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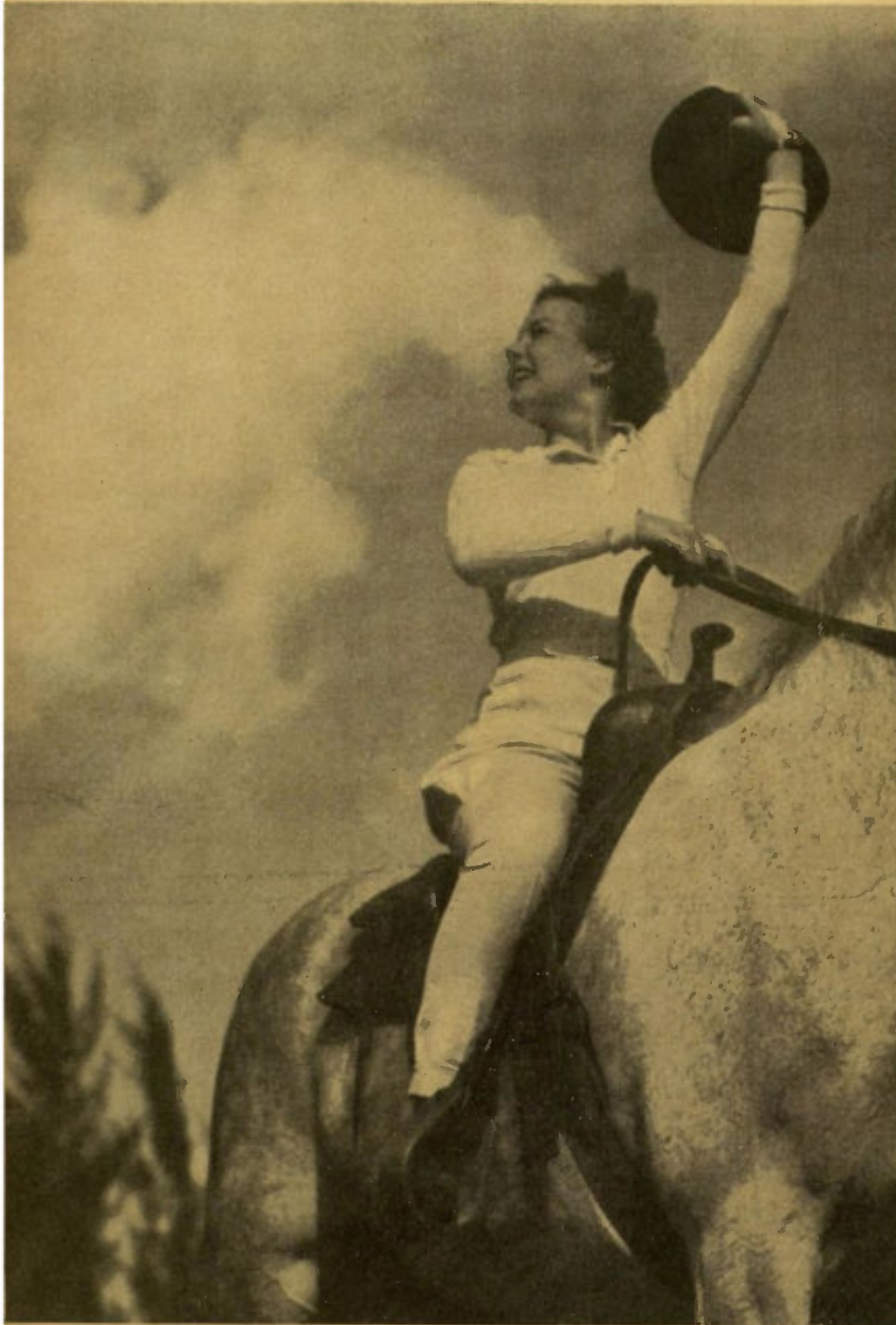
The Billboard

The World's Foremost Amusement Weekly

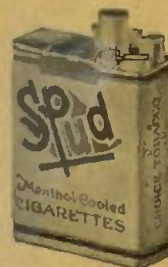


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The Billboard

Vol. XLVII
No. 13

The World's Foremost Amusement Weekly

March 30,
1935

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MUSICIANS VOTE SALARY TAX

AFA Wallops Amateur Craze

Calls amateur shows an evil and a racket—appeals to NRA and public for aid

NEW YORK, March 23.—The American Federation of Actors took a wallop this week at the current craze for amateurs in theaters, pointing out it was an evil that threatens to destroy completely the few remaining opportunities of offering employment to our members. Meanwhile, more and more theaters are featuring amateur nights, many of them lined up with local radio programs. The AFA claims it has "indisputable evidence" that "a great number of so-called amateurs are professionals who are

(See AFA WALLOPS on page 5)

To Petition President For CCC Camp Circuses

NEW YORK, March 25.—Signatures to a petition to be presented to President Franklin D. Roosevelt toward government-operated circuses to play CCC camps, the big show and side-show performers and attractions to be unemployed circus and carnival people, are being sought by Joseph McDewitt and James Nimmo, whose address is Suite 611, 1658 Broad-

(See TO PETITION on page 72)

Illinois Employment Law Amendments Affect Agents

CHICAGO, March 23.—As a result of numerous complaints of overcharging and gypping by irresponsible and unethical theatrical agencies and agents, many of the complaints growing out of bookings at A Century of Progress in 1933 and 1934, attempts are being made to amend the Illinois laws relating to employment agencies. One bill has already been introduced in the Legislature at Springfield and another of similar bill is now in the hands of the legislative reference bureau and probably will be introduced shortly.

House Bill No. 408, introduced by Representative McSweeney on February 27, amends several sections of the statute now on the books and adds two sections that will have an important bearing on future booking agency transactions. The other act, now in the hands of the legislative reference bureau, is a redraft of the present employment agency law and follows closely the wording of the McSweeney bill. It was prepared by the State Department of Labor and probably will be substituted for the McSweeney bill.

The amendment to Section 4 as provided in the McSweeney bill reads, in part, as follows: "The gross fees charged to applicants for theatrical engagements by one or more such licensed persons, individually or collectively, procuring such engagements, except vaudeville or circus, shall not in any case exceed the gross amount of 5 per cent of the wages or salary of the engagement when the engagement is less than 10 weeks, and an amount of 5 per cent of the salary or wages per week for 10 weeks of a season's engagement when the gross fees for a theatrical engagement, except an emergency engagement, shall be due and

Protested Circus Tax Bill in Arkansas Out

CINCINNATI, March 25.—Melvin D. Hildreth, chairman of the Legislative Committee of the Circus Fans' Association, Washington, D. C., wired The Billboard today, as follows: "Message just received from Governor Futrell of Arkansas stating circus tax bill protested by us has been withdrawn."

On page 43 of this issue appears a copy of the protest sent by Mr. Hildreth to the governor.

Change in CFA Meeting Dates

Hotel accommodations not obtainable during Cole Show stay in Cincy, reason

CINCINNATI, March 25.—In a recent issue of The Billboard it was stated that the Cole Bros.-Clyde Beatty Circus would be hosts to the Circus Fans' Association during its annual convention in this city on May 9-10. These plans have since been changed.

Dr. Robert Carothers, president of the John Robinson Tent here, advises that inasmuch as hotel accommodations could not be obtained at that time, the convention will either be held during the engagement of the Hagenbeck-Wallace-4-Paw-Sells Circus or the Ringling Bros. and Barnum & Bailey Circus

(See CHANGE IN on page 72)

Local 802 Places Three Per Cent Levy on Earnings of Its Members

Also cuts insurance benefit from \$1,000 to \$500 and provides that substitutes be given full date—quiet meeting—fireworks expected—next powwow on 27th

NEW YORK, March 23.—A 3 per cent tax on incomes of local musicians, a change in substitute laws and a cut in insurance benefits were voted at a meeting of Local 802, American Federation of Musicians, held Friday midnight to 5 a.m. at Carnegie Hall. The meeting was to have discussed several other resolutions, including establishing an income limit of \$100 per week for 802 members, but these did not come up and will be covered at another get-together next Wednesday (27). Musicians had expected the meeting to be productive of fireworks, but matters turned out otherwise. Large attendance surprised most members, although non-partisan observers felt the turnout was natural, since most of those attending were fighting for the preservation of their own bank rolls.

The 3 per cent tax will be placed on all earnings of all 802 members, income derived therefrom to go into the union coffers. In view of present circumstances the members voted as an economy move to cut down from \$1,000 to \$500 the insurance benefits paid to survivors of deceased members, with the cost of the coverage to the local accordingly lowered.

Affairs in 802 are still seething, the union being split into two camps, am-

(See MUSICIANS VOTE on page 5)

Weadick Gets Judgment Against Calgary Exhib'n

CALGARY, Alta., March 25.—Guy Weadick won his suit against the Calgary Exhibition Company, Ltd., in Supreme Court of Alberta last week when Justice Ives ruled that Weadick was wrongfully dismissed as stampede manager following the Calgary Exhibition and Stampede in 1932, and awarded him \$2,700 damages. The exhibition company must also pay the costs of the case. Weadick's cuts, mats, mailing lists and files which he used in connection with

(See WEADICK GETS on page 72)

LNYT Asks Benefit Info

Wants members to report letting houses—Equity will act on 11 next week

NEW YORK, March 23.—Equity is expected to take action on 11 members who played an unauthorized benefit two weeks ago at the Imperial Theater when it has its council meeting Tuesday. Replies will have come in from the Equity

(See LNYT ASKS on page 5)

Fred Margerum Honored By New Jersey Biggies

TRENTON, N. J., March 23.—J. Fred Margerum, general manager Trenton Fair, was given a testimonial dinner last night at the Trenton Country Club. Political bigwigs, including Governor

(See FRED MARGERUM on page 72)

Capacity Houses Greet Barnes Show at Opening in San Diego

SAN DIEGO, Calif., March 25.—There were two capacity houses at opening of the Al G. Barnes Circus here last Saturday. It was a warm, pleasant day. The splendid performance was enthusiastically received. The U. S. Navy, as

usual, was represented by gold-braid dignitaries and gobs, and many foreign ships sent groups to view their first big American circus.

The finely balanced program fully measured up to the high standard set by Manager S. L. Cronin. Many new faces are in the dressing-room lineup. Mabel Stark and 16 Bengal tigers registered big as usual. Capt. Terrell Jacobs' big lion act, with new features in the routine, also scored, as did the Escalante-Ward flying acts; Walther Troupe, aerial bars; the Barnette European riding act, Butlers Troupe, three Belovockey seal acts, Canestrelli Troupe, new 30-horse Liberty act; two new specs, all newly costumed. Trappings are new and there is a new musical score. The new closer, *The First Americans*, is a novel, inspiring idea that sent them out in a big hurrah. Four hundred people are with the show.

Visitors noted were Harper Joy, Spokane, Wash., banker; Lew Dufour, Zack Farmer, Dave Larson Sr., Waljo Tupper, W. H. Druggan and Eddie Brown, of San Diego Exposition executive staff; Jean Parker, movie star; Baron Long, Ed Bernard, Jules Jacques and Bonham Bros.' Boys' Band of 110.

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Film Players Ignore Academy; Guild Membership Is Now 2,300

Company union drags along with 30 player members who name best performers of year for Academy award—Guild stronger than ever—many advantages to players

HOLLYWOOD, March 23.—When the thunder and fury attendant with the selection of the most outstanding screen performance by an actor and by an actress dies down it is interesting to note that the voting to decide the winner of each was among less than 30 actor members of the Academy of Motion Picture Arts and Sciences. Since the founding of the Screen Actors' Guild the membership of the Academy has been constantly dwindling and at present numbers less than 30 actor members, while the Guild claims a paid-up membership of 2,300 actors and actresses. Voting for Academy winners under the Academy setup is restricted to members of the branch in which the selection is being made. Directors vote for the best director, soundmen for the best soundman, actors and actresses for the best actor and actress, etc.

Despite the granting of special concessions on the new contract, virtually all of the demands made by the Screen Actors' Guild, the Academy has not profited by new members. The most striking feature of the new Academy contract is that it entirely failed in at least one of its two objectives. The first was to prevent, if possible, or at least delay, the Washington (See **PLAYERS FLOCK** on page 20)

Hub Adds "All-Night" Hop

BOSTON, March 23.—"All-night" dancing, which translated into prim New England ideas of such matter means until 1 a. m., has been added to the daily lure of the Metropolitan, flash house of the local M&P chain, a saved-off section of the former Paramount-Public chain. It costs nothing but the general admission fee, and you don't have to see the picture. The spacious downstairs saloon houses it capably. It seems a bit strange as a Lenten embellishment, but is building business.

Sindlinger Wins Again

NEW YORK, March 23.—Al Sindlinger, manager of the Appleton Theater, Appleton, Wis., won first prize of \$500 in the Aunt Jemima Contest, in connection with the Universal picture, *Imitation of Life*. Al won the prize recently for the best front on the Warner picture, *Six Day Bike Rider*, but his exploitation on the last prize winner was far ahead of the Joe Brown epic.

Sindlinger is one of the best known showmen in the country and has handled theaters in practically every territory. He was formerly with Warners in Reading, Pa.

Boston "Flesh" Off

BOSTON, March 23.—With the silent departure of vaudeville from Keith's Memorial, following the brief spurt of 53d anniversary celebration of Keith activities, local theaters seem to be undergoing a general reducing treatment, "flesh" having fallen off in generous slices. Vaudeville now continues only at the RKO-Boston, the Gayety and the Bowdoin Square second-run grind houses, and thinly disguised as a stage show at the Metropolitan. In most instances business has gone off along with vaudeville, especially at the Scollay Square, one of the best pop vaude houses in this section.

F&M's Fair Bid

SAN DIEGO, March 23.—Fanchon & Marco are making bids for the entertainment rights at the World's Fair opening here in May. Ben Black, official of the producing firm, has been here for the past week contacting fair officials on production ideas.

If the deal goes thru Fanchon & Marco will produce the spectacle and be in charge of all the free attractions for the event.

SERA Drama for Twin Cities

MINNEAPOLIS, March 23.—Indorsed by local civic bodies and aided financially by the FERA thru the SERA, a permanent civic theater looms for the Twin Cities. The new organization, known as the Civic Drama Corporation, will open its season here April 22. Among the players will be Alfred Lunt and Lynn Fontanne, Nazimova, Kenneth MacKenna, Ian Keith, Ika Chase, Eddie Foy Jr. and Romney Brent. Robert Henderson will be brought here as manager.

A season of six weeks is planned for this spring, and a 10 to 12 weeks' season will be opened in September. In addition to the many hits to be presented, the American premiere of Noel Coward's newest work, *Up to the Stars*, has been tentatively set.

Stock Companies Offered As Talent Supply for Pix

NEW YORK, March 23.—A complete drying-up of the sources of all film talent was predicted today by Paul Dullzell, executive secretary of Equity, unless film producers take steps to set up training schools for new blood, preferably thru the medium of stock. Legit, which has served as the incubator for pix talent in the past, has been dried up by the demands of film companies and the carting out of all promising talent, in all departments. This includes not only actors, but writers, scenic men, directors and all others as well. Dullzell today merely restated a stand he took five years ago, when films first began their intensive drain on legit. At that time he predicted that the source of supply would be exhausted unless steps were taken to maintain it. Present conditions generally bear out the prophecy.

Dullzell's statements were prompted by a survey of film talent recently completed by the Equity office on the Coast. That survey showed that of 200 actresses playing leading parts on the screen in 1928, just three are playing leading roles today. While actors fared slightly better, the survey overwhelmingly indicated the short active life of the average film player, a condition which makes imperative a constant source of supply. The draining of legit has been a widely admitted fact for the last several seasons. And in 1928, as Dullzell pointed out, there were about 240 stock companies from which films could draw talent; now there are not more than eight.

With stock companies established by the film companies to train and develop new talent, it was pointed out, there would always be a constant and ready

source of supply. Whereas at present players signed must either click immediately or else fall out of the ranks—a condition imposed by overinflated wages and the fact that they must immediately go into the finished picture product—with stock companies films could afford to take a chance with young players. Instead of going immediately into pictures they could be farmed out to the companies. Wages would, of course, be much lower, and talent could be developed to a higher degree before the player actually faced the cameras. Players who failed to make the grade could be dropped and, with the small salaries, no harm would have been done. Even with a slight operating loss on the stock companies, money would in the long run be saved.

When the supply of legit talent is exhausted (and it is being bought much more quickly by films than it is being developed in the Broadway-restricted legit field), where will films turn?

Another angle brought out was the possibility of a return of film production to New York, as outlined in the Eddie Dowling-Arthur Hopkins scheme, which started and stopped a year or so ago. In that case, actors could appear in both films and legit, and could train while under picture contract. Salaries would be lower, and players could be hired for single films. Writers would be closer to the legit field, and plays could be tried out before being made into films. Combinations of Coast and New York offices would effect savings.

New York labor conditions, however, keep the producers out. Labor is too strong in New York for the studios' liking.

Cushman's 22-Week Unit Route Thru the South and Southwest

ALBUQUERQUE, N. M., March 23.—The Wilbur Cushman Agency here is offering the longest unit route in the country. Comprises 22 weeks, consecutive and with only an occasional day or two lost in traveling. The route includes everything from one-nighters to full-week stands at flat salary guarantees. Units used average 20 people and include union bands.

Most of the units are given six-month agreements, while a few others are given spot bookings. The units are composed of regular vaude turns and are not musical tabs. Among the units now playing for Cushman are the *Happy Landings* unit, with Alexander Brothers, Sid Marion, Skeeter and Ray; Cantu, Ben and Rita; Anna Rose, Melina Chorka, Peggy George and Waller's Band; Harry Roisman's *Evening on Broadway* unit, with Roisman's Alabamians, Jack Randall Company, Jay Howard, Toto, La Temple, the Coltons and Ina Scott; the Ethel Robison *Hi-Lites of Rhythm* unit, with Four Rounders, Emerson and Baldwin, Rita Del Gardi, Valjean Sisters, La

Petite Adeline, La Villa Girls and Bobby Dancers Orchestra.

Cushman is also playing Harry Clark's *Rhapsody in Rhythm* unit, with Art Glenson Cadets, Croupy and Violet, Bobby and King, Bernice Jarneau, Glenson and Allyn, Charles Reilly Company, Harry and Billy Clark and Three Rhythm Queens; the *Bill Arms* and *Homer Hott Runnin' Wild* unit, with Gene Gory Band, Roberta, George Downey, Davey Jamieson, Edwards and Sanford, Pink Erion, Jack and Blackwell, and Harmonica Leonard, and the Gene Cobb *Rambles in Rhythm* unit, featuring Smoke Gray and Cobb, Hollywood Adagio Quartet, Jack Lowe, Chan Knoll, Donna Dent, Alice Mishou, Dorothy La Rus, Flo Devere and Liddy Reichard, Almee Alaire, and Glen Dale's Orchestra.

In addition, the Cushman office is handling exclusively Francis Renault's *International Varieties*, *Happy Harrison's Circus Days*, *William Arms' Rio Nights*, *Janet Adler's Revue De Ville*, *Ed Gardner's Footlight Frolics*, *Singer's Midget Band* unit, *Revels of 1935*, *Top of the World* and the *Hi-Boy Revue*.

The Cushman dates are spread thru the South and Southwest.

Meadow-Faggen Combo

NEW YORK, March 23.—New press agent combo announced this week, with Jay Faggen and Noel Meadow combining their radio and theatrical accounts.

Agent Bill Up in Mass.

Hearing next month—provides State regulation—to punish bum payoffs

BOSTON, March 23.—The Kearns bill for State regulation of bookers, private entertainment bureaus, personal agents and managers, which comes up for a hearing next month, provides for a \$1,000 bond, a maximum 5 per cent commission fee for personal reps, bookers or managers, and a 25 per cent maximum fee for private entertainment bureaus. It also calls for strict regulation of payoffs and punishment for violations. Cities and towns may continue to license theatrical offices, but only under State regulation.

The bill says local communities may "license persons engaged in the business of booking actors and actresses for vaudeville and other stage performances, including floor shows of all descriptions, such as beer gardens, restaurants and so forth, who themselves collect the compensation of the actors and actresses and deduct their own commissions before paying them."

Unlicensed offices would be liable to a \$500 fine or one year imprisonment, or both. Agents violating the clauses on maximum commission fees would be liable to revocation of license and forfeiture of the bond.

A performer who is overcharged on commissions can sue "in the name of the State treasurer upon the bond of such booking agent, personal representative or manager, and shall recover upon such bond for his own benefit all sums improperly withheld from him or her." The bill further provides that licensed agents must have an established office. The act also applies to "amateur performers who make a living as such."

The bill is being introduced by Representative Patrick Joseph Kearns, of Lynn, and was drawn up jointly with Tom Senna and Edwin Consolmagno, local rep and counsel for the American Federation of Actors, respectively.

Russ Film Rumpus

SYRACUSE, March 25.—American Legion's objection failed to halt showing of *Chapayev*, Russian film, also titled *The Red Commander*, here last week, but cut its field to just one auditorium. Prof. Sawyer Falk, Syracuse U. dramatic director, defied the Legion and allowed the picture to run in a Forest College building. No one else wanted to risk it. Result was a warning to Prof. Falk from city that he must get commercial license for any future exhibitions. The Legion post telegraphed Gov. Lehman, asking him to bar *Chapayev* in whole State. Film got no theater showings as a result.

Boston's Tough Lent

BOSTON, March 23.—Lenten inactivity has the town in its grasp, with but one of the legitimate theaters still operating. That one is the Plymouth, which houses Gilbert Miller's production of *Ode to Liberty*, with Ina Claire and Walter Slezak. Business not so hot. A brief flurry with all of two theaters open at the same time is promised after Lent.

Leon (Snooks) Friedman This Week's Cover Subject

SNOOKS FRIEDMAN, who has been in the show business 11 years, came to New York from Memphis, where he was drummer in his own band, in 1929. Shortly after he was selected, in competitive audition, to play at the Paramount Grill, where he stayed several seasons. When he went into the Paramount he started directing his own organization and now ranks high as leader of a show band.

Friedman also possesses an unusual record in that he worked for the same management at the Casino de Parco and the Manhattan Music Hall for 45 weeks. During that time he was on the air every night.

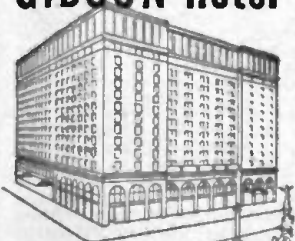
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FAMOUS LANDMARKS

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More than a hotel... a place to live. All that the most modern touch can add to age-old hospitality. Here the guest is king—The Gibson in his kingdom. Rates—from \$2.50 single, \$4 double. F. W. FALLANT, General Manager

U. S. Agency Lands Exclusive as Radio Luxemburg's American Rep

NEW YORK, March 25.—Conquest Alliance Company, specializing in handling advertising on European radio stations, has just signed a contract with Radio Luxemburg, operator of the most important commercial station in Europe, giving Conquest Alliance exclusive representation rights in the United States for that station.

Radio Luxemburg, in the European principality of that name, is the only really commercial station in Europe

and, broadcasting on a power of 200,000 watts, is audible in every major European country, including England, France, Germany, Belgium, Spain and Holland.

Because of the ban on commercial broadcasting in most of the countries listed above, Radio Luxemburg is currently enjoying a large income. Station is accepting contracts calling for programs in any language, with Conquest Alliance's contract including rights to any American firms with European distribution. English audience is quite large, since Radio Luxemburg broadcasts popular-style shows against the more sedate British Broadcasting Corporation programs.

High Tribute Paid "De Lawd" of Stage

CHICAGO, March 23.—Few actors have been honored as was Richard Berry Harrison, "De Lawd" of Green Pastures, when his body was laid to rest Tuesday in Lincoln Cemetery after having been viewed by more than 15,000 persons as it lay in state for a day at the Harrison home.

Mayor Edward J. Kelly, other State officials, federal officials and men high in the arts and professions were among the thousands who reverently bowed their heads at the casket of the noted actor. There were men and women of all races, creeds and stations in life in the lines that moved for hours thru the home, which was bedecked with flowers sent by sorrowing friends. Among the floral tributes was a blanket of nearly 1,700 roses from the members of the Green Pastures company, and a wreath from Marc Connelly, author of the play. The body rested in a satin-lined bronze casket around which were lighted tapers in tall brass candelabra. At the foot of the casket stood a portrait of the actor in his costume, done by Norman G. Bernstein. In the casket the body was clothed in the costume of "De Lawd" used in the play. The body lay in state thru Monday and part of Tuesday morning and was then removed to St. Edmund's Episcopal Church, where the funeral services were held. The few hundred seats of the little church were filled, while hundreds of persons stood outside.

AFA WALLOPS

(Continued from page 3) forced, thru the lack of regular employment, to accept the terms and conditions imposed upon them by the sponsors of this new amateur racket.

The statement continues with "We consider this an unfair trade practice and decidedly in contrast to the program sponsored by our president and the purpose of the NRA." The AFA asks for aid "to put a stop to this unjust and un-American attempt to break down wages completely."

The statement also takes a swipe at the picture "monopoly." "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." The AFA is appealing to bookers, circuits, performers, the NRA, the Code Authority and the press for aid in battling the "amateur racket."

Fourteen more Warner spots in Pittsburgh begin amateur nights today. It's a tieup with WWSW, with Joe Feldman running the contests. The finals will be held at the Enright Theater, the winners getting an engagement at the Stanley Theater and a broadcasting spot with WWSW.

ILLINOIS EMPLOYMENT

(Continued from page 3)

the cost of transportation to the place where the services begin if paid by the applicant.

It also is provided that no theatrical employment agency shall "enter into and be a party to any contract whereby it becomes business manager or representative of an actor, entertainer, performer or exhibitor within the purview of this act unless a contract separate and distinct from the employment contract provided in this act shall be made by the parties interested." If this amendment is adopted it will kill the present practice of agencies collecting an extra 5 per cent thru being designated manager or representative of the performer unless a separate contract is entered into.

Section 6a of the amendment provides that "every theater, radio station, circus or other corporation, individual or firm which engages, hires or employs any person for theatrical, radio or other entertainment... shall deal directly with the person, persons or troupe it seeks to engage or shall deal with a licensed employment agency and in no case shall any theater... individual or firm engage directly or indirectly in the business of an employment agency, engaging, hiring or employing any person for some other employer for profit."

LNVT ASKS

(Continued from page 3)

members involved by that time, and a representative of the Theater Authority will be at the meeting to give the TA's version.

Meanwhile the League of New York Theaters has requested its members to notify the TA as soon as they let their theaters out to benefit sponsors. This action follows a request from the Theater Authority for quick information on benefits so that it will have sufficient time to negotiate with the sponsors.

The Authority was attacked this week by Ed Sullivan, *Daily News* columnist, for demanding the usual percentage of the gross from a certain benefit. Sullivan plays Loew's State Theater Friday and will use guest stars. He is under orders from Loew, however, not to play up the guest-star angle, but to concentrate on emceeing his revue. When Sullivan played the State last winter, he was severely criticized for corraling too many "guest stars."

MUSICIANS VOTE

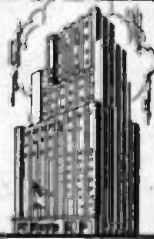
(Continued from page 3)

played and unemployed. Members say that, with the \$100 limit yet to come up as well as several other proposed remedial measures, the end is still not in sight. One making the rump rounds is that the musicians will try to stop recordings being made off the air, hoping to get repeat work for the members if this is cut out. Another idea is to discontinue members who, altho holding local cards, earn their livelihoods in other businesses, but vote on important measures and also increase the unemployed musician figure.

The substitute change enacted may help unemployment. Previously, a musician with conflicting dates engaged a sub, latter playing for rehearsals, and the regular on the date then stepping in. Instead of the sub getting the regular rehearsal fee, it was the custom to pay him a small portion of that amount. Under the new law subs engaged for a date must play that complete date, including rehearsals and performances. This touches radio most, where a limited clique has the majority of jobs.

New York City

HOTEL



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CHARMING ROOMS DAILY TARIFF from TWO-FIFTY MONTHLY TARIFF from FIFTY GEORGIAN ROOM For Matinee-Luncheon, Theatre-Dinner, After Theatre Supper, Oline-Dance Unl 2 A. M.—50

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SPECIAL RATES TO PERFORMERS. 620 North State Street, Chicago, Ill.

Heffner-Vinson Players

WANT A-1 Flash Drummer, Tenor Sax. If wires do drums say so. Prefer people that can do specialties. State lowest salary, age, etc. You must cut it Jimmie Crawford, Al Fitzcally, W at Liberty, wire lowest. Clewiston, Fla., March 28 to 30; then Valdosta, Ga.

FOR SALE — Semi-Trailer House Car, fitted with Clothes Closet, Cabinet, Lavatory, 6x13. Brand-new Model A 1929 Lincoln Car, Completely equipped. Bus body. A beauty. Both priced right. Khaki Top, 19x30 \$20.00. (No Wash.) Baby Piano, like new, \$90. MADAME MAYFIELD, Tidoula, Pa.

GIRL PIANO PLAYER. Not over 27. Good Personality. High rhythm. Take-off. Dance crowd. Steady. MEADOWS NITE CLUB, Winemucco, Nev.

Princess YVONNE "PSYCHIC WORDS" 1011 N. W. 1000, M. IRVING, WASH. D. C. 20007

WANTED MUSICIANS All kinds. Must be union. Three Chorus Girls. People in all lines. This show always works, pays off, so make it right. No tickets or money until arrival. Royal Theatre, Columbia, Ga., March 28, 29, 30; Victoria, Miss. April 1, 2, 3. MANHATTAN REVUE

AT LIBERTY Capable young TEAM. Man, age 27, Comedy (Holds or Lights), Juveniles, Heavies, Handic Stage, Electrician. Lady, age 23, Ingenious, Ingenious Local, Second Business, Specialties. Have social. Join on wire. JIMMIE BRASWELL, Jefferson, S. C.

AT LIBERTY—YOUNG TEAM Man fast B. P. Song and Dance, good Dialect, plenty dashy and sloppy wardrobe. Bass or Baritone Harmonium. Also General Business Parts. Wife Ingenious, General Business. Neat wardrobe. Specialties for two weeks. Have car. State your best in first. Rep. Med. anything reliable. "BROOKIE" BISHOP, Elmore, S. C.

ROBERSON PLAYERS WANT People all lines. Musicians who can sing, men or women. Must understand Trucks. One handle Universal Light Plant. Illinois-Wisconsin territory. 830 Third Avenue, So. St. Petersburg, Fla., till April 7; Ocala House, Kansas City, week of April 15.

WANTED To buy or lease Dramatic Tent, 40x250, with or without equipment. Also Light Plant. COLLEGE RHYTHM REVUE, Capitol Theatre, Raleigh, N. C., March 28, 29, 30.

WANTED Strong, Young General Business Team, Sex, Tripping. Tell all, for how much. Pay your wire. JACK ALFRED, Goldthwaite, Texas.

WANTED Young, sober, experienced and performers for platform. Hot Black producer, sobriety, novelties, musicians. Tell all, for how much. Address F. O. KEITH, Thayer, Mo.

FOR SALE — Sound Equipment like new. First \$25, or will trade for Trained Dogs, Monkey, Picture Machine, Mins, Caddy, Printing, etc. RIGDON, Henderson, Ga.

WANTED Partner for Tent Show, one-nighter, or Picture Show. Fifty-city proposition. State all. 414 West California Avenue, Oklahoma City, Okla.

NEW PLAYS Send for List. BERT HUGHES, Delavan, Wis.

GLOBE TICKETS ALL TYPES Roll and Machine 100,000-\$17.00 GLOBE TICKET COMPANY 112 NORTH 13TH STREET PHILADELPHIA, PA.

LUMINOUS CLOTH

36 inches wide.....\$1.95 Per Yard 52 inches wide..... 2.25 Per Yard LUMINOUS PAINT..... 50c Per Ounce Sample Bottle, 25c.

Write for Samples of other Costume Materials. SOUTHERN IMPORTERS & EXPORTERS 200 Fannin Bldg., HOUSTON, TEXAS.

WANTED—Join on wire. Piano Player, read, fake. Sister Team, double chorus. People all lines. All summer's work. State lowest salary. No advance. Also Agent with car. No name or double-crossover. COLLEGE RHYTHM REVUE, Capitol Theatre, Raleigh, N. C., March 28, 29, 30.

8 x 10 LOBBY PHOTOS SPECIAL—\$2.25 Per Ounce. Double weight, glossy Photo Post Cards, \$2.00 Per Hundred. Rush orders promptly handled. GO-NO PHOTO COMPANY, Mason City, Iowa.



CHARLES BERNARD, one of America's most prodigious collectors of show items and a historian of note, comments in a letter received this week on the recent diatribe in this column on unfair methods employed by exhibitors in certain key-city spots to keep stage attractions out of their towns. Bernard is well able to speak for himself. With the conviction that his contribution will be of interest to a goodly portion of our readers, we reprint it in full below:

I have followed closely your comments relative to the revival of vaudeville, legitimate, drama, musical comedy and the various forms of entertainment which up to 20 years ago made the Opera House in the towns and cities of the United States not only a place where the population could be entertained, but a highly valued commercial industry which gave profitable employment to a profession of far-reaching proportions and was the means of aiding the business interests of the towns and cities to an extent that was not fully appreciated by those who profited.

In my research for historical data on the show business as well as in my years of practical experience in the business, I find so much evidence of actual loss to the masses by the converting of our once-prized Opera House into a place for the dispensing of canned entertainment that is losing its popularity or closed and kept dark by the greed of the motion picture moguls that I am forced to express the opinion that there should be a systematic campaign started to impress Chambers of Commerce and the municipal authorities throughout the United States with the importance of taking an inventory of their respective local conditions in places of entertainment; how it compares in 1935 with the three decades ending in 1910, and what is their duty to the public in restoring the losses that such inventory will show.

To better explain my personal views I present to you documentary evidence that tells an impressive story. Going thru my volume of New York Clippers yesterday, searching for some circus data, I found in the August 11 issue a double-column, four-inch display advertisement published by the General Passenger Agent of the Burlington Route, as an announcement to the traveling amusement organizations, showing the importance of routing their shows over the C., B. & Q. Railroad. This is how the railroad presented its claims for patronage:

A complete list of towns and cities on the line that had Opera Houses was given in alphabetical order; name of town and State was followed by the town's population, name of Opera House, its seating capacity, size of stage, the name of the house manager; it gave the number of towns in Illinois, Iowa, Missouri, Nebraska and Colorado that had one or more Opera Houses where shows could be booked and the routes arranged advantageously.

It is beyond question that the passenger department of the Burlington Railroad knew the value of transporting the scores of traveling shows that were then fixing their itineraries for the season 1883-'84, which would begin on or near September 1, 1883. Turning to the published "Routes Ahead" in the November 10 Clipper, I find that of the dramatic and musical attractions there were approximately 200 companies; routes; 19 variety shows, 10 minstrel and miscellaneous shows; in the last of which was Professor Bartholomew's Equine Paradox, Blitt's Mammoth Show (Aunt Lou) and the Mrs. General Tom Thumb Company. J. H. Haverly, incidentally, had three "Silver King" shows en route.

What a revelation it would be to the Chamber of Commerce in any city of from 40,000 to 60,000 population to have a summary of the expenditures by traveling shows in their respective cities for drayage, hotel bills, res-

taurants, boarding houses, merchants and necessary incidentals between September 1, 1883, and May 1, 1884. And how much do you suppose was dispensed in salaries to the members of all such organizations in the same period?

Aside from the financial benefits to the interested business people, what of the 1935 generation that does not even know the realities of that wonderful past lost to them by selfish motives prompted by greed?

Historian Bernard does not state the figure dispensed in salaries over the period he refers to. Neither does he reveal whether this figure is easily available. It would undoubtedly prove to be academically interesting; but aside from that its importance is now secondary since it is pretty well agreed that it was sensationally high. The important point at this stage is to get stage attractions back into the "closed" towns. Aside from the interesting work we are doing on this project we would be interested in hearing from other showmen as to their suggestions. As has already been demonstrated in this pillar, we heartily agree with Bernard that the focal point for action is in the Chambers of Commerce and other local groups of business men. Those who are interested sentimentally and from a cold business angle in the revival of traveling shows could do far worse to further this cause than to keep after Chambers of Commerce with letters, speeches and factual material proving that the revival of these shows is tied up closely to a revival of business generally. But to wait for business to revive before encouraging traveling shows amounts to putting the cart before the horse. In short, business follows the shows—despite the flaw-specked claims of certain near-sighted, selfish exhibitors.

SELF-SEEKING Broadway columnists, deplorably stupid performers and others with more sinister motives are freely attacking the Theater Authority, Inc. It is a tribute to the Authority that it is being attacked. This is the surest sign we know that it is hurting the enemy in the vulnerable spots. The Authority was formed by authentic theatrical groups to regulate benefits and to turn to theatrical coffers a small share of the vast amounts taken in at benefit box offices. We had despaired for a time of the Authority ever making any headway due to the ill-fated attempts to accomplish the same purpose that preceded it. But when the wolves begin howling it is a sure sign that there is prey in sight.

Clever arguments have been used and will continue to be employed to show that the Authority is out of its province in demanding for approved theatrical charities a share of all benefits. These arguments are of no avail against the strongest plea of all: that the actor, having given of his all as far back as Dan Frohman can remember, should by now come into his own. No charity is so needy that it cannot afford, when employing actors to raise funds, to give a small share of the take to the actors' own charities.

Way back, in the days when the regulation of benefits was unthought of, this commentator gave vent frequently to his obsession that actors should demand that their own charity organizations receive a small slice of the proceeds of every benefit they play. This philosophy has become a real policy, thanks to the Authority. Regardless of criticism, regardless of the alleged splendid character of those who attack it, the Authority should stick to its guns. No benefits should be approved under any circumstances unless it is agreed that a fair percentage of the receipts is turned over to the actor organizations.

Charity begins at home—and in times of stress it should end there. The actor cannot afford to alienate himself from the world by refusing to play benefits entirely. But he can at least demonstrate his loyalty to a fine profession by demanding, thru the Authority, that his own charitable groups share in the earnings of benefits he plays.

It is high time that promoters, slick agents, politicians and professional philanthropists were made to see the handwriting on the wall. Let them know that from now on they can't rope in an actor's talents and box-office draw without paying the piper in the form of the Authority. When this is known and when the world at large begins to realize that the Authority has power and it means business, then—and only then—will the back or benefit racketeering be broken.

The Broadway Beat

By GEORGE SPELVIN

EDDIE DOWLING has quit playing benefits, due to his health. Grand opera goes into the revamped Manhattan Opera House March 23. And also going in (for one night only, of course) will be the New York Newspaper Guild benefit March 29. It promises to be a big event. Clayton, Jackson and Durante will reunite for just that one show. Others who have promised to appear so far include Walter Winchell, Ben Bernie, Joe Penner, Abe Lyman, Ozdie Nelson, Harriet Hilliard, Eddie Dowling (in spite of his newly made resolution), Ray Dooley, Sally Rand, Ethel Merman, Victor Moore and Billy Gaxton. The Allied Theatrical Association will hold an entertainment and dance at the Hotel Delano the evening of April 3. Sophie Tucker is due back in town this week. There is a strong movement on among the foodworker unions for one big union in New York—which might affect the night spots. Bert Washnew's new-found sobriety these days is said to be due to the titan-haired Dolores Strange, of Los Angeles. It's Spring in the Air. Alex Hyde has a new singing discovery in Jane Sloane, a Southern lass. Another singer he has is John Dunhill. Phil Bloom's brother, Jack, is now working with him at Rockwell-O'Keefe. He's a double for Phil. George Givot is now giving private lessons at the St. Moritz—and guess the subject. Mastery of his Greek dialect, no less. With plenty of people around trying to lose dollars, yet. Leon and Eddie's went plenty risque on the circular advertising their new show. Paul Duke, who is now on his 16th week at their place, was honored by the request that he appear at the President Roosevelt dinner given Saturday night at the New Willard Hotel, Washington, by the White House Press Correspondents' Association. He took Saturday night off to attend.

The Childs eateries are now featuring gala nights playing up amateur and pro talent. Henry Kalchelm, one of the many theatrical Kalchelm, recently gave a party for his one-year-old heiress, Joan. Henry's a Chi theatrical attorney. Jerry Sachheim, Universal's story editor, flew into New York last week to go into huddles with Max Hart. A well-known cheese has engaged a Broadway press agent. To spread the gospel maybe, which is in the way of being a bum gag. Fredric Watson, whose new oratorio had its "first time anywhere" last Sunday, says that the future of American music lies in school orchestras, women's clubs and the radio. Charlie Mosconi is staging the dance contests at the APA ball next Saturday. Ralph Whitehead is back at his office after a serious illness. For the moment it seems that the new left-wing theater groups are the pets of the intellectuals. But some of them are okeh anyhow. Clifford Odets, the Group Theater playwright, has been busily engaged in turning down movie offers. WHN took ad space in the dailies to announce that its "original" amateur show is still in progress Tuesday nights with J. C. Flippen—now that the Major has flown the coop. A clever idea to hit Broadway is the shoe-fixing spot in Times Square that makes 'em shorter or longer—in fact, any foot-ease that's needed, or even a new color for the dogs. A regular shoe hospital. Bock beer seems to be doing okeh on sales all along the line. E. C. Mills, g. m. of ASCAP, is back from a short trip to Canada on various composer-publisher matters. The MPPA offices have emerged with alterations and a new coat of paint, indicating that the organization won't move to Radio City, but will remain a Paramount Building tenant. Sam Fox Music Company branch is moving to Radio City in May.

Chicago Chat

By NAT GREEN

BALMY SPRING (It was balmy when I started to write this) descended on Chicago this week along with a deluge of movie celebs, some of 'em just pausing here, some in for personal appearances. Maurice Chevalier, the romantic, was first and he declared "No more romances for me, either on or off the screen." He was on his way east to sail for that dear Faree Saturday (last) on the Ile de France. Says he's definitely thru with MGM and has hooked up with a French film company that will give him real "he-man" roles. Virginia Weidler, seven-year-old star, came in from Los Angeles on her way to a personal appearance at the premiere of her picture *Laddie* in Indianapolis. And Dorothy Page, radio beauty, just got back from Hollywood, where she took additional screen tests that, we understand, were very good. Lingerer with us for a week are lovable Polly Moran, headlining at the Oriental, and the fiery Mex beauty Margo (Marguerita Bolando to use her full name), appearing at the Chicago Theater. Coming soon are Bebe Daniels, Ben Lyon and Skeets Gallagher in their three-act farce *Hollywood Society*; Mary Brian, Kitty Carlisle, Lupe Velez, Morton Downey and gosh knows how many more.

The Alcoholic Appreciation Guild was introduced to Chi recently by Bob Casey, of the *News*, and appears to have attracted some active and appreciative votaries here. Bob launched the guild originally in Butte, Mont., not so long ago. It's showing lively growth here, with recruits from the theatrical and circus agents as well as feature writers from the dailies, and any day Louie Most and George Taylor, bartenders to the guttlers, may be observed busily serving 'em over on West Madison. Billy House probably will be featured in a new Harry Rogers show shortly. Charlie Forsythe, of the Forsythe, Seaman and Farrell act, was made a Kentucky Colonel recently when he played Louisville with *Get Hot*. (Miss) Lee Levine is Charlie Hogan's new secretary, who has succeeded Dorothy Moses. J. A. Darnaby back from Chattanooga, where he's been laying plans for a new Tri-State Fair. There's a possibility that *Shuffle Along* may be taken to England. Mit Schuster back from a business trip to New York and says the burly situation is much better here than in the East. Anne Hogan doing publicity for Bill Hogan and his ork.

Buried away up on the Chicago River, the Dixiana showboat nevertheless continues on its merry way presenting "mellers" of the vintage of the '90s. Mary Sunde, burly queen who has graduated to the night clubs, drawing record crowds to Colosimo's. Leonard Keller, "tone poet," surprised everyone at the Walnut Room of the Bismarck by stepping from the dais the other evening and doing a graceful tango with lovely Chita Chavez. Borde and Carroll, dance team, who recently joined an Ernie Young revue, contemplate a trip to the Orient. The circus boys are gathering for the season's opening. George Davis and Ernie Tucker, in charge of concessions on the H-W and Cole shows, respectively, have been round down; Mickey Coughlin is here, so are Bob Hickey, Art Hopper, Tex Sherman—in fact, new faces popping up every few days, which means gabfests galore. That was some farewell tendered Joe Rogers Thursday night, and a sincere one, for the boys are fond of Joe and hated to see him leave. Paul Longone, opera director, admitted he and Eleanor LaMance, mezzo-soprano, were secretly married in New York over a month ago.

BIGGEST SPOT-TIME DEAL

Amateur Tide Still Rises

Local sponsors in theater tieups continue to swell in numerous cities

BOSTON, March 23.—Starting a small tidal wave of radio amateur nights, connected for the most part with grind movie houses and secondary stations, the Scott Furriers' Sunday evening amateur contest carried on at the Boston Opera House and over Station WNAO for the past month, will split this Sunday, a second contest being staged for the Hartford branch of the same concern in the Parson's Opera House, Hartford. Presumably it will be carried over WTIC, Hartford, but no announcement has been made here as to broadcast arrangements.

Over 3,500 attend each Sunday show, which includes a fashion show with model contest for those present. A silver collection, a dime apiece, is taken in for some deserving charity.

PITTSBURGH, March 23.—The independent stations here, in conjunction with downtown and neighborhood theaters, are plugging radio amateur nights as never before.

KGV invites novices on its Thursday night programs which are broadcast direct from the stage of the Alvin Theater. The winner, determined by the customer's applause, gets a week's engagement with pay at that theater.

Warner Brothers theaters in conjunction with WWSW arranged a weekly amateur contest to be held in 14 neighborhood houses. The ultimate winner gets a week's work at the downtown Stanley Theater and regular broadcasting spots over WWSW.

OMAHA, March 23.—On the heels of the announcement of its dramatic contest for high-school pupils, Station KOIL has made known a new writing contest for girl students. As prize in dramatic contest is a scholarship to Creighton University, so the prize in the play-writing contest will be a \$200 scholarship to Duchesne College here. Besides the top prize there will be four prizes of \$25 each. Manager John Henry has announced.

Eligible to compete in the Duchesne contest are girls in any of the high schools of Omaha or those of surrounding counties either in Nebraska or Iowa. Figured that station will reap some scripts for the several of its dramatic programs, besides the plugging that will result.

In the dramatic contest any pupils of the same high schools are eligible to take part, with competition arranged in a series of skits before the microphone. There will be a \$200 scholarship to the winner, four prizes of \$25 each, medals and a plaque to the school represented by the winner. This last prize will also hold in the Duchesne contest. Five high in the dramatic contest will also get chance in some of the station productions.

Both contests scheduled to close about June 1 with scholarships applying on the 1935-'36 term.

FCC Reminds Stations That They Are Too Lax

WASHINGTON, March 23.—Laxity on the part of licensees of broadcast stations with reference to the observance of rules and regulations of the Federal Communications Commission, and in connection with applications for authority to broadcast special programs, has been cited by the Commission.

Many of such applications were not filed in accordance with Commission Rule No. 22, and as a result in the future all applications filed which do not come under this rule or any other rule, will be returned without action, the Commission advises.

"NBC Network Airties" Released to Trade

NEW YORK, March 23.—After somewhat of an unavoidable delay, National Broadcasting Company's "NBC Network Airties," is about to be distributed to agency executives and national advertisers.

The book makes definite statements as to "where" and "how many" radio families are reachable thru NBC. Detailed stories on "NBC Network Airties" appeared in these columns some weeks ago.

WLN To Load Down On Its Loew Acts

NEW YORK, March 23.—Loew vaudeville acts will be used extensively on WLN, New York, programs in the future, with several of them already starting. This is one of the moves being made by Louis K. Sidney, who has succeeded Major Edward Bowes as managing director of the Loew-owned broadcast outlet. In addition, any MGM film players in New York will probably make guest mike appearances on the station.

Some of the Loew names include Yascha Bunchuk, on this week; Henry Therrien, standard vaude turn, starting Thursday (21), and Ann Lester, also due for a series. Another vaude name is Jay Flippen, now m. c. on the amateur program instead of Major Bowes.

Ed Lowry, vaude act, and also on the air at NBC for a time, starts an hour show for the Loew station, using guest stars and Ruby Zwerling's Band from Loew's State Theater, New York.

CBS Outside Bookings

NEW YORK, March 23.—Columbia Artists' Bureau theater bookings, by Paul Ross are: Isham Jones and orchestra, opening at the Penn Theater, Pittsburgh, April 19, following with Metropolitan, Boston, for eight days beginning May 2. Jimmy Lunceford Revue, now current at the Regal, Chicago, opens April 12 at the Palace, Cleveland. Fray and Braggiotti open at the Chicago, Chicago, March 29. Vera Van opens at Loew's Gates, Brooklyn, also on the 29th.

Artists and announcers booked for Vitaphone shorts are: Little Jack Little and band, Red Nichols and band, David Ross, Kenneth Robert, Harry Von Zell, Paul Douglass and H. V. Kaitenborn in a special series. Vera Van and Jerry Cooper also have been booked to make a short.

Berlin Off Commercials

BERLIN, March 23.—Radio advertising in Germany will cease October 1, the government finding the political and cultural phases of radio "incompatible" with the commercial aspects. Ruling is in a circular from the Propaganda and Public Enlightenment Ministry and further says newspapers and displays will be given the benefit of the advertising concentration.

WIP Buys Transradio Service; Will Use News To Beat Rivals

PHILADELPHIA, March 23.—WIP, owned by Gimbel Brothers, department store merchants, has bought Transradio Press news service. Thereby Philadelphia press-radio relations, never very cordial, become further involved, while at the same time WIP strengthens its competition to WOR, Newark station, which has been knocking at Philly's advertising doors since its 50,000-watt transmitter started service a month ago.

Action of the Gimbel station resembles that of WOR in buying Transradio, WOR being the first major Eastern station to do so, as both have department store ownership. Gimbel's is the largest Philadelphia space buyer in the dailies.

300 Outlets Involved in Auto Co.'s Thrice-Weekly Schedule

Chevrolet Motors goes for heavy disk plan exceeding former splurges for time by over 100 stations—WBS studios turn out job for optimistic advertiser

NEW YORK, March 23.—Largest radio advertising deal, according to station sales managers and advertising agency men, will start April 1 thruout the country for Chevrolet Motor Company. Auto firm is buying spot time, on a thrice weekly schedule of quarter-hour periods with a transcribed program made by World Broadcasting System, on nearly 300 stations. Locally the program will be on WOR. Several years ago Chevrolet established a record for a transcription layout when the company spent over \$1,000,000 in a campaign that went on about 160 stations.

Survey Indicates WEB Sponsors Off

NEW YORK, March 23.—Number of advertisers using radio networks has been on a steady decline since 1931, the air's peak year, according to a survey of chain time buyers since 1928. Survey went into the question of the number of chain users that started in 1928 and continued each year, as well as the number of advertisers starting each successive year thereafter and staying on the air. Mortality rate among the beginners and who then go off is high.

In 1928 slightly more than 150 advertisers made their debut on the air, with each year after finding some of those clients going off until in 1934 only 35, or about 23 per cent, were still on. Similar drops are recorded for all succeeding years in the tabulation. Number of starting advertisers each successive year, as recorded by Media Records in the survey were: 1929, 125; 1930, 138; 1931, 145; 1932, 71, and starting in 1933 were 65.

Highest total for the years recorded was reached in 1931, when there were over 300 advertisers on the chains. As is to be expected, 1928 was the lowest year with only 184 customers listed. Figures climb until 1931 and then decline again. Year with the highest percentage remaining on the air of those starting the year previous was 1929, when about 85 per cent held on.

Number of 1934 advertisers going off cannot be compiled, of course, until the end of this year.

WBS Starts New System

NEW YORK, March 23.—World Broadcasting System has started on its new system under the revised station contracts effected earlier this year, whereby commission on its recordings sold commercially are eliminated in favor of a talent fee and whereby sustaining program hours are boosted. Practically 100 per cent of the transcription firm's program service buyers have signed the new contracts.

WBS has added to its list of stations. Included in the new ones are W6XAI, high fidelity station on Bakersfield, Calif.; WDBO, Orlando, Fla.; KLP.M, Minot, N. D.; WIBW, Topeka, Kan.

That was the first year World Broadcasting was in business. This year the Chevy show will be on 100-odd stations more, with the time for the greater part of the campaign already cleared. At writing time full details were not available.

Chevrolet campaign marks the general uptrend in spot business which has been expected some time and which has been slowly coming since the first of the year. It also marks the return to spot-time buying of a national account which deserted that field for chain broadcasting, but in turn, is ceasing network activities for the individual time buying. R. K. White, of the Campbell-Ewald agency in Detroit, is handling the campaign. Figures on the total outlay will certainly exceed that previously established by Chevrolet. No firm has ever used that many stations before, it is said.

Trade circles feel that the Chevy campaign follows out the optimism caused at the first of the year, when Ford Motor Company also went on a large transcription spree in connection with its network programs. However, the Ford spots were only bought for a short period.

Observers also believe that with WBS understood to be clearing time on the stations other than those buying its sustaining service, the representation field might be considerably affected. May mean that other station rep firms beside Free & Slesinger would come to an agreement with World to end excess station commissions.

Radio Owners Petition City Council on Noise

PORTLAND, Ind., March 23.—A petition signed by 473 radio users of this city was presented to the city council asking that immediate action be taken to eliminate all radio interference in the city and vicinity as covered by its transmission of light and power. Efforts are being made by the city light department. The city council requested the co-operation of local radio dealers.

In Union City, a near-by town, an ordinance was passed some time ago which makes it unlawful to operate any machine, apparatus of contrivance between the hours of noon and midnight which in any way might interfere with the operation of radios or develop static. A fine of \$1 to \$100 and a jail sentence up to 90 days was set aside for the breaking of this ordinance. It may be that something similar to this ordinance may be adopted in Portland.

Watch for

This Special Feature:

Broadcasting in the Summertime

By ROY C. WITMER

in the

Spring Number of The Billboard Dated April 13

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

TEDDY BREWER
AND HIS TWELVE RADIO ARTISTS.
Now on Tour for O. R. Wall,
HOTEL MARION, MARION, S. C.

FREDDY KAY
AND HIS ORCHESTRA.

LEW REDMAN'S BELLHOPS
TWELVE COLORED RHYTHMATIC.

STAN HALL
(The Impresario of Songs)
AND HIS BAND OF A MILLION-AIRS.
Featuring
MARY NEWITT AND THE MODERN
OHIO.

Clive Sherman
AND HIS RIVIERA ORCHESTRA.
First American Tour.

★ EDDIE PEABODY
THE INSTRUMENTAL STYLIST

Coming to the
RKO PALACE
New York,
For Two Weeks, Beginning
March 29.

Exclusive Direction
SIMON AGENCY.
RKO Bldg., Radio City, New York.

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

★★★★★ FREDDY BERRENS
AND HIS MUSIC

Now Playing at the
FLYING TRAPEZE
New York's Smart
Restaurant and Cafe
57th St. at 6'way

BROADCASTING
COAST TO COAST
VIA
WEAF—WJZ
N. B. C. NET-
WORK THIRICE
WEEKLY

Fred Berrens Flying Trapeze Orchestras, Inc.,
217 West 57th St., New York, N. Y.

★ PAUL TREMAINE
AND HIS BAND
FROM LONELY ACRES

ALWAYS A GOOD REPORT ON
CHIC FARMER

Featured Artist SALLY'S FUR 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 SOL TEPPER.
Hotel Governor Clinton, New York City.

FCC Calls Another Hearing On Educational Allocation

Broadcast Division sends out general notice to all concerned requesting those wishing to attend advise FCC by April 24—conference set for May 15

WASHINGTON, March 23.—Federal Communications Commission, thru its Broadcast Division, has issued a call for a national conference of all broadcast licensees of the Commission, the National Association of Broadcasters, all chain broadcasting companies, all educational, religious and non-profit institutions and all persons, groups and associations of every character interested in the subject, at Washington on Wednesday, May 15, 1935, for the purpose of discussing mutual co-operation between broadcasters and non-profit organizations, and to the end of combining the educational experiences of the educators with the program technique of the broadcasters.

Attention is called to the fact such action was proposed by the Commission, in its report to Congress, as required under Section 307 (c) of the Communications Act. In a statement discussing the call, the Commission says that the co-operation and participation of all governmental agencies, particularly the United States Commissioner of Education, are especially requested by the Broadcast Division, and that it is hoped that at this hearing definite plans may be presented for consideration and study. Those who desire to participate in the conference are requested by the Commission to advise it of this fact not later than April 24, that an agenda may be prepared.

New Chi Hearst Station Rumored

CHICAGO, March 23.—A. E. Nelson, manager of KOA, Denver, and former head of WIBO here, spent last week in Chicago, giving rise to rumors that a new Hearst station for Chicago is contemplated. Since the removal of KYW to Philadelphia the Hearst interests have been without a local station. Rumors that overtures had been made to WAAF have been current, and the presence of Nelson, together with several visits he made to WAAF, lent color to the reports. However, no verification could be obtained from either source.

"Red Trails" Switched; More Stations Bought

NEW YORK, March 23.—Red Trails, script program sponsored by American Tobacco Company, switches from its Thursday night spot to Tuesdays, 9-9:30 p.m. (EST) on the WJZ-NBC network. New time takes effect next week. On that date the number of stations will be increased from 19 to 39 and on April 2 the show will be heard from Coast to Coast. N. W. Ayer & Son, Inc., handles the account (Half and Half tobacco).

Coughlin Opposish

NEW YORK, March 23.—League of Nations Association is taking to the air to answer each member in the Coughlin-Long-Johnson battle now raging. Starts tomorrow, presenting Clark M. Eichelberger in the first of a series of three talks on WDR, Newark, and WXYZ, Detroit.

NBC Artists Service Personnel Unsettled

NEW YORK, March 23.—Altho everything was considered set, latest report is that NBC's Artist Service is not completely lined up on its personnel and departmental arrangement. Statement is made that the band booking department, which Harold Kemp was to have headed and which was practically set up satisfactorily, is again in doubt as to makeup. Reason is that Kemp is now handling picture placements and doubt exists as to his taking both.

Private entertainment bureau, previously in charge of Mrs. Frances Rockefeller King, may go back to her management in another change. Sam Ross has that now.

Neely Leaves CBS Job; Joins Getchell Agency

NEW YORK, March 23.—Tom Neely, for the past year a member of the Columbia Broadcasting System Artists' Bureau, has resigned to join the J. Stirling Getchell, Inc., ad agency. He will start work at once on an important new radio show for one of the Getchell clients.

Neely has been in other CBS departments before going into the artists' bureau and formerly was with NBC. Peter de Lima, who recently returned from the Coast, assumes Neely's duties as commercial program talent salesman in addition to those of his own. De Lima held this position with CBS before he went to the Coast.

Spring Exodus of Web Shows; CBS Losing 16; NBC Drops 22

NEW YORK, March 23.—Usual spring commercial departures from the two major networks are under way. Both chains have already lost some accounts, while others leave soon and still more will sign off temporarily within the near future. However, both webs feel optimistic about the summer. NBC execs claim present indications show that the hot spell of 1935 will be 40 per cent better than 1934, which, in turn, topped the previous year. One reason for this is that fewer advertisers will leave for the summer. Not only do network officials feel the campaigns to sell summer time have been fruitful, but also believe that the clients want to hold on to their time. Host of advertisers are expected to change their talent lineups in about two months, cutting down for the hot weather budget and presenting lighter radio fare. On the Columbia list four departures have been recorded already, Shell Petroleum leaving March 9; Pinex, March 15; Brillow, March 17, and Wheatena's Coast programs ending yesterday (22). Shell moves to NBC starting April 6.

Going off soon are Grove Laboratories on March 26; Blue Coal, March 27; Sterling Products (Sippy series), March 29; Cream of Wheat, March 31, and Vicks', March 31. April departures include Chevrolet on April 2; Life Savers, April 3; Health Products and Liberty Magazine, April 4; Selby Shoes, with Mrs. Franklin D. Roosevelt; Time Magazine, April 26, and Libby, MacNeill & Libby. Centaur Company (Castoria) goes off in May. NBC list is larger because of its two networks. CBS is losing 16, NBC 22, for both chains. Listerine, Maltex, Wheatena and Packard went off within the past week, with Ralston going off March 29; Armo and Pontiac, March 24; Vicks' March 26; Blue Coal, March 29; Smith Brothers, March 30; Montgomery Ward, Carlsbad Sprudel Salts and M. J. Breitenbach, April 7. Northwestern Yeast, RCA Victor and General Foods (Log Cabin Syrup) go April 10; April 11, Carlton & Hovey (Father John's Medicine), and April 19, Vicks' Willard Robinson series. Swift Packing takes off two, one April 13 and one April 14. NBC has several of these spots filled with new business.

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

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

LEON NOW ON TOUR.
"SNOOKS" Dir. Artists, 1619 Broadway, New York City.

FRIEDMAN

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

★ BILL SCOTTI and his N. B. C. ORCHESTRA
Now Appearing HOTEL HAMILTON, Bermuda.
Direction: M. G. 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 ORCHESTRA Broadcasting via WVIC-NBC.
21st West THE PATIO, Hartford, Conn.
Dir. CONSOLIDATED RADIO ARTISTS,
1619 Broadway, New York, N. Y.

LOUIS ARMSTRONG MRS. AND HER KINGS OF RHYTHM. Featuring KING LOUIS II.
Now Playing Lincoln Theatre, Philadelphia.
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.

★ JESS HAWKINS NBC CBS
and HIS ORCHESTRA
Now Playing Merry Gardens, Chicago.
Featuring "RED" EVANS.
R. W. STEVENS, Mgr., Belmont Hotel, Cleveland, O.

FRANK FISHMAN Presents NBC and ABS Networks.
ARCHIE BLEYER And His Orchestra

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

\$3 TAX HURTS BUSINESS

Coast Radio Men Battle New Bill

LOS ANGELES, March 23.—A bill now before the Legislature and designed to work hardships on California radio stations is being fought here and up-State by the united broadcasters of California.

Threatened legislation is Assembly Bill 188, which would hold a radio station responsible for any statements made over its station by an advertiser. Jerry King, KPWB general manager in Hollywood and president of the local Broadcasters' Association, is lining up his forces to join hands with the Northern California Broadcasters' Association in fighting the proposed bill.

R. L. Child Radio Law

PROVIDENCE, March 23. — Radio broadcasting is hit by the bill (No. 149) introduced in the Rhode Island Legislature by Senator De Pasquale (Democrat, Providence) which adds broadcasting to occupations already barred in the State to children under 16, except by permit granted in special cases.

FRANK PARKE WRIGHT, veteran advertising and radio man, resigned as general sales manager of KTAB, San Francisco, recently, resignation coming as a distinct surprise to West Coast radio circles. Wright joined the station in 1930, a year later was studio manager in Oakland, then left in 1932 to open his own radio agency, two years later going back to the station as sales manager. Present Oakland location of KTAB is leased from Wright.

No Scandinavian?

NEW YORK, March 23.—A comedy-musical show on NBC is trying to bolster its standing and this week auditioned for a new comedy role.

Part was called "Pancho don Pedro Amigo Chiquito," but, altho Spanish, it was explained to the actors giving audition, the role was written with an Italian dialect, a la "joosta minuta," but must be played either Chinese or Swedish.

Another Exploitation Angle on NBC Artists

NEW YORK, March 23. — National Broadcasting Company has started a new monthly sales promotion idea for its artists' bureau in the way of a new bulletin on radio in general. Unusual angle is that while mainly a NBC sales pusher, bulletin does not hesitate to mention Columbia acts, with Kate Smith, Fred Waring, Buck Rogers and Myrt and Marge being mentioned in the first issue, dated March, 1935. Edward de Salisburly is handling the new bulletin.

First issue, besides explaining the service angle, mentions that the NBC artists' bureau enjoyed the second biggest month in its history in January of this year. Bulletin, titled *Memo*, explains it will bring out facts, news, figures and trends as well as value of NBC acts.

Also inclosed with the bulletin is a list of NBC acts, available for various form of entertainment. List will be corrected monthly.

National Angle Now Looms; Might Ease Booking Status

Hotel and other bookings by web artists' bureaus practically at standstill without wire features—Petrillo denies Chicago contemplates tax move

NEW YORK, March 23.—That the \$3 fee placed upon each musician playing dance music from a remote spot over any New York station by Local 802, American Federation of Musicians, will be made a national impost is clearly indicated in talk now making the rounds. Further indications have been given in off the record talks with union execs in New York City. Joseph Weber, president of the AFM, said today that he was not contemplating passage of an emergency rule making the \$3 fee mandatory nationally. Weber said he would issue a statement Monday (25), details of which will be found in the feature section of this issue.

WROK Continues Surveys Of Primary Territory

ROCKFORD, Ill., March 23.—WROK continues to survey its territory, concentrating on towns within its coverage such as Freeport and De Kalb, Ill., the former with 23,000 population and the latter 30,000. While mention is made that 69.5 per cent of the Freeport radio homes listen to WROK, other statistics are given as to stores, type of family and amount of retail business done.

In De Kalb it was found that 70 per cent of the radio homes listen to the outlet. Surveys were made both by house-to-house and telephone method.

However, altho Weber did not make any definite statement today, one important indication came when he pointed out that the \$3 cost now being enforced by Local 802 is not a tax, but is, instead, a fee, for services rendered. The question raised, it was explained, was whether musicians should work for nothing—or should they be paid for their broadcasts, in addition to their regular date wages. If the \$3 charge becomes a national proposition, in the ordinary routine of circumstances it will come up for passage or defeat at the AFM national convention, which comes off this summer.

Reports in New York yesterday were to the effect that other locals thruout the country were preparing to effect similar broadcast fees. Chicago, it was said, was one of the leaders, altho no confirmation was obtainable yesterday in that city.

(See \$3 TAX on page 10)

STATION NOTES

Address All Communications to the New York Office

MARY REYNOLDS ADAMS, former secretary of the Fanchon-Marco Pacific Coast headquarters, conducts *The Home-maker's Journal of the Air* over KOME, Honolulu, half-hour sustaining, six days a week.

WBIG, Greensboro, N. C., held a memorial program in honor of Richard B. Harrison, the late De Lawd of *The Green Pastures*. Harrison made his first radio appearance on WBIG. Program was in co-operation with the A. & T. College in the same city, where the late actor served on the faculty for seven years.

FIRST BRIGHT SIGN, in some corners, that the amateur shows are giving way is that Tasty Lax has cut down on the three tyro shows it had on WBT, Charlotte, N. C., substituting popular music shows on two of its three spots. Holly Smith has the two programs now.

KNOX, St. Louis, has a new morning commercial for Pittsburgh Plate Glass Company. Firm is using considerable spot time nationally.

WSM, Nashville, Tenn., has restored Francis Craig's Music Box Revue, with Pee-Wee, to its schedule.

CKCL, Toronto, Can., has sent Al Leary, commercial director and sports announcer, to Florida to get advance info on the Toronto ball team, in spring training. Leary will have 112 broadcasts, sponsored by Royal Canadian Tobacco Company, covering the club this season.

WHE, Cleveland, starts three new commercials in April, one for H. J. Heinz Company, one for Chevrolet autos and the last for a local advertiser, taking an amateur show.

EDWARD R. JOHNSTON is now technical supervisor of WIP, Philadelphia, taking this position after the station opened its new studios a week or so ago. Clifford Harris is now chief engineer.

WDXBY, new high fidelity station in Kansas City, has a six-time-a-week program teaching wireless code. Program was on three times but the customers demanded more.

COL. THAD BROWN, vice-chairman, and George H. Porter, assistant general counsel for the Federal Communications Commission, paid a visit to WFAA, Dallas, recently.

KNX, Los Angeles, has just completed a field strength survey following installation of its new vertical radiator antenna. Engineers found intensity to have been doubled in the area tested.

GORD McCLAIN, Canada's first announcer, has given up his management of CKTB, St. Catherine, Ontario, and has returned to CKCL, Toronto. George Cootes has taken the CKTB job.

JOHN McALLISTER and Jane Bartlett, "Philo Phil" and "Philo Phyllis," on WBT, Charlotte, are making personal appearances for their sponsor, A. K. Sutton & Company, as a sales promotion stunt for Norge refrigerators.

MARVIN MUELLER, actor on KMOX, St. Louis, is recuperating from an auto accident.

CHIC CHANDLER, film and legit actor, has been on KNX, Los Angeles, for some time in a script show. However, Chandler just let it be known, using a pseudonym until now.

WOC, Davenport, Ia., booked a new stage show each night of the four-day Better Home Show recently held in that city. Included on the last night's bill were various WOC amateur show winners.

WBT, Charlotte, has installed lines in the auditorium of the Central High School in Charlotte, with the school's band and A Capella Choir of 100 singers on a half-hour weekly. WBT has another program from Davidson College near Charlotte, the college presenting a weekly series of music, drama and lectures.

KNX, Los Angeles, is broadcasting the fights from the Hollywood Legion Arena each week. Fights are attended by film players in droves.

DWARFIES CORP. has signed for a morning commercial on WHE, Cleveland.

★ THE 4-STAR ORANGE SENSATION ★★

PAUL TARTELL
AND HIS ORCHESTRA
FEATURING BILLIE STAR,
ARCADIA BALLROOM
67th Week.

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

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

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 WMSB, 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.

THE INTERNATIONAL FAVORITE OF DANCE

FELIX FERDINANDO

And His MUSIC.

NOW ON TOUR

RUDY BUNDY

Now Playing GASA M & O R I D, Louisville. Broadcasting Nightly Over WHAB, Featuring MARLINE GILBERT.

Personal Management
E. D. PERKINS,
7418 Dellenbaugh Ave.,
Cleveland, O.

Now on Tour

ANSON WEEKS

NBC
Coast to Coast
WJZ—WEAF

EDITH MURRAY
The Dramatist of Song
Recent London Lead "Ood News."
Featured Star
Finkenberg's Furniture Program
WMOA Four Times Weekly.

Exclusive Management CBS Artists' Bureau,
Personal Representative, IRVIN Z. GRAYSON,
Hotel Roosevelt, New York City.

MUSICAL DIRECTOR
WNEW AND NETWORK

KAHN
AND HIS ORCHESTRA
NEW YORK, N. Y.

PROGRAM REVIEWS

Major Bowes Amateurs

Reviewed Sunday, 8-9 p.m. Style—*M. c. and amateurs. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).*

Just one year ago Major Bowes started his amateur show on WHN. *The Billboard* gave it its first trade-paper review and gave it a sendoff. Without question the phone companies will get the biggest jam in history from all indications, and for a time at least, under the inimitable handling of Major Bowes, this huge project should draw no end of listeners. In order that other cities besides New York shall have a chance to vote their preferences, arrangements have been made for Chicago audiences to get in on it this Sunday and a local staff there of 36 girls will handle the switchboard at Franklin 4900. In New York 200 trunk lines have been installed in anticipation of the votes, which are quickly tabulated. Grocer tieup has 180,000 of them handing out voting cards for mail purposes.

Major Bowes is running this amateur hour exactly as he did his original WHN show, asking the listeners to phone or mail their votes, and as an inducement toward the former he stated the first two calls in Chicago and New York would have their names mentioned over the air.

The human-interest element injected by the Major is the particular quality that sets him off from competing amateur programs. The various nationalities, occupations, ambitions and other bits of information elicited during his short conversations with the contestants, plus his comments, usually funny, whether prepared or spontaneous, are the keynote and backbone of the proceedings and hold it together.

First show was no doubt a difficult proposition for timing despite the balance and after-a-fashion auditions that are arranged in lieu of a formal rehearsal. None of the shows will be easy in this respect, taking into consideration applause and the bell. The major was lenient in giving the razz and some of the phone calls stated as much. Thus about 20 acts were heard, probably a shorter number than will be heard later, due to telegrams and other felicitations. Paul Whiteman was on hand, and other celebrities will be there on occasion.

Tieup has been made with RKO theaters for the winner of each show to appear on the stage, and indications pointed toward a four-piece sister band to be the first of this series. The outfit comprised piano, two saxophones and drums, the youngest of the four being the drummer. Other contestants included yodelers, a cowboy playing his own guitar accompaniment, an organ grinder, who brought along his trained monkey, Hamburger Mary, who runs a restaurant and knew the major in San Francisco. She was on the verge of spilling and inaugurating an "amateur credit." One woman brought her little boy, about 3 years old, because no one was home to care for him while she did her stuff. The usual one-man band was on tap and he failed to heed the gong. An African medicine man took off derby hat and overcoat, to reveal native garb and alternately screeched a few notes and played a reed instrument of the jungle. Clyde Doer, once a prominent orchestra leader, brought in three of his saxophone pupils. Just as the four-piece girl band supplied a suitable opening act, the closing duo was a sleigh bell and accordion outfit.

Only salaries for the show are Major Bowes', who takes care of several assistants, and Jimmy Wallington on the announcing end. Despite the first half-hour opposition of Eddie Cantor, who formerly appeared on the Chase & Sanborn hour, audience interest seemed to give this show an excellent break, and it will get stronger.

Phone calls unloading the first batch of votes at over 1,000 for the best liked act, and these continued to pile up. New York voters, of course, did most of the calling. Next week Philadelphia will be given an opportunity to make local calls in place of Chicago.

According to figures available at NBC after the show, approximately 30,000 phone calls had been made by New York and Chicago listeners. At this rate the Crosley reports will be out-Crosleyed if either Chase & Sanborn or the J. Walter Thompson Agency wants

to do a little hypothetical research work. Phone calls keep coming in after the show is off, as evidenced by Major Bowes' WHN experiences. WHN often hit as many as 10,000 total votes via the phone, and that outlet is only a local low watter. M. H. S.

Angell Mercado

Reviewed Thursday, 9:30-10 p.m. Style—*Orchestra, singers and talk. Sponsor—Republic of Mexico. Station—WJZ (NBC network).*

Mexican Government is the first foreign country to avail itself of network time to foster good will and better understanding. Mercado uses a 14-piece orchestra of male and female musicians and two singers. Mexican born, he has played thruout that country, of course, and also many American cities. Outfit is a typical Mexican entertainment unit, more or less conservative and not as flashy as some of the Mexican combinations heard in the past.

In addition to the music and songs, greetings were transmitted from Dr. Emilio Portes Gil, Secretary of Foreign Relations of the Mexican Government. Also there was a short interlude or two of continuity by way of describing a native dance or place of note. Apparently it is not intended to bolster the tourist trade so much as it is hoped to create good will and impart a knowledge of Mexican life, music and customs. In this respect the program is probably okeh. But to induce the radio listeners to consider Mexican tours, a more livelier band and a travelog talk of the type that was done by Tomlinson in his *Other Americas* series would seem more effective. M. H. S.

Harv and Esther

Reviewed Monday, 9:30-9:45 p.m. Style—*Musical, with singers and orchestra. Sponsor—Continental Cigar Company. Station—WOR (Newark).*

Possibly the best—or worst—thing to be said about this 15-minute session for Harvester cigars is that it is harmless and makes practically no impression at all. It sums up to just another orchestra-singer show, except for the slight attempt made at writing in script adventures concerning the named couple, Harv and Esther, who are husband and wife. Some of it sounded rather silly. No billing given to the two name performers, while credit is given to Nat Brusloff's okeh studio dance orchestra. The commercials are overdone. J. P.

Little Jackie Heller

Reviewed Monday evening, 10:10-10:15 p.m. Style—*tenor and orchestra. Sponsor—Chappell Brothers. Station—WJZ (NBC network).*

In paying for a program like this, Chappell Brothers, makers of a dog food (Ken-L-Ration), are probably upsetting the tradition usually adhered to by similar advertisers. In the past practically all dog fooders have fallen back on the old reliable, Joe Doakes telling dog stories. Hence, to present a tenor and a band is something different. At that, it is just as good a sales approach, with a feminine appeal to the women who do most of the food buying. Program has a larger potential audience than the usual setup of canine adventures.

Jackie Heller is a pleasing singer, in the Morton Downey school, alto not as high pitched. His singing carries the greater part of the program, with Harry Kogam's Band doing okeh in the background work and a solo spot.

Program originates in Chicago, J. P.

New Biz, Renewals

NEW YORK, March 23.—National Broadcasting Company has several renewals and new accounts. They are:

CAMPANA SALES CO. (Dreskin), thru Aubrey, Moore & Wallace, Inc.; renews effective March 24, Sunday, 6:30-7 p.m. WJZ and 26 stations. Program is *Grand Hotel*.

JACOB RUPPERT BREWERY CO., thru Kelly, Nason & Roosevelt; starting April 4, Thursday, 10:30-10:45 a.m. on WEAF only with a script show.

AMERICAN TOBACCO CO. (Lucky Strike cigarettes), thru Lord & Thomas;

starting April 20 on WEAF and 65 stations, Saturday, 8-9 p.m. Program will be a variety show, with Lenny Hayton's Orchestra.

MEXICAN GOVERNMENT (tourist trade), thru De Garmo Kilborn Corp., started March 21, Thursday, 9:30-9:45 p.m. on WJZ and 13 stations. Musical program.

COLGATE PALMOLIVE PEET CO. (Super Suds), thru Benton & Bowles; starting April 17, Wednesday, 8:30-9 p.m., rebroadcast 11:30-12 midnight on a total of 68 stations. New York station being WJZ. Program is *House of Glass*, script show by Gertrude Berg.

JOHN M. SMYTH CO., renewal of Clara E. Laughlin and including April 1. Local commercial, Sundays, 4:45-5 p.m.

THE KELLOGG CO., thru N. W. Ayer & Son, Inc., the Singing Lady, NBC commercial, renewed for 52 weeks, beginning February 4. Heard daily except Sunday, 6:30-6:45 p.m.

Columbia Broadcasting Company has one renewal. It is:

STERLING PRODUCTS, INC., thru Blackett-Sample-Hummert, Inc., RENEWS, effective April 2, for Bayer's Aspirin and Phillips' Dental Magnesia. Bayer time is 8-8:30 p.m. Tuesday on WABC and 21 stations, program being *Lavender and Old Lace*. Phillips' time is 8:30-9 p.m. Tuesday on WABC and 24 stations, with Abe Lyman's Band.

New accounts on WMCA, New York, include:

AMERICAN GOLD BUYING SERVICE, thru Friend Advertising Agency, started March 19, Monday to Saturday, inclusive, 8:30-8:35 a.m. Program is *Barnacle Bill*—songs.

CHRYSLER CORP., thru J. Stirling Getchell, Inc., Detroit, started March 19 for two weeks, taking two one-minute announcements daily.

Chicago

Station WGN reports the following business:

HORLICK'S MALTED MILK CORP., thru Lord & Thomas, Lum and Abner, an MBS program, renewed for an additional 13 weeks, effective April 1. Program on daily except Saturday and Sunday, 6:15-6:30 p.m.

CHAS. A. STEVENS & CO., thru Frances Hooper Agency, *Here, There and Everywhere*, with Dudley Crafts Watson, local commercial, renewed for an additional 13 weeks, effective April 1. On Monday to Friday inclusive, 10 to 10:15 p.m.

PHILLIPS PETROLEUM CO., thru Lambert & Fealey, Quin Ryan, local commercial, 6:45-7 p.m., Monday, Wednesday and Friday, renewed for 13 weeks effective March 25.

BELL BAKERIES, INC., thru D. T. Campbell, Inc., *The Toast of the Morning*, local commercial, 8 to 8:30 a.m., daily except Sunday for 52 weeks, beginning March 18.

WASEY PRODUCTS CO. (Barbasol), thru Erwin, Wasey & Co., New York, *Singin' Sam*, every Friday, 8:45 p.m., renewed for 13 weeks, effective April 5.

WASEY PRODUCTS (Primrose House Products), thru Erwin, Wasey & Co., New York, *The Lamplighter*, Sundays at 1 p.m., renewed for 13 weeks, effective March 24.

JOHN MORRELL & CO., thru Henri Hurst & McDonald, Bob Becker program, every Sunday, 6:30 p.m., renewed for 13 weeks, effective March 31.

SKELLY OIL CO., thru Russell C. Comer Advertising Co., *Jimmie Allen*, heard Monday to Friday at 6 p.m., and *Skelgas Reue*, heard at 6 p.m. Saturday only (sponsored by Skelgas Co.), both renewed for 13 weeks, beginning April 8.

Newark

New business on Mutual Broadcasting System includes:

LEAGUE OF NATIONS ASSOCIATION, starting March 24 on WOR, Newark, and WXYZ, Detroit, Sunday, 8-8:15 p.m. Program is Clark M. Eichelberger, lecturer.

WASEY PRODUCTS, INC. (Primrose House Cosmetics and Dr. Edward's Olive Tablets), thru Erwin, Wasey Agency, RENEWS, effective March 24, Sunday, 2-2:30 p.m., on WOR; WGN, Chicago, and WLW, Cincinnati. Program is *The Lamplighter*—Jacob Tarshish. Same firm also renews, effective April 5, for Barbasol on WOR, WGN and WXYZ, Friday, 9:45-10 p.m., with *Singin' Sam*.

New business and renewals on WOR, Newark, include:

WALKER GORDON LABORATORY, thru Donahue & Coe, starts March 25, Monday to Friday, inclusive, taking

various five-minute spots for health talks.

BALLY'S STUDIOS, thru Philip Wolf Adv. Agency, Inc., starts March 24, Sunday, 5:30-6 p.m. Program includes Al Shayne, Nat Brusloff's Orchestra and guest stars.

WAITE & BOND, INC. (Blackstone Cigars), thru Batten, Barton, Durstine & Osborn, Inc., New York, starts March 24, taking Transradio news broadcasts four times weekly up to April 5, shifting April 8 to three times a week, at 11-11:15 p.m.

REKLAMFONDET FOR DEN NORSKE Hermetikindustri (Norwegian Canned Sardines), Staenger, Norway, thru Wales Adv. Agency, New York, starts March 26, Tuesday, from 1:10-1:15 p.m., and Thursday, 1:05-1:10 p.m., with a menu talk program.

GENERAL BAKING CO. (Bond Bread), thru Batten, Barton, Durstine & Osborn, Inc., New York, starts April 1, Monday to Friday, inclusive, 6:30-6:45 p.m., with a script program.

FASTEETH, INC., thru Wylie B. Jones Adv. Agency, Binghamton, N. Y., RENEWS, effective April 8, Monday, Wednesday, Friday, 4:30-4:45 p.m., presenting health talk by Dr. Kurt Huesler. NEW YORK HERALD TRIBUNE, thru Batten, Barton, Durstine & Osborn, Inc., New York, sponsored one program March 22, 6:55-7 p.m., and March 23, 6:45-6:50 p.m. Talk and music spots.

JUSTIN HAYNES, INC., RENEWS March 18 four five-minute spots with Pauline Alpert, pianist.

New business on WNEW, Newark, includes:

DR. I. P. THOMAS, thru Beas & Schillin, started March 13, Friday, 7-7:30 p.m.

AUTO BROKERS, INC., thru Beas & Schillin, starting March 26, Tuesday, Wednesday, Thursday, Friday, Saturday, 3:45-4 p.m., with a musical program.

Philadelphia

New accounts on WIP include: BARNEY'S CLOTHING STORE, taking 104 announcements on *Town Tattler* program, thru Charles Baum Agency.

WOLF COAL CO., three weekly announcements.

J. B. NOLAN, taking two weekly announcements.

Southwest

New biz on WFAA, Dallas, includes: A. HARRIS & CO., two five-minute programs.

CHATTANOOGA MEDICINE CO., thru Nelson Chesman Co., taking 10 one-minute announcements.

TIME, INC., thru Batten, Barton, Durstine & Osborn, Inc., taking one-minute announcements.

STANDISH SHOE CO., Fort Worth, taking 11 one-minute spots.

LONE STAR GAS CO., Dallas, taking 13 15-minute programs.

\$3 TAX

(Continued from page 9)

The report was that Chicago's union was to place the charge on all bands broadcasting on a network. At Local 802 headquarters, similar reports for other cities were being talked about.

Local 802, at a well-attended membership meeting, sustained its \$3 law after a vocal vote first seemed to reject it. Meeting was held Friday morning, starting at midnight, and when the \$3 question came up, the shouters in favor of killing it won out. However, a recount per member was demanded and the issue was overwhelmingly sustained.

Hotel spokesmen in New York again reaffirmed their stand against paying the charge. They pointed out that, unlike night clubs and restaurants, they didn't depend solely on their grillrooms, roof gardens, etc., for income, and that the item was but one of many revenue sources. Feeling is the other type spots will give in first, but most likely cutting down the size of their bands. An accurate report on how business has been affected by the end of the broadcasts is not possible, due to Lent. Leaders report business bad, however, and artists' bureaus believe a universal tax will react to their booking advantage.

CHICAGO, March 23.—No attempt will be made by the Chicago Federation of Musicians to inaugurate a \$3 tax per man for each remote broadcast, as has been done by Local 802 in New York. Reports were current here this week that such a tax would be imposed, but a representative of *The Billboard* was informed by an executive of the union that no such move is contemplated.

AIR BRIEFS

By JERRY FRANKEN

NATIONAL Biscuit Company may send its dance bands on the air Saturday nights in the marathon hoofing program out on the road on good-will tours. Advertising agency men say that similar roadshowings is the next big trend in radio advertising. William Randolph Hearst is again reported eyeing Washington, D. C., to add to his station holdings. WMAL or WOL mentioned. E. K. Klauber, CBS vice-president, left this week for a short vacation. G. W. Johnston, WOR press chief, also out of town, leaving Sunday (24th) on a swing around the Mutual Broadcasting stations.

The general consensus of opinion is that until the convention of the American Newspaper Publishers' Association next month, the press-radio situation will remain as is. Radio officials, however, claim that for any permanence at all the arrangement will have to be changed . . . or else. They point out that the pros in favor of keeping the Press-Radio Bureau functioning as it is now use, as two principal arguments, the

facts that P-R, thru its triple-wire coverage, is in a position the greater part of the time to lead with the news. This, of course, is open to debate. As their second argument, they point out that sponsored news is quite likely to be censored. Most important factor, however, is that P-R limits its broadcast periods to five minutes against Transradio's 15-minute sessions. Regardless of the question of news priority, this is the crux of the situation. Public seldom realizes the value of news beats, but wants instead the greater coverage made possible by the longer broadcast periods.

JOE CROSS, formerly with N. W. Ayer, is now with Cleveland B. Chase. Dr. Scholl has renewed Arthur Tracy, but is dropping one of the three weekly broadcasts on MBS in a fortnight. Court of Literary Justice, script show by Wilbert Newgold that was on WOR a while, starts on CBS the second week in April. J. Fred Col is now with Publicity Associates, p-a, firm established by the late Mrs. Belle Moskowitz. Jack Arthur has a WMCA commercial for Three G clothes. That means that Arthur, WOR act, goes to WMCA, while Al Shayne, from the last

named, went to WOR for Sally Studios. Music Guild programs shift to Saturday afternoon on NBC March 30. American Radiator Company has renewed Hardesty Johnson, tenor, for 13 more. Government of Maine auditioned a script show for possible summer use as tourist bait. Rupperts Beer goes back on the air at WEAP, starting April 4. Eddie Peabody returns to New York and does a guest spot on Showboat March 28. Robert Barry is now baritone on Kay Macrae's weekly half-hour WMCA show, replacing Karl Eduard Senne. Will Rogers resumes on CBS March 31 for Gulf Oil. Bill and Ginger, radio team, getting ready for a vaude tour. Bert Salter is now managing Jan, Jude and Jerry, broadcasting on WNEU-ABC. Sterling Products has renewed Frank Munn, Bernice Claire and Gus Haenschen's Band. And the Outdoor Girl Saturday night show has been given a new lease on life, also on CBS.

Dave Berend and Adam Carroll, as a team, have received three spots weekly on WMCA (New York). Berend was Vincent Lopez's original banjoist and has been heard as soloist with Roxy's Gang and with the Gold Dust Twins. Carroll was a member of the Paul Whiteman outfit of a decade ago and has been on numerous network commercials. He still makes recordings for Ampico player pianos.

CHI AIR NOTES

By NAT GREEN

Edgar A. Guest, poet-philosopher, will be starred in the leading role of *Welcome Valley*, new dramatic program which will be presented each Tuesday night at 7:30 from the NBC studios, starting March 26 under sponsorship of Household Finance Corporation. Bob Dwyer, for two years with the continuity department of WLS, is joining the staff of the Wade Advertising Company April 1. He specializes in dramatic commercials and has been writing much of the Westerners' dialog on their various programs. Mme. Schumann-Heink will leave that sweater program for the summer. Ray Hedge, the Clarence Tiffinguffer of the *Myrt and Marge* sketch, has had his portrait painted by H. Parker Watt. Slim Miller and Hartford Taylor, of the Cumberland Ridge Runners, drove into a swarm of bees near McHenry, Ill. Windshield was completely obscured by bee carcasses and honey.

Because of his *Drake Hotel* and *House by the Side of the Road* shows Ronnie Mansfield, recently fettered member of NBC's team of Ronnie and Van, was unable to take more than a one-day honeymoon jaunt to Milwaukee. He and his spouse will more than make up for it, tho, when the Tony Wons unit moves to New York in April. The Mansfields then will take a short trip to Bermuda between shows. Dorothy Page, beautiful NBC contralto, has returned from screen tests in Hollywood minus her long titian tresses, her hair having been cut to a Garbo-like bob by the movie colony's makeup artists, who said that the new style of hairdress made the 25-year-old "most beautiful girl in radio" appear even more youthful. Art Wright, one of Kay Kyser's vocalists, became the featured soloist on the NBC Betty Marlowe program March 19. Tony Wons and Giza Vanna traveled to K. C. Friday and appeared before 15,000 men at the K. C. food show. The March 31 *Silken Strings* program will celebrate the 15th anniversary of its sponsor, Realisik Hosiery Mills. NBC officials are in a quandary about finding substitutes for the King's Jesters, who have organized their own band and will move to the Brown Hotel, Louisville, April 1.

Herbert Morrison, formerly with XER, Mexico, and WCBD, Waukegan, Ill., has joined the announcers' staff of WTMJ, Milwaukee. New Paul Ash amateur program was launched on WIND Sunday, 3:30 to 4 p.m. Winner of auditions is to be selected each Sunday until eight have been chosen, then final winner poked from the eight will be given scholarship. Herbie Kay and orchestra have been engaged for new two-hour Sunday morning program to be known as *Gloom Chasers*, starting March 31 on WBBM. Kay Morton will be featured vocalist and Jean Paul King

narrator. Sponsor is a local motor-car dealer. Midnight Flyers program from the Blackhawk Cafe starts its third season Monday night, and as this is written a big night is in prospect! Guy Lombardo makes his first appearance in Chicago in more than a year April 3, when he will broadcast from the local NBC studios on his jump from the West Coast to Detroit.

The Greater Sinclair Minstrels are barnstorming thru the Southwest this week—or at least seven members are. Traveling via airplane, Gene Arnold, Joe Parsons, Mac McCloud, Pat Patterson, Fritz Clark, Art Jones, Al Rice and Bucky Harris, all of the Minstrels, and Wendell Hall, redheaded music-maker, are playing one-nighters thru Texas. Paul Dowty, CBS announcer, has left by plane for a two-week vacation in California. Bruce Kamman, production man on the *House by the Side of the Road* when he isn't Prof. Kaltenmeyer of that kindergarten, has a badly swollen arm, caused by a blood transfusion which he gave his stepdad last Wednesday. Ruth Hulce Nelson, part-time organist at WLS in 1924 and at KMOX for the two following years, was handshaking at WLS last week.

West Coast News; Name Bands Ready

LOS ANGELES, March 23.—The nation will hear its hit bands from the Coast this summer, with some of the biggest name bands in the country booked to play Coast resorts. Ben Bernie and his lads open next month at the Santa Cataline Island Casino; Fats Waller and his band open next week at Frank Sebastian's Cotton Club in Culver City; Guy Lombardo and his Royal Canadians are currently at the Coconut Grove of the Ambassador, and Henry Busse, Ozzie Nelson, Eddie Duchin and Leo Reisman and their orchestras are all slated to play the Grove during the summer months. National broadcasts of programs featuring these bands will emanate from KHJ, Los Angeles, for the Columbia network and from the studios on the RKO Pictures lot for the National net. It's a boy . . . 8 pounds and 10 ounces . . . for the Joe Sullivans, of KHJ piano fame. Boy was born March 13 in Los Angeles.

A new and decidedly different air feature, *Strange as It Seems*, made its bow over the 12 stations of the Columbia-Dun Lee network last night (March 22). Feature dramatizes in striking fashion the stories of strange events, people and places set forth in the John Hix cartoon series. Feature is on over the network every Friday, Sunday and Wednesday night from 7:45 to 8.

HILTON SISTERS

World Famous Siamese Twins
NOW ON TOUR
Direction FRANK FISHMAN, 1819 Broadway, New York, N. Y.

JERRY JOHNSON

AND HIS ORCHESTRA
Floridian Hotel, Miami Beach, Fla.
ORCHESTRA CORPORATION OF AMERICA,
1819 Broadway, New York, N. Y.

★ AUGIE PALO

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

"GULF HEADLINERS" FRANK

7:30-8:30 P.M.
WABC-CBS
MUSICAL DIRECTOR
"THE GREAT TOURS"
Center Theatre, N. Y.

JOHN F. MURRAY LARRI WMCA
Presents



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

HENRI GENDRON

and his AMBASSADORS
ORIENTAL GARDENS, Chicago, Ill.
ORCHESTRA CORP. OF AMERICA
1819 Broadway, New York, N. Y.

JACKIE MAYE

Robert M. Edson Presents
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG.
1680 Broadway, New York, N. Y.
Phone: LOnacre 5-8797.

ANNE BOLAND

"Songs of Love"
NOW ON TOUR



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

"MIKE" DURSO

The Voice of the Golden Trombone
AND HIS ORCHESTRA
Now Appearing DELMONICO'S
B'way at 57th St., N. Y. C.

JIMMIE COLE PRESENTS HIS
HARLEM RASCALS
America's Hottest All-Colored Dance Orchestra.
With De Luxe Entertainers and Singers.
Now Booking Summer Engagements.
Write Garo Hotel Benham, Penn Yan, N. Y.

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.

UNCLE EZRA

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

"BUDDY WELCOME"

Featuring EDDIE RYAN.
AND HIS ORCHESTRA* ABE M. PARDOLL, Mgr.
Coast to Coast, WABC.
DIRECTION ORCHESTRA CORP. OF AMERICA.
1819 Broadway, New York, N. Y.

Now Appearing
SAVARIN CAFE
Buffalo, N. Y.
On the Air Daily Via
WBBM WGR
Addr. Robert Oeltman,
Fenway Hotel, Cleveland.

ROBERT CELTMAN

AND HIS ORCHESTRA
"THE ROMANCERS"

? FRANK ?

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

BEN FRANK, manager of the Hotel Ambassador, Los Angeles, announces that he has booked Henry Busse and band to follow Guy Lombardo March 28. Freddie Martin will open June 17; Ozzie Nelson and his band will follow Martin on July 29; Eddie Duchin will come September 9, and Leo Reisman on November 2.

TED FIO-RITO and band were signed recently by Warner Brothers to appear in a film directed by Lloyd Bacon and starring Joan Blondell and Dick Powell.

PAUL WHITEMAN and orchestra open April 3 at the Paradise night club, New York. Organization will be there for several weeks, with options for additional time.

CAB CALLOWAY'S stage tour takes him this week to Loew's in Rochester, N. Y.

JIMMIE CARRIGAN opens an engagement of four weeks at Oriental Gardens, Chicago, March 29. Don Pedro and his boys, now at the cafe, go on tour, returning to Oriental Gardens about the first of May.

SEYMOUR SIMONS and his band have been extended at the Hotel Schroeder, Milwaukee, until April 20, giving the orchestra a 15-week run for their present engagement.

R. G. (GLENN) SNYDER, former bandmaster with leading carnivals and circuses, has returned to the music game after a lapse of several years. Glenn has two units working clubs and ballrooms in the vicinity of Indianapolis and plans to play lake resorts during the summer.

HENRY BUSSE played at the Baker Hotel, Dallas, for one night March 22 and the following night at the University of Texas in Austin. He is working his way west to open an indefinite run at the Coconut Grove in Los Angeles March 28.

FREDDY BERRENS has been signed under a managerial contract by the Columbia Artists' Bureau, which will install a CBS wire in the Flying Trapeze night spot, New York. Berrens will be heard twice weekly on the network. He was once a CBS house musical director.

TEDDY BREWER and Jack Albin are playing a series of dates thru Ohio, Pennsylvania and West Virginia for Hym Kelleck, of Edie, Pa. Kelleck is arranging summer park dates for the two bands.

SID DICKLER and his 12-piece orchestra, with Buddy Biller, singer, have been playing college dates thru Pennsylvania, West Virginia and Ohio. Dick-

ler will return in the near future to Jack Laken's Dreamland Ballroom, Pittsburgh, known formerly as the Winter Garden.

THE ROYAL ARCADIANS, upon completion of a tour of New England clubs, succeeded Ernie Andrews at the El Patio, Hartford, Conn. The group includes Tom Sagese, Mickey Mallin, Gil Salgert, Lennie Goldstein, Hy Saltzman, George DuBrow, John Ventura, Joe Unichio, Cam Calvo, Paul Aucolin and Johnny Clair.

GENE MILLER, for many years an orchestra leader, has opened a band booking agency in Kansas City. Gene will retain his own band, using it in the immediate vicinity of Kansas City.

PHIL HOWARD'S Tomboy Band is set at The Farm, Chicago roadhouse, until Labor Day. The unit entered the spot last November from Schroeder's Tavern.

BILL JOURDAN and his Ambassadors, Johnny Brouch doing the vocals, have played for 30 weeks at the Wooden Shoe Club, on the Chicago South Side. Bill is featuring his latest song, *Girl of Mine*.

FREDDY BERGINS and his orchestra have been signed under an exclusive management contract by the Columbia Artists' Bureau, which has booked the outfit to open March 31 at the Meadowbrook, Cedar Grove, N. J. Arrangements are being made to have Bergins heard over the CBS network. Mary Tudor will be heard as featured vocalist. Bergins is a newcomer to the East from the West Coast and was heard the past winter from the Bal Tabarin, class night club in San Francisco.

PEARL HEADRICK'S versatile girl orchestra opened an indefinite engagement at the Ritz Hotel in Pittsburgh recently. Pearl is doing the specialties and emceeing the floor show.

FLORIDA TAVERNEERS, back in Jacksonville from a four-month tour of Midwestern States, inform that they will work Indiana this summer.

BOB BASTE opened March 17 at the Liberty Cafe, Fredonia, N. Y.

COUNT JOSEF BULOWSKI and his 14-man outfit have spent the winter at the El Tirol Supper Club, Dallas. Band has had constant work thru the South for more than two years.

THE KENTUCKIANS, under the direction of Frank Hunter, are beginning their second year at Brookside Gardens, near Harlan, Ky. Roster includes John McKinley, Jack Ewing, Willie Grimm, Bill Coker, Tommy Thomas, Russ Johnson, Howard Warren, Billy Beckner and Tony Thomas.

JACK STAULCUP and his "Band From the Southland" close an engagement at the Long Branch Club, Evansville, Ind., on March 31 to make a six-week tour of colleges thru the Midwest. Original contract at Long Branch called for only four weeks but was twice extended.

HILL HOGAN and his Hollywood Californians is the latest organization to be signed by the Columbia Artists' Bureau. Hogan and his band are now on a vaude tour and will open April 20

at the Edgewater Beach Hotel, Chicago. Hogan has furnished the music for numerous screen plays using orchestras and is not new to Chicago, having played the Drake Hotel several years ago.

JOHNNY ROBB leaves the White Swan Hotel, Uniontown, Pa., March 31 and opens at Louie's in Washington, Pa., the following day. At the conclusion of the Louie job Johnny returns to the White Swan.

LEW DOUGLAS' Orchestra, featuring the singing of Rose Blue, is current at the Coral Gables Ballroom, near East Lansing, Mich.

ROGER FOX and his orchestra are in their sixth successive month at the Arcadia Dance Hall, largest palace of dance in St. Louis.

HI CLARKE and his orchestra from Minneapolis opened a six weeks' engagement at Hotel Claridge in St. Louis on March 1. Miss Dee Hermes is the crooner, and featured in the floor show are Alma Osh and her Hi Hatters and Ted and Mickey Joos.

LEO REISMAN and his orchestra leave the Central Park Casino, New York, April 1 for a temporary sojourn on the road, booking now being arranged by Music Corporation of America. Eddie Duchin will play the Casino until Reisman comes back. Both bands are booked at the spot in an alternating contract, which gives Reisman about nine months out of the year and Duchin the other three.

FRANK BUSSERI and his ork have replaced Frank Gare and his band at the Trianon in Toronto. CKCL carries the broadcasts.

EMIL CHAQUETTE'S Orchestra at Coconut Grove in Kansas City is broadcasting on WQXBY, new K. C. high fidelity station. Red Fox, in the same city, playing at Southern Mansions, is also on this outlet.

KEN HARVEY, banjo specialist, now playing London, will return to the U. S. A. this spring and head his own orchestra.

FREDDY KAY and his orchestra are at the Marigold Cafe in Rochester, N. Y. WHAM carries the band's music daily.

JACK BERGER and his band played for the annual affair of the Denver Consumptive Relief at the Astor Hotel in New York March 24.

MILTON SCHUSTER opened March 21 in the Pompeian Room of the Hotel Whitehall, New York. Opening drew a fine attendance.

CHARLES PRICE, Danville (Va.) orchestra leader and trumpeter, was seriously injured in an automobile accident last week en route to Danville from Wentworth, N. C. He was so badly cut about the face and lips that surgeons say he may never play the trumpet again.

JOE GALLAGHER, Houston (Tex.) boogie, placed Royce West and band in the Club Oasis, Corpus Christi, March 21 for a return engagement. Mitzie Lane, popular vocalist, is still with the band.

HARRY DIKMAN and his orchestra are broadcasting nightly over WHAS from the popular Casa Madrid, Louisville. The combo is handled by Southern Orchestra Service.

MUSIC NEWS

After a brief visit in New York following a lengthy stay in California Gordon and Revel are leaving for the Pacific Coast again. They are due there next week to start work on a new flicker, *Two for Tonight*.

Bobby Crawford, head of the Crawford Music Corporation, has returned to his desk after an absence of three months. During all that time he was in Los Angeles and Hollywood closing several important deals for his firm. During the next fortnight or so Bobby, along with his capable lieutenants, Rocco Vocco and Harry Liebman, will direct attention to moving into their sumptuous quarters in the Brill Building. They expect to be entrenched there by April 15.

Charles Warren has left the Jack Mills forces and aligned himself with Donaldson, Douglas & Gumble, Inc. Warren, former professional manager in his last job, will have no official title in his new connection. On the other hand he will be a partner, as he has bought stock in the establishment. President Harry Link announces that Warren will help in the company's expansion, which already includes the following representatives thruout the country: Philadelphia, Al Manfree; Clarence Freed, Los Angeles; Jack Maher, Boston; Floyd White, Kansas City; Ned Muller, Chicago.

Harry Woods, responsible for that widely known ditty, *Moon Comes Over the Mountain* and other effusions of similar vogue, is hobnobbing with friends on Broadway again. Harry has been in England close to 14 months grinding out songs for the British-Gaumont people. While en route home he wrote a new number aboard ship, entitled *I'll Never Say Never Again, Again* and immediately placed it.

Archie Fletcher Jr., of the Joe Morris emporium, has departed on a two weeks' trip. The journey will take him thru various places in Pennsylvania and Ohio. As young Fletcher is a hustler it would not be surprising to find his mission completed long before the scheduled time.

Now that Ben Bornstein has fully recovered his health and is on the job again his firm of Ager, Yellen & Bornstein has curtailed its outside men. Leo Edwards, one of the latest of employees, as a consequence has resigned.

Benny Davis and Abner Silver, two prolific young men and well known in Tin-Pan Alley as "hit" writers, have collaborated on a new one, *I Must Obey My Heart*.

In view of the success of a certain publisher with vision a concerted effort has been made on the part of others to purchase a lot of old catalogs. That is, if there are any left. The publisher in question recently looked over his books and found that by reviving a smattering of long ago he is ahead something like \$11,000. He purchased the work along with others for about \$500, which brings to mind that good songs, like wine, endure as testified by the demand for the pieces created by Harry Von Tilzer during the last 30 years. He says that they are selling better than some of the so-called popular ones of today.

Eugene Platzman is arranging the songs that former mayor of New York James J. Walker is writing for a musical show. Platzman, however, didn't know they were Jimmy Walker's songs until after he had completed the work and received additional piano scores from U. Ray Grobholz, who wrote Platzman that Walker and himself were very much pleased with the arrangements and were sending on some more. Further, Grobholz wrote: "We are desirous of your doing the arrangements for these (new songs) also." Walker's collaborator included congratulations on the "excellent treatment of our tunes." Jimmy Walker as a songwriter is, of course, best known for his *Will You Love Me in December as You Do in May?*

JAN CAMPBELL'S Washington and Lee Orchestra is playing a series of Southern college dates. Southern Orchestra Service is mapping the tour.

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AND
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POSTERS
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Oh! Bori They Are Knockout! Newest Orchestra Designs; Four Flashy Colors; 300 1422 Window Cards; \$9.00; 1,000 Paper, same, \$14.00; \$14.25-28. Cards, 200, 300; 1,000 Paper, same, \$13.50. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW or write for samples. New Date Book and Price List.

CENTRAL SHOW PRINTING CO.
WAGON CITY, IOWA.

DANCE POSTERS

Latest Orchestra Designs in Multi-Color. Special Bills made to order, \$9.00 up; 1,000 9x23 Bills \$19.00; 250 Cards, same, \$7.00. Write for Samples and Price List.

W. & C. SHOW PRINTING CO.,
Winona, Minn.

WANTED

Experienced Manager and Bookie for nationally known Dance Orchestra.
WRITE BOX D 978,
The Billboard, Cincinnati, O.

COMPOSER

To team with lyric writer. Experienced. BOX 512, Billboard, 1686 Broadway, New York.

Sheet-Music Leaders

(Week Ending March 23)

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 Richmond-Mayer 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. On the Good Ship Lollipop.
6. Clouds.
7. If the Moon Turns Green.
8. Solitude.
9. Little White Gardenia.
10. Here Comes Cookie.
11. Fare Thee Well, Annabelle.
12. Ole Faithful.

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

New Faces Hike Pitt Lenten Biz

PITTSBURGH, March 23.—Added night clubs and the dullness of the Lent season are the chief causes of the more frequent floor-show changes in leading spots here. The steady trade which patronize their favorite clubs regardless of season are more frequent visitors due to the shorter engagements of floor bills.

Ann Pennington made a return engagement at the Plaza last week and proved to be as popular as ever. With her in the new bill are Patsy Shaw, singer who is scoring heavily; Gina and Gians, dance team; Rosalie Roy, soubrette; Dan Downing, emcee, and these dance darlings: Vivian Dora, Andrea Marlowe, Edna Spruce, Millie Millerick, Mary Ryden, Catherine Ryder, Vern Nilan, Rosalind Shaw, Marlon Kenyon and Mary Boyd. Tonight Etzi Convaro's Band replaces Al Marisco and his outfit. Etzi returned from a long stay at the Prolica Club in Miami, Fla. The no-charge policy helps populate the spot.

The Italian Gardens signed Aileen Dennison, popular warbler. With her are the DeVoe Sisters, Silm "Shadow," Gall Garber, Ernestine Barber and Jo Suecop. Howdy Webb's Ork continues to supply the dance tunes.

The Mayfair Hotel and Roosevelt Blue Room are two other spots that changed to the more frequent floor-show policy. The former features La Motte and Del Ruth in the Tangola, a new dance creation; the latter, the Southern Rhythm Girls and a 15-people revue.

Bob Chester and his band succeeded Eddie Lane's outfit at the Chatterbox March 20. The engagement is indefinite.

The Moscovites are entertaining at the Commodore daily 4:30 till closing.

Bill Catzone, fiddler, and Russ Smith, guitarist, play at the Continental Bar. . . . The new Music Box revue features Sally Hughes and Phil Saxe, the latter both as ork leader and emcee.

Teddy Zupka and his music are now stationed at Curley's Marble Bar for an indefinite stay.

Eddie Peyton's opening of his new club on Friday was a huge success. The spot is certain to stay open during the spring and summer season. . . . "Pat" Jacobs succeeds "Busy" Kountz at the baton at the Webster Hotel Georgian Room next week. . . . Peggy Manning and Bert Wydnencr's gang are at Lou Passerella's New Penn. . . . The Hotel Henry Rathskeller, refurbished and re-decorated, features Jean Patterson and Dorothy Nesbit.

Six Lose Lives in Chicago Club Blaze

CHICAGO, March 25.—Six persons lost their lives and 34 were injured in a fire early yesterday morning which destroyed the Club Rendezvous, a night club in Morton Grove, just outside of Chicago.

Flames enveloped the place so quickly that panic ensued, and in attempting to escape by the one narrow exit the crowd jammed the door shut, preventing anyone from escaping that way. Many succeeded in climbing out windows and others were rescued by firemen and police, who finally forced the door open. Many of the patrons were college students celebrating closing of a Northwestern University show.

Detroit Spot Gets Biz With Circus Week

DETROIT, March 23.—The Oasis, west side night club, is holding a Circus Week, with floor show and decorative scheme to correspond. The M. E. Loyds, father and son, who operate the spot, have installed a permanent merry-go-round revolving bar, which has become a show-spot of the town. This became the central motif this week, with side-show posters and even waiters and help dressed in circus flash costumes.

Three Chesters, tight-wire act; Three Jung Brothers, acrobatic clowns, and Flying Howards, roller-skate act, with a burlesque Clyde Beatty act gave a circus atmosphere to the show. Madlyn King, mistress of ceremonies, directed the program, with Bill Henderson's Orchestra disguised as a clown band. First of the week shows resulted in a packed house, Lloyd reports.

Cleveland Ramblings

CLEVELAND, March 23.—The Backstage Club's decorating and new equipment program cost co-owners George Young and Mike Abbey a good 10 grand. The bright spot reopened during the week and fine biz is reported. . . . Hotel Allerton boasts of the tallest and shortest chefs in the hotel world. Chef Louis Mori is 6 feet 2 and Little Joe Groliek is 4 feet 3 inches, according to Manager Harry Coopland. . . . Freside Tavern becomes the rendezvous for transportation men. Jack Gaery, co-owner of the spot, was formerly a transportation exec. . . . Gaylord Trio, vacationing here after successful six months' tour of European cities, will return to Paris some time next month. . . . Max Gruber has never installed any form of entertainment at his downtown cafe, yet the spot rates top position on the week-round biz roster. Good foods, high-grade liquors (at prices that are right) plus service are the answer, according to Max.

Golden Gate Cafe is town's most beautiful show palace. The colorful Temple atop of the cafe contains over 17,000 Oriental wonders. Tables, chairs, vases and the gorgeously decorated shrine offer a new and interesting display to visitors. Chinese guides escort the guests thru the huge temple and describe the numerous exhibits in true historical fashion. . . . Babe Tschappett and her midget piano are scoring heavily at the Club Chateau. . . . Brown Derby Grill, in the uptown territory, is one of the few exclusive beer gardens to maintain capacity biz thruout the entire winter period. Gall Steen, exponent of the hanjo, recently completed his 68th consecutive week at the Frank Jones establishment.



'ROUND THE TABLES

KAY AND DEAN SCHOOLEY'S rhythm tap and acrobatic numbers, the Hoffman Sisters' harmony; Ray Dean, emcee, and the Harriet Smith girls compose the current entertainment at the Arabian Grill, Columbus, O.

THE YODELING and dancing Wilson Brothers are playing clubs thru Northern Illinois.

MERRY-GO-ROUND CLUB, Ft. Wayne, has enjoyed increased business lately with a floor show consisting of Don Patton, Jimmy Fisher, Ricardeau and Enid's excellent adagio work, a line of girls and Don Pablo's Ork.

RAUL AND EVA REYES, one of New York's busiest dance duos this winter, are doubling between the Hotel Weylin, the Casino de Paree and the NBC studios with Xavier Cugat's Orchestra. Last week marked the seventh month of their stay at the Weylin.

KARL AND HELENE BENDA, ballroom dancers; Dee Lang, specialty hooper, and Helen Doyle, singer, entertain at the Springhurst Country Club, Lexington, KY.

HARIO AND MARIO will open April 6 in Mt. Vernon, Mo. with Seils-Sterling Circus. Midwestern clubs have kept them busy the greater part of the winter.

BOBBY GRANT, of vaude and musical comedy, recently finished a four weeks' engagement in New Orleans with his all-girl revue. March 18 he opened at the Southland Cafe, Nashville, where he will be on the air daily over WSM.

DEAN MURPHY, emcee, and Don and Joanne, youthful ballroom team, opened March 15 at Meyer Gordon's Club Rendezvous, St. Joseph, Mo. Trio has spent the last few months playing club dates thruout Northern Michigan and Wisconsin and, more recently, spots in Iowa.

SOPHIE TUCKER has been held over at the Hollywood Country Club, Hollywood, Fla., until April 1, extending the original six weeks' booking.

IRIS MILLION, five-year-old Hammond (Ind.) youngster, scored a real hit at the recent Showmen's League theatrical night at the College Inn of the Hotel Sherman, Chicago, with her singing of College Rhythm and an Earful of Music. Iris has

Club Owners Resent Impersonator Raid

SYRACUSE, March 25.—Night spots in and around Syracuse are ready for a court battle this week to determine whether they can continue the only form of floor show which has given them a financial break since repeal—female impersonators.

Fay Norman and her Gay Boy Revue at La Villa will furnish the test case. Deputy sheriffs raided La Villa in response to what they declared were "continual complaints," but the customers booted and jeered the deputies so bitterly that they sent for reinforcements before they took Miss Norman, the "eight beautiful boys" and Robert Andrews, manager, out of the place. The charge was indecent exposure.

Elm Lodge, playing Johnny Kaye's Boys Will Be Girls, escaped raiding the same night because it took the deputies so long to book Miss Norman's boys that the Lodge had closed before they got around to raid it. Both shows are now running pending the trial, all involved being out on bail.

The female impersonator show idea was brought in for ABC trade and clicked with regulars as well. Night spots had been staggering along on lean pickings until the boys were brought in.

CONGRESS RESTAURANT REVUE, opening March 22, includes Roalita Royce, dancer; Sally and Sonny, comedy song and dance team; Pauline Arley, ingenue; Ted Arkin, eccentric dancer; Tommy Haydn, baritone; Dottie Kay, blues singer; Cubana Sextet, Joan Cartier, Glory Fortune and Sid Austin's Orchestra.

had extended engagements over WIND, Gary, Ind., as well as on the stage. She is studying acrobatic dancing under Joe Keith, Chicago, and is slated to open at the Madina Club.

JACK BOGART and his baby-grand guitar concluded a four weeks' run at the Midnight Frolics, Showboat and Orpheum Gardens, Omaha, as emcee and entertainer, and has now several solid weeks set in Wisconsin clubs. Jack info that the alterties are going big for novelties.

MURRAY AND ALAN, comic singers, opened an indefinite run at the Hollywood, largest night club in Buffalo, last week. Team will double into local vaude houses.

WINTON AND WINNONA, fast tap and shim sham shimmy team, and Buddy Melton's Speed Demons Revue have just completed a week's engagement at Club Cassano, Cincinnati. Current show has Moret and Erita, carioca team from the picture Flying Down to Rio; Ann Gullfoyle, blues; Bill Hudson, baritone; Jimmy Schuh, piano troubadour, with Bobby Burns doing the emceeing. Forrest Bradford and his ork are rounding out their 26th week.

THE NEW CLUB ROMAN, Chicago, under the management of Lou Finn, is inaugurating "Opportunity Nights" and will hold auditions every Sunday and Wednesday night. Formerly known as Roman Gardens, this North Side spot has been completely refurbished and re-decorated and is quite an attractive place, with a lively floor show staged four times a night.

LUCILLE LONG, lovely contralto, has returned to the Continental Room floor show at the Stevens Hotel, Chicago, replacing Hal Young. The engagement of Wes Adams and Lisa, dancers, has been extended another two weeks. Keith Beecher and his orchestra continue their rhythmic music for dancing.

JOHN EIWAZ, affable assistant of Bert Jules Braun at the Hotel Sherman's College Inn, is back on the job after a narrow escape from death in an auto crash which occurred early in December. John sustained injuries which included a broken leg, knee, arm, nose and six ribs, and was topped off with a compound fracture. Eiwarz is one of the favorite major-domos of the popular Loop spot and has been missed.

Night Club Reviews

Dry Harbor Tavern, L. I.

Reopenings of roadhouses are further signs of summer, with Harry Curley's Dry Harbor Tavern one of the first to take of the shutters. Curley's spot is unusual in roadhouse establishments, in that it possesses an intimate and homey atmosphere few others have. It's the kind of a place that a few minutes after a customer comes in he finds out that the attractive hat check girl is Corinne, that the waiters are Mac, Marty and Freddy and that Jack is the expert bartender. Finds out, too, that besides the atmosphere and the entertainment, the food is excellent and prices so low it's hard to believe. Thus cocktails are 35 cents average, and steaks and chops 75 cents, while Chinese and other hot dishes cost less than the sandwiches at other roadhouses where the food is no better, if as good. Curley has a steady following, as is to be expected. The spot is on the route to most any Long Island resort.

Tavern had just changed its show a few days before this lineup was caught. Dance rhythms come from Lew Monte's capable five-piece setup, with singing by two girls. One is Mary Joyce, an okeh blues singer. Other is Phyllis Michel, personality songstress who does well. Both made nice appearances.

Franken.

London Club Notes

LONDON, March 16.—American talent still predominates in London clubs. Savoy Hotel, exclusively booked by Eric Wolheim, has three dandy attractions in Joe Jackson, the inimitable pantomimist and droll with a bike, who causes hearty belly laughs; Raye, Ellis and Larue, graceful and daring adagio and acrobatic dancers with a smooth and novel routine, and Bill and Bill, Continental tumblers and acrobats.

Spring edition of Clifford Whitley's Midnight Follies is in its last week at Dorchester Hotel, Betty Jane Cooper and the Lathrop Brothers, with their neat and entertaining dance offering, remain show-stoppers with this show. Vitch, pantomimist, clicks plenty with a swell and original idea in sight comedy. Roszelle Roland, gorgeously formed "Golden Girl"; Nauntion Wayne, English monologist, and Diana Ward, tuneful singer, all click well. The Three Sailors, hoke comedians, will head the new floor show due here on March 11.

Grosvenor House show is doing fine and will continue till April 9. Show is practically all-American, and major hits are by Gomer and Winona, most graceful ballroom and rhythmic dancers; the Arnaut Brothers, with their well-known musical and whistling clowning which fascinates here; Emily Adreon, with her neat staircase dance and other clever work; Vaile and Stuart, slick dancers, and the Hollywood Beauties.

Charles B. Cochran's Jollity revueette ends its record run at the Trocadero on April 8. Pops and Louie, colored kids, doubling with the Palladium, have joined the show and score solidly. Dolinoffs and Raya Sisters break all records with their dandy dance flash and are fixtures here.

Elizabeth Welch, colored songstress, remains at the Cafe de Paris.

Joyce Dance
DONNA Stylists
AND Jack
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WANTED AT ALL TIMES for Billy Terrell's New Night Club, Girl Acts, Torch Singers and Dancers. CAN USE Acts with five or six girls for at least two weeks. Room and board included. Real recommendations. This is one of the finest Night Clubs between St. Louis and Memphis. Acts that can work cabaret style at tables can clean up here. BILLY TERRELL, Manager, Conran, Mo.

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Buck Makes Vaude Plea As Big Execs Listen-In

Sarnoff, Aylesworth and others are told that vaude must be preserved and encouraged—radio will need such material five and ten years hence

NEW YORK, March 23.—Gene Buck, president of the American Society of Composers, Authors and Publishers, dropped a bombshell into the weekly meeting of the Cheese Club last Monday afternoon when he made an impassioned plea for the maintenance of vaude if for no other reason than keeping up radio's need of talent five or ten years hence. The stage was perfectly set for one of Buck's typical talks, what with practically every important radio executive present as well as the usual theatrical complement of guests and members. Among the radio men were David Sarnoff, president of the Radio Corporation of America; M. E. Aylesworth, president of both National Broadcasting Company and Radio-Keith-Orpheum; Donald Flamm, president of Station WMCA; Alfred J. McCooker, president of WOR, and others. Buck's plea for vaude brought cheers from numerous throats, particularly in view of the fact that Sarnoff and Aylesworth were on hand to get a first-hand earful.

Buck pointed out that nearly every "name" artist as well as the lesser lights all came from vaude, burlesque, stock or legit. By far the great majority came from vaude. He mentioned the fact that while with Florenz Ziegfeld, he discovered Will Rogers in vaude for \$175 a week; Bill Fields for \$250; Ed Wynn for \$225 and Eddie Cantor for \$300. After citing these as examples he mentioned many others who would not now be a draw for either radio or pictures if it wasn't for the start vaude was able to offer them. He allowed radio a possible four "names" that it had created of its own accord within the 12 years of its commercial existence. Of these four, three had already been known to the theatrical world. This virtually left Rudy Vallee as the only outstanding example.

With television in the offing, Buck failed to see where the suitable talent would be coming from if not from the ranks of the seasoned stage or screen actors. Just as the talkies displaced nearly ever star of the silent screen, so also might television displace the mike artists of today.

Again mentioning the current stars of the screen, such as Walter Huston, Fred Astaire, Al Jolson and others, Buck told his audience that they all came from vaude, and what, he asked, was there to encourage any talent today to train for the stage when vaude, talent's only real stepping-stone, is fast dying out. Without vaude as an outlet, there was no incentive for the potential star to break away from the local strawberry festival, probably play a benefit, and later make a stab at vaude. From vaude the potential star could step into legit, pictures or radio; but the essential training before a live audience that was vaude is now a matter of a few weeks of time at best, with virtually no new talent taking the step that now discourages the veteran acts. Buck spoke at length and brought cheers from the house now and again.

Since Buck appeared to be addressing most of his remarks to his pal, David Sarnoff, it was natural that Sarnoff arose to make an answer, altho he was wholly unprepared to answer Buck's speech on such short notice. Sarnoff, however, defended radio and the current setup for new talent in various branches of the amusement field by stating that there was always an outlet for creative ability and material. Harry Herzhfeld, head of the Cheese Club, presided as usual, which means a first-rate job.

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.

Wis. House Back to "Flesh"

CHICAGO, March 23.—The Wisconsin Theater, Milwaukee, returns to stage shows April 28 with the A. B. Marcus show *La Vie Parée*. House is booked jointly by Leo B. Salkin and the Schallmann Brothers here.

Gerber's New Unit

NEW YORK, March 23.—Alex Gerber's newest unit, Ned Wayburn's *Varieties*, will open Monday in Wilkes-Barre for the Dows. His other unit, *Radio City Follies*, goes west, opening March 29 at the National, Louisville.

Soviet Contract Form Ready; USSR Promises Long Bookings

NEW YORK, March 23.—After many negotiations, the Soviet Government has approved a standard contract form for American bookings thru the Amsov Agency here. Alexander Basy, head of Amsov, returned yesterday from Moscow and says details for American bookings have been ironed out and that 18 acts are definitely set to open in May or before. Two of the acts, the Four Mangegan Girls and the Chinese Syncopators, are now in Europe and will go directly to Soviet Russia.

Basy says A. M. Dankmann, head of the Soviet State Association of Musical, Music Hall and Circus Enterprises (GOMEZ), assured him that American acts would get the utmost courtesy in Russia and that they could stay in that country indefinitely without endangering their American citizenship. Dankmann also insisted that American acts can be kept working in Soviet Russia for five years without repeating a single date. The average contract being issued to American turns is for three months, while a few are for six months.

The contract provides for the following: Acts will be paid in Soviet rubles

Watch for
This Special Feature:
Vaudeville —
Yesterday, Today
and Tomorrow

By GEORGE A. GODFREY
in the

Spring Number
of The Billboard
Dated April 13

More Michigan Vaude

CHICAGO, March 23.—Vaude bills have been inaugurated in four towns in Michigan on the Butterfield Circuit. The Fuller, Kalamazoo, a Class "B" house, running at 30 cents top admission, is playing split weeks, with the bills opening on Sundays and Thursdays. The last-half bills play the Bijou, Battle Creek, on Sundays. Four acts are used at these houses. The Strand, Lansing, runs five acts each Thursday, Friday and Saturday, the bills going to the Michigan, Jackson, for Sunday. Boyle Woolfolk is booking all the shows from here.

Schine Houses Get Dow Units

NEW YORK, March 25.—The Dows are now supplying units to seven up-State Schine houses, which formerly played occasional acts. The *Harlem Follies* opened Saturday in Herkimer, N. Y., and is the 10th unit sent up to that territory recently.

The other six houses on the minnie circuit are in Glens Falls, Norwich, Oneonta, Ogdensburg, Geneva and Watertown.

The Paramount, Newark, also booked by Dows, has switched to a presentation policy. Playing units before a stage band.

Abe Feinberg Made To Pay Code Salary

NEW YORK, March 23.—The American Federation of Actors won its charge of code violation against Abe Feinberg when the NRA Compliance Board compelled Feinberg to pay the Lightning Duo code salary and also transportation and baggage costs for four days at the Majestic Theater, Paterson, recently.

Ralph Whitehead, AFA secretary, appeared before George McLaughlin, official of the NRA board, Thursday and accused the Feinberg office of paying the act under the code minimum salary. James H. Simpson, of the act, appeared as a substantiating witness, and verified Whitehead's accusations, including the charge that the contract was written on a piece of wrapping paper.

Variety Club Show Set

PITTSBURGH, March 25.—The Variety Club will stage its sixth annual show at the Stanley Theater Sunday evening, March 31. John H. Harris and his entertainment committee have lined up a big show, including Bob Crosby, the Dorsey Brothers' Orchestra, the Dave Apollon Revue and other acts brought in from New York and Chicago. The club is noted for its charity work, having donated 200,000 bottles of milk to local orphanages last Christmas.

F&M Stageshows Bookings

NEW YORK, March 23.—F&M Stageshows recently acquired the Lido, Montreal, for booking. Office sends a floor show there on a three-week booking. Also book the Roky, here; the Fox, Philadelphia; Plymouth, Worcester, split-weeker, and Oxford, Philadelphia, three-day stand. Send special shows also to Fry's, Providence, every couple of weeks at the request of Booker Joe Feinberg.

Heavy Bookings in Baltimore

BALTIMORE, March 23.—The Idle Hippodrome here, booked thru Eddie Sherman, has lined up a raft of big dough bookings. The Eddy Duchin Orchestra is in this week, following three smash weeks with Roberta. Blackstone is booked for Holy Week, while the Lombardo Orchestra comes in week of May 3. The Dorsey Brothers-Bob Crosby unit and both the Chicago and New York productions of *Folies Bergeres* are set for May and June dates.

"Harlem Follies" New Unit

CHICAGO, March 23.—Jack Pine, unit producer here, and Jimmy O'Neal have produced a new revue known as the *Harlem Follies Bergeres*, which opened last Saturday in Glens Falls, N. Y., and is now playing thru New York State. The cast consists of Al Jenkins' 16-piece band, chorus of 12, Inky and Archie. Myra Johnson; Noma, Brown & Griswell, and Glenn and Jenkins. The unit is headed west and will probably make its local debut at the Regal Theater.



NEW ACTS

Joan Abbott

Reviewed at the State, New York. Style—Singing. Setting—in one. Time—Ten minutes.

Miss Abbott comes from night clubs, where she was considered a "find." She is a golden-haired blonde of the gorgeous showgirl type and has plenty of the personality that counts. Her singing voice is not so hot, a "sh" sound creeping in where there should be an "s." But, aside from minor impediments, she manages to sell her pop numbers nicely.

She has a robust blues voice that came over the mike oksh. Did only two numbers here, preceding them with clowning with Milton Berle, who was emceeing the show. The customers liked her. P. D.

Ray Janis

Reviewed at the Orpheum, New York. Style—Imitations. Setting—in one. Time—Eleven minutes.

Janis is a youth who recently won a WHN amateur contest and is here mak-

ing his vaude debut. His style is still crude and really has no act, but nevertheless shows tremendous possibilities.

Working in one and before a mike, he presents brief imitations of Groucho Marx, Stan Laurel, Ed Wynn, Jimmie Durante, Robert Woolsey and Ned Sparks. Imitations, so far as expression and appearance go, are swell. But Janis is weak in talk. If someone wrote him a bit of special material to go with the imitations, he should be an easy clicker.

In duce spot here and made a fine impression, the Sparks imitation getting him the biggest hand. P. D.

Lester Allen

With Edward O'Rourke and Maurcen Rio
Reviewed at the Boulevard, Bronx. Style—Comedy, singing and dancing. Setting—in one. Time—Sixteen minutes.

Allen's new turn is a smart little affair. Allen dominates it with his sense of comedy and timing and with his nimble dancing. His two straightes are more than adequate in the comedy and also contribute specialties. O'Rourke does a

vocal solo, displaying an excellent tenor voice. Miss Rio, a tall svelte blonde, turns in a flash of acrobatics.


Act opens with Allen spilling a gag and then putting on a kid impersonation bit. After O'Rourke's singing, the trio stage a satire on *The March of Time* radio program. It's fast and funny, the act closing with Miss Rio acrobating and Allen doing his tap and acrobatics. A perfect act for the better houses. P. D.

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JIMMIE II LUNCEFORD
AND HIS ORCHESTRA.
This Week, PALACE, Akron, O.
Personal Direction
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Whitman Goes Out Of Albee, Brooklyn

NEW YORK, March 23. — Herman Whitman dropped out as manager of the Albee, Brooklyn, this week. He was only there a couple of months, having been transferred from the Center Theater in Radio City. Sol Schwartz replaced him at the Albee, moving down from the Fordham, Bronx. He will continue to supervise the Fordham, which is now managed by Irving Gold, promoted from assistant.

Whitman has held a number of key managerial jobs with RKO. He was at the Albee once before this, and in addition to the Center he managed the Palace and the Radio City Music Hall.

Loew Trying Presentation Policy at Paradise, Bronx

NEW YORK, March 25.—Loew will try a presentation policy at the Paradise, Bronx, beginning April 5, when Ed Lowry goes in as emcee. Lowry is in for four weeks, with options. His first show will include Beehee and Rubyette, Harry Savoy, Joan Abbott, Lucky Seven Trio and 16 Danny Dare Girls. Bill Powers, recently at the Mastbaum, Philadelphia, will stage the numbers. The band will probably be on the stage.

The Valencia, Jamaica, may be next with a presentation policy. The house tried a stage-band policy recently with Charlie Nelson as emcee, but it was dropped after four weeks.

Loew's Jersey City, meanwhile has been given Ted Claire as emcee, succeeding Johnny Perkins last Friday. Claire is in for two weeks, with options.

Loew claims the stage-band ideas are being used strictly to relieve the monotony of regulation vaude and insists it does not contemplate any extended presentation circuit.

Will Harris Moves Office

CHICAGO, March 23.—Will J. Harris is moving his Production Center of America offices to the space next door to the William Morris Agency in the Butler Building. The publicity department of the Morris office, under the direction of Harry Robinson, will share the space with Harris, who will move as soon as his new offices are remodeled and decorated.

Policy Change at Nashville

CHICAGO, March 23.—Commencing April 1, the Princess Theater, Nashville, will revert to its former policy of stage-band presentations with four acts of vaude, split week, and booked by Dick Hoffman of the Billy Diamond office here. House has been using units all winter.

Simon and Kalcheims Travel

NEW YORK, March 23.—Ferd Simon left here Thursday morning to cover Indianapolis, Cincinnati, Louisville and Chicago. Nat Kalcheim, of the Morris Agency, went out to the Midwest also, first stopping in Cincinnati and then going to Chicago. Harry Kalcheim, Publicist booker, went out to that territory also.

AL NORMAN

The Sensational Young Comedian
THE CRITICS RAVE!

Al Norman opened The Dorsey Bros.' Orchestra with a wonderful array of talent, including Bob Crosby, Fay Weber and Three Hearts, uproariously received.
—SCRANTON NEWS, March 11.

Sheldon and Sheldon, The Great Doran, in wonderful feats of magic; Starr Sisters and The Harmony Serenaders all pleased an appreciative audience. Al Norman closed.
—WILKES-BARRE PRESS.

WARNING

Anyone using Al Norman's material will be prosecuted to the fullest extent of the law by Vic Oliver, George Beatty, Milton Berle, Edouard Rotonio, George Jessel, Jack Benny, Fred Allen, Eddie Cantor and others.

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Chas. Stanley Opens New Detroit Agency

DETROIT, March 23.—The Artists' Service Bureau, new vaude booking office, will be opened April 1 by Charles (Chuck) Stanley in the Basso Building. Stanley is well known in this territory as the producer of the *Happy Hour Club* shows over WMBC.

The *Happy Hour Club* will be retained as a principal office act. It is now being booked for 45 weekly one-night spots, several companies being sent out. Stanley usually does emcee. In addition to these dates the bureau will book other cabarets, night spots and radio reviews. Six theaters are now on the books. Stanley stated, for the *Club* shows for one night each. Paul Field, who had been with WJR, will be associate booker of the new agency. Stanley retains his connection with WMBC.

Palace Employee Ailing

NEW YORK, March 23.—Morris Moskowitz, elevator operator backstage at the Palace Theater, is seriously ill at the Morrisania Hospital, Bronx. He is still on the theater's pay roll and RKO is taking care of certain hospital expenses, such as the several blood transfusions needed this week.

More Filmities in Vaude

NEW YORK, March 23.—Two more picture people have been booked by Publix for personal appearances. Roland Young, agent by Lyons & Lyons, opens this Friday in Detroit, while Alice White, represented by the William Morris Agency, opens April 12 at the Oriental, Chicago, with Detroit to follow.

More Relief Units

NEW YORK, March 25.—The emergency relief organization will shortly put out more vaude units, having ordered

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PAUL DUKE
Presenting "A Symphony of Smoke."
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Now available. Communicate with New York office,
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LIGHTNING
KAY • DUO • JIMMY
The Snappiest and Smartest Roller Skate Team in the World.
NOW ON TOUR
Rep. JACK HART, Pal. Theat. Bldg., N. Y. C.

vaude auditions for this week. The local organization, under Earle Boothe, has 16 legit and five vaude units out now. Charles Mosconi is staging the vaude shows.

Palace, New York

(Reviewed Friday Afternoon, March 22)
(First Show)

The Palace has a trim little show this week, strictly one of those pleasers and that's all. Never does reach any real comedy heights, and the rest of the bill is novelty, dancing and singing. The Tic Toc Girls headline, and Al Norman is second feature. Show runs a fast 53 minutes, with a flash opening and closing. Current film fare is *Living on Velvet* (First National). Business was not so good at the viewing, and the outlook is not so good on the countup for the week.

Harris Boys and Loretta Allen are a splendid starter for any show. Proved it here, with the audience warming up immediately and mitting them heavily. Act is dressed and staged well, and the trio go in for an entertaining display of outstanding acrobatic tricks and adagio stunting.

Robert Williams and "Red Dust," dancing, are a novel dog act in need of better presentation for vaude. Paced by the youthful and personable Williams, "Red Dust" is an unusual dog that relaxes every muscle, which allows Williams to put it thru outstanding paces. The dog is twisted into all shapes and positions, and one of the highlights is when it relaxes to resemble a red fox furpiece. Audience treated the act okeh.

The Toc Girls, nightclubbers, follow to chalk up a big hand. They make up a splendid harmony singing trio, and harmony such as theirs shouldn't be applied only to comedy numbers. There should be at least one complete number done straight. Their material is A-1 and affords a lot of laughs. The girls make a grand appearance, wearing black gowns with white fur.

Al Norman didn't fare so well in the next-to-closing spot. He gets off well with his impressions of people sleeping and then goes into banter with a couple of audience plants. This sort of stooging is always good for laughs, but Norman goes in for a lot of old wizzes. Finish by bringing the two stooges on stage and the three of them going in for a good eccentric dance display.

Donatella Brothers and Carmen, closing, are dependable. The three brothers shape up as a nice musical aggregation and Carmen makes a nice dancer and a charming announcer. As always, punch of the turn is bringing on ms and ps. Ma is the clicker with her corking display of tambourine rhythm, and pa goes over with his playing of the shepherd horn. Took their leave to heavy applause. SIDNEY HARRIS.

Orpheum, New York

(Reviewed Friday Evening, March 22)

A good five-act layout this half. Every act won itself liberal applause, the bill as a whole shaping up as fine entertainment. Picture was *After Office Hours* (MGM) and did not draw so well.

Chappelle and Carlton got the show off to a strong start with their floor acrobatics and up-the-stairs roll. Their strength-display stunts are impressive and offered with showmanship. No trouble clicking here.

The Seven Columbians, men, in military uniforms, were on for harmony singing and rang up a surprising showstop. They offered six numbers, the leader stepping out for a solo and another member contributing a tap number. A good novelty turn.

Billy Farrell and Dub Taylor have merged their dancing and comedy turns respectively. Farrell emcees and then turns in some hot hoofing, while his "dad" contributes snappy old-time tapping. Taylor does stooge comedy and xylophoning, while a brunet, Dorothy, is on for Dumb Dora talk that brought hearty laughs. Act is disjointed and needs smoother routineing, but the talent is there.

Joe Morris, Flo Campbell and Dorothy

Ryan are doing a new version of the henpecked husband act. Morris is a swell laugh getter and has good foils in Miss Ryan and a boy. Miss Campbell is on briefly. The comedy lines and situations are hokey, but still surefire. An easy clicker.

Keep Moving, five-people flash, is a nice little affair. Talent is fair, while the costumes and set are modest but neat. Ethel Shepard is a pleasing song-and-dancer. Sonny and Mimi are snappy hoofers, but the girl's singing is screechy. The top-tap girl dancer drew a big hand. The acrobatic high-kicking number by another girl also drew a hand. PAUL DENIS.

Capitol, New York

(Reviewed Friday Evening, March 22)

Not much of a stage show this week, the house evidently depending on the picture, *Naughty Marietta* (MGM), to bring the business. The film is an easy hit and is due to hold over.

The stage show proper runs only 20 minutes and is preceded by a 12-minute overture by Don Albert's symphony orchestra. The overture is a thoroughly pleasing affair, Albert offering brief and lively selections from modern symphonies. The orchestra renders them with warmth, Albert's conducting and special lighting also helping.

The stage show is a single scene, with the 32 Danny Dare Girls on in fluffy summery gowns against a silhouette of garden flowers. Helene Denison, as lovely and as graceful as ever, is on in a spritely toe solo which won her substantial applause. She combines feminine grace with fast and vigorous movements, which is perfect for vaude.

Carl Bonner, tenor, and Leone Newland, coloratura soprano, offer a pleasing duet about love and spring, with Miss Newman stepping in front for a brief but excellent solo. Her perfectly controlled voice, especially when handling the high notes, drew plenty of applause.

Florence and Alvarez do two numbers, a languorous ballroom glide and a snappy rumba. Miss Florence looks swell in a clinging new satin gown, and Alvarez, in white, makes a fine partner. A class ballroom team.

PAUL DENIS.

Palace, Chicago

(Reviewed Friday Afternoon, March 22)

Present show, Vic Oliver's unit *It's the Tops*, is in for the run of the picture *Roberta*, which will mean three or four weeks. Unit is a lively and entertaining concoction that doesn't in the least suffer comparison to the *Hello, Paris* production that preceded it. Full of acts that were one hit after another, the unit moves with speed and precision. Usually running an hour and ten minutes, it was cut to 54 minutes today to fit in with the house schedule. Vic Oliver makes his first appearance, after the second act and works thru the balance of the show as emcee, splitting up his own act and material.

The Bebe Barri Girls (11), attired in pink costumes and big hats, opened with a routine done in a garden set as Roy Kayser sang *Strike Up the Band*. Fetch and Deuville did a tap routine and then individually did high kicks and acrobatic specialties that drew nice hands. Paul Sydell was next and after a few cute tricks with a little dog he worked with Spotty, a wonderfully trained and intelligent dog whose poise and sense of balance, combined with Sydell's showmanship, sent the act off to a big hand.

Vic Oliver first entered the scene here and immediately gathered plenty of laughs with his surefire comedy talk, his off-key piano business and the legitimate playing of a classic, the rendition of which chinked up a heavy round of applause. Ruth Ray then assisted him in putting over some more talk, lots of it new, and proved an able foil to Vic's patter.

John Fogarty, radio tenor, with Bill Colligan at the piano, opened with *The World Is Waiting for the Sunrise* and then did *Things Might Have Been So Different*, *One Night of Love* and a *Dream Medley*. He almost stopped the show and could have done more. As it was he took four bows and was a hit.

Elen Honan followed with some clever imitations. Using the idea of a Hollywood Party, with Zasu Pitts as the hostess, she put over mimics of Joe Penner, Lupe Velez burlesquing Hepburn and Garbo, and closed with a very good Chaplin and a dance finish. Big hand. Large and Morgner, in the next spot,

were one of the highlights of the bill. These two monopedic gentlemen are very proficient with their acrobatic endeavors and succeeded in getting several good hands for their efforts. The closing trick of a hand-to-hand balance after going over four chairs gave them a rousing exit.

Vic Oliver saved the funniest parts of his dialog for the next-to-closing spot and wowed the customers with his stuff, using the violin for his radio announcement satire that is always funny. The Bebe Barri Girls closed with a couple of numbers that were augmented by the second appearance of Fetch and Deuville, more singing by Roy Kayser and the entire company on for the finale. F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, March 21)

For its current stage show the Music Hall goes extremely arty by presenting Vicente Escudero, renowned Spanish dancer of the concert stage, in a dance story presented in America for the first time. As to its entertainment qualities, the production wasn't entirely successful in view of the fact that Escudero belongs in intimate surroundings and shouldn't be overshadowed by a production. This week's film fare is Shirley Temple and Lionel Barrymore in *The Little Colonel* (Fox). Business was quite good at this last show opening day.

Escudero's vehicle is *El Amor Brujo* (*The Phantom Lover*), the story by G. Martinez Sierra and the music by Manuel De Falla. The latter gets a weekly royalty from the theater in the neighborhood of \$300. Escudero is credited with the production and choreography. Assisting Escudero in the performance are Carmita, his partner; Nina, recently at the El Chico; Nicholas Daks, a member of the house staff; Bruna Castagna, and the Rockettes and Ballet in the roles of villagers, gypsies and fire dancers. There's a possibility that the show might stay two weeks. The show itself runs exactly 20 minutes in addition to a three-minute narrating job by Henriette Weber, music critic.

The disappointing feature of the show is that Escudero does not do enough. It is easily discerned, however, in the little that he does, that he is a brilliant dancer—right to his very finger tips—and the audience waited in anticipation of his doing much more. In a theater the size of this he is handicapped by the lack of intimacy and furthermore the audience may be composed of only a few artistic dance lovers. Carmita shows herself to be a sterling dancer as well, and she has better success as she has more to do. Nina also fares well in her dancing role. Daks does capably as "the phantom lover." Miss Castagna, unseen, has a rich voice that affords pleasant moments. The girls work cleverly, and one would never think that they were the Rockettes and Ballet but would believe that they were a part of Escudero's company. De Falla's music is a real treat, while Sierra's story is adequate.

The story is split up into three scenes: The cave of the gypsy, Candelas; the monastery ruins and the gypsy pueblo, Carmelo (Escudero) is in love with Candelas (Carmita), but his lovemaking is hampered always by the ghost of Candelas' old love (Daks), who constantly puts in an appearance when the two get together. Candelas goes to him whenever he appears. However, Lucia (Nina) conspires to win the ghost over and so successful is she that the ghost follows her about and finally vanishes in a puff of smoke. The staging and all has been done very well, but one would think that it could have been even more elaborate what with the wide resources of the Music Hall.

SIDNEY HARRIS.

Roxy, New York

(Reviewed Friday Afternoon, March 22)

Another hillbilly quartet is headlining up in them thar hills at the Roxy. Just a month ago it was the Radio Rubes; this week it's Pnppy, Zeke and Erra (with the valuable aid of Elton Britt). They sock across in the theater with their medley of mountain music, done in superlative style. And in addition they furnish musical background for one of the most engaging finales the Roxy has staged in a long while. As they intone old favorites the Gae Foster Girls go thru an infectious country dance routine. The whole thing is bright and merry and sends the customers out in a very pleasant frame of mind. One unusual thing about this week's

stage show is the singular lack of women. The only one in the entire layout is a lass who comes on for about three seconds in Fred Sanborn's act. That's all—with, of course, the exception of the Gae Foster Girls. But they're plenty. They do two routines in addition to that in the finale. One is a stand-out train bit that opens the show and the other an immensely effective dance that serves to introduce the Olympic Aces.

Sanborn, aided by Jeffrey Sayre, goes over excellently with his pantomimic comedy in the grand old music-hall tradition. It's hilarious stuff all the way, and closes with Sanborn's excellent straight playing of the xylophone. The Olympic Aces are spotted in center with their tumbling and acrobatics, which they execute with skill and agility. The fourth regular act is Hammond and Pais, in which Hammond puts a group of birds (they're parakeets or cockatoos or something) thru an amazing series of paces. It's astounding, coming from a mob of poultry, and it got an extremely large and entirely deserved hand.

This week's winner of the Town Hall amateur radio contest is Bob Fox, who plays *Mighty Lak a Rose* on a contraption that seems like a steel guitar with a mike inside it. It's effective. Fox is also the first of the amateurs who tries to break out as an entertainer in a big way. He also sings and dances. The singing (*Pardon My Southern Accent*, to be specific) is pretty good hotcha stuff, but the candel is one of those things that any show could do without.

Picture is Barbara Stanwyck in *The Woman in Red* (First National), and the house was fair the second show opening day. EUGENE BURR.

Academy, New York

(Reviewed Friday Evening, March 22)

Rudy Vallee, on the screen in *Sweet Music*, carries the brunt of the Academy's box-office pull this half. Vaude show accompanying is so-so, brightening up at the latter half. At the start of the supper show the house was light, but filled to stands halfway during the picture showing following this vaude cycle.

Hustrel Family, five-man light rope turn, is an okeh opener. Men, dressed in white sailor suits, go thru the usual wire stunts on chairs and a bike, closing with a good stunt. In this one two of the men support a bar between their shoulders, with a man on the bike on the bar and a fourth member climbing to the bike rider's shoulders. House was in the doldrums, else a better reception would have ensued.

Lillian Carmen, mike singer, deuced and didn't give any too good an impression despite excellent arrangements on her three numbers, *Shine, I Believe in Miracles* and *Annabelle* (from the feature film). High register showed both nasal and shrill qualities, altho possibly this may have been due to the amplification system.

Hal Menken Revue, in troy, instead of closing as the act usually does, really warmed the house. It's an excellent dance flash, as previously reported, with Menken's dancing supplying a straight flush—up to the ace. No reason, what with the current filmusical craze, that he doesn't land in Hollywood. Supporting talent, the girl trio, banjoist and girl hooper, with their usual specialties. Over very well.

Last two acts were standard turns, William and Joe Mandel, next-to-closing, and the Norman Thomas Quintet, finishing. Mandels still tops as comedy acres despite the many other acts that have since come up. Only drawback is the tendency to overdo the mugging. Thomas act, as usual, is fast-going entertainment, adhering to the routine it established some years ago, with the pianist, singer—a good baritone—two dancers and comedy drummer. Both acts were well liked. JERRY FRANKEN.


Earle, Philadelphia

(Reviewed Friday Afternoon, March 22)
(First Show)

The Earle program this week has been rearranged into a unit show, with the house orchestra appearing on the stage and Eddle Edwards, of the team of Ross and Edwards, acting as m. c. Good bal-

No review of Locu's State, New York, appears this week inasmuch as its show, the Dave Apollon unit, was reviewed in last week's issue when caught at the Paradise, Bronx.

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ance to the show, and the customers liked it. A good house turned out for the first show.

Opening number is *Youthful Rhythm*, a colorful act, with three girl dancers, a male stepper and Frankie Little, crooner. Little sings, and a variety of

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taps and acrobatic steps are offered by the dancers.

Master Michael, piano-acordion virtuoso, held the deuce spot with a medley of popular tunes followed by classical arias.

Harry Ross and Eddie Edwards then appeared for their comedy spot and won a big hand with their rapid line of gags. Eddie Pritchard joined the act with his collection of taps and flying splits, and for a finale indulged in a tap contest with Edwards, Edwards creating the effects with his hands.

One of the girls of the *Youthful Revue* followed with a top-notch burlesque ballet dance, while following her was Little, of the same unit, who waltzed *Isle of Capri* and *Some of These Days*, accompanying himself with a guitar.

One of the biggest hits of the afternoon was then chalked up by the dance trio of Gine, DeQuincy and Lewis. Beginning in straight fashion with some waltz-adagio work, the trio, two men and a woman, quickly go into the wildest variety of slapstick acrobatics, offering some daring maneuvers with their comedy.

Featured spot is held by Miltzi Green, grown-up "kid" star of the films, who seems to be launching a new career in great fashion. Opening with a hotcha song, *Uptown Low Down*, she gives corking imitations of Zasu Pitts, George Arliss, Greta Garbo, Rudy Vallee, Chevalier, Joe Penner and Ed Wynn.

The audience gave her a big hand. The show closed with another tap routine from the *Youthful Rhythm* unit. The film is *Let's Live Tonight*.

E. MURDOCK.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Mar. 23)
George and Jack Dormonde were a good opener and repeated the success this reviewer has seen them make at several houses this year with their comedy unicycle work. Took a nice hand. Margot and Libby Robin, in deuce spot, open with twin impersonations of Jimmy Durante, and not being so good makes them twice as bad. They follow with ones of George Arliss, a long-drawn-out one of Hepburn; Ed Wynn,

which was the best; Zasu Pitts, Mae West and Greta Garbo. There are so many doing impressions now that they have to be very good or they're punk. The Robins' efforts are neither, but they took three bows here.

Lewis and Moore, in the next spot, opened with some talk, did their song, *I'll Be the First Time*, and contributed eccentric dancing. More talk and comedy business followed that went very well. They close with a stair tap, now done in front of a heart drop instead of the battleship one, and use a stooge for a couple of comedy effects. Three bows and much applause.

Wynn, Lee and Norris didn't quite make the grade at this show in the next frame. Act is a conglomeration of comedy bits done in a bit or miss manner, and, altho they got laughs, more could be gotten if they would routine and pace the act better. Such stuff as slapping each other to the tune of *The Awful Chorus* is far from modern. Girl does a fair tap dance, and the Hebe comedian would fare better if had a chance.

The Stage Revue was opened by the State-Lake Sweethearts in a neat routine and were followed by Al Mardo, who after a song, brings on a lazy bulldog and gets much laughter with his talk about it in Italian dialect. That "gotta go" line could be eliminated. It is no longer funny. Mardo winds up with some harmonica playing and a dance. Three bows. Judy Talbot did three songs over the p.-a. system and took one bow. Leslie, Ayres and Gold have a pleasing act, composed of various radio imitations. Their "Calling All Cars" stunt is very good, as is Solly Ayres' Stepin Fetchit bit and Leslie and Gold's dancing.

The State-Lake Girls closed the show with a clever routine with acrobatics that gave each of the girls individual chances to show what they could do. Here is a line that is well instructed and their first shows are done like they have been doing that routine for days. Dorothy Nutter, dance producer here, deserves praise of the highest sort for the result she gets with her girls who have brains besides beauty. At the curtain the girls got as heavy applause as anything on the bill.

F. LANGDON MORGAN.

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Number of Shows Running Up This Year Over Last

Figured on number running each Saturday, this season drops under last only four times—41 shows December 29, which is three-year high—summer looks okeh

NEW YORK, March 23.—Legit is on the upturn, if statistics gathered so far this season may be taken as a criterion. Heavier grosses have been an accepted fact all year, with more shows in on them than in the immediate past. And, according to a survey completed this week, more shows have been running simultaneously on the street than last season, taking it week by week. Shows are figured by the number running each Saturday during the season, and are compared with corresponding Saturdays previous years. So far, the number for the current semester has dipped under last year only four times since the rush got under way in early September. In addition, there were three dead weeks at the technical start of the season (Saturdays of August 4, 11 and 18) when there were just five shows on the boards, as compared with seven in each case the previous year. The figure of five probably stands as a new continued low in legit.

Probably the outstanding fact is the height of this year's peak, which was reached December 29, usually the top Saturday of the year since it comes directly after the holiday opening rush. It hit 41 shows this year, which is better than anything since December 31 (the corresponding Saturday) in 1931, when there were 42 shows running.

Season began early this year, with the graph starting its rise by the first of September. In 1933-34 it failed to start its real upturn until September 29.

From then on this year is consistently better than the previous in the number of shows running, with the exception of November 27, when 1933-34 reached its first peak. The present season drew even the following week, however, and then went ahead again. It dropped below during February, when 1933-34 hit its freak high of the year. February saw the top number of shows running in 1933-34, when they hit 33, but it was the first year when such a jump occurred at such a time. This year it went back to normal.

Season was still ahead last Saturday, with three more than the previous year, 30 to 27; but today it dips to even at 27 shows apiece. It is possible that the current season will be consistently under the previous year from now on, since 1933-34 held up pretty well until May, while this year there are few prospects and the season threatens to end earlier than at any time in the past.

Prospects for the summer are unfigurable, with each hot spell of late having set a new record or near-record in low number of shows. Chances are, however, that this year will be a bit better, since the productions now running show unusual strength for this time of year, and it may be that a fair percentage will weather the heat, in addition to those few still scheduled to come in.

Work on Rehearsal Pay

NEW YORK, March 23.—The committee appointed by Equity council to go into the question of pay for rehearsals reported progress this week, tho no definite action was taken. When the committee was appointed it was instructed to confer with the managers and the League of New York Theaters on the question. The League was contacted, but the committee was informed that the League members who would take up the question with Equity were at present out of town. Conferences will wait until they get back.

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OUT-OF-TOWN OPENINGS

"The Mystery of Broadwalk Asylum"

(PASADENA PLAYHOUSE)

Gilmor Brown, director. Cast: Paul Hammond, Mira McKinney, Gilmor Brown, May Beatty, Cy Kendall, George Lynn, Terry Kendall, Walter M. Brown, Roderick Deane, Harrison Loomis, Joseph Anthony, Thelma Sidley and Bob Mohr. Adapted by Dr. Cecil E. Reynolds and Robert F. Chapin from the novel of the same name by Dr. Reynolds, psychiatrist. This play departs from the hackneyed style of usual mystery thrillers and was given excellent handling in its national premiere at Pasadena. Director Brown's work in the lead, one of his infrequent appearances as a player, was an outstanding contribution.

Plot concerns the efforts of a medical charlatan to treat normal subjects with hypnosis and thru their revelations of the future to benefit by financial transactions of predestined success. The scheming medico selects for one of his "special patients" an intelligent nurse, played by Mira McKinney, contract film player for Charles Chaplin. His power broken by a young doctor, portrayed by Paul Hammond, the schemer becomes a victim of one of his own creations and the patients are released to normal from varying stages of evolution.

May Beatty as the housekeeper and Joseph Anthony as a Shakespearean actor scored in character presentations.

Black/ord.

"The Wings Sighed"

(SAN ANTONIO)

Play by Bill Cope, directed by Henriett Newding, with sets designed by Bernard Brooks. Presented for one night by the Temple League Players, with Murray Berkowitz, William T. Rives, Sydney Pearlman and eight others in the all-male cast.

An authentic if bitter picture of the workings of Randolph Field, written from Cope's own experiences as a flying cadet. Both the comedy of student life and the humiliation of being "washed out" have been vitally drawn.

Local reviewers said it was "imbued with both emotional intensity and fine comedy relief." Intimations were that it might go on Broadway, aided by the novelty of its locale at the West Point of the air. Also figured as good slant for films.

Theater Festival Committee

NEW YORK, March 23.—At a general meeting at the Town Hall Club Sunday night to discuss plans for the proposed American Theater Festival, a committee was appointed to work out organization possibilities. It will also form the nucleus of a later and larger organization committee, which will work out the program and arrangements of the festival, and which will be composed of both theater people and prominent outsiders.

The present committee consists of Helen Arthur, chairman; Augustin Duncan, Arthur Hopkins, Elmer Rice, Brooks Atkinson, Osgood Perkins, Selena Royle, Philip Loeb, Theodore Mitchell and others.

PASADENA, March 23.—Walter Hampden will direct and star in Martin Flavin's *Achilles Had a Heel*, which is scheduled for the Pasadena Playhouse in April. If it goes over here, Hampden will tour it and take it to Broadway next season. Show was announced for Broadway about four years ago.

Inverted Ban

BOSTON, March 23.—Now comes the startling news that it was "Point Valaine," no less, that caused the local ban on "Within the Gates." According to Russell M. Sullivan, S. J., who was largely instrumental in the banning, "Valaine" was discussed adversely in the mayor's office, and marked the crux of growing resentment against what Sullivan called "realistic immorality and pessimistic philosophy as an instrument to portray the utter futility of organized religion." So, when "Gates," the next such play, came along to the Hub, it was banned instead, since the censors couldn't lay their hands on "Valaine" itself. Which seems about as logical as most censorial activities.

CA May Enforce Broker Clauses

NEW YORK, March 23.—The legit code authority, according to present indications, will decide to enforce the ticket broker clauses in the legit code. The decision was put squarely up to the CA by Sol Rosenblatt, NRA division administrator, and at the outset it looked as tho the broker regulations would go by the boards.

The budget committee, appointed by the CA to find ways and means of raising dough sufficient to see to enforcement, is still conferring, but the report is definitely set for the authority meeting next Wednesday. When the report comes in the code body will officially decide, according to Rosenblatt's request, whether to enforce the clauses or delete them. According to reports, the committee has found ways and means, and it looks as tho the attempt at broker regulation would continue.

Amer. Academy Students Present Final Matinee

NEW YORK, March 23.—The American Academy of Dramatic Arts held another of its "sisters and cousins and aunts" matinee performances yesterday (Friday) at the Empire Theater, presenting Arthur Wing Pinero's *Trelawney of the Wells*. It was fairly done, it seemed, with at least two of the new Equity candidates making lasting impressions—favorable ones—and the entire troupe suffering from the slowness of pace with which matters were handled. *Trelawney*—and this may be hearsay or something—has stock characters, if one judges by present standards, which means that good performances aren't hard to give.

The impressions recorded previously were given by Paul Marian as Tom Wrench, and Mildred Martin as Rose of the Wells. Honors were divided between them evenly, and both deserve commendation and an eye for the future. Marian is likely to wind up in pictures after his first regular Broadway appearance. That, of course, may not be the approved stamp of approval on his acting ability, but, lest there be misunderstanding, he has the ability. Miss Martin likewise. And for a young actress, she showed admirable rapidity of thought when an off-stage cue was missed when she blows out a lamp in the play's action. Her quick-witted ad lib line glossed over the mistake, which, nevertheless, brought an unwelcome and undeserved laugh.

Robert Williams gave a well-balanced performance as Oadd, the dramatic and ever-acting actor. Not so Deborah Seyman, who, in common with several others, was difficult to hear and understand. If any fault was outstanding, it was that the voice projection failed signally. Robert Oberreich was good as Sir William, and the same may be said for Robert York, as Arthur; Monna McOill, as Miss Trafalgar Cower, and several of the others. JERRY FRANKEN.

Vancouver Theater Sold

VANCOUVER, B. C., March 23.—Vancouver Theater and Orpheum Building, adjoining Hotel Vancouver, have been purchased by an English syndicate for a cash price, believed to amount to \$250,000. The deal, largest turnover in Vancouver real estate in the past five years, was announced by Mr. H. W. Dison, president of the Yorkshire and Pacific Securities, Ltd., representatives of the purchasers.

It is the intention of the purchasers to improve the property and hold it as an investment. The house is being wired for sound, and it is understood that it be later opened as a moving picture theater.

Threats of Nudist Play

Mt. Vernon group claims it will do five nudist productions if police allow

NEW YORK, March 23.—The dramatic critics are in for a hectic spring if the plans of the Nudist Theater Guild are carried out. The Guild, which is under the direction of Bud Pollard, plans to do five plays, three for New York and two for the road, to carry the cult of nudism to the proletariat.

Unfortunately, the long arm of the law has to be taken into account, so the disciples who appear on the stage will have to curb their fervor beneath what will probably turn out to be brassieres and panties. In any case, however, the Guild insists that as little will be worn as possible, and that there will be no suggestion of dirt. "There's not a dirty line in the show," one official declared, "but sex will be de-emphasized along nudist lines."

Mount Vernon, always an interesting suburb, will get the first performance—if the law allows. The play is known as *The Girl From Childs in 1950*, and the first performance is set for the Biltmore Theater in Mount Vernon Monday night. However, Joseph Ornato, manager of the house, received a call from Chief of Police Silverstein and was conducted to a conference with Mayor Leslie V. Bateman. As a result there will be an official preview (or dress rehearsal) tomorrow, and if the law decides that the disciples are a bit too fervent they will have to do their playacting on Monday without benefit of an audience—or a theater. In that case, however, they may be able to carry nudism to what they insist are its proper limits.

If all goes well in Mount Vernon a Broadway production is promised within a fortnight.

Murray Rosenblatt, press agent of the group, claims that the angel is a prominent gentleman who contributed 10 grand but who preferred a cloak of anonymity for fear his motives might be misunderstood. Pollard says the Guild was formed "to espouse openly the cause of nudism thru one of the most powerful influences in our life, the theater."

"The press is being invited to the showing," it was said, "and all that is asked is serious comment, be it favorable or unfavorable, on the performance. We ask the critics to view the show with an open mind, and to inspect its theories as modern thinkers and not as writers out on a unique lark." The audience, to the relief of invited critics, will not be required to live up to the tenets of the cult.

No information as to how the rehearsals are being conducted—or where.

But could it be a press-agent stunt for the opening of a Mount Vernon Stock Company?

French National Theater To Be Modernized

PARIS, March 18.—After years of discussion the powers in charge have finally decided to modernize the celebrated but sadly out-of-date Comedie-Francaise, the national theater of France. To cover the cost of rebuilding the theater the French parliament has voted a credit of 3,800,000 francs (\$233,333.33) and the Ministry of Beaux-Arts has allotted an additional sum of 2,000,000 francs (\$133,333.33). Among the important improvements to be made are enlarging of the seating capacity of the auditorium, installation of modern electrical equipment on the stage, creation of an orchestra pit under the stage and the installation of running water in the dressing rooms. The reconstruction work will commence July 1 and must be terminated by the end of October.

The city of Metz also announces its intention to provide itself with an additional municipal playhouse. The new house will not only have a modern theater with seating capacity of 2,000, but will also be fully equipped for the holding of dances, banquets and other festivities. Metz already boasts a municipal theater as well as numerous picture houses, "cafe-concerts" and dance halls.

THE NEW PLAYS ON BROADWAY

CIVIC REPERTORY

Beginning Wednesday Evening, March 20, 1935

BLACK PIT

A play by Albert Maltz. Staged by Irving Gordon. Settings designed by Tom Adrian Cracraft and executed by William M. Mensching Studios. Presented by the Theater Union, Inc.

- Justice of the Peace... Royal C. Stout
Joe Kovarsky... Alan Baxter
Iola... Millicent Green
Mary Lakavitch... Hester Sondergaard
Anna... Nonnie Edwards
Vincent... Elliott Fisher
Tony Lakavitch... Martin Wolfson
Miners at the Munson Mine... Harold Johnsrud
Tex... George Tobias
Bakovchen... Tony Ross
Schnabel, House Boss at the Munson Mine... Royal C. Stout
Barolla, a Miner in the Henrietta Mine... Vincent Sherman
Prescott, Superintendent of the Henrietta Mine... Clyde Franklin
Pop, Paymaster... Royal C. Stout
People in the "Patch" of the Henrietta Mine:
Terry Jarkowski... Tony Ross
Mrs. Anetksy... Alice Brooks
A Miner... Sidney Backer
Mrs. Floyd... Frances Bavier
Hansy McCulloch... Howard da Silva
Josef Anetksy... Royal C. Stout
Pauline... Helen Waren
Lyster... George Tobias
Blind Jimmie... Harold Johnsrud
Old Freddie... Vincent Sherman
The Action of the Play Takes Place a Few Years Ago and Today in the Patch of the Henrietta Mine No. 4, McCulloch's Run, Northern West Virginia.

Prolog—Office of a Justice of Peace.
ACT I—Scene 1: Three Years Later, About 9 at Night. Quarters of Tony Lakavitch in Company House No. 12, Henrietta Mine Patch.
Scene 2: A Saturday Night, Six Months Later. Boarding House for Single Men, Munson Mine in Pennsylvania. Scene 3: Night, About Three Months Later. Quarters of Tony Lakavitch.
ACT II—Scene 1: The Next Morning. Office of the Mine Superintendent. Scene 2: Several Days Later, After the Night Shift, in Front of Company House No. 12. Scene 3: The Same. Noon the Next Day. Scene 4: About 3 in the Afternoon, Two Days Later. Quarters of Tony Lakavitch.
ACT III—Scene 1: Afternoon, About 10 Days Later, in Front of Company House No. 12. Scene 2: Immediately After. The Quarters of Tony Lakavitch.

Advertised curtain time—8:45.
Curtain rose at showing caught—8:51.

The new Theater Union production, Albert Maltz's Black Pit, was far better than this reporter had expected it to be and not so good as he had hoped. In its compelling and (to the theater, at least) new milieu, as a gripping and vitally human social document, in its strong and tremendously effective use of melodrama, it was far better than any reasonable expectation would have set; in its distasteful, propagandistic, one-sided, blurred, hollow and coon-shouting finale, it fell far below what it had previously promised.

It is a tale of the coal fields, based, as internal evidence overwhelmingly proves, upon actual observation. Taking the case of Joe Kovarsky, a miner, as its basis, it brings to light conditions that are as horribly fascinating in their way as were the vastly different conditions brought to light by Tobacco Road. Joe, who had gone to jail for activities in a strike, is brought by inexorable circumstance to the position of stool-pigeon, betraying his fellow workers and spreading the tales he is told to spread by the management of the mine. Then, when the miners strike again, he realizes his position and knows there is nothing for him to do but go away, away from his wife and child, to try elsewhere to carve out a new life in which there will be no denial of his fellow man.

It is with the start of this second strike that the play really plunges into its excitement. And then, suddenly, it goes into a long scene in which Joe is denounced by his brother-in-law (to the cheers of the Theater Union audiences)—and then it ends, which is somewhat disappointing. The ship of the play's conflict heads bravely into the storm of the strike, excitement whistling thru its sails and the turmoil of battle sounding. And then just ahead there rises the author-made, papier-mache rock of propaganda—and the good ship founders. This reporter, for one, would far rather have learned what happened in the strike.

It is all very much like the moral appended in italicized or capitalized type to the Sunday school stories of the 18th century. Except that this moral is both vicious and pernicious. In the rapt heat of his melodrama the author has so stacked his cards against poor Joe that

the latter has no help for it but to squeal. His wife is starving, and there is no doctor to attend her imminent childbirth. If Joe had nobly stood up for his fellow man, one suspects, he would have been both horrible and inhuman. Even in left-wing propaganda (despite the cries of the Comrades) there is such a thing as going too far.

That ending, of course, tends to weaken and destroy the really splendid stuff that has gone before. And if Mr. Maltz were only a little less befuddled by his insistent proletarian preaching he would realize that a continuation of his earlier method would have been infinitely more effective as propaganda than the silly bloody-shirt-waving in which he was cheap enough to indulge.

In any case, however, the earlier sections do contain really splendid stuff. A brooding doom hangs over them, a load as heavy as their own coal; they present with breath-taking reality conditions which cannot and must not be allowed to continue; they make splendid use of broad and primary melodrama, proving again that melodrama, if it is well handled, is still legitimately and tremendously effective.

The Theater Union production is thoroughly competent, with Irving Gordon providing excellent direction, and Tom Adrian Cracraft contributing splendid sets. The large cast does noble work. Alan Baxter, as Joe, gives an extraordinarily fine performance, with only one reservation. In the earlier scenes he emits bellows of brute pain that must have been heard as far south as Wilkes-Barre; but except for that he is excellent. Millicent Green is adequate as his wife, Hester Sondergaard gives a sensitive and muted glowing performance as his sister; Martin Wolfson stands out easily in the last part of his union-smitten brother-in-law, and Clyde Franklin turns in another of his sterling characterizations as the mine boss. Many of the others aid hugely, including Harold Johnsrud, George Tobias, Vincent Sherman and Howard da Silva. Royal C. Stout plays so many minor parts that it seems like a one-man band gone suddenly dramatic. He could almost take the show on tour all by himself, playing it a la Cornelia Otis Skinner.

The audience, tho it was ridiculously childish still, was at least better than at previous Theater Union performances. But the number of left-wing pamphlets distributed at the door would still, if laid end to end, give a street cleaner a poppley.

It is a pity that Mr. Maltz chose to mar the end of his play with his idiotically useless propaganda. The impetuous propaganda in the early sections, as he evidently failed to realize, is tremendously powerful. And so, for that matter, is all but the final scene of Black Pit.

MORAL (in the Theater Union tradition): Never Expect the Author of a Propaganda Play To Realize That Propaganda Can be Most Effective When It Falls To Harm the Play.

EUGENE BURR.

MAJESTIC

Beginning Monday Evening, March 18, 1935

ENEMIES

A Soviet drama by B. Lavrenoff. Starring the Moscow Art Players and featuring G. Chmara, V. Solovieva and A. Jilinsky. Directed by M. Chmara.

- Fyodor Shakovskoy, an Army Flier, Commander of a Squadron... G. Chmara
Andrey Shakovskoy, His Brother, Also a Flier... V. Solovieva
Elma Fyodor's Wife... V. Solovieva
Katya, a Member of the Comsomol and Friend of Shakovskoy's... E. Kedrova
Glabov, Fyodor's Mechanic... S. Strankovskiy
Pyotr Karganov, a Member of the Cubcom, Later Chief of Air Propaganda Division... V. Zilitskiy
Agapeyev, Chief of Staff of the Aviation Corps... A. Bogdanov
Yeroshkin, a Factory Worker and Member of the Music Club... M. Michon
Timashov, a Professor, State Chairman of the USSR Committee of Cultural Relations with Foreign Countries... A. Jilinsky
Mya, His Daughter... E. Korsak
Legendre, a Foreign Representative... M. Rasoumov
A Co-Worker... B. Kremenezkiy
First Red Army Soldier... M. Michon
Second Red Army Soldier... G. Swoboda
First Woman Member of the Comsomol... V. Motilleva
Second Woman Member of the Comsomol... S. Tokarskaya

ACT I—Fyodor's Study in His Apartment.
ACT II—Scene 1: The Study in Professor Timashov's Apartment. Three Weeks Later.

BROADWAY RUNS

Performances to March 28, inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Dates, Performances, Opened, Performed.

Scene 2: The Office of the Foreign Representative. Scene 3: A Workers' Clubroom in a Factory. ACT III—Scene 1: The Interior of a Hangar. A Day Later. Scene 2: A Room in a Suburban House Used as Aviation Headquarters. ACT IV—Scene 1: Same as Act I. A Day Later. Scene 2: Same as Act III, Scene 2.

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

Dramatic stuff, this, the latest of the Russian offerings. Dramatic to the hilt, except that its motivation relies on jingoism, and its heroism, except for the crucial reaction, upon Communistic propaganda supplying most of the said motivation. To a large group of Stalinites, naturally, it will be highly enjoyable. Acting, of course, is up to standards, it must be admitted, stereotyped reporting.

Enemies deals with the conflict between two brothers, Fyodor, the elder, and Andrey, the younger. Both are flyers in the Soviet corps, but whereas Fyodor is an ardent and faithful follower of Communism, his brother believes otherwise and chafes under the restrictions of Soviet life. Finally after a fight between the two in which Andrey tries to kill his brother, the younger deserts, joining the air corps of a "European power." War breaks out and three of the foreign planes encounter a Russian group, one of which is flown by Fyodor. All but one of the three enemies are brought down, the escaping plane dropping a bomb which kills Fyodor's mother, his child and injures his wife and a friend. Fyodor then confesses that he could have brought down the last plane, but that he saw it was his brother. Here the jingoism—or propaganda—enters, since Fyodor, "realizing that had he been a true Communist" he would have killed Andrey, commits suicide.

JERRY FRANKEN.

American Academy Students Present Keith Winter Play

NEW YORK, March 23.—As the 11th and next-to-last performance in their current series of matinees, the American Academy seniors presented Keith Winter's The Shining Hour at the Empire last Friday afternoon. The youngsters did commendable work throughout. Paul Kendall, in the extremely difficult part of David, gave a really fine performance. Forthright and sincere for two acts, he took the terrific smother of the last act in his stride, making it both believable and effective. And that is no easy job—as Raymond Massey found out in the pro production. Kendall played it down as much as possible, which was a welcome relief from memories of Massey's scenery-chewing and stagehand-tearing antics.

Frances Brett turned in a sincere, tender and deeply understanding job as Judy—of course, grateful part. A lovely lass, she showed real possibilities in this, her first real chance. She should be heard from in the future. Lynn

"Men" Booms In Road, Pix

Sold to Warners for 100 G with late release—strong Chi ballyhoo—four cos.?

NEW YORK, March 23.—Future plans for Three Men on a Horse, the farce smash by John Cecil Holm and George Abbott now running at the Playhouse, are spreading themselves out in three directions—road companies, pix sale and prospects for a long-continued New York run. The pix sale was finally completed this week after spirited bidding from all major companies, with Warners winning out at a price of \$100,000, topping Paramount with its bid of \$85,000. Price is plenty big for these days.

Unusual—the not unprecedented—angle in the sale is the far-advanced release date agreed to by Warners. This was insisted on by Alex Yokel, the producer, to allow the road companies time in which to clean up. Release date is set as June 1, 1936, and it was the first time in several years that a play was sold to pix with a release so far advanced. Possibility that some other company will cash in with a similar picture before Men goes out, as has happened before in cases of long-postponed releases. It happened, for instance, when The Big House cut in on The Last Mile, when the latter's release date was set ahead to allow the stage version time to mop up.

Other bidders for film rights of Men included MGM, Universal and Fox. Warners were in on the stage production, but that tie did not give them an in on the bidding. They had to go into the open market.

First road company of show will be that opening in Chi March 31, at the Harris, and Yokel intends plenty ballyhoo. According to plans, four men—no less—will handle the promotion, led by Joe Flynn. Assisting will be Joe Roberts, to handle sporting and racing angles; Sam Clark, who has done Warner exploitation in Chi for many years, and Hamilton Gardner. One of biggest exploitation stiffs in legit in years.

In addition, chances are that another company will go out, opening in Baltimore for the racing season, with reports that a group of Baltimore money-men have guaranteed it an eight-week run. From there it would move up to New England for the racing days.

A London production will be made late in August, with Yokel figuring as coproducer, and in addition, negotiations are on for productions in France and Australia.

Meanwhile the New York run is set thru the summer, with the farce now up among the leaders on the broker racks. It will stay at the Playhouse thruout the hot spell, despite rumors that it would move, and William A. Brady, owner of the house, will install an air-conditioning plant. It will cost eight grand or thereabouts.

Hampton was nobtrusively effective as Henry, and Robert Williams gave another of his well-thought-out (tho mannered) interpretations as Mickey. Eleanor Pasner misad Hannah completely in the first act, making her merely routine comedy relief, but she settled down later and turned in an effective job.

Catheryn Laughlin was obviously too young for Mariela, and, as was only to be expected, failed entirely to suggest her mental and physical maturity. It's undoubtedly a harder job for the youngsters to suggest youthful maturity than out-and-out old age, and Miss Laughlin probably did as well as could have been expected. She did, however, keep too much to a single tone, and failed to find her way clearly thru the many and delicate intricacies of the character, which is strong meat for any actress.

There was no curtain raiser.

EUGENE BURR.

OLD PLAYS

Over 1,000 famous old Melodramas, Comedies, Farces, etc., first running out of print, for sale at 25 cents each. Send for free list of titles.

SAMUEL FRENCH

25 West 45th Street, New York.

Low Brown Will Produce in Florida; Hollywood Worried

NEW YORK, March 23.—Low Brown, legit producer and songwriter, has announced his intention to produce pictures in Florida, claiming pictures can be made there 50 per cent cheaper than in Hollywood. He expects to do his shooting just out of Miami and states that he will probably start his first picture in October.

It is his contention that it is cheaper to obtain the services of New York legit players on a picture-to-picture basis than to maintain a stock company of stars and pay them while they are idle.

He said his first picture will be a musical and will cost approximately \$200,000. He claims to have sufficient backing to go the limit in his productions.

HOLLYWOOD, March 23.—Most of the major studios here are taking inventory of their plants in order to determine just how long it would take to move out of the State if the excessive tax now before the Legislature goes thru. There is a feeling of unrest among the players and technicians, but the lawmakers continue to look upon all the motions as bluff.

Just whether or not the studios will

move is a question. There are two camps regarding the situation. One claims that the studios will remain here even if the tax bill is passed, while the other, a little pessimistic, believes that some producers will move even if the bill is killed.

In the meantime everyone is plenty worried.

Wisconsin Would Kill Preferred Play Dates

MILWAUKEE, Wis., March 23.—The Independent Theaters Protective Association of Wisconsin's legislative committee has introduced a bill in the State Legislature to ban film license contracts calling for preferred playing dates. The measure is similar to that sponsored by the Ohio Independent Exhibitors' Association.

The association is also opposing a bill introduced in the State Assembly which would place a 4 per cent tax on the gross business of all theaters in the State.

Two Picture Bills Up Before R. I. Legislature

PROVIDENCE, March 23.—With Thursday the 42d day of the present session of the R. I. General Assembly—the last day for introduction of new business, except by unanimous consent or suspension of rules—bringing a flood of 142 new measures for consideration by the State lawmakers, it was inevitable that some of these should be concerned with various phases of the amusement industry.

One of these, Senate Bill No. 202, seems certain to meet with strong opposition from theater interests. Introduced by Senator Troy (Dem.) of Providence shortly before adjournment and referred to the judiciary committee, it provides that more than one motion picture operator shall be employed in theater booths where more than one projection machine is operated. A similar measure, passed last year, was vetoed by Theodore Francis Green after numerous independent theater owners of the State had voiced objection.

Another theater bill introduced last week, sponsored by Representative Fox (Rep.) of Woonsocket, is House Bill 822, which, if favorably acted upon, will prohibit the showing of motion pictures on other than ground floors of buildings.

Lloyd Signs With Paramount for One

HOLLYWOOD, March 23.—A deal was completed here this week whereby Harold Lloyd will star in the Paramount production of *The Milky Way*. This is the first time Lloyd has appeared in any other than his own produced pictures since leaving Hal Roach 12 years ago.

Under terms of the arrangement Lloyd will get a flat sum, plus a percentage of the profits, which, under favorable reception of the picture, should net Lloyd more than \$250,000.

Nova Scotia Exhibs From Allied Unit

HALIFAX, N. S., March 23.—Theater owners of Nova Scotia met here this week and organized a branch of Allied Theater Owners, to be known as the Allied Exhibitors of Nova Scotia.

Officers elected were A. J. Mason, of Springfield, president; R. J. Macadam, Halifax, vice-president; T. J. Courtney, Halifax, secretary-treasurer. Directors are N. W. Mason, New Glasgow; W. H. Cusner, Sydney Mines; S. M. Bartling, Liverpool, and Myer Herschorn, Halifax.

Leases Chi House

CHICAGO, March 23.—Mike Broderick has taken a three-year lease on the Franklin Theater, 31st street and Calumet avenue, which has been dark for several years, and expects to reopen about April 1 with pictures and colored vaudeville.

Paley Leaves Wanger

HOLLYWOOD, March 23.—Dissatisfied with the present percentage arrangement of 65-35 per cent, Jay Paley has withdrawn his financial backing of Walter Wanger productions, and Paramount is now financing the pictures still to be completed by Wanger at General Service Studios.

Paley advanced more than \$400,000 for "The President Vanishes," with the picture returning less than \$300,000 to date. Paley demanded that Paramount consider 25 per cent for handling the distribution instead of 35 per cent, and when studio balked and offered to finance Wanger under a 35 per cent deal Paley withdrew.

Nebraska Kills 10% Film Rental Tax

LINCOLN, Neb., March 23.—By a vote of 44 to 26 the much-feared distributor tax planned by the Nebraska Legislature was knocked down last week. Measure submitted by Representative Obbink asked that 10 per cent be assessed on changes for all rentals on films or equipment. Estimated the probable assessment would have been somewhere between \$75,000 and \$100,000 per year.

The vote came after a hearing in the committee room in which President C. E. Williams of the Iowa-Nebraska MPTOA; Code Secretary Regina Moleseed; D. V. McClucas, exchange manager here and head of the lobbying group, spoke on the measure. Chairman Bill Haycock of the committee is a showman in private life and he listened well. Besides he was the Democratic floor leader, which is a wielder of weight.

Monogram Buys Back First Division's Interest

NEW YORK, March 23.—W. Ray Johnston, president of Monogram Pictures Corporation, has announced that negotiations pending for several weeks whereby Monogram Pictures Corporation would acquire First Division's stock interest in the Monogram Corporation and its franchise for New York and Philadelphia had been concluded and contracts signed.

The contract for New York terminates immediately with the exception of two John Wayne pictures yet to be delivered, and in the Philadelphia territory the contract terminates at the end of the 1934-'35 releasing season.

Will Restrict Smoking In Los Angeles Houses

LOS ANGELES, March 23.—An ordinance, restricting the smoking in theaters to balconies and mezzanines has been sent to the county counsel's office by the board of supervisors. The ordinance, if adopted, will apply to theaters of Type 1 construction located in West Hollywood, Altadena, the unincorporated sections north of Long Beach and in other parts of Los Angeles County.

On January 22 the supervisors adopted an order instructing the county to prepare an ordinance, similar to that in effect in the city of Los Angeles, permitting smoking in balconies. County counsel notified the board Saturday that the county has at present no ordinance forbidding smoking in theaters and hence the new ordinance will apply only to that part of the theater in which smoking will be permitted.

Tax Worries Washington

PORTLAND, Ore., March 23.—Under the special amusement tax just passed by the Washington Legislature theater patrons will be obliged to deposit 1 cent extra with every 20-cent ticket, 2 cents on every 40-cent ticket, 3 cents on each 50-cent ticket and 5 cents on each 61 ticket. The guess is that this will doubtless cut the attendance, especially among the suburban, at least 20 per cent over the lows they are now enjoying.

Warner Signs June Grabiner

CHICAGO, March 23.—June Grabiner, 20-year-old daughter of Harry Grabiner, Chicago White Sox executive, was signed this week to a five-year optional contract by Warner Brothers. Her first work will be a bit in *Crashing Society*, a comedy.

Players Flock to Screen Guild Fold

(Continued from page 4)

Hearings on the Five-Five brief. The second was to destroy the Guild by undermining the free-lance actor's confidence in his organization.

That the Academy has miserably failed to get the free-lance actor is proved by the fact that more free-lance actors have joined the Guild during the past month than in any similar period since its membership drive in 1933.

A glance at the new Academy free-lance contract and the Guild's arbitration proposal quickly shows why the free-lance artist finds a safe port of refuge in the Guild. The common practice in the Academy is for the actor to file his complaint with the Academy Actor-Producer Relations representative, who attempts to settle the complaint. Should he fail, and the actor still remain unsatisfied, the actor may insist that the complaint be heard by the Actors' Adjustment Committee, which consists of five members of the Actors' branch. Should either party to the dispute be unwilling to accept the decision of this committee, the matter may be referred to the conciliating committee, which consists of one representative from each of the five branches of the Academy.

In the Guild if an artist is a member of any motion picture actors' organization at the time any controversy or dispute arises under his contract or in any wise connected with the same, such controversy or dispute shall be arbitrated, and such arbitration shall be conclusive and be had under the laws of the State where this contract is made. On a dispute arising, the party aggrieved will notify the other party. Within five days thereafter the producer will appoint two arbitrators, and the organization of which the artist is a member will appoint two arbitrators. Such arbitrators will hold a hearing within a reasonable period thereafter, not to exceed two weeks. If the majority of the arbitrators agree, they shall make an award which shall be final and binding on the parties. If the arbitrators are evenly divided, they shall agree on a disinterested arbitrator, who shall hold another hearing and make an award, and his decision shall be conclusive. If the arbitrators cannot agree on the choice of a disinterested arbitrator, the appointment shall be made by the Administrator of the NRA Motion Picture Code under such rules as he may from time to time prescribe.

Holding out this one comparison alone is winning over the free-lance actor to the Guild.

Amateur Nights Are Sweeping Pittsburgh

PITTSBURGH, March 23.—Amateur nights are sweeping neighborhood theaters here and in surrounding towns. Managers report this revived fad as a real bit stimulant during the night of the contest and a friendly tie-up with theater customers who are appreciative for the chance given their stage-struck youngsters.

Flocks of amateurs respond to the call of motion picture theaters eager to display their hidden talents. Prizes in the form of merchandise, tickets and often cash serve as an added lure.

Exhibitors find these contest nights a real convenience to do away with the second-rate product, since the crowds that night are solely amateur-night enthusiasts who don't give a hoot about the picture program.

Here 14 Warner Bros' neighborhood houses offer weekly contests. The ultimate winner is signed up for a week's engagement with pay at the Stanley late in the spring.

George Otto inaugurated the contest policy at the State in Kittanning Thursday nights, and so huge a success has it turned out that the Columbia Theater, opposition house, followed suit and is currently offering "Community Nights" each Friday, with cash prizes awaiting winning contestants.

In Butler the Butler Theater has these "battle nights" on view also Thursdays. The Fairlawn Stores sponsor amateur programs at the Jefferson Theater in Punxsutawney, Pa., Wednesday nights, with merchandise prizes awarded first, second and third-run victors.

The Columbia Theater in Sharon, Pa., and the Paramount in Latrobe are two more cinema cathedrals which joined the long list in the new amateur craze.

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

GROSSES HIT BETTER THAN AVERAGE DUE TO GOOD PIX

NEW YORK, March 23.—Business in most key spots this week was above average, with a few cities going over strong. In some cases the pictures were weak, or had been held over. Box-office grosses continue above those of last season and most exhibitors are satisfied with the takes.

Sand storms in the Midwest and unusually heavy storms in the Northwest cut into the box offices in those sections. In other parts of the country where the weather was halfway good, the exhibits found plenty of patrons for the good offerings.

New York

Business was not too hot on the Big Street this week. This was mostly due to holdovers. The lineup for next week, however, looks very good and some records should be shattered. *The Little Colonel* at the Music Hall, and *Naughty Marietta*, at the Capitol, are expected to be next week's heavy grossers.

Philadelphia

About average business here this week. The price war is still keeping the grosses down and no signs of any agreement being reached. It was thought that the closing of the Maxbaum would help the downtown houses, but exhibitors can notice no difference in their takes. Fans are doing a lot of shopping for their entertainment and only the best productions are getting a play. Neighborhoods are holding up well.

Boston

Theaters report above average business on the week. The weather has been good and the fans left the radios to give the films a look. Product has been better than in months and practically every downtown house benefited. Neighborhoods got a break.

Cleveland

Grosses this week were far above average due to good pictures. All downtown houses report satisfactory business and the neighborhoods have no complaint to make. Business in general has shown a decided improvement and money is beginning to flow again.

Lincoln

An unprecedented Lenten observance here combined with a raging snow and 60-degree drop in temperature overnight preceding the opening day was no help to the current picture run. However, in the face of it all *Sweet Music* did a nice business at the Stuart and *St. Louis Kid* clipped along at an average keel at the Lincoln. The Orpheum's vaude show and *Wicked Woman* for three days, followed by *Bachelor of Arts*, was running pretty fair, too, in the face of adverse conditions. Vaude was Janet Adler's *Revus*

DeVille, with a girl's band. The Varsity went dual bill with *Man of Aran* and *Princess Charming*, biz 80-50.

Omaha

Run of average shows or slightly better cuts the week's total business considerably below that of the preceding week, but still above normal. Biggest single item is cut in prices for vaude-film bill at the Paramount to a 40-cent top all seats instead of the former 55-cent main floor and 35-cent balcony schedule. This makes all four downtown first-runs playing at the same top scale. Weather flared up again to cut in heavily on the Saturday grosses, a typical one-day March blizzard the particular cause. Lent reported to have its usual effect except at Brandeis, where it is for some unexplainable reason not so noticeable. Leader is Orpheum with a dual bill of *Wings in the Dark* and *Lottery Lover*, but Omaha's single feature, *Ruggles of Red Gap*, building thru the week to best the last two or three weeks.

Pittsburgh

The most joyful week in months just passed for local theater operators. The reason? Eddie Cantor was in town. His week's engagement at Loew's Penn brought enormous crowds downtown who, unable to get in to see Eddie, turned to the other houses and filled them to capacity. Five shows a day at the Penn were not enough. The Penn's previous record held by Joe Penner was topped. The Stanley doubled its biz over last week with *Ruggles of Red Gap*, as did the Alvin with Will Rogers' *Life Begins at 40* and minus a stage for the first time since its opening. The Fulton reported a rushing trade with *The Little Colonel* in its second week. The neighborhood houses, too, did favorable biz because of the good products on view. That field was headed by the Granada which presented Louise Beavers, colored star of *Imitation of Life*, in person.

Portland

First runs reported a considerably better than average week with Rogers in *Life Begins at 40*, plus the Mills Bros., in person, on the Paramount stage as almost doubling the average take at the 3,000-seat house. It was a good second week for *Gold Diggers of '35* at the Broadway, and also an outstanding week at Hamrick's Orpheum with *Roberta* as the magnet that also brought in at least a third over the average take, dividing honors with a stage show. The Oriental dropped into the first-run column with *Enchanted April* and with the Hillbillies on the stage measured just short of the average.

Block Booking

SOME of the motion picture trade papers are greatly alarmed over the prospect of Congress passing an anti-block booking bill. They claim the bill is being agitated by a group of irresponsibles or outside interests ignorant of the picture business. They shudder at the very thought that the Hays group might not get the best of everything. That would be a terrible situation.

To our mind the only exhibitors opposed to the anti-block booking bill are the affiliated ones, who merely act as mouthpieces for their masters. The independents, almost without exception, would prefer the right to choose their pictures, even at a higher rental. The outside interests, ignorant of the picture business, are made up of civic leaders and churchmen who understand the situation of the indie theater owner and know that he is not responsible for some of the tripe he is forced to show.

The producers could have avoided this measure if they had not given the exhibitors the well-known run-around on the 10 per cent cancellation clause in the code. Instead of granting this minor concession, they made enemies of those theater owners who timidly attempted to exert this privilege. We do not know of a single exhibitor who was permitted to cancel 10 per cent of the pictures contracted for. There were so many exceptions and whereas tossed at him by the exchanges that he decided it wasn't worth while.

In the face of this fact the theater owners have been permitted to make practically no cancellations, the Motion Picture Theater Owners of America are campaigning for the right to cancel 25 per cent. If they win, and the procedure is the same, they will have won a great theoretical battle, but with nothing tangible to show.

The producers have for years proven that they will give the indie exhibitor nothing and will continue to give him just that unless the force of law is brought to bear. Let no theater owner be fooled by the wailing from certain quarters that block booking is a necessity and the cost of selling would be greatly increased.

It would simply mean that there would be more competition among producers. They would not be able to sell their lemons and would, therefore, soon learn to make fewer and better pictures. It would mean that showmen would finally be treated like human beings. This would indeed be a novelty.

As matters stand the anti-block booking and blind buying bill has an excellent chance of passing. It has the weight of public opinion, which, after all, is stronger than any motion picture lobby and this is well known by congressmen.

You independents who have taken it on the chin for 10, these many years, should not go soft with victory in sight. Write your congressman and demand that he vote in favor of the bill. Disregard the tear-dimmed eyes of the Hays boys and get this bill thru.

You are on the verge of getting somewhere, but if you pull your punches at this time you will lose all that you have been striving for. You at last have public opinion on your side and it is up to you to lend all your weight in throwing off the yoke of one of the industry's worst evils—block booking.

Len Morgan.

PERSONALS

Gus Coplan, owner of the Columbia Theater, Detroit, made a record trip to Miami, staying only two days.

Charles O. Perry, new manager of the Adams Theater, Detroit, returned to duty after a very serious siege of appendicitis with complications.

Mac Krim, Detroit circuit owner, is leaving for Arizona and Hollywood for a few months to play polo, leaving his brother, Sol, in charge.

Dayton Sanborn, owner of the Palace Theater at Capac, Mich., is now out of the hospital after recovering from two broken kneecaps received in a fall.

Monroe Carmichael has joined the Detroit staff of National Theater Supply Company as office manager, succeeding Hugh Gooding, who was transferred to Georgia. William J. Turnbull, of St. Louis, has also been transferred to the Detroit office.

The Ritz Theater at Mansfield, O., will be extended 20 feet to the rear to facilitate installation of 200 additional seats. A new cooling system will be installed and other improvements made, according to Sol Bernstein. The Ritz is an independent house.

A new theater is planned at Wilkes-Barre, Pa., by Comerford Amusement Company to replace the Hazel street

theater that will have a seating capacity of 1,200, double the size of the present house. The structure is to cost approximately \$125,000.

The North Carolina Theaters, Inc., of Charlotte, N. C., has acquired the Alhambra Theater at Burlington, N. C., which has been operated by the Sipes chain for some time. Buck Boyd will be house manager under the new setup. It was officially announced by J. B. Austin.

The Princess Theater at Springfield, Tenn., is installing new projection equipment.

Francis R. Deering has been appointed manager of Loew's State Theater, Houston, Tex. He is one of the youngest theater managers of the Southwest.

Work has begun on the complete remodeling of the Redwood Building in Asheville, N. C., to house the new \$75,000 motion picture theater of the Public-Bamford Theaters, Inc., to be opened not later than June 15. Carl R. Bamford, vice-president and general manager, said his company would install and operate the new theater, a sound picture house to seat 1,400.

Charlie Ryan, Chicago Warner's theaters executive, has been confined to his home for several days with a severe cold.

FROM THE BOX-OFFICE POINT OF VIEW

"Let's Live Tonight"

(COLUMBIA)

Roxy, New York.
Time—68 minutes.
Release Date—March 1.

In *Let's Live Tonight* Columbia has produced a program feature that will not cause any excitement. The story is trite and entirely lacking in comedy relief. The audience can predict the outcome after the first few minutes.

Lillian Harvey meets Tullio Carminati at Monte Carlo. After a brief love affair Tullio steals out of Miss Harvey's life. She consents to marry a personable young man who, unknown to her, is Tullio's brother. On the day of the wedding Tullio appears and there is much sacrifice and explaining. That's the story.

Both Miss Harvey and Carminati are deserving of a better vehicle, and altho they try hard, it is impossible for them to put the picture over. Luis Alberni makes an honest effort at comedy but the lines handicap him and his stuff falls flat.

There is little to recommend in this epic. *Morgan.*

"Private Worlds"

(PARAMOUNT)

Previewed at the Paramount Studios, Hollywood, Calif.
Time—83 minutes.
Release Date—March 22.

Here is a great picture . . . great because it represents a daringness on the part of Producer Walter Wanger and Director Gregory La Cava to bring to the screen the turbulent novel of Phyllis Bottome of love and psychiatry. The degree of their success in bringing so unique a story to the screen will be shown by the box-office records of the production and the unprecedented word-of-mouth publicity bound to attend its showing in every community.

The subject of the ability of the sexes to compete in modern professional circles is treated admirably. *Private Worlds* holds a strong appeal for women and will be remembered as a superb production long after its final showing. Thru the months to come it will reflect honor upon the members of the cast who so capably portray the roles of those associated with modern psychiatry.

Claudette Colbert, 1935 Academy winner, appears to advantage in the part of a doctor in the hospital for mental cases. As the physician who has brought permanent restoration of mental processes to countless numbers thru a well-organized program of tolerance, love and affection Miss Colbert lends a degree of sympathetic understanding to the role. Her role in *Private Worlds* may well be

classified among her finest screen efforts. Joel McCrea, a fellow doctor who believes in the policies of Miss Colbert, is excellent. Thru this picture McCrea will live down some of the poor parts given him in past pictures. His wife, Joan Bennett, does a unique bit of screen work as the young expert mother who thru constant association with insane individuals is on the brink of losing her mind when she discovers her husband living in a different "private world" with Helen Vinson.

Charles Boyer has the delicate role of the superintendent of the institution who frowns on women doctors until Miss Colbert brings around a deeper understanding of their associations together in the battle for the restoration of sound minds to their patients.

Others in the cast, all handling parts exceptionally well, are Esther Dale as the disgruntled matron; San Hinds as the understanding friend of Miss Colbert and McCrea on the hospital staff; Jean Rouverol as the inmate of the hospital with the brain of a child; Big Boy Williams, the muscular giant with the perplexed mentality; Maurice Murphy, Irving Bacon, Nick Shaid, Monte Vandergrift, Arnold Gray, Julian Madison, Harry Bradley and Eleanore King.

A rousing applause is due Wanger and La Cava for their handling of a delicate subject that would be given a cold shoulder by most of the major studios. *Blackford.*

Under her thumb and at her beck and call. To win the daughter back Barbier makes an arrangement with the four mugs to give them a neat slice of coin if they will lead the girl back to Crabbe. The crooks get in touch with the coach at Yale and make arrangements for Crabbe to get in the Yale-Harvard game and wear a uniform. Much to the surprise of all of us Crabbe wins the game and, of course, the girl.

A lot of swell comedy is dished out by Stone, Hymer, Devine and Frawley as the quartet of crooks. Romero fills his part well, but Crabbe, as a weak sort of boy, doesn't quite measure up to past roles. *Blackford.*

"Strangers All"

(RADIO)

Previewed at the Alexander, Glendale, Calif.
Time—73 minutes.
Release Date—Not set.

While sufficient amusement is offered herein to please an average patron, *Strangers All* is not strong enough for soloing. Picture lacks comedy, balanced continuity and a name cast to make it a top-notch film offering. As previewed the picture shows possibilities only on double bills.

Taken from the play by Marie M. Berkovic, the screen story of the mother who is called upon constantly

"also-ran" yarn, is likewise sunk in a mire of uninteresting circumstances. Both have been seen in roles more to their particular types. Verna Hillie, as the wealthy lady, is terribly camera-conscious and in every scene stages a special personal appearance for the camera man. Leon Errol and Vince Barnett are in for comedy relief but their parts provide little opportunity for humor.

Princess O'Hara is not an average program picture. It's too weak to string along alone and will find its best position in the lower bracket of double bills. *Blackford.*

Better Housing

NEWS FLASHES
(U. S. Government)

The motion picture section of the Federal Housing Administration has turned out two of a series of six-minute reels showing why citizens should borrow in order to build or make repairs on their property. The pictures are propaganda to increase business.

The pictures show what can be done with old houses and the redecoration of interiors to modernize them. They show the fire hazards that lurk in most old buildings and recommend an immediate inspection to eliminate them.

The reels are fast moving and decidedly interesting and should be welcomed by any exhibitor.

The pictures are free to exhibitors and may be obtained at the Federal Housing Administration, 35 West 45th street, New York.

"In a Monastery Garden"

(JULIUS HAGEN)

Westminster, New York

Time—68 minutes.

This English production does not stack up as well as most of the recent features to come from across the pond. The players go thru their stuff in a mechanical manner, due no doubt to the stilted direction. It is a monotonous piece of film fare that will not click with American audiences.

It is the story of two brothers in love with the same girl. She finally gives them both the air in favor of a wealthy suitor. The rich man is murdered by an ex-sweetheart, and one of the brothers is convicted.

On being released from prison he finds his brother still making an effort to capture the girl's love. The prisoner then decides to enter a monastery.

There is practically no comedy relief and there are no names to attract American fans. It will be a difficult picture to sell to any audience. *Morgan.*

Wabash, Ind., House Sold

CHICAGO, March 23.—Tom Chamale, connected with the Gregory circuit here, has disposed of his Colonial Theater at Wabash, Ind., to Dickson Brothers, who operate the Eagle Theater in the same town. Part of the sales contract was a 10-year agreement whereby the Gregory organization would stay out of Wabash and the Dicksons in return would stay out of Peru, Ind., with their theaters. Plummer & Plummer, attorneys at Wabash, handled the deal.

B. & K. Declares Back Dividend

CHICAGO, March 23.—A dividend of \$5.25 a share to apply on preferred stock accumulations was declared Wednesday by Balaban & Katz. Dividend is payable March 30 to stock of record March 28. A similar payment was made January 2. After the disbursement is made arrearages on the stock will amount to \$5.25 a share.

Rushkin With Ash Movie

CHICAGO, March 23.—Jaseha Rushkin, formerly of the Chicago Symphony Orchestra, is directing the musical end of Paul Ash's musical comedy movie, *Cinemania*. Arrangements for production of the movie have been completed. Picture will be produced by Irvine Siegel. Routines will be supervised by Percy Venable and Mary Vandas, both of the Ash organization.

CURRENT BROADWAY FILMS

	Issue Reviewed.
Naughty Marietta (MGM)	Capitol March 2
Man Who Knew Too Much (CB)	Mayfair Next issue
Little Colonel (Fox)	Music Hall February 23
Mystery of Edwin Drood (Universal)	Rialto February 2
In a Monastery Garden (Hagen)	Westminster Current

Holdovers

Ruggles of Red Cap (Paramount)	Paramount—3d week February 23
Wedding Night (UA)	Rivoli—2d week March 2
Gold Diggers of '35 (Warner)	Strand—2d week March 23

"Hold 'Em Yale"

(PARAMOUNT)

Previewed at the Ritz, Hollywood, Calif.
Time—65 minutes.
Release Date—Not set.

With a story so utterly unbelievable that it is genuinely funny this Damon Runyon story spells crackerjack entertainment for the masses. Taken with a grain of salt, it will provide a pleasant hour in the theater.

Story concerns a society gal who loses her senses when a uniform pops into view. The gal is splendidly portrayed by Patricia Ellis. Her father, George Barbier, dislikes her queer looks when a uniform shows up, and when Cesar Romero drops into town, via the air route, wearing a cocky uniform, the girl is completely gone. Against the wishes of her father, who favors Larry (Buster) Crabbe for a son-in-law, Patricia moves in with Romero only to find she must share his lot with his four hoodlum friends, William Frawley, Andy Devine, George E. Stone and Warren Hymer. Miss Ellis makes the best of the situation determined to put some of her housekeeping ideas into practice. She dominates the four thugs until they are

to bring her three sons and a daughter out of one jam after another. May Robson stands out as giving a performance worthy of the plaudits accorded her by the preview audience. Other players fall to get into the characters assigned them and their acting appears stiff, unhuman and far from convincing.

Norman Foster, as the business-man son and most normal of the bickering bunch, ably handles his part. William Bakewell, as the youngest son, a bacon and egg actor who has his heart and soul set on Hollywood, is only lukewarm. James Bush, the third son, who turns out to be a soap-box orator and friend of the downtrodden, doesn't fit the part.

The part of the girl member of the tribe is played by Florine McKinney. In a brief part she doesn't offer much to the story.

Others in the cast are Samuel Hinds, Clifford Jones, Reginald Barlow, Suzanne Kaaren, Leon Ames and Paul Stanton. Direction is credited to Charles Vidor. *Blackford.*

"Princess O'Hara"

(UNIVERSAL)

Previewed at Warner Bros., Beverly Hills, Calif.
Time—78 minutes.
Release Date—March 25.

A girl aspires to be a world-famous dancer. On the night of her debut in a swanky night spot her aged father, a hack driver, is killed in a taxi war. The girl kisses her career good-by, and to keep the wolf from the door of herself and two small sisters and a loud-talking baby brother she handles the old man's hack business. The horse takes sick. Two thugs steal a wealthy lady's race horse which she drives until she finds out it is a stolen horse. The wealthy lady sues. The poor girl is innocent. The good fairy enters the proceedings, clears up the matter and then, a beautiful fadeout.

In short, that's Universal's idea of *Princess O'Hara*. In the title role Jean Parker is never at home. The poor girl wanders thru a series of incidents too terrible to describe more fully. Chester Morris, the good fairy in Universal's little

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Unique Playhouse In Montana Rockies

CHICAGO, March 23.—Nestling in one of the beauty spots of the Bridger Mountains, a range of the Rockies near Bozeman, Mont., is a unique summer theater directed by a Chicago boy, Duane McKinney, formerly of the Goodman Theater Players. The theater, known as the Silverforest Playhouse, has been established as part of the Flaming Arrow vacation educational ranch for boys conducted by Mr. and Mrs. A. L. McKinney. It is operated thru July and August, and during the coming season six or seven productions will be presented with a cast made up of players from Chicago and New York.

The players will be known as the Silverforest Players, and in addition to cast, all professionals, there will be a complete staff of director, technicians, electricians, carpenters and property men. A large rustic amphitheater has a fully equipped stage built on distinctive lines and color schemes and with an overhanging log roof. It seats about 1,000 persons. Duane McKinney, director, has appeared with the Goodman Theater Players here during the last three years as a character actor. He also played several seasons in stock, the last being with the Arthur Casey Players in Indianapolis. He also played with George Somnes at the Indianapolis Civic Theater and did stage design for the same group.

In connection with the theater it is planned to conduct a school of the drama during July and August.

Billroy Show Briefs

VALDOSTA, Ga., March 23.—Things have started to liven up and I presume that by this time next week there will be plenty of troupers here preparing for a new season with Billroy's Comedians.

Mr. and Mrs. Rody Jordan are back from New York and all set with a new act and wardrobe. Rody says: "It's in the bag."

Mr. and Mrs. Jack Hutchison have arrived here after their trek up north.

Kay Bros.' Circus pulled in here Sunday from Miami, where it has been in quarters. Putting on the finishing touches here preparatory to its opening March 27.

All our trucks are completed and ready to roll. New stage and new stage rigging that sure is a dab. New blues and a new orchestra platform that will be an innovation to the tent-show world. New scenery, five travelers and last, but not least, a brand-new light plant.

What a swanky outfit Manager Wehle has this season, and believe me Eddie Mellon has built it to withstand the roughest treatment. Looking for Mr. and Mrs. Wehle any time now and will soon be able to give you the complete roster. From all reports there will be a covey of people with the show this season.

Well, the dogwood's white and the flashin' right, so I'm off, figuratively speaking.
TOM HUTCHISON.

Sharpe Drunkard in Dayton

DAYTON, O., March 23.—George Sharpe Players will open a run of *The Drunkard* in the Van Cleve Hotel ballroom Monday night. Company is slated to remain at least eight weeks. The opening night is an invitation performance to local civic leaders and the press. Company is an entirely new one, with Alice Hornbeck, daughter of Appellate Judge Roscoe Hornbeck, of this district, and Tim O'Shea in the lead roles. The ballroom has been converted into a replica of Barnum's Music Hall, with a stage at one end.

Peterboro Begins June 1

PETERBORO, N. H., March 25.—The barn theater on the farm of Edith Bond Stearns, three miles north of this village, is undergoing repairs prior to the arrival June 1 of the Peterboro Players for rehearsals of Jules Romain's comedy, *Dr. Knock*. Play will inaugurate the third subscription season with Edith Beliveau as director. Robert de Lany will play Knock, with Anne Leade, Fred Herrick and a cast of 20. Three new plays will follow, including *The Dead Are Free*, by Alfred Kreymborg.

Rep Ripples

DIXIE FUN SHOW, in its fifth week of the new season, reports good business. Show is now in the Georgia country. Magi Oliberto has added two new illusions. The Goss Family has recently joined. There are eight people in the Dixie roster.

CHARLES HIXON, after 40 weeks on the Willard Show, is joining the Myers Bros.' Circus as banner and 24-hour man.

LILLIAN JOLES, who is recovering from a serious operation, was in Houston for a few hours last week, jumping in from the Brunk Show in West Texas. Miss Joles, who came in to take in the Gulf Coast Showmen's Ball, infers that she is going to her home in Kansas City, Mo., for a rest.

FRANK CAPP, veteran Baker-Lockwood representative, made a long jump from Amarillo to Houston last week in time for the Showmen's Ball. Frank is optimistic over his present trip and says things look bright for the tent-show business. Capp continued his swing into the Midwest territory.

NEWTON'S COMEDIANS last week jumped 900 miles from Charlotte, N. C., to Gibsland, La., to fill a return engagement. Piping from Shreveport, La., under date of March 19, Glenn Newton says: "Just missed the floods at Jackson, Miss. We are having a pleasant engagement playing the city schools of Shreveport and will be the first stage show to play the recently opened Venus Theater here. Doing a midnight show Saturday."

DAN P. ROWE, who recently announced that he would launch a *Bringing Up Father* troupe to play the Texas country this season, has changed his mind and will put out a three-act comedy, *A Mischievous Kid*, instead. Rowe made up his mind to change his mind when the Gus Hill office, New York, owner of the titles to the George M. Murnau cartoon plays, warned Rowe that he better not put on *Bringing Up Father* without the office's official okeh.

Phil Maher a Visitor

CINCINNATI, March 23.—Phil Miller, father of Buddy Miller, of the Buddy Players popular Pennsylvania tent show, was a visitor at the home office of *The Billboard* today. Mr. Miller is in Cincinnati in the interest of Lum and Abner, NBC radio stars, featured this week at the local Taft Theater. He has spent the last three winters at Station WTAM, Cleveland, where he is known to radio listeners as Uncle Phil. He also handles the business for the various acts working engagements out of that station. Mr. Miller, who has trouped with the Buddy Players for the last 18 seasons, will be back with the show when it inaugurates its 1935 canvas season at Union City, Pa., around the middle of May. Show will again play its established territory in Pennsylvania and Ohio.

Pellham Framing 3 Units

ST. LOUIS, March 23.—Nigel Pellham, stock and repertoire performer, is in the city organizing three dramatic units to play thru the Middle West on lyceum and chautauqua dates under the auspices of the Junior Service Leagues, Chambers of Commerce and other civic organizations. *Count of Monte Cristo*, *Camille* and *St. Elmo* are the bills to be presented.

Wayne Placements

KANSAS CITY, Mo., March 23.—Recent engagements made by Wayne's Theatrical Exchange include Walter Mars, with the Christy Obrecht Players; Denny and Verna Dennis and L. W. (Pete) Wight, with the Chase-Lister Company; Del Post and Nig and Jesse Allen, with the Tilton-Guthrie Players; Emil Oleson, Walter Pollitt, Jack Hamilton, Paul Gibbons, Lew Marcell and Dave Nelross, with the Abe Rosewall Company at the Liberty Theater here. Recent play leases include *Kentucky Thoroughbred*, to the Hazel Hurd and Rotnour Players; *Those Showfolks*, to the Wolever Stock Company; *Meet the Bride and Are You a Democrat?*, to Toby Nord's Players; *Sweet Papa Toby*, to the Shankland Stock Company, and *Auction Block*, to the Tilton-Guthrie Players.

Christy Obrecht Opens in Houses

STEWART, Minn., March 23.—Christy Obrecht Show opened its 1935 season at the new auditorium here last Sunday night to a full house. Show is booked over its regular territory in Minnesota and North and South Dakota and will open under canvas about May 17 at Kasson, Minn.

In the new Obrecht cast are Cleo Madsen, Elton Hackett, Christy Obrecht, Fritzle Obrecht, Blanche Forbes, Carl Orandi, Walter Mars, Hermie Dybevik, Harley Grandall and Arthur E. Bitters.

Merle Potter, of *The Minneapolis Journal*, gave the show a great sendoff in his paper March 17. Outlook for tent shows is good in this section. Territory has had plenty of moisture and conditions in general are a lot better.

Kansas City Jottings

KANSAS CITY, Mo., March 23.—Harvey Haverstock, manager of Haverstock's Comedians, reports that he has been out all winter in Oklahoma and Texas, and that he is now enlarging the show for his annual trek under canvas.

Ray Bash is now in his fifth season of circle stock in and around Hastings, Neb. Lysa Ayer and Robert Du Free are recent arrivals from Los Angeles to sign with a tented aggregation for the forthcoming season. Last year they were with Henry Brunk's Comedians.

George Roberson is making preparations for the opening of his Can Theater to play regular territory thru Wisconsin and Illinois.

Harley Sadler's Show will open in Waco, Tex., next week for a stock run under canvas.

It has been rumored here that Jack Daul, who has been operating a circle stock in Wisconsin all winter, will open under canvas at an early date.

Dewey Campbell bought a dramatic tent outfit recently in Omaha and trucked it to Wyoming. He encountered bad weather and roads on the way and it took 10 days to make the trip. Campbell will open at an early date under canvas in Wyoming.

Dodd Brothers, who have been operating a circle stock with headquarters at Sheldon, Ia., closed recently to make preparations for an early spring opening under canvas.

Jack Collier, manager of Collier's Comedians, who has been operating a circle stock in Central Kansas all winter, was a week-end visitor to the Kansas City Riato. Having a day off, most of the cast accompanied him, including Lucille Collier, Hal Barber, Buddy Ross and Jimmy and Edith Ericson. Collier has his tent stored in Nebraska and reports that he will open under canvas at an early date to play his regular territory.

Tommy Dale, leading man, formerly with the 'Dubinsky Brothers' Attractions, has temporarily forsaken the road to accept a position with the Hudson-Terraplane Company at St. Joseph, Mo.

Jack Wolever has been operating a circle in Southeastern Kansas all winter to good business.

Eddie and Edith Wicks have closed their circle in Apple River, Wis., and are at home in Illinois.

Snily Ketchum has closed with the Neil Schaffner Players at Edina, Mo., and is resting for a few weeks before signing for the spring and summer season.

Mr. and Mrs. Jack Lockwood Jr. terminated their engagement with the Whitchurch Players and are at home in a near-by Missouri town.

Denny and Verna Davis are recent arrivals from their home in Lebanon, Kan. They have been engaged temporarily by the Liberty Theater here until the opening of the Chase-Lister Show in Iowa, with which they have signed for the summer.

Lou Marcell, who has been in the cast of Abe Rosewall's *Calling All Cars* Company, now running at the Liberty Thea-

Stock Notes

ROBERT (BOB) TOEFFERT has been appearing over W8XL and WKRC, Cincinnati, as a character actor. He is also playing the Emperor Augustus Caesar in *The Third Soldier*, religious drama, presented in connection with Masonic Day at Emery Auditorium, Cincinnati, March 24. Toeffert played last summer with the Freiburg Passion Players on tour.

CARNEGIE TECH PLAYERS, Pittsburgh, on March 23 began a six-day engagement of George Bernard Shaw's *Getting Married*. The production is staged by Chester Wallace and the cast includes George Lloyd, Brinton Turkle, Joseph Batchelor, George Kittridge, Malcolm Milligan, William Davis, Maynard Samson, Elizabeth Moore, Mildred Barlick, Mary Lou Mehler, Dorothy Egil and Thelma Newhouse.

Mercedes Rey, popular leading woman, formerly with Ed Ward's Princess Stock Company and other well-known shows, is a recent arrival from Oklahoma City, having closed with the Elmer Wright *Drunkard* Company. She has been engaged for a part in the forthcoming production of the Rosewall show, now current at the Liberty Theater here.

Pete Wight has signed with the Chase-Lister Company for the tent season. Fred Caudle is a new arrival from Oklahoma City. He closed with Elmer Wright's *Drunkard* Company. Bessie Hale, well known in Midwest rep circles, is now engaged in commercial work here.

Mickey and Sunny Hale, formerly in repertoire, are now "trotting" with *The Royal Frolic* in Chicago.

Loie Bridge has organized a unit to play dates in and around Kansas City.

Harry Clarke was a week-end visitor to the Kansas City Riato on business. Clarke is now in his ninth successful week of circle stock in Western Missouri.

Mrs. Glen Morris, formerly with Hilda Morgan and recently with Harry Clarke's Comedians, is confined in the Research Hospital here for a major operation. Mrs. Morris states she would be glad to hear from friends.

GREG ROULEAU postcards from St. Paul that he'll be back with the L. Verne Blout Players this season, marking his second term with that outfit.

ORIGINAL FLOATING THEATER WANTS Young Specialty Team capable of doing good line of Parts. Must be small juvenile and innocent type and have real Specialities. Tenor Max doubling some other instrument or voice. All others engaged. Rehearsals April 22. OMAS H. NUNTER, St. Michaels, Md.

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First-class Dramatic People in all lines. Musicians. Feature Specialty Team that can change for at least four nights. Director that can and will get results. Young, good-looking League Team. Ingenue. General Business People. Character Team. Those doing real Vaudeville given preference. Fast-stepping Agent that can contract. Post and Drive Car. Man or Woman who can put on real Presentations and Stage up-to-date Concerts. State all in first letter and don't misrepresent. Also state if you have car. Roy Hilliard and King Felton write. Address

JACK KELLY, 132 South Larch Street, Lansing, Mich.

Coast Burly House Defies Code Rules

LOS ANGELES, March 23.—Claiming that the NRA burlesque code discriminates against smaller houses and that, if actual facts are considered, they are not operating a burlesque theater but a honky-tonk, Harry M. Popkin and George D. Ringer, operators of the Burbank burlesque theater, appeared in a special hearing on wages before Charles E. Cunningham, NRA executive assistant, and Charles Miller, Equity Coast representative, at the Biltmore Hotel Tuesday.

Popkin & Ringer are paying principals \$16 a week and chorus girls \$15 per week in defiance of the code minimum salaries of \$35 for principals and \$20 for line girls. The pair claim that from February 17 to December 31 of last year their operating loss was \$1,897.36, and had they paid the full code figures their loss would have been increased to \$9,118.36. Cunningham immediately accused the pair of trying to economize on operations by cutting labor costs, which Popkin and Ringer strenuously denied.

The Burbank operators set forth that the Burbank gives employment to a company of 24, who would find it impossible to find employment elsewhere. They contended that their house was the "last straw" and that they were operating on borrowed capital in a hope to right operations so the house could be run profitably.

Hearing was ordered following a visit to the theater by NRA officials, at which time they were denied admission. To date no complaints on salaries have been filed with the local NRA officers by any member of the company appearing at the Burbank.

CYNTHIA MICHEL opened as still another new New York stripping principal at the Gotham March 11. A Nat Mortan find. Comes from a long engagement on the Coast in burlesque and night clubs. Also from Chicago houses.

COUNTESS NADJA

"A ROYAL SURPRISE"
To Both the Box-Office and Audience.
12th West 42d Street, Apollo and Irving Place.
Booked by OAVE COHN.

CHARLIE GOLDIE

KOMIKING FOR THE WILNERS.

TOMMY LEVENE

Re-engaged by MINSKY-WEINSTOCK for Orsenman & 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.

Margie—BARTEL & FRANCIS—Jimmie, Jr.

Exotic Dancer—Strips—Sings—Straight.
Phil Rosenberg, East, and Milt Schuster, West.

KARL BOWERS

EGOTISTIC DUTCH COMEDIAN.
Always Working—East and West.
"Georgia Peaches"—Independent Circuit.

CHARLEY LAFORD

"THE HARRY LARODON OF BURLESQUE."
With "Georgia Peaches." Independent Circuit.

BERT SAUNDERS & DOROTHY DE HAVEN

Straight. (IND. BUR. CIRCU.) Soubrette.

Joan—Carroll Sisters—Jean

JUST SWEET AND LOVELY.
Mgmt. Milt Schuster, West, and Jack Beck, East.

"YEAH, MAN"

HELEN GREENE

THE RED-HEADED OYOLONE.

BOB SNYDER

Peerless Radio Tenor and Talking Juvenile.
Thanks to The Wilners and Allen Gilbert.

JESS MACK & LEE JEAN

BOOK PRODUCER. SPECIALTIES.
Irving Place and Apollo Theatres, New York City.

HARRY CORNELL

STRAIGHT MAN.
Management DAVE COHN.

Burlesque Review

Gaiety, New York

(Reviewed Wednesday Evening, Mar. 20)

Nearing the tail end of its second month of burly under the management of I. H. Herk and George Jaffe, the Gaiety has just about found itself to the extent that it's now supposed to be running in the black. Of course, there's still the original investment of 20 grand or so to get out. With Herk (I. Jaffe's) at the house and Ed Rowland is manager. Paul Morokoff is still on as the producer. Business at this first evening show was quite good.

The expenses have been trimmed, but not in a way to hurt the production. Only cutting has been in the cast, with but 10 principals working this show. Two comics instead of the usual three are on hand, but two really good ones make up for three so-so funsters. Scenery and costumes are plentiful and tasteful, with Morokoff putting them to excellent use. He's an expert at effective picture numbers and also paces the show at a fast gait, with plenty of entertainment crammed into an hour and 35 minutes.

Stripping is toned down considerably here. The girls stick to their opening song and parade and then a tease and there's hardly chance for an encore because of an immediate followup with a production number. Anyway, this Broadway audience seemed to get more of a kick out of the comedy. The three strippers are Tiny Huff, Marie Voe and Bubbles Yvonne. All are capable girls and double well at talking. Bubbles had the closing stripping spot and fared the best, but the other two fared well also. Marie is a stunner and does grand work in talking parts. Tiny is an eye-ful of blond loveliness and she, too, is a grand performer.

The comics are the capable Bobby Morris and Harry Clegg. These boys are plenty in the know on the art of pulling laughs, and they mugg and scamper around to best results. Still they could stand a brushing up on material, because the stuff they hand out creaks with age. If they get laughs with this stuff they'd have them screaming with fresher material. Straights are George Kinnear and Leon De Veaux, a pair who feed the comics expertly and help out considerably in polling the laugh returns.

The show's singers are Vickey McNeely and Tex Chapman. Miss McNeely makes a nice appearance and wears clothes well, but her pipes are fair to middlin'. Chapman has better success at singing and he also works well in his few talking bits. Hilda Allison, dancer, contributes a couple of fair dance specialties. The 14 line girls are a nice group, doing their hoofing together and injecting lots of vim and vigor. Engage in a lot of posing, and it's good to look at. SID HARRIS.

N. Y. Republic's Union Strife

NEW YORK, March 23.—The Republic Theater has been having plenty of union trouble. Mass picketing Monday afternoon by the operators, stagehands and musicians brought a huge crowd and culminated in the arrest of an operator picket, William Paster, who was knocked unconscious when Eddie Weinstock bumped into him. Paster was thrown against a parked car, breaking the window and suffering internal injuries.

Paster was arrested for disorderly conduct. In Magistrates Court, Nat Doragoff, counsel for Local 306, brought a countercharge against Weinstock, claiming Weinstock was guilty of disorderly conduct and assault. Magistrate Brodsky heard the case Monday and Wednesday and reserved decision until April 4. Both sides meanwhile will submit briefs to Brodsky.

A fire damaged the catwalk over the Republic stage Sunday morning during an orchestra rehearsal, delaying the theater's opening an hour. Weinstock claims the fire was of incendiary origin. A stench bomb was found in the theater Thursday afternoon.

N. Y. Theater Reps And Moss at Odds

NEW YORK, March 23.—License Commissioner Paul Moss sent a letter recently to all local burlesque owners with regard to their appointing John Q. Tilson and Paul Weintraub as their representatives. His letter stated that the department is not concerned with who the managers retain to represent them, and that no special consideration will be given any theater no matter who the attorney is.

Tilson took exception to this letter and wrote a two-page letter to Mayor LaGuardia, protesting the attitude of the commissioner. He stated that both he and Weintraub were employed as the legal representatives of these theaters and furthermore asked that the mayor take this up with Moss and request that he send another letter to all concerned saying that he had the facts wrong.

Tilson and Weintraub are on the theaters' pay rolls, each house paying \$10 a week for their services.

Burly at Grand, Canton, O.

CANTON, O., March 23.—Burlesque returned to Canton today after an absence of several years with the opening of Ted Rightmire's *Spring Fever Revue* at the Grand Opera House. Pat Burns heads the cast. Others in the show are Ming Tol, acrobatic dancer; Hawley and Harlowe, Mitzl Walker, Mao Emmerle, Louise Mathews and others. There are 12 girls in line.

Burly Briefs

I. H. HERK is coming along okeh after being seriously ill, his nurse having been dismissed last week. . . . Schultz and Collette closed a 26-week run on the Indie Circuit Saturday at the Hudson, Union City. . . . Are leaving for Chicago. . . . Ann Corio came off with one grand as her end of 25 per cent of the Roxy, Cleveland, gross. . . . She opens at the Howard, Boston, Monday, having canceled St. Louis to resume her New England bookings. . . . Princess Sultana is now working as Countess Sonia, "the girl in the goldfish bowl." . . . Freddy Walker, recently at the Gaiety, Minneapolis, and on the Indie Circuit, is now appearing at the Clover Leaf Club, Omaha. . . . Isy Hirst returned from his Miami vacation last week with a little too much sunburn.

LA ROSA AND ADRIENNE, Supreme Circuit dancers, both had their schnozzolas trimmed to beautify themselves. . . . George Kay, with the Wilners for a long stretch, opens in Pittsburgh this Sunday. . . . Sunny Slane was made an offer to go to the Rialto, Chicago, but Agent Nat Mortan turned it down. . . . Mae Brown went to Chicago in her place. . . . Sam Raynor and Murray Brisco remained over in Florida for a week's vacation. . . . They'll then come

into New York to go with Minsky-Weinstock. . . . Joe Weinstock returned to Florida last Tuesday after a day's visit in New York. . . . Nat Mortan was given an order by H. K. Minsky last Sunday to deliver a singing juve the same day for Brooklyn. . . . While cabbaging, Mortan spotted George Tuttle hailing a bus, grabbed him and delivered him right to Brooklyn.

GEORGE KATZ is reported to be around New York, the BAA looking into the matter. . . . Lou Costello and Joe Lyons closed at the Eltinge, New York, last week. . . . Peanuts Bohn and Boob McManus opened there Friday. . . . Dot Ahearn went into the Park, Boston, Monday as added attraction. . . . The Irving Place, New York, is reported to have dancing-school girls rehearsing in the event of any strike.

BILLY FIELDS, Maxine and Sunny Slane had an offer to join Anton Scibilla's unit, *Foites de Paree*, which goes to the Orient in May. . . . They're going to work for Hirst instead. . . . Pat Perot left the Oxford, Brooklyn, last week to join Supreme. . . . Ruth Donald, Herbie Barris and Dick Brooks are new at the Star, Brooklyn. . . . Those (See **BURLY BRIEFS** on opposite page)

U-NOTES

By UNO

PAUL MOROKOFF claims to have the best dancing chorus in New York at the Gaiety. The ace steppers include Natalie Cartierre, Clair Joyce, Bettee Lee, Madeline Reece, Eileen Hubert, Gene Remington, Betty Fowler, Kathleen Yaeger, Juanita Whitfawn, Janice Day, Pat Lee, Sonia Shaper, Judy Stuart, Dolores Mann, Vilma Faye and Phyllis Day. The one posing showgirl is Val Valerie.

JOHNNY KANE, manager of Minsky's Brooklyn, discovered in a Supreme Chorus a blood showgirl, Patricia Codman, an ex-school teacher and daughter of a Minnesota judge.

HERBERT FAYE and Barbara Janis conspicuous at the opening of Ed Ford's Band Box Cabaret, New York, March 19, where Phil Kaplan, ex-puglist, is manager; Allan Walker, emcee, and Al Davis, revue producer.

GENE MARR, another new stripping principal, opened at the People's, New York, March 25. Another Mortan find.

JO ANN DARE celebrated her 23d birthday March 18 after show time by inviting a host of friends to a banquet and party in her suite at the Century Hotel, New York. Among those who helped make merry were Bert Saunders and Dorothy DeHaven, George Murray, Rudy Kahn, Eddie and Mrs. Lloyd and Sunny Lloyd, Nora Ford; Ray Harrington, hotel manager; Pete Dare, brother (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 COMIO.
Third Season in the East.

MARIE GUNDE

Talking and Stripping Genius.

MADGE CARMYLE

THE DANCING LAOY.
Phil Rosenberg, Ex. Rep.; Milt Schuster, West. Rep.

JACK "TINY" FULLER

"NO PFURTZIN AROUND."

CYNTHIA MICHEL

STRIPPING A LA PARIENNE.
Direction NAT MORTAN.

MARIE ALLEY

THE "IT" GIRL.
Playing Independent Circuit.

EDDIE INNIS

STRAIGHTS—DANCES—SINGS—ETC.—ETC.
Management JACK BECK.

RAE HOLLAND

SINGING AND TALKING INGENUE.
With Supreme Circuit.

Foster and Kramer

KINDPINS OF BURLESQUE.

Georgia Sothern

BEGINNING 2ND YEAR WITH WILNERS.

BILLIE DIAMOND

ALWAYS CHARMING.

JOHN HEAD & DIAN ROWLAND

Straight—Burlesque. Stripping Sensation.
In Stock, Variety Theatre, Pittsburgh, Pa.
Direction, PHIL ROSENBERG, N. Y. C.

BILLY "RED" GONNIE EGAN & MARTIN

Light Comedian. Strip Extraordinary.
Reps. PHIL ROSENBERG AND DAVE COHN.

SYLVIA

ASSORTED INTERPRETIVE DANCES.

BAA-IA Agreement Is Still Unsigned

NEW YORK, March 23.—The Burlesque Artists' Association has signed no agreement yet with the International Alliance of Theatrical Stage Employees by reason of the fact that the IATSE has submitted no such agreement as yet. The membership of the BAA voted in favor of such an agreement and now the matter is up to the IA.

The BAA agreement with the managers was a year old March 10 and expires August 31. The organization is endeavoring to ascertain as to whether a managers' organization still exists, and if it doesn't the actor group will demand a bond from the houses to protect salaries.

Sollie Childs in South

ATLANTA, March 23.—Sollie Childs has returned to the Southern territory with his new show, Radio Dolls. Company has just concluded a week at the Capitol Theater here. Show carries 24 people, with 10 girls in line and a six-piece stage band. Personnel includes Bert Snyder, master of ceremonies and singer; the Three Revelers, acrobats; the Graves Sisters, rumba dancers; the Grimes Sisters, comedy team; Elsie Barr, buck dancer; Florence Drake, novelty rope dancer, and the Goodman Brothers, harmony and tap. Sollie Childs is traveling with the unit.

Reserve Decision in Oxford, Brooklyn, Case

NEW YORK, March 23.—Decision was reserved Wednesday by Magistrate Thomas P. Casey in Flatbush Court in the case of Charles Schwartz, owner, and Fred Franklin, manager of the Oxford, Brooklyn, who were charged with presenting an indecent performance in the theater. Complaint was made by Police Sergeant Pat D. Keneally, who attended the show with a stenographer, but the magistrate observed that he was not a censor of morals. Furthermore, that such cases are not so much a matter of good morals as of good taste. Paul Weintraub, representing the theater, contended that there should be no line of demarcation between night-club shows and burly shows.

Watts' "Temptations" Still Clicking at Roxy, Knoxville

KNOXVILLE, March 23.—Cotton Watts and his *Temptations of 1935*, who returned to the Roxy Theater here March 11 after an extended run in Chattanooga, continue to draw well here. Saturday midnight performances are drawing especially well. The Chattanooga house and the local Roxy are under the same management. New faces in the Watts lineup include Sally Ann Johnson, Alice Randall and Bonnie Austin. The balance of the roster remains the same as in Chattanooga. The Roxy, now boasts a four-piece orchestra, comprising Art Almond, piano-leader; Bill Bowen, drums; Lee French, sax and clarinet, and Bill Flenniken, trumpet. Cotton Watts is still featured on the comedy end, assisted in the scenes by Billy Armond and George Bartlett.

Two New Indie Companies

NEW YORK, March 23.—Two new Independent Circuit shows will go into rehearsal Monday, one in Philadelphia and the other in Boston. The Philly cast comprises Fred Bishop, Parker Gee, Diane Johnson, Clyde Bates and Jack Hunt, Margot Lopez, Irene Ross, Lou Black, Harry White and Lillian Dixon. Boston company includes Fred Binder, Harry Seymour, Eddie Green, Connie Ryan, Carroll Sisters, Ray Parsons and Mimi Reed.

Al Somerby's Dinner

BOSTON, March 23.—Al Somerby will be tendered a 35th anniversary dinner April 8 at the Copley Plaza Hotel here. It is on the occasion of his 35th year in show business. He is manager of the Howard and Bowdoin Square here and is general manager of the Lothrop interests. Committee in charge of the event comprises Joseph H. Brennan, chairman; Louis M. Boas, treasurer, and Stanley Sumner, secretary.

Tab Tattles

JOE PENNER played the Taft, Cincinnati, last week, and it was during his engagement there that we had the pleasure of meeting up with the popular comedian of the radio, stage and screen. And when we say pleasure, we mean exactly that. There's nothing high-hat about Joe Penner. He's still the same Joe that played in tabs. And when one gets to know this lad of "Ya wanna buy a duck?" fame more intimately, one can easily realize how he has reached his present high station in the theatrical world. His quiet, unassuming manner is bound to win you over. Joe Penner loves to talk about how he got his start in the tabloid field. He'll tell you how, thru an ad in *The Billboard*, he got his first job with a tab show—L. Desmond's *New York Roof Garden Revue*. How he later put in some time with Rex, the mentalist, and later joined up with Leicht & Gardiner's *Teddy Bear Girls Revue*. And he'll tell you it all with a great deal of pleasure to himself and to his listeners. He loves to talk about his old tab days, and he's fully appreciative of the experience he gained in that field. He'll go on telling you how he made what he then considered the biggest leap in his life—from the Leicht & Gardiner show into burlesque. Once in burlesque Penner felt that he had reached his ideal—his goal. Burlesque, he thought then, was the highest rung. There wasn't any farther to go. His rise from burly to musical comedy and then to radio and pictures is too well known to talk about. In closing, let us say again that we found Joe Penner a heluva swell guy.

TEDDY HARRIS, who has been directing the stage shows at the Playhouse, Salt Lake City, the last few months, opened with his own floor show at The Tavern, Reno, Nev., March 22 for a three months' engagement. Show features Margie Riggs and Peggy Anderson, sister team, and a line of girls who have been at the Playhouse for the last 18 months. . . . Johnnie Wages has closed with the *Continental Flashes* and is now working night clubs in Detroit. . . .

Abe Sakols, after bowing out of *The Drunkard Company* in Toledo, O., is working vaude and beer garden dates around that town. . . . Margaret Lillie, forced to drop out of the Weaver Brothers and Elvry act for a few days due to the death of her husband, George Hall, rejoined the Weaver act in Indianapolis last week. She will remain with the act until it closes in May. . . . George Clifford, out of the game for the last three years, is coming back this season via a tent show. He's now in Jacksonville, Fla., framing the Royal Comedians for an early opening under canvas. . . . Lawrence Hager, who trouped for 22 years as straight man in tabs, burlesque and musical comedy and who for the last two years has been operating a service station and tourist camp at Gallatin, Tenn., writes in to say that he recently sang several songs with Lassies White and Honey Wild in the American Legion show at the Howard Auditorium in Gallatin. Other tabsters who appeared on the program were Verne Phelps, Dora Cullenbine, the Polk Sisters, Estelle Markey and Paul Matthews. The show drew a capacity house and is to be repeated in April, Hager says. . . . Bobbie Fields infoe that she's been working clubs in and around St. Louis since splitting up with hubby in Huntsville, Ala., three weeks before Christmas. She expects to remain around the Missouri metropolis until May and then grab herself a spot on some show for the summer. . . . *The Harlem Express* is making the rounds in Western Pennsylvania and Ohio and reports good financial returns. Show is headed by Jimmie Lunceford and his orchestra and cast includes Apus Brooks, Jell Smith, Sandy Burns, George Wiltford, Babe Matthews, Ethel Fraye, Ford, Marshall and Jone, the Dancing Davis Dandies, "Hooker" Dynamite and 12 chorines.

OTTO and Ila Holland are visiting relatives in Tennessee after a 17 months' run with Harry Poole's *Paris Folies* in Houston. They are slated to open soon with Jimmie Joy at the Joy Theater, Dallas. "Slatz" Taylor and wife replaced the Hollands on the Poole opry. . . . "Red" Dulin and Bettye Mathis returned to the Poole roster recently. . . . The Palace Theater, Lockport, N. Y., has stepped up its busi-

Capitol, Atlanta, Booked Far Ahead With Tab Units

ATLANTA, March 23.—Capitol, Atlanta's only flesh theater, and until the recent reopening of the Pantages, Birmingham, the only theater in this section of the South playing tabs on week stands, managings to keep well ahead with its bookings. Present indications point to stage show and picture policy for the house thruout the spring and summer. Theater has been operating for a year with the policy.

Units booked into the Capitol include week of March 24, *20th Century Arabian Nights*; March 31, *Palais Royale*; April 7, *Cordially Yours*; April 14, *Dancing Thru Reuse*; April 21, Chick Myers' *International Revue*; April 28, *Broadway Novelities*; May 5, Loretta Grey and her *Colleagues*; May 12, *Tropical Nights*, and May 19, *Street of Dreams*.

The Southern circuit for tabs now includes the Wilby-Kincey Time, which takes in North and South Carolina, Alabama and Tennessee; Lucas & Jenkins Time covering Georgia, and the Sparks Time covering Florida. In addition shows are also finding good time in the Virginias.

Supreme Closes Two; Miami and Baltimore

NEW YORK, March 25.—Two Supreme Circuit houses closed last week, bringing a load of contract performers here. The Miami house folded Thursday night and the Palace, Baltimore, closed Saturday night.

To accommodate the many contract performers, Supreme closed a lot of people and in some cases are working with bigger casts. Among Supreme performers who closed Saturday night were Johnny Barry, Kirk Brown, Evelyn Brooks, Leo Lee, Jess Wise, Black Panther, Irving Sellig, Bates and Hunt, Dave London, Harry Blodgett, Margot Lopez, Sylvia, Sid Stone and Marie Gundle.

Supreme now has but three houses, the Republic here; Werba's, Brooklyn, and the Park, Boston.

Sau Diego House Reopens

SAN DIEGO, Calif., March 23.—Hollywood Theater reopens today with a tabloid picture policy after being closed for a complete renovation, both back and front. The house will be under the management of Bob Johnson and Charles Werry. Cast includes Charlie Fagan, Eddie Wier, Frank Mallahan, comics; Bob Johnson, straight; Chubby Werry, juvenile; Bee Cunningham and Diana La Verne, principal women; Jeanette Dean, characters. Ten girls are in line under the supervision of Frances Johnson. House policy is three shows daily and a midnight show on Saturdays.

Mexican Tab San Antone Hit

SAN ANTONIO, March 23.—Tona La Negra and her *Mexican Musical Comedy Revue* broke house records Monday night at the Municipal Auditorium here, when some 5,500 persons turned out to see the first performance of the company in the United States. Featured were Nina and Jose, acrobatic dancers; the Four Rhythm Boys; Eva Luz Sandoval, featured dancer, and Tona La Negra, singing star who has appeared in Spanish pictures.

ness considerably by inaugurating a new tabloid-picture policy for the first half of each week. . . . Mae Mack, blues singer and erstwhile tabster, lost a valuable diamond ring last week when three heavily armed gents held up the New Lookout House on the Dixie highway near Covington, Ky., where she is playing her third return engagement in six months. Mae saved another rock by hiding it about her person. What's that old bromide about saving the horse and buggy? Mae is now billed as Diamond Mae Mack. . . . Earle M. Holden is still managing the Capitol, Atlanta's de luxe tab house. . . . Henry H. Prather sends a tribute to Ralph Pitzer, manager of the Princess, Youngstown, O., who passed away recently following a major operation. "He was indeed the show people's friend," Prather writes, "and was always the first to look out for anyone in trouble or need. The highest tribute that can be paid anyone, and that is due Mr. Pitzer, is that he was a friend to humanity."

BURLY BRIEFS

(Continued from opposite page)
 exciting were Lew Petel, Ina Thomas, Charles Kane and Billie Homes. . . . Carmen, Harry Cornell, Mary Weldon, Scratch Wallace and Diane Johnson opened at the Bijou, Philly, Monday. . . . Dawn De Lees closed there to go home for a few weeks. . . . Jack Beck did the booking. . . . Dave Cohn's recent placements included Vite Garrett, Barbara Blakely and Sam Gould, Variety, Pittsburgh; Lee Royce, Harry Allen and Bobby Vale, for the Wilners, and Phyllis Vaughn, Werba's, Brooklyn.

U-NOTES

(Continued from opposite page)
 of Jo; Sally Arlington, Hymie, the barkeep, and Dave Cohn.

MIKE SACHS writes that attendance in Washington, D. C., is big and that Jimmie Lake was suffering from an ailing larynx. Enjoyed two pleasant weeks in Baltimore and Washington. For the Gayety, Baltimore, success Mike credits Gus Flaig and rates him a hustler and due a lot of credit.

SID FIELDS, of Greenman & Fields, has still intact in an envelope in an inside coat pocket the first money sent him by Joe Penner a few months ago for Fields' authored script Penner uses in vaude and radio.

CARROLL SISTERS, Joan and Jean, only principals re-engaged for another tour of the Indie Circuit of the show that disbanded March 23. All new wardrobe for the next trip.

JESS WEISS, new stage director of a Supreme show, to relieve Eddie Akin, who resumed his old-time role of straight in the same itinerary.

DOROTHY DEHAVEN, teammate of Bert Saunders in an Indie show, figured in a happy reunion March 24 when she met her dad, Robert E. Havens, a pleasure-boat owner and renter of New London, Conn., whom she had not seen in 23 years and whose address she only recently found thru a mere accident. She was but a wee tot when her parents separated and she and her sister were taken over by their ma.

TEX CHAPMAN and Vickie McNeely just traded in their Buick for a Ford in which they will tour after their burlesque season to their new home in Houston, Tex.

TINY HUFF, one of the first principals to be booked for the new stock east at the Rialto, Chicago, with a six-week contract at a high salary. It will be her first appearance in the Windy City. A Fred Clark pickling.

EDDIE GOODMAN pinch-hitting for George Finch as assistant to Eddie Wainstock in managing the Republic, New York, weeks of March 18 and 25 while Finch is vacationing in Miami. He discovered the fire in the Republic March 17 and finding it difficult to put out with extinguishers summoned the fire department.

VEDA LESLIE, still another new stripper. Booked by Phil Rosenberg at the Ettinge, New York. Comes from the West. Last engagement at the Palace, Buffalo, with Madge Carmyle and Ina Thomas.

JOE LISSO, the non-smiling rigid-featured ballyhoo man at the Gaiety, New York, speaks eight languages, is a singer, once was wealthy and traveled all over the Continent in his days.

BERT SMITH VARIETIES WANT

People all lines, Character Comedian, Prima Donna, Soubrette, Specialty Teams, Single Street Specialties, Musical Acts, 8 Medium Chorus Girls. Salary \$25.00. Appearances, sobriety essential. Attraction booked solid spring-summer. Western, Southern folks contact.

EMBASSY THEATRE, Johnstown, Pa.

ACTS WANTED

Specially People, Chorus Girls, Musicians, for New Edition Celophone Revue. Wire, don't write.

BILLY WADE

Alone Theatre, Pottsville, Pa.

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

Eleven Still in Jackson at 1,200

JACKSON, Mich., March 23.—The walkathon here under the management of Jack LaRue reached the 1,200 hour mark with 11 couples still fighting it out.

Bandage sprints, 40 minutes long at night and 20 in the afternoon, are wearing down the remaining kids. Daily Bingo games seem to be proving popular with matinee crowds.

The staff, as it now stands, consists of Archie Gayer, top emcee; Doug Iatt, Roy Myers and Jack Kelly, emsees; Scotty McBride, floor judge; Chan Hartwell, night floor judge; Jack Reynolds and Jerry Martone, trainers; Billie Iatt, Janet Obert and Maxine Mills, nurses. Chuck Mendoza and his orchestra are furnishing the music.

The kids on the floor include: Frankie Alrgood and George Nassar, Jessie Shull and Jo Hitt, Cora MacAuley and Tommy McGreer, Edna Nowell and Jimmie Parker, Viola Comerford and Bud Getz, Peggy Richards and Doug Mills, Frances Day and Ernie Felice, Teddy Webb and Jackie Alrgood, Dean English and Cathelyn Lintz, Diane Lucky and Clyde Woods, Bea West and Fritz Rutledge.

Wedding Feature of Seltzer Arcadia Show

CHICAGO, March 23.—Ten couples and one solo took part in a lavish wedding Monday night at the Leo A. Seltzer Arcadia walkathon. The event (See WEDDING FEATURE page 34)

HARRY H. COWL

ANNOUNCES

THE OPENING OF

THE WALKATHON OF THE YEAR

WEDNESDAY, APRIL 3, KNOXVILLE, TENN.,

100% Virgin City

Huge Government Payrolls. Center of 500,000 Population.

A SURE-FIRE WINNER.

Up to \$1,750.00 Prize Money.

ATTENTION CONTESTANTS!

Everybody working here—Town crowded. Floor Money and Sponsors absolutely sure. CAN USE some Teams with Wardrobe and Entertaining Ability who can take a strict Short Show. Your transportation here guaranteed at 1,000 hours. Watch Billboard for opening of second unit immediately. No collect wires. Report on April 1st.

King Brady and Eddie Leonard advising all couples they know not to miss this

Show of Shows.

Address Manager,

JOHN WINSTEN, Park Hotel.

CONTESTANTS, ATTENTION

THE FOX INTERNATIONAL AMUSEMENT CO. OPENS RICHMOND, VA.



WALKATHON

TUESDAY, APRIL 2

Flash Teams This is the Spot. Floor Money and Sponsors Plentiful. THE CHANCE OF A LIFETIME. Wire at Once.

All Teams That Know Daddy Fox or Duke Hill

INTERNATIONAL AMUSEMENT COMPANY, 618 1/2 East Broad, Richmond, Va.

\$25.00 Per 100 — Government Flags, Slightly Used. Write for List. WEIL'S CURIOSITY SHOP, 20 S. Second Street, Philadelphia, Pa.

Staff Briefs

EDDIE HOWSE writes in from Kansas City to tell the world he thinks Ducky Naccarato one of the best emsees in the endurance field.

AL PAINTER, producer of the well-remembered Portland, Ore., show several years back, is now in Havana, Cuba, and writes he is framing a show to take place in Havana's 5,000-seat sports building, the Jal Alai Fronton.

TINY EPPERSON has left the endurance field for a while and has opened Tiny's Elm Lawn Night Club, near Oblong, Ill.

ROY JENNE, night cashier at the Swartz Cincy show, seems to be very happy over some good news from Toledo. When's it going to happen, Roy?

VIC PUREE is going strong with his comedy at the Charlie Noltimer Ponca City, Okla., show. Jack Hayes is doing the head emseeing.

SID CURTIS, manager of the recent Miami Beach show, was a visitor last week at the Meale Moselys-on-the-Charles walk. It is reported that Sid was sporting quite a swell coat of tan.

BERNIE MARR, emcee with the Dedham, Mass., show, wants Pat O'Day to shoot in a line or two to the column for old times' sake.

AUNT IDA and Jerry Garafolo are dietitians on the Jackson, Mich., walk.

Gorgan Waukegan Walk Near Finals

WAUKEGAN, Ill., March 23.—Gust Gorgan's walkathon, operating here in the Waukegan Roller Rink building, has five couples and one solo left as the contest neared the 1,700-hour mark. The show started January 10, with 56 couples and 10 solos. Remaining couples are Irene Powell and Bill Good, Mr. and Mrs. Johnny Ledbetter, Sally Nelly and Jimmy Farrell, Jean Perry and Clinton Nine, Lois Carter and Eddie Tompkins, and solo Johnny Stevenson.

The staff includes Joe Purtell, Ernie Young Tex Swan, Les McCullam and Bob Morely, emsees; Chuck Payton and Chink Newman, floor judges; Vivienne Claire, head nurse; John Canelakes, dietitian; Willard MacDonald, treasurer and publicity; Edward Don Levy, assistant manager, and Dr. Carter.

The show is now in its last stages with two 20-minute non-stop derbies every night and plenty of entertainment along with it. This is the second walkathon here in less than a year.

Mayor Is Enthusiastic Booster of Godar Show

SALINEVILLE, O., March 23.—Al Godar's Race of the Nations walkathon, which started here March 13 with 21 teams, is now down to seven couples and one solo. The house has a seating capacity of 950, and considering the limited possibilities, has been doing very well from an attendance standpoint. Mayor O'Donnell, of Salineville, fired the (See MAYOR IS on page 34)



GIRLS OF THE RAY O. ALVIS MAON (Ga.) show, with Harry G. Newman, assistant manager of Alvis enterprises, seated in front of Nurse Mary Jones. The *Loxodonta africana* (or are they *elephas maximus*?) were provided thru the courtesy of that veteran showman, Charlie Sparks, and Downie Bros. Circus.

Town Meeting Votes In Favor of Walkie

DEDHAM, Mass., March 23.—Ernie Meale's show here, in Moselys-on-the-Charles Ballroom, won a real victory over endurance show opponents this week. The unit opened February 28 under a permit issued by the town governing body, but criticism was brought to bear by certain organizations. The result was that the question of revocation was placed before the people at a regular town meeting, and they were asked to vote on the subject of whether or not the walkathon should be allowed to continue in operation. The result was 169 votes to 30 in favor of the show. This display of confidence and approval by the people led to the continuance of the permit and the complete approbation of the "powers that be." Considerable pub- (See TOWN MEETING on page 34)

Maywood Down To Four and Two

MAYWOOD, Ill., March 23.—Four couples and two girl solos are all that remain on the floor of the local show. Heat is being applied in big doses and the 45-minute treadmill sprints every night, plus 15 minutes of the same in the afternoon, indicate that the show will not last much longer.

Recent additions to the emcee staff have proven popular with the patrons. Tex Falk, Butch Sullivan and Russ Martin are the new arrivals. Larson and O'Hara are the floor judges.

Nine and Two Still In Swartz Cincy Unit

CINCINNATI, March 23.—The Guy Swartz show at Elmwood Place entered its fourth week (524 hours) with the participants dropping rapidly because of the strenuous nature of three European type sprints daily. Operating under the guiding spirit of the National Endurance Amusements Association the Walk-A-Show has developed into the best of the three contests held at Elmwood under Swartz management.

Eddie Brown and Clyde Earle have (See NINE AND TWO on page 62)

Hogan Mont. Show Off to Good Start

GREAT FALLS, Mont., March 23.—The walkathon located at the Green Hill, three miles from here, got off to a flying start March 14, with 45 couples on the floor. The show, produced by Pete Henry and Mickey Hogan, has been doing good business considering the fact that it is the second event of its kind to take place in Great Falls this winter.

The contest is under the capable direction of Bobby Gilbert, who also is chief emcee. Mickey Hogan is handling the comedy, Eddie Kluxton is midnight emcee, Paul Bryant day floor judge and Tom Henderson night judge. Sam Nichols is musical director.

Bobby Gilbert is on the air three times a day over local KFBB. The Great Falls bus lines have co-operated wonderfully in getting patrons to and from the Green Hill.

Contestant Notes

JACK (DEAD PAN) KELLY, who recently dropped out of the Jackson, Mich., show, is staying on, working with Roy Meyers on the comedy end, much to the delight of the cash customers.

THE JACKSON, MICH., organization wishes the best of everything to Lee Duncan and Betty Burkshire (winner of the Pontiac show) on their coming marriage.

THE WINNERS of the Ray O. Alvis Greensboro-High Point, N. C., show (thru the courtesy of L. W. "Doc" Butler) were Bud Cullings and Dot Mayberry, and Jimmy Kelly and Golda Curtis. The prize money was split equally between the two couples at the end of 1,707 hours.

CHARLIE NICOSI and Ginger Hunt report from Hollywood that after a brief stay in the film capital they will proceed to the Hayden show.

FREDDY SHER, Jackson, Mich., would like notes from Lee Duncan, Eddie Burke, Moon Mullins and Buster Westbrook.

FRANK MATTIOLI is doing some work between shows at the Midwest Music Supply Company, Kenosha, Wis.

Louisville Ends at 1,136

LOUISVILLE, Ky., March 23.—The amateur and super walk here closed last Saturday at the end of 1,136 hours, with Connie Tucker and Jiggs Fenwick winning the amateur section and Peggy Jay and Al Behringer taking the honors in the super, and Theda Holmes and Eddie Wright coming in second.

The super section was made up only of kids who had taken part in a previous walkathon and went to 695 hours, with only five-minute rest periods every two hours and derbies and sprints every night. The St. Helan's Amusement Company, thru Manager H. C. Evans, reports good business thruout. Immediately following the conclusion of the above contests the management started a speedathon, with entries open to all.

Richie-Belillo Are Miami Beach Winners

MIAMI BEACH, Fla., March 23.—The Fred Crockett combined Miami Beach and St. Petersburg show ended here last Monday with Joseph Richie and Phyllis Belillo taking top honors, and Joe Master and Betty Brushe finishing second. The show went a little over 1,600 hours with a four-hour grind as the windup.

Eddie Gilmartin was head emcee thruout, with Teddy Hayes handling the heat and Sid Curtis on the managerial end.

Irvington Doing Well at 1,152 Hours

IRVINGTON, N. J., March 23.—At 9 p.m. last Monday night the W. E. Tebbetts show at Olympic Park here, under the direct management of R. Fred Mitchell, was down to 11 couples and three solos, with the hours standing at 1,152. Business in the seventh week was reported as good, with the gate steadily climbing.

Members of the staff now include Earl (See IRVINGTON DOING on page 62)

Watch for

This Special Feature:

Prosperity and the NEAA

By GEORGE W. PUGHE

In the

Spring Number of The Billboard Dated April 13



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

OAKLAND MAGIC CIRCLE, Oakland, Calif., held its March meeting at the St. Mark Hotel recently. Entertainment followed the regular business session, with Jimmy Muir as emcee. Jimmy first introduced the Vargas Farm Hands, trio of instrumentalists. A. Caro Miller offered several selections on his vibra harp, which he has equipped with various lighting effects. Barbara Pomeroy warbled three numbers with Miller handling the accompaniment. Oliver Behrs, of the University of California, presented a half-hour of magical novelties, and Lloyd E. Jones, in honoring the memory of Dr. Johann Nepomak Hofzinsner, gave a talk on the life and accomplishments of the prominent card necromancer. Six new members were initiated at the meeting.

A NEW MAGICAL organization, known as the Oakland Conjurers' Association, has been formed in Oakland, Calif., with Harold Agnew as the first president. It is comprised largely of juvenile magi.

ROBERT A. NELSON (Dr. Korda Ray-Mayne) is doing a commercially sponsored program twice daily over Station WSMK, Dayton, O., for the Adler & Childs department store. This is his fourth engagement over that station in the last six years. He is doing his regular astrology and question and answer program, selling the forecasts, as usual, with the store sponsoring same.

PHIL PURRINGTON, new agent for Wallace the Magician, is keeping the latter on the jump in Eastern North Carolina at present. Purrington is a former lawyer.

WIZARDO (Paay Fuller) continues his magic exposes as a daily feature in *The News-Telegram*, Portland, Ore. One of his latest giveaways was a version of the Chinese ring trick.

JACK GWYNNE, during his engagement at the Hennepin Orpheum, Minneapolis, last week, was guest of honor at a meeting of the Equality Magicians' Club of America at their clubrooms in that city Wednesday night.

AFTER SEVEN WEEKS for Harry Thurston at the Polly Theater on State street, Chicago, Larry Benner has turned to night-club engagements, doing magic and emcee work. He is now playing the Royal Gardens in Melrose Park, residential suburb of Chicago. Larry is scoring nicely in his new field.

ROSCOE KAUFFMAN, giving his address as Elyria, O., and who has been billing himself as Bancroft the Magician, was fined \$100 and sentenced to 60 days in the county jail in Port Clinton, O., March 18 by Mayor Fred Sauterbeck, who found him guilty of having advance agents collect \$40 from business and professional men in Port Clinton and then falling to appear for three programs. Nearly 300 persons gathered for an evening program at which the entertainer failed to appear. He also was to have entertained the Kiwanis Club and students of the high school.

TOMMY MARTIN, clever manipulator who bills himself as "A Young Man To Be Watched," is now appearing with Dave Apollon's *International Varieties* in Locw houses in the East.

NOEL LESTER (the Great Lester) found a warm welcome awaiting him upon his arrival in Atlanta March 24 for a week's engagement at the Capitol with his own show, *20th Century Arabian Nights*. Gate City Ring 62, International Brotherhood of Magicians, assisted the Capitol management with window trims on magic around the town. Several parties have also been planned for Lester. Other magic clubs throuout the State

have been notified of Lester's Atlanta appearance.

LA FOLLETTE has changed the name of his 21-people unit from *Continental Flashes to Fantasies of 1935*. Company played the Riviera, Philadelphia, last week, and April 10 opens in North Carolina for a swing of the Southern Publix houses.

RHODE ISLAND ASSEMBLY No. 26, SAM, held its monthly meeting at the Biltmore Hotel, Providence, March 11, with more than 50 members and guests in attendance. As the meeting night date marked the 60th anniversary of the death of Dr. Johann Nep Hofzinsner, distinguished European magician, appropriate memorial recognition of the date was given by the Rhode Islanders. A program of magic was presented by Jack Ellis, Waldo Rouviere, secretary of the Assembly; President Cliff Hard, C. Foster Penner and Arthur A. Almon, president of Rhode Island Ring No. 4, IBM, a guest at the meeting. An attendance prize was won by Perry W. Sweet. Frank Cole reported on plans under way for the New England Magicians' Convention, which will be held at the Biltmore Hotel September 14 and 15. The tentative program calls for business sessions open to members of the SAM, IBM and Seven Circles on both dates, an all-Rhode Island show to be held on the evening of the 14th, with a buffet supper, and a gala program of magic and other entertainment to be open to the public and presented in the hotel ballroom on the closing night of the convention.

SEYMOUR DAVIS postcards from Shreveport, La., under date of March 11: "We are having an enjoyable magical tour down here. With few exceptions, our dates have been above the average. Played to 1,200 admissions at Lawton, Okla., last week."

LORING CAMPBELL is working Kansas, Nebraska, Missouri and Oklahoma for the Bureau of Lectures and Lyceum of the University of Kansas. The tour will keep him occupied until May 1. He spent a recent week-end with F. W. Ross in St. Joseph, Mo. Ross has been kept busy since September 1 last advertising a St. Joe bakery. He works the surrounding territory under the bakery's auspices and is booked up until May 1.

MYSTERIOUS SMITH and Company are touring the Kansas territory, working picture houses and high-school auditoriums.

HARRY E. JOHNSTON, Pittsburgh magician, shoots us a detailed review of the show presented at Walton Hall, Pittsburgh, recently by O. O. Vasco. Due to the lack of space, we are unable to print the whole review. However, we quote Johnston on the final act and his general opinion of the show. He writes: "The concluding act was *Le Chapeau du Diable* (hat load) and what a load it was. The amount of material that came out of that hat was appalling. Ten tomato cans, about 10 pounds of candy for the youngsters, American Beauty roses for the women present; then 20 water glasses actually filled with water. As each glass was produced, the water was poured into a large container. Then came a large, live, kicking rabbit. At this point the hat was shown apparently empty. But Vasco reached in and produced streamers of rainbow silks in countless quantity. For a conclusion he produced flags of every nation, which changed into a monster American flag on a six-foot staff. The entire show was presented in a breezy, peppy style. Each magical item was handled with the grace and ease of a real showman. His handling of apparatus is a lesson in stagecraft and his manner so convincing that each act is really a mystery."

MARQUIS THE MAGICIAN and his old friend, Gene Gordon, are announcing a new business partnership.

MANY A YOUNG MAN learns to master a sleight-of-hand trick, but not often does one land a week's booking in "big-time" vaudeville five minutes after doing so. This was the experience of John Baxter, young Rhode Island amateur magi, recently. Harry Blackstone (*See MAGIC on page 62*)



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For FILMS

JOAN ABBOTT — golden-haired blond singer who has been playing night spots and vaude. Very easy to look at, has a good figure and carries her clothes well. Can handle lines and can also put over blues singing. Has a bit of trouble with her diction, but that could be corrected. Might do nicely for musical films.

P. PAVLOV—character actor now appearing with the Moscow Art Players at the Majestic, New York. He has a repertoire of characters far beyond the scope of many top-notchers on the screen today—and he plays them all to perfection. Should go splendidly in films as a character man, being easily able to create another sensation comparable to Jan-nings. Language barrier at present, but that can be overcome.

Academy, where she appeared in several of the student matinees. Has a fine, glowing personality upon the stage and a splendid grasp of character. Above all, she has that indefinable something that reaches out and grips the audience powerfully and completely. Her slight accent would be no handicap in the type of role for which she is particularly fitted.

JOHN RABY—also just graduated from the American Academy, where he played a long and varied list of parts in the student productions, including Ned in *Holiday*, Pat in *Hotel Universe* and many more. Good looks, fine stage presence and real and unusual ability—far more than the average pro juve. Definitely deserves a chance.

MUSICAL

EDGAR KENNEDY—a robust comedian who has gained an international following thru his work in picture shorts. He has a natural sense of comedy and never overdoes his stuff. Aside from his ability, his name means box office and exerts a heavy pull with everyone who attends the flicker palaces.

For LEGIT DRAMATIC

ETHEL KOROSY — young actress just graduated from the American



Minstrelsy

By BOB EMMET
(Cincinnati Office)

ALVIN BLAND directed the *Minstrel Jubilee of 1935*, which was presented before a capacity house in Huntington, W. Va., March 20. Cast included Harry Scott, James Brammer, George Brownstead, James Bowman, Ernie Bartram and Vernon Clutters. End men were Johnny Crank and Doyle Demare. Among others were Emerson Miller, Frank Dudley, Pat Kennedy, Eddie Smalley, John Shattuck, Paul McKenna and Johnny Ruat.

PROF. WALTER BROWN LEONARD postcards from Ithaca, N. Y.: "Why doesn't John R. Van Arnam send in a few notes of his doings?"

HOMER MEACHUM pipes from Louisville: "I noticed Sam Gill's article regarding Al Tint's bass drum episode on my show. Tint was right. It happened on the Vogel show. I wonder if Al remembers when Bert Barry had the collar and button blues and also if he remembers when I visited him in Chicago and snored all afternoon."

"HI-BROWN" BOBBY BURNS, Southern vice-president of the minstrel fans' association, postcards from Louisville: "Glad to see Bob Reed back in harness. I hope the new membership drive will pan out okeh to keep him as busy as in the past."

BYRON GOSH reports that he has enjoyed a successful winter in the East with his Seldom-Fed Minstrels troupe. Recent visitors on the show were Mr. and Mrs. John Leavitt, circus folk; Arthur L. Mercer, concert promoter; Ray Conley, vaude agent, and members of the Cotton Club unit.

unit, according to word received at headquarters during the week. Mrs. Primrose has served one term as vice-president and is one of our early-day members.

The first get-together of the season proved a delightful party. Plenty of cats and refreshments were on tap, and a pleasing entertainment program was enjoyed by the 20-odd members and their friends. Fred Hathaway gave a talk on old-time minstrels and urged that a determined fight be put up to thoroly establish the minstrel association in every State in the nation.

Tex Sherman, press and publicity expert with the Hagenbeck-Wallace-4-Paw Circus, was welcomed into membership during the past week. Altho Sherman is more at home with rodeo units and circuses, the old-time minstrel show has always held a warm spot in his heart.

All members are invited to enroll in the new membership drive during the next 90 days. Merely secure one new member and forward the application to headquarters. Membership application blanks will be mailed you upon request. Do not fail to do your bit in the "every member enroll a new member" campaign.

Denison's Plays

57 Years of Hits

Songs
Minstrelsy
Musical Comedies
Operettas
Vaudeville Acts
Black and White

We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and for every occasion.

Catalog Free.

T. S. DENISON & CO.
623 S. Wabash Ave., Dept. 18, Chicago, Ill.

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Complete line. Catalogue, 25¢. IRELAND'S MAGIC STORE, 431 N. Clark, Chicago, Ill.

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THEATRICAL ART SCHOOLS

LATEST NEWS
AND REVIEWS—
STUDIO ACTIVITIES

VOICE
DRAMATIC

DANCING

MUSIC
RADIO

PUBLISHED
LAST ISSUE
EACH MONTH

Conducted by LEN IVEY—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

At Your Service

This new section of The Billboard is the result of reiterated requests from dancing masters and other members of the profession of theatrical arts. Some years ago The Billboard experienced a similar siege of demands for representation for dancers. At that time the matter was gone into very thoroughly, and after reviewing the situation from every angle it was decided that the time was not then ripe for such a venture.

At about the time of The Billboard's celebration of its 40th Anniversary the requests were repeated with renewed emphasis. Again the publishers gave sympathetic ear to these pleas. A thorough survey of the field was made, with the result that sufficient need was demonstrated, sufficient interest was manifested and sufficient advertising support was pledged to warrant the launching of the new section.

What was chiefly instrumental in this decision was the claim of many that there existed no up-to-date news medium whereby members of the profession could learn what was going on in their own field. The Billboard, therefore, steps into the breach in exemplification of its conscientious responsibility to render definite service to people affiliated with the amusement industry.

Editorial policy? Well, our many thousands of readers have been familiar with this for 40 years, but it will bear repeating for the benefit of many more thousands of new readers to whose service this new section is dedicated.

Generally speaking, for 40 years The Billboard has had at heart the best interests and well-being of members of the theatrical profession. It has fought their battles; it has effectively discouraged those who would attempt to exploit them for their own selfish ends; it has watched thru a magnifying glass legislation which might prove harmful to their interests; it has always been ready to give battle for the right, without asking or giving any quarter.

Specifically, as applying to this section, The Billboard hereby puts itself on record as being unalterably opposed to schools whose advertising is not strictly ethical; to schools whose practices in relation to other schools and to their own students are not ethical; to all racketeers and low-principled gentry of their ilk who make promises to prospective students which are impossible of fulfillment as a come-on to getting their names on contracts which can be used as a weapon against them if need be.

In a word—to uphold the best interests of Theatrical Art Schools and to insure that the appearance of the name of a person or institution in the advertising columns of The Billboard is a guarantee that the seal of safety is set on all dealings with such person or institution.

We are indebted to a dancing instructor for two very enlightening letters she received last week. Before making any comment we reproduce them in full:

"Inclosed please find tickets for the West Side Preliminaries of the Illinois State Dancing Contest. We know you will want to see this contest, and we do not want it to cost you anything outside of your time.

"I am inclosing a copy of the letter that has gone out to the parents of all our entries. We have some very favorable replies from the parents who have received these letters and hope that you will enter your pupils so that we may send these letters to their parents.

"We would advise that if you have any pupils that may be entrants on your side of the city, you have them attend so that they may see what a contest is like and know what to do when their time comes.

"There has been a rumor that if an entrant earned not more than \$2.75 for a performance they were eligible for this contest. We know nothing of this, and we are running a strictly amateur contest.

"Hoping that you will co-operate with us so that we may
(See AT YOUR SERVICE on page 30)

Chicago Association Of Dancing Masters

By WILLIAM J. ASHTON, Secretary

The regular monthly meeting for March was held at the beautiful new studios of member Mayblossom Macdonald on Sunday, March 3. A program consisting of classical and ballroom dancing was featured for the afternoon, and instruction was given by prominent teachers taking part as faculty members. A new rumba number was demonstrated by Adolph Frankson. This was followed by some time steps in tap dancing by Fran Scanlan, guest artist-teacher at this meeting. Two stands and cuts were given by Maureen Bennett, of Rock Island, Ill. Miss Bennett not only conducts a successful school in her home city, but also has a booking office furnishing talent for the exclusive night clubs in Rock Island.

An exhibition waltz was contributed by Mary Catherine Andrews and her sister, of Clinton, Ia. Ann Port, of the Chicago Civic Opera Ballet School, and Juanita M. Arno, of Oshkosh, Wis. were to have been present at the meeting, but due to rehearsals in connection with large productions to be staged in the near future were unable to attend.

Other teachers of prominence at the meeting were Edna Christensen, Brownie Brown, Thelma Bird and Regina Garvey, Racine; Marjorie Burgauer, Muncie, Ind.; Leo Kehl, Madison, Wis., president of GADM; Jean Wilson, Burlington, Wis.; Julia Kuhlrig, Milwaukee; Billy Cooley and Dorothy Ervin, Gary, and Eileen Keane and John Gregory Keane, Hammond, Ind. Illinois teachers present were Estelle DeVries and June Major, Evanston; Ethel Moulton, Oak Park; Olive Swanson, Elgin; Helen O. Woolson, Hubbard Woods; Carl Whitmer, Bloomington; Edith Garrett, Lombard; Ethel Petersen, La Grange; Mrs. J. O. Emma, Lake Forest; Marie L. Fournier, Kankakee; George Werner, Peoria; Rosalind Hupp, Streator. Chicago was represented by Gladys Benedict, Renee Urban, Tom Brehler, Mildred Wahl, Beulah Haskell, Helen Shores Savage, Mildred Floerke, Nicholas Tsoukalas, Virginia Zimmerman, Marguerite Comerford, Alice Broderick, Robert A. Campbell, Berenice Hauptman, Vida O'Neill, Margaret Hayes, R. G. Huntinghouse.

Len Ivey, of The Billboard, was guest of honor at the meeting and gave a talk on the new Theatrical Art Schools section, pointing out the benefits and advantages to be gained by dancing instructors getting the latest news of the activities of their own and other organizations thruout the country.

Wisconsin Meeting

A joint meeting of the Wisconsin Society of Teachers of Dancing and the
(See CHICAGO ASSOCIATION page 30)

Berenice Holmes' Big Job

CHICAGO, March 23. — Berenice Holmes, head of the dancing school bearing her name, has been engaged by the Chicago Park District to produce a mammoth dance festival this summer. This will be held in front of the Buckingham Fountain in Grant Park in August and will be part of a large program of lake-front activity mapped out by the park board. Miss Holmes is working in conjunction with the 57 dance instructors of the parks' staff, many of whom are affiliated with schools that are members of the Chicago Dancing Masters' Association.

Uses Remote Control

CHICAGO, March 23. — Edna Lucille Baum, noted dancing teacher, has just contracted to write and arrange a pageant for the Chicopee Manufacturing Company, of Gainesville, Ga. She is doing all this work by correspondence from Chicago and it sounds like a new one for the book. The pageant is being staged after the Cinderella idea and it will be interesting to learn how this long-range producing works out.

Please Note!

In order to make our news service as comprehensive as possible, instructors and heads of dancing and other theatrical art schools and studios are invited to send to The Billboard items of news concerning studio activities, news of their students, personal items and so forth. Only in this way can the entire field be covered. The columns of The Billboard are always open to live, legitimate news items, and The Forum department will publish letters of current interest.

Is Fran Scanlan Happy?

CHICAGO, March 23.—Fran Scanlan, famous tap teacher, showed The Billboard representative a cablegram he had just received from dear old bloody London. It read: "Opened Jack Hylton show London Palladium highest ambitions realized due to your teaching gratefully yours Alma Louise Payne." The lucky gal is also doubling at the Savoy Hotel, on the Strand, London's swankiest hostelry. Alma Louise Payne came from Harrisburg, Pa., to Wichita, Kan., and stayed there 10 months to take dancing lessons from Fran. She has been in show business five years, and all the routines she does were taught her by Scanlan.

Pat Murray, formerly of Colby and Murray, featured danseuse with W. O. Fields in Ballyhoo, is another of Fran's ex-students. Pat is now teamed up with Johnny Jenkins and working in one of Milwaukee's classiest night spots.

Has Another Winner

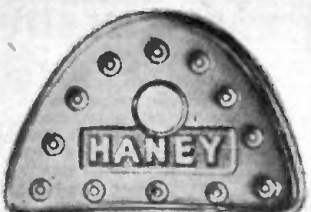
CHICAGO, March 23. — Ruth Baier, manager and producer of Professional Studios here, has as proteges an outstanding act of five juveniles working under the stage moniker of the Five Snappy Steppers. Each one could go over big as a single. The act has worked for nearly every big office in Chicago—William Morris, RKO, Billy Diamond and others. It has appeared consistently in conjunction with stage shows at the larger movie houses. Miss Baier has worked hard with this act and deserves a lot of the credit in turning it out in such good shape.

Marion Freeman Honored

INDIANAPOLIS, March 23.—The Six-State Dance Convention will be held April 27 and 28 at the Antlers Hotel here. Louis Stockman is busy planning to make this event more successful than any of its predecessors. He has engaged Marion Freeman, well-known Chicago teacher, and other dance notables and professional entertainers will combine to put the thing over. Exhibitors are already taking space.

Anna Ludmila Booked

INDIANAPOLIS, March 23. — Anna Ludmila, former dancing star of the Chicago Opera Ballet and several Broadway productions, will present An Evening of Ballet here March 31 under the auspices of the Civic Theater of Indianapolis.



HANEY'S Floor Gripper Tap, 3 sizes, 40 cts. pair; \$3.00 dozen pairs.
HANEY'S New Roll Tap, with flange over toe, 3 sizes, 60 cts. pair; \$4.00 dozen pairs.
HANEY'S Left and Right Toe Stand Tap, 3 sizes, 60 cts. pair; \$4.00 dozen pairs.
HANEY'S Ballet Toe Taps, 90 cts. pair; \$6.00 dozen pairs.
 Wood Soles cut to order, \$1.00 pair heels, 50 cts. Nail Taps, Jingles, etc.
 Aerobic Belts, Dance Drums, Acrobatic Mats, Roll Up Maple Mats. Catalogue.

J. FRANCIS HANEY
 Originator of the first metal tap. Beware of imitations.
 Box 27, North Vernon, Indiana

Jack Manning Course In Indianapolis

INDIANAPOLIS, March 23.—Sunday, March 10, Jack Manning, famous New York teacher, gave a class of four routines at the Beverin Hotel here. Routines were the Whisk Broom Dance, Rubber Legs Rhythm, Advanced Tap and Continental Tap. More than 30 prominent teachers from Indiana, Kentucky, Ohio and Illinois attended the class. Among them were Allen Pearl and family, La Fayette. Mr. Pearl teaches at Indiana University and Culver University. He reports a very good season. Reed Marlotte, Terre Haute, reports the best business he has had in five years. Bill Ashton, secretary of the Chicago Association of Dancing Masters, spent the whole day folding pamphlets for Louis Stockman, with the assistance of Helen Haney, Mrs. Manning and anybody else he could talk into helping. Others attending were Mr. and Mrs. Jack Broderick, Nita Cooper, Clinton, Ia.; Marjorie Burgauer, Muncie; Mrs. William Byram, Johnny Sweet and Miss Ludwig, Indianapolis; Esther Stanton Bicknell and Martha Moore, Vincennes; Leona Hartfelder, Sullivan; Pauline Grusenmeyer and her mother, of Logansport; Helen Birkebile, Anderson, and June Allen and Maxine Mollenhour, of South Bend.

During the last four months Manning has conducted his one-day normal course in Charlotte, N. C.; New Orleans, Beaumont, Dallas, Kansas City, Des Moines, Minneapolis, Chicago, Cincinnati and Pittsburgh. He is now homeward bound and will finish up in Cleveland and Washington, D. C. J. F. H.

By the Way—

OADM is featuring Jack Manning, famous tap teacher, of New York, for its annual normal school and convention to be held in Chicago next August.

Louis Stockman conducts the largest school of dancing in Indiana, with departments for stage, classic and ballroom dancing. He is also instructor at the Indiana Ballroom, Indianapolis.

Marjorie Burgauer, Muncie, Ind., was crying the blues at Jack Manning's normal class at Indianapolis because her sister went to Hollywood and left her all her classes to take care of.

Etta Louise Robertson, Columbus, O., was unable to attend the Indianapolis class of Jack Manning due to pressure of other dates. She reports fine business.

June Allen, La Fayette, Ind., has developed into a very graceful dancer, which may be one reason why her father struts around with his chest out all the time.

A recent survey of the dance field in the United States gives some interesting statistics. It is estimated there are 16,500 teachers and 1,930,000 students. Yearly expenditure for dance shoes is \$11,583,000, and for costumes \$10,657,440. The dance industry business is \$60,000,000.

Alon L. Warren, president of Stage Arts School, Chicago, reports fine business. Two schools owned and operated by him are located in Chicago and Cleveland, while three affiliations are at St. Louis, Kansas City and Indianapolis. Combined enrollment of dancing students in the Stage Arts School organization is well over 2,500—nearly all taking lessons twice weekly. Warren attributes his success to consistent advertising.

J. Francis Haney, originator of the metal tap, with headquarters at North Vernon, Ind., paid the Chicago office of *The Billboard* a visit recently. He is one of the original leaders in the demand for this new section, and we hope he likes it.

A cosmopolitan who does quite a bit of hither and yon is Peggy Lou Snyder, of the School of Dancing of the same name in Indianapolis. Not only does she direct the activities of this school, but several days a week will find her in Chicago putting in a full day's work teaching for Alon L. Warren, president of Stage Arts School. Peggy is a respected member of OADM, and is generally regarded as a first-class instructress.

Lots of activity may be observed these days in the Little Theater, which is part of the studio maintained by Nicholas Tsoukalas in Chicago's Loop. This is really a regular theater reproduced in miniature, and is capable of presenting a really first-class show. With abundant studio space and facilities, Tsoukalas is well equipped to handle anything that comes his way.

Two Chicago dancers who are making a name for themselves are Ginger Wood and Claire Powell, proteges of Gladys Hight, who has forgotten more about show business and producing than lots of people know now. Ginger and Claire are always in great demand for Chicago's night spots, but they don't forget the call of sweet charity, and they doubled in brass at the recent Showmen's League Benefit at the Hotel Sherman, with the kind permission of Gladys Hight, altho they had to travel miles to keep the date, and then had to go back to the foundry to finish up the night.

One of the cutest numbers we have seen in a long time is the tree number at the Terrace Gardens of the Morrison Hotel in Chicago. It's called *The Farmer Takes a Wife*, and the gals are dressed in denim a la farmer's wife idea, with Stan Myers, ork leader, enacting the farmer. Several rube numbers are interwoven, including *Turkey in the Straw*, and if you like Barn Dance entertainment, you needn't look any further. Virginia O'Brien is the producer of this show, which rates with the best in town.

Another good show we saw recently at the State-Lake Theater, Chicago, was the miniature Spanish-Mexican Revue, produced by Alex Palmer of the Clarita Imperio School of Dancing. The act was entirely composed of kiddies from four to eight years of age, and could they rattle their castanets! A good show—no foolin'—and not merely cute "kid stuff" as you might suppose. They performed like old troupers in miniature.

Marie Veatch is one of the busiest women in Chicago, judging by the difficulty one has in contacting her. Call at her studio in the Fine Arts Building, and she's teaching at her other studio on the South Side. Call at her other studio on the South Side, and she's been hurriedly summoned to her downtown studio to polish up an act suddenly called upon for a show. Miss Veatch says business is good, but collections are slow—she's telling us!

The Four Bruce Sisters, proteges of Bruce R. Bruce, are currently appearing at the Terminal Theater, Chicago. They are a favorite act in this neck of the woods.

Marie Greer Macdonald, president of the Chicago Music Seminary, is one of (See *BY THE WAY* on page 30)

8 things that will improve YOUR TOE WORK



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MARION FREEMAN 80 East Adams St. DANCE ROUTINES, Music and Description. \$9.50 Each. Send for Free List. Chicago, Ill.

At Your Service

(Continued from page 28)

return the favor in the future, I am, "Sincerely,"

The inclosure—the copy of the letter which was sent to the parents of the entries—reads:

"The entry of your child in the preliminaries of the Illinois State Dancing Championship Contest has been received, and we are hereby extending our thanks for your co-operation.

"There are many of the schools in our county that have not entered their pupils because they are afraid that if the pupil does not make a good showing it will reflect on them. This of course is not correct as any person who is in their first contest may not be as good as they are ordinarily and will not perform at their best. This cannot, and I hope in your case will not, lay any blame on the instructor.

"You should be congratulated for sending your child to an instructor who has the child's welfare at heart more than their own personal gain. We know from past experience in contest work that this contest will do your child more good as far as self-confidence is concerned than anything so far in their lives.

"We hope, of course, that there will be no blame placed on the instructors if their entries are not placed among the winners, and we feel that we would rather have the child withdrawn by the parent or guardian if they feel that they may, after the contest is over, change instructors or be dissatisfied in any way.

"Your child is under the instruction of the person who has done the best thing for the child, regardless of the cost to them. This should be appreciated by the parent or guardian.

"Hoping that you will look at this contest in the right light, and again thanking you, I am,

"Sincerely,"

The comment we wish to make primarily is that these contests usually end up in the dissatisfaction of everybody but the winners—we might even say of everybody but the winner of the first prize!

Experienced teachers know that it is next to impossible to fairly judge in a contest of this kind, where more angles enter than there are in horse racing. Degree of excellence of performance is a matter of widely divergent opinion, apart from any other consideration. We have garnered opinions from a few of the really prominent dancing instructors, and not one of them had a good word to say for these contests. It generally means that an entry who does not win a prize is dissatisfied and discouraged, and that goes double for the parent of the entry. The result is the teacher is blamed and the child taken away and placed with another school. Whatever happens, always the teacher gets all the blame. This is not good for the teacher; it is not good for the student; it is a source of irritation to the parent, and it certainly is not good for the dancing profession as a whole.

At that, we are sorry for the sponsors or promoters of these affairs—most of all the judges, because hell hath no fury like the wrath of a fond parent over an injustice done to the apple of her eye. Their anticipation of trouble is easy to sense by reading between the lines of the letters quoted, and we are willing to bet a thousand dollars to a pinch of snuff that dancing schools and teachers acquainted with their onions will emphatically discourage any of their students entering in any of these dancing contests.

CHICAGO ASSOCIATION—

(Continued from page 28)

Chicago Association of Dancing Masters was held Sunday, March 17, at the Academy of Leo Kehl in Madison. An excellent day's program was arranged by Director of Work Gretchen Berndt Schmaal. It included musical comedy and tap numbers by Harriet Gallagher, Chicago; Danish folk dances, Edna Christenson, Racine, Wis.; rhythm tap number, Bobbie Rivers, Oak Park, Ill.; adagio and acrobatics, Grace Bowman Jenkins, Decatur, Ill.; ballroom numbers, Leo Kehl, Madison; Elna Mygdal was guest-artist-teacher for the day and gave several excellent numbers in modern creative dancing. Miss Mygdal is professor in the physical education department of the University of Wisconsin.

Charles Franklin Fishback, president of the Wisconsin society, also gave some excellent work in acrobatics. Members present included Billie and Earle Warmolts, of Oak Park, the former being official pianist of the Wisconsin society; Geraldine Reis Timm, Green Bay; Petroff Slaby, George Gleisner, Mrs. E. Gelman, Joyce Potter, Berenice

Barbara, Adele Artinian, Julia Kuhlge, of Milwaukee; Marie L. Fournier, Kankakee, Ill.; other Wisconsin members were Florence Knight, Baraboo; Lorraine Steinman, Inez Carrig, Gena Garvey, Jean Hillier, Brownie Brown, Thelma Bird, Racine; Dinsmore H. Delano, Walter Wright, Oshkosh; Cleo and Ruth Smith, Fond du Lac, and Nellie Kazynski and Gladys B. Cirves, of Madison.

Leo Kehl is at present instructing the Hartshoff Club, a group of about 35 University of Wisconsin youths, playing one-night stands in 20 or more cities within a radius of 125 miles of Madison. The writer was the invited guest of honor at this meeting, which was a splendid success.

April CADM Meeting

The regular monthly meeting for April will be held Sunday, April 7, at the studio of the secretary, 6533 Cottage Grove avenue, Chicago. Faculty for this meeting so far selected includes Harriet Gallagher for tap numbers; Marion Freeman, novelties; Berenice Holmes, ballet, and Louis Stockman for ballroom. CADM meetings are held the first Sun-

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150 North State Street, Chicago, Ill.

Producer Terrace Garden Review.

day in every month. Annual normal school and convention is held the last three weeks in August of each year, with a faculty which includes the best teachers in the country taking part.

Among the prominent teachers already engaged for this year's normal school and convention are Stefano Mascagno, one of the leading ballet masters in the United States; Jack Manning, foremost teacher of tap dancing; Alexander Kotchetovskiy, noted as the greatest teacher of character dancing; Marion Freeman, whose work in ballet and novelty dancing is known from Coast to Coast.

Others on the faculty are Berenice Holmes, Hazel Sharp, Bobby Rivers, Fran Scanlan, Leo Kehl, Agnes Jones, Louis Stockman, Elizabeth and Frances Henderson, Peter Villers, Grace Bowman Jenkins, Dorothy Bonner, Bruce R. Bruce, Myrtle D. Pettigale, Elliott Vincent, Elna Mygdal, Clement O. Browne, and Arlova and Pridoux, now touring the country as premier dancers in the San Carlo Opera Ballet.

The CADM normal schools and conventions are always well attended, averaging 180 for the normal school and 400 at the annual convention.

BY THE WAY—

(Continued from page 29)

the most accomplished women ventriloquist in the country. Her daughter, Mayblossom Macdonald, member of CADM, maintains one of the finest dance studios in Chicago.



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.

Giving Them What They Want Opens Houses

In these hectic days of crying the blues over the decline in presentation and vaudeville houses it has been proved again by Wilbur Cushman that if you give the managers what they want they will open up their houses to flesh and keep them open.

Last July Mr. Cushman started with three weeks' work for shows of the presentation type. Today he books more houses than any other booker in this country. Bear in mind that his offices are thousands of miles away from the two important centers, yet he supplies 150 houses with shows every two weeks. He knows what these managers want and gives it to them.

The secret of it all seems to be honesty. Managers along the route take Cushman's word on everything. Shows swear by him. With truth as his guide, he can't miss.

ART GLEASON.

Elgin, Ill.

Referring to Aubrey M. Franklin's letter from Syracuse in the Forum recently, it seems to me that the idea of big circuses, as well as small ones, making drastic changes toward better and more effective advertising is an excellent one. It will do so or continue to use the same old billing?

Scenes Need for New Designs in Circus Paper

In traveling around I notice that circus billing is very much the same. The big circus and the others are alike—just as they were years ago in billing. I wonder how the new big circuses will bill. Use the old picture, lithographs, etc., or get up some new designs for use in windows and billing where the show exhibits. I notice that one will bear a title made up of old names. I wonder if they will use the old paper and lithographs so that people will recognize it. If they put out drastically changed paper many will not recognize it and will think it is a new circus put out this season. Many of the younger element will not recognize it at all, for they never saw the old paper. Some so-called showmen do not always seem to realize that a showman is born, not made. It takes more cunning and shrewdness to be a successful showman than many fellows possess in a business way. Their object is to get the most out of employees and not to pay any wages if there is a possible chance not to do so. The public generally gets a pretty good performance for the small price of admission. The show help gets little except advice for their services, loyalty and attention to the business of their circus employer. Those interested in outdoor shows will watch with interest what circuses do in 1935 in the way of getting new and more attractive designs for circus paper.

W. A. ATKINS.

Glens Falls, N. Y. During the '90s many band shows toured the Eastern States. Being personally acquainted with the major portion of these companies, I can authentically state that most of these companies were capable, even at the low prices of 10, 20, 30 cents (in the vernacular of the early-day trouper, ten-twenty-thirt). It is almost unbelievable that some of these outfits numbered 50 people and yet made money for the promoters.

Band Shows Thrived When Rep Was Prime

Walt's Comedy Company, owned and managed by the veteran actor, James R. Walt, was among the first of the rep shows that carried a band and orchestra. They stayed a week in a town and had a splendid concert band and orchestra, Prof. Ned J. Howson directing the band and James C. Fulton, the orchestra. Walt had always a splendid acting company, including his wife, Cora Nelson; Kate Wood Fisk, Pearly B. French and John J.

Sheridan. After Walt had invaded the country successfully John A. Himmeleine came along with a capable company of players, including Beatrice Earle, Edwin Wallock, Ira E. Earle and others. Ned Howson had the band and orchestra, both of which were strong features.

George Bubb, Williamsport, Pa., and Clarence Bennett formed a company of entertainers that were very successful. Jimmy Fulton had the band and orchestra and I marveled that so young a fellow as Fulton, who was scarcely of age, could so successfully handle these truly wonderful ensembles of clever musicians. Even then Fulton had composed many numbers for band and since those days he has turned out some of the outstanding hits of the best music catalogs. I am wondering what has become of general Jimmy. We were always good friends and he arranged many of my songs that the show was featuring, some of which were sung by the famous Lewis children, Ollie and Ruby, whom I had the pleasure of coaching. I wrote some special songs for these little people and they sold them in the theater and at the music houses en route.

The dramatic cast included such well-known thespians as Ida Lewis, Luella Morey, Capitola Marshall, Al Clayton and Clarence Bennett, the talented author, playwright, scenic painter and royal good fellow. George Bubb probably made as many worth-while friends as any manager on the road and is still going strong in Williamsport, having a big billposting plant. The above were all rep shows staying a week in each town and making a parade with the band on opening night. Stanley Macey, starring pretty Laura Dinmore, had a swell little show. They carried a band and orchestra, the title being *The Kindergarten*.

Murray & Murphy's *Irish Visitors* toured the country with a splendid acting show and fine concert band and orchestra for a long period with great success. Charles L. Davis, who spent his last dollar to take out his rube show, *Alvin Joslyn*, and had all of his teeth extracted to play the title role with naturalism, "cleaned up" with this very ordinary production because of his superb band and descriptive orchestra, diamonds, seal-skin coat, diamond-studded watch, revolver, etc.

Agnes Wallace Villa "stormed" a variety of spots with a good band under Professor Thompson, of Gouverneur, N. Y. Her husband, "Big Sam" Villa, was much in evidence and they had a pleasing dramatic show with specialties. Now come the monarchs of them all, Reno and Ford with their *Josh Simpkins*, *Squire Haskins*, *Along the Kennebec* and other dramatic shows of rural significance. Charley Reno was a wonder old-time showman and is still living in New York or Brooklyn. Not long ago I visited him and his show at Cape Charles, Va. I could write a book on this man and his troupings.

Then there was the *Hi Hubbard* outfit; *Si Perkins*; *Old Si Stebbins*, with Dan Darleigh, Syracuse, driving his pigs thru the streets on parade, and *Si Plunkard* with the threshing machine and all. Every boy in the country could whistle the *Si Plunkard March* that the rube band played on parade. At one time the clever duo, Fitz and Webster, had a good band with them and I believe that Ed Favor and Edith Sinclair carried a band with their *Boz of Cash Company*. There were so many U. T. O. companies I will only mention first the king bee of the hive, Leon W. Washburn, and his Great

Stetson *Uncle Tom's Cabin Company* that had not one band, but many; a white band, a colored band and a drum corps of colored women. Another big boy was Al Martin, then John F. Stowe. But why go farther, as there is no end.

WALTER BROWN LEONARD.

Cheyenne, Wyo.

As a circus fan, I saw the picture, *The Mighty Barnum*. It was a grand show but, oh, how many more there would have been that would have seen that picture had it been taken during Barnum's life

Suggests John Ringling Appear in Circus Film

so that the master himself could have appeared in it. John Ringling is now the sole king of the old mighty shows. After looking into all the legal ends of matters and if it would be agreeable to John Ringling, a picture could be made of the mighty Ringling Bros.-Barnum & Bailey Circus when it opens its season in Madison Square Garden. In that picture John Ringling could appear as the circus king. This is only a suggestion.

ELMER J. DARLING.

San Francisco.

I have been reading *The Billboard* 20 years and enjoy the Forum very much. I have never seen any references to errors made in billing such as was the case when the Campbell, Bailey & Hutchinson Circus was billed for miles around Walnut Creek, Calif., and the railroad agent sent the circus to Walnut Grove, Calif., about 60

When Circus Was Carried To Wrong Spot

miles away. The agent and management got busy at once and put around handbills and went to telephone office, gave phone operators a few passes and they phoned everyone around for miles that the big circus was in town and everyone who used the phone that day was told of the circus in town, and it was the banner stand up till that stand. This was about 1918. When Howes Great London Circus played Fort Bragg, Calif., it took two days to transfer from their 70-foot cars to the little dinky logging railroad company cars of the California Western Railroad and Navigation Company, and it was their banner day at Fort Bragg. This was about 1920 or 1921. Who knows? A lawsuit was started, but when the railroad company found out it was their banner stand, the case was stopped. Who knows how it finished in the Campbell, Bailey & Hutchinson case?

ART R. BROTHEROCK.

Utica, N. Y.

In the Forum of March 18, with reference to the letter by John Ellis on Miss Bennett's *The Mighty Barnum*, may I please add a word to it? In this age of mechanical contraptions one may be very much led astray by some great deception of the past.

In Agreement With Ellis on Barnum's Life

Phineas T. Barnum was not a monstrosity, as pictured, a shocking person traveling about in an unnatural manner. He was to some that remember him a man of great intellectuality. His life was one of restless ambition, nervous excitement, incessant struggle and unsparring labor. He brought Jennie Lind to this city. She visited the Trenton Falls, some little distance from this city, on July 12, 1851, and gave a concert with other artists on July 14, 1851, in this city.

P. T. Barnum lectured here January 14, 1863, in the Mechanic's Hall, on the subject of *The Art of Getting Money*, and November 16, 1875, he gave a lecture at the then New Opera House on the subject of *The World We Live In*. I think John Ellis is right in saying: "Will someone who knows what it is all about give us a circus picture that is the real McCoy?"

L. B. JOHNSTONE.

The Billboard

41st YEAR
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Vol. XLVII. MARCH 30, 1935. No. 13

Atlanta. I noted in the Forum of February 16 that Charles F. Borkenhagen wrote that he was born in Kenosha, Wis., on June 11, 1892, on circus day, and that he is trying to find out the name of the circus which played there on that day. I looked up the route of the Walter L. Main Circus for the season of 1892, and found that it exhibited in Kenosha, Wis., on Saturday, June 11. It went to Kenosha from Belvidere, Ill., and then to Watertown, Wis., where it showed on the following Monday. I have the routes of the Walter L. Main Circus from 1886 to 1904, inclusive. Mr. Main sold the shows at the end of that season. This will give Mr. Borkenhagen the information he wanted to get. E. W. ADAMS.

Main Circus Played Date on His Natal Day

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Saranac Lake

By BETTY HUNTINGTON

Saranac Lake is much elated over the present election to decide the offices of mayor and trustees. Tommy Ward represents the Democratic ticket for mayor and Hyman Weiner the Republican. Many of our patients voted for their favorite candidate.

Happy (Winchell) Benway and Russ Kelly proved a hit at the Kiwanis Club, Saranac Lake, last week.

The Shakespearean play *Julius Caesar*, given by the Emergency Relief Bureau Tuesdays evening, was reviewed in our minds thru an essay written for the occasion by Ruth Hatch and rendered over the mike by Johnny Johnson in very good style. Later on a general talk was given by Dr. Fischel on the affairs of the Lodge.

Johnny De Giovanni, our movie man, took a week-end trip to New York to visit his family.

We want to say "hello" to our friend Ned Wright, ex-showman, at Leeds Sanitarium, Kansas City, Mo., and to tell the boys we boast of having a Kansas City nurse on our staff. Mrs. Luke, night nurse.

Ethel Clouds has started the leather fad again. She is busy making beautiful things in this line, and when better work is possible she's the gal that can produce it.

Ray Ketcham enjoyed a visit from his wife, who is much pleased with the progress Ray is making after his rib operations.

Louis Rheingold passed away at the NVA Lodge March 20. For details see Final Curtain.
Please write to your Saranac friends.

Dayton Stock Opens May 6

DAYTON, O., March 23.—Latest stock plans here call for a spring season of five weeks, opening May 6 at the State Theater. Harry Gresham, who will be director, is now in New York lining up plays. If the five weeks pan out successfully the season will be extended. Owners of the house promise to make alterations to provide added comfort for the patrons.

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Last advertising form goes to press noon Monday.
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The Billboard reserves the right to edit all advertising copy.

ADAMS—Albert, brother-in-law of J. Lamont, of Lamont's Cockerlows in vaudeville, March 18 in San Francisco of heart trouble. His widow and sister survive.

AYERS—Frank J., 63, breeder of racing and driving horses and nearly 60 years prominent in racing circuits, at his farm near Honey Creek, Wis., March 14. Among horses owned by him were Swigert, Calvina Sprague and Peter Templeton.

BLAKE—John J., 78, father of Mrs. Delbert M. (Del) Davis, recently at his home in Mill Creek, Okla. He numbered among his friends many show people. Interment in Mill Creek Cemetery. Survived by his widow, two daughters, a son, one brother and two sisters.

BALLARD—Mrs. J. E., mother of Mrs. John W. Wilson, of the Ocellin & Wilson Shows, at her home in Hollins, Va., March 20.

BOLTENSTERN—Theodore, 77, horseman and many years active in fair associations, in Cambridge, Ill., March 18 of paralysis. He was a native of Henry County, Ill. Survived by his widow, a son and daughter and two brothers, Victor, of Cambridge, and Henry, of Galesburg, Ill.

BOWERS—Arthur, formerly a member of the Pacific Comedy, Four and a popular entertainer in Grand Rapids (Mich.) night spots, in St. Mary's Hospital, Grand Rapids, March 13 after a brief illness. Survived by his widow; a son, Arthur Jr., and a daughter, Marie. Funeral services March 16 at St. Andrew's Cathedral, Grand Rapids, with interment in Woodlawn Cemetery there.

CAROTHERS—Jean, 60, of cancer, March 9 in Cleveland. She had been on the stage for more than 35 years. Her first engagement was with Johnnie and Emma Ray in musical comedy. She also had appeared in legitimate, vaudeville and burlesque. Her last burlesque appearance was as prima donna in a show featuring Frank Finney. Miss Carothers was killed as the "Second Lillian Russell." Survived by three daughters and one son.

CARROLL—Peter, 58, studio production manager, March 13 at his home in West Hollywood, Calif., after a lingering illness. Carroll was at one time manager of the Pathe Film Exchange in Spokane, Wash. He joined the Hal

THE FINAL CURTAIN

Roach studios 15 years ago as New York representative. For the last five years he has been associated with Hal Roach in Culver City, Calif., as assistant production manager. Funeral services March 15 and burial in Calvary Cemetery, Los Angeles. His widow survives.

CHAPMAN—George Bruce, English animal dealer and known to the British as the "cricus king." In London March 16 after a short illness. He started a small office in London and eventually had agents posted in every country where performing animals were exhibited.

CLEVELAND—Burdette Claire, 32, opera and concert singer, at Precept, Ill. March 20 from the effects of injuries suffered when she was struck by a hit-and-run driver. Miss Cleveland began her career as a singer on Station WGN, Chicago, in 1923 and since that time has sung in Brussels, Paris, Rome and other European cities under her concert stage name of Eietta Clivanti.

COOPER—James, 25, artist and former screen writer, March 11 at San Diego, Calif. He leaves his mother.

CULLEN—William P., 60, road-show manager, agent and producer, March 13 at his home in Hollywood of heart disease. He produced many road shows out of Chicago, including *The Tenderfoot* and *The Alaskan*. He also handled various Henry W. Savage shows out of New York. He later produced in San Francisco, and for the past 10 years has been in Los Angeles handling Finchon & Marco units on tour. Funeral services March 15 at the Hollywood Cemetery Chapel, Rev. Philip Basley, of St. Stephen's Episcopal Church, officiating.

DENNISON—Harry A., 65, known to the med profession as Doc Ennis, at Greenville, Tex., recently. He was for many years with the Tate-Lax Med Company, of Waco, Tex., and was well known thruout the Southwest, where he had been active for the last 25 years. Survived by his widow, four daughters and two sons. Burial in Oak Mound Cemetery, Greenville, Tex.

DODD—Ellen, 65, actress, March 15 in New York. Mrs. Dodd was one of the original members of the Vitagraph Company.

DOYLE—Stephen A., 75, for 10 years secretary of Van Buren County (Mich.) Fair Association, was crushed to death March 18 in the First State Bank, of Hartford, Mich. He was owner of the building and was trying to move a section of safety deposit boxes when one tier, weighing 500 pounds, toppled upon him.

ELVIN—Joe, 72, best known of English sketch comedians and founder of the Brinsworth Home for Aged Vaudeville Performers, in London recently. Elvin was a headliner for 40 years and was the most ardent worker in the cause of charity that the English music halls have ever known.

FITZGERALD—Michael J. (Mickey), 49, concessioner, last several years with the Dee Lang Shows, at St. Louis March 15 of cancer. Lately he had operated concessions at dance marathons. Burial in Calvary Cemetery, St. Louis, March 18. His widow, Rose, a member of Missouri Show Women's Club, survives.

GRAHAME—Brother of Margot Grahame, English stage and screen actress, recently in London.

GRILLIERES—Madame Sberna, ballet mistress of the casinos of Cannes and Deauville, France, and former star dancer of the Metropolitan Opera, New York, at Cannes recently.

HAEPNER—William E., 68, president of Washington Park Zoological Society and trustee of the Public Museum 20 years, at his home in Milwaukee March 15.

HALPERIN—Calvin, 46, theatrical agent, March 18 at Los Angeles following a long illness. Funeral services March 17 and entombment was made in a crypt at Home of Peace Cemetery, Los Angeles. His widow, Sadie Halperin, vaudeville booking agency owner, survives.

HAWK—William, 76, former New York hotel proprietor and co-builder with Gardner Weatherbee of the Hotel Manhattan at 42d street and Madison avenue in 1899, in New York March 14. He retired from hotel management in 1916.

He was a devotee of music and was associated with Andrew Carnegie in the erection of Carnegie Hall, New York, and was also one of the founders of the New York Symphony Society. Two children, Mrs. Catherine H. Nealy, of New York, and William D. Hawk, of Kingston, N. Y., survive. Interment in Woodlawn Cemetery, New York.

HEITZ—J. B., 58, president of Green County Holstein Association, county fair director and county supervisor, at his home in Monroe, Wis., March 14.

HILAR—K. U., 50, for many years in charge of the National Theater in Prague, Czechoslovakia, recently in that city.

HODGES—William Hardee, 64, operator of Daffin Park pavilion and swimming pool, Savannah, Ga., March 10 in that city. In 1920 when the park was established and a large artificial luke constructed he secured a concession from the city to operate the park.

MACGLASHAN—Ella R., 81, musician, at her home in Los Angeles March 14 from a complication of diseases. She was a member of the Organists' Guild. Funeral services March 18.

MAYO—George, 79, veteran English vaude comedian, recently at Birmingham, Eng.

MILLARD—Fred L., 48, member of the team of Millard Brothers, comedy banjo act, in Los Angeles recently. Survived by his mother and brother, Charles, who reside in Los Angeles. Burial in Hollywood Cemetery.

MONGER—Wille P., press agent, in New York March 15. He had been press agent for some years for the former New York Symphony Society. He was born in London and served in the British Army during the war. Interment was in British War Veterans' Plot, Ferncliffe, New York.

RHEINGOLD—Louis, 44, March 20 at the NVA Lodge after a lingering illness. He formerly operated a New York booking agency for 12 years with his brother. His widow, children, mother, brother and sister survive.

SEDDON—Frank, musical director, at Leeds, Eng., recently.

SIMON—Raymond, 30, musician, March 14 in a Miami hospital after a brief illness. He was a member of the executive board of the Miami musicians' union and a member of the Malt Shrine Band there.

SOHN—Joseph, 68, former music critic for *The New York American*, in St. Luke's Hospital, New York, March 16. He wrote on music for various publications, including *Scribner's*, *The New Era*, *North American Review* and others. He was a professor in the piano department of the Metropolitan College of Music and an emeritus member of the faculty of City College, New York. He also devoted considerable time to geographical research and wrote several works on that

subject. Lately he had been teaching music. Two sisters survive.

WILSON—Phyllis May, 19, of the act of D'Orsay Sisters, dancers, in a London hospital recently.

YOUNGER—Ruth, daughter of Scout Younger, well-known showman, at Fort Myers, Fla., March 6. Burial in Rose Hill Cemetery, Tulsa, Okla.

MARRIAGES

BURKE-LUCAS—Thomas W. Burke to Georgianna Lucas, stepdaughter of Clark Gable, screen star, March 16 at Houston.

CLARK-LINCOLN—Jean Lincoln, of Bridgeport, Conn., to Burdette Sanford Clark, of Stratford, Conn., March 16 at South Salem, N. Y. Miss Lincoln is a concert pianist and an executive of the Robert Weber School of Broadcasting, Bridgeport, Conn.

DURKEE-STAGG—William Durkee, assistant engineer at the Film Exchange Building, Detroit, recently at the First Methodist Church, Detroit, to Carol Stagg, cashier at the Lyric Theater, that city.

FRIML-LEYSER—Rudolph Friml Jr., music writer with Paramount-Public and son of Rudolph Friml, operetta composer, to Ruth Leyser, daughter of William Leyser, publicity man, March 13 at Hempstead, L. I., N. Y.

HERRING-MATHENEY—Frank C. Herring, of Bar-Brown Shows, to Vina Matheney, non-professional, March 16 in the First Church of Nazarene, Sparta, Tenn.

HOLLENBECK-COLBY—Laren Hollenbeck, tenor with the burlesque company at the Variety Theater, Pittsburgh, and Blanche Colby, chorine with the same company, in Cumberland, Md., March 11.

MOOR-CLARK—Weyert Moor, formerly music director with Station KMPC, Los Angeles, and assistant conductor of the Minneapolis Symphony Orchestra, recently to Zhai Clark, harp soloist with the Chicago Grand Opera Company.

ROSS-ROBERTS—Marion (Kiki) Roberts, showgirl and former companion of the late Jack (Legs) Diamond, New York gangster, and Joseph Ross, salesman, March 14 in Easton, Pa.

SETTY-BRACKIN—Jerry Brackin, last season with the J. C. Weer Shows and Christ United Shows and formerly with the K. G. Barkoot Shows, and Robert L. Setty, non-professional, at Kokomo, Ind., last December 22. *The Billboard* was informed last week.

COMING MARRIAGES

Louis Friedlander, film director with Universal studios, to Carmen Bouche at Los Angeles.

Roberta Jane Mullineaux to Harry Brand Cooper, brother of Phyllis Cooper, stage and screen actress. Wedding will be held April 2 at the Episcopal Church, Los Angeles.

Rosemary Ames, stage and screen actress, to Abner Stillwell. No date set.

BIRTHS

A 9½-pound son March 17 to Mr. and Mrs. Joe Weston at the Prospect Maternity Hospital, New York. Father is teamed in vaudeville with Roslyn Fields.

A 7½-pound boy March 14 to Mr. and Mrs. Jack Berle at the Sydenham Hospital, New York. Father is the brother of Milton Berle, vaude and legit comedian.

An eight-pound son, Michael Joseph, March 13 at Queen of the Angels Hospital, Los Angeles, to Mr. and Mrs. Joseph Sullivan. Father is featured pianist with Station KHJ, Los Angeles.

To Mr. and Mrs. H. E. Rogers, formerly of the Hamilton Amusement Company, now the Rogeis & Powell Shows, a boy, 6½ pounds, at Levy, Ark., March 1. Father is a son of J. R. Rogers, of Rogers & Powell; mother a daughter of Mrs. J. R. Reece, Hot Springs, Ark.

A boy, James H., to Mr. and Mrs. "Curly" Webster at Heights Hospital, Houston, March 13. Father is a concessioner with Big State Shows.

On March 13 a girl to Mr. and Mrs. Oria E. Wach, side-show operators of Peerless Exposition Shows, at Charleston, S. C.

A 7½-pound daughter to Mr. and Mrs. C. Sorenson, outdoor show people, March 21 at the American Hospital, Chicago.

A daughter, Diann Morris, to Mr. and Mrs. J. H. Davis March 9 in Charlotte.

(See BIRTHS on page 76)

William Boyd

William Boyd, 45, well-known New York stage actor, died at the Hollywood Hospital, Hollywood, March 20 from an intestinal ailment. His condition was not considered serious when he entered the hospital March 13, but gastric hemorrhages brought on his death.

He won his greatest success on the stage as Sergeant Quirt in "What Price Glory?" William Boyd was often confused with the blond-haired Bill Boyd of the films and also appeared frequently on the screen in the first few years of talking pictures. He usually played heavies in the films.

William Boyd had played with such well-known actresses as Maude Adams, Ethel Barrymore, Margaret Anglin and Emily Stevens and, altho an accomplished actor, he was not known far beyond the Broadway stage until he played in "What Price Glory?" After studying at the University of Virginia, he got his first start in show business as a rough rider with a travelling circus called The Boer War. His first appearance on the stage was as one of the pirates in the first production of "Peter Pan" with Maude Adams. Fourteen years later, when "Peter Pan" was revived, Boyd played Captain Hook.

Other plays in which he appeared were "A Kiss for Cinderella," "Our Mrs. McChesney," "The Off Chance," "Mrs. Bumpstead-Leigh," "Beverly Balance," "The Sporting Thing To Do" and others. He also appeared in dramatic stock with the Robert McLaughlin Company in Cleveland. In the silent films he played with Anita Stewart, Justine Johnston, Ethel Barrymore and Barbara Stanwyck. His most recent screen appearance was in a small role in "Trans-Atlantic Merry-Go-Round." He was also a painter of ability. Mr. Boyd was a popular member of the Lambs Club.

Funeral services were held in Hollywood March 22 and the remains were taken to Harpster, O., for burial in the Boyd family mausoleum. His mother, Mrs. Andrew Boyd, formerly known on the stage as Florence Richmond, survives.

Frank Coleman Joyce

Frank Coleman Joyce, 43, co-partner of the motion picture artists' agency, Frank Joyce-Myron Selznick, Hollywood, died March 16 at the Good Samaritan Hospital, Los Angeles, following a year's illness. In 1912 Joyce teamed up with Dave Bender in a vaudeville act. They were together for four years. Joyce served in the navy during the war and later operated two hotels in New York.

He went to Hollywood in 1928 as theatrical agent for several stars. Shortly after his arrival he became associated with Myron Selznick, and together they formed what rapidly became the largest talent representative in motion pictures. They opened offices in New York, London and Paris to handle engagements for their clients in stage, screen and radio fields.

Funeral services were held March 18 at Forest Lawn Cemetery, Glendale, Calif., where interment was made. His widow, two sons and sister, Alice Joyce, stage and screen actress and wife of Clarence Brown, Metro-Goldwyn-Mayer studio director, survive.

MAIL ON HAND AT CINCINNATI OFFICE

- Parcel Post Crawford, Jack... Hall, Virginia... Humphrey, Jas. S...

Ladies' List

- Adams, Peggy... Adams, Rose... Albright, Ruth... Allen, Madeline...

- Mackey, Mrs. Gus... Malotte, Miss... Mandell, Kitty...

Gentlemen's List

- Abbott, Gortez... Acuff, Homer... Adams, Bud...



NOTE—The mail held at the various offices of The Billboard is classified under their respective heads...

- Stoltz, Mrs. June... Williams, Babe... Williams, Dorothy...

Gentlemen's List

- Abbott, Gortez... Acuff, Homer... Adams, Bud...

- Flubrer, G. B... Hendrik, C. W... Kuhn, Eddie... Kumbley, Elfridge...

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Mertler Family Band
Mettler Bill & Arnold
Meyers, Bill
Meyers, Williams G.

Merrill, J. N.
Merrill, Frank M.
Merritt, Dale
Merritt, Lewis P. & G. Circus

Merritt, Joseph J.
Merritt, Thos K.
Merritt, Plummer, Ben
Merritt, Charles P.

Merritt, Paul
Merritt, Walter Pratt
Merritt, Floyd
Merritt, Ralph A.

Merritt, J. M.
Merritt, Wm. H.
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Gentlemen's List

Abbott, Ray C.
Adler, Felix B.
Allison, John Bert

Rodgers, Nat
Robertson, Bruce
Roche, W. M.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., Eighth and Olive Sts.

Ladies' List

Abbott, Ray C.
Adler, Felix B.
Allison, John Bert

Rodgers, Nat
Robertson, Bruce
Roche, W. M.

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Ladies' List

Ahl, Princess
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Braddon, Leona

Macon, Frances
Mae, Babe
McDonald, Ethyle

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1564 Broadway, Ladies' List

Ambrose, Grace
Barbara, Lady
Bernath, Sylvia

La Valle, Babe
L. (Sword Sw.)
Lea, Connie

TOWN MEETING

(Continued from page 26)

Hcity was given to the meeting and Boston newspapers all carried stories. The show is now in its fourth week with crowds nearing capacity.

WEDDING FEATURE

(Continued from page 26)

was a formal affair, with all the participants in full dress. The bride was Lucille Blessing, ex-constant, from Leo A. Seltzer's White City show.

MAYOR IS

(Continued from page 26)

opening gun and is still a regular attendant, as is the safety director and several members of council.

local K. of C. hall for a big chicken dinner.

The show is featuring daily derbies. Bobby Goldmah, Tex Wilson, Buddy Hayden and Wiggles Royce are handling the comedy. Al Cook is on the mike, with Bill Seeley and Pat O'Brien, trainers.

Contestants still going include Tex Wilson, Bobby Goldman, Ray Mayers, Johnny Dillon, Pete Brown, Buddy Hayden, Gene Mapes, Grace Johnson, Betty Sue Long, Lillian Tressel, Francis Dillon, Mabel Lindsey, Bailey Eilers, Ann Penet, Ann Bishop (winner of the Youngstown show).

The complete list of couples remaining on the floor has Johnny Hughes and Bunny Jordan, Sonny Howard and Emma Sisterheim, Bob Manjo and Lillian Houle, Joe Palooka and Jerry Lewis, George Masek and Helen Steels, Eddie How and Helen Bortlein, Billy Addy and Frances Dunham, Charles (Pop) Meyers and Pal Nelles, Jimmy Scott and Happy Griffin, Tex Rickards and Edith Reid, James Jernady and Rita Bateman, Ralph Fowler and Florence Foster, Carolina Webster and Carole Lombardo, Buck Rogers and Jimmie Shipley, Jimmy Barrett and Helen Mack, Jole Stag and Thelma Birdsall, Tony Mase and Marian Scott, Charley Farren and Lucille Farren, Bob Dunningan and Lucille Yalia, Freddie Lewis and Ruth Watt, Billy Page and Chickie Ross, Bob Marvin and Frances Wharton, Bob Kenney and Mary Casalta, Bob Jennette and Ethel Dunham, George DuPont and Caroline DuPont, Freddie Nevoia and Mary Di Rosa, Earl Smith and Arline Dufault, and Tommy Garry, of Newark, N. J., striving to establish a new solo record for New England States.

Over 95 days have elapsed at Arcadia and four thirds daily are still the feature, with three contestants dropping out since their inauguration.

Contestants still going at Arcadia include Dick Mitchell and Marge Tulder, Tony Borra and Helen Cross, Al Ostrow and Edna Gowacke, Mike Gouvas and Marion Kirk, Jimmy Gregory and Lillian Norman, Case Miller and Johnnie Hammond, Bastil Stienhoff and Ruth Kalper, Douglas Wilson and Cookie Ross, Fred Sansone and Babe Harland, Sammy Lipari and Rene Caspir, and Blanche Getz, solo.

The White City show is still drawing nice crowds, with four sprouts daily. However, they do not have an extra sprout for any of the contestants. Twenty couples remain in at White City. Dick Buckley is still going big at Arcadia, with Rajah Bergman laying 'em in the aisles at White City.

CONVENTIONS

ALABAMA
Birmingham—G. A. R. Encampment. April 29. M. D. Friedman, Box 404.
Birmingham—Knights of Pythias (Colored). June 25. A. Bennig, Box 1330.

ARKANSAS
Cowan—State Firemen's Assn. Aug. — H. D. Compton, Central Fire Sta., Little Rock.
ARIZONA
Kingman—State Elks' Assn. April 25-26. L. Cavagan, Phoenix.

CALIFORNIA
Berkeley—Un. Spanish War Veterans' Encampment. May 19-20. O. Kohler, 2116 Eagle ave., Alameda, Calif.
Fresno—American Legion. Aug. 12-14. J. K. Fisk, 117 Veterans Bldg., San Francisco.

ILLINOIS
Bellefonte — Order of Eagles. June 18-20. James O'Keefe, 4245 Madison st., Chicago.
Chicago—Ladies' Oriental Shrine of N. A. May 21-23. Mrs. Chas. J. Hartung, 2764 Maywide Place, Toledo, O.

CONNECTICUT
Bridgeport—Army & Navy Legion of Valor of U. S. Aug. 4-7. Lt. Ben Frager, 114 Court House, Philadelphia, Pa.
Hartford—O. A. R. Encampment. First part of May. E. T. Abbott, 857 Noble ave., Bridgeport, Conn.

DISTRICT OF COLUMBIA
Washington—A. O. N. Myrtle Shrine. June 10-12. J. E. Price, Box 3028, Richmond, Va.
Washington—Soc. of Amer. Magicians. May 30-June 1. Royal L. Vilas, 6 Burr ave., Westport, Conn.

Washington—Natl. Assn. Rainbow Div. of Veterans. July 12-14. K. A. Sutherland, Box 297, Sta. C. Los Angeles, Calif.
Washington—Shriners (Colored). Aug. 18-23. Thos. H. Williams, 87 Orient ave., Jersey City, N. J.

GEORGIA
Atlanta—Order of Red Men. June 19. C. G. Gillet, 160 Central ave., S. W.
Atlanta—American Rose Society. April 29-30. O. A. Stevens, Box 687, Harrisburg, Pa.

IDAHO
Pocatello—Order of Eagles. June 10. H. Moore, Nampa, Ida.
Moscow—Knights Templar. May 9. B. Hyatt, Boise, Ida.

INDIANA
Indianapolis—Knights Templar. May 8. W. Swink, Masonic Temple.
Indianapolis—Knights of Pythias (Colored). July 23. C. L. Othegrove, 624 Gilbert ave., Terre Haute, Ind.

IOWA
Cedar Rapids—A. O. U. Masons. June 11-13. C. O. Hunt, Box 271.
Davenport—State Fire Fighters' Assn. June 5-6. W. Hotel, 718 Mulberry st., Des Moines.

KANSAS
Eldorado—State Firemen's Assn. May 6-8. K. D. Doyle, Wamego, Kan.
Ft. Scott—State Florist Assn. June 25-27. Walter B. Balch, Manhattan, Kan.

KENTUCKY
Lexington—Junior Order. Aug. 27-28. O. C. Stubbs, 504 First Natl. Bank Bldg., Covington, Ky.
Louisville—State Elks' Assn. May —. Richard H. Slack, Owensboro, Ky.

LOUISIANA
Baton Rouge—Knights of Pythias. May 27. W. E. Adolph, Carondelet Bldg., New Orleans.
Hammond—Un. Spanish War Veterans. June 7-9. J. S. Favrot, Box 220, Baton Rouge, La.

MAINE
Augusta—Knights of Pythias. May 15. Harold S. Elder, 341 Cumberland ave., Portland.
Augusta—Veterans of Foreign Wars. June —. H. P. Richard, 38 Lake Auburn ave., Auburn, Me.

MARYLAND
Baltimore—Order of Odd Fellows. April 15-16. William A. Jones, IOOF Temple.
Baltimore—Knights Templar. May 13. G. A. April, Masonic Temple.

MASSACHUSETTS
Boston—Knights of Pythias (Colored). July 3. O. Higginbotham, 1A Wellington st.
Boston—Order of Odd Fellows. June 20-27. E. J. Malcom, E. Giles, Moosehart, III. 4.

MICHIGAN
Ann Arbor—State Soc. Sons of Amer. Revolution. April 8. R. E. Van Byckle, 1729 Ford Bldg., Detroit.
Bay City—Order of Eagles. June 20-22. M. W. Ryan, Box 114, Alpena, Mich.

MINNESOTA
Albert Lea—American Legion. Aug. 11-14. G. A. Zwirner, Rm. 8, Historical Bldg.
Benson—State Firemen's Assn. June 10-12. J. B. Lee, Benson.
Duluth—Order of Eagles. June —. W. O. First, 723 4th ave., Minneapolis.

MISSISSIPPI
Brookhaven—Junior Order. April 23-24. W. D. Hawkins, Box 83, Meridian, Miss.
Columbus—Order of Odd Fellows. June 19. W. S. P. Doty, Box 728, Grenada, Miss.

MISSOURI
Branson—Un. Spanish War Veterans. June 18-19. J. W. Castanic, 509 N. Broadway, St. Louis.
Excelsior Springs—Knights Templar. May 21-22. Ray V. Denlow, Trenton, Mo.

MONTANA
Butte — Knights Templar. May 15-16. P. Jones, Helena, Mont.
Helena—G. A. R. Encampment. June 13-14. Helena—Veterans of Foreign Wars. June —. J. E. Weaver.

NEBRASKA
Beatrice—American Legion. Aug. 25-28. H. H. Dudley, State Capitol Bldg., Lincoln, Neb.
Grand Island—G. A. R. Encampment. May 29-30. J. F. Fisher, State House, Lincoln, Neb.

NEVADA
Elko — Knights Templar. June 10. E. H. Beamer, Box 3444, Reno, Nev.
Elko—P. & A. Masons. June 13-14. V. M. Henderson, Carson City, Nev.

NEW HAMPSHIRE
Concord—P. & A. Masons. Middle of May. F. M. Cheney, 44 S. Main st.
Concord—G. A. R. of Odd Fellows. Middle of April. Fannie O. Stratton, P. F. D. 6.

NEW JERSEY
Asbury Park—New Jersey Division of Musicians. June 8-12. W. J. Kerrgood, 37 Division st., Newark.
Atlantic City—Foresters of Amer. May 27. W. Jones, Jersey City.

NEW MEXICO
Albuquerque—Knights of Pythias. April 18. J. E. Elder, 312 W. Gold ave.
Carlsbad—Knights of Columbus. May 20. E. Peavy, Van Houten, N. M.

NEW YORK
Albion—Western N. Y. Volunteer Firemen's Assn. July 23-24. H. A. Clark, 134 W. Main st., Batavia, N. Y.
Buffalo—Odd Fellows' Encampment. May 23-25. Harry Walker, 31 Union Sq., New York City.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly American and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templar, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

Rochester—Army & Navy Union, Aug. 6-9. O. Roy Van Wart, 96 Pike ave., Waltham, Mass.

Rochester—American Legion, Aug. 29-31. M. Stember, 303 Hall of Records, New York City.

Rochester—Foresters of Amer., Supreme Court, Aug. 27-29. T. M. Donnelly, 591 Summit ave., Jersey City, N. J.

Rome—Disabled Amer. Vets. of World War of N. Y. June — Col. Wm. A. Reid.

Saratoga Springs—Knights of Pythias, July 24-28. S. O. Harneit, 711 Madison ave., New York City.

Saratoga Springs—Order of Odd Fellows, Aug. 20-22. C. W. Boyce, 21 Union Sq., W. New York City.

Syracuse—Foresters of Amer., June 10-12. Thomas F. McNulty, 346 Fulton st., Brockport, N. Y.

Syracuse—Un. Spanish War Veterans, July — J. J. FitzPatrick, Box 9, Capitol, Albany, N. Y.

Utica—Order of Red Men, Aug. 13-15. G. W. Vinton, Box 83, Rochester, N. Y.

Portland—A. F. & A. Masons, June 12-14. D. Cheney, Masonic Temple.

Portland—Order of Red Men, Aug. 19. D. Fellows, Seiling Bldg.

Salem—Order of Odd Fellows, May 22. Wm. A. Morand, 1019 S. W. 10th st., Portland.

Salem—Odd Fellows' Encampment, May 21. E. E. Sharon, 1919 S. W. 10th ave., Portland.

Reading—Frat. Order of Orioles, Aug. 5-8. Chas. F. Pfaffman, 700 Brisbane Bldg., Buffalo, N. Y.

Reading—Order of Odd Fellows, June 11-13. Frank Shannon, 1916 N. 16th st., Philadelphia.

Reading—Frat. Order of Orioles, Aug. 5-8. Chas. F. Pfaffman, 700 Brisbane Bldg., Buffalo, N. Y.

Reading—Order of Odd Fellows, June 11-13. Frank Shannon, 1916 N. 16th st., Philadelphia.

Reading—Frat. Order of Orioles, Aug. 5-8. Chas. F. Pfaffman, 700 Brisbane Bldg., Buffalo, N. Y.

Reading—Order of Odd Fellows, June 11-13. Frank Shannon, 1916 N. 16th st., Philadelphia.

Burlington—G. A. R. Encampment, June — W. Holden, Northfield, Vt.

Burlington—F. & A. Masons, June 12. A. Harriman, Masonic Temple.

Montpelier—Knights of Pythias, May 22. A. P. Whitaker, Belows Falls, Vt.

St. Albans—Knights of Columbus, May — Dan J. Healy, Kingsley Court, Rutland, Vt.

White River Junction—Order of Odd Fellows, May 16. C. P. Cole, Burlington, Vt.

White River Junction—Knights Templar, June 3. A. Hall.

Alexandria—Un. Spanish War Veterans, July — Chas. B. Emmons.

Hampton—Order of Eagles, June 14. H. E. Dyer, Roanoke, Va.

Richmond—Order of Red Men, May 17. A. M. Dennis, Hampton, Va.

Richmond—Knights Templar, May 17. C. V. Eddy, Winchester, Va.

Winnipeg, Man. — Order of Odd Fellows, Aug. 14. R. Duff, 293 Kennedy st.

Winnipeg, Man.—A. F. & A. Masons, June 12-13. Jas. A. Ovas, Masonic Temple.

Coming Events

FLORIDA
Breadwood—Apricot Festival, June 10-21. O. E. O'Hara, secy.

CALIFORNIA
Lindsay—Orange Festival, April 1-6. Redding—Flower Show, April 6-7. P. A. Gavis, secy.

CONNECTICUT
Ansonia—Merchants & Mfrs' Expo. April 30-May 4.

ILLINOIS
Chicago—Expo. of Premium Adv. Assn. of Amer., Palmer House, May 6-11.

INDIANA
Indianapolis—Auto Races, May 30.

KANSAS
Larned—Merchants' Expo. March 28-29. M. E. Bybee.

LOUISIANA
New Orleans—Live-Stock Show, April 12-14. W. H. Hodges, chairman.

MASSACHUSETTS
Boston—New England Hotel Expo. April 24-25. George H. Clark, mgr., 12 Huntington ave.

MICHIGAN
Detroit—Detroit Builders' Exhn. in Convention Hall, Middle of March. Chas. J. Proal.

MINNESOTA
Minneapolis—Home Beautiful Expo. and Flower Show, March 25-30. H. K. Cory, 303 Tribune Annex.

REGON
Grants Pass—Order of Eagles, July 4-7. J. E. Welch, Box 234.

UTAH
Heber—State Firemen's Assn. Aug. — J. J. Creedon, Box 28, Blaine Canyon, Utah.

VERMONT
Burlington—G. A. R. Encampment, June — W. Holden, Northfield, Vt.

OHIO
Chardon—Maple Festival, April 4-7.

(See LISTS on page 64)

Classified Advertisements

COMMERCIAL

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Minimum—\$1.00, CASH WITH COPY.
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Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

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FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

3c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Picture Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODES

GUARANTEED MUSIC ARRANGING—PIANO.
\$2.00. LEE, 109 Judson, Syracuse, N. Y.
my11

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 13. CLASSIFIED FORMS CLOSE IN CINCINNATI APRIL 4. INCREASED CIRCULATION MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

MUSIC ARRANGED—JEAN STOR, BOX 11,
Station N, New York.
ap13

SONGS ARRANGED—VARIETY ARRANGEMENTS,
4 Union Ave., Danbury, Conn.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—PENNY EACH. MIRROR FINISH
Window Sign Letters. Free samples. ATLAS,
7941-L Halsted, Chicago.
ap13x

AGENTS, LOOK AT THESE PRICES—8 OZ.
Imt. Vanilla, \$1.10 dozen; 60 Razor Blades,
40c; Box 12 Aspirin Tablets, 30c dozen boxes;
Fix All Liquid Cement, 75c dozen; Ice Box
Odor Absorber, 12c each; Bowl Deodorizer,
50c dozen. Over 180 other products. Write
OREXELL, 711 Kent Ave., Brooklyn, N. Y.
x

BIG MONEY APPLYING GOLD INITIALS ON
automobiles. Easiest thing today; no ex-
perience needed; free samples. RALCO, 1064
Washington, Boston, Mass.
tnfx

BULK PERFUMES DOUBLE STRENGTH—
Twenty popular odors. French and Orien-
tals. Also World's Fair type oil perfumes.
\$3.50 pound; ounce samples, 35c. Also dram
dispensers and bottles. MAISON MAXIME,
4408 Sheridan Road, Chicago.
mh30x

BURGLARS CATCH THEMSELVES—PROTECTS
all entrances. Big money. Agents, salesmen
wanted. Plans \$1.00. ABBOT ALARM CO.,
808 Venice, Los Angeles, Calif.

CALIFORNIA FLOWER BEADS SURE FIRE
fast sellers. Big profits; low prices; cata-
log free. MISSION NO. 15, 2328 W. Pico, Los
Angeles, Calif.
mh30x

CAROLE KIL-RAT, CHICK TABLETS, ETC.,
offering profit up to 90c card on \$1.20 sale.
Write FARM PRODUCTS, Flat River, Mo.

CARTOON BOOKLETS—HOT STUFF. BUY
wholesale from manufacturer, \$1 hundred,
samples 25c. PRINT-RITE, 3303 Lawrence,
Chicago.

CARTOONS, PHOTOS—CATALOG, SAMPLES.
25c. EUCENICS, Box 290-A, New Haven,
Conn.
x

CARTOON BOOKLETS—REAL STUFF, \$2.50
per hundred; samples 25c. RAY, Box 83,
Sta. N, New York City.
mh30

CASH INCOME DAILY RESILVERING MIR-
rors, Replating Metalware, Making Glass
Signs. Portable outfit. SPRINKLE, Plater,
500, Marion, Ind.
mh30x

COSTS TO—SELLS 25c. MAKE NON-EXPLO-
sive Cleaner from Benzene Crystals. 1c gal-
lon. WESTERN RESERVE LABORATORIES,
6622 Denison Ave., Cleveland.
tnfx

GOOD INCOME SILVERING MIRRORS—PLAT-
ing and Refinishing Lamps, Reflectors,
Autos, Beds, Chandeliers by new method.
Outfit furnished. Write GUNMETAL CO.,
Ave C, Decatur, Ill.
tnfx

LUCKY PENNY RING—SOMETHING NEW,
made from cent. Hot seller; big profit.
Sample, 25c; \$1.50 dozen; adjustable band.
GASCO NOVELTIES, 1241 Draper St., Chicago,
Ill.

MAKE MORE MONEY—TAKING ORDERS
Shirts, Ties, Underwear, Dresses, Hosiery,
Raincoats, Coveralls, Pants, Uniforms. Outfit
free. NIMROD CO., Dept. 43, 4923-28
Lincoln Ave., Chicago.
ap27x

MAKE MONEY WITH NEW DeVRY WALKIE-
snap Camera. Greatest street money maker
in the decade. Complete, ready to use at
\$125.00. 100 ft. of film, \$3.50. Supplies,
information and full instructions. Write BASS
CAMERA CO., 179 W. Madison St., Chicago,
Ill.
ap6x

MAKE AND SELL YOUR OWN PRODUCTS!
Moving Window Displays, Animated Attrac-
tions, Premiums for boys. One complete plan
free if you send 5c for sample copy of our
"Mail Order Enterprise" business paper. Ad-
dress TRACY PRESS, Box 464, San Jose, Calif.
x

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NEW POCKET CASE—DELIVERS LIGHTED
Cigarettes to lips. Just touch magic button.
Marvelous invention. Sells on sight. Up to
\$85 weekly. Try it at our risk. MAGIC CASE,
4234 Cozens Ave., Dept. C-4469C, St. Louis.
x

NO PEOLING—FREE BOOKLET DESCRIBES
87 money-making opportunities for starting
own business, home, office. No outfit.
ELITE, 214 Grand St., New York.
mh30x

PERFORM AMAZING FEATS—EARN BIG
money. 4 Professional Magic Trick Sam-
ples, 10c; 12 Different, 25c. Complete ap-
paratus, patter, instructions. B. NUTRIX, 77
W. 47th, New York.
x

PERFUME DEODORIZING MOTH AND AIR
Conditioner Cake, 25c seller, Sample 15c.
PARA-SWEET CO., Pleasantville, N. J.

PITCHMEN—BIG FLASH! LARGE 32-PAGE
World's Fair Souvenir Books. Hundred, \$2;
thousand, \$15. Two copies 15c postpaid.
ELFKO, 525 South Dearborn, Chicago.
tnfx

PLASTIC PICTURES, SCENES, FLOWERS,
Religious, inexpensive painting, resale items,
Mother's Day, Bridge, Bunco, Bazaars. Postage
brings catalogue. Tells how. BOLTER, Mfr.,
4604 N. Clark, Chicago.

CHIMPANZEE, TAME, \$250; WORTH \$500—
BIOOLE'S, 28 N. 9th, Philadelphia, Pa.
ap6

CHINESE DRAGONS, HARMLESS, 4 FT., \$5.00;
5 Ft., \$6.00; Leopard Iguanas, \$2.50; Black
Iguanas, \$2.00; Wild Cats, \$8.00; Whistling
Cats, \$35.00. LAREDO ZOOLOGICAL, Laredo,
Tex.

CHINESE DRAGONS, FRESH LOT, IMMEDIATE
delivery. SNAKE KING, Brownsville, Tex.

CIRCUS MICE—50 FANCY VARIETIES, 100
assorted for \$12.00. SUNSHINE MOUSERY,
Manatee, Fla.

DENS 15 LARGE, FAT SNAKES, \$10.00.
CYPRESS SNAKE FARM, St. Stephen, S. C.
ap6

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FOR LIFE ARMADILLOS—WRITE TO APÉLÉ
ARMAIOLLO FARM, Comfort, Tex.
ap6

PARRAKEETS—LOVE BIRDS, FINCHES,
Canaries, etc. Lowest prices to bird wheel
men. If it's a bird, we have it. BIRO WON-
DERLAND, Van Nuys, Calif.

A REMINDER

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SPRING SPECIAL

DATED APRIL 13

Tell your story here in these columns. Your message will reach the entire Show World.

Send your copy in now—mark it "FOR THE SPRING SPECIAL." The rate is but 10c a word, minimum charge \$1.00, cash with copy.

Classified Forms close in Cincinnati Thursday, 4:30 P.M., April 4.

PROFITS SELLING NOVELTY FUN CARDS—
sample set, list, 10c. NATIONAL, Box 500B,
Cincinnati.

REFINISH AUTOS LIKE NEW—NO RUBBING,
polishing or painting. Just wipe it on. Re-
stores the original factory finish. Dries in one
hour. Formula and instructions, one dollar.
J. WILLIAMS, 38 West India Dock Rd., Lon-
don, England.

RESURRECTION PLANT—UNIQUE NOVELTY;
miracle of nature. Costs below 2c; sells for
25c. Write C. E. LOCKE, 7 Rio St., Mesilla,
New Mexico.
ap13x

SELL MEN'S NECKWEAR—WONDERFUL
proposition. ASTOR-A, 39 East 28th, New
York.
mh30x

WHERE TO BUY AT WHOLESALE 500,000
articles. Free directory. MAYWOOD COM-
PANY, 921 Broadway, New York.
mh30x

100 PROFITABLE MAIL ORDER AND LOCAL
Business Ideas. Free literature. PRUITT
PRESS, Eiburn, Ill.
mh30x

ANIMALS, BIRDS AND PETS

ANIMALS, BIRDS, SNAKES—EVERYTHING
for shows. SNAKE KING, Brownsville, Tex.
my4

BABY SPOON MONKEYS, \$17.50 EACH; FOUR
months' old Pet Male Javalia, \$8.00; five
months' old Female Bob Cats, \$8.00; pair
grown Hairless Pelone Dogs, \$15.00 pair;
Horned Todds, Parakeets, Canaries, Fancy
Pigeons, Dogs, Cats, Reptiles. LACEY'S PET
SHOP, San Antonio, Tex.

BACK SOMERSAULT DOG, COLLIE, VERY
fast; Mind-Reading Dog, beauty; Trained
Raccoon. WICK LEONARD, Plain City, O.

LIVE ANIMALS—SNOOKUM BEARS, \$10.00;
Ringtail Cats, \$9.00; Spider Monkeys,
\$18.00; Donkeys, tame, \$18.00; Wild Cats,
\$8.00; Badgers, \$7.00; Tame Raccoons,
\$15.00; Grey Foxes, tame, \$15.00; Peafowls,
\$13.00; Mountain Lions, \$50.00; Armadillos,
\$2.00; Chinese Dragons, large, \$5.00; Orange
or Black Squirrels, \$5.00; Parrots, \$10.00.
NATIONAL PRODUCTS CO., Laredo, Tex.

MOUSE CIRCUSES—COMPLETE EQUIPMENT
sacrificed. WORLD'S WONDERS, 849
Cornelia, Chicago.

MOTHER RHESUS AND BABY, \$40.00; GIANT
Rhesus, male, tame, \$40.00; Giant Female,
\$30.00; Freak Cat, Rabbit, \$5.00; White
Mice, \$7.00 per 100; Fancy Mice, Rats, Squir-
rels, Talking Macaw Parrots, Female Ca-
naries, \$7.00 dozen. OKAY PET SHOP, 829
Michigan, Detroit, Mich.

PETS—DONKEYS, BURROS, TAME, YOUNG,
special for children to ride on, \$18.00; tame
Black Spider Monkeys, \$18.00; Honey Bears,
tame, \$35.00; Martians, tame, \$35.00; Ring-
tail Cats, \$10.00; Leopard Cats, \$25.00;
Snookum Bear Cubs, \$12.00; Hairless Dogs,
\$8.00; Talking Yellow-headed Parrots, \$15.00;
Talking Red-headed Parrots, \$10.00. QUICK
SERVICE ANIMAL, Laredo, Tex.

SNOOKUM BEARS, \$10.00; BLACK SPIDER
Monkeys, tame, \$18.00; Honey Bears, tame,
\$35.00; Mixed Colored Orange and Silver
Squirrels, \$5.00 each. LAREDO ZOOLOGICAL,
Laredo, Tex.

WILL BUY ONE OR TWO YOUNG TRAINED
Dogs. C. J. MORRIS, Culver Hotel, Culver
City, Calif.

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BOOKS

CONCESSIONAIRES—BOOST YOUR SALES
with live Joke, Magic, Recitations, Song and
Story Books, 2½c up 30 different samples
\$1.00 postpaid. Send your address. STEIN
PUBLISHING HOUSE, 519 S. State St., Chicago.

BUSINESS OPPORTUNITIES

ADVERTISING OFFERS—BUSINESS IDEAS.
Booklet free. GOODALL, Box 1592-C, San
Francisco.
mh30

CAPITALIZE YOUR SPARE TIME—INFORMA-
tion free. W. KEYSER, Irvington, N. J.
mh30x

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NEW 1935 COMBINATION FROZEN CUSTARD
and Ice Cream Machines, \$175. Immediate
delivery. FROZEN CUSTARD CO., Box 593,
Memphis, Tenn.
ap6

SELL BY MAIL BOOKS, NOVELTIES, BAR-
gains! Big Profits! Particulars Free! F.
ELFKO, 525 South Dearborn, Chicago.
tnfx

START SPARE TIME MAIL-ORDER PROPOSI-
tion. Receive letters daily each containing
a dime. Guaranteed plan for a dime. L.
KONKLE, Montourville, Pa.

TOURISTS—EASY MADE 25c SELLER TO
stores, costs 1c; complete details sent for
\$1.00. E. & L., Route 2, Box 59, Lakeland,
Fla.

TURN IDEAS INTO CASH; FREE LITERATURE.
MARTINEZ-B, San Bernardino, Calif. mh30

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS
and Rag Pictures. Catalog free. BALDA
ART SERVICE, Oshkosh, Wis.
my4

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 Billboard.

A-1 CONDITION, LIKE NEW—SIGNAL JR.,
\$20.00; Signal Sr., \$25.00; Major League,
jr., \$20.00; Major League, Sr., \$25.00; Drop
Kick, \$21.50; Live Power, \$22.50; Auto-
banks, \$40.00, 1/3 deposit with order, bal-
ance C. O. D. REX NOVELTY CO., 2264
Bedford Avenue, Brooklyn, N. Y.
tnfx

A-1 BARGAINS, RECONDITIONED: JUB-
nings Sportamen, \$62.50; Champion, \$40.00;
Auto Bank, \$39.50 each; \$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, \$23.00;
Drop Kick, \$20.00; Register, \$18.00; Golden
Gate, \$17.00; Contact Jr., \$17.00; Lightning,
\$15.00; Fleet, \$15.00; 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

AMAZING BARGAINS—TEN 1c PANAMA
Diggers, \$15.00 each; ten 1c Telescope
Junior Bank, \$20.00 each; ten 1c Telescope 1c
Junior Picture Machine with snappy reels,
\$12.50 each. ROBBINS CO., 1141-B De Kalb
Ave., Brooklyn, N. Y.
mh30

AUTOMATIC PAY TABLES—MILLS, \$35.00;
Champion, \$50.00; Washo, \$45.00; Rockets,
\$35.00; Red Arrows, used 3 days, \$55.00.
One-third deposit. E. HUNTER, 1301 Armour,
Kansas City.
mh30

BARCAIN—THREE C. & F. 5c PLAY BABY
Grand, \$20; 3 for \$50. FELCMAN NOV-
ELTY CO., 50 W. 11th, Winona, Minn.

BARCAINS—CHAMPIONS, \$40.00; HELLS
Bells, \$30.00; slightly used Diggers, \$100.00;
Mille 5c Jack Pot Bells and Mint Vendor,
\$25.00; Sportsman, \$35.00. CHICAGO AU-
TOMATIC VENDING COMPANY, 1111 N. Leavitt,
Chicago.
ap6

DICE MACHINES—SPECIAL OPERATOR
model; a real money maker; \$8.20. CHI-
CAGO AUTOMATIC VENDING CO., 1111 North
Leavitt St., Chicago.
ap13

COIN-OPERATED MACHINES BOUGHT, SOLD, JARL, 1704 Leavenworth, Omaha, Neb.

ERIE DIGGERS, \$17.00; 3 FOR \$50.00; LIKE new. Mills and Jennings; Visible Jack Pots, \$10.00 each. F. SEIDMAN, 1723 S. 8th St., Philadelphia, Pa.

ERIE DIGGERS—A-1 CONDITION. COUNTER Models, \$22; Cabinet Models, \$25. One or ten. JAMES TRUSCIO, 353 S. Main, New Britain, Conn.

EXTRA SPECIAL—LATE MILLS QT PAY Tables, \$47.50; Rockets, late model, \$34.50; Champions, latest, \$42.50; Jennings Sportsman, late, \$62.50; Jennings Duke Triples, \$29.50; Jennings Duke Single, \$19.50; Paces One Cent Banfram Reserve Ball Gum, \$28.50. One-third deposit with order. GERBER & CLASS DISTRIB. CO., 914 Diversify Blvd., Chicago.

FOR SALE—MILLS BLUE FRONT MYSTERY Sc, 10c and 25c Bells and Venders, serials over 300,000, \$30.00 each. L. WHITNEY, 25 N. 3d St., Zanesville, O.

FOR SALE—MODEL F IRON CLAWS, \$45; Model G, \$65; Mutoscope Cranes, \$100; late Merchants, \$135. EXHIBIT NOVELTY CO., 1123 Broadway, New York.

FOR SALE—COMPLETELY RECONDITIONED Diggers below market price. Iron Claws, Mutoscope Cranes, Merchants. BOX NO. 499, Billboard, New York.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 13. CLASSIFIED FORMS CLOSE IN CINCINNATI APRIL 4. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

JACK POT PURITAN VENDORS—1c-5c-10c-25c Play, while they last, \$11.50. CHICAGO AUTOMATIC VENDING CO., 111 North Leavitt, Chicago.

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TEACHERS WANTED BY LARGE NATIONAL Musical Organization specializing in the instruction of the Violin, Tenor Banjo and Hawaiian Guitar. Steady position available for New England, Michigan and Illinois. Must be good Violinists, doubling either Tenor Banjo or Hawaiian Guitar. Write F. H. MUELLER, 647 Main St., Hartford, Conn., giving complete details and references, photo.

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SHOWMEN, READ! American young man, 30, seeks placement in or out of show business, permanent or travel. Has college law training, now employed in responsible position by large New York corporation. Three years' experience to contact and advance work, an able public speaker with radio experience. Competent arranger, promoter, publicity writer. Plenty front and appearance. Bondable, backed by highest references, he's sober and reliable. Usually at home on weekdays in or snow show forks. Has met and handled executives, attorneys, business men, knows all territory east of Mississippi. Go anywhere, but only on straight, sure salary. He's not looking to show strings lay off. If it's promotion, adjusting, fund raising, executive assisting, he's your man. Present complete data file, including references, arranged by New York City. O'CONNELL, Apartment 8-J, 801 West 110th St., New York.

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FINE MODERN EIGHT-PIECE BAND, INCLUDING 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 LYNDONIS 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

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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 ORCHESTRA, WTCC, Savannah, Ga. ap6

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WELL ORGANIZED, SWEET, ENTERTAINING band of nine men at liberty about May 15th. Absolutely reliable, all essentials, references. ORCHESTRA, Box 13, East Aurora, N. Y.

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AT LIBERTY—Summer season. Real ten-men orchestra; blues singer; prefer Northern engagements; Wisconsin, Ohio, Michigan, Illinois, New England. Address FULLER'S ORCHESTRA, Deatur, Mich. mh30

CONTINENTAL ORCHESTRA, formerly World's Fair Spanish Village, Old Veterans Administration Building. Available. RALPH GARCIA, Director; HARRY HOENENHILL, Manager and Assistant Director, 1404 N. Hamor Ave., Joliet, Ill.

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ELEVEN-PIECE recognized band at liberty March 15. Organized four years and have played many of the best in that time. Singing trio, four soloists, entertainment and novelty. All young, neat appearing, union musicians, well uniformed. Capable of filling any job in dance or presentation line. Well equipped for traveling and will one-night if salary is right. Can start work immediately. Reliable agents and managers write or wire, quick for photos, clippages, etc. DIRECTOR, Box C-354, Billboard, Cincinnati, O.

FRANK BENNE'S ORCHESTRA open for summer engagement. Now playing on location. At Liberty May 1st. Eight-piece will augment if necessary. Radio, stage. Have own P. A. set. All reliable offers considered. Room and board considered part salary; union. Address 6567 Galder Rd., Tampa, Fla. ap6

FIVE-PIECE UNION BAND—Hot, spicy, entertaining. Open for reliable engagement for summer months. NORM BECK AND HIS PET FAVORITES, care WEBB, La Crosse, Wis. mh30

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When no date is given the week of March 23-29 is to be supplied. In split week houses the acts below play March 27-29.

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BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Parsons 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, nc—night club, ro—roadhouse, re—restaurant, and t—theater.

(Week of March 28)

- Aaronson, Irving: (Paradise) New York, cb. Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc. Armstrong, Mrs. Louis: (Vendome) Buffalo, b. Arnold, Billy: (Boeuf Sur Le Toit) New York, nc. Ashhelm, Gus: (Ohez Parce) Chicago, nc. Augustoff, Jan: (Warwick) New York, h. Austin, Sharr: (Eastern Star) Detroit, c. Austin, Sid: (Congress) New York, re. B Barton, Duke: (King Cotton) Greensboro, N. C., h. Bartel, Jeno: (Ambassador) New York, h. Baue, Bob: (Liberty) Fredonia, N. Y., c. Becker, Keith: (Eastern Star) Detroit, c. Belasco, Leon: (Casino de Paris) New York, cb. Bell, Jimmy: (St. Clair) Chicago, h. Belins, Frank: (Silver Star) Sulphur Springs, Pa., b. Berger, Jack: (Astor) New York, h. Berger, Matt: (Club Piccadilly) Chicago, c. Bergers, Max: (Park Lane) New York, h. Berrens, Freddie: (Flying Trapeze) New York, re. Blake, Lou: (Guyon's Paradise) Chicago, b. Bonelli, Michael: (S. & H. Dining Room) Florence, S. O., re. Botla, Chuck: (Club Oasis) Chicago, c. Brick, Ralph: (Oomas Dinner Club) San Antonio, Tex., c. Bromberg, Sammy: (Von Thuenen's) Chicago, c. Brown, Herb: (Vendome, 28 W. 56th St.) New York, dc. Buckley, Joe: (Harry's N. Y. Cabaret) Chicago, c. Busse, Henry: (Ambassador) Los Angeles, h. Buzze, Joe: (Millway) Grand Junction, Colo., b. C Caceres, Emilio: (Mayfair Club) Flint, Mich., nc. Calloway, Blanche: (State) Newark, N. J., t. Calloway, Cab: (Loew) Rochester, N. Y., t. Campbell, Jimmie: (Marquette Club) Chicago, c. Carter, Jack: (Japanese Gardens) Detroit, b. Carrillo, Ralph: (Palace Gardens) Chicago, c. Clarke, Hil: (Clerridge) St. Louis, h. Clegg, Frank: (Hoosogaw) Chicago, c. Coburn, Jolly: (Rainbow Room) Radio City, N. Y., h. Coleman, Emil: (Piazza) New York, h. Corbin, Vans: (Madison Casino) Chicago, c. Cortis, Carmen: (Conte Cristo) Chicago, nc. Corralta, Paul: (Swiss Gardens) Cincinnati, nc. Costello, Don: (Morli's) New York, re. Crawford, Al: (Mayfair) New York, nc. Courtney, Del: (Club Victor) Seattle, Wash., c. Cuban Boys: (Hollywood) New York, cb. Cugat, Xavier: (Waldorf-Astoria) New York, h. Cummins, Bernie: (Roosevelt) New York, h. Cutler, Ben: (Weylin) New York, h. D Doley, Frank: (McAlpin) New York, h. De La Rosa: (Buono's) New York, nc. Dean, Eddie: (Como Restaurant) between Asbury Park and Freehold, N. J., dc. Denman, Hal: (Melody Club) Kokomo, Ind., nc. Denny, Jack: (Biltmore) New York, h. Dickman, Harry: (Casa Madrid) Louisville, nc. Drew, Chas.: (Leon & Eddie's) New York, nc. Duchen, Eddie: (Central Park Casino) New York, nc. Dubrow, Art: (Chop House) Hartford, Conn., nc. Duprey, Bob: (Oolony House) Detroit, c. Durso, Mike: (Delmonico's) New York, nc. E Elkins, Eddie: (Normandie) New York, nc. Ellington, Duke: (Pal) Cleveland, t. Ellis, Nick: (Ship Ahoy) Atlanta, re. Emile, Charlier: (Hogan's) Chicago, c. Everette, Jack: (Kit Kat Club) Des Moines, Ia., nc. F Ferdinand, Angelo: (Great Northern) New York, h. Farrell, Frank: (Dawn Patrol) New York, nc. Fields, Al: (Billy Gallagher's) New York, nc. Finn, Eddie: (Club Cavalcade) Chicago, nc. Fisher's Ensemble: (Russian Kretchka) New York, cb. Fisher, Mark: (The Grove) Houston, Tex., nc. Fisher, Jack: (Steuben Rathskeller) Boston, Mass., re. Fisher, Scott: (Park Central) New York, h. Fisher, Jerry: (Evergreen Supper Club) Detroit, c. Freedman, Jerry: (Casino de Paris) New York, cb. Fulcher, Charlie: (Forest Hills) Augusta, Ga., h. G Gentry, Tom: (Roosevelt) New Orleans, h. Gello, George: (Club Rickford) Chicago, c. Gilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re. Gody: (Leon & Eddie's) New York, nc. Gold-Coasters: (Drake) Chicago, h. Golden, Nell: (Man About Town) New York, nc. Goodman, Al: (Winter Garden) New York. Gotthel, Manfred: (Monte Cristo) Chicago, re. Grabowsky, Abrasha: (Old Rumanian) New York, re.

- Grant, Bob: (Beach & Tennis Club) Miami, cc. Gray, Glen: (Essex House) New York, h. Grayson, Hal: (Olympic) Seattle, Wash., h. Greer, Johnny: (St. Regis) New York, h. Greene, Murray: (Hollywood Gardens) Bronx, New York, b. Grogor, Marty: (New Penn) Pittsburgh, nc. Grosso, Jimmy: (Murray's) Tuckahoe, N. Y., re. Grier, Jimmy: (Biltmore) Los Angeles, h. Guy, Tod: (Flagship) Chicago, c. H Hall, George: (Taft) New York, h. Hall, James: (Club Havana) Chicago, nc. Hall, Jimmy: (Jeffery Tavern) Chicago, c. Handler, Al: (Limehouse) Chicago, c. Harris, Phil: (Netherlands Plaza) Cincinnati, h. Hathaway, Jack: (Parody) Chicago, c. Hawkins, Jess: (Merry Garden) Chicago, b. Haymes, Joe: (Meadowbrook) Cedar Grove, N. J., cc. Heath, Andy: (Vienna Cafe) Wilmington, Del., nc. Hebeek, Ray: (Cafe De Paris) Los Angeles, nc. Hiatt, Hal: (Michelob Inn) Chicago, c. Hill, Teddy: (Ubangi) New York, nc. Hiner, Richard: (Ritz-Carlton) New York, h. Hoff, Carl: (French Casino) New York, cb. Hoffman, Earl: (Casa de Alex) Chicago, c. Hollander, Will: (New Yorker) New York, h. Hopkins, Claude: (Colton Club) New York, nc. Howard, Phil: (The Farm) Chicago, re. Huntley, Lloyd: (Stetler) Buffalo, N. Y., h. Hurtado's Marimba: (Pre Cate) New York, nc. Hutton, Ina Ray: (Boston) Boston, t. J Jarrett, Art: (College Inn) Chicago, nc. Jennings, Ted: (Dempsy) Milton, Ga., h. Johnson, Johnny: (Commodore) New York, h. Jordan, Bill: (Wooden Shoe Club) Chicago, c. Jurgens, Dick: (Palomar) Los Angeles, b. K Kane, Allen: (885 Club) Chicago, c. Keller, Leonard: (Bismark) Chicago, h.

- Mannone, Wincy: (Piccadilly) New York, h. Mann, Joe: (Club Lesure) Chicago, c. Mars, Paul: (Harry's N. Y. Cabaret) Chicago, c. Marzoff, Irving: (Blackstone) Chicago, h. Marchburn, Paul T.: (Cape Fear Country Club) Wilmington, N. C., cc. Marton, Don: (French Casino) New York, cb. Martell, Paul: (Arcadia) New York, b. Martin, Freddy: (St. Regis) New York, h. Masters, Frankie: (Clover Club) Hollywood, Calif., nc. Mawton, Buddy: (Pelham Club) Hurley, Wis., nc. Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re. Maxon, Roy: (Hollywood Country Club) Hollywood, Fla., cc. Mrs. Al: (Rittenhouse) Philadelphia, h. Messner, Dick: (Lincoln) New York, h. Meyers, Jack: (Club New Yorker) New York, cc. Michel, Marti: (Montclair) New York, h. Milton, Al: (Hollywood Club) Chicago, c. Moran, Joe: (Wanderline) New York, h. Murray, Bethune: (Talk of the Town) Chicago, nc. Myers, Stan: (Terrace Garden) Chicago, c. N Nance, Ray: (Club Morocco) Chicago, nc. Navara, Leon: (St. Moritz) New York, h. Nehaus, Eddie: (Casino Moderne) Chicago, c. Nelson, Howard: (Zanz Zaneville) O., h. Nelson, Ozzie: (New Yorker) New York, h. Nichols, Nick: (Club Ballyhoop) Chicago, c. O Olman, Val: (Reno Merry-Go-Round) New York, nc. Olsen, George: (Penn) Pittsburgh, t. Opitz, Bob: (Shadyside Gardens) Cleveland, b. P Pablo, Don: (Merry-Go-Round) Ft. Wayne, Ind., nc. Paige's Band: (L'Aligion) Chicago, c. Pancho: (Pierre) New York, h. Parker, Ray: (Avastonian) Chicago, c.

- Smith, Joseph C.: (Versailles) New York, cb. Snyder, Frank: (Subway) Chicago, c. Snyder, Lloyd: (National) Amarillo, Tex., b. Snyder, Fred: (Embassy Club) Chicago, c. Snyder, Mel: (Gibson) Cincinnati, h. Stanley, Al: (Club Chateau) Daytona Beach, Fla., nc. Stanley, Stan: (Skirvis) Oklahoma City, h. Stanton, Maurice: (Club Minuet) Chicago, re. Stenrose, Charles: (Lotus Gardens) Cleveland, h. Straight, Charley: (Breyoor) Chicago, h. Strammello, Don: (Promenade) Hartford, Conn., nc. Stone, Jesse: (Club Morocco) Chicago, nc. T Tate, Erskine: (Arcadia Gardens) Chicago, c. Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., re. Tinsley, Bob: (Colosimo's) Chicago, nc. Todd, Mitch: (Subway) Chicago, c. Trini, Anthony: (Governor Clinton) New York, h. Tropper, Harry: (Midway Masonic Temple) Chicago, b. Tucker, Orin: (Jung) New Orleans, La., h. Tyler, Ted: (Jockey Club) Charleston, S. C., re. V Varabond, Charles: (Edwards) Jackson, Miss., h. Valentino, Arturo: (Florence) New York, re. Vance, Johnny: (Club Joy) Lexington, Ky., nc. Vaughn, Walter: (Midway Gardens) Chicago, cc. Veitch, Emil: (Waldorf-Astoria) New York, h. Vella, Esther: (Roosevelt) New York, h. W Wagner, Sol: (Via Lago) Chicago, nc. Wagner, Buddy: (Stork) New York, nc. Wallace, Roy: (Gondola Tavern) Indianapolis, Ind., nc. Wardlaw, Jack: (Peony Park) Omaha, Neb., b. Warren, Arthur: (LaRue) New York, re. Welch, Anson: (St. Francis) San Francisco, Calif., h. Weems, Ted: (Palmer House) Chicago, h. Weinbrecht, Roger: (Shawnee) Springfield, O., h. Weiss, Eddie: (Richmond) Richmond, Va., h. Wilcox, Howdy: (LaSalle) Battle Creek, Mich., h. Williams, Feas: (Savoy) New York, h. Wintz, Julie: (Village Barn) New York, nc. Wirth, Dick: (Chateau Des Plaines) Chicago, c.

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- Abbey Theater Players: (Curran) San Francisco 25-30. Ab, Wilderzess: (Masonic Aud.) Rochester, N. Y., 28; (Mas) Ultes 28; (Capitol) Albany 20. As Thousands Cheer: (Texas) San Antonio, Tex., 28; (Piazza) El Paso 30. Carle, O'Doy, Opera, Cor: (Royal Alexandra) Toronto, Can., 25-30. Claire, Ina: (Plymouth) Boston 25-30. Dodsworth: (Nixon) Pittsburgh 25-April 2; (Wilson) Detroit 4-12. Dominant Ser: (Garrick) Philadelphia 25-30. First Legion: (Jarris) Chicago. Goin' Places: (State) Winston-Salem, N. C., 27; (Carolina) Charlotte 28; (Carolina) Spartanburg, S. C., 29; (Aud.) Columbia 30; (Carolina) Greenville April 1; (Piazza) Asheville 2; (Capitol) Salisbury 3. Hollywood Holiday: (Chestnut St.) Philadelphia 25-30. Le Gallienne, Eva: (McCarter) Princeton, N. J., 28; (Academy of Music) Brooklyn 29-30. Life Begins at 8:40: (National) Washington 25-30; (Forrest) Philadelphia April 1-12. Mary of Scotland: (Tennessee) Knoxville, Tenn., 28; (Tivoli) Chattanooga 29; (Ryman Aud.) Nashville 30. Moscow Art Players: (Chestnut St.) Philadelphia April 1-13. Rain From Heaven: (Forrest) Philadelphia 25-30; (Erlanger) Chicago 1-13. Sailor, Beware: (Cox) Cincinnati 25-30. Three Men on a Horse: (Wilson) Detroit 25-30.

- Blue Rhythm Girls: (Trocadore) Philadelphia 25-30; (Hudson) Union City, N. J., April 1-6. Bright Eyes: (Orph.) Paterson, N. J., 25-30; (Gayety) Baltimore April 1-6. Circus Carnival: (Gayety) Baltimore 25-30; (Gayety) Washington April 1-6. Daughters of Desire: (Trocadore) Philadelphia April 1-6. Measin' Around: (Howard) Boston 25-30; (Orph.) Paterson, N. J., April 1-6. Racket-Dears: (Howard) Boston April 1-6. Sack's, Mike, Gems of Burlesque: (Hudson) Union City, N. J., 25-30. Silk, Frank, Revue: (Gayety) Washington 25-30.

- Dazzling Dames: (Pal.) Baltimore 24-30. Greenwich Village Girl: (Minsky's) Brooklyn 24-30. Jute Cuties: (Park) Boston 25-30. Parisian Bubbles: (Minsky's Republic) New York 24-30. Bink Circus Revue: Cascade, Wis., 25-30. Birch, Magician Jasper, Ala., 27; Birmingham 28-30; Gadsden April 1; Anniston 2; Jacksonville 3; Piedmont 4; Talladega 5. DeClio, Magician: Marysville, O., 26-April 4. Drexler & Morris Circus: Central City, Ky., 27-28; (Beville) Owensboro 29-30; (Princeton) Sturgis 31-April 1; (Lido) Providence 2-3; (Capitol) Madisonville 4. Elmer, Prince, Mentalist: (Station WALR) Zanesville, O., 25-30. Fletcher's, Harry, Purple Sage Riders: McMinnville, Ore., 28-30; Hillsboro 31-April 1; Hood River 2; The Dalles 3-4; Redmond 5. Long, Leon, Magician: Brunswick, Ga., 27-31; Bessemer, Ala., April 1-4. Lucy, Thos. Elnore, Protean Artist: Salisbury, Mo., 27; St. Louis 28-29. (See ROUTES on page 74)

LARGER LOT IN WASHINGTON

CFA Cooper Top Gets Assurance

Free grounds included in government plan for stadium—new lot at Akron

WASHINGTON, March 23.—Not satisfied with the present government-owned circus lot, fans in the nation's capital have made arrangements to obtain additional government ground which will be ample for every purpose. When the present ground was set aside by the United States for circus purposes it was thought adequate. However, a small parcel of private ground must be rented each year, for the use of which an exorbitant fee is demanded. The government ground costs the circus only \$15 for two days, but something like \$1,500 is demanded for the small plot of privately owned ground adjoining.

A plan is now under way to develop a great sports stadium in Washington, in which will be held outdoor events, attracting tremendous crowds. Facilities are to be developed for ease of entrance and exit, ample parking space, etc. Included in the plan is a section of land which will be turned over to all circuses desiring to use it, without charge. It is expected that the stadium will be completed during the coming summer, making the land available for the circuses in the spring of 1936.

Assurance has already been given the James E. Cooper Top of the Circus Fans' Association that its plan for a permanent circus ground of ample size has been accepted and will be combined as part of the stadium movement.

Among those prominent in the movement were Dr. William M. Mann, director of the National Zoological Park; Harry A. Allen, chairman of the James E. Cooper Top; Melvin D. Hildreth, director of the Circus Fans' Association, and Sergeant Robert Fraser, of the Washington Police Department.

AKRON, March 23.—A new downtown circus lot on Carroll street just off Main street will be used for the first time by the Cole Bros.-Clyde Beatty Circus when it exhibits here May 16. The lot was used by two carnivals last summer and is a former factory site. In recent months it has been cleared of large stones and other debris.

The lot will eliminate a long haul to the runs as has been the case at the South Main street lot and will also do away with a two-mile trek uptown for the parade.

While the lot will not accommodate all tents for a large circus, additional space is available near by for the stables, cookhouse and other smaller tents. The Pennsylvania Railroad Company owns the lot, which is the site for a proposed union station here.

Robinson Show Delayed

CINCINNATI, March 23.—John Robinson IV this week told a representative of *The Billboard* that plans for the New Robinson Circus have been altered and a delay caused in the forming of the organization as the result of sickness in the Robinson family. He also said he has been busy on a couple of indoor circus dates of late.

Mrs. Clarkson in Hospital

ST. LOUIS, March 23.—The wife of Al Clarkson has been in the Barnes Hospital here for the last two weeks for treatment of heart and lungs. Last week she underwent a throat operation and will undergo another operation in three weeks. Doctors state that she will be confined to hospital for some time.

15 Trucks for Almond Show

ALBEMARLE, N. C., March 23.—Jethro Almond Circus will be transported on 15 trucks and cars with seven 24-foot semi-trailers. There will be a new semi-trailer for advance. J. F. Almond again will be general agent. C. E. Springer, master mechanic, has been with Almond Shows for 25 years.

Watch for

This Special Feature:

Abraham Lincoln and Tom Thumb

By R. GERALD McMURTRY

in the

Spring Number of The Billboard Dated April 13

Bill Cody Signed By Charles Sparks

MACON, Ga., March 23.—Charles Sparks, manager of Downie Bros.' Circus, has completed arrangements with Bill Cody, whereby the screen star will be the feature of show.

Cody has just completed four pictures and has two more to finish before opening of the circus, April 17, in Macon, at Central City Park. Negotiations are pending with the moving picture company in Hollywood with which Cody is connected for the making of a picture on the road. In this event a cast from the studio would be sent on from Hollywood and would remain with the circus several weeks.

The Downie advance, consisting of five trucks, is ready for road and will be under direction of Irish Moran.

Maria Rasputin at Peru

PERU, Ind., March 23.—Frank Cook, manager of the Hagenbeck Show, and wife returned here, accompanied by Mlle. Maria Rasputin, a new feature for show. She will work a wild animal act.

Expert linguist in eight languages, she is readily at home, as Bert Nelson, noted MGM star, and John Hellott, also proficient in German, French, etc., are acquainting her with manners and eccentricities of scores of cats she will work. Nelson, Hellott and Maria Rasputin are working six big mixed groups.

Buck Owens to Lewis Bros.

JACKSON, Mich., March 23.—Buck Owens, cowboy star and trick rider of the screen, will again have the concert with Lewis Bros.' Circus. Will feature Rita Ty Bell, trick rider. He also will present his horse, Goldie, which played the charger with Shirley Temple in *Little Miss Marker*. Owens, at present playing theaters in Ohio, is carrying his own horses and has his own motorized equipment.

Benham, CSSCA Prez, Banking Big On R-B Benefit To Put Over Home

NEW YORK, March 23.—According to F. Darius Benham, national president of the Circus Saints and Sinners Club of America, the advance ticket sale for the benefit performance on night of April 11, which marks the opening stand of the Ringling-Barnum Circus at Madison Square Garden, is brisk. Net proceeds of the evening's take will go into a fund to establish a home for old and indigent troupers, dream of the club since its creation some years ago. Benham estimates that between \$10,000 and \$15,000 will be made on the show, this being adequate to acquire a deed on property already in view, located in Richmond, Va., national headquarters of the organization.

Benham, prominent as a publicity man and exploiter of aviators, explorers and adventurers, is practically staking his reputation on the benefit. He feels that everyone in circudom should contribute to the success of the show. "My critics—and they are many—will not get

Haag Opening Proceeds For Haag Memorial Fund

MARIANNA, Fla., March 23.—The Mighty Haag Shows will open here on April 4. Proceeds that day will go to the Ernest Haag Memorial Fund of the Jackson County Health Council for benefit of the unfortunate. Trustees for fund are W. H. Milton, S. A. Daffin, C. Davis Turner, F. M. Golsen and Major Albert Korst. Tickets for opening day will have Mr. Haag's picture on them, and the health council is having letter-heads and envelopes printed especially for the foundation.

The Haag show has undergone many changes. Besides the new minstrel show, Mamie Smith Minstrels, management has taken on Burrell's Wild West Show.

Leopard, Tiger Battle At Cole Bros.' Quarters

ROCHESTER, Ind., March 23.—Natural hatred manifested itself in Cole quarters here on Wednesday morning when "Lightning," a female black leopard, hopped a new tiger, just being fused into the mixed act by Allen King.

The Bengal had all the better of the argument despite King's efforts to intervene until "Thunder," the male of the leopard pair, sprang to the rescue. As a result the tiger has been taken out and turned over to a local veterinarian for treatment. King is nursing a sore hand and both leopards show scars of battle. King states, however, that he will continue working the leopards daily and plans to re-enter the Bengal as soon as several bad lacerations have healed.

Rex de Roscelll has just returned from a trip to Mexico, and states that he has a great surprise in store for the Chicago opening. It concerns a new and different pageant which will be seen there for the first time.

Floyd King, general agent, announces a completed new line of paper for the Cole Show.

Lou Delmore, side-show manager, was at quarters this week. He states that he has a great side-show lineup—much different from any former setup.

T. A. Smith, showman of Beaver Falls, Pa., was a recent visitor here.

Jottings From Dallas

DALLAS, March 23.—Mrs. Sam Dill, a visitor here for several weeks, left early this week for Toledo, O.

The Bell Troupe left here recently to join the Tom Mix Circus.

Thomas Thornton, last season with Dill Circus, is making his home here.

Riding Grandalls (Fred and Margaret) are in town. Fred is recuperating from a recent injury to his ankle.

Roy Hilbert and wife, here all winter, left last week for Detroit, where they expect to homestead for the spring months.

Aerial Delmars spent a day here en route to Kansas City.

Large Turnout At Omaha Show

Shrine-Aksarben Circus draws 45,000—blizzard hurts on closing day

OMAHA, March 23.—Tangler Shrine and Aksarben Combined Indoor Circus wound up last Saturday with a new attendance record and the most successful show in the history of either organization. Attendance for week reached the 45,000 total and was seriously cut into by blizzard closing day. Dual sponsorship of circus eliminates the Shrine show date in May.

Rink Wright gets credit for arranging and booking the show. In addition to doing his own balancing act, he took over the task of ringmaster. Jake Isaacson, activities manager for Aksarben, handled the local angles, working with a committee representing the Shrine.

Headliner was Clyde Beatty and his cats. After the week here Beatty laid over for a week using the Ak Coliseum gratis to keep his troupe in trim before moving on to Denver. Several other acts did likewise and rest moved east to various dates.

Commercial tieups were many, with the Ford Motor buying the biggest play.

Program in order of displays:

Lester, Bell and Griffin Trio and Krosko Trio; Clyde Beatty, Earnie Furth's musical seals; Cole Bros.' seals; Misses Laroy and Clark, Griffe Sisters, Misses Karnett and Cutshall, Iron Jaw; Jorgen Christiansen and Gene Allen, high-school horses; Don Francisco, on the wire; Maybelle Wallett and Luella Davenport, principal riding act; Ford Motor Company's motor-assembling stunt; Huntley and Gene Allen, elephants; Eulaine Malloy, Susanne Randall, Violette Hauser, Cyce Odell, Mae Canella and Bert DeAro, aerialists; Atterbury Duo, double trapeze; Christiansen's eight stallions in a Liberty act; Rink Wright Duo, equilibrists, who gave show an added local angle; Riding Davenport, Picchiam Troupe, Flying Harrolds and Flying Randalls. In addition, exhibition of Margaret Ann Robinson, 18-inch woman, went on after the show for an extra 10 cents. Glowns were on for four displays along with the usual gags between displays.

Grand entree number was added to with Kennedy's Royal Riding Academy girls, of Omaha, and the Christiansen horses after Tuesday. Band music by F. J. Elias' local organization.

Russell Opening At Rolla April 12

ROLLA, Mo., March 23.—Russell Bros.' Circus will start its season here April 12.

Forty-four people are now being fed in the quarters' dining room. C. M. Oliver, first cook, with W. E. Daniels, steward, are in charge of the fine equipped motorized cookhouse.

Avalon Troupe of seven people will again be one of the features of show. Pat Gray and Johnny Baker are doing some clever work in the lettering of the new equipment.

William Linderman, of Sell-Sterling Circus, was a recent visitor, also J. C. Admire, general agent of Sell's show, and his wife.

Zeola Mozart will again be in charge of the staff tables in dining tent.

Al Hatch will again be the announcer and will also work his trained dogs and monkeys.

Doc Oyer, manager of side show, comfortably fixed in his beautiful house-car, spent a half day reading the replies to ad in *The Billboard*.

Frank Miller is busily engaged with menage stock. He will also have his horses, Golden Nugget and Gray Eagle, on the show.

HENRY L. COLBY, of Berlin, Conn., observed his 80th birthday anniversary on March 11. He once was wardrobe man for P. T. Barnum's Circus.



With the Circus Fans By THE RINGMASTER

President, C.F.A. Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM...

A. Morton Smith, C.F.A. of Galvestone, Tex., who collects newspaper display advertisements...

DON'T BE MISLED INTO BUYING INFERIOR PAPER FOR UNEXCELLED QUALITY AT LOWEST PRICES ON

CIRCUS CARNIVAL RODEO

AND ALL OTHER TYPES OF SHOW PAPER WRITE THE DONALDSON LITHO. CO. NEWPORT, KY.

Manufacturers of TENTS of All Styles SATISFACTION GUARANTEED. GET OUR PRICES BEFORE YOU BUY. DIZE AWNING & TENT CO.

LIGHTING PLANTS Manufactured by UNIVERSAL MOTORS CO.

4-5 K.W. 114V.D.C. Small 6-Cyl. Sets. Capable Lighting 100 ft. Water Lamps. LIGHT, COMPACT, ECONOMICAL. EDW. SAMARA, Inc., 41 Old Slip, New York

SIDE SHOW BANNERS CARNIVAL NIEMAN STUDIOS 1236 S. HALSTED ST., CHICAGO

TIGHTS ALBERTIS CO., 460 W. 42d St., New York City.

MOTORIZE Write CHARLES GOSS, With Standard Chevrolet Co., East St. Louis, Ill.

is for 1933, represented by 29 show titles. The Addle Forepaugh Tent, of Altoona, Pa., held a meeting on March 13...

Recent visitors to Hotel Cumberland Circus Room in New York City were Harry Jarboe, D. H. Shepard, E. J. McKnight, C. H. Wright, Tom Gorman...

Chairman Sverre Braathen and Dr. Tom Torney, of W. C. Coup Wisconsin Top, visited Polack Bros. Indoor Circus at Rockford, Ill. Braathen recently added a number of foreign programs to his collection.

Joe Minchin, president of Felix Adler Tent, of Paterson, N. J., informs that he had a wonderful trip to Sarasota. He visited Pat Valdo, met Mrs. Fred Bradna, and Paddy Mulligan...

W. L. (Bill) Montague, of West Hartford, Conn., writes from Daytona Beach, Fla., that he made two trips to the Ringling quarters at Sarasota.

Evening of March 16 the Fans of Norwich, Conn., were guests of "Bugs" Raymond, who gave a party in honor of William Potter (Harddig), clown, on H-W Show last season and a native of Norwich. Nine members were present...

Hildreth Protests Arkansas Tax Bill

WASHINGTON, March 23.—Protesting against the tax bill now pending in the Legislature of Arkansas, Melvin D. Hildreth, chairman of the Legislative Committee of the Circus Fans' Association...

Mr. Will you permit a letter from an outsider relative to the proposed tax on circuses exhibiting in Arkansas? It happens to be one of the directors of the Circus Fans' Association...

In these turbulent times, it is important that we give some thought to the circus. Born with the Republic, the favorite amusement of George Washington, it has come down to us essentially American and practically unchanged...

It is recognized, of course, that States must have revenue, and Arkansas is not the only State in the Union giving serious consideration to this form of tax. And yet we respectfully submit that a tax which would destroy the circus would not result in any revenue whatsoever...

INSURE YOUR TENT INVESTMENT!



Tents cost real money—and they depreciate rapidly unless they are taken care of properly. Poor tents mean poor business. Preservo is the best tent insurance...

PRESERVO Waterproofs and Preserves Canvases EASY TO APPLY ROBESON PRESERVO CO. SOLE MAKERS PORT HURON, MICH.

THE "ROLLS ROYCE" OF LIGHTING PLANTS

1 to 50 K.W. Self Starters Terms Arranged

"SURELITE" E. B. KELLEY COMPANY, INC.

Chrysler Engines Special Distribution Panels Photographs on Request

4387 Vernon Boulevard, Long Island City, N. Y.

I sincerely hope that you will not resent this communication as coming from one who is not a citizen of Arkansas, but you will accept it as coming from one who is a lover and admirer of the circus as an institution.

Editor's Note—The bill introduced in the Arkansas Legislature to which Mr. Hildreth objects appeared in The Billboard issue of March 16.

Peru Pickups

PERU, Ind., March 23.—Outdoor steel training cages and rings of the Hagenbeck Show erected past week, with Nelson, Helliott, Gardner, Rudynoff and Joyce, trainers, working their animals for representatives of Fox Movietone and Universal News Service.

The Cristianas, riding troupe, are here after working six weeks of indoor dates. Will be one of the features with H-W. Johnny Rotandi is in charge of horses and props. Mrs. Fred Young, acrobat, was removed from hospital to home past week. J. P. (Casey) Carson seen daily on downtown streets...

Larry Isenbarger, circus fan, is recovering from a major operation. Nick Carter emceed circus party at Buffalo Club. Joe Lewis, clown cop, was here for several days. Jess (Aerial) King has turned home into museum. Walls are adorned with many circus and carnive photos...

The veteran circus man, Joseph Miller, manager Waters Hotel, registers these new arrivals: Frank Vining, Frank Sewell, W. P. Anderson, Fred Merkel, Ernie Pilsley, George Duncan, Eulon Dicken, candy butchers; W. A. Googins and John A. Lewis, privilege car men; G. O. McArthur, C. A. Zailer, William S. Wilson and Joseph Kelly, porters.

Nelson Family, working vaude, stopped here en route to Danville, Ill. for date.

Claiming to be former attache of Ringling units here, Ted Lavelle was run down by Eric train, Huntington, Ind., March 20, and right foot crushed, resulting in amputation. Lavelle, said to be en route to join H-W, climbed between cars of train, when foot was caught between bumpers, and also received other injuries. Fred Young and Ray Collins are organizing pro baseball teams. Flying Concellos renewed acquaintances here, en route to New York. Will be with R-B. Duke and Pauline Kamakua are again in Al G. Barnes annex.

Cheerful Gardner, superintendent bulls, assisted by Bessie Hizer, is breaking in the Hunt Sisters (Glorin and Bonnie) to work Rings 2 and 3, elephant troupes. Marie George, Indianapolis feature writer, was guest of farm circus of officials past week. Visit resulted in several page writeups and photos in capital newspapers.

JUNG BOYS are back in Detroit after playing five weeks of Shrine dates. They are booked solid until they open with Hagenbeck show in Chicago.

BETTER GET YOURS

The New Bargain List of Second-Hand Tents is out, and the tents are moving out, too. Hadn't you better get yours while the getting is good, before the list gets any older?

What sizes and styles of tents do you want? WRITE—WIRE—PHONE Baker-Lockwood 17th & Central, Kansas City, Mo. AMERICA'S BIG TENT HOUSE

MAKERS OF QUALITY TENTS FOR OVER FORTY YEARS. UNITED STATES TENT & AWNING CO. 701-9 N. Sangamon St., Chicago, Ills.

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Everything For Theatrical Wardrobe RHINESTONES—SPANGLES—TIGHTS MATERIALS—TRIMMINGS.

POST CARD 8 x 10 PHOTOGRAPHS. POST CARDS: 25c per 100. Double, \$10.00, 8 in Room, \$12.00, 4 in Room, Our Rooms Are Exceptionally Large. Mail Your Reservations.

NOTICE—Circus People Coming to Chicago, HOTEL ROSEMOOR, Near Stadium, 1822-24 W. Jackson Blvd. HOTEL CARLTON, Near Coliseum, 1817 S. Michigan Ave. Both Hotels Short Walking Distance from Buildings.

Show TENTS WRITE FOR PRICES. Fulton Bag & Cotton Mills

WANTED—RIDING SADDLE FOR SINGLE HUMP CAMEL. LOUIS RUHE, IND., 853 S'ower, New York City.

TIGHTS KOHAN MFG. CO., 200 Traffic Place, BROOKLYN, N. Y.



Under the Marquee

By CIRCUS SOLLY

LIAZEED ARAB TROUPE has been booked with Cole Bros.-Beatty Circus.

RUSSELL G. KNISELY, who had been ill of the flu, is up and around again.

PEGGY E. PAYTON will again be with Al F. Wheeler's Annex with the Hunt Circus.

ROY HILBERT'S dogs are featured in clubs and beer gardens in and around Detroit as a floor show.

PAULINE KING has returned to her home in Buffalo from hospital. She is recuperating from a throat operation. Letters from friends will be welcomed.

ATTERBURY DUO, aerialists and tight-wire performers, were on program of the Shrine show at Omaha for Rink Wright.

CHARLES JONES was boss property man of recent indoor circuses at Detroit, Cleveland, etc., assisted by Whitey Cain and Ray Ollech.

DICK SCATTERDAY arrived in Houston last week on business. He made the city in time for the Showman's First Annual Ball.

HUNT'S CIRCUS plans to open its 43d annual tour the latter part of April. Al Wheeler will have charge of the Side Show and new territory will be played.

EDYTHE SIEGRIST and company, after playing the Bob Morton Circus date in Atlanta, Ga., returned to Roman Pools, Miami, Fla., and are working over the pools again without a net.

TWIN CUBS have been born to Queenie, lioness with Henry Bros.' Circus. They are being exhibited at the show's quarters on Fords Prairie, Centerville, Wash.

IDA WHITE arrived in Chicago recently after closing with Bob Morton's Shrine Circus in Atlanta and she will remain in the Windy City until her next date at Buffalo, starting April 22.

WILLIAM KING JR., formerly with circuses, will be in carnival field this season. He is now at quarters of Zimdam Shows, in charge of carpenter department, and is building wagon fronts.

JAMES G. MACK has heard that Thomas J. O'Brien, late of Hagenbeck and Barnes shows, has sailed for the International Exposition at Brussels, Belgium, to be one of the press agents.

AT LIBERTY, THE GREAT MORRIS TROUPE. For reliable Circus or Carnival. Presenting America's outstanding sensational six (6) people Tight-Rope Acrobatic Act. Also big three-people All-around Comedy Act. Beautiful Double Trapeze Act (two Girls). Combination of five big feature acts. Would consider reliable Carnival Company with pay rate, as Free Attraction. Only reliable organizations need answer. You can't go wrong with this big combination. Write or wire **THE MORRIS TROUPE, 618 Pratt Street, Jeffersonville, Ind.**

WANTED—For Atterbury Bros. 3-Ring Circus, Candy Business, Novelty Man. Will rent Lunch Stand and Candy Place. Address W. W. CLARK, 1781 Lee St., Alexandria, La.

WANTED CIRCUS ACTS, RIDES, SHOWS

CONCESSIONS OF ALL KINDS

GREENVILLE, S. C., APRIL 15-20

Disabled American Veterans State Convention. First big outdoor celebration in years. Mills week-end day and night. Tenth center of the South.

20 weeks to follow all under strong auspices. Towns with population. All promoted 100%. Seafood, Danil, Perdue and a high act that is a feature write. Prefer acts not contracted at fair. Will buy Electrical Equipment, Calloppo, Sound Truck. Can use lot supt.-elect and all useful people. Write, state all first letter. Address:

UNITED CIRCUS AND EXPOSITION

Care D-A-V, State Convention Headquarters, 4 W. Coffee St., Greenville, S. C. Phone 2124.

CALL

HAGENBECK-WALLACE and FOREPAUGH SELLS COMBINED CIRCUS

OPENING SEASON 1935 STADIUM, 1800 WEST MADISON ST., CHICAGO, ILL., SATURDAY AFTERNOON, APRIL 20.

All People Engaged for Various Departments Will Report for Rehearsal, Chicago Stadium, as Follows:

AERIAL PERFORMERS, with Rigzings, 10 A.M., Monday, April 15. All Other Performers, 10 A.M., April 16. MUSICIANS, Big Show Band, Tuesday, April 16. FREAKS AND SIDESHOW PERFORMERS, Thursday, April 18, 10 A.M.

Answer This Call to

HAGENBECK-WALLACE & FOREPAUGH SELLS COMBINED CIRCUS, Peru, Ind.

OXFORD, Pa., is again on the circus map. Al F. Wheeler having moved considerable of his circus equipment there from the South preparing for the coming season.

ANOTHER MEMBER of the talented Sullivan family of Holyoke, Mass., will appear under the big top. Edna, 16, will join the Cole Show as a trapeze performer.

BUFFALO CHARITIES will receive a contribution from the Cole Show when it plays there June 6-7. Twenty per cent of receipts of second day will be divided among three charities.

EARL SHIPLEY is back in Peru, Ind., after eight weeks of indoor circuses, building props and getting ready for opening of Hagenbeck show. His wife also is there.

JOHN A. SCHMIDT, of Terre Haute, Ind., states that the school board passed a resolution not to close schools for first circus which shows there this spring. It had been the custom to close schools on day that first circus was there.

MORALES BROS. (Luis and Pedro) will not be with a circus this season as they are booked solid with the Hi-Ho Broadway unit, now playing Public houses in the South. Pedro does forward foot slide from balcony to stage.

TOM SANDE, ace photographer of the New York staff of the Associated Press, spent almost two days at winter quarters of Ringling-Barnum Circus at Sarasota, taking action shots of performers and animals in training for the road season.

MYRON ORTON, who has been in Orthopaedic Hospital, Trenton, N. J., for eight weeks, is doing as well as can be expected. His leg is still in a cast. He is able to sit up part of the day. It will be another two months before he will be able to leave hospital.

THE McKEONES (Ambrose, John and Michael), under name of Three Byrons, are still with Chez Paree Folies. Will sail for Europe with McKeone family, acrobatic act, as soon as the Folies end season. Act has been with the larger circuses for many years.

THE ELEPHANT RACE for cash prizes of \$250, which was held at Ohio State Fair oval during the Columbus winter circus, attracted more than 10,000 people and was recorded by Pathe, Paramount, Fox and Movietone. Jimmy French was the winner on Joe.

VIVIAN ROSARD, of Rosard Trio, is again with Al G. Barnes Circus, doing traps, cloud swing and iron jaw. Has been playing Coast vaudeville this winter. The Rosards will continue to play fairs with their trick house and aerial acts.

CECELIA FORTUNA, aerialist, formerly with Sells-Floto Circus, has been discharged from hospital, having undergone a serious operation eight weeks ago. She is convalescing at her home, 341 W. 48th street, New York City, and would be pleased to hear from friends.

THE JUNIOR POST, a children's supplement published by The Washington Post, last week contained an interesting article on the sons of Harry and Charlotte Levine, who this season will present

The following, captioned "The Circus Record," appeared in the Columbus (O.) Evening Dispatch of March 16: "Now that the figures are in for the Cole Bros.-Clyde Beatty Circus, which appeared in Columbus last week under the auspices of the Pepper Club, it is disclosed that not only were 90,000 people entertained, but that enough money was obtained by the firm from their share of the ticket sale to entertain the convention of five chiefs to be held in Columbus this coming summer. The Pepper Club with its sizable share will be able to plan well in advance for its spectacular parade effects that will mark the Gateway Jubilee next fall. "The circus was a welcome note in the early spring life in Columbus. Everybody benefited and in coming years the circus will be welcomed again."

their high perch and double trap act with Burnett Bros. The boys were featured as America's youngest clowns.

ROY FELTUS, operator of two theaters in Bloomington, Ind., and former part owner of the Shipp & Feltus Circus, told of his experiences during a 12-year tour of Central and South America, at a recent meeting of Sigma Delta Chi, professional journalistic fraternity. He also told of his work as advertising agent of a large American circus.

HAZEL WILLIAMS, "The Girl on the Flying Trapeze," who has been featured by New York columnists as the excellent (See UNDER THE MARQUEE page 59)

Performers at Legion and Catholic Shows, Sarasota

SARASOTA, Fla., March 23.—With opening of summer circus season just around the corner, several big-top acts have been given opportunity here in recent days to try out the new and improved and the old routines before critical audiences.

The American Legion's sixth annual society circus for the veterans' underprivileged child clinic fund, directed by Orville F. (Curly) Stewart, played to two fair-sized audiences. This show was featured by Annie Laurie, aerialist, and her sister, Nell Gilson, with Theol Nelson and others in several numbers.

The show presented, in addition, Leonard Brothers, comedy acrobats; Torrence and Deloras on suspended perch; Chief Washington and his ever-present bow and arrow; Canestrell Troupe, unsupported ladder number; Alexander Troupe of youngsters and teeter-board routine; Olivera Brothers, high perch act; Wallenda Troupe on high wire; "Peaches" Young, 8-year-old acrobatic dancer and contortionist, Johnny Judge and Reno McCree did clowning. Eddie Rooney acted as emcee, while Roy Alexander, heading the troupe bearing his name, was Ringmaster.

Merle Evans arrived in town from a string of Shrine dates just in time to lend the local band at the Catholic show, which brought out several riding and Liberty acts in addition to the aerialists, clowns and other performers.

The circus was set in the open air, with a full Florida moon furnishing almost ample light for the show. The Three Roys, comics, opened show, followed by Estelle Butler in aerial gymnastics. Then came Predrico, clown, and his purp, Spot. Yetta Elmundt brought on her high-school horse, Blush, who performed for the nearly 1,000 persons packed to the ring banks for the occasion. The Doll Family, circus midgets, came next. Theol Nelson, Helen Leslie, Annie Laurie and Charline Anthony worked in a tumbling routine. Tex Elmundt worked his 10-horse high-school act. The Reiffenach Family and Clarence Bruce, riding clown, were on for several minutes. Clyde Ingalls, Ringling side-show skipper, was emcee.

Atkinson With Ritchie

WINSTON-SALEM, N. C., March 23.—George Atkinson has signed with Al Ritchie, director of the Society Circus Exposition, which will be put on promotions. The event here will be held April 18-27. Show will consist of auto display, city-made products, etc., musical fantasy, all-girl band and vaude acts. Atkinson will be on the managerial staff and general press agent.

First at Canton, O.

CANTON, O., March 23.—First circus here of the season will be the Cole show, May 15, at Stark County fairgrounds.

Mix Show Leaves Los Angeles Area

LOS ANGELES, March 23.—The Tom Mix Show closed its tour of the Los Angeles area at Santa Monica March 14. Business was greatly affected by adverse weather conditions. At Santa Monica, cold weather at night kept house down to practically two-thirds capacity. In afternoon a straw house. Most remarkable was business done on new Santa Monica lot, far removed from the old lot, and not easy of access. At night show, there appeared in a body, Mr. and Mrs. Will Rogers, Mr. and Mrs. Irvin Cobb, Mr. and Mrs. Fred Stone and Leo Carrillo.

Performance now running in snappy manner—one hour and 40 minutes. Manager Dail Turney and Johnny Agee have done a fine job in selecting and presenting a most pleasing program. Newareel and Associated Press were busy taking shots, Sunday papers and picture houses setting this out was fine publicity. Several new trucks and trailers are to be added at Fresno. Jack Burleson received his new housecar. It has every convenience and a new loudspeaker installed. This has greatly helped, especially in boosting concert ticket sales. Ben Dobbert, of Downie Bros., delivered new side walls, concession tents, netting and festoons for quarter poles. Helen Hendershot, recently injured, and who had rejoined show, taken back to hospital for further observation. Mrs. Dail Turney, new to the circus game, is doing fine menage act and working in the Wild West concert.

Tom Mix told *The Billboard* representative that he was pleased with the show and business done thus far, and added "we are going out in the highways and byways. As put together, our show, we believe, will meet with the favor of the public."

Circus Night at Peru

PERU, Ind., March 23.—Tuesday night of this week was circus night at Buffington's Tavern. A large number of folks from Cole Bros.-Clyde Beatty Circus and Hagenbeck-Wallace Circus were present and spent an enjoyable evening dancing, etc. Among those present from Rochester quarters were Nick and Dorothy Carter, Arnold Maley and wife, Ernie Tucker and wife, Ralph Clark, Norma Hughes, Allen King, Don and Billie Cook, Gene Weeks, Methel King, Eddie Simpson, George and Ruby Cuthall, Earl and Pat Lindsay and several others. From Hagenbeck-Wallace were Johnny Sewell, Ernie Kessler, John Halliott, Earl and Harriet Shipley, Joe Lewis, Harry Rooks; other former circus folks who live in Peru, Fred Young and wife, Earl McClain and wife and Alma Du Puy.

A floor show was staged by Nick Carter, emcee; Earl Shipley, Joe Lewis, Dorothy Carter, Ralph Clark and Billie Cook. A farewell party prior to leaving for Chicago is being planned.

Notes From Miami, Fla.

MIAMI, Fla., March 23.—Kay Bros.' Circus left for Valdosta, Ga., and will soon open there. R. S. McCracken will be boss billposter and Thomas Kennedy boss lithographer.

Beers and Barnes are building semi-trailers and have finished a new light plant. Rodger Barnes has a new Buick, also living trailer, for the advance.

Bud Robin left for New York to join the Ringling advance. Duke Burnell will also be on the advance.

Charlie Bowman is still working on the railroad. Barney Meehan will remain here this season.

Ralph Harrell will again be boss canvasman on the Kay show and drive the newly built bull truck.

Paige Awarded \$7,800

SHREVEPORT, La., March 23.—George W. Paige, former circus man, was awarded \$7,800 in the Caddo Parish Court in judgment against a refining company for the death of his wife, Ina Louise, killed near Plain Dealing, La., April 4, 1934, by a truck driver.

Frank Braden to New York

SARASOTA, Fla., March 23.—Frank Braden left here for New York this week to start work on the publicity for opening of the Big Show in the Garden on April 11. He will be followed by Roland Butler, general p. a., who will leave here some time next week.



The Corral

By Rowdy Waddy

AMONG RODEO folks at the Rodeo at Fort Worth was Mrs. Florence Randolph, manager Ardmore (Okla.) Rodeo.

DAKOTA RED'S Rodeo Clowns have been doing fair business playing theaters in Georgia.

CLYDE AND BILL ROGERS (the "Brahma Twins") have wintered in Toronto ("in cold storage"). Bill is recovering from a broken leg. They will be with Col. Jim Eskew this year.

WAYNE SUTTON, who suffered a skull fracture when thrown by a steer at Bridgeton, N. Y., last year, writes that he is getting along okeh, at Knoll Creek Farm, Hopewell Junction, N. Y., but will not make the shows this year.

BILL CARR'S WILD WEST opened the season with Greater United Shows in Texas recently. Will return to Western States Shows next month. Carr infos that he has added bucking horses and buffalo to his stock.

"BUCKSKIN BEN" STALKER, veteran Wild West showman, after a tour of high schools and movie houses is spending a few weeks with his daughter and son-in-law, Mr. and Mrs. C. C. Bitner, at Conneaut, O., and is looking forward to the outdoor season.

AMONG the participants in a show staged recently at Flying VV Riding Academy, Chicago, operated by Lyle VanPatter, were Dan Muller, Al and Graco Jones, Thea McCall, Ray Doering, Bob Jones, Pete Ferrel, Fred Lovring and Lyle VanPatter. Fifteen horses were leased from the Jones, Williamson Rodeo Company.

THE HOOT GIBSON Golden Ranch Rodeo, fifth annual, at Saugus, Calif., will be personally directed by Hoot Gibson. The large Stadium is being put into a fine condition. It has a seating capacity of 30,000. Major events will be bronk riding, bulldozing (twist down), bareback horse and steer riding and calf roping. Gibson is planning two shows a year.

ROAMIN' AROUND HOLLYWOOD — Riding Actors' Association of Hollywood has formed a military section with its members, Major Phil Kieffer, West Point graduate, and Captain John Peters, both of World War service, instructors. . . . Abe Lefton has been contracted as announcer at Saugus, Livermore, Gilroy, Marysville, Sonora, Hayward, Madine, Hanford, Salinas, all California shows. . . . Steve Clemento, who returned recently from several months in Australia, has signed for his Steve Clemento Mexican Revue with Ringling-Barnum Circus. Has engaged two Mexican girls for his knife-throwing number. . . . Johnnie Tyke is out of Hollywood Hospital where he had an operation on ligaments of his shoulder.

PORT WORTH, Tex.—Capacity crowds attended practically every performance the first four days of the rodeo in connection with the Southwestern Exposition and Fat Stock Show, which runs thru March 24. The rodeo has 17 events. Contracts include Hardy Murphy's trained horse, Silver Cloud; Homer Holcomb and his mule and dummy used during the steer riding; Ted Elder, Roman riding over an automobile. Judges: Ranger Captain Tom Hickman, Carl Arnold and Harry Knight. Ed McCarty and Verne Elliott, who furnish the live stock, arena directors. Louis Kubitz, superintendent of stock; Rube Roberts and Donald Nesbit, pick-up men; Bob Calen, general announcer; John Jordan announced trick and fancy roping. George McIntosh had both legs crushed when two horses collided during wild-horse racing. Is in Baptist Hospital here.

There was a "strike" of contestants on March 16, which almost stopped the parade that annually opens the stock show and rodeo. However, the contestants won their point, the addition of entry fee money, \$4,030 in all, to the winnings. The contestants' first demand for the extra money was made on the preceding night, when a petition signed

by 93 of the 138 contestants was presented to Manager John B. Davis, who refused the demands, explaining the show was a civic enterprise and was not making money. The performers then refused to compete, and a managerial notice was posted that every contestant who failed to appear at 1 p. m. for participation in the parade would be disqualified from the show. As they did not mount at 1 p. m. for the parade show officials acceded to the demands for all the entry fees at 1:45, in time for the show to go on.

The following contestants were winners during the first few days of the rodeo: Calf Roping — Friday night (March 15), Hugh Bennett (24 4-5 seconds), Dick Truitt (20 4-5), E. Pardee (32 4-5). Saturday afternoon, Roy Matthews (28), Bob Crosby (30 3-5), Dock Spence (32); night, Howard Westfall (25), Everett Bowman (25 3-5), Jake McClure (28). Sunday afternoon, Tom Taylor (35), Bob Crosby (37 1-5), Roy Matthews (39 3-5); night, Jake McClure (34), Manerd Gaylor (38 2-5), Breezy Cox (39 2-5). Monday afternoon, Everett Bowman (24 3-5), Dick Truitt (32), Herb Meyers (40 1-5); night, Glen Lowrey (29), E. Pardee (34), Irby Mundy (39 2-5). Tuesday afternoon, Manerd Gaylor (23 1-5), Everett Bowman (33), Joe Welch (36 2-5); night, Odis Riddle (32 2-5), E. Pardee and Irby Mundy (36 3-5). Steer Wrestling—Friday night, Mike Hastings (16 4-5), Dick Truitt (19 4-5), Red Thompson (21 4-5). Saturday afternoon, Rusty McInty (13 4-5), Shorty Ricker (15), James Irwin (16 2-5); night, Everett Bowman (19), Buck Lucas (21), Shorty McCrory (23 3-5). Sunday afternoon, Dave Campbell (14 4-5), Rusty McInty (17 3-5), Dick Anderson (27 2-5); night, Donald Nesbit (11 4-5), Everett Bowman (12), Slat Jacobs (14 4-5). Monday afternoon, Red Thompson (14 1-5), Tom Brandeen (14 3-5), Dick Truitt (17 2-5); night, C. Booth (8), Shorty McCrory (13 2-5), Herb Dahl (15). Tuesday afternoon, Dick Truitt (8 1-5), Jim Nesbit (14), Tom Brandeen (24 3-5); night, Dick Anderson (11 1-5), James Irwin (18 2-5), Hugh Bennett (19 3-5). Wild-Horse Race (new event here)—Friday night, John Jordan-Paul Crain won \$25 prize for best bucking mount. Saturday afternoon, George McIntosh-Ward Watkins \$25 for best ride; night, Paul Crain-King Merrett \$25 best ride. Sunday afternoon, George McIntosh (in this race McIntosh received his injuries); night, Rusty McInty-John Jordan \$25 best ride. Monday afternoon, Jackie Cooper-Don Taylor best bucking horse; night, John Jordan—all others thrown. Tuesday afternoon, Don Taylor, first and Pete Grubb second—Ward Watkins and Jackie Cooper tied for the \$25 special prize for best ride; night, Roy Matthews-King Merrett the special prize for best bucking mount. Winners dur-

ing later days of the rodeo will appear in next issue.

Los Angeles Brevities

LOS ANGELES, March 23.—Irene McAfee and the Toy Macks are working vaude and clubs. Irene and Jack McAfee will be with the Hanneford-Clarks on Gorman Bros.' Circus.

Charley Katz, of Downie Bros., has returned east.

Stanley F. Dawson left for Columbus, O., and then will go to New York.

Blossom Robinson, recently operated on, is convalescing. Will not troupe. Has picture work offered when ready to resume activities.

Tom Plank is heading crew working on the Crusader film.

Charley Cook, unit production manager at Paramount Studios, has several circus troupers placed on his station.

Charley Farmer and Mel Smith just completed an engagement on new, untitled outdoor show film. Bert Chipman visited the Tom Mix Show.

Wood Closes Show; Back With Barnes

CINCINNATI, March 23. — James L. Wood, of the Yankee-Patterson Circus, states that show gave its last date for the season at Long Beach, Calif., March 8-9. Harold New and George Emerson, who with Wood are the owners and managing directors, are planning to enlarge show next fall. It will open at Fresno, Calif., November 11.

Wood will return to the Al G. Barnes Circus for his fourth consecutive season as assistant equestrian director and announcer. Ruby Woods also will be with show.

Burns & LeTourneau on Coast

CINCINNATI, March 23.—H. J. Wynne states that Burns & LeTourneau Indoor Circus company is doing nice business on the West Coast. Eighteen acts, band and ork and clowns are with show. There is dancing each night after the performance. James Williams is general agent and has four promoters.

The Elmundts Receive Naturalization Papers

SARASOTA, Fla., March 23.—Mr. and Mrs. Chester Elmundt, Ringling ring stock trainers for several years, natives of Sweden, received their naturalization papers from Federal Judge Alexander Akerman at Tampa the other day. "Tex" and his wife received considerable publicity, with their picture in the Tampa papers.



Circus Saints and Sinners Club

For the Troupers—and a Home

The Cozy Corner Club, to which many CSSCA-ers belong, will hold its annual spring session at Al Neuman's shack on the Rappahannock River on March 23. The committee (including oysters, clams and accessories) consists of Cliff Rudd, president; Norman Gall, vice-president; Henry Schwarzschild, chairman of board; Callom Jones, emcee, and Al Neuman, chairman reception body. John R. Jeter is looking after reservations.

We have a letter from Doc Waddell, CSSCA chaplain. He has completed a fine piece of work for the Holy Land Exposition. He hopes soon to be with his old home outfit, the Dodson Show. He also sends a fine eulogy of Pat Rooney, the Joey who died recently at Seymour, Tex., at age of 78.

We appreciate the fine response from CFA members in connection with the benefit performance to be held at Madison Square Garden, New York, on night of April 11, the proceeds of this performance to go to the fund for the Home for Old and Indigent Troupers. Joe Minchin, who looks after the destinies of the CFA in New Jersey, is loading up a box with his friends and many orders are coming in from far-distant States. Here is one received this week:

"Having contributed my widow's mite towards the establishment of a Home for Old and Indigent Circus People by purchasing two seats for the big-top revel, I am going to impose on your good

nature to this extent: It will be impossible for me to be present on this auspicious occasion, so I have taken the liberty of having the two tickets mailed in my name, care of the Hotel Cumberland. When received kindly open the envelope and give the tickets to some underprivileged boys."

That letter was addressed to Harry Baugh by D. L. (Tim) Swenk, CFA No. 476. It not only shows Swenk's love for the circus and those who grow old in its service, but shows sympathetic interest in the underprivileged boy.

Dexter Fellows is in New York. Harry Baugh will soon have to get larger quarters at Hotel Cumberland if friends continue to load him down with Circusiana, what with miniature wagons (mud-show wagons, too) added to the collection. Harry writes: "Sunday I had a wonderful half hour with Hazel Williams, Welby Cook and Mrs. Jane (Grandma) Hunt, mother of Charley Hunt, of Hunt's Circus. Nearly 80 years of age and still trouping. She says the Hunt Circus will go out again this season and she will go right out with it."

As we write this column Freddy Benham is putting on his helmet preparatory to flying to Richmond, Va., where a special meeting will be held and plans made for a group to come to New York on April 11 for the purpose of attending the benefit performance.

F. P. PITZER, National Secretary.

Polack Show Does Fair Business at Peoria

PEORIA, ILL., March 23.—Polack Bros.' Circus played at the Armory, under auspices of the Elks, March 9-16 to fair business.

Among visitors were Herb Fleming, of Flying Flemings, and his wife and daughter and son-in-law, Mrs. and Mr. Simpson; Mr. and Mrs. Leo Hamilton, Mrs. Doss, and Mr. and Mrs. Stealers, of Flying Thrillers. Mr. Hegalstein, of Oquawka, Ill., grandfather of Donald Hammond, one of three Olympia Boys and whom the latter had never met, was also a visitor. Justus Schlotzhauer, city editor of Peoria Star and a Circus Fan, also a native of Oquawka, entertained the Olympia Boys at luncheon at Pere Marquette Hotel. Other visitors were Gene Enos and McKeon Boys.

Al Katzen, who has been with show with a string of concessions for last 10 weeks, has returned to Asbury Park, N. J. to fulfill contract for summer season. Will return to show this fall.

G. O. Dupuis, of advance promotional staff, and wife, the former Minnie Burke, of the Ziegfeld show, who visited their home at Lima, O., are back on show.

Paris Pickups

PARIS, March 18. — The Cirque Medrano continues to do good business with bill headed by Luisita Leers.

The Cirque d'Iver is continuing long run of its "Wild West" and water spectacle. Circus first part features the animal trainer, Sailor Jackson, and the trapeze artist, Miss Tamara.

Clemens Bellings and his dogs and Miller and Wilson, comedy acrobats, are at the Bobino, while Gaston Palmer, comedy juggler, is at the ABC, and Phillmore, juggler, is at Gaumont Palace.

The Circus Altenburg starts a tour of the Scandinavian countries early in April. The big Menagerie Pezon is at the street fair in Bordeaux. Kanischka, the "Human Ostrich," is at the City Theater in Rotterdam.

Chattanooga Items

CHATTANOOGA, Tenn., March 23.—The Whites, of this city, were at the Atlanta Shrine Circus.

George White will be in clown alley on one of the Ringling shows. He has closed his beer garden here.

J. Raymond Morris, on No. 2 car of Ringling-Barnum, who has been managing Cameo Theater, will soon leave for New York.

Lack of Showmanship At Gilmore Promotion

LOS ANGELES, March 23.—A big affair was sponsored by "Twenty Little Working Girls" for benefit of Los Angeles Orphans Home March 17-18. There was a noticeable lack of showmanship.

The Gilmore mammoth prehistoric specimens of animal life (constructed of rubber and inflated to enormous proportions) occupied most of center space in Ambassador Sportatorium. It was something new. Then there were shows and concessions. These all suffered in that on center stage, from opening each day until closing, something was offered, mostly juvenile singers and dancers, and no time out for shows and concessions to get anything.

Monte Montana and wife appeared in Gilmore program. Manager Bennett handled the Gilmore end; Bob Cavanaugh supplied the tops, decorations and midway shows. Harry Seber had his new Tanagra outfit. Charles Rising had cats and was associated with Al (Big Hat) Fisher in the drinks. Slim Wells was director of concessions. George Silver, Nate Klein and Arthur Stahlman had novelties.

Jack Parsons was the promoter. Placed in various capacities were Jules Griffel, Steve Henry, Charles Murphy, Sam Coomas, Doc Hall, J. G. Whitehead. Frank Bryan was assistant director.

Over 15,000 tickets were sold at 50 cents.

WANTED

For Week of May 27th and July 4. Shows, Rides and Concessions, Sundays open. Free Gate. JERRY NINES, Pipestone, Minn.

TRICK AND FANCY ROPER

And All-Round Cowboy wants position with reliable Wild West or Rodeo. No Carnival. Interested only in first-class show. State all first letter. LUGIUS STRATTON, Ottawa, Kan.

L. I. FUN HOST TUNING UP

Personnel of 10,000 Preparing To Make Season Visitors Happy

Amusement purveyors confident citizenry will turn to play more than ever in coming summer—construction is under way in some spots—indie pools being readied

VALLEY STREAM, L. I., N. Y., March 23.—Confident that the citizenry is going to try and find an outlet for its depression gloom thru the channels of amusement, Long Island showmen are going about the task of conditioning everything from flashers to amusement parks with an extra dash of gusto. The Rockaways, Long Beach, Jones Beach, Atlantic Beach and scores of other watering places that dot the Island's north and south shore sectors are in the tuning-up process. Among the inland places that are losing no time are Oceanside, Hempstead, Amityville and Jackson Heights. In round figures it is safe to say that upward of 10,000 people will be engaged in "make-'em-happy-while-making-a-living-industry" on Long Island. The nine-mile Rockaway Peninsula has better than 20 per cent of the number.

Unlike the '34 spring, there has been little or no building in an amusement way launched at Rockaway. John Gordon's construction of a kid amusement park at Seaside is the only thing of consequence.

Seventy-five per cent of the old concessioners will be back at the Rockaways, and flashers, along with knock-'em-down games, will stand out. By the sign of leases already signed sportlands will dot the Boardwalk at frequent intervals. Last year the sportlands were tops for money making, and the Faber Brothers, Island Napoleons of the coin biz, did well enough to encourage them to tackle three or four locations this year.

Activity in Playland

Playland Park at Rockaway, which never lets depress talk dull its improvement plans, is having a lot of new rides and features installed under the guiding hand of Louis Meisel, managing for the second year. Other old standbys that are being put into shape include Auer's Midway, Ostend Baths, Roche's Baths, Allen's Dance Hall, McGovern's Hall, Walnwright & Smith's bathing facilities and concessions, Boardwalk Museum Turpin's concessions, Margolis' concession, Krause Motor Parkway and Fairyland and Edgemere kid spot.

Long Beach, seat of the unusual in all sorts of amusement strife, is "setting the stage against raids," as one concessioner smartly put it. Police Comish Moe Rosner has announced that he'll not be down too heavily upon the concession tribe if they'll meet him half way. Point-blank gambling and payoffs with cash instead of merchandise are out.

Cleanliness Is Keynote

Close to 1,000 will make up the amusement men's numbers at Long Beach. Fifteen bathing pavilions will hold forth and about a half-dozen swimming pools, all of a large nature. Not one side show will grace the 'Walk, to which all the community's amusement enterprises are restricted. City fathers have yet to make known license qualifications, but they won't be too hard. Long Beach once, in a moment of reformation, announced that applications for Boardwalk concessions

(See L. I. FUN on page 48)

Watch for

This Special Feature:

Illuminating the Amusement Park

By AL BEHRMAN
in the

Spring Number
of The Billboard
Dated April 13

Hauptmann Image Burns

ATLANTIC CITY, March 23.—A wax figure of Richard Bruno Hauptmann burned in a fire early Thursday morning which swept Boardwalk Wax Works, Missouri avenue and the Boardwalk, doing damage of about \$500 before the blaze was checked by firemen. The Hauptmann figure was a late addition to the collection. Hair and resemblance marks burned from nearly all figures, altho they were not destroyed beyond repair. Place was owned by Schmickler Realty Company, with Steve Williams, well-known concessioner, as operator, last remaining sign of the "old Bowery" section.

Coaster Company Wins Suit

BRIDGEPORT, Conn., March 23.—In Superior Court before Judge Carl Foster this week a jury returned a defendant's verdict in a \$10,000 suit by Joseph P. Lieperts, Fairfield, against Bridgeport Roller Coaster Company for death of his son, Theodore, 17 years old. Young Lieperts was fatally injured on July 3, 1934, when he fell from a Roller Coaster car in Pleasure Beach Amusement Park, Bridgeport. The defendant charged contributory negligence.

Beach Concessions Change

FAIRFIELD, Conn., March 23.—Bathing and dance hall concessions at Fairfield Amusement Beach, which were run many years by the late Charles J. Collins, have been acquired by Mrs. Lacey R. Blackman and renovation of the entire property will begin this week.



GUSTER "C" CYCLE, latest amusement device manufactured by the Guster Specialty Company, Inc. It is operated by foot power and used similar to a canoe or rowboat.

Dog Racing --- Its Effect On the Park-Resort Biz

No. 3 of a Series

The recent annual meeting of the New England Section of the NAAPB 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.

Owner and operator of one of the largest outdoor enterprises in existence and one of the few show places which successfully presents entertainment that is a combination of practically all forms of amusements, Frank P. Gravatt, president of Steel Pier, Atlantic City, and head of that community's Amusement Men's Association, is well qualified to talk about dog racing in the resort town. He says:

"The damage to legitimate businesses of all kinds thru the diversion of vaca-

tion money into pari-mutual betting booths last summer was far greater than shown by official reports that did not include Sundays. The races were run 74 nights between June 28 and September 9, 1934, inclusive, with no races on Saturday, September 8. Sunday receipts were estimated to be equal to about three week days, so that the \$589,160 estimated from the official reports which were based on operation of six nights per week may be estimated to have totaled about \$883,740 for seven nights per week.

"It is manifest that legitimate amusements and businesses of Atlantic City suffered severely while that great sum was diverted to betting and losses. Many concerns which relied on summer receipts to accumulate a surplus which would be available for winter deficit are now struggling to remain open, while others had to close for the winter.

"There are more families on public relief here this winter, indicating that summer earnings were lost on dog-race betting, earnings that should have been available for food and shelter. The Miami Chamber of Commerce in Febru-

(See DOG RACING on page 48)

Mayors Hear Ad Campaign

Jersey resort heads told of A. C. publicity moves—Olympic Games possible

ATLANTIC CITY, March 23.—Plans for making this resort famous as a sports as well as amusement center, with the State co-operating to put the idea across, were among proposals brought forward at the "all-mayors' dinner" last Saturday in the Madison Hotel, attended by 800 persons. Mayors from all parts of the State were present.

John Hollinger, Madison Hotel, host, said plans were being made for a "Rose Bowl of Basketball" game here each year. Lawson Robinson, coach of Olympic Games athletes, described the resort's climate as "adapted to international sports competition." The Auditorium, he said, is the finest building for sports in the world and suggested a determined effort might result in bringing the Olympic Games here in 1940.

Mayor Bacharach told the resort mayors that if they wanted to keep their resorts alive they must advertise, and he pointed out good results obtained from the local attempt in this direction.

"We advertised in 114 newspapers last year," he said, "and we expect to advertise in 150 newspapers and 30 magazines this year."

Among those present were Mayor Isaac B. Swigert, Ventnor; Mayor Jeffries, Margate; Mayor Jackson, Pleasantville; Mayor Littlefield, Northfield, and Mayor Vaughn, Hammonton.

Pool To Fit Temp, Aim at Venice, O.

CINCINNATI, March 23.—"Controlled temperature water" for the swimming pool in Meadowbrook Amusement Park, Venice, O., near here, is what Manager Morton J. Gutman expects to have as a feature of the season which opens on May 20.

"We are trying to find a means of heating the clear, pure well water that flows continually into the pool," Mr. Gutman said. "If this can be accomplished, temperature of the water can be controlled to suit the day, so that on cool days the water will be warm and on warm days the water will remain cool."

According to Mr. Gutman, the water, pumped from artesian wells, is at 52 degrees when it comes from the ground. As a part of his program of expansion he will have more rides and concessions this year. The park, beginning its third successful season, includes a clubhouse, dancing, picnic grounds and rides in addition to its modern pool.

West Lake, Near St. Louis, To See Much Improvement

ST. LOUIS, March 23.—West Lake Amusement Park, St. Charles Rock road and Natural Bridge road, St. Louis County, about 10 miles from the heart of St. Louis, will open the second week in May with a new entrance, new large dining hall, new flash over all riding devices and shows, sand and playground equipment in the swimming pool and new drinking fountains.

Park will be under management of Joe Reeves, who said there will be 28 attractions, rides and shows from Baby Land to the Giant Thunder Bolt Coaster.

Free acts and special attractions will be shown on Sundays and holidays during the season.

HOUSTON—Slater, an eight-year-old African chimpanzee, died despite efforts of Zookeeper Hans Nagel and others to save her life. Body will be mounted and exhibited at the zoo.



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

They tell me the Dragon Club, official team of St. George indoor pool, Brooklyn, N. Y., has obtained the ok...

At first when St. George officials registered a complaint some months ago and asked for permission to change their name so as to get St. George in the club's title, their pleas fell upon deaf ears of the AAU.

If these amateur executives would continue to use common sense in their rulings there would be no need for the heaps of abuse showered upon them.

I wonder whether a recent column here about the St. George's trials and tribulations with the name of its swimming club had anything to do with the recent ruling.

Along with the St. George's new Dragon Club name the Broad Channel outdoor tank obtained a sanction from the AAU to call its club the Broad Channel Athletic Club.

As eager as I am to pounce upon the AAU for some of its actions, so happy am I at this time to be able to doff my hat in its direction.

Maybe Joe Laurie was kidding me. But he tells me that when the swim team of Brentwood indoor pool, Philly, competed in the Park Central tank a few weeks ago, the coach of the squad, whose name I can't remember for the moment, was anxious to meet Nat A. Tor.

Billboard. If I'm not in the office I'll surely be at Doyle's shooting Kelly pool.

When I saw the crowd that jammed the New York Athletic Club inclosed aquadrome last week to witness finals of the national AAU water-polo championships, I wondered how many commercial tanks were missing a good bet by not encouraging that sport.

Good ol' Lester Lemonick, cashier at Jerome Cascades outdoor pool, Bronx, New York, and brother-in-law of Harry Pincus, popular Eastern tank operator, passed away as a result of a recent auto smash-up.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: The sea horse is Long Island's officially accepted emblem on all road directory signs guiding people to the beaches.

Too there were rumors that other stations would enter the territory, the Freeport outfit still remains the lone broadcasting unit purely of a local nature.

George Broadhurst, ex-burly comic, is running a miniature circus affair near Freeport.

At Roadside Rest, the stopoff near Long Beach, there is a lesson or two for interested persons to learn.

ROCKAWAY BEACH: The Billboard's announcement of the managerial appointment of Louis Meisel at Playland Park was picked up by the local papers.

let, Torrie Carigliano, Tommie Smith, Tom Hogan and Fred Thorpe heading back from the South.

LONG BEACH: David Tollina, Long Beach's corporation counsel, is at the head of the movement to charge admission to beaches here.

Chippewa May Run Under Supervision of Receiver

MEDINA, O., March 23.—Chippewa Lake Park will operate this season either under supervision of the receiver or on a lease, E. F. Masch, receiver, said this week.

Unless an option taken recently by Cleveland interests is exercised, the park will be operated under supervision of the receiver, with an amusement park man at the helm.

Guardian Trust Company, Cleveland, largest creditor of the defunct Chippewa Lake Park Company, has been unable as yet to interest anyone in buying the resort, it is said.

Rides Leave Summit Beach; Ballroom and Pool To Open

AKRON, O., March 23.—Demolition of the Old Mill, a midway feature many years in Summit Beach Park here, has been completed by owners.

Mrs. Newman has not made any announcement concerning extent of operations this season. A lease has been given H. W. Perry, Canton, on the ballroom which will open late in April.

MADRID, Spain—An epidemic of influenza in the zoological gardens caused death of an elephant, lion, polar bear, camel, zebra, kangaroo, llama, several monkeys and various birds and fowls.

LOOK AHEAD

and at the same time step ahead of local competition by obtaining the inside track on the world's finest acts and specially produced circus units to suit the needs of your park.

GEORGE A. HAMID Inc. General Amusements 1560 Broadway, New York

AMUSEMENT PARK FOR SALE SOUTH PARK, HARTFORD, CONN. Two Miles From City Hall. 365 Ft. Swimming Pool, Roller Coaster, Whip, Caterpillar, Skooter, Swing, Merry-Go-Round, Concession Booths, Boxing Arena, 7,000 Seats; Ball Room, Restaurant, Beer and Wine, Large Parking Area.

WILL SELL AT SACRIFICE

- 1 STATIONARY CATERPILLAR. 1 GRETORS ELECTRIC POPCORN MACHINE. 1 COMPLETE POTATO FLAKE MACHINE. 1 TEETER COASTER RIDE. 1 MERRY MIX-UP RIDE, with 24 Seats. 1 PINEAPPLE SNOW MACHINE. 1 Up-To-Date RIFLE RANGE, with Duck Pond, Complete With 6 Winchester R.I.D.s.

MARLOW'S PARK CORPORATION, HERRIN, ILL.

BALLROOM LIGHTING

FOR SALE OR TRADE

SPILLMAN'S 1935 KIDDIE AUTO RIDES—The Finest Made. 8-12-16 Auto sizes—from \$780.00 Up. Cars in continuous train on 8 and 12-Car Models—3-4 abreast on 16-Car Model. All quality rides—especially made autos, genuine chrome trim, special wheel bearings—Alumite equipped—pneumatic tires, built to withstand years of hard use. Smallest size is 21 feet in diameter—heavy 5/4" platforms—no springs or sagging—when buying get the best—it costs no more. Ask any of the dozens of satisfied owners. Terms to responsible parties.

1935 Auto-SKOOTER-Water THE RIDE THAT ENJOYED GREATEST POPULARITY AND BIGGEST NET PROFITS AT "A CENTURY OF PROGRESS" CHICAGO, ILL.

WANTED—RIDES CONCESSIONS

FOR LEASE

FOR SALE—TUMBLE BUG RIDE, in good condition, with six-year lease in the greatest amusement park in New Jersey, for \$4,000.

WARNING! NOTICE IS HEREBY GIVEN THAT THE UNDERSIGNED OWNER OF PATENT NO. 1987004 WILL HOLD ALL BUILDERS, OWNERS OR OPERATORS OF THE LOOP-O-PLANE, OR SO-CALLED ROCKET PLANES AND OTHER DEVICES INFRINGING ON SAID PATENT, LIABLE FOR DAMAGES FOR INFRINGEMENT AND THAT ALL CASES OF INFRINGEMENT WILL BE RIGIDLY PROSECUTED.

NAAPPB

Manufacturers and Dealers' Section

By R. S. UZZELL

The interest which you manifest in getting a true picture of Barnum is encouraging. Fred Markey sent me a paragraph from *The Motion Picture Herald* of March 9, 1935, containing, among others the following words: "Many thought it a burlesque on a great showman. Whoever made this (referring to the picture) should have read *Dollars and Sense or How To Get On*. This book by Barnum I carried with me 10 years, from 1915 to 1925. Read it. Barnum was not a gaping fool, but a shrewd man. Unbelievable that the show business should make a repulsive, henpecked ass out of its patron saint. Business would have been better if intelligence had been used in characterizing Barnum. A real director would have made it thrilling and real."

My friend Harvey W. Root, author of *The Unknown Barnum*, writes to me as follows: "I am greatly pleased that someone has undertaken to correct the senseless injustice and I hope nothing will prevent you from carrying your efforts thru to a successful finish. Personally I think you are doing a public service and you may be assured of my interest in it."

True Barnum Picture

"It is not alone an injustice to Barnum, but an injustice to today's public men, and to all publics to follow. If this picture is allowed to go unchallenged, and, by so much, help to perpetrate the popular misconception of one of the ablest and most unique characters America has produced."

"I am glad you say 'a true picture of Barnum.' There is just where the whole matter turns. I know of no man whose life was more filled with material for such a purpose. From the day of his birth to his death events which need nothing but the most truthful representation to make a dramatic and appealing picture follow one another in quick succession. I can but believe that such a one would be a great success, and if you could have it made with sufficient ability and faithfulness to the man and his background you would be setting a standard for biography on the screen which has not yet been attained and which would not only be of great interest, but of great educational value as well."

"In this connection one of the first things which occurs to me is the possibility of organizing a far-flung series of talks to Rotary, Kiwanis, Lions, etc., making an effort to have each organization formally condemn the old picture and go on record for the new and at the same time secure as much local newspaper notices of the talk, both editorial and otherwise, as possible. These resolutions and clippings, if in large volume and covering a large area, might prove a help."

Need of Organization

All of our manufacturers and park men who have read the book or are reading it are capable of talking to clubs or mass meetings and have the ability to organize them. Won't you do it? I shall help anywhere I can. Don't be surprised if you hear us over the air from Playland, Rye, N. Y.; Kennywood

Park, Pittsburgh; Coney Island, Cincinnati, etc. The truth shall prevail. The big modern park and permanent exposition for Chicago, it seems now, depends on whether or not they can get the money from the federal government. They will get it if anyone can. Our only apprehension is that five other attempts on the part of other applicants for different locations have failed and their applications had no co-ordination. Each was a free lance. They may have contradicted each other and all may be at variance with allegations in the Chicago pleading.

Again we see the need of a get-together. Chicago usually leads the way and is perhaps doing it now. It can easily call to its assistance the greatest number of experienced and seasoned men that any outdoor amusement enterprise has assembled.

Must Conquer Fear

The breath of spring, the pre-season training of the baseball players, the opening dates of the circuses set, some of the carnivals already on the road and reporting favorable results all contribute to a feeling on the part of park men that it is surely time for action. Alas! Some are, as usual, going to wait too long to get any worth-while attractions for this year.

Childs' restaurants came to be known all over the States and Canada by their stereotyped white fronts, waitresses dressed in white and a menu card of monotonous dishes. They have changed it all in answer to the demands of a new day. They changed one at first to see if the cost justified the expense.

The answer compelled the management to assume the big expense which enlarged income amply justified. Almost all of the manufacturers in this amusement park, beach and pool business have new and tested offerings. There is nothing to keep a park from going forward if only the management can conquer fear.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, March 23.—Important changes along the beach front and Boardwalk, from an amusement angle, are contemplated for the coming season. It was made known when Mayor Bacharach announced he would call a public meeting within a week to discuss them. He said matters to be settled include parking restrictions, whether chance games will be permitted, whether to permit small concessions and amusements, rolling chair parking, the mackintosh law and other subjects now in dispute.

Steel Pier announced reopening of ocean-end ballroom by Easter with name band . . . smaller ballroom to continue till summer with Alex Bartha. . . Broadway Casino Follies unit comes into the pier for the week-end, with Joan Marsh as name. . . The Four Eton Boys went over big last week. . . Magie came back to pier with De Roze. . . Maurice Callano and his family played a return date.

Seashore Amusement and Vending Machine Company started a general newspaper campaign to increase interest in coin-operated amusement machines . . . pointing out money spent is staying in city. . . After two weeks' layoff wrestling will return to Auditorium stage, with Myer Saul as promoter, and 3,000 seats arranged. . .

Atlantic City will have new direct highway by Easter. . . Basket ball as a winter attraction of Million-Dollar Pier is definitely assured now with big draw of more than 3,000 to see Atlantic City play Carl Husta and Kingston team in sensational clash, with locals beating champs.

L. I. FUN

(Continued from page 46)
sion licenses were to be considered "as carefully as admission to the bar."

At Jones Beach State Park, largest spot of its kind in the world, the objective will be to smash the record of 5,050,000 visitors of last summer. Superintendent Alfred K. Morgan has taken extra pains in getting things into shape. About 1,000 employees will be behind the scenes making things run.

Cleanliness will be the keynote at Jones Beach more than ever. Hoodlumism and improprieties so often found at other beaches are out. Special cops and State troopers will be given a code of instructions to follow that will be more severe than ever. Cleanliness and decorum are two of the factors that have made Jones Beach the success it has been. That is the general feeling of its governing board.

Indie Pools Numerous

More than 100 indie pools will speck various sections of the island, as compared to about a dozen State-operated natatoriums. The latter form of swimmeries has stirred the wrath of indie men. Largest among the privately owned pools are Sunnyside, Park (Rockaway Park) Inn, Cypress, Jamaica, Rockaway's Playland, Flushing, Broad Channel, Sun and Surf (Long Beach), Olympic (Long Beach) and Liberty (Ozone Park).

Swanky beaches, which Long Island has more of than any section of the country, probably the world, will include Southampton, Lido, Atlantic Beach, Sands Point and East Hampton, which are preparing for good biz from the horse set. The layman is out where these spots are concerned, for it's not only the size of the purse that counts in gaining entrance, but also the blueness of the blood.

DOG RACING

(Continued from page 46)
ary of this year addressed a warning to the governor of Florida denouncing extended periods of racing. (Mr. Gravatt appends a number of newspaper clippings to bear out his statement.)

"It should be remembered that all efforts to establish either horse or dog-racing plants may be traced to a tieup between race promoters and politicians. The excuse is to establish the sport of racing, but the real purpose is to milk the community by means of pari-mutuel betting, which steers all betting thru betting windows operated by the race promoters and politicians.

Warning From Gravatt

"Experience shows that the public will not pay a 50-cent admission or any other price comparable to legitimate amusements. Regardless of what gate price is advertised, thousands of passes are distributed thru restaurants, cigar and drug stores, etc. Every pass requires an additional charge for tax and service. In Atlantic City the Kennel Club failed to pay the State its tax, thereby keeping the 20-cent charge on every pass. The extra charge made on every pass aggregates thousands of dollars in a season, the main income, approaching \$1,000,000, comes from the Kennel Club's share of each bet. In Atlantic City the club's share was 12 per cent, plus 1 1/2 per cent, which was supposed to go to the State and 1 1/2 per cent supposed to go to Atlantic City, totaling 15 per cent.

"If 11 races are held a night and if the audience begins betting with \$15,000 and continues to bet with what remains of that sum after the K. O. keeps 15 per cent of each bet on each of the 11 races, the club would keep \$12,492 and the audience would go home with only \$2,508. Thus, on an average, if 10,000 people attend a race and they pay \$12,492 as bets, besides \$2,000 for admissions at 20 cents each, totaling \$14,492, then the average cost to each spectator would be \$1.44 to see the races instead of 20 cents."

Mr. Gravatt sounds a warning in his concluding statement: "When any group begins to organize a kennel club it would be wise to make a thoro investigation as to who the REAL owners or backers are behind the names that appear as incorporators."

Next week: Brief opinions from New England and Eastern park men.



By CLAUDE R. ELLIS
(Cincinnati Office)

BIZ continues fair in Park Ridge (N. J.) Roller Rink, advises Mrs. Lillian Mee, who has the refreshment stand formerly conducted by Mrs. Rose Hicks, well known in outdoor showdom. Wednesday nights ladies with escorts are admitted free. Snowball Fights bring good crowds on Fridays, sometimes to the detriment of Saturday nights. Manager Bennett has installed a turnstile entrance which collects from all who enter, even as spectators. Admission is 10 cents to observers and 25 cents for skating. There is a social roller club, members of which are given a free night, second Monday of the month. Membership cards admit them to the rink.

ROLLER-SKATING sessions were resumed in Duquesne Garden, Pittsburgh, on March 18, after a short term of ice skating. As a biz stimulant, Manager Johnny Harris is issuing a weekly ticket at \$1.10, entitling a patron to as many admissions during the week of its purchase as he pleases.

KARL SCHAEFFER and Heddy Stenuf are giving fancy skating exhibitions in Jeff Dickson's Palais des Sports Rink in Paris.

SILVER PALACE Rink, Washington, Pa., and Palace Roller Rink, Steubenville, O., two of the largest in the Ohio Valley, operated by William K. Kincaid, are having good attendance every evening and are sponsoring amateur races.

SENSATIONAL Macks, roller-skating act, appearing in leading rinks of the country in recent years, joined the Henry Santrey Revue, playing Eastern Ohio theaters.

ROLLER SKATING in Summit Beach Park, Akron, O., which has operated all winter in the Casino, will be shifted next month to the outdoor rink along the main midway, where nightly sessions, including Sundays, will be held. Russ Golden will again be in charge.

CARMEN RINK, Philadelphia, held another race program on March 9. These races are providing big attractions. A half-mile free-for-all was won by Red McLean; time, 1:45. A three-quarter-mile for amateurs was won by Adolph Straub, with Bud Trender second.

SKATERS from Olympia Roller Rink, Lancaster, Pa., copped some wins from Brownstown, Pa., reports Roy Thompson, assistant manager of Olympia. Anna June Brubaker won the ladies' race. Class A amateur race went to Dick Litch. Laird Pitts, of Olympia, is being groomed (See RINKS on page 59)



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

TRAMILL PORTABLE SKATING RINK CO.
1808 E. 15th St., Kansas City, Mo.
For Catalog, prices, etc., send 10c to cover postage

WANTED 10,000 Pairs Rink Skates: Any Make, WEIL'S QUANTITY SHOP, 20 S. Second Street, Philadelphia, Pa.

"Let's Go Roller Skating"

Says "Our Gang"

"Where will we go?" Tie-up with *OUR PLAN*. There is a new crop of roller skaters every year. Invite them to come to *YOUR RINK* at very low cost to you.

It will pay you to write today for details.



(To-day) Grown Up
CHICAGO ROLLER SKATE CO.,

"Our Gang"
(10 Years Ago)
4+27 W. Lake St., Chicago, Ill.

In the Bag?

SYRACUSE, March 23.—State Fair officials apparently consider the \$600,000 loan requested from the PWA for new buildings to be in the bag, because last week Director J. Dan Ackerman sent out hundreds of letters to industrial concerns asking if they would exhibit in the new buildings. Unofficial assurance is believed to have been given that the loan will soon be made. Construction of additional buildings will move the fair from agricultural to industrial class. Site was selected last week for an \$80,000 junior live-stock building to be started in a week.

Ionia's Night Show Booked by Chapman

IONIA, Mich., March 23.—Ionia Free Fair will present *Soaring High in Hit Lane*, Barnes-Carruthers production, it has been announced by Fred A. Chapman, fair secretary, who declares he believes it will surpass even *The World on Parade* and *The Show of the Century*, B.-O. presentations shown here in the past.

The night show, August 12-17, will be staged in five scenes, "Flying High," "Opera," "Follies," "Circus" and "Rise and Cheer." Music and other features of musical comedy successes, light opera, hippodrome and circus are to be interwoven, including Empire Male Octet and Lambert Dancers in the "All-White Ballet."

In the circus measure will appear Orrin Davenport Troupe of equestrians; Six Lucky Boys, sensational foot jugglers, and other acts. Among outstanding interlude acts will be the Hudson Wonders, Ray and Sunshine; the Brians, in a skit; Five American Eagles, wire-walking feats; Billy Lorette, noted clown cop, and Shorty Gragan and Company, whip crackers, rope spinners and trick riders. Theme of the presentation is that spectators are carried on a phantom cruiser thru a lane of highlights of outstanding show hits of past and present.

Legion Takes De Land Plant

DE LAND, Fla., March 23.—The fairgrounds made notable by Earl W. Brown and left to disintegrate when he took Florida's exhibit to the Chicago World's Fair are being rehabilitated. The American Legion post has taken a long lease on the property, which soon may be purchased by the county, and will conduct a late winter Volusia County Fair annually. Charles A. Abbott, Greenville, S. C., is managing director and has booked the Royal American Shows to play this season's engagement of six days beginning on March 25.

Hoosiers See Better Year

NORTH VERNON, Ind., March 23.—A better year for fairs was foreseen at a meeting of Southeastern Indiana Fair Circuit here on March 14, attended by George Parish, J. O. Clark, Shelbyville; William Henry, E. Barnes, Fred Fort, Clyde Baker, Greenfield; E. S. Cowing, Harrie Jones, Rushville; Leonard Haag, E. E. Kurtzman, Lawrenceburg; Curtis Russell, George Warren, North Vernon; William Clarke, Franklin; Francis Overstreet, Frank Clarke, Ed Redmond, Columbus; Robert Terry and Fielding W. Scholler, Indianapolis.

Floridians Start New Annual

RUSKIN, Fla., March 23.—A new fair organization, Florida Tomato Festival, has been organized here, with George D. (Buck) Buchanan, Ruskin, widely known lighting sign artist, as manager. The first fair on April 25-27 will have a free gate, with a free fish fry on the closing Saturday. There will be free acts, rides and shows, and several contests are under way. Chamber of Commerce Building will be used for inside exhibits and efforts will be made to erect permanent buildings for the 1936 event.

DETROIT—Thomas E. Newton, former president of the board of State Fair Managers, was appointed manager of Michigan State sales tax department. He was a member of the fair board for years and is a former president of the Grand Circuit, long interested in harness racing.

C. OF P. NET \$688,000

New Detroit Show Fixture

Success leads to steps for permanency — regulated concessions prove popular

DETROIT, March 23.—First Detroit and Michigan Exposition closed Sunday night in Convention Hall with total attendance of 442,000, setting a record for paid attendance at any Michigan event and breaking State fair records, altho the exposition ran only nine days, usual length of the fair.

Record attendance was set on Thursday with 62,000, and doors were closed for an hour in the evening because of crowds. Each day showed a steady buildup.

Because of success of the exposition definite decision to make it permanent, with plans for organization of a 1936 committee, were announced on Wednesday by J. Lee Barrett, director of Detroit Convention and Tourist Bureau, who was general manager of the event.

Midway concessions, in a slump from Sunday to Thursday, picked up when Lieutenant Lester Potter, police censor, returned to Detroit and permitted a majority of games and concessions to reopen under his regulations, and from then on no complaints were registered.

In a testimonial meeting of officials after the show Mr. Barrett complimented Lieutenant Potter on the "best regulated midway he had ever visited." Numerous protests had been received during the first part of the week from disappointed patrons who found concessions closed.

Prospects Better in Huron

HURON, S. D., March 23.—Having received financial support thru appropriations passed by the Legislature, South Dakota State Fair is laying plans. The State has had considerable moisture the past month and officials, looking to a successful year, arranged to have nearly all fair buildings repainted and necessary repairs made. They have in mind a large tree-planting program, and some landscaping will be done. The 1933 deficit was taken care of by a special appropriation. There was no deficit in 1934. Hennies Bros.' Shows will again be on the midway. Ernie Young has the night show.

CNE and Beasley Book Vallee In Record Contract for a Fair

NEW YORK, March 23.—As predicted briefly in the last issue of *The Billboard*, Rudy Vallee signed a contract on Monday to play the 14-day Canadian National Exhibition, Toronto. The outlay for the name radio, musical stage and motion picture crooner calls for a guarantee of \$35,000 plus 50 per cent of the matinee take.

This is believed to be the biggest music deal ever made at a fair or exhibition in the United States or Canada and comes after several weeks' dickering, which involved the Canadian event; William R. (Bill) Beasley, who last year presented the Guy Lombardo, Abe Lyman and Duke Ellington bands in the exhibition's Hall of Fashion for a record roundup at any fair; the George Hamid booking office and the ork leader and singer, among other interested agencies.

Last year marked the first time that the top fair of North America went in for name bands. It proved so successful that Mr. Beasley decided to plunge even more. In 1934 the admission was 50 cents and a 10-cent-per-dance plan. This time it will be \$1 straight and no extras. The take on the taxi plan last



HARRY T. CRANDELL, Caro, secretary and manager of the newly formed Michigan Agricultural Society, Inc., which will conduct a string of fairs this season to promote 4-H Club work and to better live stock. "No off-color games on our midways," says Manager Crandell.

Hayes Bidder for Quincy

QUINCY, Ill., March 23.—While several elements here have been discussing advisability of giving a county fair this year, W. R. Hayes, Duquoin, Ill., superintendent of speed at the State fair, has offered to take a five-year lease on Baldwin Park and conduct a county fair there, assuming all liability. Thomas Baldwin, owner of the park, has been negotiating with local committees, but no deal has been made, altho it is said they are not far apart. He would prefer to have the fair held under local auspices, but if no arrangement can be made he will consider the offer from Mr. Hayes, who conducts fairs in Danville and Pinckneyville and would like to add Quincy to his string.

Celebration in Morris, Ill.

CHICAGO, March 23.—Business men of Morris, Ill., in conjunction with Morris post, American Legion, will put on a celebration the week of July 1-6.

NEGOTIATIONS are under way for establishment in North Carolina of a new booking office to serve Southern fairs, sponsored by Yates D. and Hugh M. Smith, many years managers of Smith's Superba Band.

W. F. Is Only One With Profit

Chi exposition given distinction in final report—park district gets slice

CHICAGO, March 23.—A Century of Progress, only World's Fair to pay its own way and having the additional distinction of having showed a profit, has \$688,166 in cash and securities after having paid all expenses.

Such was the report made this week by Major Lenox R. Lohr, general manager of the fairs of 1933 and 1934.

The comptroller's report on the fair shows a total revenue for the two years of \$29,331,876.07. Total operating expense, not including the payment of \$10,000,000 to bondholders, was \$16,983,646.45.

After all structures not to be retained are demolished and the grounds are restored, any money remaining will be turned over to the Chicago Park District and to several scientific organizations.

Storm Over in Nebraska?

LINCOLN, March 23.—After a stormy hearing a couple of weeks ago on the two bills pertaining to reorganization of Nebraska State Fair board, the bills went back into committee. R. R. Vance, president of the board, told inquiring bookers he believed the measures would be pigeon holed before the session is over and that the same setup will prevail for the 1935 show. United Shows of America have been contracted for the midway.

Pick Boltenstern Successor

KEWANEE, Ill., March 23.—Central Illinois Trotting and Pacing Association will meet to elect a successor to Theodore Boltenstern, 26 years president of the circuit, whose death on March 18 is reported in the Final Curtain in this issue. His death brought vacancies in several fair associations. He was vice-president of Illinois Association of Fairs 15 years, member of Illinois State Fair board, secretary of Henry County Fair Association and considered an authority on exposition problems.

Franklinton Credits Acts

FRANKLINTON, La., March 23.—Midway attractions are credited with largely financing entertainment features at Washington Parish Free Fair here by H. E. Hoppen, vice-president and general manager. Fourteen acts were presented last year and prospects are better for the 1935 fair on October 16-19, he says. The free fair has free grand-stand shows and free parking space. Known as the "Fair With a Picnic Spirit," attendance has shown steady increase. Great Dixieland Shows have been contracted for the midway.

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**

(See CNE AND BEASLEY on page 51)



By Claude R. Ellis

IT IS NOT a problem, not even a question. But every so often we hear about some fair management that has "decided to do away with the midway." Such an announcement, generally by small fairs, has often been made with a great deal of noise and fanfare. But in most cases, when the same fairs welcome the midway back, after a single trial without it, publicity as to how the events turned out without the fun zones is conspicuously absent. So much has been said on the subject that to argue again for the midway as a necessary adjunct to a well-balanced fair would be like advising that no fair be held without exhibits. Advisability of having a midway has been so obvious that little intelligent argument on the subject could be drummed up if program makers were so hard up for topics as to decide to put it on at State and district conventions. How many of the bang-up fairs, large and small, on the continent would even consider midway elimination? The bookings every year constitute the answer. So whenever we hear about a board planning a fair sans the shows and rides and the life, light, gaiety and revenue that go with them, we attribute it to inexperience and hope for the speedy enlightenment of the misguided tyros.

WINTER fair meetings were likened to the Whip, that old standby riding device, by O. Higdon at the Kansas State meeting, when he declared, "Interest and enthusiasm are all astir during fair time, then that interest becomes somewhat deadened and then along comes the annual meeting, with all of its enthusiasms, to give the group a quick whirl and a start and away they go again!"

AT A PARIS fair next month, sponsored by the French newspaper, "Paris Soir," it is announced that domestic and savage animals will be sold at from one franc (six cents) up. What! No selling prizes?

OUR friend, Harry Kahn, go-getter sec of Auglaize County Fair, Wapakoneta, O., had the time of his life as guest of Milt Hinkle at the latter's Cleveland Rodeo. "He had a great show and packed 'em in on Saturday and Sunday," advises Harry. "He got some fine seats for a Cleveland friend and me. We had quite a thrill. One of the Wild West horses jumped the 10-foot barrier where I was sitting and skinned me up and broke my friend's hat and grazed his arm. In fact, the thrill was too real to enjoy. Curly McCall was at the horse gate and gave me a big laugh. He was trick riding in the rodeo. They had Buck Owens and his horse, Goldie, as extra attraction."

NEW MASTER plan for Texas Centennial Central Exposition, scheduled to open in Dallas on June 1, 1936, has just been completed and has received final okch of the Central Exposition board of directors, city council and park boards. Walter D. Gilne, managing director for the Central Exposition, said, upon receiving approval of the master plan, that "everything is now ready and we will go full steam ahead." The \$3,000,000 State appropriation, of which \$1,250,000 will be used for erection of a State building, has passed lower House of the Legislature and is expected to pass the Senate.

NEARLY every season these pop up several conspicuous proofs of the truism that fairs and politics will not mix—that is, if fairs are not to get the worst of the concoction.

PILLUPS: Mrs. Ed L. Moore is secretary of Hillsboro (Ore.) Fair. . . . Ionia (Mich.) Free Fair always has a great grand-stand show, Ionia Fair is in a class by itself as a crowd-drawer. . . . That new Michigan circuit has already put the ban on "stepping" concession games. . . . C. C. Hunter has made a remarkable showing in his six years as manager in Taylorville, Ill. . . . Copious rains have about made up for drought terrors out Dakota way. . . . Quincy, Ill., can be sure of a good fair if they turn it over to W. R. Hayes, who



LOOKS LIKE A FAIR OFFICIAL with his arms full. Left to right: Fred A. Chapman Jr.; Fred A. Chapman, secretary of Ionia (Mich.) Free Fair; Aurelia Catherine Chapman, a St. Valentine's Day baby of 1934.

wants to run it if local interests pass it up. . . . George D. (Buck) Buchanan, who has amazed many a grand stand with his deft, lightning-like lettering and paintings on a giant easel, has blossomed out as a fair manager. In Ruskin, his home town, he will direct the first Florida Tomato Festival, with assists by his agents, H. E. Hyatt and D. M. Reese. . . . Taps for the late Theodore Boltens-tern, long a notable in Illinois fair councils. . . . In case you are in Africa next year, don't forget to drop in on the Johannesburg Exhibition. . . . Yes, Rodney, there are more carnival bosses in the fair business than fair managers in the carnival biz. . . . Assuming that they'll still be at it then, some fair managers are considering a Johnson-Coughlin-Long debate instead of a locomotive collision for their big days next fall. . . . Provide plenty of flagstaffs to fly the Stars and Stripes during fair time. . . . a thrill in itself.

New Michigan Loop To Comprise 7 Spots

CARO, Mich., March 23.—Harry T. Crandell, of Caro, secretary and manager of the new Michigan Agricultural Society, Inc., in announcing partial plans for a circuit of fairs to be presented by the organization, declared that no off-color concession games will be permitted and that the events will be primarily to promote better live stock and 4-H Club work.

At the organization meeting in Lansing more than 100 race-horse men, live-stock breeders and business men attended. James B. Jones, Detroit, was elected honorary president; Milo Shaw, Middleville, president; B. D. Kelley, Marshall, vice-president; Claude Mitchell, Decker, treasurer; Harry T. Crandell, Caro, secretary and manager; superintendent of gates, Elmer Haines, Vassar; assistant, Miss Sarah Van Hausen Jones, Rochester; superintendent of speed, Andy Adams, Litchfield. Many of the backers are breeders. Mr. Crandell having exhibited widely from Edmonton to Dallas.

Circuit to date comprises Kalamazoo, Grand Rapids, Bay City, Davison and Cadillac, with two more to be added. Mighty Sheesley Midway and Ohio Firework Company have been contracted. Feature attraction probably will be a rodeo, with \$20,000 in prizes. Budget for the circuit is said to be \$150,000.

Texas Centennial Measure Appears on Way to Passage

AUSTIN, Tex., March 23.—The Centennial appropriation bill, reported favorably by a Senate committee, provides \$1,000,000 for buildings in Dallas, \$250,000 for equipment; \$300,000 for celebration at the Alamo, San Antonio; \$300,000 for San Jacinto Battlefield, near Houston; \$400,000 for observances at other historical points, and \$750,000 for administrative expense, including publicity.

It is estimated per capita cost of the Centennial under this bill would be about 75 cents. Indications point to early consideration and passage of the measure.

Johannesburg To Have Expo

Union of South Africa in support of exhibition to be held late in 1936

CHICAGO, March 23.—Government of the Union of South Africa has given its hearty approval and substantial financial support to an Empire Exhibition to be held in Johannesburg toward the end of 1936. B. M. Bellasis, head of the exhibition section of the Federation of British Industries, has been made general manager of the Johannesburg project and is now in South Africa working on plans for the fair.

In 1936 Johannesburg celebrates its Jubilee or 50th anniversary, the city having received its first charter from President Kruger on October 4, 1886. The exhibition, while being made much more than a municipal affair, will synchronize with the Jubilee celebrations.

Colonies Coming In

"South Africa has never had an exhibition conceived and carried out on a scale attractive to the whole world or even possibly to South Africa," said a member of the Federation of British Industries. "There is no question therefore that the exhibition will have extraordinary value as an educative medium among people of South Africa and also among people of the whole empire.

"It is hoped the provinces and countries outside the Union itself, such as the Rhodesias, protectorates, Nyassaland and others, will all stage considerable exhibits, and that the imperial government will be similarly represented. Even before any official announcement of the show had been made the interest shown on the part of manufacturers was considerable, and there is every reason to hope that the commercial sections of the exhibition will be of considerable importance."

Site Familiar Spot

Site chosen for the exhibition is on grounds of Witwatersrand Agricultural Society, with which all people who know Johannesburg are familiar. These grounds provide an admirable site of more than 100 acres, already equipped with railway sidings and all services of electricity, water, drainage, etc., and are within a few minutes by car or tram of center of the city. Provisional plans in preparation provide upward of 500,000 square feet of buildings; for industrial buildings, besides numerous imposing government buildings. There is ample room for extension of space if necessary. A considerable area of the grounds has been reserved for an amusement park, where it is hoped to introduce many rides and shows.

Exact date of the exhibition has not been decided, but it will probably open at the end of September, 1936, and continue 14 weeks, covering Christmas and New Year holidays.

Taylorville, Ill., Emerges From Red; \$17,000 Paid Off

TAYLORVILLE, Ill., March 23.—Secretary and General Manager C. C. Hunter reported to the annual meeting that Christian County Agricultural Fair Association is out of the red for the first time since it was organized 12 years ago, despite the fact that there was a disastrous fire on the grounds a few days prior to the 1934 fair. Mr. Hunter, secretary six years, took hold when there was more than \$17,000 indebtedness.

Innovations will mark the fair, July 29-August 2, said Mr. Hunter, and improvements will be under way by April 1, including three new buildings, two horse barns and poultry building. Grand stand, some barns and both entrances will be painted. The drainage will be laid and a high metal fence will inclose the plant.

Permanent organization of fair boosters throughout the county is contemplated, with committees in each of the 190 school districts. It is believed more efficiency will come from this organization thru the former campaign by townships.

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.

E. L. VINCENT

Mr. Vincent was born in Clearfield, Pa., on October 30, 1884, making him 50 years of age. His home is in Algona, Ia., where he is secretary of Kosciusko County Fair. He has been in the fair field since 1916, when he became superintendent of speed at Algona Fair, a post he held in 1925-32. He was president of the fair in 1920-22 and was made secretary in 1933. He is a member of the Knights of Pythias, and his hobby is harness racing. He was married to Bernice Godden in 1931 and she died in 1933. She had charge of the race program at Kosciusko County Fair several years and had assisted Mr. Vincent when he was clerk of races at Iowa State Fair in 1920-31.

N. J. Nays, Conn. Ayes Race Bills

NEW YORK, March 23.—Two important developments in connection with racing bills in New Jersey and Connecticut came about this week when the House of the Skeeter State turned thumbs down on pari-mutuel betting and the Nutmeggers okched it.

In the New Jersey Legislature efforts will be made to revive the bill on April 1, convening time. The State has a 40-year-old statute banning gambling. The losers had claimed that legal betting would bring revenue to State and municipal treasuries, especially at resorts. Negative vote automatically shelves dog racing as well.

In Connecticut the House passed a bill establishing a State Racing Commission and legalizing p-m wagers. It goes to the Senate next week. Bill provides for licensing of runners, permits p-m betting and allows trotting races on license application. Two commissioners will be named by the General Assembly on nomination of the governor. Commissioners will set up the rules and regulations governing events at tracks, the salary of each to be \$4,200 a year. Licenses are required to pay a sum equal to three and one-half per cent of the p-m take, 10 per cent of each admission charge and 10 cents for each unpaid admission. Latter stipulation is apparently aimed at the system of comp tickets which is especially in vogue at dog-race meets.

Standard Oil Co. Features Puppets at Home Exhibit

CHICAGO, March 23.—Continuing to make showmanship a feature of its advertising campaign as it did at a Century of Progress last summer, the Standard Oil Company (Indiana) this year has turned to marionettes and has what is proving one of the liveliest exhibits at the Better Home Exhibit now being shown here.

Sue Hastings' Marionettes, fresh from 20 and 14-week engagements at the Merry-Go-Round and Zell's, two prominent New York night clubs, have been installed at the Better Home Exhibit and are furnishing entertainment for young and old. The 15-minute shows are being run hourly thruout each day and will continue during the two months the exhibit runs. Each show has four acts, in which the cleverly manipulated puppets are supplemented by electrically transcribed dialog, sound effects and music.

This exhibit is another instance of the general tendency of "big business" to use shows and showmanship in publicizing its products.

Milwaukee Will Celebrate

MILWAUKEE, March 23.—Centennial Committee, headed by Chauncey W. Yockey, voted to have a carnival set up on the lakefront for celebration of the 100th anniversary of incorporation of Milwaukee as a town. Festival is tentatively set for July 24-28 and will include a historical pageant.

WITH THE Trotters



By EDWIN T. KELLER

It has been feared that Cleveland, more than two decades one of the pillars in Grand Circuit, would be without a Big Line meeting in 1935, as the meeting there a year ago was a heavy loser. However, things have been straightened out at the North Randall point, a new organization completed, and Cleveland is to continue in that chain, most welcome news to all trotting followers.

Win Kinnao, hustling Ohio official, is secretary of the meeting there, which is to follow the opening mile-track meeting of the year over the Fort Miami track in Toledo. He has announced stake features for North Randall, which include the 2-year-old sweepstakes, for an estimated value of \$3,000; a 10-pace, 17-trot, 15-pace and 3-year-old trot, all of them to be for \$1,000. The fixtures of past Cleveland meetings, Edwards pacing stake and Ohio trotting stake, have not been announced, but horsemen hope these two fixtures will at least be kept on the program as the week's headliners.

Many Announcements

Toledo has come out with a splendid stake program. Secretary J. J. Mooney having favored the horsemen with a total of 11 early-closing affairs, ranging from \$600 to \$3,000 for the 2-year-old classic. Majority of the Toledo stakes are for \$1,000 and the program also gives free-for-all trotters and pacers a \$1,200 prize to race for. Toledo in another month will be about the busiest place on the trotting map.

There is a possibility that Lexington, which annually closes the Grand Circuit, will also sponsor a spring meeting and will open the Grand Circuit with a week at the Blue Grass center the final week in June. Secretary Jesse Shuff and President Henry H. Knight are working out plans and news of whether the meeting to be carded can be expected soon. Lexington as an opening point offers many advantages.

Announcements regarding racing in all sections are coming in thick and fast. Art Toomey, hustling secretary of Western New York Fair Circuit, announced a most attractive list of eight stake races for the leading meetings of that chain in Batavia, Hamburg and Dunkirk, and the past week announced that Lockport, which gave up harness racing last year for a disastrous whirl at the runners, will probably be back in line and will feature the same line of stakes, giving four straight weeks of stake racing for that chain, which has always proved popular.

Prospect Is Bright

In New England Green Mountain Circuit has come out with a fine stake program for five meetings, in Morrisville, Essex Junction, Barton and Rutland, Vt., and Malone, N. Y., headed by a \$2,500 free-for-all pace in Rutland, which will attract some outstanding stars.

For the fourth consecutive year Village Farm, noted breeding establishment of Gage B. Ellis, Langhorne, Pa., will sponsor a race meeting, and this year, instead of the customary one-day meeting on Memorial Day, will run three days, when a program of nine attractive races will be given.

Perhaps best announcement of the week is from Hamburg, N. Y., about plans for an extended four-week meeting to open the final week in May. Horsemen of that section have been successful in reorganizing old Lake Erie Circuit and meetings will be staged in Hamburg, Batavia and Dunkirk; Butler, Pa., and Canfield and Painesville, O., with racing to run from final week in May to end of July. It has been several years since the harness horse picture looked as bright as it does for 1935.

Centennial for Janesville

JANESVILLE, Wis., March 23—Janesville will celebrate its 100th birthday on July 2-5 with a celebration that will include various kinds of entertainment and a parade, not only historical in character but which also will show the growth and development of industry, transportation and agriculture.

ELKHORN, Wis.—Walworth County board has voted an appropriation of \$6,000 to carry on Walworth County Fair.

Auglaize Improving Grounds

WAPAEONETA, O., March 23—Auglaize County Fair board will spend \$7,000 in improvements on grounds and buildings, reports Secretary Harry Kahn, who is making big preparations for the fair on August 25-30. This year the fair will open Sunday afternoon with motorcycle thrills, and a rodeo starts on Tuesday, with extra fireworks displays. The fair has entered the Ohio Colt Racing Association and purses will be higher, totaling \$2,700. Premiums will be increased. About 20 horses are being trained on the grounds, with more coming in.

New W. Va. Race Body Named

CHARLESTON, W. Va., March 23—Governor Kump named on the new State racing commission, as directed by the Legislature, just adjourned, Beberly Broad, Charleston, four-year term; Frank Brooke, Charles Town, where track is situated, three years, and Leslie Combs II, Huntington, two years. Operation of the commission means a 1 per cent levy on pari-mutuel pools, out of which commission expenses are to be paid. Commissioners get \$12.50 each day they work. Old levy at the Charles Town track was 3 per cent.

Grand-Stand Shows

T. JAY QUINCY has booked Miss Veenie Quincy to present her high dive as feature at the big Springtime Fair-Exposition in Marseille, France, on March 30-April 14. He will also have an under-water show on the fairgrounds.

FLYING MELZORAS' last two Florida fairs were in Key West week of March 11 and Pahokee week of March 18, followed by a Charleston (S. C.) celebration week of March 25.

B. WARD BEAM'S Dare-Devils and Raum's New Deal Circus, with Gooding rides, have been booked for Dearborn County Fair, Lawrenceburg, Ind., under American Legion auspices, on July 24-27.

GERTRUDE AVERY'S Diamond Revue, booked by George Hamid, will be featured attraction at Rochester (N. Y.) Exposition, September 2-6.

SMITH'S Superba Band has been contracted at Eastern Shore Fair, Keller, Va., for the third consecutive year and at Greenville (S. C.) Fair in addition to other Southern dates. Band will operate in two units in the South.

V. E. THOMPSON, balloonist, and party stopped in Hot Springs, Ark., en route from the Rio Grande Valley to the home port in Aurora, Ill., from where Mr. Thompson will fill amusement park dates beginning late in May.

FIVE acts, two WLS barn dance groups, have been booked for Sheboygan County Fair, Plymouth, Wis., August 15-18.

Agricultural Conditions

Condensed Data From March Summary by U. S. Department of Agriculture, Washington, D. C.

At the beginning of every year this bureau takes an inventory of the nation's live stock. These estimates, completed a few days ago, show a striking picture as of January 1 this year. In brief, our farm animals have been reduced within a year to the lowest number in the present century. All classes of live stock decreased markedly. If all the farm animals in the country are lumped together in terms of comparable animal units, total reduction last year was about 13 per cent. This was more than twice as large as occurred in any other of the 45 years of record.

The decrease in the number of cattle was much larger than has ever before occurred in one year both in actual numbers and in percentage. Altogether decrease in cattle is reckoned at about 7,600,000 head since a year ago, there are still about 4,000,000 head more than on January 1, 1928, which was low point of the current cattle cycle. Of this decrease last year, roughly a third was in milk stock and two-thirds in other kinds of cattle. However, since the low point in 1928 we have added something over 3,000,000 head of milk stock without much change in the number of beef cattle.

The Minnesota State Fair Amusement Committee

Will hold a meeting the evening of Monday, April 8, at the Lowry Hotel, St. Paul, for the purpose of purchasing a Grand Stand Show for the 1935 Fair. Booking agencies and fireworks companies are invited to have representatives at the meeting.

Fair Elections

ITHACA, N. Y.—Tompkins County Agricultural and Horticultural Society elected W. J. McCormick, president; Fred Williams, vice-president; Seville S. Reulein, treasurer; C. A. Smith, Ithaca, secretary; Harriet Wilson, corresponding secretary; R. L. Higley, director.

RUSKIN, Fla.—Florida Tomato Festival elected W. E. Carothers, president; H. Y. Willis, Lawrence Elaberry, vice-presidents; Alvin McHargue, secretary; Al Baldwin, treasurer; George D. (Buck) Buchanan, manager.

JERSEYVILLE, Ill.—Jersey County Fair Association re-elected E. M. Porter, president; F. A. Downey, vice-president; Charles H. Terry, treasurer; William Ryan Jr., secretary.

TAYLORVILLE, Ill.—Christian County Agricultural Fair Association elected Dwight Hart, president; A. D. Gausen, P. H. Kinney, vice-presidents; G. E. Ritscher, treasurer; C. C. Hunter, secretary and general manager; Col. G. G. Seaman, chairman of directors.

POMEROY, Wash.—Sidney S. Jefferys was elected president of Garfield County Fair Association; Mrs. C. G. Francisco, Jack Dixon, vice-presidents; P. A. DeWievling, secretary-treasurer.

MILFORD, Ill.—Iroquois County Fair, to be sponsored by Milford Civic Club, elected J. E. Calkin, president; Harold Hixson, vice-president; Wendell Schrader, secretary; Warren Davis, treasurer.

ROCKY FORD, Colo.—Arkansas Valley Fair and Exposition elected Charles Balnes, president; J. B. Ryan, vice-president; Walter Sheets, treasurer; Mrs. Belle Daring, secretary.

PLATTEVILLE, Wis.—William F. Knebel was elected president; George V. Merrifield, vice-president, and Clarence H. S. Whitchee, treasurer, of Platteville-Badger Fair, to be held on August 1-4.

MASON, Mich.—Ingham County Fair Association elected Harry Freshour, president; Ralph Hudson, Nelson Rouse, Harry Covert, Dr. O. J. Freeland, J. W. Wilford, Joy O. Davis, B. C. Fisher, W. E. Rhodes, G. E. Puffenberger, Allan Macdonald, vice-presidents; Jess N. Baker, treasurer; Lloyd L. Doane, secretary; George W. Graham, Vernon J. Brown, assistants.

AVAILABLE ACTS

(Aerials Preferred)

For Jacksonville Fair APRIL 12 - 21

Communicate with E. ROSS JORDAN, Mgr., Box 1834, Jacksonville, Fla.

WANTED

For Dearborn County Fair DAY AND NIGHT, JULY 24 TO 27, INCLUSIVE, LAWRENCEBURG, IND.

A limited number of clean Shows and Stock Concessions. A deposit required of all. Absolutely no profit or smut need apply. Local conditions far above average. The Home of Reagrams, Old Quaker and Walsh Distilleries. LEONARD MAO, Secretary.

THE GREAT PARK CITY FAIR

GUTHRIE, KY.-TENN.

Thursday, Friday, Saturday, Sept. 26, 27, 28, '35. Would like to book a small Carnival and few Shows and Rides. WERTNER MIMMS, Secy., Rt. 2, Box 20, Guthrie, Ky.

WANTED

HIGH-CLASS CARNIVAL ATTRACTIONS For National American Legion Convention (Corporation) (Carnival, May 1, 2, 3 and 4, to be held in the New Municipal Auditorium, St. Louis, Mo. Percentage. Give full description, etc. E. J. BURKE, Municipal Auditorium, St. Louis.

PHONE MEN

(Notices are four times) for Official International Convention Souvenir Program L. O. O. Moore, in Boston. Also a number of other cities, New England States. External supplies. P. M. ARGOLO, 437 Sturdee Hotel, Boston, Mass.

BERT STEPHENS

Wire me at once. FRED CROCKETT 263 North Main Street, Waterbury, Conn.

per cent larger than a year earlier and is the largest number raised since 1922.

CNE AND BEASLEY

(Continued from page 49)

Agency, which handles the yeast program, is paying for the hookup and, of course, the talent used on the air in connection with it. Vallee has agreed to bring a company of at least 35 over the border, including 23 pieces in the band. Their transportation to and from will be paid for under the terms of the contract, which calls for dancing until 2 a.m. The exhibition will be obligated, under local union rules, to provide a local band, as in 1934.

Hamid on Ground Floor

Mr. Beasley is young but has had plenty of experience. He operates most of the concessions at the CNE and specializes in amusement machines, including operation of about 400 cranes put out by the International Microscope Reel Company. He also has interests in Detroit.

George Hamid has been on the ground floor of the deal since it first became talk several weeks ago. Before departing on the cruise with the Hugheses he stated that Vallee's terrific reputation is bound to prove itself capable of drawing as big in a Canadian city as in the United States. Mr. Hughes and Mr. Beasley feel about the same about it. The Hamid office holds the contract for the grand-stand layout, which is always in fancy figures on money end.

Altho no official information has been released, it is understood that the famous musical contingent of the Irish Guards of Buckingham Palace, London, will play the exhibition for the entire run. The Irish Guards haven't appeared there since 1912 and are considered one of the stand-out tune organizations in the British Empire.

General Manager Hughes said that display space is being sold at a fast clip, this being brought about in part by better conditions and an attractive cash discount scheme offered by the exhibition.

SHARP REDUCTION

The reduction in the number of hogs last year was the most striking annual change ever shown in the country's livestock inventory. Once before, in 1924, the number of hogs was reduced about 11,000,000 head in a year. Last year the decrease amounted to more than 20,000,000 head. It was greatest in the Corn Belt, where the bulk of our commercial pork comes from, being over a 40 per cent decrease in that region. It is estimated that we have at the beginning of this year 37,000,000 hogs of all kinds on farms, which is the smallest number in 50 years. The tremendous decrease in the Corn Belt is significant as indicating the decrease in slaughter supplies during the first nine or ten months of 1935. The number of sheep declined about 2,446,000 head, or about 5 per cent during the year. This cut was about the same in stock sheep and in sheep and lambs on feed. In the West it was mostly a case of old ewes weeded out. The number of horses and mules again declined about 1 per cent in a year, but it is now clear that farmers are making an effort to restore their work stock, since the number of colts raised last year (692,000 head) was 27

WOULD SLICE TENN. LICENSE

Committee's Recommendations Favor Carnivals and Circuses

Carnivals would pay on basis of population—all amusements, however, would be hit by admissions tax proposed as a part of general revenue measure

NASHVILLE, Tenn., March 23.—Amusements in general will be hit and carnivals and circuses will benefit if the recommendations of the Recess Finance Committee are adopted by the General Assembly, which is scheduled to reconvene here Monday. Proposals to reduce taxes on carnivals and circuses made by the State County Court Clerks' Association were adopted to a varying degree. The \$500 a day tax on circuses now assessed by State, city and county is to be cut to \$200 daily for circuses of more than 20 shows. The tax will be assessed separately by the three governments.

Taxes on carnivals, now assessed as circuses, are to be reduced and placed on a graduated scale, based upon population of towns in which they play. Amount of assessment has not been decided upon.

As a part of the general revenue bill, the committee will recommend that all amusements, regardless of nature, be taxed 10 per cent. This section of the bill was added during the closing days of this week's sessions, having been under consideration for some time. In proposing it, members of the committee said that it would add at least \$600,000 a year to public relief funds of the State, one of the major problems facing the Assembly. The tax was not proposed as "10 per cent on amusements," but as "1 cent on each 10 cents admission charge to all amusements." A motion by Representative Leon Ollbert, of Davidson County, to exempt admissions of 20 cents and under failed.

The committee will recommend a license fee on slot machines, illegal by State law. Such machines not used for dispensing candy and similar items will be assessed from \$30 to \$75, depending on amount of cash required to operate the machine.

These finance committee recommendations will not of necessity become laws, as they depend on the action of the Assembly. "Insiders" contend that the Assembly will throw out all work of the committee and attempt passage of a general sales tax, the cause of the strife before the recess.

Rogers Gets Sendoff During SLA Meeting

CHICAGO, March 23.—Following the business session of Thursday's weekly meeting of Showmen's League of America a farewell was tendered Joe Rogers, showman and third vice-president of the League, who is leaving to look after the interests of Dufour & Rogers at the exposition at Brussels, Belgium. The affair was one of the jolliest, most picturesque and entertaining ever staged in the League rooms. There was, of course, a touch of sadness over Joe's (See ROGERS GETS on page 56)

CINCINNATI, March 23.—Pollie & Berger Shows have contracted this year's Tuscola County Fair at Caro, Mich., Louis J. Berger informed *The Billboard* this week.

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

Dodson Four Weeks on Two St. Louis Lots

EAST ST. LOUIS, Ill., March 23.—Arrangements were made a few days ago for Dodson's World's Fair Shows to play St. Louis four weeks.

Following the opening engagement there, for 15 days starting April 6, on the school property at Kingshighway and Natural Bridge, auspices St. Englebert's Church, the show will move to Kingshighway and South West, where it will be located April 22-May 5.

Gruberg Appeals Case; Pullman Corrects Errors

CINCINNATI, March 23.—Relative to an article in last issue, Percy Martin, general representative Gruberg's World's Exposition Shows, advises, in part, as follows: "Regarding the article in this week's issue of *The Billboard* of Pete Pullman securing court judgment at Lumberton, N. C., for \$500 against Max Oruberg for breach of contract, Mr. Gruberg thru his attorney at Lumberton has appealed the case to the Supreme Court of North Carolina."

Pete Pullman, now owner-manager cookhouse with the Al C. Hansen Shows, writes *The Billboard* that there were some errors in the report appearing in last issue. His letter states: "The suit was brought for breach of contract and the court ruled in my favor, awarding me judgment. The question of meal tickets or any such arrangement did not figure in it."

Crime Show to Belgium

ST. LOUIS, March 23.—W. H. J. Shaw, wax sculptor, on Thursday shipped a complete crime show, which he produced and manufactured for Dufour & Rogers, to the Brussels World's Fair, Brussels, Belgium. Featured in the show are the life-size images of Bruno Hauptmann, "Legs" Diamond, Al Capone, John Dillinger, "Pretty Boy" Floyd and "Baby Face" Nelson.

The Shaw studios have been exceptionally busy during the last two months manufacturing both complete shows and individual figures.

Lippman at Marks Quarters

RICHMOND, Va., March 23.—Eddie Lippman, who some weeks ago was appointed by General Manager J. H. Marks as manager Marks Greater Shows, accompanied by his wife, has arrived at quarters of the show here and is busily engaged in office and other managerial duties.

Dolletta Recovers Eyesight

CINCINNATI, March 23.—Many show world acquaintances of Mrs. Dolletta (Boykin) Buck, many years billed as Dolletta, the World's Smallest Mother, have lost track of her lately. *The Billboard* has just received a letter from Dolletta in which she informs that becoming almost totally blind—cataracts on both eyes—she entered Dr. Reaves Infirmary, Greensboro, N. C., on January 4, 1934, and that she is now "in



LEFT TO RIGHT: Billie Woods, Frank LaBarr, Bryan Woods, Billie and Bryan of Monkey Circus note. Frank (81 years "young"), who was visiting them at Miami, returns to West's World's Wonder Shows as mall man and salesman *The Billboard*.

N. Y., N. J. Shows Are Ready for April

NEW YORK, March 23.—Shows in the New York and New Jersey area are getting ready for their openings in the middle of April and thereabouts. Shopping for equipment and attractions, including rides, concessions and canvas, is going steadily ahead.

Frank J. Murphy arrived from Florida with Mrs. Murphy and has started work in quarters.

Al C. Grill, general agent O. C. Buck (See N. Y., N. J. SHOWS on page 56)

Stevens to United

ST. LOUIS, March 23.—After nine years' absence from the carnival field Dave Stevens has arranged to be with United Shows of America this season. Will be official announcer and also have the privilege car. His return finds him again with John R. Castle. Both were born and reared in Kansas City. The last nine years Stevens has been located in Kansas City, where he served as promoter for Central Athletic Club, also as announcer at most important athletic events in that city.

Mrs. Sally Stevens, Dave's wife, will be featured with Elsie Calvert's show with United Shows of America. For five years she was with Earl Carroll's shows in New York City, and is a top-notch blues singer and tap dancer.

Art Lewis Shows Book 4 Fairs in New York

NEW YORK, March 23.—Art Lewis, manager Art Lewis Shows, this week announced contracts for four fairs in New York State. They are Watertown, Penn. Yan, Ponda and Cambridge, to be played in that order.

Lewis is preparing his organization for opening in the winter quarters city, Bridgeport, Conn., on April 27.

JOHNSON CITY, Tenn., March 23.—J. J. Page Shows report the following as among fair engagements booked by that company for this year: Rutherford County Fair, Murphreesboro, Tenn.; Walker County Fair, Jasper, Ala.

Six Shows Start The New Season

Hennies Bros. At Kilgore, Tex.

KILGORE, Tex., March 23.—With very attractive motorized transportation and midway equipment Hennies Bros. Shows opened their season last Saturday at this city for an eight days' engagement under auspices of Robert Lee Orim Post, American Legion. They arrived on Tuesday afternoon, which gave them three days in which to properly organize their program and be ready for a Saturday afternoon opening, as a school (See HENNIES BROS. on page 58)

Al C. Hansen At Macon, Ga.

MACON, Ga., March 23.—The Al C. Hansen Shows opened their 11th annual tour to splendid results here last Saturday in the spacious Central City Park. The midway is colorful and quite attractive. The equipment looks spick and span, nearly all of the canvas is new, the new office wagon is an elaborate construction. The new General Electric light plant, with subway type motor, supplies on abundance of illumination and special wagon fronts made their appearance on the midway for the first (See AL C. HANSEN on page 58)

West Brothers At Sikeston, Mo.

SIKESTON, Mo., March 23.—West Brothers' Amusement Company opened this season here last Saturday to a nice business. The show is moving on 18 Chevrolet tractors with 24-foot trailers. Nearly all canvas is new and there are seven wagon fronts built on trailers, each with a spread of 70 feet when opened. All rides, shows, fronts, tractor (See WEST BROTHERS on page 58)

Beatty Superior At Augusta, Ga.

AUGUSTA, Ga., March 23.—Under auspices of Haynes School, on the school lot, O. J. Beatty's Superior Shows are playing their season-opening engagement here this week. Business has averaged fair. A great deal of preparatory work was done on the equipment during the winter and the midway presents a (See BEATTY SUPERIOR on page 58)

Wallace Bros. At Trumaun, Ark.

TRUMANN, Ark., March 23.—With all show fronts and rides brightly painted and much new canvas, Wallace Bros. Shows opened their season here last Saturday, the engagement under auspices of Trumann and located on the Harrison showgrounds. With unsettled weather business has been fair.

The staff: E. E. Farrow, owner-manager; Jack Oliver, assistant manager; (See WALLACE BROS. on page 58)

Reid Greater at Johnston, S. C.

JOHNSTON, S. C., March 23.—Reid Greater Shows opened their season here Monday, the location in the heart of town, weather like summer. General Agent Sam Riley deserves credit for obtaining this spot, as business has been very good. This is the first carnival here in over three years.

The show has been all newly painted. The Minstrel Show has a new 80x70 (See REID GREATER on page 58)

CHICAGO HEIGHTS, Ill., March 23.—Bloom's Gold Medal Shows have been awarded contract to furnish midway amusements at this year's Mt. Vernon (Ill.) Fair. R. J. Cousins, general agent for the show, advises that he concluded negotiations last week with the fair secretary, Martin Henn.

make Your dollars Count for Most!

"Split-Coach will cut overhead 75%," says an experienced trouper, "and to make money these days a man must keep his overhead and nut down!"

"Split-Coach," he continues, "has all other trailers I've seen beaten for solid comfort, living and traveling."

And he should know. He owns one himself and there are two Split-Coaches with his Show and a third soon to be added.

Take a tip from him. Buy a Split-Coach. Get one now and BENEFIT BY PRESENT LOW PRICES

SPLIT-COACH MOTOR CORP.
YORK, PA.

H.W. Pollack POSTER PRINT
for
CIRCUSES, COLISEUMS, CARNIVALS, FAIRS, RODEOS
BEACHES, POOLS, PARKS

We will submit individual designs, created exclusively for your show

POSTERS SHIPPED SAME DAY ORDER IS RECEIVED

Everything from a Lithograph Page to a Twenty-Four Sheet Stand

Union Label on All Work



H.W. POLLACK POSTER PRINT SHOW PRINT DIVISION
BUFFALO, N.Y. PHONE GRANT 8205

Crowley's United Shows

BRAND-NEW ROUTE. NOTICE, CONCESSION PEOPLE—We have a real route of still dates. Fairs thru Iowa, Minnesota, Illinois, Missouri, Arkansas. Opening Richmond, Mo., April 15. Mines all working. Reasonable rates, long season. Have excellent opening for Palmistry, Long Range Gallery, Candy Floss, Grand Stores, Wheels, Penny Arcade, Ball Games. CAN PLACE CAPABLE AGENTS on Knife Back, Sets, Coupon, Pitch-Till-Win, Grand Home, etc. No bookends. All people engaged in all departments report here April 10. Carriage Show People in all lines. N. J. Dumas wants Side Show Acts. Reply to **BOY GOLDSTONE**, Concession Manager, Richmond, Mo.

It Helps You, the Paper and Advertisers to Mention The Billboard.



Showmen's League of America

CHICAGO, March 23.—Attendance at the Thursday meeting was exceptionally large, many of Joe Rogers' friends having turned out especially for the farewell to Brother Rogers, of the Dufour & Rogers enterprises, who is leaving for Brussels, Belgium. Details of the affair appear on another page of this issue.

A message from Brother Dave Tennyson advises that he will be connected with Gooding Enterprises for the summer. . . . Brother Col. F. J. Owens has been confined to his home for the last two weeks.

President J. W. Conklin has conceived a new plan for the annual Cemetery Fund drive. This will be in charge of Vice-President Joe Rogers, as chairman, and Brother Will Wright, as co-chairman. More news at a later date.

Brothers R. W. Hood and John H. McMahon were callers at the rooms this week. . . . The St. Patrick's party went over with a bang and everyone had a wonderful time. And was Chairman M. J. Doolan well pleased! . . . Brother Lew Dufour has left for the Coast to get things in order for the summer's work at the exposition. After last week's meeting the boys gathered to partake of a feast supplied by Brother Dufour as a farewell to Vice-President Joe Rogers, who leaves for Europe during the coming week.

The committee is working hard on the annual Memorial Service, which will be held in April. The date will be set in a few days.

Two new pin games have been installed in the League rooms. These come thru courtesy and kindness of the League's good old friend *The Billboard*.

President Conklin sent a wire of regret that he could not be here to bid farewell to Vice-President Rogers. However, he advised that he will be here for the 28th. . . . Brother O. N. Crafts sent some photos of a beautiful show, Crafts 20 Big Shows. . . . Brother Nate Eagle back in town and looking like a magnate. Says he will leave shortly for San Diego. . . . Past President Sam J. Levy was out of town on business but got back in time for the big farewell party.

Notices of dues are being mailed once more. Won't you please give this your attention? It is of vital importance.

LADIES' AUXILIARY

CHICAGO, March 23.—President Mrs. Lew Keller presided at the regular meeting Thursday. With her at the officers' table were Vice-Presidents Mrs. Edward Hook and Mrs. Al Latto, Treasurer Mrs. Henry T. Belden and Secretary Mrs. Cora Yeldham.

Routine matters were attended to and plans were completed for the Farewell Party to be held in the League rooms on April 6.

The membership drive is progressing nicely. Results to date are gratifying.

Los Angeles

LOS ANGELES, March 23.—Clark's Greater Shows had a fine opening at Bakersfield, Calif., under auspices Veterans of Foreign Wars. The industrial exposition that was to have been held at the same time did not materialize. Owner-Manager Clark put on a 10-cent gate and the midway was jammed. Crafts 20 Big Shows had a good week at Imperial (Calif.) Fair, despite a tough weather break for two days.

Steffen Shows had a bad break at 79th and Central avenue and moved to Filmore for this week.

Hilderbrand United Shows getting ready at winter quarters on East Spring street. There have been added nine semi-trailer trucks and a Parker Bay Q ride. Will have six other rides and seven shows at the opening at Santa Barbara.

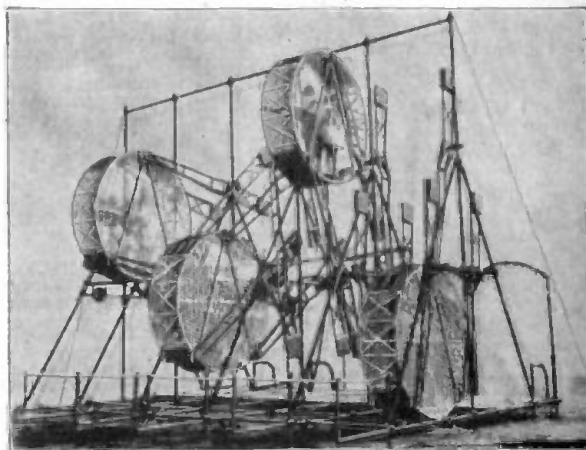
Sam Brown writes that Mel Vaughn's State Fair Shows had a fine week in Yuma, Ariz. This week at Tucson.

The Redondo Beach Fiesta did fine for three days. Bob Cavanaugh furnished rides. For the promotion at Corona, Calif., auspices American Legion, styled Rodeo and Style Show, Doc Hall will have the rides.

Will Wright leaves next week for Chicago, then to Conklin's All-Canadian Show. . . . John T. Beckman at MGM, building a set to be made of all glass to be used in a film that goes into production soon. . . . Eddie Brown reported to have a fine set-in at San Diego

"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, Dodson Shows, H. H. Avery of Seattle, Wash.; R. E. Haney 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 yourself, send us your best concession proposition—buyers are looking for good worth-while spots.

SPILLMAN ENGINEERING CORP.

NORTH TONAWANDA NEW YORK

CETLIN & WILSON EXPOSITION

Opening April 20, at SPRING FAIR and FLOWER SHOW, High Point, N. C.

WANT the following Attractions and People. Will furnish complete outfits for any worth-while shows. Want Loop-the-Loop, Working World, Want Workmen in all departments to report April 15 in Greensboro. Legitimate Concessions, Scales, Palmistry, etc., all open. Seven or Eight-Piece White Band, White Chorus Girls, Wild West Performers with or without own stock, Lady Silodrome Rider, Sensational Free Acts, Talkers and Grinders.

WANTED TO BUY two small Bears, must be tame, and also one small Elephant. The following people please write us immediately: Chas. Burton, Bert Miller, Joe Teska, Boyd Harris, H. W. Becker, Billy Richie, R. Henry Sisco. All address Winter Quarters, Greensboro, N. C.

New De Luxe Model
Allan Herschell

Either 8 or 10 Car Size PRICED FROM \$750.00 up

KIDDIE AUTO RIDE

50 Allan Herschell Kiddie Auto Rides sold in the last two seasons. Three Standard Sizes: 8-Car, 18 ft. diam., 8-Car, 20-ft. diam., and 10-Car, 24 ft. diam. Seats 16 large children. All cars in one continuous line. Outside loading. Smooth action clutch and cut steel gears permit the use of either electric motor or gasoline engine. Write for 1935 circular and new low prices.

ALLAN HERSCHELL CO., Inc.
NORTH TONAWANDA, N. Y.



Exposition, where he has executive position in the concessions department.

Ed Walsh back in town. Saw Archie Clark's opening at Bakersfield. . . . Hugh Christensen stopped for short stay while en route from Philadelphia to San Diego. Will be with a large industrial exhibit. . . . Clyde and Topsy Gooding leaving next week to join Zelger's United Shows in Texas. . . . Little Morocco doing nicely in pictures and at night clubs. . . . Ben Dobbert after a relapse is out again and ready for trip north. . . . Ray Becker getting ready for several Hollywood promotions.

SIDE SHOW BANNERS

THE BEST MADE. MANUEL'S STUDIOS
3524 North Halsted Street, Chicago, Ill.

SHOE TRUNKS In Good Condition, 3713138.
10, \$2.00 Ea.; 10, \$3.00 Ea.; 10, \$5.00 Ea.
PRIESMEYER BROS. TRUNK CO.,
1003 Lucas Avenue, St. Louis, Mo.

WAX FIGURES
W. H. J. SHAW, St. Louis, Mo.
3310 Sidney Street.



SEWARD'S 1935 HOROSCOPES
 Samples, Etc.
 SEWARD'S Full Line of Books of Character, Destinatio, Numerology, Etc.
 A. F. SEWARD & COMPANY,
 3870 Healey St., Chicago, Ill.

WHEELS
 Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 inches. Special Price.
\$12.00

BINGO GAME
 75-Player, complete, \$5.25.
 Includes 750 Numbers, 250 Prizes.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Patrons, Cookies, Artistic Flowers, Novelties.
 Send for Catalog No. 234.
 Heavy Convention Walking Game. Part Mahogany Finish.
 Price For Gross. \$24.00.

CANES
 SLACK MFG. CO.
 124-125 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

1935. COMPLETE FOR ALL READINGS.
 Single Sheets, 8 1/2 x 11. Typewritten. Per Mt. \$5.00
 Analyst, 3-p., with Silver Cover, Each03
 Analyst, 8-p., with White Cover, Each15
 Forecast and Analysis, 8-p., Fancy Cover, Ea. . .05
 Samples of the 4 Readings. Four for 75c.
 No. 1, 24-Page, Gold & Silver Covers, Each . . .30
 Wall Charts, Heavy Paper, Size 28x36, Each . . .30
 Gazing Crystals, Ouija Boards, Planchettes, Etc.
NEW DREAM BOOK
 118 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, \$0.12
EGYPTIAN DREAM BOOK, Small Size, 64 Pages, No Numbers, Sample,05
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound, Sample, 25c.
FORTUNE TELLING WITH CARDS, Same Binding, 24 Pages, Samples, 25c.
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.

SIMMONS & CO.
 19 West Jackson Blvd., CHICAGO.
 Instant Delivery. Send for Wholesale Prices.

COMPLETE
 Equipment for Freezing
ICE CREAM and FROZEN CUSTARDS
 PORTABLE QUICK ECONOMICAL **\$445**
ACE FREEZER COMPANY
 DIVISION OF SIMBALL BROS. CO., EUREKA, CALIF. IOWA

75 CARD BINGO, \$3.00

A 75-Card BINGO SET, complete with Call Sheet, calling Numbers and Markers, sent post-paid anywhere in the U. S. for only \$3.00.
GEORGE W. BRINK & SON
 1454 Grand Ave., DETROIT, MICH.
 (Over Thirty Years in Business)

1935 Astro Forecasts

1-4-7 and 27-page Readings. Apparatus for Mind-Reading, Mental Magic, Spirit Effects, Bodhisia Papers, Books. New Personal Character Analysis Sheets for Graphology, Numerology, and Personal Appearance. Send 30c for Giant Illustrated Catalogue and Sample. None Free. **NELSON ENTERPRISES**, 198 South Third, Columbus, O.

SHOOTING GALLERIES
 AND SUPPLIES.
 Write for Circular Real Targets. O. W. TERPENING, 118 Marine St., Ocean Park, Calif.

12 CAR LINDY LOOP

FOR SALE. First-class condition, good as new. Can be seen Salisbury, N. C. \$1,000 takes it. **O. A. KERESTES**, Box 101, Philadelphia, Pa.

ELGIN WATCHES, \$1.65 EACH

(7-Jewel, 18 Size, New Yellow Cases.)
7-JEWEL, 18 SIZE ELAINS A WALTH. \$2.35.
FLASH CARNIVAL WATCHES, 50c Each.
 Send for Price List.
ORSCENT CITY SMELTING CO.
 Old Gold and Silver Buyers and Refiners,
 113 N. Broadway, St. Louis, Mo.

MIDWAY CONFAB
 By THE MIXER

THE SPRING SPECIAL issue? It will be issue after next.

SAM TYRUS, formerly with Reid Greater Shows, lately joined Roland's Exposition Shows.

CAPT. GEORGE WEBB, high diver, will present his act during the early season with Anderson-Srader Shows, to start at Concordia, Kan., in May.

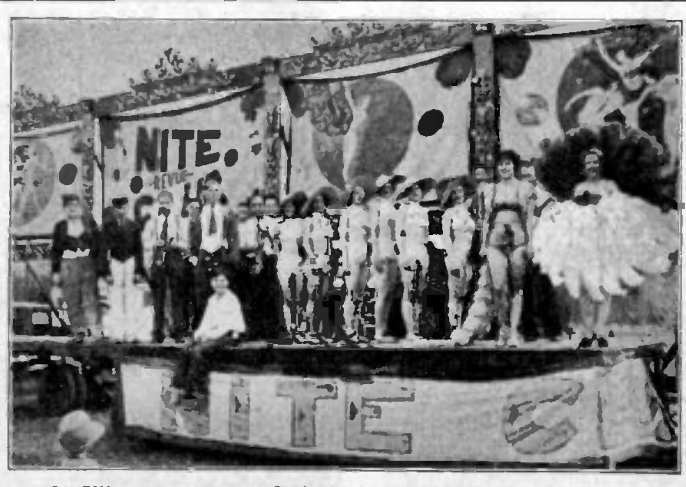
JACK TROY has been ill a few weeks at Tucson, Ariz., and would appreciate letters from acquaintances. Mrs. Troy inoed from that city.

WHITEY DAVIS operates J. J. Steblar's Ferris Wheel with Roland's Exposition Shows, his ninth season with Steblar.

H. (DUTCH) MELMICK inoed from St. Louis that he had booked his Hawaiian girl show with Blue Ribbon Shows.

PLUTO BROWN postcards that he has contracted his Brownskin Vanities with the Winters Exposition Shows, also his six-piece band.

Those who do not like the carnival business should get out of it.
 Needed: Showmen with advanced ideas to produce independent shows.



LINEUP on the front of Clyde Davis' Nite Club Revue, a feature with Greater Exposition Shows, which started their season recently at Houston.

HERMAN LIST, concession worker, arrived in Cincinnati from the East last week to visit relatives. Will soon return to Mighty Sheesley Midway.

"I GUESS EM" (scales) and other concessions of John Gordon will be with Kaus United Shows this year. Gordon plays the Azalea Festival, Charleston, S. C., then to Kaus.

HOMAR SHARAR (Roberta-Roberts), late of International Congress of Oddities, was at the West Bros.' Amusement Company offices, Sikeston, Mo., last week.

H. EARLY (WOODSY) WOODS, concessioner, has been ill in U. S. Veterans' Hospital, Lexington, Ky., since February 26. He would appreciate receiving cheerful letters from acquaintances.

WHITEY PRATT will soon leave Florida for the winter quarters of McMahon Shows, with which he will again have pop-corn concessions, also again salesman *The Billboard*.

MR. AND MRS. TOM MEHL, last two seasons with Krause Greater Shows, will be with Blue Ribbon Shows, Tom on a show front and the missus operating a concession.

PETE PETERS, athletic show manager and wrestler, has engaged in mat bouts as a number of cities of the Central States during the indoor season in the North.

MANY ACQUAINTANCES of Mrs. John W. Wilson, of Cettin & Wilson Shows, have extended their sympathies to her in the loss of her mother, who passed away on March 20.

MRS. WILLIAM R. HICKS, of Blue Ribbon Shows, Columbus, Ind., spent last week as a guest of Mr. and Mrs. Claude R. Ellis in Cincinnati, Mr. Ellis a department editor of *The Billboard*.

When you change mail address inform the Mail Forwarding Department of *The Billboard* (the new established office at Dallas, Tex., is in the Southland Life Building, in charge of Gregg Wellinghoff). Also watch the Letter List in each issue and send forwarding addresses promptly.

WHILE EN ROUTE to quarters of Great Sutton Shows at Osceola, Ark., M. Jacke Miller and some others of side-show personnel were floodbound a few days at Joplin, Mo. Parked on a hill until highways could be traveled.

LOUIS LE PAGE has been handling pop contest and public wedding promotions incidental to Wallace Bros.' Shows' opening engagement at Trueman, Ark. Among concessioners with that show this season, T. A. Stevens and "Kokomo Jimmy" Aaron.

WHILE EMSEE at the recent indoor circus at New Bern, N. C., Ed Eggar was

presented with a neatly wrapped up box. "Hawt dawg," said someone, "flowers for the emsee." On opening the container Ed found a beautiful bouquet of lettuce, cabbage and specimens of other choice vegetables.

The carnival owner and manager who persists in carrying those questionable concessions in this enlightened day and age will be as mentally and physically composed as he would be wearing a belt made of fishhooks next to his skin.—**WILLIAM JUCKINS HEWITT**.

JOHN P. DUFFY (Motordrome Duffy) returns after several years' absence to the front of the Earl Ketring managed drome with Mighty Sheesley Midway and left Cincinnati last week for winter quarters at Statesville, N. C.

MRS. MARIE SMUCKLER, secretary-treasurer Royal Palm Shows, is now the possessor of one of the finest and best equipped office wagons in show business. May be described as painted, 22 feet long and modern conveniences. She devoted three weeks to the details in arrangement, painting and decorating. The motorization of the Royal Palm outfit is now complete.

AMONG THE PEOPLE slated for Jack Nation's Side Show with Blue Ribbon Shows: Mrs. Nation (Peggy), mentalist; Walter Levina, magic and vent.; Joe Price's Musicians; Thelma Jenkins, snakes; Tatta Silver, tattooing; Logan Davis, comedy juggling and fire eating.

"WE SURE CAN LOAD THEM"
 Says FRANK BURKE, of Burke Shows, who recently bought two BIG ELI Semi-Trailers.

Once you use BIG ELI Trailers you, too, will say "Well pleased." Ask about them now.
ELI BRIDGE COMPANY
 Builders,
 Case and Wolcott, JACKSONVILLE, ILL.

USED PROPERTY FOR SALE
 \$5.50 — Electric Baby Spot Light, adjustable with Color Slide.
 Theatrical and Salesmen's Trunks, all sizes. Write list.
 \$65.00—Long-Eaking Getzette Machine, working order.
 \$3.50—Roll Over, Wooden, with Balls.
 We Buy Quasi-Weight Scales, Evans Wheels, Concession Vents, Pay Cash.
WELLS CURIOSITY SHOP
 20 E. Second Street, Philadelphia, Pa.

BIG MONEY MAKER
WHEEL OF LIFE PUZZLEOOM (H. Does). Child can work it. Sacrifice this finely decorated wheel, size 45", \$16, to advertise the most unusual, different maze device. Sample, 25c.
RAD, 20 E. Jackson Blvd., Chicago, Ill.

KLEIN'S MIDWAY ATTRACTIONS, Opening May 4, Elmira, N. Y.
WANT—SHOWS: Plans, Fun House, Motor-drome, small Wild West, Hill Billy, Walk-Through Shows, any Shows of merit with own outfit. We furnish transportation. **WILL BOOK ONE LEASE** Carrousel, Caterpillar, Whip, or any money-getting Ride. **CONCESSIONS**: Frozen Custard, Juice, Waffles and Candy Apples, Fines, Peanuts and Popcorn, Grind Stores and Games of Skill. We positively only carry one of every kind on our Midway. **HELP WANTED**: Sober Electrician, Free Act. Prefer one with Concessions. Experienced Canvas Help, colored or white. **WILL BUY** Portable Ticket Booth and Cable. Must be reasonable. We use a big exploitation stunt that jams the Midway. Address **MANAGER**, 152 Quinlan Ave., Elmira, N. Y.

Great Sutton Shows
OPENS AT OSCEOLA, ARKANSAS
APRIL 6
WANT TO BOOK Whip, Caterpillar and Loop-Plane. **WILL BOOK** Shows and clean Concessions at all times. **WANT** Colored Musicians (Osceola, Ark.) April 6-13. Sikeston, Mo., April 13 to 20; Cairo, Ill., 22-27.
F. M. SUTTON.

D. D. MURPHY AND L. M. BROPHY
 Present the
D. D. MURPHY SHOWS
OPENING ST. LOUIS, APRIL 4
 (Wellton Lot)
WANT Shows of All Kinds, Also One or Two More Rides.
CONCESSIONS OF ALL KINDS. Cook House and Corn Games Open.
 Can Place Penny Arcade with Own Transportation.
D. D. MURPHY SHOWS
 113 North Broadway, St. Louis, Mo.

Call **WANTED** Call
FREAKS AND SIDE SHOW ACTS
 Long season, to open near Wheeling, W. Va., April 23. Three outstanding Freaks to feature. Work-line Acts, Talkers and Half-and-Half for Annex. All people engaged acknowledge this call. **JOHN T. REA**, R. F. D. 2, Indiana, Pa.

WANTED
Used Carnival Wheels
 For merchandise, etc. State condition, type, manufacturer and price. **BOX D-976, Billboard**, Cincinnati, O.

CATERPILLER RIDE
 For Sale: Used Travers Caterpillar, in good condition, ready to ship. Complete with Motors and Fans. Must sell at once to settle an estate. Write to **LEO WAGENER**, 807 McKinley Ave., N. W., Canton, O.

WHEELS
 Precision Built, Trouble Proof, Ten-Fly Veneer, 24 or 30 inch, Standard Color Combination, Pull-Off Type Axle. Complete with Ball Bearing Post. \$20.00. One-third deposit.
POP BAKER, 5161 Trumbull, Detroit, Mich.
BIG ELI No. 5
 Good condition. Will sell or rent for season. Reliable parties only. **BOX 581, Billboard**, 1564 Broadway, New York, N. Y.

John Barlett and Harry Perrine, tickets, assist opening; Jack (Nation), openings. Show will have its own cookhouse.

BOBBY KORK'S show, augmented and titled Martha and Bobby Kork, has been booked with the Morris Miller Exposition and Wild West. Manager Miller providing a complete outfitting of tent, platforms, etc.

The folks at Houston and their co-operators stepped "high, wide and handsome" with that first annual Gulf Coast Showman's banquet and ball. The story appeared in last issue—it was staged in the Miami Ballroom of the Miami Building, Houston.

AFTER four years' absence Mr. and Mrs. (Peggy) Carl E. Ratliff are returning to the carnival field and will soon leave Chicago for Covington, Ky., having booked their concessions with Knepp & Dehnert Shows. Will have own motor transportation and all new canvas. After leaving Manager Dehnert's organization fall of 1930 Carl was sick two years, but stayed in Chicago and worked at A Century of Progress in 1933-34.

CARLSON SISTERS, singing and dancing and boxing fat girls, will again be with World of Mirth Shows this year, with George Ryan handling the front of their show. Flo Carson writes the Mixer that a rumor that one of the sisters was recently married. "Neither of us is married," says Flo. "and we are still working together and will continue to do so until something more drastic than marriage separates us."

LILLYAN A. HALL, Pittsburgh, info that after her siege of illness she is again feeling fine and looking forward to the new outdoor season. Her daughter, "Chicken," was last week recovering from the mumps. Lillyan also informed that Harry Moore and his partner in Circus Side Show, Harry (Whitey) McKinley, recently pulled into the Smoky City from playing storerooms and have been getting their outfit ready for the road.

COUSINS, L. E. Redding and C. R. Walker, were recently pictured in an edition of *The Springfield (O.) News-Sun*. Most outdoor showfolks know Redding, known as the fat and two-faced (face makeup on back of head) clown. Walker, who tips the beam at 305 pounds (a couple of hundred below Redding's weight), has been with various business projects in Springfield, the home city of both and where their parents reside.

During the last two months statements of shows (in their show letters) that they had contracted named fairs for this year were contradicted by other shows in about a half-dozen cases. A booked-at-fair written contract is not a booking until it is signed by an authorized executive of the fair. Contradictions when affirmed by executives of the fairs concerned will be published.

MRS. O. E. BRADLEY is convalescing from an operation she underwent recently at Knoxville, Tenn., at which city she and her husband spent the winter. Last season they had pop-corn and fish-pond concessions with J. J. Page Shows and Bar-Brown Shows. Altho the misus will not be able to travel until the fall season, O. E. has booked pop corn with the Page Shows, Bar-Brown and J. O. Spencer Shows for coming season, also will operate his concessions at Chilhowee Park, Knoxville, his 13th season there.

YUNNO, expectancies are climaxing. Eventuate sometimes gladsomely, sometimes disappointingly. Births are the former. That's the realization with Orla H. Wach. The misus presented him another child recently, a girl. Now three daughters and a son. Orla's hope now probably is for the sisters doing turns inside the show and "Junior" carrying on with orations on the front. By the way Wach has a 15-passenger bus which will soon transport his troupe of Sparton Bros' Side Show from Charleston, S. O. to Peerless Exposition Shows at Pittsburgh.

PICKUPS from Royal American Shows—Show leaving Tampa (March 24) to start season at De Land, Fla. . . Mrs. Ruby Velare, ill for several weeks, catching up with her work in office wagon. . . Marjorie Kemp visiting relatives in St. Louis during show's short layoff in quarters; Walter Kemp flying his new plane. . . Carl J. Sedlmayr Jr., attending Florida Military Institute at Haines

City, has spent nearly all week-ends at quarters. . . Barney Butler, ground superintendent, convalescing from illness. . . Sam Guskin, special agent, back to quarters from the North for a few days. . . Mr. and Mrs. Tom Rankine, mentalists in Dick Best's Side Show; worked theaters during the three weeks' layoff.

THERE'S A DIFFERENCE (?)

MIDWAY BLUES:
Strolling down the midway,
Sure have got the blues;
A few more spots like this,
I'll have to hock my shoes.
Midway packed with people,
No one spending a dime;
Say, this concession biz
Is sure a tough ol' grind.

BESIDES:
People gamble on the races,
Bets run wild and free;
But a 10-cent midway wheel
That's "grifting," yusee.
Yea, concessions a target,
"Close up," the order, flat;
("If you want to spend money,
Place a bet on 'Win 'Em Pat!").

SOLILOQUY:
I could don a checkered suit,
And a big-shot, booker be;
Then I'd be a "regular,"
They'd all look up to me.
It's all in what you're doing,
I can see that, can't you?
If you run a midway concession,
You're a "grifter, thru and thru";
But get in front of grand stands,
Place bets with all your might—
Then you're a "regular fellow"
And that is "quite all right."
—BOBBY KORK.
—RUBY LATHAM.

Blue Ribbon Shows

COLUMBUS, Ind., March 23.—With only a few weeks until opening time the working force at quarters has been augmented. Some of the new fronts are receiving their finishing coats of paint and others are being varnished. Other new fronts are under construction. Billy Davis, electrician, and his assistant, Thure Peterson, are wiring the fronts. The show will open here April 20. The management is figuring out some new ideas in advertising paper. The show owns eight rides and two others have been booked so far. Visitors to quarters find 23 men at work. E. Sprunter, cotton floss with the show last year, was a visitor from Indianapolis. Manager Roth and the writer, Franklin Smith, have been handling the advance work. Mrs. Roth is recovering from a severe cold that kept her in bed for about a week. The Roths' three bulldogs, Buddy, Brownie and Paddy, are attracting much attention from both folks at winter quarters and visitors. Mrs. Mabel Wyatt, who will have her photo gallery on the midway (third season with this organization), late of Bar-Brown Shows in the South, and her chauffeur, George Pence, have arrived. John and Lon Dale, operators Midwest Exposition Shows, were visitors from Indianapolis. John Galligan has booked another concession.

FRANKLIN SMITH.

Johnny J. Jones Exposition

AUGUSTA, Ga., March 23.—Continued activity in all departments, with the opening day drawing near at Greenville, S. O. April 8. The train will leave Augusta April 6. Several new arrivals. Among those present are Milt and Iva Morris. Bill and Genevieve Martin and Charley and Sonya Cohen. Chester Dunn came in, and Eddie (Pop) Daley, accompanied by Charley Sheperd, paid a visit to quarters. Walter E. Fox, general agent Al C. Hansen Shows, spent an afternoon here. Another visitor was A. F. Thaviu, noted bandmaster and showman. Jerry Cohn, representing Fulton Bag and Awning Company, came on a business trip and departed with contracts for new tents for the various attractions. J. O. (Tommy) Thomas, special agent, arrived from Tampa, where he has been conducting a cigar shop this winter. Charles E. Larkin, foreman the Ridee-O since 1929, has the ride in tip-top condition. Mildred Hudgins is at Miami Beach, where she recently had her tonsils removed, and is recuperating. Alex Saunders, comedian and girl-show producer, will leave soon for Statesville, N. O., to stage the girl show with Mighty Sheesley Midway. Charles Kidder, general superintendent of show fronts, is putting the finishing touches on the massive production of the Temple of Mystery, which will be

OPENING DATE
West's World's Wonder Shows
APRIL 20, 1935—NORFOLK, VA.
All People Holding Contracts, Write.
WANTED—Shows and Concessions. Will furnish complete outfit to any good showman. WANTED—Help in all departments. All Side Show People, write JOHN HUTCHINS. WANTED—Hey-Dey Foreman, P. Loftus, come on.
FRANK WEST, Box 245, Norfolk, Va.

ART LEWIS SHOWS, Inc.
OPENING IN BRIDGEPORT, CONN., APRIL 27.
Have Already Booked 10 Fairs and Celebrations. Playing Choice Industrial Cities Throughout the East.
WANT CONCESSIONS—Legitimate only. Will sell exclusive Erie Diggers. All kinds of Grand Shows.
SHOWS—Grind or Platform, Monkey Speedway. Have Spidora Illumination Show complete. WANT capable people to handle same.
JACK KILLLEY wants for Circus Side Show, Novelty Acts, Good Gook for Snake Show. Also Fresh to feature. Address JACK KILLLEY, 2713 Green Street, Philadelphia, Pa.
WILL BOOK Loop-o-Plane and Caterpillar. CAN PLACE Banner Man that can put out paper. Good proposition. All address
ART LEWIS, Manager, 2047 Holland Ave., Bronx, New York City.
WINTER QUARTERS—55 Green St., Bridgeport, Conn.

MIDGETS WANTED
Three Midgets, Male or Female, not over 35 Years Old. Good salary. Long season. Send photos at once if interested. Dwarfs, save your stamps.
DENNIS WHITE, P. O. Box 1100, Shreveport, La.

BYERS BROS. SHOWS
OPENING APRIL 6, TWO SATURDAYS, IN KENNETT, MO.
WANT Shows that don't conflict. Attractive propositions to following Shows with own equipment: Pit show, Monkeydrome, Fun House, Mechanical City, Illusion and Wax Show. Good opening for Loop-a-Plane. CONCESSIONS OPEN: Cook House, Flapjack, Cigarettes Gallery, Humper, Hoopla, Scales, Novelties, Hub Rides, Candy Floss, Frozen Custard, Root Beer, Ball Games and Milt Camp. Positively no racket. WANT Foreman for Baby Q Rides. This Show is strictly motorized and will carry 6 Pides, 10 or more Shows, playing Missouri, Iowa and Minnesota. Address all communications to
BYERS BROS. SHOWS, Kennett, Mo.

In charge of Mabelle Kidder, with new illusions and a beautiful presentation. Dave Sorg, electrician, has remodeled the twin transformer wagons for the lighting department, which will require 300 kilowatts this season. Members of the Ladies' Bridge Club will stage a "Barn Dance" and get-away party before leaving Augusta. Leon Reeve, artist, and his crew are putting the finishing touches to equipment, and the train is ready for the initial move. Members of the show played important roles in the "Celebrity Nite" staged at Hotel Richmond recently under direction of Juddie Johnson, hotel orchestra leader and former carnival attache. Among them were members of Lillian Sheppard's Havana Rumba and Sonya Ray (Mrs. Charley Cohen), feature dancer, Sam Gluskin, agent Royal American Shows, was a recent visitor. Walter A. White, general manager, has contracted for a new Skooter ride, which will be delivered during the Washington 10-day engagement.
WALTER D. NEALAND.

MAKE \$50 A DAY—CANDY FLOSS. Now is the time to get your Candy Floss Machine—the biggest money-maker of all time. \$5 worth of sugar makes \$100 worth of Candy Floss. We make only the original guaranteed machines. Write today. **ELECTRIC CANDY FLOSS MACHINE CO.**, 202 Twelfth Ave., S., Nashville, Tenn.

RELIABLE "AMERICAN" GASOLINE BURNERS
Stoves, Tanks, Generators, Wire, Needles, etc.
NO. 208 BURNER \$5.00
Generators \$2.75; Gal. Tanks, \$7.00; Wire, 5c per foot, plus 30c extra for ends; Needles, 20c.
Terms: Cash F. O. B. or 1/3 deposit, bal. C. O. D.
ECONOMY SUPPLY CO.
126 E. Pearl Street, CINCINNATI, O.

Mighty Sheesley Midway

STATESVILLE, N. C., March 23.—Manager and Mrs. John M. Sheesley, who were on a vacation trip to cities of Florida, have returned. Mr. and Mrs. John D. Sheesley and daughter, Joan, also back from Florida. E. H. (Tex) Smith is on the job at quarters, looking after the work on rides and show outfits. Hilton Hodges is building a new and elaborate show, with bamboo cane, for his monster reptiles. Mrs. Lucile Hodges is doing nicely after her operation. Dave Stock, who has rides with William Glick Shows, and his wife stopped for a visit while en route northward from Florida. They were accompanied by Mary Hawks, who will stay and get a concession ready for the coming season with this show. Whitey Gilbertson, caterpillar-tractor driver, arrived and is getting the "iron horse" tuned up for getting the wagons on and off lots. Adolph Watson, night man for Mrs. Minnie Pounds, arrived from Portsmouth, Va., and is getting ready for his duties. Georgia Slim, bandy man for Mrs. Pounds, also arrived and is getting her truck in shape. Secretary-Treasurer Charles H. Pounds is overhauling the office wagon and getting Captain John's office in order. The writer has put in an enjoyable winter here and is in fine shape to handle the mail and sell *The Billboard* coming season. W. H. (Bill) Davis has recovered from his operation and is working daily on his new show. Colorado Mack's pony track is set up on the lot and gets some business on Sundays. Jack and Kate Murray back from Florida and getting their Arcade, Wax Show and concessions ready.
WARD (DAD) DUNBAR.

United Shows of America

SHREVEPORT, La., March 23.—Work at winter quarters is progressing rapidly with 56 men in the various departments. Oscar Halverson, superintendent rides, has a crew of 14 overhauling the rides and building fences for the new rides purchased for coming season. Jack Rhodes, builder, and his assistant, Frank Krahn, have their work well in hand. This crew building new wagons for rides and for the concessions to be operated by Max Goodman. Three new fronts are also being built. Trainmaster Grant Chandler and his crew making some changes to facilitate easier loading of the cars. Artist Paddy Barnes and helpers doing clever work on the fronts. Frank Capps, of Baker & Lockwood, here and measuring fabrics for fronts and new tents for shows. Dave Stevens will have the amusement end of the dining car. Eddie Madigan will again have the catering end, also all eating stands. A new bus is being built to transport performers between the train and lot. The Loop-O-Planes and Merry-Go-Round will operate on the fairgrounds here Saturday and Sunday afternoons until ready to take the road, receipts for charitable purposes. Mrs. John R. Castle gave a shower in her private car for Mrs. Tom Adams, wife of the electrician of the show. In attendance were Mesdames Oscar Halverson, Carl Wagner, Fred Nash, John Beam, Jacob Brisendine, J. H. Rhodes, Grant Chandler, Jack Wilkinson and the hostess. The office this year will have Irving O. Ray as cashier, Arthur E. Sharpe as auditor, Roy Jones in charge of publicity and Homer Gilliland in charge of advance purchases. Carl Wagner, foreman Merry-Go-Round, has returned. As originally planned last season, there will be no small shows carried. All of which is according to an executive of the show.



Pacific Coast Showmen's Assn.

LOS ANGELES, March 23.—Surprising is the attendance at meetings. Monday night there were 38 members present. With President Archie Clark now on tour First Vice-President Frank Downie filled the chair. There was the usual business routine. Financial report received applause.

A letter from Capt. David (Doc) Barnett, with one of Pacific Whaling Company units, stated that Jack Reilly, former custodian of PCSA, was being sent home from Memphis, Tenn., account of illness, so a committee was appointed to meet the train with an ambulance.

A letter from Frank (Yorkie) Warren, seriously ill in San Francisco (General Hospital, Bed 20, Ward 7), was read. He would like to get a line from old-timers who know him.

There were three new members accepted, E. S. James, Frank T. Burke and Clarence Wakefield.

The sick committee reported the continued illness of Brother Burr McIntosh, Sky Clark now in wheel chair at the sanatorium and Harry C. Rawlings being sent to hospital for a hernia operation.

The absence of Harry Pink and others who usually make the "Let's hear it" interesting was noted, as it takes some of the pep out of meetings when there is no one to interpose objections to matters that come up.

The membership committees are getting on the firing line. The prizes offered are sure to keep those on committees hustling, and it is anticipated that the membership will reach an all-time high by September 1. It was stated that with the present large membership and the probable additions to the club it would be necessary to seek more commodious quarters for the fall. The matter, however, was held in abeyance, awaiting return of the trouper at the close of the season.

Lunch and refreshments were served

W. A. GIBBS SHOWS WANT

Hawaiian Show, Girl Show, Snake Show, Freak Show, or what have you? With or without Tops. WILL BOOK Rides that don't conflict. CONCESSIONS one of a kind, \$10.00; two, \$17.50. WANT Pit Show Acts, Bull Game, Aglets. WANT Ferris Wheel Man. W. A. GIBBS, Erie, Kan.

LATLIP SHOWS

OPEN IN CHARLESTON, W. VA., APRIL 20. For Ten Days. Have Complete Cook House for Sale, \$125. all equip. Dishes, with 1/2 ton Red Panel Body Truck. Will book same with show, and will guarantee meal tickets to pay privilege each week. This outfit is like new. \$175.00 take it. Act QUICK. LATLIP SHOWS, 208 E. M. St., Charleston, W. Va.

ROYAL PALM SHOWS

DUE TO ENLARGING FOR SEASON 1935

WANT—Opening at BIRMINGHAM, ALA., Friday, April 5 (2 Weeks—2 Different Locations)

With HOPKINSVILLE and BOWLING GREEN, KY., To Follow. ESPECIALLY WANT 1 BIG FEATURE SHOW, with own equipment. Motor Drama with men and women riders. Fun House that can gilly. Have 2 complete frameups for Showmen with worth-while Grind Shows. OWING TO FAIR DATES STARTING EARLY IN JULY Will Finance and Equip Showmen with Up-to-Date Show Ideas if they are interested in a long and profitable season, ending Saturday, December 14, at Jacksonville, Fla. Opening again early in January, 1936, for the FLORIDA FAIR CIRCUIT. ROYAL PALM SHOWS carry 7 major and 4 kiddie rides. WILL BOOK A FEW MORE LEGITIMATE CONCESSIONS. MUST POSITIVELY BE LEGITIMATE! All Parties Interested Write or Wire BERNEY SMUCKLER, Royal Palm Shows, Melbourne (Fair), Fla., this week; then Birmingham, Ala.

Last Call MARKS SHOWS, Inc. Last Call

OPENS APRIL 6, RICHMOND, VA.; THEN THE RED ONE, UNION STATION LOT, FIRST SHOWING IN THREE YEARS. WILL book new and novel Rides that will not conflict. WILL book Shows and furnish outfits that will not conflict. Eddie Karns, Happy Dawley, answer this ad. LEGITIMATE Concessions of all kinds, American Palmistry and Cook House open. RIDE HELP in all departments. FRANK HIGGINS wants Musicians for Band. JIMMIE RAFFERTY wants four Girls, one feature Dancer.

JOHN MARKS, BOX 771, RICHMOND, VA.

LAST CALL LAST CALL

at the close of the meeting by John T. Backman and Doc Hall.

Dallas

DALLAS, March 23.—The weather for shows opening in this territory during the last 10 days has been anything but ideal. Several days of rain during the past week and several days of severe dust storms.

Within 100 miles of this city and grouped within 25 miles of each other are Hennies Bros' Shows, at Kilgore; Greater Exposition Shows, at Henderson, and Vernon Shows, at Tyler.

A number of outdoor showfolk passed thru here last week-end from the Stock Show at Houston to the Stock Show at Ft. Worth. Phil Little and Ralph Ray were among them.

Fred Bond is preparing to leave this city for St. Louis, where he will join Dodson's World's Fair Shows for another season.

B. S. (Barney) Gerety, of Beckmann & Gerety Shows, was a visitor here over last week-end.

Charles (Doc) LaPuri, after a three weeks' tour of Texas, Louisiana and Fort Worth, departed for Kansas City, where he contemplates building a fun show.

Red Hickman and wife and Denny Pugh are making their home here. Denny was away from the city for several days to visit friends at the Houston Stock Show.

L. F. Jacobs, traveling passenger agent of the Pennsylvania Railroad and friend of numerous showfolk, was a visitor to the local office of *The Billboard*. Jacobs maintains offices in this city.

St. Louis

ST. LOUIS, March 23.—J. C. McCaffery passed thru this city Tuesday, en route from winter quarters of America's Model Shows in Waycross, Ga., to points north.

Mickey Allen and Charley Chubb, concessioners, who have been sojourning in San Antonio all winter, arrived in the city this week to get ready for the opening of Dodson's World's Fair Shows here April 6.

Ned Torti, of Wisconsin De Luxe Corporation, Milwaukee, is at present in the city visiting with outdoor showfolk. He will leave next week for an extended trip thru the South in the interest of his firm.

Charles DeKreko and Edwin Dell, who have resided in this city all winter, will depart early next week for winter quarters of America's Model Shows to get their attractions ready for the opening of that show in Jacksonville, Fla., April 12.

Ted Webb, operator of frozen custard machines, passed thru the city Thursday, en route from his home in Peru, Ind., to San Antonio, Tex., where he will again operate several units on Beckmann & Gerety's Shows.

Sam Gordon, superintendent of concessions on Beckmann & Gerety World's Best Shows, will leave next week for San Antonio to get ready for that show's opening there on April 22.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 23.—The ACA office is in receipt of a communication from Chairman N. W. Hawkes of the General Freight Committee of the Trunk Line Association to the effect that it is the desire of the members of his committee to make further study of the material submitted in the ACA brief, copies of which are being distributed by Mr. Hawkes' office for that purpose, and an early decision on the matter is promised.

In this connection we learn that many of our members are personally soliciting the carriers for relief pertaining to the railroad situation, and we are glad to know that the association's efforts are being supported by the individual shows.

Some time ago Jack V. Lyles, of the Johnny J. Jones Exposition, advised us of the legislation which is pending in North Carolina. We communicated with W. B. Jones, who has been retained by some of the individual shows to appear for them before the North Carolina Legislature, and have received word from him advising that the bill for increase of taxes on carnivals has been withdrawn, but a bill to regulate fairs is still pending—the object being to leave the matter to the discretion of the commissioner of agriculture, the president of the State Fair Association and the director of extension services of the State college to determine which fairs may be played by carnivals without tax. Copies of these bills are being obtained by the ACA office and will be given a thorough study, and such assistance rendered the members of the American Carnivals Association as possible under the circumstances.

Bulletin No. 3 has already gone forward to the members of the association, and in the event that you have not received your copy communicate with the ACA office, 415 Central Trust Building, Rochester, at once for a duplicate.

Brown & Dyer Troupers Stage Reunion in Miami

MIAMI, Fla., March 23.—A reunion of people who were with the old Brown & Dyer Shows many years was held here a few days ago at the Bryan and Billie Woods Circus winter quarters. The Woodses spread an excellent dinner and anecdotes about Alfred J. Dernberger and others connected with the show were related. Woods and Capt. Dan Riley, of World of Mirth Shows, were among the speakers. One tale was told of the time Dernberger lost his car and found a Ford, vintage of 1910, in its place. Plan is to stage the reunion here annually. Frank La Barr, who was mail and *The Billboard* agent of the show for many seasons, says the '36 get-together will be held on March 7.

Brown-Dyer troupers in attendance were Mr. and Mrs. L. L. Prince, Mr. and Mrs. Bill Bartlett, Mr. and Mrs. A. O. Mack, Mr. and Mrs. Benny Beckwith, Mr. and Mrs. David L. Waxon, Capt. and Mrs. Dan Riley, Mr. and Mrs. A. O. Rack, Mrs. Victor Lee, Bob Sherwood and his daughters, Roberta and Ann; Dick Mack, Pat O'Brien, Tom Perone, A. T. Wright and La Barr. Invited guests were Mr. and Mrs. Rip Van Sickle, Mr. and Mrs. Bill Tucker, Mr. and Mrs. W. T. Powers, Mr. and Mrs. A. W. Lewis, Mr. and Mrs. Claude Woods, Ben Aken, Frank Tank and Dr. H. Finn.

ROGERS GETS

(Continued from page 52)

departure, for there is not a more popular member of the League, nor one who has the interests of the organization more at heart. But everyone present seemed to feel that his trip to the Brussels exposition will be a highly successful one and that he will make an ideal foreign ambassador of the Showmen's League of America, the title conferred upon him by the acting president, Jack Nelson, and everyone joined wholeheartedly in making his sendoff a gala occasion.

Nelson after paying his personal tribute to Rogers called upon a score or more of the members, each of whom paid added tribute and wished him a pleasant voyage and a successful season in Brussels. A comedy surprise was the introduction of Herr Adolf Hitler, who proved to be none other than Sam J. Levy, and his impersonation of the fa-

mous German dictator was the hit of the evening. There was no set program, just jovial, informal good fellowship which continued into the early-morning hours. Signs such as "So long, Joe"; "Brussels will never be the same," etc., were posted in conspicuous places. Telegrams from several members who were unable to be present were read, wishing Rogers bon voyage.

Among those present were Joe Rogers, Jack Nelson, Edward A. Hock, E. F. Carruthers, Sam J. Levy, C. R. Fisher, Frank P. Duffield, Charles H. Duffield, Harry Russell, R. W. Hood, John H. McMahon, Earl Taylor, Frank E. Taylor, Ernie A. Young, Lew Keller, Nat S. Green, Joe Streibich, Frank Ehlonz, Irving Malits, Paul Lorenzo, Max Stein, H. F. Thode, Al Komm, Ralph Faelin, J. A. Darnaby, A. R. Cobb, Jack Benjamin, James R. Miller, Maxie Herman, Joseph C. Mausby, E. Courtmanche, James Chase, Jack Pritchard, Henry (Tubby) Snyder, H. M. Shoub, Abe Goldberger, Frank Leslie, H. H. Hancock, Max Brantman, H. A. Lehner, Ben Rosenzweig, Theodore Dukoff, Forest Scott, E. H. Parker, Al E. Hock, Nat Hirsch, Lou Leonard, Isador Steier, A. L. Rossman, Sam A. Abbott, M. Rosen, Isador Brodsky, Neiman Elman, Sam Gordon, M. Shack, James Campbell, Charles Egan, Nate Eagle, Ben Feinstein, Patty Ernst, Rudolph Singer, Louis Claver, Fred Burrows, Charles G. Driver, William Young, George Olsen, J. A. Morrissey, John L. Lorman, Charles H. Hall, Beverly White, Al Kaufman, Dave Gordon, Jack Beach, Charles Miles, Jack Wish, Roy C. Danborn, Jean De Kreko, William J. Coulyer, Harry Coddington, M. J. Doolan, Jack Duffield, Richard Miller, Joe Abrams, Fred P. Donnelly, Sam Arenz, J. B. Gore, Ernie Tucker.

N. Y., N. J. SHOWS

(Continued from page 52)

Exposition, was here and is cheerful regarding the 1935 season.

Morris Levy, of Bill Lynch's Canadian Midway, was purchasing new canvas and merchandise and will leave for Halifax early next month.

Bill Corbett and a number of shooting gallery concessioners are leaving for Charleston, S. C., to play the festival date with Krause Greater Shows.

Mike Korris, who operated the Korris United Shows last season, will have a small circuit in and around New York City.

Jack Davern, ride owner, will open a show around here on April 21.

Ben Williams, of the show bearing his name, has a big crew working at winter quarters in Winfield.

Phil Isser, Capitol Shows, will inaugurate the season in this city and will take to the road later.

Harry Heller, Heller's Acme Shows, has been making the museum rounds booking attractions.

Mike Centanni, Centanni Shows, made several trips here lining up attractions and concessions.

George Traver is reported due from Florida soon.

Electric City Shows, of Schenectady, will bow some time in April, playing dates in New York State.

Joe Bosco, Liberty Fair and Amusement Company, Jersey City, will get started near that town.

James Bell Company, Newark, will tour a pair of outfits thru New York, New Jersey and Pennsylvania.

Mike Prudent, Prudent Shows, is slated to get going around May 1 in or near Patchogue, L. I.

Midway boys have adopted the "upper deck" of the Foltis-Fischer Restaurant, 43d street, and Broadway, as their new "quarters," that spot sharing honors with the marquee sector of the Paramount Theater just across the street. After a long winter season, the first day of spring found them getting out of the easterly den to negotiate with the various outfits for the coming season.

John J. (Emergency) Kelly has been active in the buying and selling of used show property and distributing new tops for Ernest Chandler.

Elwood Johnson, who was in Memphis, Tenn., all winter, has returned and will have charge of special promotions for Oscar Buck. Buck will operate only one show this year, having run two for many years.

CINCINNATI, March 23.—R. H. Miner, of Miner's Model Exposition Shows, advised *The Billboard* this week that he had closed contracts for the fair at Abbottstown, Pa., in August, and South Mountain (Pa.) Fair in September, also Old Home Week and Bean Soup at McClure, Pa., in September.

Wm. Glick Exposition Shows

HAGERSTOWN, Md., March 23.—After an absence of three years the writer has again taken up his duties as assistant manager of this show, and upon arrival at winter quarters, accompanied by General Manager William Glick, found a crew busily engaged in overhauling the riding devices and repairing, rebuilding and redecorating the entire outfit. Hector Gaboury, who has the Hollywood Monkey Circus with the show, is putting his simian actors thru their routines daily and has entirely rebuilt and repainted all his equipment. Dave Stock, who has been spending the winter months in the South, advised that he would arrive at quarters with his crew soon to put his various rides in shape for the opening. Mr. Glick is enthusiastic about the coming season and he will have an attractive, enlarged show, with several novel attractions. A very fine route of still dates has already been contracted. Jim Hodges' Palace of Wonders will again grace the midway, Jimmy Simpson, manager of *Hot Chocolate Revue*, has been purchasing new scenery and costumes and will have one of the swankiest colored revues under canvas. *Bagdad Beauties*, under the management of Lloyd and Clementine Coffey, will present an elaborate all-girl revue, beautifully gowned and with a stage setting of black and gold, with special lighting effects. An outstanding free act will be presented twice daily on the midway this season. F. PERCY MORENCY.

Crowley's United Shows

RICHMOND, Mo., March 23.—Work on the trucks and trailers is in full swing, and by the time this is read nearly the entire show will be ready for the road. At present accounting the show will have 10 rides, 11 shows and 35 concessions. Will be transported on 26 trucks and trailers. Opening date has been set for April 15 at this city. Will head northward. Larry Zern has booked Paris Nights and Dutch Meyers the Athletic Show. Also, Alligator Boy, has booked his attraction and will arrive from Caruthersville, Mo., before opening date. G. C. Crowley and C. S. Noel (general agent) returned Sunday from a tour of Northern fairs and were more than pleased with the outlook. The Kiddie Auto ride recently purchased by Mrs. Crowley from Allan Herschell upon arrival was erected and tested out and necessary crates built. New banners have arrived from Baker-Lockwood. Roy Goldstone has the concession department ready for the road, and has some new ideas that should prove successful. Word received from F. C. Clark that he will arrive April 1 with Loop-o-Plane. WALTER DALE.

Bloom's Gold Medal Shows

CHICAGO HEIGHTS, Ill., March 23.—Things have been humming the last several weeks in winter quarters, getting all equipment ready for the opening in Mt. Vernon, Ill., on April 6. J. C. Frye, scenic artist, is supervising the paint crew and he is turning out some beautiful work. Frye was formerly with the D. D. Murphy Shows in various capacities. The new entrance arch is practically finished and will be gorgeous, trimmed in silver and goldleaf. The Merry-Go-Round was completed last week. All the other rides are going thru the same treatment. Arches and lighting effects are under construction for all riding devices, which means about three times more illumination than the show had last season. Some new panel show fronts are also being built and will be trimmed in goldleaf. Seven new semi-trailers will be added to the rolling equipment, and several of the units are expected in winter quarters any day from the Springfield Trailer Company. Manager Oscar Bloom has been kept busy the last several days making trips in the interest of the show. The writer, R. J. Cousins, has just returned from a booking trip.

Marks Greater Shows

RICHMOND, Va., March 23.—The show will have all new canvas. The marquee is in a color scheme, with rolling same as in the picture shows. Much credit is due the builder of the beautiful office wagon, also the new transformer wagon. Slim Britt is busy, as the show will have new illumination effects, Jimmy Rafferty is getting his revue ready. Bob Davis, who will have the Minstrel

Show, is playing theaters until the first of April and will have 14 people, including a seven-piece band. Newt Kelly will have the Circus Side Show and the large Python Show. Mr. Palmer has his Funhouse ready after working on it all winter. Tex Laderman has completed work on the Ferris Wheel, which has new electrical effects, also Jim Andrew on the Merry-Go-Round. Slim Caraver, on the Caterpillar, will have a new tunnel. F. W. McNutt has taken charge of all the painting since Tex Stuart left. Is an old-time circus painter and deserves credit for the work he is turning out. The Monkey Speedway and Motordrome will be in some time next week. The office has been moved from its uptown location to the new office wagon at quarters. Eddie Lippman and wife have arrived, and Eddie, the new manager, can be seen at all times busy with his duties. John H. Marks is about the busiest man around the winter quarters. Mrs. Marks has been recuperating from her illness rapidly. The show will open in Richmond the middle of April and will be somewhat larger this season, carrying not less than 10 rides, 14 shows and 2 free acts. All of which is from an executive of the show.

Dodson's World Fair Shows

EAST ST. LOUIS, Ill., March 23.—With 53 men (actual count) putting on the finishing touches to the big caravan, the organization will leave winter quarters larger and better than it has been in years. For the opening stand there will be 20 shows and 11 major rides. Among the attractions will be Illusion Show, under joint management of Roy R. Desereau and Willis Johnson; Del Crouch's Motordrome, Jack Payne's Posing Show, Karl Walker's Girl Revue and Hawaiian Show, R. E. Haney's Loop-the-Loop ride and Scooter, and Fred Bohd's Freak Animal Show and Reptile Exhibit. An elaborate public-address system, mounted on a trailer, will be a feature. The trailer will be unique and bedecked with beautiful carvings, all goldleafed. The loud-speaker will accompany the band truck on its trip thru the country, and while the band is playing uptown concerts will be given in the business and residential sections of cities played by the organization. The band uniforms have arrived and Bandmaster Charles Clark is justly proud of them. Mills Brothers advise that they will add 20 feet to the height of their rigging and will add beautiful electrical effects to their free act. The show is due to open April 6 in St. Louis and will play around that city for about five weeks. MARK BRYAN.

Winters Exposition Shows

BEAVER FALLS, Pa., March 23.—Work has started on the new construction work. Much work will be done. A new entrance arch is being built that will be beautiful. The entire arch is being bordered by neon lighting effects. All equipment will be painted orange and black. A new body is being built for the new Tanglely calliphone. Several new show fronts will be built before opening. Frenchy is building a new cookhouse that will be unique, and all inside equipment will be new. Mr. Nickles, of the photo gallery, was a visitor at quarters for several days. Mr. Winters returned from an extensive booking trip. Al Bartel is expected here soon from Tampa, Fla., to be superintendent of construction. Mechanic Chuck Hull is getting all motor equipment in tip-top shape. Walter Culbertson has arrived from his Southern sojourn. William Howell will soon begin his third season as banner man. Butch Blumenthal will again have his concessions with this show, as will Clint Roberts. Gooding's rides will again be a feature on the midway. Pluto Brown has signed with Brownskin Vanities as one of the feature shows. ALICE J. WINTERS.

Cunningham Expo. Shows

NEW MATAMORAS, O., March 23.—Work at winter quarters is now under way, the rides are being overhauled and painted. All trucks will be flashy this season. One truck and trailer have been added to the show. This show will have four rides, 10 shows and 20 concessions and a free act, and will play thru West Virginia, Ohio and Pennsylvania. Show is planned to open here April 27. Manager J. F. Cunningham is lining up spots for the coming season. HILDA CUNNINGHAM.

Beckmann & Gerety's Shows

SAN ANTONIO, Tex., March 23.—The recent severe hailstorm, lasting about 30 minutes, that struck this city broke all the windows in the show train on the west side of the cars and badly damaged the roofs. The result of the storm was that the supplies of roofing materials and window glass here were soon exhausted. Many of the large neon signs of the theaters and business houses were completely demolished. Hyla F. Maynes, accompanied by Mrs. Maynes, drove into San Antonio this week from the West Coast on his way back east and stopped for a day to visit with Harry Illions and family, and paid a visit to the Beckmann & Gerety winter quarters. He expressed pleasure at the appearance of Harry Illions' rides after all the work that has been done on them and remarked that it looked like Harry was ready for another world's fair, but Harry assured him that he was only preparing for a big season with this show. Elmer Day has started remodeling his mammoth corn game and is going to have one of the most complete portable frameups ever on the road. Sam Gordon informs from St. Louis that he has had a wonderful winter and is ready for the opening. Incidentally, Sam has done a lot of scouting during the winter for new items of merchandise to present on the Beckmann & Gerety concessions this season. Larry Hogan, general agent, sent in several attractive contracts during the past week, and from present outlook the show will have one of the best routes that it has had in several years. Mrs. June Hennies, of Del Rio, Tex., visited Mrs. Beckmann recently and for a couple of days it was June in March around the 723 car. Charley and Maude Jamieson are still hanging out the "standing room only" sign at Lamar Hotel nightly. Charley made a flying trip to Dallas recently and came back with a new leg, which gives promise of working satisfactorily. EDGAR T. NEVILLE.

Latlip Shows

CHARLESTON, W. Va., March 23.—Quite a number of the Latlip showfolks have arrived at winter quarters, and after consulting with Capt. David Latlip went to work. About 20 men and women are busy brightening all departments of the show. Paul Smith, who will be Captain's partner in the two added rides, Loop-o-Plane and a seven-car Whip, is purchasing one or two big semi-trailers to transport them. Harrison McCoy, superintendent rides, now in the South, is expected here soon. Bob Hall, general agent, was back to winter quarters for a few days.

The Latlip sisters, Rita and Virginia, now in Chicago, will soon finish their engagement with the Happy Harrison Circus Days Company and are expected home by April 1. The Merry Mixup is being changed into a Chairplane ride. The new electric star added to the duplex El Wheels will improve the lights 100 per cent. John Cow will again have charge of the Merry-Go-Round. The Mickey Mouse Show will be combined with the Miniature Railroad ride. This is Captain Latlip's idea—give the little folks two for one admission. A new front (panel) has been built for same. Edward (Candy) Sabath will again take full charge of the office and is now in Chicago on business for the show. Joseph Lee will have two concessions. George Brownie, after three years' absence, will be back this season with a big flashy corn game. The show will open here, a 10-day engagement. ROY REX.

Royal Palm Shows

Plant City, Fla. Week ended March 9. Auspices, Florida Strawberry Festival Association. Rain Monday evening. Business, exceeded 1934. This year's Strawberry Festival will go down in the history of Plant City as one of the best in years in many respects. The show opened on Tuesday, good attendance and business for the midway. Crowds remained until near midnight. Wednesday held up to the previous day. Thursday and Friday business was off. Saturday the biggest attendance and more children on the grounds than any day of the engagement. For some reason Children's Day was not celebrated this year. George Carey, president; Henry Huff, manager, and G. H. Bates, vice-president, of the Strawberry Festival, came in the office and congratulated the show management and left complimentary words for the personnel at the close of the date.

1500 KENO (LOTTO)

Made up in 15 Sets of 100 Cards each. Wood Markers. One Winner in the entire series. \$6.75 per Set of 100 Cards.

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FROM 25 TO 100-CARD SETS.
25-Card Set..... \$1.00
35-Card Set..... \$1.50
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90 Cards, \$6.00; 100 Cards, \$10.00; 150 Cards, \$12.00; 200 Cards, \$14.00; 250 Cards, \$17.50; 300 Cards, \$21.00.

All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Send for Free Sample Cards and Price List. We pay postage except C. O. D. expense. Instant delivery. No checks accepted. Established 10 years.

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COMPLETE SIDESHOW BARGAIN PRICE.
Model City, 100 Moving Shows with Motor and Landmark Show, Dillinger Show, Jesse James Show, Also Fun Mirrors, Topp, Poles, 40' Banner Front, Chew Van-Truck, Public Speaker. Outfit \$800.00. 419 S. Snelling Ave., St. Paul, Minn.

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Special Built Three-Axle Carrousel and Condemned Ferris Wheel. Both in good condition. No reasonable offer refused. L. W. JONES, 1925 No. Talbot, Indianapolis, Ind.

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World's Premier High Diver, at liberty for a reliable Carnival. Permanent address, Tomsara, N. Y.

DANCING AND CHORUS GIRLS
Long seasons. Top salary. Open April 1. Address: H. L. DECKER, 21 Mill St., Poughkeepsie, N. Y.

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For carnival, M. and F. Musical, Singing, Dancing, 60 Stanzas. Lady and Posing Figure, 2 Girls good Posing Figures; prefer dancers. Long seasons. **DUKE ART, General Delivery, Lynchburg, Va.**

Many show visitors during the week, including Jack Guthrie, of the Winter Haven Orange Festival. Among the added attractions at Plant City was Bill Mallon's girl revue and an eight-piece Italian band.

Vero Beach, Fla. Week ended March 16. Indian River County Fruit Festival and Fair, auspices Fire Department, management of Chief Charles D. Toole. Weather, wind, rain and cold, except Saturday. Business, good closing day.

The exhibit tent was large and nicely filled with local exhibits, and did credit to George Tippin, Robert E. Kline and Harry Pirsch. Of sufficient interest to germinate the spirit locally for an annual fair. Newspaper support given by the local *Press-Journal*, *Fort Pierce News-Tribune*, *Tampa Tribune*, *Tampa Times*, *Jacksonville Times-Union* and *Jacksonville Journal*, *Miami Herald* and *Miami News*. Harry Saunders was in command of the shows, Berney Smucker being in Jacksonville with Robert L. Millican attending to their end of the forthcoming fair in that city. Among visitors, Mr. and Mrs. John M. Sheesley, of Mighty Sheesley Midway, and Ernest Wade, general manager Festival and Fair at Melbourne, Fla. Robert R. Kline, general representative, left for Birmingham, Ala., and points north. The show has been augmented by arrival of Bonnie Jean, fat girl; Kiddie Airplane Swings and Dan Riley's Animal Show.

WILLIAM JUDKINS HEWITT.

World's Exposition Shows

SALISBURY, N. C., March 23.—Manager Max Gruberger arrived here last week from Philadelphia and immediately took charge. A small number of men were employed at winter quarters since January, but since Mr. Gruberger's arrival the working crew has been increased and quarters is now a beehive of activity. Whitey Hewitt arrived from Richmond and is going over the electrical equipment. Harry Ramish, manager, makes daily trips to quarters. E. B. Braden is expected in soon. Bill Collins will have the Circus Side Show and Wax Show and is getting both shows ready for the opening. H. E. Wiggins, special agent, is on the job. Raymond W. Carter has been engaged as boss billposter. Nearly everything is ready here for the opening, April 20, under auspices of the American Legion, a special-event promotion. The writer, Percy Martin, has the show practically booked up solid for the season.

Many Riding Devices At French Street Fair

BORDEAUX, March 23.—Among the important attractions on the midway of the big annual Street Fair here, which runs thruout March, there are at least 40 riding devices. There are also 15 shows on the main midway, in addition to the combined circuses of Amar Brothers and Andre Rancy and the big menagerie of Pezon, located outside of the carnival lot. Including concessions, there are about 285 offerings.

Fair Secretary Affirms Gooding Having Contract

CINCINNATI, March 23.—The management of P. E. Gooding Amusement Company, in a letter to *The Billboard*, contradicted a statement in the Blue Ribbon Shows' show letter in the March 9 issue that they had contracted the Jackson County Fair at Seymour, Ind. In answer to an inquiry, Secretary Walter Huber of that fair wrote *The Billboard* as follows: "Mr. Gooding has the contract for rides for our fair, August 12-17. We have signed no contract of any kind with the other organization."

AL C. HANSEN

Continued from page 52)

time in the show's history. A new aluminum color scheme is used on the No. 5 El Wheel. The rides have been completely overhauled and have new color schemes, all different. The opening engagement is under the auspices of the American Legion. The shows company has been incorporated in Georgia and has made Macon permanent winter quarters. Manager Hansen speaks highly of the co-operation accorded him by civic organizations. Members of Downie Bros.' Circus, in quarters here, and members of the Ray Alvis Walkathon, also playing the park, have been visitors, also Mayor Smart, Chief of Police Ben T. Watkins, Julian Pool, adjutant of the Legion Post, and other prominent officials. Paul M. Conway, Macon attorney, has visited frequently.

The staff: Al C. Hansen, general manager; Mrs. Ernestine Hansen, assistant manager; Martin Wirth, secretary; Joe Hayworth, legal adjuster; Frank (Shanty) Cross, lot superintendent; Roy Edison, electrician; Walter B. Fox, general agent; Bob Fox, special agent; Dan Courtney, billposter; the writer, Percy Kingman, press agent; Slim Cunningham, trainmaster; Harry Lewis, superintendent rides; F. M. Hansen, mail man.

Shows: Zoma, Chinese dragons and creatures from Death Valley — Billy Lerche, manager; Mrs. Lerche, lecturer, Athletic Stadium—Kid Simmons, manager; Frank (Sailor) Rightmire, wrestler; Flash Fisher, boxer; Mike Miller (The Turk), wrestler; Mrs. Simmons, boxer. Jaba Haba—B. H. Davidson, manager. Paul Forsythe's All-Girl Revue—featuring Kay Forsythe, Josephine Purvis, Dorothy Parrish, Jackie Dual and other dancers; Frank Allenton, tickets; Willie Hart and Bobby Jackson, musicians. Sunflower Minstrels — Tom C. Rogers, manager; Buck Super, producer; Jesse C. Hutchison and his eight-piece band; Rastus Hanes and Albert Pryor, comedians; Pee Wee, featured dancer; Daisy Johnson and line of six girls. Snake Girl (Illusion)—J. G. Carleton, manager; Mrs. Carleton, inside. Hardy's Slide Show and Midget Village, with eight attractions, featuring Princess Yucamia, the woman with revolving body.

Pete Pullman has an attractive and roomy cookhouse. W. O. Gordon has a novel arrangement of diggers. E. Mens has a new candy floss outfit and Mme. Verne has the palmistry. Other concessioners are Vic Cohen, three; Billy Etheridge, one; J. J. Gilligan, two; Ole Olsen, one; Jimmy Hubbard, one; Morris Goodman, one; Abe Franks, one; M. A. Wirth, one; E. Motley, one; Harry Bligs, two; Cowan, two; Tom Crum, one; W. J. Biddle, one; Frank Kingman, one; Jack Thompson, one; Eule, one; Hiram, one, and the office has three concessions.

WEST BROTHERS

Continued from page 52)

cars and trailers are newly painted and make a splendid appearance.

The staff: J. W. Laughlin, owner and manager; Mrs. Virginia Laughlin, treasurer; Joe Howard, general agent; Doc Decker, secretary; William Bishop, legal adjuster; W. More, electrician; S. Walton, truck mechanic.

The rides and shows at the opening

spot includes: Merry-Go-Round, Sass Jones, manager; Ferris Wheel, H. Cunningham, manager; Kiddie Auto Ride, Ray Love, manager; Tilt-a-whirl, Roy Bassett, manager; Caterpillar, Mack Stanley, manager; Circus Side Show, Ed Von Schoen, manager. Folies of 1935, featuring Kleo and three dancers; Ed Ferrari, manager. Monkey Circus, Bert Vess, manager; Cleopatra Show, B. Valeur, manager; Athletic Show, Pat Malone, manager; Minstrel Show, Sunny Roy, manager; Mickey Mouse Circus, Elmer West, manager; Dog and Pony Show, Ray Mittler, manager. Captain H. E. Hugo high-diving act is free attraction and Mittler's 10-piece family band supplies music.

Among those operating concessions: Mary Bowen, Johnnie Johnson, Louis Rose, Bevo Weaver, Glen Osborn, Mrs. Virginia Laughlin, Mary Miller, Dixie Bassett, Bruce Barham, Taylor Miller and M. Devine.

Among visitors the opening night were Frank Sutton and Ed Groves, of Great Sutton Shows; Mr. and Mrs. Sam Solomon, Mr. and Mrs. Sam Lieberwitz and Mr. and Mrs. Alton Pierson, all of So's Liberty Shows; Mr. and Mrs. Charles T. Goss, Standard Chevrolet Company, East St. Louis, and Mr. and Mrs. E. E. Smith, of Fulton Bag and Cotton Mills, St. Louis, besides many others.

BEATTY SUPERIOR

Continued from page 52)

neat appearance. There are 7 rides, 10 shows and 30 concessions.

The roster of rides and shows was given in a recent issue. Among the concessioners are Barney Bisson, cookhouse; Roy E. Lollar, corn game and nails; Johnny Hobbs, three; Phil O'Neill, three; Tom Terrill, three; E. L. Bennett, three; Raymond Taylor, one; Otis L. Smith, three; Earl Batchler, two; Pete Sellers, three; Dad Brown, one, and five new arrivals not yet known to the writer, Mrs. Janet Terrell.

Roy E. Lollar suffered injuries to his head, limbs and feet when his truck, turned over on the way in to join the show. The truck was considerably damaged. Mr. Lollar was confined to his hotel room nearly a week, but directed repairs on his truck and concession frame.

Seen on the lot opening night were Walter A. White, general manager, and Jack Lyles, general agent, and many others of Johnny J. Jones Exposition; Milton M. Morris, Willie Ziedman; Bill Nye, general agent the Smith Great Atlantic Shows, playing lots in Augusta.

HENNIES BROS.

Continued from page 52)

children's matinee had been arranged with *The Milgro Daily News* as sponsor. A new and brilliantly illuminated marquee entrance is at the head of the midway, equipped with Vernon L. McReavy's public-address system. The show during the early season is transported on 27 company-owned trucks and trailers along with 11 privately owned cars. Later at Springfield, Mo., four more trucks will be picked up to carry additional attractions.

As free attractions are the sensational flying trapeze act of Charles Fisher, known as the 4 Flying Fishers; Earl Strout's Military Hussar Band presenting concerts and William H. (Bill) Rice, along with Ivy and Lovey, have been busy with Rice's weekly public wedding.

The staff includes: Harry W. and Orville W. Hennies, managers; Noble G. Fritly, general representative; Joseph B. Scholbo, business manager and director of publicity; William (Billy) Streeter, special agent; Dan McGugin, treasurer;



Philadelphia Houses

PHILADELPHIA, March 23. — South Street Museum is enjoying good business this week with following attractions: Carlson Sisters, novelty entertainers and boxers; Heywood and Gibson Colored Revue; Kiko and Zulu, Zanzibar Twins; Mme. Verona, mentalist; Captain Sigfried, tattooed man, and Electricia. Clementine Coffey is featured dancer in the annex.

Eighth Street Museum still holds up and this week the following are on the big stage: Cowboy Eddie and his dog; Smith and White Revue; Prince Kanaka, Australian bushman; Jackie Mack, illusions; Mlle. Deffen, in the fan dance, featured in the annex. Al Paulert is

L. Mac Farland, master mechanic and builder; Joe Crouch, truck and trailer mechanic; Mrs. Goldia Davis, mail and *The Billboard*.

Shows: Johnny J. Bejano's Circus Side Show, L. A. Dodson's Monkey Vaudeville, Ray Domer's Motordrome, Fred Mortensen's Athletic Show, C. B. Scott's International Oddities, Arthur Ray's Dixiana Minstrels, Mrs. L. A. Dodson's Life's Mystery, Mrs. Ray Domer's Mickey Mouse Circus, Art Martin's Paris by Night, James Dunlavy's Jungle Reptiles, Alice Melville's Parisienne Folies.

Rides include Whip, Doggem Jr., Ferris Wheels, Tilt-a-Whirl, Merry Mixup, Merry-Go-Round, Shetland Pony ride, two kiddie rides.

There are 23 concessions, all operated out of the office with the exception of the nicely framed and operated cookhouse under the management of Tommy Martin and Eddie Phillipon, the Erie Diggers of R. E. Haney, pop corn and shooting gallery of Mr. and Mrs. Charlie Hutchinson and photo gallery of Mr. and Mrs. Joe E. Traynor.

There have been many visitors, among them Mr. and Mrs. John R. Castle, Irving C. Ray, Mr. and Mrs. Johnny Beem, Mr. and Mrs. Oscar Halverson, Mr. and Mrs. Chandler, and Mr. and Mrs. Jake Brisendine, of United Shows of America; many from both the Greater Exposition Shows and Vernon Bros.' Shows; Mr. Johnson, of Midwest Novelty Company, Kansas City, and Cliff Lyles. Numerous good-will wires were received by the Hennies Brothers, among them from their mother, at Kansas City, and from Houston, merchants, with whom the show did business during the winter months.

REID GREATER

Continued from page 52)

top and a 60-foot panel front, lighted with 350 50-watt lights. Show moves on trucks and trailers and consists of 6 rides, 9 shows and 39 concessions.

The show will stay in South Carolina for a few weeks, then go into Kentucky and Tennessee.

The writer, Harry C. Dalvine, will get a full roster of shows, rides and concessions for a later issue. Two free acts and a band are carried. Manager Earl Reid received word that Art Peters will be on the lot at Leesville with his Everglade Show. Mr. Peters was unable to join here because of delay in bringing some Indians out of Florida.

WALLACE BROS.

Continued from page 52)

Margaret Miller, secretary; Louis LePage, general agent; Bill Franks, special agent; Iva LePage, contests; the writer, Louis Arnette, press; Ross Crawford, lot, lights and transportation superintendent.

Rides—Merry-Go-Round, Harry Wagner, foreman; Ferris Wheel, James Reed, foreman; Chairplane, J. W. Robey, foreman; Kiddie Ride, J. L. McDermott, foreman.

Shows—Curiosity, L. H. Barrett, manager; Night in Spain, C. J. Russ, manager; Evening in Paris, C. J. Russ, manager; Mystery Show, Bill Winters, manager; Hillbillies, John Stalling, manager; Athletic Arena, Tommy Davenport, manager; Colored Minstrels, Doc Barker, manager; Mayu, Adam (Pop) Erbe, manager; Mechanical City, L. H. Barrett, manager.

Concessioners: T. A. Stevens, three; J. (Kokomo Jimmy) Arons, two; Jack Holston, two; Margaret Miller, one; Ed Malons, one; William Wallace, two; George Mills, one; Jack Watson, one; D. W. Miller, one; Frank Sparks, two; Doc Barker, one.

MUSEUMS

now manager. Jack Howard, Bill Hasson and Bill Sylvan are handling the front.

Carl Lauther's, Traveling

COLUMBUS, O., March 23.—With a population of only 17,000 business was considerably better at Lancaster, O., than was expected. Wonderful co-operation from the two local papers and the city officials was largely instrumental in the success of the engagement. Both newspapers (evening) ran drawing contests for the kiddies, with pictures of Percella, the Monkey Girl, featured, and the results were tremendous, with over a thousand entries from local and county schools. Harry White, commercial and show photographer from Newark,

spent a day with the show making pictures for the use of large lobby boards, which will be used in a merchants' tie-up and window displays with the United Shows of America this summer. Benny Rockford to New York on a business trip. Mrs. Benny Rockford, wardrobe woman, busy on silks, satins and new costumes for the coming outdoor season. Mrs. Al Fisher, mistress of ceremonies, is putting the show over in an admirable fashion. Happy Jack coming forth with a new musical act which he claims will be a knockout.

The show is now in Columbus, which has not had a museum in three years, and opened Monday to the best opening day of the winter season. The location at 90 High street. More news on the complete engagement later.

ROY B. JONES.

Wagner's 14th St., N. Y.

NEW YORK, March 23.—The feature of Sam Wagner's 14th Street Museum, Mary and Margaret Gibb, Siamese Twins, are two of the nicest personalities in show business. Rounding out the current attractions are Smoko, man who breathes and smokes thru his back; Ajax and his Blackheads, a Punch and Judy well staged; Al and Eddie, producers of the miniature revue, refash and restage their show weekly; new dancers, Betty Ross and Sandra Clayton; Prof. Frank Graf, tattooed man; Sahja, mentalist; a new illusion, "The Cabinet of Dr. Caligari"; Slydeni, magician, who arrived recently from Argentine; Orlando, fireproof man. On Monday Alzora Watkins, the Turtle Girl, celebrated her 23d birthday. She was showered with gifts, and the management presented her with a large cake adorned with candles.

Two boys who deserve a great deal of commendation are Bill Crosby and Raymond Wagner. They have held down the front all winter, never missing a day. Sam Wagner has just returned from a trip with the contract of a new find for his Coney Island side show. Robert Press, carpenter and electrician, is rehearsing an act for amateur night. Friday nights are when the simon pures strut their stuff. There are generally 10 to 15 of them and they usually attract a packed house. Terry Turner, publicity director of Quaker Oats Company and the man who brought out the Gibb Sisters some years ago in vaude, dropped in to catch the amateur night. Max Goodman, ace concessioner, a regular visitor. Charles Leroy, lecturer, leaves soon to take three shows with Oscar Buck. The management has adhered to the policy of no blowoffs or additional charges on the inside and the attendance proves that the public appreciates the idea.

TOMMY MCNEILL.

Kortes', Traveling

DENVER, March 23.—The show is now in its sixth week here, at 1530 Walton street, and the management has arranged to remain two more weeks. A new bus was purchased here by Manager Kortes and was given its first test on St. Patrick's Day. Twenty-seven members of the museum were given an outing up into the mountains. The big white car loaded with showfolks wended its way up the 2,000-foot steep approach of Lookout Mountain, where, at the very peak, is the grave of William F. (Buffalo Bill) Cody. Floral wreaths, previously arranged and bearing the museum's name, were added to those of previous visitors to the resting place of the great showman. The trip will long be remembered by everyone in the outing party, and Mr. Kortes is highly pleased with the purchase and the performance of the new bus.

N. M. WILSON.

Morris Miller's, Traveling

COLUMBUS, Miss., March 23.—This is the 18th week of the season in stores, and business has held up nicely. A new sound truck has been added and provides advertising and street concerts. Mr. Miller is arranging his carnival for the coming season. Diamond Tooth Smith is still with the show and going good. Babe Labarie left here to go home on business. Frank Russell is the feature strong man. The roster now registers 31 people. There have been many visitors from New Deal Shows wintering here. Harry Harris is a frequent visitor. There is a high license in this State, but the management pays it and the museum is getting its share of business. Jess Huggins, formerly with Sheesley Shows, is doing good with his concessions. The museum will play storerooms until June 15.

FRANK ZORDA.

Chop Suey

By W. H. (BILL) RICE

KILORE, Tex., March 23.—Saw my old friend J. George Loos. Sure has a nice show and it is lighted. George had to bring up Wagner, Okla., the poorest town that Rice & Dorman Shows ever played. Business very good this season so far.

Julie Jones Connors threw a very nice party at San Antonio. The twins behave beautifully, but I did not know the reason until afterwards—Marie Beckmann told them I would publish their actions in "Chop Suey" and if their father read it would be just too bad. . . . Abe Opzal was present, and I never remembered him or the missus.

. . . Mrs. Belle Wortham has a new racket for drinking coffee, but C. A. Jr. could not see it. Was okay by me. Others present, Col. Fred Beckmann, Dorothy Hannan, Mrs. Mary Stephens, Mrs. Martha Alexson, Charles and Maude Jamieson, Lovey Rice and Ivy C. Rice. Jack Ruback, Lefty Block, Ned Dillon, Sally Sullivan, Eddie Bales, Walter Lehman, Mr. and Mrs. Charles Aronson all in Booby Obadal's Alamo Cafe at one time. Sure a lively spot.

Quite a tragedy at the Lamar Hotel as I left. Maude Jamieson's banty hen that laid an egg every other day and lived out on the roof was killed by a rat trap that was forgotten.

Did not see Myer Myers, ex-manager of the Hilton Sisters. Out on his ranch. Also missed Henry Knight. Said to be in Longview on oil business. Darny Odom also out, but I did see Harry Helions and his beautiful rides that go with Beckmann & Gerety's Shows.

Now in Kilgore with Hennies Bros.' Shows. Putting on a public wedding. Many old friends here. Earl Strout's Band is a big hit with the natives, and the missus has the best show on the lot. . . . Johnny Bejano has a great pit show. . . . Joe Scholibo is doing the press work and handling the concessions. Has a great office and stock wagon.

Tom Wolfe has his Biblical show in Houston. Also, Steve Connor a turf exchange and Jack Stanley a booking office. . . . Houston the best looking city I've seen in a long time. Plenty of building. . . . Seventeen years since I made the spot with the Wortham & Rice Shows (Tom Allen Shows played day and date). . . . Missed my old friend Milt Morris, of the L. & G. N. Railway. Now located in Austin with the same railroad.

Texas truck shows are in a hurry to get out of the State before April 1 on account of the auto license tags. Gasoline 10 cents a gallon, and oil the same, which pays for many a tag if you stop to figure.

Golden Valley Shows

GATE CITY, Va., March 23.—Final touches are being placed on the paraphernalia. The rides and motors have been overhauled and the rolling stock tuned up and painted, and the midway will present a neat appearance when the show opens here March 30. Jack Allen's work has progressed nicely, the color scheme being orange and blue. A new tangle callopo arrived this week and is being mounted on a newly decorated truck. Two new tents arrived, from Gyp White's Curiosities of the World and Satan in Captivity; also 120 feet of flashy banners. White's return to the carnival field after a five years' absence is welcomed. It reminds one of years ago when he operated his big hukey dogs and frozen North Show. The writer, Sam Collins, and the manager just returned from a successful booking trip thru Virginia, Kentucky and West Virginia. The show will again move overland, assisted by a local transfer company that has contracted its fleet of trucks for eight weeks. Everyone here greatly enjoyed a party given March 15 in honor of Master M. J. (Muggins) Western, son of George and Footsie Western, on his second birthday. Music was furnished by the Western Trio, with violin, mandolin and guitar.

Simmons to World of Mirth

RICHMOND, Va., March 23.—Sailor Joe Simmons has contracted his African Village and Tribes of All Nations with the World of Mirth Shows for the coming season. Simmons, who the last several years has produced such offerings, plans a greatly augmented attraction, with an abundance of atmospheric Africa paraphernalia and representative of about a dozen tribes of people.

Philadelphia Pickups

CARNIVAL March 30 BE PHILADELPHIA, March 23.—Jack Clifford, late manager of the Eighth Street Museum, is now filling engagements with the production, *The Girl in the Goldfish Bowl*, at theaters. On closing he will return to New York City, where he will make preparations to move several attractions to Revere Beach, Mass., for May opening. *The Girl in the Goldfish Bowl* attraction is owned by O'Brien Bros. and will be featured in their museum at Revere Beach, which Jack Clifford will manage this summer.

Bob Morton returned to the city this week from Atlanta after the successful engagement in that city of the Shrine Circus.

George A. Kerestes, who has rides with Gruberg's World's Exposition Shows, left for winter quarters this week to get his rides in shape for the opening at Salisbury, N. C.

Endy Bros. are doing considerable work on their show at winter quarters, Doylestown. Several new trucks will be added this season. Show will open early in April.

St. Louis Indoor Show

ST. LOUIS, March 23.—American Legion Convention Corporation plans staging a carnival, known as the Streets of Paris, in Exposition Hall of the new Municipal Auditorium here early in May. Purpose is to raise funds to be used in defraying the local expenses of National American Legion Convention, to be held in St. Louis this year.

Bunts Greater Shows

BRUNSON, S. C., March 23.—With the arrival of W. J. Bunts, general manager, there is renewed activity at winter quarters. Ten employees were added, making a total of 18. A new 20-foot trailer has been completed. Punch Allen, who will have charge of the Circus Side Show, has arrived. A new 80-foot banner line has been completed for that show—the new banners have arrived. Six new ticket boxes have been built, one for each major ride. New top and sidewall have arrived for the Merry-Go-Round. The Six Sensational Lesters have been engaged to furnish the free attractions. The show will carry 6 rides, 6 shows and about 20 concessions. ALTA MAE BUNTS.

Powers & Williams Shows

OWENSBORO, Ky., March 23.—Everyone here is putting the finishing touches to equipment to ready for the opening that will be at Fordsville, Ky. There are a number of circus folks here who have been visitors at the park where the equipment is being overhauled and cutting up jackpots with D. W. Powers, who spent the early part of his life on circuses. Among them Judge Palmer, who left for Rochester, Ind., to take his duties with Cole Bros.' Circus; Jim Howard, who was detective with Sells-Floto Circus; Gus Maxey, who spent many years around the Little circuses; Ed Jarbo; Bat Cummings; A. H. (Windy) Hill, who is operating a cafe, where the boys get around at night and where the hot-stove league has its innings. The show will start for Fordsville on March 28. Among people now here are L. T. Riley, Gus Maxey, Dave Bacon, George Bowlds, R. S. (Raz) Simmons, and R. E. Sands, who went to Louisville with one of his trucks to get some sidewall for the show. All of which is from an executive of the show.

Cetlin & Wilson Shows

GREENSBORO, N. C., March 23.—Real activities in winter quarters with the arrival of several additional show-folks getting their equipment in line for the opening. With General Agent Harry Dunkel away getting the still-date season in line, Messrs. Cetlin and Wilson are attending to things down in this part of the country. Mr. and Mrs. Buck Denby away on an extended trip thru the East. Mr. and Mrs. Samuels and Mrs. Leo Carrell on a trip to Baltimore. Mrs. Cetlin and Mrs. Wilson are spending a few days in Staunton, Va., and Mrs. Wilson will also stop over at her home in Roanoke, Va., before returning. At the last meeting of the Boosters' Club Leo Carrell acted as host and he can really play the part. Visitors included Mike Gravis, H. L. Harrington, Joe Taffy and brother and Louis Pickles. Seems as the Speedy Merrill has started something for the coming season, as prac-

tically, every show and ride will have an electric sign, and there will be a new one for the front of the marquee. Word was received from Karl Miller that he would leave Los Angeles shortly and arrive here April 8. Duke and Lillian Jeanette will be here on April 1. Everyone here is anxiously awaiting for the band to play *Happy Days Are Here Again*. The show will be enlarged for the coming season and will again put on merchants' expositions weekly, with fireworks and free acts nightly, as well as daily band concerts. Opening date has been set for April 20. GEORGE HIRSHBERG.

UNDER THE MARQUEE

(Continued from page 44)

one-girl show at the famous Flying Trapeze Restaurant, has been entertaining Grandmother Hunt in New York for the last several weeks. Grandma Hunt, for over 40 years has presided at the marquee entrance of Hunt's Circus, and in spite of nearing the age of 80 she is known and admired by thousands for her youthful spirit.

JACK RIDDLE and wife, Lois, and their daughter, Annetta, will be with Lewis Bros.' Circus. Jack's wife and daughter will be billed as Riddle Sisters. They have made 10 new sets of costumes, two to a set. Jack says that Louis Collins will work his acts on a circus side show. Roy Faust will be with Lewis Bros.

SIDE SHOW of Honest Bill Circus is featuring William (Spark Plug) Goodman's Hot-Cha Revue Minstrel, with an eight-piece band, two singing and dancing soubrettes, two comics and a straight man. Season opened at Newnan, Ga., March 23. Trucks and trailers of show have been newly painted and all canvas is in good condition.

LEWIS SITES, of Zanesville, O., has joined the act of Marie Pemberton, acrobats, who will have her troupe of high-school horses with Ringling-Barnum Circus. Sites was with the white tops from 1900 to 1920, retiring after the death of his father. At present he is recovering from a spinal infection which confined him to a hospital for 13 weeks.

HOMER KEEPER was in Peru, Ind., March 15 and met a number of the folks. Says that James Biggar was busy on train; Ernie Sylvester, painting dens and wagons, and saw car No. 1 turned out of shop. He went to Rochester, Ind., March 18. Shops are running night and day. John Patterson is in charge of night crew. McGrath is rushing work on train. Keefer will remain at Rochester until shows go to Chicago.

A BILL affecting outdoor advertising in Wisconsin and just about as drastic as the one of a similar nature which was defeated in 1933 has been introduced by Representative Foley and referred to the Committee on Commerce and Manufactures. It is known as House Bill No. 459. Outdoor advertisers not residing in the Badger State would be required to post a bond for \$1,000. Those interested in this matter and who have not yet taken any action are urged to do so.

WHEN SCHELL BROS.' Circus opened at Houston, Tex., under auspices of the Men's Club of St. Andrew's Episcopal Church it was stated in these columns that for the first time in that vicinity and probably in this country circus posters were seen in the windows of a church house. Rev. J. W. E. Airey of the church and who is chaplain of the CFA wishes to correct this. He says: "This is literally true, but it is ambiguous. No posters were placed in the windows of the church, but a lot of them were placed in the windows of the parish house across the street. This house is literally a house for use of the parish and serves as a center for meetings and parties of the parish. It is not a house of worship—as is the church—but is a provision of the church for its supplementary activities that do not come under the liturgical categories."

RINKS

(Continued from page 48)

as a coming champ. The Lancaster rink entertained Assistant Manager Ralph Brown and a group including McYurick and Brown, trick skaters, from Woodlyn Beach Rink, Smyrna, Del. E. M. Moocar, manager of Coatesville (Pa.) YWCA Rink, was a recent visitor. Manager Jack Dalton, of Olympia, a native of Manchester, England, received a letter from Cyril

Beastall, Derby, England, district secretary of the NRHA of Great Britain and a contributor to *The Billboard* skating columns, asking for some data. Jack Dalton skated in many large English rinks. Finals in a graceful skating contest, started on March 2, will be held on March 30. First two couples selected are Anna J. Brubaker and Eugene E. Baldwin and Joseph F. and his wife, Dorothy V. Fritz. Judges being Elsie and Jack Dalton. Two skate boys, John Weller, speedster, and his brother, Howard, trick skater, are showing signs of ability that may land them in the pro class.

BEST night of the season in Van Cortlandt Roller Rink, New York City, was marked on March 1 by amateur races, advises Isiah Preger. Feature was a three-mile Class A amateur men's race, won by the New York team, Dick Mare, Blase Nocella and Louis Hraban, skating for the Interboro Club against Pop Brescher, George Wagner and Charles Fabelman, Biviera Park Roller Club, Belleville, N. J. Time of 8:03 3-5 is a new rink record. A mile ladies' amateur team race was won by Mary Hennings and Tessie Dolgas against Daisy Distasio and Ethel Dolgas in 3:31 2-5. RINKS

JOYLAND Roller Rink, Cedar Rapids, Ia., operated in Memorial Coliseum by H. T. Bell, with Tom Kennedy as floor manager, is having excellent biz, they report. Music is by a calliophone. Territory is considered good and an outside rink probably will be opened late in May.

"A CIRCUS on Roller Skates," a feature offered by Manager Dick Dillon in Windland Auditorium Rink, East Liverpool, O., is told about interestingly by J. D. Karen, a recent visitor to the rink. Manager Dillon used a number of merchandise concession booths of his bazaar company and with every rink admission a patron was given a ticket entitling to one play at a game. Nice concession business resulted after players entered into the spirit of the affair. Tents with "freaks" and novelty roller-skating acts in clown garb rounded out the picture.

Rigid Rules Reign

By E. M. MOOAR

As I have stated on several occasions, it would pay other rink operators to visit Chez Vous Rink, Philadelphia, and study methods of the management. It has operated six years or more without a losing season and will close the 1934-'35 season considerably in the black. One thing that has built the business is the deportment rule, which had never been deviated from since the opening night. Another is the matter of attire. Here one sees no sweaters, no male skaters with collars open. Everyone, from attendants down, is neatly dressed in keeping with the beautiful surroundings.

A complete record is kept of every patron, individuals as well as clubs, and a personal contact is kept at no little expense. So great has been the demand for special nights or club parties that it is not unusual to book as many as three organizations for the same night. Organizations have become so familiar with the management's rules that they have no hesitancy in joining with other parties. Then, too, afternoon sessions bring many learners who do not care to risk night crowds until proficient enough to paddle their own canoes.

William Stuart, who handles the floor, is an expert skater and with his assistance beginners are given every attention, and this has helped to increase nightly attendance of women skaters who are experts in a number of styles of waltzing and two-step numbers. He has the backing of the management and, when necessary to reprimand a skater for infraction of rules, his verdict goes in the matter. Bill has been with the rink since it opened and is known to thousands who patronize Philly rinks.

Mrs. Feigle, owner, seeking other fields to conquer, is looking about for a summer spot to keep her force and skates busy. It is needless to say that if she is successful in getting a location it will be operated on the same high standard of Chez Vous and the place will be a credit wherever located.

While the skating surface of Chez Vous is limited, it is not unusual to see from 400 to 500 skaters nightly. Rink is operated on Sundays thru a club plan, and one must be a bona fide member to attend these sessions. Nothing but high-class attractions are presented and no expense is spared to advise patrons of their coming.

OAK BRAND HY-TEX BALLOONS



With such popular novelties as Mickey Mouse, Snooty Sam, Polly Pert and many others in the Oak line, you can always do big business. And, remember—only Oak offers super-quality HY-TEX Balloons, made by exclusive, patented process.

Sold by Leading Jobbers

The OAK RUBBER CO.
RAVENNA, OHIO.

YOU WANT THESE MONEY GETTERS

Baseball Scores, Cardboard, 100..	1.80
Chain Tie Holders or Soft Collar Slide, Put up on Cards, 100.	7.50
Juice Extractors, Big Winner for 100 Pitch, Gross.....	5.00
Stons for Restaurants, 30 for..	1.00
Rubber Bands, Close-Out, Pound	1.15
Needle Papers, 100... 75c, 90c, 1.80	

Prices F. O. B. New York. Deposit to be sent on all C. O. D. Orders. Ask for Lists.

CHAS. UFERT, 19 East 17th St., New York City.

Estab. 1913. Dependable Service Always.

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 #FAS, Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

ELGIN-WALTMAN WRIST WATCHES

Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargain in Wrist Watches and Diamonds in the Country.

H. SPARBER & CO.,
2d Floor, 106 N. 7th Street, St. Louis, Mo.

2.95

AUTO JOKER

Also known as Auto Whiz Bang, for April Fool, the best joke you can pull—that gives a thrill; furthermore, you laugh until you cry. Also now booking Display Fireworks for Fairs, Parks, July 4th, etc. Write for Catalogue.

ILLINOIS FIREWORKS COMPANY,
Box 792, Danville, Ill.

WE MAKE EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.

ARGO PEN-PENCIL CO., Inc.
206 Broadway, NEW YORK CITY.

E. Z. WAY AUTOMATIC STROPPER



W. M. MFG. COMPANY,
Sandwich, Ill.

SHOE LACES AND FINDINGS

Most Staple and Best Selling Items. Buy Direct from Manufacturer. Send 25c for Sample Assortment and Price List.

CAPITOL SHOE LACE & FINDINGS CO.,
135 Pitt Street, New York, N. Y.

We carry Shoe Laces and Shoe Findings only, and are therefore in a better position to give you lowest prices, perfect merchandise and prompt delivery.

8 BIG MONEY'S VETERANS, GET BUSY.
Fast Selling Veterans' Magazines, John Rooks, Wit, Humor, Tramp Poems, Patriotic Calendar in Season. 15 Fast Sellers. **VETS. SERVICE MAG.,**
157 Leonard St., New York.

MEDICINE SHOWS WANTED!

To buy Quality Tonics, Liniments, Tablets, Herbs, Corn Dope, Salve, Powders, Cough Syrup, Etc., at Lower Prices and Better Values, from

GENERAL PRODUCTS LABORATORIES,
Manufacturing Pharmacists,
137 E. Spring Street, Columbus, O.
"We Know Your Problems and Serve You Best!"
WRITE FOR FREE CATALOGUE



By GASOLINE BILL BAKER (Cincinnati Office)

"HERE IS ANOTHER . . ." tells Morris Goldring from Los Angeles. "I have been on the road, on and off, for the last 25 years. Was in vaudeville, under the name of George Hatto, doing a comedy, talking and juggling act. During the last seven years I have been doing my coupon sale on pens, rings and crystal necklaces. Find that the performer and the boys on the road are not such bad fellows after all. Have found that the more you give people and the more you do for them, the worse it is for you in the long run. It seems that as soon as a storekeeper sees money coming in he wants a bigger cut. Yet he does not pay for your flops. After all it isn't the store that puts these sales over, it's the way you word your ad. And neither does the jobber put the sale over. So I think a man is entitled to all he makes in the way of breaks for himself. In some towns the better business bureaus try to stop your sale on the ground of misleading advertising. But look who's mainly back of these bureaus—the big department stores. And is their advertising so clean that they can tell you yours is all wrong. It is NOT. And if you take a case to court and fight it out you can win every time. Because no one on earth can set a different value on your stuff and prove that they are right and you are wrong. If you say it's a \$3 pen for 98 cents, then that's just what it is. The department stores run outrageous values in their ads from Coast to Coast and nothing is ever said. Don't let these better business bureaus keep bluffing you, as they are the fakery and not you. I've been calling 'em all along the line and haven't lost yet. Don't let them bluff you."

JOE DENNISON . . . working with a med show in Texas territory, writes from Wylie, Tex., of the death of his father, Harry A. Dennison, known in the profession as Doc Ennis, March 11 at Greenville, Tex., where he was buried in Oakmount Cemetery. Doc Ennis was connected with the Tate-Lax Med Company, of Waco. He is survived by his wife, four daughters and two sons. He leaves many friends in the Southwest, where he has worked for the past 25 years.

B. E. (FRENCHY) THIBAUT . . . shoots his first pipe in a long time from Milwaukee: "I want to congratulate W. J. Connolly on his fine pipe in a recent issue. If I ever have the pleasure of meeting you, W. J., you will have one on me. Also Frank Libby's pipe regarding organization was extremely interesting. Weather in Milwaukee has been very poor lately. Friday and Saturday are about the only days that I can get in. Howard Wright has been working knife sharpeners to good business, and I have seen Happs Moulden out with hones and strops a couple of times. A and 10-cent store here looks like the midway at a fair. For the last six weeks there have been glass cutters, performers, peelers, polish, oil, corn punk, sclap oil and whiterstones being sold. I

understand that my friend Chief Vogt is getting the long green down in Illinois with herbs and oil. That boy is a clever worker and deserves a lot of credit. What has happened to Jimmy Miller, of garter note? The last time I heard of him he was on his way to the West. I only hope he stopped at the Coast. Pipe up, Jimmy! I am leaving for Indiana, Ohio and Illinois in about three weeks to work rad. Would like to see a pipe from Ralph Ruhle, of Indianapolis."

"HELLO EVERYBODY" . . . hails Doc Kreis from Scranton, Pa.: "Since the first of March I have received a letter from Roy Robinson, up in Portland, Me., stating that business is bad, a letter from Professor Johnson, in Oklahoma City, claiming that business is way off, and one from Charles Elett, in Michigan, and Frank Davis, in Iowa, with the same sad news. So it looks like it is practically unanimous. Nevertheless I am busily occupied rounding the good ship Manitowoc into shape for the '35 season and plan to again hunt for that elusive dollar. My health is returning in steady bounds. Helen I. Rex, Nick Drabot, Charlie Woelkers, Roy Robinson and my Siberian husky dog are all ready and waiting for the call of all aboard. This is one season I am going to be a loafer. No singing, lecturing or specialty acts for this skipper. I plan to take care of the office and to sit in a chair and listen to another lecturer take in the money. I hardly think the hard coal mines of Pennsylvania will be very good this year. Most of the mines in Luzerne and adjoining counties have been and evidently will continue to be closed. As Harry Beavers would say, "Toodle-oo for now."

ART COX . . . from New Castle, Pa.: "Stopped info in Wheeling and saw that grand pitchman, George M. Reed, working a nice spot and as usual turning them. I was sorry to learn that Mrs. Reed is not in the best of health. Am here for two weeks with darners and until now business has been fair. Who should I run across but that good team of Schmidt and Westfall, with a brand-new joint that was getting nothing but money. It is rumored that Schmidt is going to tie the big knot with a very nice young lady here. They are working a window with a mike. Prof. Allen and the missus jumped over to Youngstown to work a store with curlers. I expect to make one more store before going outside again. I have heard that Tom Kennedy is working Pittsburgh to good business."

CHARLIE COURTEAUX . . . is still working varnish in a Cincy chain store. Doing well but nothing sensational.

JOE CLARK PIPES . . . "While traveling in from Paducah, Ky.: "While traveling down thru Kentucky with paper, George Shaffer and I ran into a mighty good time here. And all the time we had been thinking that we would be the only road people in the world to make the town. After drifting around talking to the natives (it happened to be one of those big trade days) we found there were enough pitchmen, sheetwriters, peddlers, etc., to make a nice midway on a fairground. It sure made us feel like being on one of those spots. Met my old companion V. V. Cooper, of razor paste fame. First time I had seen him in six years. He had his wife and family with him. And then we met Jake Branholtz. After cutting up a few jackies we decided to go to work. And if you couldn't make it here you couldn't get it anywhere. Plenty of people. Everybody had a nice day. After it was over and after a few more jackies we finished with a big supper at the Coopers' home. Boy, what a feed. You should have heard the jackpots we cut up. Everyone is feeling happy with spring around the corner. Cooper is the same as ever, with

NEW PLUNGER FILLER VAC

ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service Sully.

JUST CHICK OUT



CHICK BALLOONS

Gross \$3.50

Easter Chick-Chick Balloon, 10 inch, with cardboard feet attached, feather head dress and twist valve. Many new items in our line of fast selling specialties. Write for list.

ADVANCE SPECIALTY COMPANY
307 W. Poplar Ave., Columbus, O.
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Maclean Star
WRITE FOR PRICES.



4 IN 1 WITH GLASS CUTTER
\$7.50 PER GROSS, WITH OARNTONS.
Going Strong Around New York.
E. P. FITZPATRICK,
809 North Harrison, Wilmington, Del.

NEW DEAL NOW GETTING THE MONEY.

PARK ROW PENS AND PAPER SLACKS
All Pens fitted with Buffalo Tone Pen Points. Price List now ready.



JAS. KELLEY, The Fountain Pen King
487 8'way, N. Y. O.; OHIOGEO, 180 W. Adams St.

Everyone is interested in MAPS

Compels Attention—Pleasant Interest—Show the New 1935—60-Page Atlas and a sale is made. Size 11 by 14 inches. Contains large maps of the 48 States and all principal Cities. No Price Mark. Useful, Educational Reference Book. You can sell the Atlas to every class of business and individual. Best season now starting. Steady profitable work. Any quantity 30c each. Send for sample. We guarantee you can sell this Atlas. Act Now. Write Today.

GALLUP MAP & SUPPLY CO.,
Dept. 66, Kansas City, Mo.

ITS NEW—IT'S NOT

Goodrich Shear None Take a pair of shears—a few strokes—zip they are sharp—the sale is made. Also sharpens pocket knives and stainless steel kitchen knives to a razor's edge. Large 3" stone made of sharp electric furnaces.

Sample, 10c; Doz., 80c; 16 for \$1.00. Postpaid. **GOODRICH CO.,** Est. 1884. 1502 W. Madison, Dept. 88-2, Chicago.

FAST NECKWEAR SELLERS.

Makes money for you. Our workmanship and colorings are excellent. Wash Ties, \$1.00 a pair of \$10.50 Grosgrain French Ties, \$1.00 and \$1.25 Doz. Lined Ties, \$2.00 and \$2.00 Doz. Best 50c Sellers, \$3.50 Doz. Hand-Made Ties, \$4.00, \$4.50 and \$6.50 Doz. Bow Ties, \$1.00, \$1.25 and \$2.00.

LARGE ASSORTMENT MEN'S NOSE
\$1.25, \$1.50, \$1.75, \$2.00 and \$3.00 Doz.

Excellent Service. Satisfaction guaranteed. 10c Sample. **E. P. O. D. TEXAS NECKWEAR CO.,**
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AMERICA'S LEADING MANUFACTURER OF
FELT RUGS
Lowest Prices. Sample, 51.35. Postage Prepaid. **EASTERN MILLS, EVERETT, MASS.**
End your correspondence to advertisers by mentioning The Billboard.

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

as much pep and vigor as a young man. He is keeping the family of five going along nicely, and the kiddies are in school. He sure believes in working. My old buddy Jake Branholtz is also going along nicely. We are on the way north."

DOC L. B. FORD is reported doing a good job over a five-station hookup, covering Midwest territory. Doc was a recent visitor at Dallas, Tex., where he was the guest of Doc Goodier, of Universal Laboratories.

DOC W. R. KERR scribes from Spartanburg, Tenn.: "I pitched at Forest City, N. C., on last Monday, a trade day. Several of the boys were there, including Hayes, gummy; Pfeiffer, solder; Doc Walker, med; Doc Fisher, med, and the oldest Southern med worker, Doc M. J. Blanton. Doc has been pitching for over 45 years and is now 70. To see him work you would think he was in his 30th year. He looks fine, is a fine worker and one of the best liked of Southern med men. He calls Atlanta home and just came out of Florida, where he has been all winter with his platform show. My old friend P. J. (Fergy) Ferguson, of the General Products Laboratories, Columbus, O., spent a very pleasant half day with me recently. Fergy is some sweet fellow and we Southern boys all like him."

"THIS IS MY FIRST pipe in a couple of years," tells W. S. Ruffing, Lawrence, Mass. "The missus and I would like to read pipes from Jack K. Young, Prof. Agnew and Red O'Brien."

"WILL COMPLETE two years of touring without missing a performance April 3," tells Ricton from Jacksonville, Ga. "Wonder how many can equal it. Were in a regular tornado March 11 at Denton, Ga. Blew trees and poles down and roofs off houses. Tore my old tent into shreds. Entertained that night in a schoolhouse. Now continuing with the sidewall alone. Have a new outfit ordered. Expect it to arrive in about a week."

"EVERYTHING IS OKEH in the Shenandoah Valley," infos Jack (the Kid) Stover, Harrisonburg, Va. "Still on the leaf. Among new paper boys here are R. C. Hoy, C. E. Webster and Eddie Shifflet. All doing well."

ZIP HIBLER SHOOTs another: "I was listening in on a conversation between Pat and Charlie one day. Pat said: 'Charlie, they have discovered gold again in Death Valley, Calif. Let's go out and get in on it.' 'Yes?' said Charlie, 'if you were lucky enough to find gold some geezer would stick a gun to your head and blow your brains out.' 'What brains?' replied Pat. 'They may have practiced that in the old days, but they wouldn't dare do it now.' 'Go on,' said Charlie, 'there are bears right now on the Bowery who would kill you for a dime. The thing to do is forget about the gold mines and stick around until the government passes that Townsend bill.' 'What bill is that?' asked Charlie. 'Why that is the one where the government proposes to give all over 60 years of age \$200 a month and make consumers out of them.' 'Who the dickens wants consumption for \$200 a month,' said Pat. 'That's a scheme

Pitchmen I Have Met
By SID SIDENBERG

If you should ask me, I claim that it takes plenty of nerve to jam in a small town where all the natives know each other by their first names and where they are clannish to the extent that they will fight a stranger at the drop of a hat for each other. And at times a jam man has that to contend with and if he doesn't know his onions when it comes to squaring a hostile tip, made up of vengeful townsmen, well, it's fare-the-well, jam man.

I know a few jam men who have come out of small-town meeces minus a few teeth or an ear. These fellows just didn't say the right thing at the right time and you can rest assured that they never made the town again that gave them something to remember them by.

I know lots of jam men and I will say that most of them are wizards when it comes to getting the long green and they are better yet when the time comes for them to keep it.

Among some of the best workers in the country in this line is none other than Carl Siegel, who just passed his 39th milestone, and who has made the jam pitch in every town of importance in the nation. Carl is one of those boys who repeats, too. I saw him work Forest City, Ark., recently, and he worked it four days, and I claim that any time that a bird works the jam in Arkansas, repeating day after day, he has to be good.

Carl has worked off of the same platform with some of the best known men working the high-pressure angle. Among some of the men he worked with are: George Bedoni, Morris Kahn-troff, Harry Carry, Sam Jones, Nat Golden and Edward St. Matthews. In addition to working alongside of the aforementioned battery, he has the credit of working the 101 Ranch Show, John Robinson, Sam Dill, Cole Bros. and Walter Main shows, besides working on many midways under canvas.

Carl originally hails from Louisville, Ky. He was working in a department store in that city as an assistant stock manager and stayed with it until he found in what branch of Pitchdom he would embark. For two years Carl intently watched the pitchmen that made Louisville, and decided that the high-pressure end of the game was what he was best fitted for and when he took to the road he was well trained and seasoned right from the start and has given a first-rate account of himself ever since he made his first platform pitch, and that was about 18 years ago.

Siegel is married and travels with the missus. The Seigels still call the Falls City home.

to exterminate us entirely.' 'Now I know you're short of brains,' said Charlie. 'If it weren't for the law I would bump you off myself.'

ED BENNETT AND Bob Noell, of the Ben-No Med Troupe, pipe in from Munneryn, Ga.: "We are finding things mighty good in this section, pitching every night. Leaving 'em with plenty of everything. Met Doc Marshall on the midway week before last. Don't know where he got his crowd, but he sure did have 'em. We dropped in and caught him on Saturday night. He left plenty of good razors, time pieces and other useful trinkets last week. He has a nice outfit and it looks like a small circus. Would like to see pipes from all our friends. The roster includes Ed Bennett, Bob Noell, Mrs. Bennett and Mrs. Noell, Baby Bob Noell, William Bennett and Ed Bennett Jr."

"THIS IS MY FIRST pipe," admits Alma Anderson from Greenville, Tenn. "But I never miss reading Pipes every week and want to say that I enjoy them very much. Guess I get the same kick out of the Pipes department that the kids do with their comic strips and Sunday supplements. I really believe that the main trouble with us folks of Pitchdom is that we have too much professional jealousy. We are all in the business to make a living for ourselves and if some of us do a little better than some others, I say more power to the ones who do, and let's give them a big hand and stop all

WE LEAD!

With a Complete Line of Universal Mouth Presentations! Send for our 2 New Catalogs!

PETERMAN MOTH BLOCKS —Known from Coast to Coast. Wrapped in soft colored cellophane. Dozen	35c
MIKES —Round Moth Cakes in individual red boxes for hanging. Dozen	35c
MOTH PADS —Open in cellophane. Medium Size. Dozen	29c
Large Size Dozen	46c
RAT EXTERMINATOR —Imperial Brand (powder form). Fat 150 seller. SPECIAL OZOEN BOXES	33c
POT CLEANERS —Jumbo Size. Dozen	29c
OISHLOTHS —Open mesh style. Dozen	23c

TOOTH BRUSHES—Assorted colored handles, individually wrapped in cellophane. Dozen
 59c |

FOOT POWDER—4oz. metal cans. This is an exceptional close-out. WHILE THEY LAST. Each
 2c |

HAIR NETS—In individual envelopes. Brands include Auburn, Med. Brown, Lt. Brown, etc. A SHAVING VALUE. SPECIAL GROSS
 75c |

ARMY & NAVY NEEDLE BOOKS—Guaranteed not rusty. Gross books
 1.45 |

PENCILS—Full size, yellow, hexagon shape, with red eraser. Priced for a volume turnover. Gross
 95c |

ROSS PRODUCTS 89 West 23d St., New York City

A BEAUTIFUL LAYOUT—BIG PROFITS for MEDICINE MEN

The medicine season is just opening and everyone is looking for a neat, attractive self-selling product with merits of the highest quality. Puratone Products are all of these. The Puratone Products Company offers a complete line of products which are the most attractive and best repeating products on the market today, and are priced so that it is the medicine man that makes the big profits.

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this cry of All Baba and his 40 Thieves. I enjoyed Hoot McFarland's pipe very much but must say that this 15th century stuff is a little over our heads. We are now living in 1935 and nowadays the saying is that people are their own worst enemies. So why not forget about it and be our own age. Just as soon as the ice and snow melt we will be on our way north and will try some of my Southern type of pitching on the folks up that way. My better half is still enjoying a red one around here with strops, razors and dressing. By the way, how about a pipe from our old friend Jeff Farmer, and where are you, Clyde Wilson? Pipe in, boys."

"JUST A LINE TO let the boys know I am still alive," pencils Fred X. Williams from Fort Worth, Tex. "Am here for the fat stock show. Big gangup of papermen here. More later."

LOUIS GRALS after two years with the Ricton show, has left to play the calliope on one of the big circuses this season.

MR. AND MRS. B. BARTONE of Bartone's Ideal Comedy Company, Albany, Ind., spent the fore part of last week in metropolitan Cincinnati visiting at the homes of friends. Mrs. Bartone (Pearl), who underwent an operation early last year, again looks in good health. Bart, as he is known among acquaintances, continues fine and dandy. They will not open their show indoors this spring, instead will wait for the tent season and plan taking to the road about May 1.

WORD FROM Illinois territory tells us that towns open to med operas, near St. Louis, include O'Fallon, Lebanon, Highland and Dupo. These towns, in addition to the Alton area, are in good shape, mostly owing to huge government projects. Med operas are reported as getting some post-war b. r.'s.

"WELL, THE PEOPLE IN Parkersburg, W. Va., are in fine shape now," pipes Doc George M. Reed. "Wayne Garrison sold them solder and cement to mend all their pots and pans and furniture. And Old Bill Ellis sold 'em knife sharpeners to sharpen all their dull tools, etc., and I free their feet from corns and cure all their aches and pains. So they are all happy now and so are we. Wayne and Bill left for Wheeling to take care of the natives there. So the people herabouts are all ready for spring. Mrs. Reed and I leave the 25th for Butler, Pa., where I will spread the gospel of freedom from aches and pains. Will be there for three weeks in a chain store. The depression seems to be over in Parkersburg. I had two of the best weeks that I have had in a year (in a chain store). This State has a stiff med reader and it is hard to work med outside of a store. They also have a merchandise reader, but do not enforce it unless some official wants to make a political hit. But it pays to watch your step in this State. Has Art

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Cox lost his arm? Told me in Wheeling he would pipe in. Where is Hubert Hull? Pipe in. Same goes for Tom Kennedy. Tell us the dope on Philly. Many of the boys who work Ohio falls will be sorry to hear that Milt Westlake, veteran glass worker, met with a bad accident in his glass factory in Columbus a few days ago. Milt is in a hospital with a broken leg and other injuries resulting from a gas explosion. All you oldtimers and j. c. l.'s pipe up!

DOC CLIFFORD STEVENSON . . . shoots from Peoria, Ill.: "I am on the road again after spending the winter in Indianapolis. This is my first stop and it looks pretty good. Some of the boys that are here include Fred M. Miller, with flukem; Frank Vail, solder; Bob DeVore, blades; T. Reilly, paper; Doc Bennett and R. Wooley, oil, and J. C. Vogt, with herbs and oil. Am on tonic and oil. I have not opened yet—will wait a while and open on platform. It was certainly a sight for sore eyes to watch Vogt and Wooley split a corner last Saturday to perfection. I wish that some of those cutthroat med men could have seen them. Both boys sold out of stock by 3 o'clock in the afternoon and they both started with plenty. Those of you who know these two boys will agree with me that after they have added on a few years it will be hard to stop them. They both give good, clean talks and never knock the medical profession. Those who know T. Reilly of sheet fame (and to know him is to like him) would have laughed heartily if they could have seen him last Saturday trying to get the 'postage' from a Chinaman. The funny part is, he got it! However, he won't tell the trade of the Chinamen. I hope all the boys and girls get plenty this year. Let's hear from some out in Long Beach, Calif. And what is the matter with Denver? Pipe in, boys!"

"IT HAS BEEN SOME . . . time since I sent in a pipe," shoots H. J. Lonsdale, granddaddy of Coast pitchmen, from NPSPA headquarters in Los Angeles. "Since I last wrote, Ford Walton (the Iron Gall Kid) made his last pitch in Sacramento, Calif. Jack Walters (Watrous), ex-glim man, pitcher and baseball player (he played for Providence, R. I.; Montreal and Oakland, Calif., back in the '90s); Roy White, Bob and Henry Myers, Pat Costigan and I attended the funeral at Valhalla. Silk-Hat Harry Downing had a serious operation performed two weeks ago. Saw him last night (March 13) at

the hospital and am glad to report that he seems on the road to recovery."

ANYONE KNOWING THE . . . whereabouts of Doc H. C. Brace, of the Australian Med Company, is requested to ask him to get in touch with his daughter, Mrs. Charles A. Nellis Jr., 50 Crown street, Meriden, Conn.

IRVINGTON DOING . . . (Continued from page 26)

Fagan, Mac McGreevy, Red Skelton and Dick Strickland, emcees; Norah Shaver, secretary-treasurer; Doctors M. F. Baker and Charles Klerman; Johnny Lue and Jack Marlon, floor judges; Jimmy Smith and Dick Strickland, trainers; Mary Etta Messick and Jolly Jost, nurses; Mrs. Streader, dietitian; Jimmy Messick, concessions; Harry Levy, publicity; Steve Heckert, programs and radio technician; E. L. Wood, photographer. Music by Al Felder's Walkathonians.

Contestants still on the floor include Lucille Kennett and Artie White, Lou and Ben Compo, Lois Haxby and Joe Carlo, Marian Heed and Goober Wilson, Lillian Leonard and Lindy Nelson, Patsy Morrison and Jack Kelly, Ruthie and Al Smith, Frenchie Lehman and Johnny Reed, Julia Natishon and George Golden, Frankie Wagner and Mildred Scudder, Dorothy Eisenhower and Frank Ryner, and Whitley Maddox, Harold Wallace and Pete Kowal, solos.

London Circus Notes

LONDON, March 9.—Two fine acts with names in both vaude and circus closed a 20-week run with the London Palladium "crazy show" last week. Acts in question are the Hollywood Four and the Sensational Carsons.

Ben Beebe and his Tumbling Arabs are in opening vaude program at London Coliseum.

Stanley W. Wathon is searching Europe for fresh novelty acts for the five English circuses that he exclusively books.

Peplino's Miniature Circus is a fine attraction over the G. T. C. and Moss Empire's Tours.

Five Juggling Jewels will soon leave for American appearances.

American Act Splits

PARIS, March 18.—The American aerial act, Kafka, Stanley and Mae Four, broke up after closing their engagement at Cirque Medrano. Two new four-people acts, the Stanley, Mae and Tony Four, and Kafka, Stanley and Gray Four are the result of a new lineup.

American Act Complains About Many Abuses Suffered Abroad

NEW YORK, March 23.—Billy Powers, manager of the Gold Dust Twins, an American act booked by the George Hamid office, had some unpleasant things to report about abuses in England when he and the troupe arrived on the Olympic of the Cunard Line after a 10 weeks' tour.

At one engagement, about a week or so before the close of a four weeks' stand, he was besieged by:

1. A couple of clowns who were taking up a collection for the ringmaster, whose salary was about \$75 per week. He was asked for 12 shillings, \$3 in American money.
2. Stagehands demanded tips amounting to about \$3 from every act. American acts were especially preyed upon.
3. Musicians in the band tried to exact the same amount.

4. The people who cleaned the dressing rooms allowed their requests for gratuities to be made known in no uncertain terms.

Powers says he took care of the stagehands but none of the others, describing the whole as a racket pure and simple. "Acts composed of more than two people are shaken down for all sorts of amounts—\$16 in our case—with the statement that a licensing law is involved," Powers said. "There is also a government income tax where you pay \$1.10 of your net earnings on every pound (approximately \$5), or about 25 per cent after the usual exemptions." Describing the collections by clowns, musicians, etc., as a "shakedown list," he said a sheet of paper is passed around for jotting down names and contributions and then "they drink to your health—but you pay for your own drinks."

Gold Dust Twins were with Bertram Mills Olympia Circus for five weeks, played a London cafe for two weeks and had three more weeks in London and suburban cafes and music halls. Powers says he canceled about eight weeks in Austria, France, Germany and Switzerland because a situation similar to Russia exists in those countries, especially in Austria and Germany, wherein no money must be taken out of the land but spent in the country in which it was earned. He could have had 16 weeks in Russia, but would not accept under those conditions, he stated.

Powers is a former boxing promoter out of Cleveland. While abroad he represented Johnny Risko, the Cleveland boxer and perennial heavyweight contender. Powers boosted the Millises—Bertram, Bernard and Cyril—for consideration shown to performers.

NINE AND TWO . . . (Continued from page 26)

added new tricks to their roles as masters of ceremonies, keeping excellent crowds in good humor throughout. Hal Betts and his orchestra serve up the music.

Latest record of the remaining couples includes Billy Steele and Delores Engelhart, Mathew Neis and Bernice Neis, Arnold Eiling and Jewel Yockstick, Tommy Gardner and Billie Farmer, Everett Bonnett and Mary Lens, Melvin Mason and Charlotte Snow, Joe Solar and Dot Miller, George Grant and Clara Korbel, Eddie Richards and Toni Charles, and two solos, Jackie Sellers and Buddy Atkins.

MAGIC . . . (Continued from page 27)

had extended an invitation to amateurs to appear on the stage of the RKO-Albee, Providence, during his engagement there, offering a silver loving cup and a week's booking at that theater to the one whose routine was best received by the audience. One of the amateurs who had planned to appear dropped out at the last minute. Eddie Rowe, member of Rhode Island Ring, IBM, and himself listed on the evening's program, started searching for a substitute to take the absent one's place. Baxter knew the burning cigaret in the handkerchief trick, but needed another to pad out a routine. Rowe had just time to show Baxter the torn-and-restored newspaper trick before Baxter was introduced by Blackstone to the packed house. The boy opened with his disappearing cigaret and closed with the torn-paper stunt. No one was more surprised than he when the audience gave him the popular decision. Blackstone handed him the cup and House Manager Harry Schilaker kept his word by signing him for a week's contract at the theater starting March 21.

Other less fortunate amateurs appearing that night were Rowe, who did card palming and silks; Bill Dexter, with the Hindu rope trick; "Cardero," with a smooth routine of card palming and shuffles, and another lad, visibly suffering from stage-fright, who was introduced as the "Man of Mystery."

DENNY RENO (Great Reno and Company), who has been confined to his home in St. Joseph, Mo., since January 3 with a serious siege of pneumonia, is up and around, but still confined to the house. He would appreciate a line from friends.

ROY ELLWOOD, vent artist and magian who recently turned evangelist, will be kept busy on evangelistic work in Central New York State until May 5. He has with him the Rochester Colored Glee Club, a quartet of Negro spiritual singers.

KENNETH ARNOLD, newest member of the Oakland Magic Circle, Oakland, Calif., recently became the proud papa of an 8½-pound boy. Who said magic is dead?

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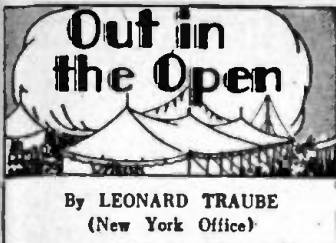
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(As Illustrated)

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Just Plain Chatter

LOU C. DELMORE and the wife and Jack Frazer and the same left over the week-end for Rochester, Ind., to join the Cole-Beatty Circus. Delmore is manager of the side show and Frazer will handle tickets. They'll hit out to Chi after a couple of days in winter quarters.—George Hamid has booked his Hamid Arabs on the Hagenbeck-Wallace-4-Paw-Sells outfit. There are seven of 'em.—L. W. (Doc) Butler, banner man, has been spending the freesea season on his 86-acre ranch near Greensboro, N. C. Is joining a truck show.—Max Linderman, impresario of the World of Mirth Shows, is a familiar figure around Albany and Syracuse by now.—Art Lewis, pilot of the show bearing his tag, says he doesn't accept payments on money owed to him "because that makes you a sucker for another touch later on." Not a bad theory—if it works.—Alfred Friedman, *The Billboard's* hustling Long Island scout, has been busy of late gathering testimonials for an ad agency in connection with a tractor promotion idea. He's been photographed sitting on tractors and driving and lifting the mechanical pachyderma. "If you ever go in for farming," announces he, "let me know and I'll get you a snappy model."—John J. Carlin, owner of Carlin's Million-Dollar Park, Baltimore, and his ever-present aid-de-camp, Harry Van Hoven, are in town for the hockey playoffs at the Garden. Carlin plans ambitious things for the ballroom.—Lentini, the Three-Legged man, is set to go to the Pacific Coast to appear with the Foley & Burk Shows.—Fred C. Murray, of Amereson Fireworks Company, observes that things are looking much better in New England, with all the fairs practically booked and spending more money. Murray sent me a card on St. Patrick's Day. When I denied that I was a son of Erin he blandly responded: "I knew it. That is just what I was afraid of. I should have sent a blueprint along with the card; a diagram with full details and explanation, that it was my idea of a joke. Just my unfortunate sense of humor, that's all. I shall have to curb it." Murray, you must understand, has been accusing me of lacking a sense of humor. Even so, I think his answer is very funny.

A Midwestern gangster has been writing letters of an uncompromising nature to Courtney Ryley Cooper, the circus story author who returned to police reporting long enough to dash off "10,000 Public Enemies."—Major E. B. Allen, general manager of the Flamington (yes, it's in New Jersey) fair looks in the pink after that recent auto accident.—L. Harvey (Doc) Cann is around New York well rigged out in a tweed sports suit and digging up dates for World of Mirth, of which he's general agent.—Jimmy Dugan, veteran banner man, came in from New Brunswick to have a huddle with Tom Cowman, manager of Gorman Bros.' Circus.—Feen at 43d and Broadway, the midway fraternity's hangout, Ben Williams, Phil Isser and Tommy Fallon.—Uncle Bob Sherwood writes: "Have been intending for some time to write you in compliment of your recent review of 'The Mighty Barnum.' It was very neatly put, and while it may not have accomplished anything permanent in the way of reforming these film pests, yet I enjoyed it very much. It seems strange that these things are allowed to go on that are detrimental to the character of a man who has done more for the show business and for the development of Bridgeport than any other person, living or dead. Again my congratulations."

A FEW weeks ago an engineer attached to the General Electric Company delivered an illustrated talk on modern lighting of a Century of Progress point of view before delegates of the New England Section of the National Association of Amusement Parks, Pools and Beaches, convening in New Bedford, Mass. An interested spectator and peepshowmaker was A. W. Lombard, peppy secretary of the Massachusetts Agricultural Fairs Association, who is nothing if not progressive.

After the engineer, G. M. Snyder by name, had concluded, Lombard sold him

on the idea of making a similar lecture at the spring meeting of the MAPA, to be held in Worcester on April 18. Ralph H. Gaskill, secretary of the Topsfield Fair in the Bay State, will speak on *Flowers and Shrubs Pay Big Dividends*. This topic was also a feature of the New Bedford get-together, the speaker having been Mrs. E. R. Enegren, of Lake Pearl Park. Wrentham, nature's beauty spot where the floral gardens are something worth seeing.

Meetings are supposed to be valuable for what they contribute in ideas, and in the case of Secretary Lombard they are. Fair men can learn from park men and vice-versa. When a man cannot and does not learn from the other fellow he does not belong in the business of catering to the public. . . . And talking of flowers, the International Flower Show in the Grand Central Palace is setting attendance records. An opening day visitor was J. P. Morgan, the financier. The newspapers played that up considerably. Amusement projects could do likewise. Celebrities are good copy all the time.

Roland's Exposition Shows

Clinton, S. C. Week ended March 18. Auspices, American Legion. Location, circus lot. Weather, rain and cold. Free gate. Business, fair.

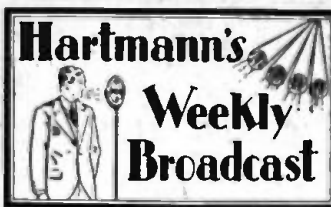
The show inaugurated its season here on March 12. Wonderful co-operation of Legion officials. Manager Roland returned from a successful booking trip in Tennessee. R. G. McHendrix, business manager, busily entertaining. Officials of the Dize Tent Company visited the show, and Manager Roland placed his order for 3 new tops and 15 new banners. Several concessioners placed orders for jobs. This being the first appearance of the show in this State, the citizens were given a little surprise, this being the first to present a nightly display of fireworks at a carnival date. J. J. Steblar has placed his order for a Loop-o-Plane. Mr. and Mrs. Neal Massaro arrived with their infant daughter, Constance Ann, who creates much attention among the women on the show. Among visitors were J. P. Bolt, of the B. & B. Shows; H. Small, of Bullock's Attractions; F. Spain, of Columbia, and Walter Fox. Benny Wolfe has his own game neatly fished. Buck Weaver's eating emporium doing good business. The roster will appear in a future issue of *The Billboard*. R. W. SHARPE.

Gooding Greater Shows

COLUMBUS, O., March 23.—Progress is being made in winter quarters under the management of E. C. Drumm, manager of one of the four units owned and operated by the Gooding Company. All equipment is being checked to assure efficiency during the operating season. The rides, numbering in the 30s, are being redecorated, excepting those which were decorated last year. A new callopo truck has been added in order to advertise more extensively this season. Two new trucks have been added to the fleet. Among other new equipment are eight units of the new Loop-the-Loop ride, built by the Spillman Engineering Corporation. Mr. Gooding has received his new special-built office car from Saginaw, Mich., which fills every purpose in the way of a portable office. Plans are being considered for the building of several new shows. A new Funhouse is under construction, being rebuilt of all new material by the Spillman Corporation. The show will be ready for the opening date, April 20. MRS. F. E. GOODING.

P. J. Speroni Shows

ROCK FALLS, Ill., March 23.—Reading in *The Billboard* of shows in the South opening, everyone is getting impatient for the season to start. Redecorating of the Merry-Go-Round is finished, and it has been loaded on the covered semi-trailer. The Mixup in the paint shop. P. J. Speroni on the job early and late overseeing the many details. Art Rengan has arrived, being delayed by illness. Mr. and Mrs. Ed Kelsy wrote that they have enjoyed the winter on their farm near Jacksonville, Ill. Mr. and Mrs. W. W. Potts, from Berwyn, Ill., were visitors at quarters. Peggy Smyth has booked her Hawaiian Show, with six entertainers and three musicians—playing night clubs until the opening. Mrs. P. J. Speroni is out of hospital, but confined to her bed at home. Everyone anxiously waiting to see her out and supervising the overhauling of her concessions and attending to her various duties. The show opens the last week in April with four rides, five shows and about 15 concessions. CHARLES PARKER.



IF VANCOUVER ISLAND is not suitable for development as a pleasure resort, then T. H. Eslick doesn't know of any place in the world that is. He so told a vast crowd which gathered recently at the Royal Victoria Theater, Victoria, B. C., to learn the aims and purposes of the Tourist Trade Development Association. Mr. Eslick, who is secretary of this association, has had many years of experience in amusement promotion work, both in the U. S. and foreign countries. He was the chief speaker at the tourist mass meeting and spoke at great length on the new movement, which would include some forms of professional amusement.

Financial failures of indoor circuses the past winter were very uncommon. This sounds well for the new outdoor circus season.

WHEN I looked at the picture of Fred Chapman and his two children, which is reproduced in the fair department of this issue, it reminded me of the paragraph I had in this column back in March of 1934 when Daughter Aurelia Catherine came into this world: "He's a daddy again, that good man up Michigan way by the name of Fred A. Chapman, secretary of the Ionia Free Fair. It's a girl, and Fred, after an investigation, is convinced that she has more curves than Mae West, altho I can't say how much of an investigation he made of the latter."

Now that the new carnival season is here for some and approaching for others, let's not see any dates canceled without proper notification to committees.

WITH a net profit of \$688,166, it means that a little less than two cents was made on each one of the 38,634,936 people who paid admission to a Century of Progress during its two years of operation.

Another instance of where radio is helping the fair: Signing of Rudy Vallee for the Canadian National Exhibition.

BERNEY SMUCKLER, manager of the Royal Palm Shows, tells me that this year we can look for one of the best fairs ever held at Jacksonville, Fla. Attendance last year ran over 200,000. The Royal Palm will again hold down the midway. Birmingham, Ala., will be the starter of this show's spring dates. Show will make a good-sized jump to that point from Melbourne, Fla., the wind-up engagement of the winter tour.

Congratulations to the James E. Cooper Top of the Circus Fans on the good work it is doing in the movement for a larger government-owned circus lot in the nation's capital! The grounds free of charge, too!

Yellowstone Shows

ALBUQUERQUE, N. M., March 23.—More men were put to work this week, as there is still much to be done prior to the opening at Gallup, N. M., April 6. Overhauling of trucks has been completed. D. E. Pravit and Ed Darrow, of Signs o' Life Advertising Company, are painting new banners for all show fronts. Ed Lynch says he has contracted Livingston, Mont., for Fourth of July.

W. S. Neal, owner-manager, and Jack Williams and Slim Simmons returned from Texas, where they purchased a Whip, and left for Utah to bring the paraphernalia stored there last fall. Bobbie Gene, daughter of Mr. and Mrs. Ed Lynch, is taking an active part in a stage play at the school she attends. Slim Simmons, electrician, plans a new lighting system for the midway. Among visitors have been Billy Geyer and his brother, Dave, aerialists and acrobats, along with Billy's wife, Dolly, and Joe Gregory, while en route to join Zeiger United Shows—had two sedans and a new housecar; Mrs. W. L. Powers and son and daughter (Bill and Maxine), from Waxahachie, Tex.; Mr. Slover, of cookhouse note; Jack Brady and Tony Kitterman, manager Golden Gate Shows. Among late arrivals, Kid Frenchy (Peris Wheel), Sid Winn, Clarence Hyer, Johnnie Guinn and wife, Ruby, and Mrs. Slim Simmons and daughter, Baby Neal, the show's mascot.

WILLIAM M. SUTHERLAND.

White Top Gossip

NEW YORK, March 23.—Lester Buckley recently returned to Bridgeport, Conn., after a visit with relatives and will leave shortly for Savannah to take over advance of the Famous Robbins Circus.

P. Beverly Kelley is to use a lot of old-time stuff in advance of the Hagenbeck show, including pictures and literature which he recently purchased from Charles Bernard.

Dexter Fellows has been putting in the winter at his new home at New Britain, Conn., preparing his memoirs. The script is now being typed and the book will be published in the fall.

Doc Leon Blackburn will again be with Gorman Bros.' Circus.

Eddie Jackson will be, as usual, on advance of Ringling show, lithographing from opposition car.

May Wirth has received a letter from Washington notifying her that she had been made a member of the National Geographic Society.

Micahus, wire walker, who makes her home in New Haven, Conn., has a son who was graduated from high school and now appears with her in the act. He was brought up from babyhood by the mother of Mal Bates, circus clown.

The Hunt show will play much new territory now that Al F. Wheeler has become associated with Charles Hunt Jr. J. Edgar Dillard, of Seneca, S. C., writes that he is a collector of circus letterheads and that he has more than 300 which cover the walls of his den.

The \$450,000 doll's house which has been nine years in the making for Colleen Moore, is now on exhibition at Macy's. May Wirth, friend of the former movie star, contributed to the house all of the miniature linen bath towels, which she made and embroidered in her spare time.

The circus office for the Shrine Circus at Hartford, Conn., week of April 1 has been opened and the town is being billed under supervision of the writer, who is also in charge of publicity.

FLETCHER SMITH.

PAN AMERICAN SHOWS

WANT Shows and Rides that don't conflict. Will furnish Show Outfits to capable showmen. WANT General Agent and Special Agent. Personal interview necessary. WANT legitimate Concessions of all kinds except Cook, House, Corn Game and Photos, which are sold. Write

J. R. STRAYER, Mgr. 293 Jefferson, Memphis, Tenn.

GOLDEN GATE SHOWS WANTS
Cook House, \$30.00, X; Corn Game, \$20.00; Popcorn, Stuck and Grind Stores, good Athletic Show Manager with good talent, also Girl Show, Musical Show and Brass to double Stars. Have my own outfit. Small Grind Shows with your own outfit. Will open Guthrie, Ky., first week in April. Wurlitzer Organ for sale, \$50.00. Ride Help on Merry-Go-Round and Ferris Wheel. All answers, Guthrie, Ky.

Wanted for Society Circus Exposition, Winston-Salem, N.C.

Consecutive 16-week contract in right people. We pay all after joining here. Live hotels, travel cars and trucks. REHEARSAL APRIL 10. ALL MUST BE HERE. CAN USE good Girl Acts, all kinds, Singers, Novelists, Choruses of 8 to 10. Dancers, Circus Burlesque. Must be fast-stepping, good nature. All double in Musical Fantasy. One show nightly. Rush photos with complete details and lowest salary for 16 weeks.

CAN PLACE A FEW MORE EXCLUSIVE PRIVILEGES such as Drinks, Candy Prize, Floor, Popcorn and Peanut, Hamburger and Hot Dog, Mental Horoscope, any selling privileges. No limits. We furnish everything except merchandises, 100,000 advance. Here 10 days. Closes larger than this only. Address all communications

SOCIETY CIRCUS EXPOSITION, ZINZENDORF HOTEL

Under Ten Civic and Fraternal Organizations, Also Five Charities.

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.

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.

National

The laws that greatly apply to private carriers are those that are vast in scope, covering lengths, weights, heights and widths, tire sizes, license plates, number of units in a chain or combination and number of axles per unit per vehicle. Ordinances of cities and towns are hazards. Public utilities commissions do not have control within city limits. Therefore usually one comes in bounds with the justice of the peace, who sometimes takes undue advantage of the motorized show business. Motorized shows are also required to register with

the NRA Code Authority in the locality of the residence or business. The items mentioned here are most vital to you. Each year brings to us more new difficulties to encounter in traveling the highways with commercial type equipment. This year you will have many new laws and problems created by the 1935 legislatures. Usually new laws take effect in June and July of the same year. There are hundreds of other questions covering the private carrier. The horse cars of two years ago are doomed in Kentucky today. Height in the State of New Hampshire is 11 feet. Kentucky has a law permitting only 30-foot length for semi's and 28 feet for all single vehicles. This Kentucky law is termed "Not To Be Violated," and don't try it. Another one of Kentucky's pets, the 18,000 gross weight law, limiting to this figure, including load. The States of Georgia, Tennessee and Alabama also have the same type restrictions. Due to such restrictions, you are almost compelled to read about these laws to stay out of jail, so why not read The Billboard? All vehicles over the one-ton capacity come under the hammer. You are compelled to purchase and equip your vehicles with the items called for by law, and we will now give you a taste of what it requires to pass inspection in all States:

- One set of red flags (three).
- One quart size approved fire extinguisher.



BON VOYAGE TO JOE ROGERS—Here's a part of the large number of members of the Showmen's League of America who on Thursday night, March 21, gave Brother Joe Rogers a great sendoff on the eve of his departure for Brussels, Belgium, where he goes to supervise the Dufour & Rogers attractions at the Brussels Exposition. Joe, the guest of honor, is in the center of the second row.

- One mirror properly located.
- One jack equal to tonnage carried.
- Three red lanterns.
- One set of oil torches (three).
- Six (20-minute) red flares.
- One stop light, 5-inch lens.
- One small first-aid kit.
- One 5-inch tail light.

All reflectors must be of the approved type and properly located.

In addition to the above requirements, you are compelled to display the size of the tires and the gross weight, without load, in a conspicuous place on each vehicle and painted in letters two inches in height. For example:

Single Vehicles—	
Front	32x6
Rear	34x7
Weight	7,000
Tractors and Trailers—	
Tractor front	32x6
Tractor rear	34x7
Trailer rear	900x20

The weight of the trailer must appear on the trailer, not the tractor.

Tractor weight	3,200
Trailer weight	4,500

The locations of marker lights and reflectors are very important.

There are hundreds of lights, reflectors and lanterns that do not pass the laws of all States. Never purchase this type of equipment from those who have all kinds for sale. There are tricks attached to purchasing lights and lanterns.

Housecars come under certain regulations and they also need protection while on the highways. Reflectors on housecars are required by some States, while in others different laws apply.

WARNING to all motorized shows: Jersey City (N. J.) ordinance prohibits the use of Pulaski highway. Use Newark turnpike or State Route No. 1. Heavy fines being imposed.

Florida

May 30, 1933, Florida Supreme Court ruling: A corporation organized for the express purpose of hauling by its own trucks the goods of its stockholders only, and under the charter of the corporation, at cost without profit, is held to successfully eliminate itself from the classification of a common carrier. But by the charter's terms and reasons of its contracts with its stockholders it comes within the provisions of the statutes regulating "private carriers."

Georgia

By order of the State Supreme Court, no city, town or village in this State may levy a tax or license upon any truck, bus or taxicab.

Tennessee

Tractor-trailer units prohibited over 35 feet in length, 12 feet in height, 8 feet in width and gross weight over 18,000 pounds, including load.

South Carolina

Tractor-trailer units prohibited over 35 feet in length, 12 feet in height, 8 feet in width and gross weight over 20,000 pounds, including load. There are positively no exemptions allowed.

For Technical Data Write
PUBLIC SERVICE ASSOCIATION, INC.
Sidney, O.

CALIFORNIA
Los Angeles—May 25-26. Jack Bradshaw, 1814 S. Grand ave.
Monterey—June 30. Miss Marion Kingsland.
Riverside—April 13-14. Mrs. Henry Adama, 4590 Lemon st.
San Bernardino—March 30-31. Mrs. A. R. Sousa, 1925 Mt. Vernon ave.
COLORADO
Denver—April 5-6. Miss Hazel R. Sweeney, 1632 Stout st.

CONNECTICUT
Greenwich—June 1. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Westport—June 2. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

DELAWARE
Glasgow—June 2. R. W. Willis, Box 85, Wilmington, Del.

DISTRICT OF COLUMBIA
Washington—April 26-27. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

GEORGIA
Atlanta—April 5-6. W. J. Bailes, 1239 Healey Bldg.
Savannah—March 29-30. O. P. Ayers, 13 Bull st.

IOWA
Davenport—April 2-3. Mrs. F. S. Treat, Bettendorf, Ia.

ILLINOIS
Kankakee—April 28. Sidney Herbst, care Hotel Kankakee.

INDIANA
Anderson—May 18-19. H. T. Hallam, 1211 Hendricks st.
F. Wayne—May 11-12. Mrs. J. B. Dawson, Auburn, Ind.
Terre Haute—June 2. E. W. Leach, 1201 S. 3d st., Minneapolis, Minn.

MASSACHUSETTS
Brookline—June 15. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Cambridge—May 4. Frank T. Zakrige, 12 Pearl st., Boston.
Worcester—March 30. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

MICHIGAN
Detroit—May 12. T. Woodhouse, 8078 Burnette st.
Flint—June 18. Dr. E. J. Blumenshine, 402 Burroughs ave.

MISSOURI
Kansas City—April 12-14. F. H. Servatius, 200 Live-Stock Exch. Bldg.
Kansas City—June 9. Miss S. E. Jones, 3633 Broadway.

NEW JERSEY
Hoboken—May 24. Mrs. Henry S. Hotaling, Westwood, N. J.
Madison—May 23. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Rumson—June 29. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
South Orange—June 9. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Trenton—May 12. Miss M. A. Murray, 1403 Trenton Trust Bldg.

NEW MEXICO
Albuquerque—March 31-April 1. Mrs. George Geake.

NEW YORK
Hewlett Harbor, L. I.—May 19. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Mineola, L. I.—May 18. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Mt. Kisco—June 8. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Rye—May 11. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Rye—May 26. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

PENNSYLVANIA
Schenectady—June 30. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Syracuse—June 23. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Troy—June 15. Wm. F. Cashin, Box 665.
White Plains—May 5. Mrs. M. G. McClone, 1622 Pelham Parkway, New York City.

NORTH CAROLINA
Asheville—April 12-13. A. R. Fritz.
Charlotte—April 10-11. J. W. Reynar, 2121 Belvedere ave.
Durham—April 16-17. S. O. Brewer.
Pinehurst—April 15. Chas. W. Picquet.

OHIO
Ashland—June 8. Richard Bear, 831 Edgemoor hill ave.
Tolledo—April 6-7. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

PENNSYLVANIA
Allentown—June 16. Clyde Heck, Route 5, Allentown.
Byn Mawr—May 31. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Devon—May 30. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Erie—May 4-5. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Kingston—May 7-8. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Sewickley—June 22. E. M. Joel, Carnegie, Pa.
Whitmarsh—May 26. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

SOUTH CAROLINA
Charleston—April 8. W. O. Penney, Johns Island, S. C.

TENNESSEE
Knoxville—May 3-4. J. P. Deal, General Bldg., Knoxville.

TEXAS
Dallas—April 7. Mrs. T. P. Butler, 210 N. Crawford st.

VIRGINIA
Richmond—April 23-24. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Roanoke—April 20. Miss B. H. McCarthy, 318 Boxley Bldg.

WASHINGTON
Seattle—April 6-7. H. Oppenheimer, 221 Insurance Bldg.

WEST VIRGINIA
Wheeling—April 29-30. W. D. King, Bridgeport, O.

WISCONSIN
Wausau—June 30. M. Spaline.

CANADA
Toronto, Ont.—April 19-20. O. P. Brown, 367 Queen st. W.
Vancouver, B. C.—April 19. A. B. Blair, 1417 W. 11th ave.
Victoria, B. C.—May 25. W. P. Bowden, 2803 Burdick ave.
Vindsor, Ont.—April 13. J. Handyside, 216 Wabkina st.

CHRIST UNITED SHOWS WANT WANT

Good proposition for organized Minstrel Show or Performers, also Athletic Show. Come on Have complete outfit. Also can place your Festival Show with String Music. Can furnish outfit Ten-in-One with own outfit, or any others that don't conflict with what we have. LEGITIMATE CONCESSIONS come on account disappointment can place Eric Ditzers, Frozen Custard, Popcorn and Candy Apples. Write or wire

CHRIST UNITED SHOWS,
Lindale, Ga., This Week.

BRIGHT LIGHT SHOWS

Open in Pittsburgh, Pa., April 20.
CAN PLACE Flat Ride, two more shows, and a few more Concessions, Mini Camp with own. No racket. WANTED TO BUY Show Paraphernalia. Great openings for Wild West or One-Ring Circus. Working Men in all departments, Talkers and Griders, Girls for Musical Comedy Shows, Girl for Ball Game. Address **JOHN GEOMA, Mgr., 1217 Carson St., S. S., Pittsburgh, Pa.**

FOR SALE

MINIATURE RAILROAD, COMPLETE. This is the very latest type. Outfit with Gasoline Engine, three Cars for 30 people, 350 ft. all-steel track. All ready to set up and do business. Will deliver same within a radius of one hundred miles.

CAPT. LATLIP
209 Elm Street, Charleston, W. Va.

Show Opens April 6, Newbern, N. Carolina

Those with contracts report. **WANT Ride Men.** The Wallace wants to hear from Eddie Huls and Blackie Horv. **WANT High Dive Free Act.** Speedy Hayes wants Lady and Men Riders. Also Front Man.

KAUS UNITED SHOWS, INC.

POWERS & WILLIAMS SHOWS
Want for Season 1935
Showman and Wife to take charge of a real Show. Shows, Kiddie Rides, Penny Arcade, Corn Game, Juice, Grab Mitt Game, Dicers, High Striker, String Game, Pitch-Till-You Win Girl. Athletic Shows? No. Joe Nell, Cotton Grisham come home. All must have travel show opens Saturday, March 30, big oil-boom town. Address **O. W. POWERS, 214 Frederica St., Owensboro, Ky.**

WANTED

Chairplane. Shows with own outfit. Opening Radio, O., April 15th. Write or wire **J. LACY SMITH, Mansfield, Ontario, Tenn.**

G. C. HILL, A. K. SOLOMON.
SIDE-SHOW BANNERS.
Best Work and Material. Prices Right.
SOLOMON & HILL STUDIO,
Nantasket Beach, Mass.

LISTS

(Continued from page 36)

- Philadelphia—Univ. of Pa. Relay Carnival, April 26-27. H. J. Swartz, mgr.
- Pittsburgh—Shrine Circus, April 29-May 4. Sellingsgrove—Carnival & Night Fair, Week of July 15. Roland E. Fisher, chrm.
- South Greensburg—Celebration, susp. Fire Dept. Week of May 27. Lloyd Reese.
- SOUTH CAROLINA**
Charleston—Azalea Festival, March 25-30. Walter F. Livingston, secy.
- Walterboro—Olliston Co. Festival, May 1-3.
- TENNESSEE**
Colliersville—Cheese Carnival, April 23-27. John Montgomery, chrm.
- Dyersburg—W. Tenn. Cotton Carnival, May 29-31.
- Memphis—Cotton Carnival, May 6-11.
- TEXAS**
Corpus Christi—Agri. & Indust. Fair & Expo. March 27-April 7.
- Houston—Oil Equipment & Eng. Expo, April 9-14. E. Lenzner, secy., Box 490.
- San Antonio—Annual Fiesta & Battle of Flowers, April 22-27. Jack Raybould, secy., 612 Astec Bldg.
- VIRGINIA**
Orange—Firemen's Fair, July 4. M. A. Barber, mgr.
- WASHINGTON**
Spokane—Sportsmen's Show, May —, W. Ovas, care Chamber of Commerce.
- Tacoma—Northwestern Internat. Bowling Congress, April 20-May 5. O. H. Hudson, care Washington Athletic Club, Seattle.
- WISCONSIN**
Oshkosh—Dairy Festival at Fairgrounds, June 29-30.
- CANADA**
Amherst, N. S.—Auto Show, May 1-4. Frank J. Elliott, mgr.

Dog Shows

ALABAMA
Birmingham—April 2-3. T. W. McRee, 717 Educational Bldg.

*Prepare your advertising copy now
for the big*

SPRING SPECIAL

NUMBER of ~

The Billboard

**Forms will go to press in Cincinnati
the week of March 31**

Mail Your Copy TODAY!

Advertisements that require position in any particular department must be received on or before Wednesday, April 3. Last few pages will be made up Saturday, April 6.

MAKE YOUR ADVERTISING DOLLARS COUNT

EXTRA CIRCULATION

Regular weekly distribution will give advertisers maximum results. The extra demand for the Annual Spring Special Number will increase distribution by 10,000 or 12,000 copies. IN ADDITION we will print and distribute extra copies to a hand-picked list of prospects, assuring absolute and thorough coverage of all buyers.

EXTRA PAGES

Added editorial features and increased advertising will make the Spring Special about 150 pages—twice the size of an ordinary issue. The list of Parks and Fairs will appear in the Spring Special—a feature that will make readers hold on to their copies for future reference.

EXTRA FEATURES

Special articles of real interest to all buyers will be published, giving readers many suggestions and ideas to increase their incomes. Copies of the issue will be retained for reference purposes. Advertisements will receive more than the usual attention from readers, producing results long after the issue makes its appearance.

THE BILLBOARD PUBLISHING CO.

25 OPERA PLACE

Phones: Main 5306-5307

CINCINNATI, OHIO

BRANCH OFFICES

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Palace Theater Bldg.

MEdallion 3-1616, 7, 8

CHICAGO

6th Floor Woods Bldg.

Central 8480

ST. LOUIS

390 Arcade Bldg.

Chestnut 0443

PHILADELPHIA

7222 Lampport Rd.

Madison 6895

DALLAS

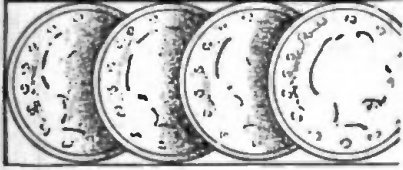
401 Southland Life

Bldg.

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.

Tragic Incidents

In a featured news story an Akron (O.) newspaper recently related one of those tragic incidents in which a boy arrested for stealing uses the alibi that "he stole to play slot machines." The past record of the boy is not given in the particular news story, but usually such cases reveal an unfortunate youth that has a previous record of bad tendencies.

Significant in the story, however, is the statement: "Marble boards in confectionery and grocery stores near schools have taken the place of the schoolboy marble games."

This statement, perhaps written in the routine of newspaper work, is weighted down with suggestions. The entire news story is written in such fashion as to arouse opposition to pinball games. Human beings are especially capable of being aroused by tragic incidents to do things that show a lack of cool judgment. People that are otherwise orderly citizens may be aroused by a single tragic incident to lose control of themselves and even commit murder.

It is frankly admitted that under present conditions of newspaper competition it seems necessary for newspapers to exploit all the sensational elements of news happenings in order to maintain circulation. This is one of the results of modern competition which publishers and editors must face, just as there are parallel phases of stiff competition in all other lines of business.

But here and there publishers and editors are beginning to realize how the recital of such tragic incidents may work serious injury to innocent minorities. Chicago, as in many other cities, has recently been treated to some sensational stories of tragic incidents. The incidents had in them all the qualities for building circulation and in plain business language—if one newspaper did not exploit the incidents another would and thus get the increased reading.

But one Chicago paper calmly discussed in its editorial columns some of the reasoned conclusions that might be drawn from the tragic incidents. An editor realized that people are quickly excited by some tragic incident and in most cases lose sight of the real conditions involved. In the Chicago incident, any careful study of the situation would reveal that an outworn statute directed at one condition was actually encouraging a racket and protecting it. Such effects from outworn statutes can be duplicated in many fields.

The encouraging thing about it is that thoughtful editors are beginning to weigh carefully those incidents in society which may stir the people to such an extent that they forget good judgment and interpret the conditions back of those incidents so that people in their cooler moments will be able to think clearly.

The pinball games industry today is approaching newspapers with the definite fact that to attempt to ban the games will simply mean converting an orderly business into a racket, or perhaps replacing it with an older and worse one.

The pinball games industry has taken the position that it supplies an open and orderly form of amusement which appeals to large numbers of decent people and that these games have a definite element of skill which makes them useful as a popular form of amusement.

Fair-minded people have been greatly impressed by the

fact that the members of the skill games industry have conducted their business openly as any other legitimate industry and only ask for their just rights as an orderly business. Members of the industry have organized local and State trade associations and have offered to co-operate in every possible way with authorities to remedy those conditions which might be the just cause of complaint. In some cities these associations have appointed liaison committees to report to officials all attempts of racketeers to get control of the business, or infringements of the necessary police regulations for the games. These committees have reported those greedy persons who place games too near schools and actual practice has shown that such co-operation between officials and the trade is the most effective way to prevent the so-called evils charged against the games.

We frankly submit the fact that unless newspapers, public officials and civic organizations accept this proffered co-operation from the orderly trade associations in their communities, the pinball games business is due to be converted into a racket or be replaced by something worse. Any editor or civic leader can quickly ascertain the true facts by a friendly talk with leaders of the trade associations in his city or community.

The problem of minors is naturally a serious one. But experience in many cities has shown that certain regulations may be imposed which will furnish proper protection to minors. Furthermore, the legally constituted trade associations in each city will co-operate fully in enforcing such regulations. The Akron incident illustrates how the question of minors may be agitated unduly.

In the news story the pinball games are compared to the ordinary marble games which schoolboys play. Yet thru the recital of an isolated tragic incident people will become aroused and cry out for destroying the pinball games industry. Most of us can remember that our first taste for gambling came from playing marbles "for keeps" in our boyhood days. Perhaps that is the reason why the idea of taking a chance is so deeply imbedded in most of us. But nobody advocates destroying marbles or legislating against them. I have recently read of two tragic incidents connected with gambling on college athletics. Yet there are no drives started to ban college athletics.

It is by calling attention to these reactions that the pinball games industry appeals to editors and civic leaders over the country to give a sober second thought to conditions as they actually exist. The enthusiasm with which many editors and civic leaders attack rackets and everything that looks like a racket is to be commended. The pinball games industry is simply asking the help of these people in saving it from those conditions that will convert the business into a racket or replace it by something worse.

There is ample evidence in past history to indicate the probabilities of what may happen, if anyone cares to examine that evidence. The pinball games industry has also amply demonstrated its open contention to be recognized as a legitimate industry. Many editors and civic leaders are giving these facts the consideration that a legitimate industry deserves.

SILVER SAM.

OPERATORS There's No "War" on SKILL GAMES— Fill Up Those MONEY BAGS—Make BIG PROFITS!

Roto-Lite 40"

A Handsome De Luxe Game—A New Idea in Light-Up Scoring—and as BIG a MONEY MAKER as the Famous Lite-A-Line. An Investment in Heavy Earnings as PROVED by Actual Tests on Many Locations. Price Based on Volume Production at Only

A SMART SELECTION FOR ALERT OPERATORS

\$6850

Baby Lite-A-Line

Takes After the Large Lite-A-Line With Upcoming Ability for Making BIG INCOMES. Let this 24-Inch COUNTER Job START at Once! Single Coin Chute and a REAL BUY at

LITE-A-LINE RETURNS THIS LOW PRICE QUICKLY

\$3250

-IN PRODUCTION AND SHIPPING THIS WEEK-

these OUTSTANDING Games—So DIFFERENT—they'll REVIVE Players Again—and will SURELY Bring in RICH EARNINGS—Even GREATER than those of '33 and '34!!!

TIME 40"

In Steady Production for Twenty-One Days—Still GOING STRONG! Conclusive PROOF That TIME is an Ideal Game to Operate—One That Makes MONEY for Others—One That Will SURELY Make It for YOU, Too! A Genuine Value at

THE PENDULUM OF PROFIT SWINGS BACK WITH TIME **\$4250**

BE FIRST

In Your Territory With These BIG WINNERS!!!

Neoncontact 40"

Most Beautiful Game in America! Marvelous Appeal—An Entirely New Idea in Scoring—Nothing Like It Ever Before! Brilliant NEON Lights SPELL Coveted Player Awards. Guaranteed Trouble-Free Using Four Batteries Only. Priced at

A PURCHASE OF STEADY DEPENDABLE EARNINGS **\$6250**

Synchro 40"

An All-Mechanical Game that's Destined for World-Wide Acceptance. Most Spectacular Action ever conceived! Will FLOOD the Entire Country at

A PROVEN SUCCESS BY LOCATION TESTS

\$3950

Write-Wire-Send in Your Orders For Quick Deliveries!

PACIFIC AMUSEMENT MANUFACTURING CO.,

4223 W. Lake Street, Chicago, Illinois

1320 S. Hope Street, Los Angeles, California

New York Ops Call Meeting

Meet at Poughkeepsie to promote closer ties among local groups

NEW YORK, March 23.—The operators' associations in the metropolitan area have joined in issuing a call for a state-wide meeting in which all associations in the State will join, to be held at Poughkeepsie March 26. Al Schlesinger, of the Square Amusement Company, 75 Cannon street, Poughkeepsie, has offered the offices of the firm as a meeting place for the associations. The exorbitant tax bill now before the New York Assembly will be one of the chief matters of discussion. Speakers arranged for the program include Joseph Lehman, of the Amalgamated Vending Machine Operators' Association; Attorney Benjamin E. Haakell; Bill Gersh, of Fred, Richard & Pound agency, and Al Schlesinger.

It is anticipated that the meeting will

have much to do in deciding matters of trade policy in the State. Its purpose will be to bring about closer co-operation among all the organizations throughout the State. Mr. Schlesinger is expected to offer a plan whereby the up-State groups may fully co-operate with the associations in the metropolitan area. Operators from as far north as Buffalo are expected to be present at the meeting.

Goodkind Will Travel In Eastern Territory

CHICAGO, March 23.—Lee S. Jones, of the American Sales Corporation, announced this week that Samuel Goodkind had become associated with his firm and would travel in Eastern territory. Mr. Goodkind was formerly with him, he said, in the Nelson and Wiggins coin-operated piano business and also in the J. P. Seeburg Corporation for more than 10 years. He is very popular with the trade here.

The American Sales Corporation has pioneered in the distribution of modern table games on credit terms to operators and now has regular customers all over the country. The development of this business necessitated the addition of a traveling representative, Mr. Jones said.

Modern Reports Record Sales Still Continue

NEW YORK, March 23.—Continuing its record-breaking sales, Modern Vending Company reports that the first 100 Chicago Express machines that reached its warehouse were gone within 100 minutes of arrival.

Both Nat Cohn and Irving C. Sommer, of the firm, claim that the machines are the greatest sensation in New York at this time and are preparing for shipments of two carloads from the Daval Manufacturing Company factory at Chicago per day. They believe that they can sell more than five carloads of machines if they had them at this time.

Mr. Cohn is very enthusiastic in his praise of the Chicago Express and claims it is one of the greatest "dollar-for-dollar value games" that the ops have had in a long, long time. He also says

Complete Stock of All the NEW Machines SUPREME VENDING ORGANIZATION

WANTED...

The following machines at the MOST LIBERAL trade-in offer ever made to operators: Contact Jr., Plegs, Drop Kick, Subway, Streamline, Blue Streak, Super "B". HURRY—HURRY—HURRY! The time is limited! State number of machines you have to dispose of. WHITE NOW!

557 Rogers Avenue, Brooklyn, N. Y. 1416 Webster Ave., Bronx, N. Y. SUPREME VENDING COMPANY, INC.

WALTHAM-ELGIN
MEN'S WRIST WATCHES, O. Size, 7 Jewel, REBUILT, in New Chron. Case, Strap and Gift Box. In Lots of 6. EA. \$2.95. Same, 15-16 EA. \$2.95. 7-J POKET WATCHES, 8 or 16 Size, Rebuilt, New Round Chron. Cases, Open Face, in Lots of Samples, 50c Extra. Free Catalog, 25¢ Deposit with Order. Balance C. O. D.
PIGIRIM WATCH CO., 188 Canal St., N. Y. C.

CORRECTION

An error was made in the advertisement of American Vending Co. in the issue of March 16. The advertisement should have read as follows:
FLYING TRAPEZE SR. \$22.50
FLYING TRAPEZE JR. 20 00
AMERICAN VENDING COMPANY
733 Coney Island Ave., Brooklyn, N. Y.
45 Elizabeth Ave., Newark, N. J.
208 Essex St., Hackensack, N. J.

that the firm has been in constant telephone touch with the factory and has asked that machines be shipped in carload lots immediately and until the men ask for further quantity.

Mr. Sommer is surprised at the manner in which the operators have been clamoring for the game and attributes the rush to the fact that the first 100 machines brought record money-making reports from those ops who immediately placed them on location. He believes that the game will be one of the fastest selling in the country and is preparing also for an avalanche of more repeat orders after the first few carloads have been distributed to the territory here.

Resigns From Committee

CHICAGO, March 23.—Dave Gottlieb, head of D. Gottlieb & Company, announced to the press this week that he had offered his resignation as a member of the Legal and Advisory Committee of the National Association of Coin-Operated Machine Manufacturers.

He stated that not more than 50 per cent of the manufacturers were actually supporting the important work which the committee had undertaken to do. The committee work required an unusual amount of time, he said, and unless it had complete support he felt that he must give more attention to his own business.

Mr. Gottlieb has been one of the most active members in organized work by the manufacturers and has always been a courageous defender of the modern skill games cause.

Watch for

This Special Feature:

Newspaper Publicity

By WALTER W. HURD

in the

Spring Number of The Billboard Dated April 13

Order Live Power TO-DAY FROM YOUR JOBBER!

WATCH

**EXHIBITS
marvelous
CREATION**

SEE
**animated
LITES**
(LIGHTS IN MOTION)

WAIT

for

**STAR
LITE**

SOON

**at your
JOBBER**

**EXHIBIT SUPPLY CO.
4222 W-LAKE ST-CHICAGO**

**Set Goal at
200 Members**

**Minnesota operators show
great spirit at first annual
banquet**

MINNEAPOLIS, March 23.—The first annual banquet of the Minnesota Skill Game Operators' Association, held at the Nicollet Hotel March 14, was a huge success. More than 50 members from all parts of the State were present, and J. D. Leary, president of the organization, stated that the delegates present were so representative of the various sections of the State that a progressive spirit among all operators was clearly indicated. A big membership drive is being carried on and prospects suggest

told him of getting copies of four different coin-machine trade publications. We publish this information, not to criticize our contemporaries, but to show that it is practically impossible to prevent a location from buying machines if the owner chooses to do so. Any man who has brains enough to be in business can get information on where to buy coin machines from at least a dozen different sources, not including trade papers. Every drug store having a magazine subscription agency can easily find out about any trade magazine published and get a copy (even tho some publishers say they will not send them). Almost every newspaper in the country has access for its readers to an information service in Washington that can tell where to buy most anything you want. Every citizen also has access to the information service of the federal government as furnished by the United States Department of Commerce if other means fail. Thomas' Register is available in every city and town. Every merchant has his own trade papers which will go out of their way in offer-



PAUL WHITEMAN, "KING OF JAZZ," PLAYS PINBALL—World-famous orchestra leader caught by the camera playing pinball an hour before his Thursday radio broadcast. He confessed to a great liking for pinball, stating that he found it an enjoyable and relaxing pastime. The game being played is Checkers, by International Mutoscope Reel Company, New York.

that the membership will reach more than 200 within 30 days. The association recently scored a strategic victory in leadership by winning a favorable opinion in Minneapolis, which will have beneficial effects on the games throught the State. The decision, as reported in *The Billboard* of March 18, held it legal to give chips or tokens to players of pinball as an award for playing free games. The organization is now carrying to the State Supreme Court a case to prove that pinball games are in themselves games of skill and thus permit the giving of prizes with such games of skill. The organization also went on record as strongly favoring a national organization for operators and that the organization will work wholeheartedly to help bring about this national association. Headquarters of the association are at 204 Eleventh avenue, South, Minneapolis.

Selling Locations

Ralph T. Young, head of the tentative national association of operators, relates an incident in which a location that had purchased its own amusement games

ing him an information service on where to buy the things that he may want. The information is available for anybody who wants it. The matter of locations buying their own machines is a very serious one for the operator. When an operator loses five locations during the year by their purchasing machines, that cuts a big hole in his business. Like all other serious problems, it is easy to get excited about the matter and antagonizes business men generally, when what we need is a better understanding. It was Dave Bond, of Boston, who suggested the trade slogan of **MAKE THE LOCATION YOUR PARTNER** back in 1933. *The Billboard* recognized the wisdom of the idea and gave wide publicity to it. The result is plainly visible today, when merchants and business men are lending moral and even financial support to help save the skill games industry from excessive taxation and even annihilation. **WE MIGHT AS WELL RECOGNIZE THE FACT THAT UNLESS THE SKILL GAMES TRADE GETS THE MORAL SUPPORT OF MERCHANTS AND BUSINESS MEN, ALSO NEWSPAPERS, THERE IS NOT MUCH CHANCE FOR IT TO REMAIN A PROFITABLE BUSINESS.** To prevent the selling of machines to

**PRIZES
FOR SPORTLANDS**



**Brilliant Copper in
Authentic Designs**

Flashy, sparkling copper mugs, pitchers, trays in old taven styles. Ideal prizes for sportlands. Provide colorful decoration for attracting customers to your games. Every winner likes to take home a flashy prize. Available at surprisingly low prices. Write for bulletin and discounts! **WEST BEND ALUMINUM CO.** Dept. 633, West Bend, Wisconsin.

locations it will require the combined efforts and co-operation of trade publications, manufacturers, jobbers, operators and the location owners themselves. As the situation stands today, most of the machines sold to locations are sold by jobbers and operators. If a machine must be sold to a location it should be sold by an operator, and he should be able to make a nice profit on it. But it will be hard to bring about such a condition. Whatever co-operative efforts may be done by all agencies in the trade to remedy the situation, there will always be certain types of locations that will buy their own machines—and there is no power at present to keep them from doing it. The fact remains that the great majority of locations have not yet bought their own machines and there is no reason to antagonize these because a small minority of locations do buy machines in one way or another. **ANY LOCATION THAT BUYS ITS OWN MACHINE AT THE PRESENT TIME IS CERTAINLY USING POOR BUSINESS JUDGMENT AND MIGHT AS WELL BE LET ALONE.** The pinball division gravely needs the moral support of merchants and business men, and to bring about that good will and mutual understanding *The Billboard* has devoted its earnest efforts. If every other agency in the trade does as much in proportion as we have done to promote the right feelings and to eliminate the evil of selling to locations, we can rest assured that the practice will be limited to a minimum.

In the Movies

"Murder in the Clouds," a Warner Bros. release, is reported to have some very excellent scenes in which pinball games appear. The Contact table is used in the scenes. Coin machines of various types will also appear in "Go Into Your Dance" and "Caliente." The pictures using pinball games, especially, will be valuable publicity for this type of amusement. Progressive operators and jobbers may be able to make some kind of a publicity flap with the theaters when these pictures are being shown locally. In some cities it will be possible to offer theater tickets as prizes; in others a pinball game might be installed in the lobby while the picture is being shown. If no other flap up can be made, advertising space might be used in local newspapers calling attention to the acceptance of pinball as a modern form of amusement "in the movies." From the Fox studios comes the announcement that pin games were used in a scene in Will Rogers' latest picture, "Life Begins at 40." Capitalize on those pictures when they come to your town.

Turner Again Heads AMAM

Stickers released—to divide State into districts—frolic ends session

DETROIT, March 25.—Annual convention of the Automatic Merchandisers' Association of Michigan was held Saturday at the Detroit Leland Hotel. Business session was preceded by a meeting of the retiring board of directors. The election of new officers formed the principal business of the major session, which lasted less than two hours.

Frederick E. Turner, of Detroit, was re-elected president, and L. L. Lane, of Grand Rapids, was re-elected secretary and treasurer of the association. Other officers elected were: Alphonse N. Gaspard, Detroit, vice-president; W. M. Zerby, Detroit, assistant secretary and treasurer, Morris Smith, of Detroit; Gerald Esing, of Grand Rapids, and George Clark, of Royal Oak, were re-elected to the board of directors, and E. O. Bourden, of Detroit; E. W. Doty, of Kalamazoo, and James Underwood, also of Kalamazoo, were added to the board.

A short meeting of the board of directors was held following the major session, and Bourden and Smith were appointed to the executive committee, together with Turner, Gaspard and Lane.

At the earlier directors' meeting a series of label stickers was released for members of the association in good standing. These were printed a year ago, but were held up due to the local ordinance situation. They are now being distributed at approximate cost, \$3 per thousand, and will serve to identify the machines of all member operators in this territory, being applicable to all types of machines.

The label is designed to be attached under the glass surface of the machine and is gummed on the face, reading, "Member: Automatic Merchandisers' Association of Michigan." It has a space beneath for the individual operator's name. It is printed on a deep orange background, with a double green border and a green torch in the middle, printing and fill-in being in red.

The business meeting of the convention was a closed session, contrary to past practice of the association, both nonmembers and press representatives being excluded. Principal action taken at the meeting was upon the proposed organization of the State into districts, the district groups to work together for more effective action. This plan has long been advocated by President Turner and has now been adopted. Details will be worked out by the board of directors.

A local organization, the Skill Game Operators' Association, exists in Detroit, and other local groups have been reported in Flint and in Grand Rapids during the past year, but other districts of the State remain relatively isolated. In metropolitan areas a single county will be included in the plan, while in other sections the union of half a dozen or more counties will be necessary to make a sizable group.

Following the afternoon session the convention adjourned for the annual dinner dance held at the Oriole Terrace,

popular uptown night club. More than 75 reservations were made in advance and a number of sales were reported at the door, making an attendance considerably over that for last year's party.

Business Reports

One of the most significant reports on general business conditions was issued recently by the Business Advisory and Planning Council, as published this week by *The New York Times*. Substantial gains in many lines of business during January and February, ranging from "satisfactory" up to 30 per cent above a year ago, were reported recently on the basis of a poll of the Business Advisory and Planning Council, whose 52 members represent practically every phase of industry and trade.

H. P. Kendall, chairman of the council, stated in the report that three-fourths of the members attending the monthly meeting of the council last week told of increases in business volume or profits, or both, thus far this year.

The council, which convenes in Washington regularly to discuss the administration's policies and practices and to offer counsel on business affairs, includes such industrial and financial leaders as Walter S. Gifford, president of the American Telephone and Telegraph Company; Winthrop W. Aldrich, chairman of the Chase National Bank of New York; Myron C. Taylor, chairman of the United States Steel Corporation, and Pierre S. du Pont, chairman of E. I. du Pont de Nemours & Company.

In his statement for the council Mr. Kendall said:

"In the periods of rapid change in the first stages of recovery the public mind is apt to become so confused with immediate issues of detail and week-to-week industrial swings as to miss opportunity to judge progress or to stop to re-analyze underlying fundamentals.

"It is significant to note the results of a poll of the attending members of the council taken at the close of our monthly meeting March 14, 1935.

"These men represented companies forming a cross-section of most types of American industry. Three-quarters of them reported increases in volume and/or profit varying from 'satisfactory' to '30 per cent' in 1935 as compared with the corresponding period of 1934.

"Those reporting no gains or decreases were confined to companies connected with the heavy industries, railroads, cotton and some milling products. The enlarged government housing program will be an effective aid to the heavy industries and thru them to transportation and the consumers' goods sector.

"We have believed this progress was possible; we have hoped to see it realized. It is cheering to have it made a matter of record.

"After all, judgment on recorded performance is sounder than the sum of all the theories and opinions put forward as fears for the future or panaceas for past mistakes.

"No thinking man today will question the soundness of the American dollar in either our own or in world markets. Based on its present gold value, it is as sound a currency as exists today.

"No thinking man will question the present security of our credit structure, and certainly no one will question the fact of our abundance of natural resources.

"Regarding government expenditures for public works and relief far more

ALL LATEST MACHINES

Shown at Chicago Coin Machine Conventions:
TIME, TRAFFIC, CHECKERS, TURNTABLE, 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.

ANOTHER NEW DIGGER ITEM from STRUHL'S New Spring Line "The TELEPHONE CLOCK"




A Sensational Digger Money-Maker! Gold or Silver Finish. Moderately Designed. Scientifically Weight Balanced, especially for the Digger trade. AMERICAN MADE. Fully Guaranteed. Size: 3 1/2" High by 4 1/2" Wide. Full Case plus 28c for Sample. Large orders 1/3 Deposit. Balance C. O. D. WRITE FOR THE NEW BRAND-NEW CATALOG TODAY!

\$1.50 EACH

114 Park Row, NEW YORK CITY

MORRIS STRUHL

SALESBOARD OPERATORS Takes in \$24.00 Costs You \$2.90



2,400 in sales takes in \$24.00, nets \$19.30 after Cigarette payout. You can sell outright to dealer for \$7.75. (An 80% commission you collect \$6.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

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

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

important than arguments as to whether the sum shall be any of the particular figures that have been mentioned is the problem of proper organization and the choice of projects to insure the greatest possible advance toward our objectives.

"A consistent co-operative effort, freed from partisan chiseling, either industrial, labor or political, toward the re-employment of effective workers in the regular channels of industry, keeping reform constructive for the public good without destroying the necessary good with the bad, can have no other result than acceleration of the progress that has already been made since March 3, 1933."

Los Angeles Ops Well Organized

LOS ANGELES, March 23.—With the election of George Humpert as president of the Co-Operative Amusement Machine Operators' Association, succeeding Sam Rittenberg, the organization is looking forward to another big year of activities and is starting out with membership drive that is planned to unite all operators here in the co-operative undertaking.

Humpert was elected to office at the February 13 meeting, held at the Musicians' Building. Billy Berg, another well-known operator and head of the Coast Novelty Company, was named secretary-treasurer. In addition to the two above-named officers, the board of directors includes R. J. Ross, Sol Hanlon, Al Farley, H. A. Grobe and A. Berman.

In turning over the gavel to President Humpert, Mr. Rittenberg outlined the progress of the group during the past year and the achievements which had been made.

"At the March meeting, held March 4 at Sol Hanlon's headquarters at 316 West Pico street, all members pledged to bring in five new members. The present membership of the association is 50, and the goal by the end of 1935 is 250. Strength of the organization is due to the co-operation of association members and their agreement not to solicit locations held by fellow members.

Operators interested in becoming members may communicate with the secretary-treasurer, Mr. Berg, at 4904 Santa Monica boulevard. Telephone, NORmandie 4100.

KELNER SPECIALS

Large 4-Color FLYING BIRDS... \$2.00 Op.
INFLATED MICKEY OR POPEYE... 9.00 Op.
8-Rib, 24-in. FLORAL PARASOL... 8.50 Op.
OAK MICKEY MOUSE, with Ears... 3.25 Op.
Leather Strap Bowed WATCHES... 4.00 Op.
REAL GK SHIP BIRDS, Large... 3.00 Op.
GAY TOSS-UPS, 15-in... 3.50 Op.
8-in. COLORED FUR MONKEYS... 8.50 Op.

One-Half Dozen on All Orders.

HARRY KELNER & SON, Inc.
50 Bowery, New York City.

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



BUY THIS WINNER. ONLY \$5.75. Sells for \$9.95. NETS \$20.50 After Award. \$10.25 Your Share of 50/50. Order at No. 2567.

2,500 in Sales. Write for Brand-New Catalog, illustrating other money-making Deals. 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.

LINCOLN NOVELTY CO.
4325 RAVENSWOOD AVE., CHICAGO



YOU'LL HAVE SMOOTH SAILING WITH Pair 'Em

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



NEON SIGNS FOR SPORTLANDS—Samuel Friedenberg is proprietor of this Sportland in the Boardwalk, Atlantic City. Exterior view is shown here.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Steinberg Opens Modern Sportland in New Jersey

NEWARK, N. J., March 23.—A new sportland, comparable to the finest sportlands in metropolitan New York, has recently been opened at 12 Beaver street, Newark. D. M. (Dick) Steinberg is the proprietor. He is well known as the president of the New Jersey Automatic Merchandisers' Association. The location is considered similar to a Broadway location in New York, as it is at Broad and Market streets, Newark's busiest intersection.

Grant's Restaurant, adjoining the sportland, has made arrangements to open a side entrance into the sportland. The restaurant and the sportland will profit mutually from this arrangement and both places of business will be open 24 hours per day.

Steinberg did not stint on the investment necessary to make his amusement center one of the most attractive in the country. A new angle in sportland decorations is seen in painting wall panels which represent different types of pinball games. On the wall directly over the Fleet games is a naval scene; over the Subway games is a painting of the subway, etc.

Sportland Squibs

Commissioner Paul Moss, chief of licenses in New York, is known to play the fascinating pinball games at Dave Simon's sportland on Broadway, near 96th. The Honorable Paul Moss lives in that neighborhood. He has also advised Dave not to open his place on Sundays until early afternoon. There's a very good reason for this request and Dave is fully complying with it. If you want to know why—just ask him at the next meeting of the AMA. Everyone is also talking about Dave's system of attaching his games to tables with hinges. They cannot be lifted for cheating purposes, and at the same time they insure the sportshop of a fair deal.

And now everyone is gossiping about Nat Faber's new spot to be opened at Broadway and 47th street. This is the hot spot of the Big Street and it is believed by some that the sportshop on this corner will be a wow—while others take an opposite view. The arguments of the hot-stove league are long and furious, with everyone having a theory of his own. Let's all wait until Nat gets going before we say any more.

Cooling systems will be installed in certain of the major sportspots this summer—provided they survive the

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 of 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.

summer. Who said that the theaters were ahead of the sportland men in this respect or in any other respect?

Already it is rumored that there will be more than 50 summer sportshops this coming season. The greatest number of (See *Sportland Squibs*, opposite page)

Sportland Advertising

The sportlands have come to the decision that newspaper advertising to stimulate play, to educate the public and to gain the right sort of publicity with the public in general, as well as the public officials, is one of the most necessary factors for their continued successful existence.

For some time it has been the general plan of sportland owners to use newspaper advertising much in the manner of theatrical advertising. If the advertising is carefully planned the cost will be negligible in comparison to the results.

There is no doubt that the sportlands will, as time goes on, need many methods for attracting patronage. At present the public is enthused and delighted with the novelty of the games and the pleasant means for obtaining merchandise offered as prizes. But eventually other means of stimulation will become necessary and as this period nears, the use of newspaper advertising carrying some new message to stimulate interest will be the solution to the problem.

There is no doubt that the sportlands, because they have a fixed location, will pass thru the same developmental stages as the theater. In this respect they will find it necessary to offer divers inducements to the public to patronize their places. Again, in like manner, these inducements will come naturally thru the use of newspaper advertising.

Continued advertising of this sort is certain to bring about a special section devoted to sportlands in each newspaper. This section, which eventually will be like the movie page of most newspapers, will carry the news and events of the sportland world. It will also tend to place the sportlands on the same plane with other amusements.

There is every reason why sportland owners should look further ahead and realize that with the surety of sportland popularity at this time they must also perpetuate popularity in the future.

Why not sportland advertising in every newspaper? Just like the movie ads. Every newspaper will be more than happy to receive such advertising. The results of regular advertising will assure sportlands of a steady business for years and years to come.

In New York City the leading sportland owners, in conjunction with the leading machine distributors and the allied industries, are joining in such a plan. They are each intending to use small ads of the theatrical type, boosting sportland play in general, and at the same time inviting the public to play at their individual spots. The allied industries will boost the sportlands and at the same time invite the public to play the games to obtain their merchandise. The coin-machine distributors will naturally suggest to the public to play the games which they represent. In this manner, with all the ads being grouped on one page or section, which, it is hoped, will eventually carry news of the sportlands and other editorial matter in reference to them, the sportlands can look forward to real publicity in the newspapers, telling the public about their places, about the type of merchandise they award and the healthful recreation and entertainment which they offer.

The solution to problems of political persecution will be this very same newspaper advertising. As long as the sportlands continue to follow the straight and narrow path and induce the public to play at their places thru the use of the press, they will arouse sufficient interest to bring about a new national sport.

Sportland Manager Develops New Angles for Promoting Patronage

WASHINGTON, March 23.—The eyes of the coin-operated machine palaces of both Baltimore and Washington are turned this week toward Jack Staples, proprietor of Playland at the new capital city bus center, who has recently perfected a new type cash-coupon register which will in all probability prove a boon to the busy skill-game manager.

The new device is a cash register, but it does new things. The customer upon turning in his score to the management receives in return a ticket, upon which is printed the number of the machine at which he has been playing, the number of skill points and the date of the month upon which the skill points were made.

Jack's new idea goes even further. As the tickets are returned to the customers the machine at the same time records the transaction in detail inside and on a separate sheet. Thus when the day is over the manager is able to tell exactly how much has been taken in by the machines, which machines have taken most and what type of machine appeals to the public.

Since each ticket is printed individually by the machine as it is returned to the customer with his skill points, Mr.

Staples' new idea has drastically cut the price on tickets, when before had to be printed in job lots. The tickets are printed on bright yellow paper which comes in rolls. Each roll produces approximately 10,000 tickets, and the roll cost 25 cents apiece.

Mr. Staples has also developed another angle which the clients at Playland take advantage of. It consists of a tieup with local commodity dealers, such as haberdasheries, sporting goods stores, and even the taxicab companies. If the customer desires, instead of making a selection among the large variety of prizes at Playland, he may turn in his tickets, if his skill score is high enough, for a ride in a local cab or for a pair of shoes if he needs them. It was learned at the Bureau of Internal Revenue at the United States Treasury Department that it would be as difficult to make a forgery of a J. Staples ticket as it would to turn out a \$10 bill. This is, of course, air-tight insurance to both Jack and the numerous clients at Playland.

Ed Ross, of the Oriskany Coin Machine Corporation, one of the largest distributors of coin-operated machines in the District, which also operates a Play-



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

NOW \$6.25

Doz. Lots \$6.80

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 Acrylic. No ground is required. Set and Tubes guaranteed 6 months. Money-back guarantee.

SOME OF THE QUESTIONS ANSWERED BY OUR 24-PAGE COPYRIOTED

SPORTLAND Booklet

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



INTERNATIONAL MUTOSCOPE REEL CO. 516-20 W. 34th St. NEW YORK CITY

land, passed on a few hints which will no doubt be of interest to both manufacturers and operators engaged in the coin-machine industry.

Mr. Ross told *The Billboard* correspondent that he has noticed a decided pickup in the demand for the new light-up games, which he claims is the latest type to capture the public fancy.

"It's new type of machines that we depend upon to keep the industry alive," Mr. Ross stated. "We have discovered in the last two or three years that the novelty of a new machine is what holds the interest of the public as well as their desire to try out their skill."

Mr. Ross stated that he kept in constant touch with the latest models produced by the manufacturers thru reading *The Billboard*, and then knowing what the demand is in this territory was able to buy accordingly.

"We, of course, do a great deal of changing around so far as the machines are concerned," Mr. Ross continued. "Despite the fact that a few locations feel that their particular clients become used to one type of machine, experience has proved that this is not the majority rule."

"We seldom go wrong either," Mr. Ross stated, "because we depend largely upon the ingenuity and the high quality of the games produced by the leading manufacturers."

Asked if he thought pinball would eventually meet the same fate as did cross-word puzzles and other seven-day wonders, Mr. Ross replied emphatically no.

"I feel most optimistic regarding the future of the skill games," he said. "So long as manufacturers can turn out new and interesting games as they are doing at the present time public interest will continue to stay where it is."

Mr. Ross said that the games were enjoying tremendous popularity in both Baltimore and Washington, while in New York they are fast becoming part of the city's daily life.

Mr. Ross sells to operators, since the professional operator is in a much better position to regularly change machines than is the location.

"The location buying a single machine or two to place in his cigar store or drug store will eventually find himself handicapped, because he finds himself unable to make a change without a fair expenditure of money, whereas if he dealt with an operator this change could be made weekly or monthly or whenever he so desired at no increased cost whatever."

SPORTLAND SQUIBS

(Continued from opposite page)

Outdoor sportlands anyone can remember was around the 40 mark, but the increased interest in these places these past few months has brought about a greater number than ever before. This will be the high mark of all time if reached this summer season at the sports.

Another cigar-store sportland opened at 22d and Fifth avenue, my friends. These cigar stores are getting wise to themselves. They have learned that the games increase the sales tremendously.

The Elks' Club is also going in for regular gamerooms for its members. Some of the leading clubs were seen to have large numbers of the bagatelle games, as they call them, and what a joy they were getting. Real sports—those "Hello, Bill" guys.

They're beginning to call Teddy Mittel the voice of the AMA. At the same time it's known that Teddy was second highest score of the week at the Chicago convention. First-place honors went to

Jack Gardino, who is an iron man. Teddy has some great ideas for the sportspots and he is going to bring them up in meeting some day when things get just a little bit dull.

And now the sportland kings, Schork & Schaffer, in their 52d street and Broadway Sports Palace, will have the Leblang Ticket Agency instead of the jewelry counter. Leblang's is well known thruout the country as the largest procurer of tickets for everything, everywhere, and with these ticket offices in the prominent spot there is sure to be much "top hat" trade. As it is, the sportland kings are attracting the social elite, and evening dresses and silk toppers are seen wending their way about the games in the early dawning hours when the Broadway Patrol has made it a habit to play the games.

It is also known that Dick Steenberg, president of the New Jersey AMA, has at last fallen for the lure of the sportspots and will be shortly opening his own sportland somewhere in Newark. It is believed that Dick has a prominent downtown location in mind. Good luck, guy.

The sportland men are coming to newspaper advertising very, very soon, with some of the big boys already trying the benefit of this type of educational attraction for the dear pewble.

The affair at the Casino de Paree was the biggest thing in the sportland world for years and years. It came at a most appropriate time, since many were a bit depressed and rather worried. It tended to lighten the spirits of the boys and the unusually large attendance assured them that everyone else was also interested in their welfare.

Murray Goldstein, Teddy Mittel, H. I. Nagin, Max Weiss and his partner, the energetic Maxwell Ellis, are to be highly commended for their marvelous work that evening. The boys gave everything they had to help make the affair the success it was.

Those of you who are well acquainted with the classic features of our Chicago manufacturer-friend, Dave Gottlieb, will, if you look closely, find his double (but without Dave's glistening and curly locks) in Max Ellis way down on 14th street. Have you noticed it, too?

Mr. and Mrs. Nat Faber had their own table at the affair. And those of you who hadn't previously met this dynamic lady should have taken the opportunity to do so, for 'twas she who showed the way to Nat—as far as the sportlands are concerned. In fact, a birdie once whispered in our ear that when Nat believed in the resort sports were profitable for the sportshops she admonished him that the city spots would be even more profitable. And just like a wife—she was right.

The Messrs. Schork and Schaffer were present with their families. Max found it hazardous to shake hands that evening. In fact, he learned that this was one manner of receiving sugar. Both boys are to be complimented for the work they did to help make this affair successful, as they have always worked hard to make every other AMA venture a success.

Mrs. Joe Fishman, down in the Nudist Bar of the Casino, was the proud inventor of a new drink, immediately dubbed "borsh" by Bill Gersh. Try it some time. A Tom Collins with a dash of grenadine. In fact, the charming Mrs. Fishman had all of the boys guzzling it before the evening was well under way. Ooh, these inventors!

At this affair the "Kaffee Klatsch Boys" consisted of Joe Fishman, Mr. Cullerton (of the license department), Ben Haskell, Teddy Blatt, and Al Schlesinger, who came from the wilds of Foughkeepsie to be present as Joe's guest. Here the boys sat about and discussed the affairs of the industry and drank everything—but coffee.

Mrs. Bill Gersh and Babe Kaufman, with the aid of that human dynamo, Grace Baron, almost started again where they left off at the Music Hall the last time, but the charming Mrs. Lillian Cohn was missing, so the whole business faded quickly. This trio and Babe made it a lively evening at the Music Hall.

Jack Gardino and the wife were at the Budin table this evening. And Jack

A NEW WAY TO BIGGER PROFITS
WRITE TODAY
TO DIRECT FACTORY REPRESENTATIVE

For Mutoscope Cranes

The very latest, most modernistically beautiful digger EVER BUILT! A new, special proposition to progressive operators — WRITE US TODAY!!

CHECKERS

"3 games in 1" Checkers—Form-A-Word—Poker. A REAL BUY—a pin game that is absolutely mechanical and brings BIG MONEY to operators EVERY DAY! Write for more complete details today!

On Hand At All Times ALL THE BALLY WINNERS
SKILL CIRCLE - ROCKELITE - FRISKY TRAFFIC All ready for delivery! Bally's Greatest Pin Game Sensation! WRITE FOR DETAILS.

CHICAGO EXPRESS The Greatest Pin Game of 1935. Order today!

CASTLE-LITE STAR-LITE and WHIRLPOOL Everyone a sensation! Get your order in today! BE FIRST in your territory!

INTRODUCTORY SMASH SALE

MILLS CANNON FIRE	\$25.00	ACTION, JR.	\$19.50
FLYING TRAPEZE, JR.	16.50	ACTION, SR.	32.50
FLYING TRAPEZE, SR.	21.00	LIVE POWER	16.50
SENSATION (First Model)	12.00	ESQUIRE	11.00
SUBWAY SPECIAL	15.00	OROP KICKS	15.00
ELECTRO (Buy Back)	10.00	ELECTRO (First Model)	8.00
SUPER "8"	8.00	BIG BERTHA	8.00
LIGHTNING	8.00	FLEET	7.00
MERRY-GO-ROUND	7.00	JACK RABBIT	7.00
GOLDER GATE	8.00		

1/3 With Order, Balance O. O. O. 300 Other Used Buys. WRITE FOR FREE LIST!

"You Buy Them When They're Born— We Repair Them FREE With a Smile— Until They're Gone!"

LONG ISLAND CRANE & PIN GAME CORP.,
 771 CONEY ISLAND AVE. (Myron M. Harrison, Pres.) BROOKLYN, N. Y.

was so peaceful, quiet and decorous—even his own friends didn't recognize him.

Bill Rabkin and his big cigar were present. The Mutoscope table was one of the evening's attractions—all the employees were there. Little Miss Schnopso was a sensation, as were those favorites of the coin-machine business, Miss Shapiro and Miss Rabkin et al.

Everyone missed Dave Simon, the sheik of 96th street. We wonder what prevented Dave from attending this gala evening.

There were so many sportland men present that everyone expected any minute someone would start handing out coupon points for the "best crack of the evening." But the boys left their business at home.

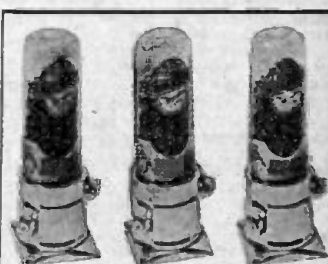
The verra, verra beautiful and charming Mrs. Herbert M. Adler is still wondering why all the boys and girls were yelling over to Herbert that evening. P. S.: Dear Phyllis—it was the ads that made so great a hit. In fact, many of the boys tore the pages out and will use them for decorative purposes. Even "King" Arthur Adler was present this great evening and it is considered an unusual event that will take the king from his office. 'Tis claimed nothing short of dynamite can move him.

The allied industries were there en masse. Premium distributors, manufacturers and everyone connected with the sportland biz. What a mob; yeah, man, what a mob.

The jobbers were all there. In fact, Willie Blatt showed up in evening clothes for the first time. Jack Fitzgibbons stuck to the old standby, Charley Lichtman, Herman Budin and all the others were here, there and everywhere.

Archibald Kass and his charming wife made up a table with Georgie Panser, the Jolsey president, and his very lovely wife. It was also learned at this affair that Archie's middle initials are H. P.

James J. Gaffney and the charming Mrs. Gaffney occupied a table represent-



U. S. Patent 1991736
NOTHING LIKE VENDEX FOR BOOTH, BAR OR SODA FOUNTAIN

WILL CARLSON, NEW YORK CITY, WRITES: "I am still in the market for your machines. The ones I have already have proven to be a paying proposition."

For a Steady, Reliable Income Operate VenDEX Peanut Vendors. Have you taken us up on our 30-day money-back trial offer?

THE VENDEX CO., Dept. B
 Roxbury Crossing, Boston, Mass.

JAR-O-SMILES

OPERATORS 5-10c DEAL
— 4 WAY 2 —
1820 COMBINATIONS

Leave this deal with merchant, collect \$10.00 when sold. Cost you \$4.40.

Werts Novelty Co., Inc.
 Muncie, Indiana.

ing the firm of Eric Wedemeyer, of which Jim is sales manager. Jim claimed that evening reminded him of those "barn dances we used to hold over in Alaska." But men are men in Alaska, Jim.

Watch for
 This Special Feature:
Sportland Management
 By WILLIAM E. PABST
 in the
Spring Number
of The Billboard
Dated April 13

JOBBER: Write us immediately! Complete your line with these sensational new serving trays. **AMAZINGLY LOW PRICED.**

FLASH! EYE-APPEAL increases your play **MAKES MORE MONEY FOR YOU!**



MARVEL SERVING TRAY ASSORTMENT

New art pictures oil-painted on glass. New construction features, including wood grip, flexible handles; lustre plated metal trim; solid, heavy, bright metal rails, rubber bumpers. Attractive, Desirable, Usefull

THE GREATEST PREMIUM TRAY VALUE IN YEARS FOR CONCESSIONAIRES, PIN GAME, SALESBOARD AND SPORTLAND OPERATORS.

Order from your jobber. The price is so low it will surprise you. Write us today for name of jobbers and distributors nearest you.

HENRY FINGOLD CO., 144 WEST 27th STREET, NEW YORK, N. Y.

PIN GAME OPERATORS — SPORTLANDS

IF YOU ARE INTERESTED IN SAVING CONSIDERABLE MONEY ON PURCHASES OF NEW AND USED PIN GAMES OF EVERY DESCRIPTION IT WILL BE TO YOUR INTEREST TO IMMEDIATELY COMMUNICATE WITH THE . . . RICHMOND DISTRIBUTING CO., 32 LA SALLE ST., NEW YORK CITY (Near Amsterdam Ave.). TEL.: MONument 2-5625.

O. C. BUCK EXPOSITIONS, INC.

Opening New Rochelle, N. Y., April 20th, North Ave. and Main St.

CAN PLACE a few legitimate Concessions that can grind (positively no grift); also Scales, Diggers and American Palimistry. CAN PLACE Monkey Drome, Fun House or any Single Attraction that does not conflict with what we have. CAN USE a few Agents that can grind on Stock Wheels. Communicate with

BILLY GIROUD,

50 Salisbury Ave., Stewart Manor, L. I.

OSCAR C. BUCK, Gen. Mgr.,

104-33 128th Street, Richmond Hill, N. Y.

KRAUSE GREATER SHOWS WANT

FOR SPRING OPENING, TO JOIN NEXT WEEK IN ROCK HILL, S. C., OR WEEK AFTER, On Account of Some of the Shows That Are With Me Now Leaving to Join the Shows They Are Booked With.

Have opening for organized Colored Minstrel Show with Band. Will furnish outfit. Also can book Monkey Circus or Monkey Drome, or other Shows not conflicting. Opening for Photo Gallery and few other legitimate Concessions. Address, this week, Charleston, S. C.; next week, Rock Hill, S. C.

L. J. HETH SHOWS

WANT RIDE Show. Have complete outfit. Any other Shows of merit, Autodrome, one Flat Ride, Asside Ride, very attractive proposition. With own transportation.

SENSATIONAL FREE ACT, Thru Weeds' Work.

General Agent (Must have car), American Palimist (Will give outfit), Program Custard and a few more legitimate Concessions open. Positively no racket. Now Showing Lots in Birmingham.

Address: All Communications to North Birmingham, Ala.

MILLER BROS. GREAT AMERICAN SHOWS

WANTED—WANTED. OPENING MAY 11.

Wild West Show with Steeple, also small Hand. SHOWS—Can use any real Show with your own transport. WANT organized Minstrel Show, Hill BIP Show, good Mechanical Show, or any worthwhile Show. CAN USE Side-Show People at all times. Testa's Model City write. L. H. Hardin write. AGENT—Can use a real sober, up-to-date Agent that will work. Can also use good Special Agent. CONCESSIONS—Can use Frozen Custard, Popcorn, Ball Games, all legitimate Concessions. Long Hanna Gallery. RIDES—Can use Riding Devices not conflicting. WANT one Flat Ride, Tilt-a-Whirl. CAN USE real Carnival People at all times. Fair Secretaries in Missouri, Arkansas, Louisiana and Mississippi write for open dates. All addresses MORRIS MILLER, General Manager, care Carolina Hotel, Greenville, S. C. P. R.—Wanted to buy several hundred feet 10-in. Wall, in good condition.

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.

Big Operator Opens Up Office for Jobbing Biz

BROOKLYN, March 23. — Myron M. Harrison, well-known coin-machine man of this city, has moved the offices of the Long Island Amusement Company to 770 Coney Island avenue, where he has opened up again for jobbing purposes.

Mr. Harrison has long been connected with the industry and is considered one of the largest operators in this city. He has a fleet of trucks for the operation of his machines and is believed to retain one of the largest forces of service and repair agents in this city. These men will now be employed in the jobbing business he is opening.

He has been connected with the jobbing business as a partner of Milton Green in the American Vending Company. Mr. Harrison is also well known to the tobacco industry, having been formerly very influential in that field.

He plans one of the most modern jobbing offices in Brooklyn. He also states that he will have the most complete repair department in the city, as well as outstanding showrooms and a complete stock of all the new machines on hand at all times.

He believes that the coin-machine business will eventually prove the greatest in the amusement industry and is therefore preparing himself for a big summer season. His offices will be the final word in jobbing quarters in the country, he claims.

FRED MARGERUM

(Continued from page 3)

Harold G. Hoffman, turned out for the occasion, which was the formal "coming out" party for Mr. Margerum's colonelcy. Governor Hoffman recently conferred that title upon the popular fair man, who managed the finance end for the then candidate for governor.

The colonel's father, General Mahlon R. (Pa) Margerum, fair's secretary-treasurer, beamed as tribute after tribute was paid his son.

Message From Tom Mix

CHICAGO, March 25.—The local office of The Billboard just received following wire from Tom Mix: "Another one for the book. Salinas lot under water. Passed it up. Went to Monterey. Gave night show one day ahead of billing. Straw house. Then back to Salinas one day behind billing. Two capacity houses. Business fine considering weather."

CHANGE IN

(Continued from page 3)

in this city. Dr. Carothers further says that he is awaiting word from the National President of the CPA, Frank H. Hartless, before proceeding with any plans.

WEADICK GETS

(Continued from page 3)

his management of the stampede are to be returned to him. Weadick produced the stampede in connection with the Calgary Exhibition in 1923 and managed it each succeeding year until his dismissal.

TO PETITION

(Continued from page 3)

way, McDevitt claims they already have 50 signatures. Plans to be submitted to President Roosevelt include free admission for members of CCC camps, outsiders to pay 50 cents for the big show and 10 cents for the side show. Idea is to make the shows self-supporting. The petition points out that such a project would serve the double purpose of furnishing entertain-

DON'T BUY ELSEWHERE

Until You Have Seen Our Latest 116-Page 1935 Catalog.

Also Remember We Guarantee To SAVE YOU MONEY OR WILL SELL FOR LESS.

Fast Moving Numbers in Daily Demand Stocked in Toiletries, Sundries, Razor Blades, Notions, Novelties, Gifts, Premiums.

SEND FOR YOUR COPY OF OUR CATALOG TODAY—IT'S FREE.

Order From Nearest Branch Established 1916
MILLS SALES CO.
901 Broadway 27 South Wells St.
NEW YORK CITY CHICAGO, ILL.
85 DECAW ST. NEW YORK. OPEN DAILY, INCLUDING SUNDAY

PENNA. OPERATORS

42nd Street . . . \$3.95 Contact . . . \$4.95
Tickets World Series . . .
Write for Many Good Used Barratins.
ATLAS COIN MACHINE CO., PHILA., PA.
413-B So. 20th St.

400 SLIGHTLY USED

Mills, Jennings, Wallings and Pace Slot Machines. All types, used only few weeks, good as new. Will trade for late type phonographs. Give full description, including serial numbers, in reply. Reference any bank in Greenville.
MCCORMICK & MCNOIR MACHINE CO.,
123 W. Fourth Street, Greenville, S. C.

LAST CALL LAST CALL J. J. PAGE SHOWS

Open Johnston City, Tenn., April 1st. Can place legitimate Concessions except Hook, Hoop and Corn Game. Will furnish outfit for Hawaiian Show. Can place Grand Shows. Good opening for big Snake Show. Wire, no time to write. Address J. J. PAGE, Johnson City, Tenn.

HIGH DIVER WANTED

We have outfit. Will also consider High Pole and Globe of Death. Season April 15-November 1. Quote lowest price first letter. Russell Miller, wire. **HUGH W. HILL, Mgr.,** Alrico Darc Devils and Fun Rides, Box 1015, Birmingham, Ala.

MILLER'S TRAVELING MUSEUM

WANTS FOR YEAR AROUND WORK. Sensational Oddities, Freaks, all kinds Attractions. Best accommodations. Write or wire this week. **FLOORAO, ARK.**

WANTED TO BUY

Bill No. 5 Ferris Wheel. LEW HENRY, Chadbourne, N. C.

Want REID GREATER SHOWS Want

TO JOIN AT ONCE. Pic Show, Platform and Grand Shows, legitimate Wheels that work in stock. Operator for Strip Picture Machine. Write **HARRY DALVINE,** Show plays Tennessee, Kentucky, West Virginia, with Celebrations and Fair to follow. Leesville, S. C., week March 25; Edgefield, S. C., April 1. **RAM RILEY,** General Agent and Assistant Manager. Frank Sheppard wants Cook, Waiters and Griddle Man. **EARL A. REID,** Manager.

WANTED-RIDES-WANTED

Ferris Wheel, Airplane or what have you? Grand View Park, MOBILE, ALA.

PARK LOCATION WANTED

or will sell \$10,000.00 Excursion Boat, capacity 150, for inland water only. Lease expired. Can place any number of same concessions. Have a complete Boiler-Make Equipment, have you a building? **DICK DILLON,** Winland Auditorium, East Lake pool, O.

ment for CCC workers and providing employment for outdoor show people. All moneys would be handled by the government. Canteens of the camps would be allowed 10 per cent of the profit on candy and drinks sold at the show. The petition also points out that by playing CCC camps only, such shows "would not interfere with privately owned circuses if they do not play in that class of location."

SPECIALS

SEWING THREAD—Black Only—Close-Out—Best. Size. 40-50-60. 5 Doz. to Cabinet. Per Doz. 10c

SHOE LACES—Carded. 25 Pairs. Assorted. Per Card. 22c

GOLF BLADES—Single Edge. 8 to Pkg. Cellophane. Per 100. 80c

MANICURE KITS—Each. 4 1/2

POWDER & PERFUME COMB. 4 1/2

FLY SWATTERS—Extra Long Handles. Dozen. 30c

INK—Red. 10c. Soler. Doz. 17c

TOOTH BRUSHES—Cellophane. Doz. 85c

HANDKERCHIEFS—2 Doz. to Display Carton. Per Carton. 75c

CAMEL HAIR ARTIST BRUSHES. Gross. \$1.00

LEAD PENCILS. Gross. 1.00

COLORED CRAYON PENCILS. Oro. 1.75

Send for Catalog.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. M. New York City

BETTER BUY

“Electro Ball”
reconditioned games.
They are worth more!

Contact, Sr. or Jr. \$15.00
Major League 19.50
Electro 11.00
Shyvers Kick-Off, Jr. 19.50
Shyvers Cannon Fire 35.00
Signal, Sr. 22.50
Auto Count 25.00

—The following games are brand new in original crates—

Electro 18.00
Golden Gate 18.00
World Series 7.50
Sky Scrapper 35.00

ELECTRO-BALL CO., Inc.
1200 Camp Dallas

New Spring Catalog JUST OUT

Send For Your Copy--It's Free

TOOTH BRUSHES—In Assorted Colored Celluloid Containers. 60c
Ozen
SHOE LACES—27-Inch Length. 40c
Gross
RAZOR BLADES—5 to Pkg. 100 Blades. 40c
SHAVING SOAP—Each in Box. 17c
2" GAUZE BANDAID—Boxed. 20c
OS. 12c
ARMY & NAVY NEEDLE 17c
BOOKS. Doz. 17c
SCISSOR SHARPENERS. Doz. 45c
DENTAL DREAMS—25 and 85c Size. Doz. 23c
POY CLEANERS. Zinc. Doz. 30c
MOTH TABLETS—25 Size. Doz. 52c
NORWALK BLUE STEEL BLADES—Double-Edge. 100. 25% Deposit With Orders.

PONTIAC MDSE. CO. Inc.
11 East 17th St. New York City

6 TABLETS 5c

NEW SILVER FOIL ASPIRIN DISPLAY. 50 TINS.
Write for Details.

Gonies. B i a d e s. Laxative. Soap. Shaving Cream. Bath Cakes. Feather Darts.
HOUSE-TO-HOUSE ITEMS.
EXTRACTS—Vanilla and Lemon. 10-oz. Pitcher Style Bottle. Doz. 90c (No less Doz. 10 the sold). Aborto cash with order, plus post.
CHAMPION SPECIALTY CO.
814 N Central Street, Kansas City, Mo.

SPECIALS IN USED WATCHES

ELOIN-WALTHAM WRIST WATCHES
Brand-New Cases. **\$2.95**

Write for Catalog.
MICHAEL H. WEBER
136 South 9th Street, PHILADELPHIA, PA.

OPERATORS SAVE MONEY

On New and Used Machines.
Write for Prices, Etc.

AMERICAN COIN MACHINE CO.
114 Lowell Street, Rochester, N. Y.

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

Cut Tax Fee On Pinball

Operators gain concession after negotiations lasting for many months

ALBANY, Ore., March 23.—A reduction in the annual license on automatic games was obtained here by an amendment to the ordinance regulating coin machines. The ordinance itself was passed earlier, despite the opposition of two local women's organizations. Operators had sought to prevent the complete banning of the games by presenting a petition signed by leading hotel, restaurant and drug store proprietors in the city. The petition impressed the city council and also led to favorable editorial mention in the local newspapers.

The discussion incidental to passage of the ordinance brought out an explanation from James Jenks, who had studied the game situation, that as far as he could learn the city is without authority in any event to outlaw games in which skill and amusement are the predominating factors.

Accordingly, the council determined that it would be better to exact revenue from these games than to attempt futilely to bar them.

The ordinance does ban so-called slot machines which are solely games of chance and which pay cash to the winner.

The licensing and regulatory provisions of the ordinance cover games of skill, consisting for the most part of marble or "pinball" games, which were closed last winter by police, acting under an existing anti-gambling ordinance.

It was revealed during the discussion that the marble games have been held elsewhere not to violate the State anti-gambling laws, and it was deemed by the councilmen that a city law barring devices of this kind might be declared invalid.

But for one amendment and revision of phraseology the ordinance as it stands now is identical with the one introduced.

The amendment lowers the license fee from \$24 to \$16 annually, payable January 1. It provides also that the machine owner must pay a full year's license if he applies before July 1, but a half license if he applies thereafter.

Live Association Makes Good Use of Legal Aid

To the Editor:

"We wish to thank you at this time for the very fine co-operation that you have given us in our bringing about the organization of this association. The articles that you carried in your current issue have already brought in several applications for membership in our association.

"We are very much elated at this time over a victory for pin games here in the city of Minneapolis which, needless to say, will affect the entire State of Minnesota. Complete details of this case are given on the inclosed clipping. One of the biggest helps in winning this case, of course, was thru your co-operation in presenting us with very valuable legal decisions, briefs, etc.

"One thing of great importance in regard to the case that we just won is that our attorney in his case briefs pointed out that the machine in question didn't in itself pay out these chips, but that they were inserted by the merchant for the player who had won the 'free plays.'

"The situation in the State of Minnesota today is much brighter than it was for the last several weeks, and it is only because of this association that it is so, for all the legal talent and favorable publicity that we have obtained has been done by this organization at large and no one individual has had to front for the rest of the operators.

"Our monthly meeting will take place next Thursday, March 14, at the Nicolet Hotel here in Minneapolis. A banquet

with all the trimmings, entertainment and some very fine speakers are only part of the program which our committee has outlined. We believe that real live get-together meetings like this will go a long way to keep our association constantly alive, and the operators of the State are finding that the social angles of their association are really worth while. All in all we have felt that meetings for other purposes than to just raise money in time of legal difficulties will bring the operators together in a much stronger organization and we feel that we have the best, or at least the liveliest State organization in the country today.

"Again we wish to thank you for the splendid co-operation that you have given us and with the best of good wishes."

—Minn. Skill Game Operators' Assn.

Veterans Benefit From License Tax in Canada

NEW WESTMINSTER, B. C., March 23.—While no definite vote has been taken, expressions of opinion indicate that the city council stands five to three in favor of renewing the licenses on slot and pin game machines. The question has been before the council for some time and is held over for further consideration.

A delegation representing the Canadian Legion and the Army and Navy Veterans gave strong support in favor of renewing licenses. C. John Bell stated that \$300 monthly came from slot-machine revenue for relief work among veterans of the Canadian Legion.

J. H. Stokes, speaking for the Army and Navy Veterans, said \$3,000 was spent annually for relief from proceeds of the machines. Were it not for this revenue, both speakers said, these veteran cases would be a charge against the city.

It was finally decided that the question of amending the coin-machine by-law, elimination from school districts, providing for an increased fee and imposing an age limit should be referred to the city solicitor.

Vending Machine Bill Introduced in Michigan

DETROIT, March 23.—A new tax bill was introduced into the State Legislature this week by Senator D. Hale Brake, of Stanton. The bill provides for a \$1 per year tax on vending machines, in addition to any revenue from the sales tax.

The earlier bill, taxing and licensing amusement machines, is still held in committee. Michigan coinmen understand that it may very probably remain there this session, in view of the rush of work which the Legislature faces before adjournment.

Comment on Legal News

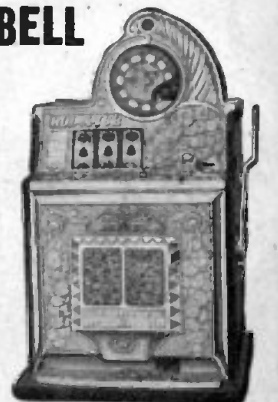
Recent news reports indicate that the New York Assembly will not adjourn before April 5. Tentative date for adjournment had been set for March 29. Many bills are being considered with the usual rush that appears during the last few days or weeks of legislative sessions. This naturally has coinmen in New York State worrying about the exorbitant tax bill somewhere in the legislative hopper.

Operators in Laguna Beach, Calif., got busy with petitions signed by business men when the city council had heard from two civic organizations and a church in the city. Operators will appear before the city council asking for reasonable regulations for their games.

In Los Angeles a reduction in the tax fee on vending machines appears in the offing. Some members of the city council attended a recent meeting of the vending machine operators' association and heard the story. Now the councilmen realize that merchandising machines cannot stand the heavy fees being assessed.

Wherever members of the city council will do so, the local associations should invite as many as will to attend their meetings, or at least one meeting, just to get better acquainted. Men who have the power to pass laws seriously affect-

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. 1919—Tele. Columbus 2770.
Cable address "WATLINGITE" Chicago

WRIST WATCHES \$1.59

IN DOZ. LOTS

B120—Popular American Made Sport Watch, with Matching Link Bracelet. Suitable for children or adults. Guaranteed one year. Less than 4 Dozen. Each \$1.65. Sample, 25c Additional. Also with Leather Strap at same price.

Pocket Watches or Alarm Clocks, 65c.

CHECK THESE SPECIALS!

B121—Gents' Umbrellas, Hook Handle, Durable Covering, Dism. Sample, Postpaid, \$1.99

B122—Collar Holders, One Dozen on Display Card, Gross. \$5.00

B123—POP POP BOATS, Gross. \$5.00

B124—POP POP BOATS, Gross. \$5.00

B125—PACIFIC OCEAN BOATS, Gr. 8.00

B126—POM POM BOATS, Gross. 4.00

MONEY BACK IF NOT SATISFIED.
25% Deposit on All O. O. Orders. Get-along Free on Request. State Your Business.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. BB,
223 W. Madison St., Chicago, Illinois

\$1.60 STARTS YOU IN BUSINESS

BIG MONEY—ALL YEAR ROUND
Our Guarantee of Best Quality at Lowest Prices Beats Any Competition.

SILK LINED TIES

\$19.50 GROSS—\$1.60 SAMPLE DOZEN. New, Gorgeous Colored Knitted Silks. Pure Crepes, Jacquards, Weaves, Polka Dots, Plaids. **SELLS ON EIGHT! BIG PROFITS!**

NEW BOUCLE WEAVES!

\$19.50 GROSS—\$1.60 SAMPLE DOZEN. Finest Celanese, Satin Stripes, Fouldars and Pure Wools. **SELLS ON EIGHT! YEAR'S NEW TIE CREATION!**
Also Newly Patented! Big Sensation!

SLYDE-ON Ready Tied Ties!
COMPLETE LINE MEN'S NECKWEAR!
MEN'S HOSE—SHIRTS—TIES TO MATCH, and Other Novelties.

Send for Our ILLUSTRATED CATALOGUE and See for Yourself why OUR MEN ARE THE BIGGEST MONEY MAKERS!

25% Cash, Bal. C. O. D. Money Refunded.

BOULEVARD CRAVATS
22 West 21st Street, Dept. B3-30, New York.

\$1.00 PER DOZEN MEN'S FANCY AND PLAIN PURE SILK HOSIERY; 60c per Dozen Men's Fancy Rayon, Hosiery, Postage Extra. E. LEWIS HENDLEY, 476 S. 17th St., Reading, Pa.

ing a business should get acquainted with the business at first hand.

The amusement games business has come out openly for its rights and welcomes visits from public officials, newspaper men and leaders of civic organizations. The games industry has nothing to fear from getting acquainted with these people.

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 repeating 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
F.O.B.
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 as a checker being moved on an actual checker board—the same instant the ball drops into a checker pocket on the playing field.

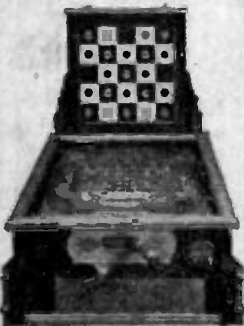
SPECIFICATIONS:
Built with the beauty, durability and mechanical precision of Mutoscope's world-famous CRANE.
Size: 20"x49"



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

Wherever pin games are played CHECKERS is creating unbridled enthusiasm. Larger crowds gather around CHECKERS than any other game in the coin machine history because the sensitive Mutoscope Upright Registrar Score Board clicking the score is visible not only to the people surrounding the machine itself, but to spectators fifteen feet away!
The Game of 1935 is Checkers—It's Your Move—See Your Jobber

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



CHECKERS Ready for Delivery

Also complete stocks of all Coin Operated Games. WRITE FOR OUR PRICE LIST "If It's New, It's Here. If It's Here, It's New!"

ROANOKE VENDING MACHINE EXCHANGE

101 Commonwealth Ave., N. E. Roanoke, Virginia

CONCESSIONERS—OPERATORS

GET PRELISTINGS FOR YOUR OPENING
Thousands of Items At Reduced Prices
Please Mention Business When Writing.

New Coin 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 Ooz. 1902 North Third Street, MILWAUKEE, WIS.

POPEYE INFLATED RUBBER TOY. **Doz. 90c. 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
SMELL WATER FLOWERS (Regular). Gross .80
SMELL WATER FLOWERS (Parachute). Gross 3.00
KITES. Exotic Flyers. Gross 2.00
AUTO BOAR BOMBS. NEW LOW PRICE. **Doz. \$1.50 Gross. \$12.00**
LARGE EAR MOUSE TOSS-UP. Each in Envelope. Gross 4.25
RUMBA DANCER (New Style Shimmy Dance). Doz. 50c; Gross 4.00
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.

WOLF SHOWS
New Booking Office and Concessions. Address P. O. BOX 2725, Bloom & Lake 884, Minneapolis, Minn.
SOL'S LIBERTY SHOWS, Inc.
NOW BOOKING FOR EARXON 836
Address P. O. BOX 223, Carthageville, Mo.

MOTORIZED
Write CHARLES GOGG, With Standard Chevrolet Company, East St. Louis, Ill.
TILLEY SHOWS WANTS
Mechanical Show. Fun House. Bowling Alley. Candy Vendors. Whip Foreman. Legitimate Concessions. Box 688, Ladd, Ill.

Public Spending Freely

CHICAGO, March 23.—An indication that the public is spending more freely is found in early collection reports on Frisky and Skill Circle, two new pin games produced by Bally Manufacturing Company, the firm reports. These machines are both equipped with multi-coin chutes, which operate on pennies, nickels, dimes and quarters. An average based on a number of typical collection reports showed various coins in the following proportions, for every 100 nickels, approximately 20 quarters, 60 dimes and 30 pennies. Both Frisky and Skill Circle attracted considerable attention at the show, and, according to Jim Buckley, Bally sales manager, both are enjoying a very substantial sale. "And," Jim adds, "when operators see how they will boost their average from 5 cents to 8 or 10 cents per game, we are confident that both of these machines will move up into the really big volume class."

ROUTES

(Continued from page 41)
Magnum, C. Thomas, Magician; Fresno, S. D., 21; Draper 29; White River 30
Mizine-Preston Co., Ft. Worth, Tex., 25-30; Marquis, Magician; Wapconeta, O., 27-28; St. Marys 29; Angolia, Ind., April 1; Laxevist, O., 2-3
Mel-Roy, Magician; Rawlins, Wyo., 28; Laramie 29; Cheyenne 30; Wheatland 31; Morrill, Neb., April 1; Scottsbluff 2
Ricton's Show; Chester, Ga., 26; Empire 27-28; Henderson 29-30
Schneider's, Doc. Yodelling Cowboys; (Publix) Escalier, Ala., 28-30; (Lyric) Birmingham 31-April 3
Silver Moon Show; Coy, Ark., 27; Ryan 28; Blacmore 29; Pettus 30
Sonda, Mentalist; Nelsonville, O., 25-30
Warren, C. K., Magician; Miami, Fla., 27
Wright, C. A., Vaude & Animal Show; (Ideal) Springfield, Va., 29; (Scenic) Keona, N. H., 28

REPERTOIRE

Billyroy Comedians, Billy Wehle's; Valdosta, Ga., 25-30
Bishop Show; Appomattox, Va., 25-30
Blythe Players; Vienna, Md., 25-30
Harvey Comedians; Geneva, Neb., 25-27
Hull Players; Overton, Tex., 25-30
Obrecht, Christy, Show; (Unique) Bisseton, S. D., 28-30; (Liberty) Webster 31-April 3
Princess Stock Co.; Omaha, Tex., 25-30
Sadler's Own Co.; Taylor, Tex., 25-30
Troylo Players; Apple River, Ill., 25-30
Toby's Comedians; Royal Oak, Mich., 25-30

CARNIVAL COMPANIES

Bar-Brown; Coleman, Fla., 25-30
Blue Eagle; Old Hickory, Tenn., 25-30
Bunta Greter; Great Falls, S. C., 30-Apr. 6
Chris Greter; Calexico, Calif., 26-31; San Diego Apr. 7
Fred's Dalley Bros.; Prescott, Ark., 25-30
Great Dixieland; Denham Springs, La., 25-30; Ponchatoula Apr. 1-6
Great Southern; Greensboro, Ga., 25-30
Great Superior; Washington, Ga., 25-30; Marietta Apr. 1-6
Greter Expo.; Tyler, Tex., 25-30
Greter-United; Corpus Christi, Tex., 29-Apr. 7
Greyson; Little Rock, Ark., 25-Apr. 6
Hansen, Al C.; Greenville, S. C., 25-30; Columbia Apr. 1-6
Hennies Bros.; Texasarkana, Tex., 25-30
Krause Greter; Charleston, S. C., 25-30; Rock Hill Apr. 1-6
Lang, Dec.; St. Louis, Mo., 30-Apr. 6
M. M. M. Shows; North Little Rock, Ark., 25-30; Conway Apr. 1-6
Martin's United; Englewood, Tenn., 25-30; Tellico Plains Apr. 1-6
Michael Valley; Clinton, S. C., 25-30
New Deal; Tuscaloosa, Ala., 25-30
Page, J. J.; Johnson City, Tenn., Apr. 1-6
Price Am. Co.; Columbus, Ga., 25-30
Reading United; Columbus, Ga., 25-30
Reid Greter; Leesville, S. C., 25-30; Edgefield Apr. 1-6
Roberts & Martin; Englewood, Tenn., 25-30
Royal Expo.; Inman, S. C., 25-30
Royal Palm; Melbourne, Fla., 25-30
Royal American; (Fair) De Land, Fla., 25-30
Royal Amusement Co.; Dumas, Ark., 25-30
Sazlie Fe Expo.; Lawton, Okla., 25-30; Durban Apr. 1-6
Shuzart, Doc; Tenaha, Tex., Apr. 1-6
Small & Bullock; Laurens, S. C., 25-30
Spence; C. L.; Fayetteville, Tenn., 25-30; Cleveland Apr. 1-6
State Fair; Douglas, Ariz., 25-30; Phoenix Apr. 1-6
Steffens Superior; Lompoc, Calif., 25-30; Santa Maria Apr. 1-6
Texas Centralist; (Clinton Docks) Houston, Tex., 25-30
Tidwell, T. J.; Sweetwater, Tex., 30-Apr. 6
Wallace Bros.; Kennett, Mo., 25-30
Ward, John R.; Louisville, Miss., 25-30
West, Geo.; Cairo, Ill., 25-30
West Coast Am. Co.; Sacramento, Calif., Apr. 2-9
Yellowstone; Gallup, N. M., Apr. 6-14

CIRCUS AND WILD WEST

Barnes, Al G.; Riverside, Calif., 26; Pomona 27; Alhambra 28; Long Beach 29; (Hill & Wash. sta.) Los Angeles 30-Apr. 7
Burns & LeTourneau; Olympia, Wash., 25-30
Honest Bill; Carterville, Ga., 26; Canton 27
Dahlgren 28; Blirsville 29; Murphy, N. C., 30; Copeland Hill, Tenn., Apr. 2
Mix, Tom; Palo Alto, Calif., 26; San Mateo 27; San Francisco 28-31
Polack Bros.; Cedar Rapids, Ia., 27-Apr. 3; Newton, Kan., 6-12

MIGHTY SHEESLEY MIDWAY

WANTS high-class and capable Wheel Agents. Claude Hubbs, Joe Moss, Irving Martin, Whitey Sammie Glickman, Bob Thomas write or write at once HYMIE QUOPER, Mighty Sheesley Midway, Stateville, N. C. WANT AT ONCE Chorus Girls, Minter Team, Dance Teams, Carolee-Lumba Musicians and Drummer, or five-piece Orchestra, Piano Player, double Calliope; Talker, Straight Man, Al Matthews, Doc, Conover, Elison Smith, George Brock, Masine Brock, Halina Twins write me. Rate salary and all first letter. Join on wire, via Western Union. Show opens April 8. Address HOWARD INGRAM, Sheesley Midway, Stateville, N. C.

Siebrand Bros. Shows Want

Athletic Show. Has complete outfit. CAN PLACE other worth-while Shows. Opening for the following Concessions: Photo Gallery, Fishpond, Hoop-La, Koolies, Dumper, Candy Boxes, Ring Game, No Split. Show opens April 15. Salt Lake City, Utah. Address all communications to

P. W. SIEBRAND

Box 552, Salt Lake City, Utah.

ENTERPRISE SHOWS

WANTED—Shows and Concessions. CAN USE a small Ride or no. Shows of all kinds with own outfit. WANT Cook House, Arcade, everything legitimate in the Concession line. Open Williamson, Ia., May 11. Mines working. ENTERPRISE SHOWS, M. H. Ornelbeis, Mgr.

Rides and Portable Rink Wanted

Opening a New Park in Center of City—Industrial center.

O. WAMSLEY,

5th and Adam Streets, Steubenville, O.

ATTENTION Concessionaire and Parkmen

Start season right with our Plaster Novelties and Radio Lamp. New items, over 75 different designs. New Catalogue ready later part of April. Watch advertisement in The Billboard when ready. Very Low Price. All orders half cash, balance C. O. D. No order ship post without receipt. G. J. MATTEL, 627 East Main Street, Louisville, Ky.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIMO SPORES, WMECAS, PARKS, COIN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TOPEKA MO. CITY, O. 110

MARTIN'S UNITED SHOWS—Place Chairplains and Kiddie Rides. Showmen with own outfit wire. Corn Game, Pin Game, Concessions. Shows all kinds open Englewood, Tenn., this week.

BEROIKER ALL-AMERICAN SHOWS, Fargo, N. D. WANT Shows of many legitimate Concessions. NO RACKET. Good Free Act with Concessions. Pony Ride. AXEL BEROIKER, Fargo, N. D.

MIGHTY ARGYLE SHOWS OPENS APRIL 11th
Want Manager for Cook House, Frozen Custard, Side Show, Athletic, Rinks, Concessions. Address 117 North Sixth Street, St. Louis, Mo.

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

Additional Routes

(Received too late for classification)
Alderfer Show; Howe, Tex., 30
Alexander Players; Medford, Minn., 25-30
Connie & Dolly Show; Ashland, Ala., 25-30
Dixie Fun Show; McIntyre, Ga., 25-30
Foe Shows; Tyndall, S. D., 28-29
Fritzen, King; Olney, Tex., 25-30
Francis, Roy, Co.; (Rialto) Danville, Va., 27 (Plaza) Greensboro, N. C., 29-30; (Plaza) Asheville 31-April 1; (Playhouse) Stateville 2
Fraser; Hustonist; Osborne, Kan., 28; Alexander 29; Pretty Prairie 30; Wahoo, Neb., Apr. 1; Stromsburg 2; Nelson 3
George, Doc; Ventriloquist; Waterloo, Ia., 29-28; New Hampton 29-30; Minneapolis, Minn., 31-April 6
Hollywood; Premiers, Rudy Nicholas, (Beret) Berea, Ky., April 2-3
Johnson, Zeld, Mentalist; (Dixie) Cordova, Ala., 27-28; (Princess) Jacksonville 29-30 (Lyric) Hustonist Apr. 1-4
Lang & Lee; (Waverly Nite Club) Minnetonka, Minn., 25-28
Levitich, L., Palmist; (Crescent) Dalton, Ga., 27-28; La Fayette 29-30
Lynette, Great, Co.; Waterloo, Ia., 27-28; New Hampton 29-30; Minneapolis, Minn., 31-April 6
McNally & Craig Show; Marshall, Va., 25-30
Maree & Pals; (Bowdoin Sq.) Boston 27-30 (Shrine Circus) Hartford, Conn., April 1-4
Miller, Al E., Show; Leslie, Ga., 28-30
Murdock Bros.; Stuy Alverda, Ia., 25-30
Pavan Show; Bellville, Tex., 25-30
Princess Edna Show; Corpus Christi, Tex., 25-30
Raylton Concess Co.; Greensburg, Ind., 25-30; Brockville Apr. 1-6
Singer's N. Midget Band; (Princess) Nashville Tenn., 28-30
Sunnyland Picture Show; Swainsboro, Ga., 25-30
Thurston; (Rialto) Louisville 25-27; (Pal) Abcon, O., 26-Apr. 1; (Pal.) Youngtown 27

READ THIS AD---IT WILL CHANGE YOUR ENTIRE WAY OF OPERATING AND PUT YOU IN THE BIG MONEY!!

**STOP
LOOK
LISTEN**

.... EASTERN HEADQUARTERS FOR

PAY TABLES

Get in Touch With Us for Legal Decisions, Opinions and Advice on the Operation of Pay Tables

DISTRIBUTORS FOR ALL LEADING PAY TABLE MANUFACTURERS

SPORTSMAN . . . \$90.00	REX \$79.50	HELL'S BELLS . . \$67.50
MATCH PLAY . . 87.50	RED ARROW . . . 69.50	PUT-N-TAKE . . . 67.50
RAPID FIRE . . . 69.50	TRAFFIC 94.50	"EVERYONE A WINNER"
EQUITY 89.50	CHAMPION 69.50	

SEND 1/3 DEPOSIT---WE SHIP BALANCE C. O. D.

ATTENTION: NORTHERN AND WESTERN NEW YORK STATE OPERATORS

Do not place any further orders on tables until our traveling representative calls on you with the latest legal data on pay tables.

RECONDITIONED EQUIPMENT

MILLS 5c Double Escalators	\$32.50
JENNINGS Little Dukes 1c Venders	12.50
CHAMPIONS, Red Cabinet	37.50
CHAMPIONS, Blue Cabinet	40.00
ROCKETS	30.00
RED ARROWS	45.00

Send 1/3 Deposit---We Ship Balance C. O. D. All guaranteed condition. RUSH YOUR ORDER!

»»» ATTENTION «««
Westchester County Operators

in order to give you every possible service we are opening a branch office at:

**141 IRVING AVE.,
PORT CHESTER, N. Y.**

where all the latest pay tables will be on display.

SQUARE
AMUSEMENT CO.
75 CANNON ST.
POUGHKEEPSIE N.Y.
*Doing Business on
the SQUARE since 1919*

Moseley Plans Campaign to Boost Games Sales

RICHMOND, Va., March 23.—Harry F. Moseley, impregnable "colonel" manager of the Moseley Vending Machine Exchange, is reported to be making things as he prepares to get into the rush of the coin-machine business again. The firm was rechartered January 29 with the original amount of capital and has an excellent office and warehouse building here. All standard makes of machines are being handled at the present time, with the same business policies that Harry has followed for seven years. Harry attended the 1935 Coin Machine Convention in Chicago and was greeted by many of his old friends. He was ill for a time during the past year but he refused to abide by the



H. F. MOSELEY
Nationally known distributor from Old Virginia.

Coinographies

Words and Music About People According to The COINOGRAPHER

The smiling, fighting Irish in him started him off in his teens to buck the great, nasty world with all the vim, vigor and personality which eventually brought him right to the top of the heap. He worked hither and there and you. From steel mill to oil field, to sugar refinery, to harvesting. And regardless of how tough and hot and hard the work—that inimitable smile and that ingratiating chuckle, coupled with a wide, Irish grin, carried him thru with friendships forever cemented.

And back early in 1922, while at work for one of the salesboard leaders of the time, there trickled thru the thought that possibly he also was fitted for an executive position in life. And again with that grace of his and the Irish in him he proposed a plan to certain gentlemen (who have since become his greatest friends) to enter into the salesboard biz. And they did.

From there on this smiling, young and cordial Irishman rose rapidly to the top. He hit success with a startling bang when he introduced one of the most sensational games the pin ball industry has ever known—Ballyhoo. And with Ballyhoo there was Bally. Bally went forward with a succession of new ideas. Every time a game spent its course little "Ray o' Sunshine" came back with a better one, a more startling one, and usually cleaned up with it. And so he made greater and greater advances in the coin-machine industry until his name, his songs and his doings became universally known. And wherever he seated his tired self others immediately grouped themselves about—there was a lilt to his voice like that of the proverbial siren and a sales ability that is second to none.

And as his firm continued to grow, along with the rise of an industry for

which he is much responsible, he remained on that same democratic plane as always. Many of his friends like him for that fact alone.

He has been responsible for coining some of the most popular words in the coin-machine industry in conjunction with his sales manager, such words as skidick, bates, etc. Further than that he is one of the most practical of all practical jokers, and some of the jokes he has put over are repeated to this day in every corner of the trade—still provoking a laugh.

He is small in stature, slim in appearance and somewhat resembles Jimmy Walker in dapper dress. He is known as the "best dressed manufacturer in the coin-machine business."

He wears his clothes with a definite air and prefers conservative shades and cuts . . . affects pearl-gray hats at a rakish angle . . . double knots his ties and prefers heavily starched collars . . . will take a drink with anyone, anywhere at anytime . . . grimaces when he takes too much of a swallow . . . has an attractive smile . . . talks in a baritone and seemingly from the side of his mouth . . . has long, artistic and delicate fingers . . . wears pajamas . . . has an energetic walk . . . can remain quiet for hours, with only a smiling grin and a deep-throated chuckle . . . is a gentleman in all his mannerisms . . . one of the greatest hosts in the industry . . . his friends claim his middle course is the most daring of all, that is, practical joking . . . can imitate a woman's voice to perfection . . . has called many a hotel room and frightened many a visitor with insinuations . . . takes his work seriously and with much ardor . . . is responsible for two marvelous children . . . has a widow's peak and is gradually losing his hair . . . claims he saves it in a cigar box . . . likes handkerchiefs in his coat pockets . . . has a sharp, shrewd judgment . . . gets to the point quickly . . . never wastes time . . . likes seduction . . . has certain "lone wolf" instincts . . . loves a joke . . . affectionately calls his friends "Bates" . . . his name?

Ray T. Moloney (claims the T is for Teterboro), president of Bally Manufacturing Company, Chicago.

WE NEVER SUBSTITUTE

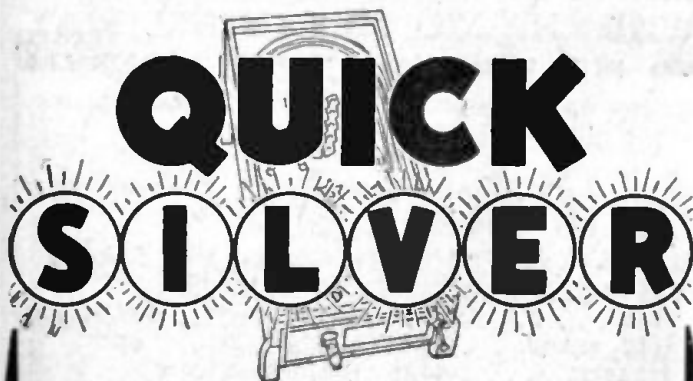
DOUBLE-EDGE BLUE STEEL	\$.40
BLAUES, Cello, 100	
SMITH O. E. Blades, 5 to Pkg.	.55
Continental, 100	.80
POT CLEANERS, Gross	2.75
STYPTIC PENCILS, Doz. to Box	.60
Gross Lots	
POWDER & PERFUME COMB.	.05
SETS, A Big Value, Each	.05
MANICURE KITS, in Leatherette	.05
Roll-Up, Ooz. Lotion, Box	.43
SHOE LACES (American), Black, 27 in. Gross	.35
CHOCOLATE LAXATIVE, 10c	.35
Site, Oozen Tins	2.00
ASPIRIN, in Tins, Gross	.25
IODINE, with Glass Applicator, Doz.	3.00
INK, Imported, 10c Site, Gross	.40
CASTOR OIL, 1 1/2-Oz. Site, Doz.	.35
TURPENTINE, 1 1/2-Oz. Site, Doz.	1.00
RUBBING ALCOHOL, Large 16-Oz. Site, Oozen	1.65
ARMY AND NAVY NEEDLE	.60
SOCKS (Rustproof), Gross	.70
TOOTH PASTE, Large Site, Dozen	.60
PALM & OLIVE OIL SHAVING	.60
CREAM, Large Site, Oozen	.70
SHAVING CREAM (Brushless), Giant Site, Dozen	.70

Deposit With All Orders. NEW FREE 24-PAGE CATALOG. Orders Shipped Same Day.

NATIONAL SUPPLY COMPANY
"The Old Reliable House"
RICHMOND, VIRGINIA
—DEPENDABLE SERVICE—

THE GREATEST
Money-Maker of Them All
No. 77 PENNY-NICKEL
Get a few and make some BIG money.
FREE
To legitimate operators only—15 days' Free Trial Offer—write for full details.

The NORRIS MFG. CO.
COLUMBUS, OHIO



Knockout Patented Features DOUBLE PIN GAME PROFITS

1. Legally automatic, but without paying out. Requires no attention from merchant. Skill awards automatically recorded on Free Game Dial.
2. Gives accurate automatic record of how much paid out. Prevents cheating by merchant.
3. Permits replay of free games by operating coin slide without inserting coin—resulting in player replaying 80% of his awards, thus increasing net profit tremendously.

Rush Sample Orders

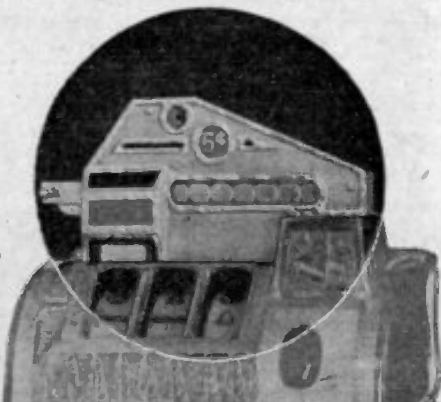
Quick Silver met with instant success. While swamped with business we are constantly increasing our production. The demand still runs far ahead of our increased facilities. We're continuing to GIVE PREFERENCE TO SAMPLE ORDERS. So hurry yours, and get set to cash in on Quick Silver popularity.

J. H. KEENEY & CO. 2900 Michigan Blvd., CHICAGO

ATTENTION! SLOT OPERATORS!

ELIMINATE SLUGS

Increase your profits with the National Escalator Attachment, made to fit any Mills Bull's-Eye Bell 5c play. Write for full particulars.



IMMEDIATE DELIVERY
Price \$8.50
NATIONAL COIN MACHINE EXCHANGE
2137 Tryon Lane, Toledo, O.

Rockette	\$32.50	Mills Cannon Fire Jr.	\$27.50	Blue Ribbon	\$ 7.80
Electro	10.00	Master Control	6.00	Drop Kick	15.00
Shooting Star	15.00	Relay	5.00	Pontiac	4.85
Forward Pass	9.50	Flying Yappers Jr.	22.00	Pennant	3.85
Coin Cross	20.00	Sensation (1st model)	19.00	Jig Saw	3.85
Live Power	17.50	Jack Rabbit	10.00	Net Spot	3.95
		Golden Gate	8.75	Wal. Amb. Ltd.	3.95

AMERICAN VENDING COMPANY,
45 Elizabeth Ave., NEWARK, N. J. | 773 Coney Island Ave., BROOKLYN, N. Y. | 208 Essex St., HACKENSACK, N. J.

1/3 With Order, Balance C. O. D.

We're Showing The South How To Save Money On All The New Games
SOUTHERN OPERATORS — Write Us TODAY—Learn WHY All the South is Enthusiastically Buying From BIRMINGHAM VENDING CO. The New Games Are Ready—Time—Traffic—Season—Chicago Express—Rebound—Rockette—Turn Table—Castle Lite—Army & Navy, and ALL the Others. FREE—ALL THE INFORMATION YOU NEED.

BIRMINGHAM VENDING COMPANY
1902-8th AVE., NORTH • BIRMINGHAM, ALA.

The Last "Word" in Your Letter to Advertisers, "Billboard".

Locations Like Machine

CHICAGO, March 23.—Operators report a very favorable reaction on the part of merchants to the new light-up anti-tilt, a feature of Rockette, made by Bally Manufacturing Company, they report. Rockette is equipped with a back panel on which the score is recorded in colored lights—and on which a special bright light flashes on if the machine is tilted. It is claimed that the light-up anti-tilt is visible from practically any point in the average location.

Interviewed by Herb Jones, Bally advertising manager, one storekeeper stated that Rockette's "television" tilter is a godsend to busy merchants. "I wouldn't think of running without a few pin games in my store," he said, "but sometimes I get good and tired chasing over to see if the tilter ball is knocked off. This new game solves the problem. All you have to do is glance up and you see the score, and if the tilter isn't lit you just nod your head and everything is o.k. The player can start in on another game, and if you're talking to a customer, you don't have to interrupt the conversation for a minute."

Other merchants stressed the fact that Rockette would stop losses due to the carelessness of clerks, who frequently fail to check the anti-tilt, particularly if they are able to see the score without going to the machine.

BIRTHS

(Continued from page 32)
N. G. Father is with General Talking Pictures in that city.

A 10-pound son to Mr. and Mrs. W. N. Gray, of the Mighty Sheeple Shows, March 18 at Belington, W. Va.

DIVORCES

Melville W. Brown, film director, cross complaint against Margaret B. Brown March 13 at Los Angeles.

Margaret Leahy Vogt, screen actress and former Miss England, from Ernest Victor Vogt March 12 at Los Angeles.

Maria Casajuana Todd, screen actress, from David B. Todd Jr., theatrical agent, March 18 at Los Angeles.

Amy Aline Beardsley, circus snake charmer, from Clarence Beardsley recently.

Patsy Bellamy, film player, against William Gordon, Paramount studio casting director, at Los Angeles March 14.

Mary Daly, stage actress, from Jack Osterman, stage and screen master of ceremonies.

Virginia Cherill, screen actress, against Archibald Leach, screen actor known as Cary Grant, March 15 at Los Angeles.

Late Deaths

(The following items were received at press time. More details in the next issue.)

MOORE—Florence, 49, vaude and legit comedienne, in Fitzgerald Mercy Hospital, Darby, Pa., March 23.

B DON'T BUY B

PIN GAMES, COUNTER GAMES OR SLOT MACHINES UNTIL YOU GET OUR NEW PRICE LIST NO. 170, WHICH CONTAINS BARGAINS ON NEW AND USED MACHINES, ALSO INFORMATION ON THE LATEST WINNERS.

LOOK FOR THE B BESSER BETTER BIG B

B BESSER NOVELTY CO. B
3977 Delmar Blvd., St. Louis, Mo.

843 LATEST TYPE SLOT MACHINES
Mills, Jennings, Wallings and Paces, all models. These machines in perfect mechanical condition and appearance, used only a few weeks. Now is your opportunity to expand your routes at less than half the original cost. No reasonable offer refused, but we are not getting them away. For reference, visit any bank in Greenville at our expense.
McCORRICK VENDING MACHINE CO.,
123 W. Fourth Street, Greenville, N. C.

LEADER TIE
The Tie With the Ready-Made Knot.
Fast seller—repeater. Large Assortment, good Colors. \$2.75 per Dozen. Send 10% deposit on all orders. Money refunded if not satisfied.
M. LEVINE, INC.,
73 N. 18th St., Philadelphia, Pa.

FREE! 3,000 FAST SELLERS IDEAL PRIZES AND ATTRACTIVE PREMIUMS ARE SHOWN IN SPORS CATALOGUE.



All articles possess high quality—yet are priced low. Be sure to send for a FREE Copy of Spors Wholesale Catalogue TODAY.

SPORS CO.

3-38 Superior Street, LE CENTER, MINN.

SEASON'S BEST VALUE

NEW LARGE SIZE MICKEY MOUSE TOSS-UP BALLOONS!



Head, body and ears inflated. Two-color print both sides. "Twin" shoes of heavy cardboard. Individually packed in three-color cellulose cellophane envelopes. VERY ATTRACTIVE STANDS 30" \$8.50
High Gross \$9.00
Pop Eye Inflated Rubber Toy, Dozen, 80c. Gr. \$9.00
Rubber Tongue and Tail Rabbits, Gross 4.00

FLASHY EASTER RABBITS FOR SALESBOARDS

Made of "Lama" Fur. 25" high, Dozen, \$30.00; Each \$3.00. Fluffy Rabbit, 25" high, Dozen, \$30.00; Each \$3.00. Two sample rabbits, \$3.75 just paid. 25% with order, bal. C. O. D. Send for new 200-page Catalog. M. K. BRODY, 1118 South Halsted Street, Chicago, Ill. In Business 25 Years



1c Cigarette Vender.



1c or 5c Peanut Vender.

WRITE FOR OUR BIG CATALOG OF MONEY-MAKING COIN-OPERATED VENDING AND AMUSEMENT MACHINES.

Also Our Bargain List of Used Machines.



1c Gum Vender.



Official Sweet-stabee.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

ELGIN AND WALTHAM

MEN'S WRIST WATCH—Size, 7-Jewel, with Strap, boxes with \$22.00. PRICE TAG, Each \$3.00. Same in 10-Jewel, Each \$4.00. In Single Lots, 50c Extra.
POCKET WATCHES—Size, 7-Jewel Yellow Bezel Engraved Case, in 1/2 Dozen Lots, Each \$2.00. Single Watch, \$2.50. 18 Size 15 and 17 Jewel, 1/2 Dozen Lots, Each \$2.25; Single Watch, \$2.75.
BEAUTIFUL OUBER-HAMPOER—WALTON AMERICAN WHOLESALE, strap in box, with \$22.00. PRICE TAG, Each \$3.00.
LADIES' STERLING SILVER BIRTHSTONE RINGS, Dozen \$4.50 and MEN'S (Same as Above), Dozen, 7.50 and 25% Deposit, Bal. C. O. D. Send for Catalog.

N. SEIDMAN
165-A Canal St., New York, N. Y.

HEY LOOK — USED GAMES

42d Street, Tickers \$3.95
Contact, World Series 4.95
Write For Many Good Used Bargains.
W. J. C. VENDING CO., 1st 239-B CANAL ST., New York

Red Hot Sellers—The Carioca Shimmer

A Brand-New Type Shimmer Dance (M.D.T.). Dozen, \$2.50. ELGIN MOVEMENT New P. O. Size Shimmer, Doz., 65c; Gross, \$7.00.
FEET CARD (Bedtime Story), Doz., 35c; Gross, \$4.50.
SAND CARDS—Minnie, Trixie, Wilbur, Mae West, Night Club, Etc. Full Size, Doz. \$2.00.
SHIMMIE DANCERS—All Types, White Frame, Doz. \$2.00.
Shimmer Dancers—Best Grade, Doz. \$2.00.
Sand Cards, Vest Pocket Size, 6 Kinds, Doz. \$2.00.
ACTRA FORTUNE TELLING CARDS, Dozen Packs, \$2.00.
All the Past Selling Tricks and Jokes in \$1.00. Send \$2.00 for 50 Samples of BEST SELLING MANDATORY NOV. CORP., 136 Park Ave., N. Y.

News-Stand Circulation Is Poison For Operators of Coin Machines

By JAMES M. MANGAN,
Advertising Manager, Mills Novelty Company.

(Editor's Note—The following article is reprinted from the current issue of *The Automatic World*. Mr. Mangan claims to be well known in the direct mail advertising field and is reputed to have had more experience in circularizing locations than any other person in the coin machine industry.)

I do not see how any publication in the coin machine industry which claims to serve the operator can steadfastly secure the bulk of its circulation thru news-stand sales, regularly quoting prices on tables, games and machines, and sending these prices with complete information into the very locations in which the machines are operating.

Quoting a location price is not serving the operator—it is poisoning him! Fortunately *The Automatic World* is not a magazine which circulates this way. It is sent by mail or express to the trade directly and not distributed among the public in general.

What happens to the operator when a location has full access to all this information? To the prices on his machine in addition to the latest confidential news of his business? Why the location wants to buy its own machine—and that means the operator moves out at once! Or if the location hasn't enough cash to buy the machine direct from the manufacturer, it demands a higher percentage of the earnings or insists on the machine being changed for a new one in a week or so.

News-stand circulation is a continual source of trouble for the operator. It means loss of his locations, loss of his profits, interference with his business. The coin machine magazine which specializes in news-stand circulation is in effect extending the public an open invitation to enter the coin machine business, bringing a new bunch of amateurs into competition with the established operator.

These amateurs aren't good enough to become regular operators, but several of them, thru personal connections, are usually good enough to take away one or two good locations, and so the operator loses again.

What can possibly be the excuse for any publication which says it serves this industry to be broadcasting the intimate information of this business to the public at large? This is a specialized business—a trade—and the problems and troubles of the business should not be aired before the very people who can make the problems and troubles even worse.

For a long time I have taken the position of opposing news-stand circulation of magazines carrying coin machine advertising and prices. To my mind there is no possible way in which such circulation can be justified.

I was present at the operators' meeting in the Hotel Sherman at the Coin Machine Convention in 1934 when the operators present raised this question and called for a showdown.

They asked the editor of each magazine in the industry to make a state-

ment. Carroll Vetterick, Harvey Carr and Tom Murray each made a public statement promising to do everything in their power to keep their magazines off the news stand, explaining that the bulk of their circulation was by subscription and it was well-nigh impossible for these publications to get into the hands of locations. These editors have faithfully kept their promises and they deserve the support and gratitude of every operator in the business for their consistent and honorable stand.

Hundreds of operators have complained to me, personally, about the evils of news-stand and location circulation, and I now welcome the opportunity of thrashing this subject out in the open. Operators, please write me in answer to this question:

Do you want a magazine carrying descriptions, photographs and prices of pin tables, amusement games and coin machines to circulate on public news stands where location owners as well as the general public may have full access to the confidential facts about this business?

Please address your replies to James Mangan, 4100 Fullerton avenue, Chicago, Ill.

Editor's comment: The majority of the members of the trade will readily agree that Jimmy Mangan, representing as he does the Mills Novelty Company, is the last person in the trade who ought to complain about selling to locations or news-stand circulation of magazines.

If news-stand circulation causes operators to lose all their locations in the manner Mr. Mangan says it does, we call to his attention the following facts:

1. THERE ARE MORE LOCATIONS OPEN TO OPERATORS OF PINBALL GAMES TODAY THAN EVER BEFORE IN THE HISTORY OF THE TRADE, particularly high-class locations. *The Billboard* has done its share in opening up these locations to operators.

2. THERE ARE MORE MERCHANTS AND BUSINESS MEN TODAY WHO WILL LEND THEIR MORAL SUPPORT TO THE TRADE THAN EVER BEFORE IN ITS HISTORY. There are also more merchants and business men today who know WHY they should not buy their own machines than ever before in the history of the trade. *The Billboard* has done its share in bringing about this understanding.

3. THERE ARE MORE NEWSPAPERS TODAY SHOWING A FRIENDLY ATTITUDE TOWARD THE COIN MACHINE INDUSTRY THAN EVER BEFORE IN ITS HISTORY. *The Billboard*, with its A B C rating among the publications of the country, has done its share to promote this friendship of the newspapers.

4. THE COIN MACHINE INDUSTRY HAS FOR THE FIRST TIME IN ITS HISTORY GAINED RECOGNITION IN THE AMUSEMENT WORLD AS A RECOGNIZED FORM OF POPULAR AMUSEMENT. *The Billboard* has done its share in bringing about this recognition in the amusement field.

5. I question seriously that Mr. Man-

Yes—

THERE ARE OTHER PAY-OUT TABLES

But Remember!

THERE IS ONLY One



DE LUXE
SIZE
42"x19"

Front Pay-Out
Drawer—Fast Positive
Pay-Out Unit.
A. B. T. Visible
Coin Chute—Beautiful
New Cabinet and
Playing Board.

\$67.50

PAY-OUT TABLE

The 1 BALL-1 SHOT AUTOMATIC PAY-OUT PIN TABLE THAT GUARANTEES YOU TREMENDOUS EARNINGS! READY FOR IMMEDIATE DELIVERY

Western Equipment & Supply Co. 850 W. Blackhawk St. Chicago

gan, or the firm he represents, can point to a single contribution made to the good welfare of the industry.

Mangan Elected Direct Mailer

The following article is reprinted from a recent issue of *Printer's Ink* weekly: "John Sweet, circulation manager of *The Traffic World*, has been elected president of the Direct Mail Club of Chicago. He succeeds Milton Crume, of Butler Brothers. Other new officers are: James Mangan, Mills Novelty Company, vice-president; John Scott, Dartnell Corporation, secretary, etc." Mangan was no doubt elected to his position because of his vast experience in direct circularizing, in his position as advertising manager of the Mills Novelty Company.

Keeney Takes Additional Floor for Quick Silver

CHICAGO, March 23.—The reception that the Quick Silver table game has received from all over the country made it necessary for J. H. Keeney & Company to take an extra floor in its factory building some weeks ago. These enlarged quarters have now been outgrown to an extent where an additional floor will be taken on April 1, giving a plant capacity of over 25,000 square feet. The plant now employs 85 men, with the expectation of increasing the number to 150 within the next few weeks.

Keeney stated that operators are finding that with Quick Silver they can realize the same sort of earnings that hitherto have been obtainable only from pay-out tables. Hence the operators who have been using this type of machine are the leaders in the grand rush to stock up with Quick Silvers. Operators who desire the high earnings obtainable from pay-out tables, yet who like to sleep well nights, are finding Quick Silver the solution to their problems.

OUR LATEST —

—Double Edge Blade

"BLUE CROWN"

At the Low Price of

4.00

Per Thousand



BBCS—FIRST QUALITY, Etched, Blue Steel, Keen Edge Blades. Do not Confuse With Inferior Goods Being Offered. 5 in Package. 20 Colophon 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.

EASTER RABBITS for SALESBOARDS

B95N198—Large 28" Rabbit. Made of Wouphion Fib.	Per Doz. 33.00	Each 3.00
B95N196—19 1/2", Dressed Mrs. Rabbit.	B95N197—19 1/2", Dressed Mr. Rabbit.	Per Dozen 16.50
B95N199—24", Dressed Mrs. Rabbit.	B95N200—24", Dressed Mr. Rabbit.	Per Dozen 25.00
	Each 2.25	

N. SHURE CO.

Adams and Wells Street,
CHICAGO

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



TEXAS COINMAN GETS MARRIED—Mary Davis, the bride, cutting the wedding cake, while Theodore Clem, the groom (left) looks on. The wedding took place at Beaumont, Tex.



LOW COST!
LONG LIFE!
TREMENDOUS PROFITS!

That's
BEACON

STONER'S ORIGINAL FLASHING LIGHT SENSATION

ORDER BEACON TODAY
READY FOR IMMEDIATE DELIVERY

STONER CORPORATION
328 GALE STREET • AURORA, ILLINOIS

\$39.50
F.O.B. AURORA, ILL. TAX PAID

CAVALCADE Operator's Price, \$39.50.

TICK-A-LITE Operator's Price, \$49.50.

STONER! We Congratulate You for Producing These 2 New Pin Games. THEY'RE WINNERS!

D. ROBBINS & COMPANY - 1141 DeKalb Ave., Brooklyn, N.Y.
EX. DISTRIBUTORS FOR NEW YORK, NEW JERSEY, CONNECTICUT & PHILADELPHIA.

BRAND NEW!
Mechanical Salesboard Punches Out Small Metal Balls

Balls zig-zag into slots at bottom. Needs no attention on the part of operator. Balls taken out of play when player is through. Price per punch is operator's choice. Balls Candy, Cigarettes and all other merchandise. Write for circular and full information.

Sample \$7.50 and 10% U. S. Government Tax
BID OPPORTUNITY FOR JOBBERS AND OPERATORS.
Quantity Prices on Request.

MANUFACTURED BY CENTRAL PRESS 426 Market Street, PHILADELPHIA, PA.

THE HOUSE THAT CONFIDENCE BUILT

Phone Webash 5464 **SOUTHERN AUTOMATIC SALES CO.** Est. 1923
540-542 So. 2nd Street LOUISVILLE, KY.

Slightly Used Machines—MILLS STANDARD CANNON FIRE, \$30.00; HOCKEY, \$22.00.
Write for Complete Current Used List.

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 Gate. FREE Auto Parkings. FREE Picnic Groves.
VICTOR J. BROWN, President and General Manager.

SENSATIONALLY LOW PRICES ON ALL SLOT MACHINES
GUARANTEED TO BE IN PERFECT CONDITION.

MILLS BRYORAPER SIOE VENDERS DOUBLE JACKPOT (Serials 320,000)	\$42.50
MILLS SILENT VENDERS ESCALATOR DOUBLE JACKPOT	42.50
MILLS SINGLE JACKPOT (F. O. K. VENDOR)	22.50
JENNINGS VICTORIA, SINGLE JACK POT	26.00
WATLING LARGE TWIN JACKPOT (GOLD AWARD)	55.00
LITTLE OUKES 321.50 WATLING BROWNIE	12.50
SUPERIOR RACE HORSE, Automatic Payout	22.50
JENNINGS SILENT BELL ESCALATOR (20c Play)	35.00
MILLS Q. T. VENDERS (Late Model)	45.00

TERMS: 1/3 CASH, Balance C. O. D.

W. B. SPECIALTY CO., 2507 Marcus Ave., St. Louis, Mo.

West Coast Show Plans

Reports show 27 booths already reserved for 1935 exposition

LOS ANGELES, March 23.—With the second annual Pacific Coast Coin Machine Show still six months away, 27 booths have already been reserved for the 1935 exposition. This number is more than half of the booths sold at the 1934 show and indications point toward a display of more than 100 exhibits.

This year's exposition, sponsored by The Pacific Coin Machine Review, will probably be held in the immense auditorium of the Ambassador Hotel, well known for its Coconut Grove, meeting and dining place of filmdom's elite.

An elaborate program of events is being arranged to entertain Eastern operators, jobbers and distributors who will journey to the Coast to take in the World's Fair at San Diego and attend the Coast Coin Machine Show.

The 1935 show will be held for three days and nights, September 9, 10 and 11, and will close with a ball and banquet at the Cafe de Paris, the night club that proved so popular with those attending the 1934 show. As last year, the operators will take the club over for the night and bar the doors to outsiders.

Lou Wolcher, of the Advance Automatic Sales Company, San Francisco, is back on the Coast after a trip thru the East. Lou attended the show and then went on to New York, Boston, Philadelphia and a number of other Eastern cities before returning home.

The Co-Operative Amusement Company, Los Angeles operator, has moved its headquarters to 2216 West 11th street.

Al Gustafson, of Portland and Seattle, has been spending some time in Los Angeles.

H. L. Stuart, of the National Amusement Company, leaves Los Angeles this week for a look-in on its branches in Portland and Seattle. Expects to be back by April 1.

Question marks are the popular decoration at the Automatic Amusements Company, Los Angeles, where Harry Williams is preparing three new games to be announced the early part of April. Williams will build the games in the popular standard size so popular in the East and will handle the national sale of all three from the Los Angeles factory. A national advertising campaign, which includes liberal use of *The Billboard*, will get under way the first of April.

The use of pin games at walkathons and marathons is a profitable practice. It has been demonstrated on the Coast. When Hal J. Ross opened at Bell, Calif., a Long Beach operator installed 10

machines. At the close of the walkathon Ross moved his show to San Francisco and insisted that the operator move his machines along with him, so integral a part had the machine become of the complete show.

Pin games got two more breaks this week when Warner Bros. announced that *The Billboard* that marble games will have a prominent part in *Caliente*, a new picture just completed starring A. Jolson, Dolores Del Rio, Edward Everett Horton and Pat O'Brien. From the Fox studios comes the word that pin games were used in a scene in Will Rogers' latest picture, *Life Begins at 40*.

C. A. Blake, Coast representative for Stewart & McGuire, has been spending some time in San Francisco.

Operators are preparing for a show down in Laguna Beach. Games were ordered out recently following the council's receipt of a number of petitions asking for their removal from the Parent-Teacher Association, Royal Neighbors and Presbyterian Church. Operators immediately started circulating petitions in favor of the games and backed with capable legal counsel, will appear before the council next week to demand tolerance of the games.

Mrs. Mack Mohr, wife of a member of the jobbing firm of Mohr Bros., underwent a painful nasal operation in Los Angeles March 18.

Bud Leiberman, accompanied by Mrs. Leiberman, is on the Coast trying to catch a boat for the Orient. Bud told *The Billboard* reporter that Coast manufacturers are trying to put a crimp in his proposed world tour and are offering him unbelievably good propositions to join them and forget about the rest of the world. If Bud doesn't weaken before the week's out he'll be leaving for San Francisco and Seattle and thence by boat to the Orient.

A new invention has been brought to light in Los Angeles by a college chap who proposes to organize a factory and manufacture the machine locally. Machine vends writing paper and envelopes with your name and address clearly printed thereon.

California Games Company is preparing to announce a new game on April 5. Nation-wide success of California's last game, *Rebound*, has Coast operators anxious to see the new product.

With the bar now installed and a huge sign running more than 200 feet across the street frontage of the building, the National Amusement Company is now open for business in the largest coin machine display rooms in the country. Modernistic bar, with a bartender in constant attendance, is one of the features designed to make the National the popular meeting place of operators in Southern California.

A reduction on the amount of taxes on vending machines is in the offing with members of the city council attending the last meeting of the vendors' association and agreeing that the industry cannot stand as heavy taxes are now assessed against it.



PINBALL FANS IN ATLANTIC CITY SPORTLAND—Interior view of modern Sportland on Boardwalk, Samuel Friedenberg, proprietor. (See exterior view elsewhere in this issue).

A WINNING HAND IN ANY MAN'S LANGUAGE


Even's
AUTOMATIC PAY-OUT GAMES



RAINBOW

\$37.51

AN EVANS LONG LIFE GAME—
ready NOW for delivery. The two
rainbow discs for opposite the
rainbow discs. AND if you wish
to play a quarter in nick-
els. Here's a game that will
stand up and take it!



DARBY

\$35

AN EVANS LONG LIFE GAME—The
greatest horse race game ever built! Select
your horse and watch it race around the track.
It pays five to one odds if you win. Operators
say it's the biggest money maker they've ever
had.



HARDWAY

\$37.51

AN EVANS LONG LIFE GAME
—send in your order now for this
great money maker. Operators will
soon do duty. Select your numbers
match the dice. Operators will
click instantly. HARDWAY will
click instantly.


KINGS OF THE TURF

It won't be long now—KINGS OF THE TURF will soon be ready to grab those "see" spots for you! New, different and excitingly clever—just the kind of a game all the operators have waited for.

\$43.50

H·C·EVANS & COMPANY

1528 W. ADAMS CHICAGO



The Finest Machine Buy in the World!

\$13.50

MILLS BULL'S EYE F. O. Ks. Sc. Serials Up to 250,000.
Expertly rebuilt for our own operation and never used. Every
machine in a revamped cabinet that cannot be distinguished from
new. All metal parts renickled.

- ★ 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. Beils, New Simplex Tripla Jack- pot, New Top and Front	\$12.50
USED VENDER REGISTERS	.50
MILLS 25c ESCALATOR BELLS, slightly used, Each	37.50
SWEETIES, a Pebble Sized Candy, 10-Bos Case	2.50
MINTS, 10 Bots to Case	3.00

Send one-third deposit, money order or cashier's check.

DEAN NOVELTY CO., 114-120 N. Boston, Tulsa, Oklahoma

Blatt Makes Hurry Trip

CHICAGO, March 23.—Bill (Little Napoleon) Blatt was in Chicago again this week and left hurriedly by plane for New York. Questioned as to why he returned so soon, after the 1935 Coin Machine Convention, he evaded the point with an air of mystery.

He promised, however, to "talk plenty" within a week or two. There are rumors about that he may approach the Sherman Hotel for, monthly rate on a permanent room. He said on boarding the plane, "I'm likely to be spending one week in Chicago out of every month."



Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models Regular Size—Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal — Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00

Send for New Catalog.

ROHDE-SPENCER CO.
Wholesale House, Chicago.
223-25 W. Madison St., Chicago.

George Ponser's NEW CUSTOMER DRIVE Sale!
BRAND NEW SHYVER'S FAMOUS GAMES

SILVER MOON JR.	FORMERLY \$65.00	SALE PRICE ...	\$54.50
ANCHORS AWEIGH	FORMERLY \$80.00	SALE PRICE ...	\$62.50
BIG ROUND-UP	FORMERLY \$97.50	SALE PRICE ...	\$79.50

WRITE FOR COMPLETE DETAILS TO ...
GEORGE PONSER CO., 11-15 East Runyon St., Newark, N. J.

Making a Target Device

BUCHANAN, Mich., March 23.—E. R. Henry, of the E. R. Henry Manufacturing Company, says that his firm is marketing a new machine called Bull's-Eye, a target device with automatic payout. It has an open skill lane to the target center. This device was previously reported as a baseball machine, which is in error, Mr. Henry states.

The target machine is said to be a very fast game and is played with seven, eight, nine or ten balls as the operator may choose. Sales are reported to be good.

CAMEO RINGS FOR MEN



Most Sensational Fastest Selling Ring Ever Offered Demonstrators. 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.

Propaganda

Pressure was recently brought to bear upon a well-known radio star who broadcasts over a national hookup several times a week to introduce propaganda against slot machines in his regular programs. The wide popularity of his programs would undoubtedly have made them an important vehicle for carrying such propaganda.

The entertainer, however, declined to use his programs for propaganda purposes and also because of his knowledge that such propaganda would be used to injure the popular pinball games.

The danger exists that some other entertainer may, under pressure, lower the standards of radio entertainment to introduce propaganda that would injure many more people than it was intended for.

KELLY POOL

A \$39.50 "LIGHT UP" GAME

Watch Next Week's Issue!

WRITE FOR! COMPLETE LIST OF USED MACHINES

OUR PRICES ARE THE LOWEST!

OCEANCREST NOVELTY CO.
1489 Coney Island Ave., BROOKLYN, N. Y.

5 Three-Reel Venders, New, \$8.00

4 Boosters, new, \$8.00; 3 Boosters, \$6.00; 2 Dice-O-Matics, \$7.00; 1 Whirlwind, \$8.00; 5 Mills Q. T. 5-Cont Bell, used three days, \$49.50; 1 Pace Bantam 5 Cont, \$30.00; 1 Pace Bantam 1 Cont, \$50.00. Mail cash.

CHARLES PEARRE, Wehico, Tex.

Is Your Subscription to The Billboard About To Expire?

the Pioneers of Lite-up games
present the *Twin Plunger!*

SCORE 'A' LITE



NASH GIVES YOU TWIN IGNITION
GENCO BRINGS YOU TWIN PLUNGERS

SCORE A LITE makes a clever use of the famous Genco Lite-Up unit. The 10 holes on the playing field have corresponding lights on the light rack. The 1,000, 900, 800, 700 and 600 lights must be lit to win—with greater rewards for each successive light. Double action and double interest is created by having an additional plunger on the left side to shoot balls that otherwise would be obvious "outs". The richly colored playing field and the de luxe cabinet make a most beautiful ensemble.

ORDER FROM YOUR
LOCAL JOBBER—
OR DIRECT FROM US.

\$44.50
P.O.B.
CHICAGO

Still the fastest selling
game on the market!

CRISS CROSS 'A' Lite

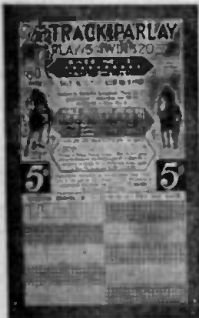


Imitated—but never equalled! CRISS CROSS A LITE stands head and shoulders above all other light-up games! No wonder it's the fastest selling game on the market today. CRISS CROSS A LITE may now be played with either 4 or 10 balls—as you prefer. 4 balls where you need a quick game—10 balls for your regular locations.

\$44.50
P.O.B.
CHICAGO

ORDER
FROM
YOUR
JOBBER
OR
FROM US

GENCO, Inc. 2625 N. ASHLAND AVE. CHICAGO



MARCH SPECIAL FOUR-WAY ACTION GAME, THE TRACK PARLAY

1,000 HOLES.
Taken in \$50.00. Average Payout, \$17.55.
AVERAGE PROFIT, \$32.45.
This is a Horse Race Game and Invites a Good PLAY.

Price
\$3.39
Plus 10%
Tax.

Catalog on
Request.

GLOBE PRINTING CO.
MAIN OFFICE AND FACTORY
1023-25-27 RACE ST. PHILA., PENN.
16-18 WEST 22ND STREET, NEW YORK, N.Y.
440 SOUTH WELLS STREET, CHICAGO, ILLINOIS
441 THIRD STREET, SAN FRANCISCO, CALIF.
920 EAST 34TH STREET, TACOMA, WASH.
113 KLEIN STREET, SAN ANTONIO, TEXAS
135 G.E. 1ST AVE., MIAMI, FLORIDA
272-274 MARIE ST. ATLANTA, GEORGIA

Hood To Take Samples Of New Games on Trip

CHICAGO, March 23.—R. W. (Dick) Hood, head of H. O. Evans & Company, and John McMahon, sales manager, will leave next week for a business trip to New York. It was stated at the factory this week.

They will take samples of the new table game, Kings of the Turf, and of the counter games, Rainbow, Darby and Hardway, for a special showing to distributors and jobbers. These games have attracted an unusual response and the factory is about ready to announce full production on them. The firm has made a reputation for having games mechanically correct before shipping to the trade.

Oklahoma Jobbing Firm

TULSA, March 23.—Charles E. McMakin announces the opening of a sales room and repair shop at 404 First street. The business will be operated as the Central States Sales Company. Mr. McMakin and those associated with him have been connected with the coin machine industry for many years and are thoroughly familiar with all phases of the trade.

Nebraska Ops

Urgent request for all operators of coin machines in Nebraska to attend meeting **date**—Friday evening, March 29. Place—Lincoln Hotel, Lincoln, Neb. Dinner—6:30 p.m., \$1 plate. Meeting will be conducted by C. M. Robinson, president, and Fred K. Chandler, secretary of the Automatic Merchandisers' Association of Iowa. Other speakers will be "Dynamic" Dyer, of Des Moines, and H. B. Gibson, of Chicago.

The meeting has been called at the request of several Nebraska operators with a view to forming a State association to be in position to cope with adverse taxation, legislation, etc., and to build better public relations.

All Nebraska Operators, whether they operate amusement, service or merchandise machines, are invited to attend.

HARLICH *Newest*
SALESBOARD CATALOG
Advanced Issue

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

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

SEND FOR IT NOW

HARLICH MFG. CO.

1401-1417 W. Jackson Blvd., Chicago, Illinois

DO NOT BUY USED MACHINES!!

Until You Have Read This Ad

We offer subject to Prior Sale the following Slightly Used Machines at Unheard of Prices:

MILLS LARGE CANNON FIRE.....	\$37.50	SMALL MAJIK KEYS.....	\$15.00
CRISS CROSS (Plain Model).....	22.50	BLUE RIBBON (1c Play).....	8.00
DROP KICK.....	18.00	44" MAJIK KEYS.....	20.00
CRACK SHOT (1c Play Only).....	18.50	RELECT'EM (New Cabinet Gum Model).....	7.00
ESQUIRE.....	18.50	NEW PIPE EYE (In Original Cabinet).....	7.00
SMALL SIGNAL.....	19.50	UFO PIPE EYE COUNTER GAMES.....	4.00
GOLDEN GATE.....	12.50	40" MAJOR LEAGUE (Batter Up).....	17.50
SUBWAY (New Light Cabinet).....	17.50	44" MAJOR LEAGUE.....	22.50
AUTOBANK (While They Last).....	30.00	GROETZNER DIGE-O-MATIC.....	8.00
44" CONTACT.....	18.00	MILLS OFFICIAL PIN TABLE.....	5.00
JIG-SAW.....	4.00	FORWARD PASS.....	12.50
WORLD SERIES.....	5.00	MARBL-JAX (1c Play).....	10.00

When ordering kindly specify method of shipment preferred and whether 1c or 5c play is desired. One-third deposit in cash, money order or cashier's check must accompany orders, balance O. O. D.

MORRIS NOVELTY COMPANY,

4505 MANCHESTER AVE.,
ST. LOUIS, MO.

EXCLUSIVE EASTERN DISTRIBUTORS

QUICK SILVER, \$67.50
ZIP, \$39.50
GLOBE TROTTER, \$57.50
IMMEDIATE DELIVERY!

USED PIN GAMES

ACTION \$22.50
SIGNAL, DROP KICK, GRIDIRON \$16.90
CRACK SHOT, SHOOTING STAR \$11.90
ELECTRO, GOLDEN GATE, SUBWAY \$11.90
AUTOBANKS (While They Last) \$35.00
WRITE FOR HARB'S BARGAIN BUYS.

KAUFMAN 455 West 42nd St. Tel. Medallion 3-0468
NEW YORK CITY

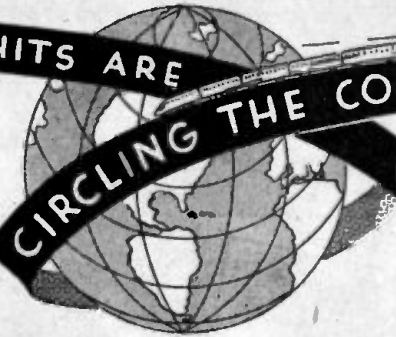
**NEW LARGE GENUINE
MICKEY MOUSE TOSS**
Stands 30 inches high with body, head and ears fully flared.
\$8.50 Gross
Sample 10c, Postpaid.
ZA-ZU SQUAWKING DOZ., 80c—Gr. \$9.00
Sample, 15c, Postpaid.
25¢ Deposit Required with Orders.
Consult Us! List of Circus, Street Novelties and Easter Toys Sent Free.
GOLOFARB NOVELTY COMPANY
116 Park Row, New York, N. Y.
THE MOUSE THAT SERVICE BUILDS.

Thank You for Mentioning The Billboard

THE 2 BIG DAVAL HITS ARE CIRCLING THE COIN MACHINE WORLD

KING OF ALL PAY TABLES

REX



Chicago EXPRESS

★ A REAL HIT ★



ONE BALL PLAY MILLIONS

SCORING BALL RETURNS FOR FREE REPLAY

ONLY PAY TABLE WITH 1" MARBLES

LIGHT FLASHES WHEN PAY-OFF IS MADE

UNLIMITED PAY-OUT

and millions of words wouldn't describe the HIT Chicago EXPRESS has ALREADY MADE! It's acclaimed the "Greatest Pin Game Sensation of 1935." Re-orders are coming in from everywhere—the factory is working Double Shift — GET BUSY — RUSH YOUR ORDER TO YOUR JOBBER TODAY!

MAKE

THE "ACID TEST" TODAY! All we ask is for you to place Chicago EXPRESS ON ANY TYPE LOCATION—JUST watch the RESULTS!

\$ 44.50 EACH

F. O. B. CHICAGO

Your jobber has Chicago EXPRESS ready for you TODAY!

MORE

Features for Bigger, Better, Easier PROFITS are incorporated in the REX than in any other Pay Table made, including the new, beautiful and sensational "Neo-Classic" cabinet. Four beautiful, flashy colors on the new, thrilling REX playing board and new "come-back" play schemes never before in any game

\$ 79.50 EACH F. O. B. CHICAGO

MAKE THE LOCATION TEST TODAY—Your Jobber Has REX!

put them ON LOCATION that's the "ACID TEST"

EUROPEAN OFFICE GODDARD NOVELTY CO. 11 BROWNLOW ST. LONDON, ENG.



GET BUSY ... RUSH YOUR ORDER TO YOUR JOBBER TODAY

RUSH—Your Order to Your Jobber Today!

DAVAL MFG. CO., 200 So. Peoria St. CHICAGO ILL.

TOP SELLERS at Lowest Prices

- 227—3-Blade Tooth Pick Knives. Gro. \$1.90
- 228—5-Blade Tooth Pick Knives. Gro. 1.80
- 229—Auto Bomb. Best Grade. Doz. 1.00
- 230—Shooting Story Books. Doz. .40
- 231—Snake Story Books. Doz. .58
- 232—Geneva Razors. Doz., \$3.88; Gro. 3.78
- 233—A. & N. Needle Books. First Quality. Gro. 1.75
- 234—Scissor Sharpeners. Doz. .22
- 235—Keen Edge Knife Sharpeners. Doz. 1.10 Gro. 12.00

WE HAVE YES NEW STOCK

Beacon Blankets, Shawls, China Ware, Aluminum, Table and Floor Lamps, Balloons, Song Birds, Straw Hats, Japanese Novelties and Domestic Goods at Lowest Prices. Send for Free List of APRIL NOVELTIES.

25¢ Deposit Required on All C. O. D. Orders.

LEVIN BROTHERS Terre Haute, » » Indiana

REVISED AND UP-TO-DATE MACHINE

Send you each Wednesday, showing lowest prices on Used Machines. Drop us a card and receive this List weekly.

KANSAS NOVELTY COMPANY Wichita, Kan. Largest Stock of New and Used Machines in the Middle West.

SILENT GOOSENECK JACKPOT \$40.00; Reults, \$37.50; Mills Etc. Jack Pot Bells, \$85.00; Golden Bells, Mystery Bells, \$65.00; G. T. Bells or 540.00; Waiting to and Go Train Jack Bells or Venders, \$38.00. One-Third Deposit. Get our Prices on Brand-New Machines. LEVIN BROTHERS, 1619 E. 60th St., Chicago, Ill.

Nebraska Operators

March 29th, Lincoln Hotel, Lincoln, Neb. Meeting in English Room of the Apex Novelty Co., Lincoln, recently appointed distributors of leading manufacturers of amusement and mercantile machines.

Iowans Meet In Campaign

Operators hear reports of State problems and how organization can help

CEDAR RAPIDS, Ia., March 23.—The State-wide meeting of the Automatic Merchandisers' Association of Iowa, held here March 15, was an enthusiastic expression of the spirit of operators of coin machines in Iowa. Members and operators were present from various parts of the State and indicated that coinmen are vitally interested in the benefits to be derived from organization. H. R. Gibson, representing the National Association of Coin-Operated Machine Manufacturers, was present as a speaker and made an effective presentation of the needs of organization among the operators. Another speaker was also present from Des Moines, where the headquarters of the organization are maintained. He stressed the local needs in Iowa territory. Eddie Ginsburg, of the Atlas Novelty Corporation, of Chicago, was also present and promised the full co-operation of his firm to the work. His firm also contributed to the fund which was raised at the meeting to meet some pressing problems in the State. Dinner was served and the meeting was considered as an effective method of promoting greater co-operation among operators of the State. Headquarters of the organization are maintained at 535 Southwest Seventh street, Des Moines. Fred K. Chandler, secretary.

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 \$16.00 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 profit! Price \$1.65 net, tax paid, in dozen lots. Sample Board only \$2.25 (including metal cases 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.

BASEBALL BOOKS, 120 combination, American and National League. \$16.00 Per Gross.

TIP BOOKS, 120 combination. \$16.00 Per Gross. Cash With Order.

MARKS SALES COMPANY, Inc. 800 North Davis Ave. Phone 5-5544 Richmond, Va.

IT'S ON THE WAY

SPEEDY PROFITS THRILLING ACTION WITH Pair 'Em

Wherever there's **TRAFFIC** there's always a crowd!

TICKET MECHANISM AUTOMATICALLY REISSUES PREPAYMENT FOR EVERY TICKET NEEDED

FULLY AUTOMATIC PAYOUT

14 DIFFERENT COLORED LIGHTS ON PLAYING FIELD

Another Great Design by **Harry Williams.**

5-BALL HIGH-SPEED PLAY

SMOOTH 1-INCH GLASS MARBLES

OUT-BALL RETURN

Model A with BEST PAYOUT \$99.50
 Model B with BEST PAYOUT \$94.50
 Model C with BEST PAYOUT \$49.50

TRAFFIC has everything it takes to get the play and hold it! NO WONDER MACHINES ON LOCATION ARE TAKING IN \$150.00 TO \$250.00 A WEEK! No wonder the factory is already snowed under with orders! Avoid delay by ordering NOW!

ROCKELITE

YOU TILTED IT THE TILTER IS LIT!

ONLY \$39.50

MERCHANTS CHECK THE SCORE AND THE LIGHT UP ANTI-TILT WITHOUT GOING NEAR THE MACHINE!

Only game on the market which permits merchant to check the score AND ANTI-TILT just by glancing up from his duties behind the counter. Light-up Anti-Tilt on backboard is visible clear across the store—saves merchant time and trouble—and INCREASES YOUR NET PROFIT—by absolutely eliminating payouts on tilted machines. And you'll be tickled stiff with the way ROCKELITE takes in the money! ORDER THIS GREAT LIGHT-UP SENSATION FROM YOUR JOBBER —TODAY!

Also See **Frisky and Skill Circle** **4-COIN** IN GAME HITS! PLAY 1¢-5¢-10¢ AND 25¢

BALLY MANUFACTURING CO.

4619 RAVENSWOOD AVE. CHICAGO, ILL.

JUMPING FUR DOG! THE BIGGEST-SELLING ITEM EVER OFFERED. IMMEDIATE DELIVERY.

\$8.00 per Gross

3-Blade Tooth Pick Knives Per Gro. **\$1.65**

5-Blade Tooth Pick Knives Per Gro. **\$1.90**

Black Running Mice, with Red Glass Eyes, Gross **\$3.75**

Large Size Pon Pon Balls, Gross **\$8.00**

Genuine Hurst Gyroscope Tops, Gross **\$15.00**

Great Imported Japanese Large Size Gyroscope Tops, Gross **\$6.75**

Tricky Mouse Toss-Ups, in Envelopes, Per Gross **\$4.50**

25% Deposit Required With All Orders. SEND FOR A FREE COPY OF OUR LATEST GENERAL CATALOG.

NICKEL ANTE
A REAL MONEY MAKER

1,000-Not. Form 3107.
 Takes in \$50.00. Pays out average \$23.37.
 Size 10 1/2 x 10 1/2 inches. 25 to Square inch.

PRICE COMPLETE WITH EASEL AND COUNTERFEIT PROOF NUMBERS **\$3.45**
 Plus 10% Federal Tax.

Chas. A. Brewer & Sons
 Largest Board & Card House in the World.
 6320-32 Harvard Avenue, Chicago, U. S. A.

NICKEL ANTE

THE GAME IS RECORDED IN THE PUNCH IS TIGHT! IT IS A MONEY GAME & COUNTS THE HANDS AND IS CLEVER!

LAST PUNCH IN EACH SECTION RECEIVES PUNCH IN LETTER

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

EASTERN DISTRIBUTORS

MILLS QUICK SILVER, TIME, TURNABLE, ARMY AND NAVY, HOLD AND DRAW.

EQUITY, CLASSIC, TICKETTE, DIAL, IMPACT.

JACK POT BELLS, O. T. BELLS, JACK POT VENDERS, CANNON FIRE, BLACK JACK.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS. Jackpot Bells—Venders—Counter 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.

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. Sells 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.

Be Wise! BUY your GAMES FROM

RECONDITIONED BARGAINS

Blue Street, \$12.50 Chicago Club House, \$8.95
 Jigsaw, 4.95 21 Vender, 8.95
 Airway, 4.95 Booster, 9.95
 Bosco, \$3.95

MARKEPP Co. 3902-4-6-8 CARNegie AVE. CLEVELAND, O.
 1210-12 CENTRAL PARKWAY CINCINNATI, O.

WANTED SLOTS FOR CASH

MILLS WAR EAGLE BELLS (20 Stop Reels), MILLS MYSTERY BELLS, MILLS EXTRAORDINARY GOLDEN BELLS AND MILLS GOLD AWARD BELLS OR VENDERS OF THE ABOVE TYPE, PROVIDING THESE MACHINES ARE IN A-1 MECHANICAL CONDITION, LATEST SERIAL NUMBERS, AND SO PLAY.

We Will Also Take the Above Slots in Trade on New Mills Dance Master, or Any Pin and Marble Game You May Be Interested In.

WE ARE OFFERING THE FOLLOWING SPECIALS FOR SALE:

NEW MILLS O. T. VENDERS (50 Play, in Original Boxes) \$85.00
 LITTLE DUKE SINGLE JACKS (10 Play) 18.00
 MILLS BILENT JACK POT BELLS (Eagle Front, 250 Play) 18.00
 WAITING DOUBLE JACKPOT FRONT VENDER 35.00
 MILLS DANCE MASTER (Floor Sample, Like New) 225.00

TERMS: 1/3 Deposit, Balance O. O. D. WHEN IN OUR CITY PAY US A VISIT!

HEADQUARTERS FOR ALL THE LATEST COIN OPERATED MACHINES AND SLOTS.

BAUM NOVELTY COMPANY, (Phone Grand 7499)
2008-12 Ann A-Post ST. LOUIS, MO.

ARCADE EQUIPMENT

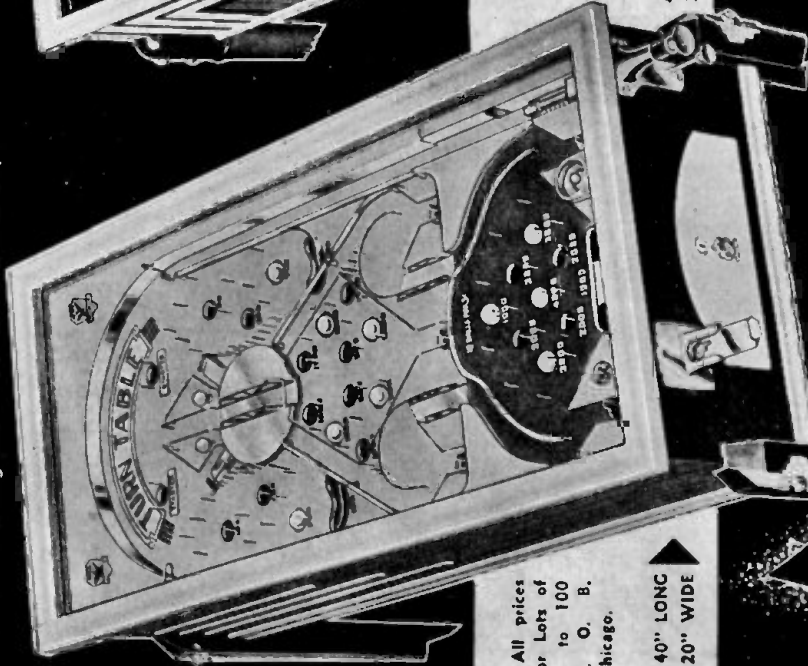
OK FIGHTERS, \$75.00 Ea.; MILLS EXTRAORDINARIES, \$59.50; MILLS ESCALATORS, \$39.50. SLOT MACHINES, All Kinds, \$10.00 Each. ADVANCE OIGARETTE MACHINES, \$22.50 Each. SEBORG'S PAY OFF SWEEPSTAKES, \$42.50 Each; HIGH SCORE POOL TABLE, \$17.50 Each; DE POOL, \$10.00 Each; ERIC OIGERS, \$17.50 Each; 20TH CENTURY OIGERS, \$35.00 Each, like new; MODEL E IRON CLAWS, \$40.00 Each; MODEL O IRON CLAWS, \$75.00 Each; NEW COIN-CLAWS, \$7.50 Each; COLUMBUS PEANUT MACHINES, Used, \$4.00 Each; DANDY VENDERS, \$5.00 Each; 5 STAR BALL GUM, \$8.50 Case of 5,000. Latest Used and New PIN GAMES Always in Stock.

LEHIGH SPECIALTY CO., 155 Green St., Philadelphia, Pa.

Call America Halls Gottlieb's New Hits!

THE tremendous nation-wide response to these three great machines has been unequalled 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!



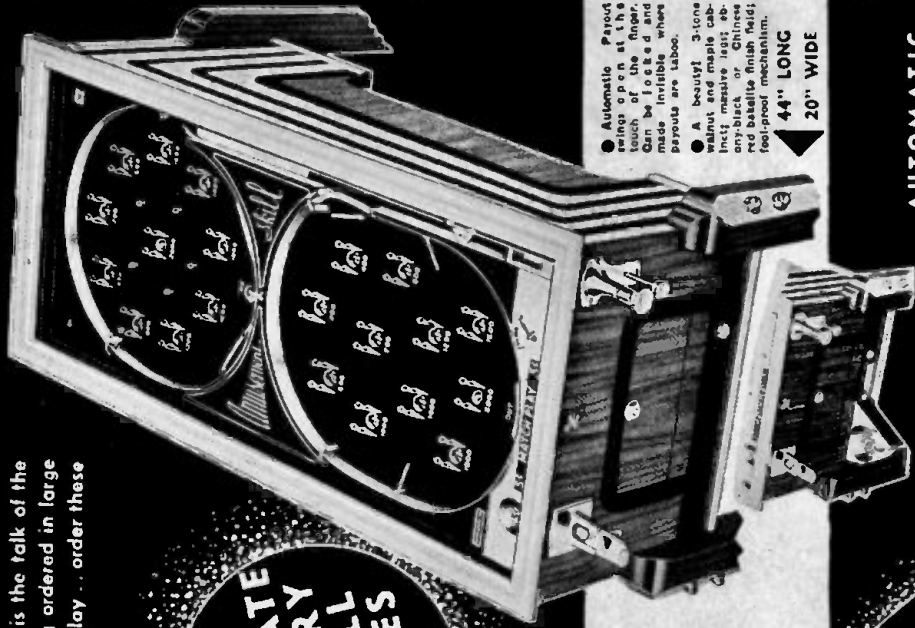
All prices for Lots of 1 to 100 F. O. B. Chicago.

40" LONG
20" WIDE



44" LONG
24" WIDE

IMMEDIATE DELIVERY ON ALL GAMES



● Automatic Payout swings open at the touch of the finger. Can be locked and made in-ri-ble when payouts are taboo.

● A beautiful 3-tone walnut and maple cabinet, massive cast-iron base, heavy-duty steel ball-bearing finish, hold-er foot-proof mechanism.

44" LONG
20" WIDE

TURN TABLE

\$39⁵⁰

The action of **TURN TABLE** is quick, positive and remarkably fascinating. Place a ball skill shot into the "Star" ball turn bridge. Lights flash. Ball crosses bridge and is kicked into the "Star" ball turn bridge. Lights flash. Ball enters "Star" pocket. Ball entering Center Avenue are kicked into Intermediate Score Pocket.

CYCLONE

\$72⁵⁰

A amazing cyclone action accounts even the most jaded player! **PLUS A SENSATIONAL (patented) ELECTRIC BALL LIFT** that will always ready for play. Utilizes 3 wiper heads—20 balls. 8 balls in each of two Cyclone Fields are directed into through the "Star" pocket into "Star" pocket. Lights flash! (Electric Lift optional)

MATCH PLAY

\$87⁵⁰

The ultimate in coin machines! The peer of all payout games. It is that's **MATCH PLAY** of the lower field with that of the upper. If matched score is 200, automatic payout disburse 2 coin; if 400, 4 coin; and 600 on. Two balls are used; or payout may be "controlled" by adding a ball or adjusting tapered springs. A permanent instrument.

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 Fetter Lane, London, Eng.

WHOLE WORLD JEWELRY MERCHANDISE TO YOU



THIS CABINET CONTAINS 150 VALUABLE ARTICLES

25 PURCHASES - FREE

25 - PURCHASES - 5¢
 25 - PURCHASES - 10¢
 25 - PURCHASES - 15¢
 25 - PURCHASES - 20¢
 25 - PURCHASES - 25¢

25 PURCHASES

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!

EACH CABINET CONTAINS 150 VALUABLE ARTICLES

HERE'S HOW IT WORKS!

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."

EXTRAORDINARY MERCHANDISE — EVERY PURCHASE — REGARDLESS OF PRICE!

Advancing MERCHANDISE

GENERAL CONCESSION CORPORATION
 6545 CARNEGIE AVENUE • CLEVELAND, OH 100

"WONDER STORE"
 \$10.50 per case—delivered
 25% deposit required on all orders
 Balance C. O. D.