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CLOAK-AND-SUIT BENEFITS

Local 77-AFA Philly Tieup

Plan similar to one being worked out in New York—radio union troubles

PHILADELPHIA, Feb. 15.—Anthony A. Tomel, formerly secretary and now president of the Musicians' Union, Local 77, plans to upset the old apple cart, and for the first time Philly horn tooters can hope for an even break. Pledged to destroy the intolerable conditions existing in the local music field, present plans call for a clean-up of the radio broadcasting mess and improvements in the night-club field by joining forces with the American Federation of Actors.

Proposal submitted to Tomel by Ralph Whitehead, AFA executive secretary, include the provisions that no member may work with individuals who are not members of these respective unions; all performers employed in theaters, cafes, music halls, night clubs, hotels and other places of amusement shall be affiliated with their respective union; if, within a reasonable period of time, the management of a spot falls or refuses to require the performer to join the union, spot will be black-listed, and as for new spots opening, all persons employed in their respective fields of endeavor must be members of the respective unions.

This plan has the whole-hearted support of Tomel and his executive committee, and will be submitted to the entire membership for approval at a stated meeting on March 3. Altho the heavier

(See LOCAL 77—AFA on page 71)

WPA Prevailing Wage Issue Brings Equity - Musicians' Tiff

NEW YORK, Feb. 15.—Musicians' Local 802 is burned up at Equity's slam in the current issue of *Equity Magazine*, in which Equity pointed out that the American Federation of Musicians, along with Equity and the stagehands' union, had agreed in Washington last year that 96 hours a month was a fair maximum for WPA work and that there was no disagreement on wages. Now, Equity points out, Local 802 is demanding "a prevailing wage" on local WPA projects, and the government appears to be "on the point of holding the local to the terms of the oral agreement reached with the international president of the union."

The editorial followed recent appeals by Equity members that they, too, get a prevailing wage on WPA projects. In the current issue of its own official organ Local 802 hits back at Equity but

Billy Rose Not Buying Hagenbeck Equipment

SARASOTA, Fla., Feb. 15.—Billy Rose is here for a few days visiting the Ringling-Barnum Circus and paying a social visit to S. W. Gumpertz, at whose home he is a guest. Rose was greatly impressed by the show's winter quarters. There is no foundation to the rumors regarding Rose buying the Hagenbeck-Wallace equipment for the purpose of taking his production, *Jumbo*, which has been running in New York, on the road under canvas. The equipment is not for sale.

Really Shocked

TAMPA, Feb. 15.—A brewing company, tossing a party for artists of the grandstand show and visiting officials to Florida Fair, ending here today, enticed the guests, one by one, into a room where they were asked to sign their names "for publication in *The Billboard*."

The chair offered the would-be signers was electrified and each victim jumped up more quickly than he or she sat down. All were allowed to remain in the room and enjoy the joke on the next one. No names were registered at that session.

Tampa Fair Hurt by Rain

Worst weather in 21-year history causes heavy cut in gate—bills to be met

TAMPA, Feb. 17.—Florida Fair closed on Saturday, with attendance since February 4 of 377,611, a big drop from last year's total of 409,050, due to the worst weather in the 21-year history of the fair. On the only three days when fine weather prevailed attendance records were broken, more than 100,000 attending on Children's Day and Gasparilla Day, and opening day being best in 10 years.

But on all other days of the 11-day period crowds were greatly curtailed. Officials are certain that a few sunny days this year would have put gate fig-

(See TAMPA FAIR on page 69)

without actually mentioning it. "A union which permits managers or employers to determine for themselves the value of a worker's services," it says, "is a union in name only, not in fact."

It says it is "proud to be the only musicians' local in the country which has insisted that the government maintain its neutrality by paying the prevailing scale on the WPA Music Project in New York City."

Making its stand a long-range policy, it adds: "Particularly on the Federal Theater Project, which is being rapidly transformed from a relief into an open-

(See WPA PREVAILING on page 10)

Philly Cafe Acts Get Call for Any Regular Customer's Shindig

Quaker City hotels and night spots offer "benefits" to almost all who ask—sometimes more frequent than regular shows—spread of evil to radio is attacked

PHILADELPHIA, Feb. 15.—Some years back local horn-tooters considered themselves lucky if their bookings for the week showed four rehearsals, six auditions and a "doggy" job for Saturday night. But with repeal the audition racket passed out of the picture, the musicians' union ruling it taboo and subject to fine. Now, however, the "benefit" has reared its ugly dome. There was a limit to auditions, but for the entertainer benefits seem to go round and round, and it doesn't give out anywhere. The benefit racket isn't a new phenomenon to Philadelphia. Much of it may be attributed to the system of direct booking that has become the vogue with the dine-and-dance impresarios, and the plight of the performer may be appreciated by taking a peak at what passes off as Philly's smartest and most intimate spot. Gals are paid 30 shooks for the week, but they must drink that much up. Bartender chalks up the number of drinks the girls are able to chisel from the customer and if it doesn't equal the pay check, difference is deducted. To make things worse, the benefits they must play come as often as a patron's drinks.

The question of charity or worthiness of cause never enters in; anything where the performer is paid off in thanks is classified as a benefit. Everytime a cloak and suiter throws a party for a visiting buyer, by calling his favorite night spot he is assured of getting the entire floor show gratis. That, and just that, is known in Philadelphia as a benefit performance.

Situation became so malodorous in one instance last year the musicians' union stepped in. One of the better-known mid-city hotels always had its floor show and one of the dance bands ready for your call, providing you could prove you limbed at least one beer at the bar. Performers were doing three shows daily in the dining room and at least that many on the outside. In many instances these pseudo-benefits necessitated taxi jumps to get back in time for the next floor show, with the fare usually coming out of the performers' pockets. The musicians' union called a halt and demanded the musikers be paid for all the "benefits" given, on a pro rata basis. Not wishing to put the hotel into the hands of receivers and thinking the union was only having its little joke, the hotel continued its mad procedure, but the union pulled its trump, yanked out the boys and began picketing the hotel. An agreement was reached in short order.

Another well-known West-Philadelphia

(See CLOAK-AND-SUIT on page 69)

Bank Nights' Colorado O. K.

Judge rules them no violation of lottery laws—cases up in many other spots

DENVER, Feb. 15.—District Judge Samuel W. Johnson held that bank night was not a violation of the Colorado lottery laws when he refused to issue an injunction against the Rex Theater at Brighton, Colo., to prohibit the theater using the game. The district attorney requested the injunction and a real victory was scored for bank night when it was not granted. Emmett Thurman, attorney for the bank-night owner, Affiliated Enterprises, Inc., conducted the defense.

EL PASO, Feb. 15.—Officials of Affiliated Enterprises, Inc., theater "Bank Night" copyright holder, last week fenced with legal officials here in an effort to put a stop to bank night "insurance"

(See BANK NIGHTS' on page 69)

Kicks Raised On Boston Ban

Civil Liberties Union and Boston citizens protest proposed State censoring law

NEW YORK, Feb. 15.—The Civil Liberties Union, thru its National Council on Freedom From Censorship, has protested the recent bill introduced into the Massachusetts Legislature which aims at barring "the portrayal of sexual degeneracy on the stage." This measure, introduced by Thomas H. Dorgan on January 11, would if passed prohibit the showing of *The Children's Hour* and is looked on as an outcome of the fight following Boston's ban on that play. Provision is also made in which anyone connected with the supposedly immoral show may be fined \$500 or jailed for a year. The New York League of Theaters wired disapproval to the Legislature.

The protest of the Civil Liberties Union, signed by John Haynes Holmes,

(See KICKS RAISED on page 69)

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N. Y. CRITICS OKEH TEN PIX

WPA Road Show Jam

'Jefferson Davis' faced by stagehands' demand for scale—146 dates lined up

NEW YORK, Feb. 15.—The WPA's plan to send out *Jefferson Davis* on tour of the South has hit its first snag. Stagehands' union, Local 1, is demanding WPA road companies pay the union scale of \$100 a week, pointing out the road companies would be "running into opposition" of professional troupes and might tend to break down admission scales for regular shows. *Jefferson Davis* is to open Tuesday at the Biltmore Theater for a three-day tryout and then open a route of 146 bookings, starting in Richmond, Va.

Lester E. Lang, assistant national director of the project, said last night he was hopeful the dispute would be settled, pointing out the show's bookings were in towns where there is no professional drama and that few dates would be in the larger cities. He also pointed out that actors were getting transportation and a daily sustenance fee up to \$3 in addition to their WPA salary, which is \$103 a month in this city.

Dr. Henry Moskowitz, executive adviser of the League of New York Theaters, said the league would take up the situation at a meeting Monday.

The stagehands have hinted for quite some time that they would demand union scale, claiming the entire WPA project was becoming more and more a commercial proposition.

The WPA's Popular-Price Theater meanwhile opens its first show Friday at the Manhattan Theater. The first offering of the joint League-WPA Project will be *Woman of Destiny* at the Willis, Bronx, Monday. The first production of the Experimental Project will be *Chalk Dust* at Daly's Friday, while the Living Newspaper unit's first show, *Triple-A Flowed Under*, hopes to open February 28 at the Biltmore.

Edwin D. Rowland has replaced John Asking as assistant director in charge (See WPA ROAD on page 8)

Carolina Exhibs' Big Meet.

PINEHURST, N. C., Feb. 15.—Industrial leaders from Coast to Coast have been invited to the 23d annual convention of the Theater Owners of North and South Carolina, set for the Carolina Hotel here, Sunday and Monday, March 1 and 2. President Charles W. Picquet promises a headlining program, with Major Edward Bowes among those who have promised to attend.

Little Theater's World Tour

LOS ANGELES, Feb. 15.—A nine-month world tour, beginning in July, is being organized for the National Theater Association, a little theater group. According to present bookings the itinerary will begin in Hawaii and end in England, visiting en route foreign towns and cities with English-speaking citizens.

The company, an amateur, non-profit group, will be composed of 14 players and a professional manager. Plays will be handled in repertory style, with 16 listed for the trip and now in rehearsal in Santa Barbara. Robert Hall directs and Robert McGreer will act as advance agent.

Press Break

NEW YORK, Feb. 15.—The Brooklyn Paramount cashed in tidily on front-page publicity when jurors in the Drukman murder case were allowed, last Friday night, to attend a picture. Jurors voted for "Ceiling Zero" at the Paramount, and were taken there from the courthouse in five taxis. Twenty seats had been roped off for them in the loges. They paid, too.

Troupers' Club Dance Set

NEW YORK, Feb. 15.—The Troupers' Club will hold its third annual dance and entertainment March 28 at the Mecca Temple Casino, the proceeds going to the unemployment relief fund. The Troupers during the past year served over 45,000 meals to unemployed members, a slight decrease from the previous year, because of the number of members who found employment and were able, in their turn, to aid others in distress. The proceeds from the entertainment and dance will be used for foods only. Tickets are now on sale at the clubrooms, 327 West 48d street.

Censorship Adds to Woes of Chicago WPA Stage Project

Washington turns thumbs down on Meyer Levin opus, fearing political consequences—Ibsen play in rehearsal—No. 2 project to present revivals

CHICAGO, Feb. 15.—Having been retarded in their activities by governmental red tape for some time, it has now been revealed that censorship troubles have been added to the woes of the WPA stage projects here. After two months of rehearsals the two theatrical projects here have yet to make their public appearances. During the time the procurement division of the government was negotiating for a theater, the No. 1 project, under the direction of Theodore Vierman, was rehearsing two plays, *Model Tenement* and *49 Dogs in a Meat-house*, both new scripts. Last month on receipt of a telephone communication from the office of Mayor Edward J. Kelly, of Tobacco Road fame, *49 Dogs in a Meat-*

Half-Score in Three Months Get Unanimous Praise of Reviewers

Daily and trade press included in consensus—15 other pix go over .900 mark—"Scarlett" (Radio) draws cellar spot—98 films tabulated over three-month stretch

NEW YORK, Feb. 15.—Out of 98 films tabulated since *The Billboard* started its film consensus three months ago, 10 have come thru with critics of New York dailies and film trade papers voting for them 100 per cent. Film consensus is a tabulation of critical vote on each picture, as expressed in printed reviews. Twenty papers were used in the voting, including 9 dailies and 11 trade papers. Not all papers were used in the tabulation of each picture, however, because consensus appears week after film's review appears in *The Billboard*, which is sometimes ahead of general showings, thus ruling out the dailies. Also, differences in deadlines of various sheets sometimes results in omission of several votes from the score.

Atwel Leaves Columbia

NEW YORK, Feb. 15.—Ben H. Atwel has resigned from the publicity department of Columbia pix after a three-year association. Resignation, tendered a week ago, has been accepted and becomes effective immediately.

On the basis of the votes which appeared in the regular lineup, however, 10 pix came thru with colors flying, turning in critical batting averages of 1.000. Fifteen others received over the .900 mark. In listing pix for the three-month tabulation, only those with five or more critical votes, one way or the other, get into the reckoning. Votes may go one of three ways: favorable, unfavorable or no opinion. No opinion votes, in figuring averages, are reckoned as half-and-half.

Films receiving 1.000 include *Ah, Wilderness* (MGM), *A Tale of Two Cities* (MGM), *Thanks a Million* (20th-Fox), *A Night at the Opera* (MGM), *Mutiny on the Bounty* (MGM), *Barbary Coast* (UA), *La Maternelle* (French dialog), *Crimes and Punishment* (French version), *Stormy* (Universal) and *The Three Musketeers* (Radio).

Those in the .900 bracket, in the following order, include *Three Kids and a Queen* (Universal), *Annie Oakley* (Radio), *I Dream Too Much* (Radio), *Rendezvous* (MGM), *The Ghost Goes West* (London), *Scrooge* (Para release), *In Old Kentucky* (Fox), *Hitch Hike Lady* (Republic), *The New Gulliver* (Amkino), *Hands Across the Table* (Para), *Mary Burns, Fugitive* (Para), *If You Could Only Cook* (Columbia), *Captain Blood* (See N. Y. CRITICS on page 10)

Treasurers' Benefit Sunday

NEW YORK, Feb. 15.—The 45th annual benefit of the Treasurers' Club of America will be held at the New Amsterdam Theater Sunday night, February 23. William G. Norton, George F. Morley and Alfred T. Darling, of the entertainment committee, report that among the stars who have volunteered to appear are Willie and Eugene Howard, Bert Lahr, Jimmy Durante, Rudy Vallee, Jane Cooper, Russ Brown and Harold Whalen, Cherry and June Freisser, Roscoe Ails, Jay C. Flippen, Molly Picon, Beatrice Lillie, Herb Williams, Mitzel Mayfair, Josephine Baker and many others. Tickets, on sale at all theaters, are priced at from \$1 to \$2.50.

WILL HUDSON and EDDIE DeLANGE

(This Week's Cover Subjects)

CO-DIRECTORS in leading the Hudson-DeLange Orchestra, these men are both tops in their respective fields, or, more precisely, the fields in which they worked prior to teaming up. Hudson has long been recognized in trade circles as one of the most capable and distinctive of modern music arrangers, while DeLange has written lyrics for some of the best sellers of the past few years. Hudson has to his credit numerous songs, including "Jazznocthracy," "White Heat," "Nit-Wit Serenade," "Moonglow" and others. His latest has the rather enigmatic title, "Eight Bars in Search of a Melody."

DeLange is possessed of a fiery musical personality, an invaluable asset in producing the best music his players can provide. Among his lyric efforts are those of "Moonglow," "I Wish I Were Twins," "Haunting Mo" and the notable "Solitude."

The Hudson-DeLange Orchestra is now on tour, having started in upper New York State early in February.

Broadway Association Jubilee May Turn Into Annual Festival

NEW YORK, Feb. 15.—An annual dramatic festival on Broadway, something for which Equity, and other theater interests have been crying for a long while, may be the outcome of the planned Silver Jubilee Celebration of the Broadway Association, which will have its 25th birthday May 11. In honor of the occasion, according to plans announced at a luncheon Monday, there will be a combined indoor and outdoor festival, including much theatrical material, with national publicity going out on it and thousands of out-of-town visitors hoped for. Exact nature of the festival has not been decided yet, but there will probably be a parade or a pageant, with an indoor show in the evening. It will take place some time early in May.

In addition, according to plans, there will be showings of early motion pictures, and a pageant depicting the progress of the huge electric signs that made

Broadway into the Great White Way. There will also be a commemoration of the changes in Broadway transportation. The oldest living figure in Broadway life will receive a place of honor, with a search now going on to determine just who fits the description.

Personnel of committees was announced at the Monday luncheon, with the theatrical committee composed of Sam H. Harris, Adolph Zukor, Edward Ziegler (Met Op) and Walter Reade. Co-operation of the League of New York Theaters and of Equity will be sought. If the public response is sufficient, it is possible that the festival will be made an annual event.

There has been no talk as yet of tying it up with a National Theater Festival, tho such a combination may appear in the future. Last spring a shout was raised for an American festival to appropriate that at Malvern, with many meetings held and a committee appointed to discuss and submit definite plans. One of the most favored of the plans was to have a week or two of revivals or special showings on Broadway in the spring. It is figured as being in line with the Broadway Association's ideas, and it is possible that contacts may be established, with an annual Broadway-Drama festival as the result.

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Lowry, Heidt Outfits In Peoria Hotel Fire

PEORIA, Ill., Feb. 15.—Ed Lowry's vaudevillians and Horace Heidt's Ork literally had a hot time of it here Tuesday when fire gutted the Seneca Hotel, where the artists were staying. Heidt's boys had played a dance engagement the night before and were about to check out when the flames broke out in rooms they occupied. Some of the Heidt equipment was ruined, but the Lowry trouper's loss was heaviest. Members of act were lounging about in pajamas preparatory to dressing for matinee at the Palace. They had to flee, leaving behind all other clothes and money.

Lowry's gang put on a hilarious "fire act" for matinee with true trouper spirit. More of same was shown when the gang stayed over the following night and put on a special midnight show to recoup part of their losses, theater and other services being donated.

Marietta Gift, of Lowry outfit, suffered sprained back and shoulder when she leaped from third story into life net. Other members of act, Louise Toby, Celia Zier, Billy and Bobby Joyce, Pete Purcell, Martha Heym, Lella Elliott, Nellie Vimom and Neva Chrisman, were carried down ladders by firemen when they were trapped on third floor.

The Seneca housed the Club Tijuana, night spot, which was wiped out. Chick Stevens' Orchestra, playing a long-time engagement for club, lost all instruments, and the fire also put on unemployed list members of a nice floor show.

The Seneca has long been a rendezvous for stage and ork people. Loss to hotel was \$75,000, entirely covered by insurance, and it is barely possible entertainers will be reimbursed after adjusters complete work.

Brookes Sues On WPA Competition

NEW YORK, Feb. 15.—Bernard Brookes, head of Marbro Productions, Inc., and of the Theater Protective League, is threatening injunction proceedings in the U. S. Supreme Court to prevent the Federal Theater Project from entering into competition with recognized theatrical producers.

Brookes, thru his attorney and press agent, states the action will be brought under Section 8 of the Joint Congressional Resolution which, when granting \$4,800,000,000 for relief, provided that "wherever practicable . . . full advantage shall be taken of the facilities of private enterprise."

Brookes is asking the government to release "for the use of recognized theatrical producers, a fund to be administered and advanced to them on much the same business basis as has always maintained in the theater world."

New Guild Setup

NEW YORK, Feb. 15.—Theater Guild has announced a new production policy, providing for a committee composed of Theresa Helburn and Lawrence Langner to look after production and administration of the home office. *End of Summer*, set for Monday, comes under the new ruling. Previous to the new measure, a different committee of board members handled each production.

WANTED for MILT TOLBERT SHOW

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WANT Sister Team strong enough to feature. Actors that double modern Orchestra and do Specialties. Vaudeville Artists, Musicians with wises doing Chor. Singers, Dancers. People all lines write, don't wire. Like to hear from Herman Jenks, Cowboy Gymn. Dick Royder and all useful people. This is Gymn. Dick Royder and all useful people. This is one-night-stand Tent Show. Mention if you have car. Address M. D. HALE, Box 552, Dothan, Ala.

WANTED QUICK—Tent Rep. Comedian with Specialty doubling Orchestra. Character Woman, don't wire. State lowest, as you get it. TOMMY TOMPKINS, Seventh Ave. Hotel, Beaver Falls, Pa.

WANTED IMMEDIATELY for Lempi Fernu Unit, M. C. Comedy Team, Line Girls, Musicians, other Useful People. Those answered confirm. BILL ADERHOLT, care Billboard, Cincinnati.

Uh-Huh!

DES MOINES, Ia., Feb. 15.—One of the best masque combinations noted here in weeks was at the Orpheum, where "The Lady Consents" was followed by "We're Only Human!"

OUT-OF-TOWN OPENINGS "The Postman Always Rings Twice"

(Philadelphia)

Author, James M. Cain (dramatized from his own novel); produced by Jack Curtis; staged by Robert Sinclair; settings by Jo Meizner. At the Chestnut Street Opera House for two-and-one-half weeks beginning February 6.

Cast: Richard Barthelmess, Mary Phillips, Joseph Greenwald, John Kearney, Joseph Cotton, Dudley Clements, Charles Halton, Mary Holzman, Walter Vonnegut, Al Cunningham, Philip Ryder, Queena Belotti.

Cora, wife of Nick Papadakis, Greek proprietor of lunchroom and filling station near Los Angeles, is dissatisfied with her existence and clamors for Nick to get help at the station. In walks Frank Chambers, young vagrant, who gets the job from Nick. Frank and Cora fall for each other and decide to eliminate Nick. Their first attempt fails, but they get him later in a phony auto wreck. The D. A. is wise, but they beat the rap. Cora getting in the clear altogether before she has stood trial for involuntary manslaughter. Frank worries that she will turn him in if he double-crosses her, but Cora loves him. While rushing her to a maternity hospital another wreck occurs and Frank, who is innocent of murderous intent in this case, is ironically sentenced to death for murder.

Dramatization of Cain's story lacks the brutality of its book original and consequently much of its force. Characters are neither so mean that the audience hates them, nor so sympathetic that the audience wants to avert their fate. At present writing, the character of the Greek is so friendly that his killing robs Frank and Cora of any deep interest, the obviously the *American Tragedy* angle is tried in the effort to put a fateful touch to their story. Playing is uniformly good. Joseph Greenwald dominates the first act as the Greek. Later Barthelmess and Miss Phillips do their best work. Jo Meizner's settings are again a knockout, rivaling his work on the recent *Ethan Frome*. He has one auto wreck sequence that is almost strong enough to carry the play, particularly in this year when the designers are getting top notice.

Murdock.

"Mainly for Lovers"

(Newark)

Author, Philip Johnson; presented by Richard W. Krakeur and B. Charles Dean, the latter of London; staged by Harry Wagstaff Gribble; settings by Clark Robinson; costumes by Charles LeMaire. Opened February 10 at the Shubert Theater.

Cast: Edgar Kent, Dorothy Gish, Rachel Hartzell, Arthur Margetson.

The action of the play is in the living room of Helen Storer's country house in England during a week-end in June. It is a lightly-spun farce of the Noel Coward school and presents Margetson as an Egyptologist who deserts Miss Gish for his favorite hobby and returns after seven years to ask his wife for a divorce. At the same time the wife is trying to persuade her sister (Rachel Hartzell) to marry rather than carry on an ultra-modern affair with her lover. To show the sister and the latter's fiance (Leo G. Carroll) what a happy institution marriage can be she forces the errant husband to play being in love with her over the week-end. This he half-heartedly consents to, and the pretense is carried on to the wonderment of the younger couple. But the husband really falls in love with the wife and immediately they start to quarrel and bicker as of old, to the greater astonishment of the sister and her friend.

On the whole, the piece was received favorably by local audiences. The critic of *The Newark Evening News* called it "another of those gay and thinly-spun English drawing-room farces . . . done much in the manner of Noel Coward or Frederick Lonsdale," but added that "it has many bright lines and witty situations" and "an excellent cast." *The Newark Star Eagle* declared it "a plotless farce which is never handicapped by its lack of story, but which earns its chuckles with a barrage of clever dialog,

Radio on Spot in Philly Investigation

PHILADELPHIA, Feb. 15.—RKO-Radio will probably be the first major company to feel the effect of the proposed unofficial investigation by Benjamin M. Golder to uncover evidence which may tend to suggest violation of anti-trust laws. Golder was recently appointed "friend of the court" by Federal Judge George A. Welsh and assigned to present such evidence. The appointment has caused much furor in film circles both here and in New York.

The RKO angle was developed this week at the meeting of the Independent Motion Picture Theater Owners of Eastern Pennsylvania, Southern Jersey and Delaware, the new group formed in the attempted fusion of the local MPTO and the IEPA. RKO was condemned in a resolution by the meeting for an alleged failure to deliver product which lived up to pre-season selling promises. The resolution was forwarded to Golder and Judge Welsh as evidence of the evils of blind buying. It is this subject, together with block booking, which is the main concern of the investigation.

The resolution read as follows: "Whereas at the beginning of the 1935-'36 selling season RKO represented in trade-paper advertising, advance literature and assurance of sales representatives that the product for 1935-'36 would have definite production quality and box-office values, and whereas, of 16 pictures released, so far only one, *Top Hat*, measured up to the representation, the remaining 15 being far inferior in production or box-office value or both; be it resolved that RKO be requested to revise the terms of existing contracts, which such revision is justified as a matter of honest and fair merchandising. Be it further resolved that a copy of this resolution be submitted to Judge George A. Welsh and Special Investigator Benjamin M. Golder as an instance of the evils of blind buying."

League's Spring Show March 16

CHICAGO, Feb. 15.—The big social event of the spring for Chicago show people will be the third annual Spring Theatrical Show to be held at the College Inn of the Hotel Sherman the night of March 16 under auspices of the Showmen's League of America. This annual charity event, proceeds of which go to the hospital and cemetery fund of the League, has become established as one of the most brilliant affairs of the theatrical season. Last year a huge show in which more than 25 acts took part was staged before a capacity audience and a large sum was raised for the fund.

This year's show is expected to be even more brilliant, as widespread interest has been created. Number of well-known performers have already informed League officers that they will be glad to appear in the show, and with several score to choose from Sam J. Levy, chairman, and Jack Nelson, co-chairman, expect to have an all-star performance.

The College Inn has been taken over by the League for the night. Manager Frank Bering of the Sherman Hotel is giving full co-operation, and in addition to providing a dinner he will present the Olsen-Shutta show and the Ice Carnival—this aside from the many acts volunteering their services. Tickets will be \$2.50, which will include dinner and show. The ticket sale has already started and many reservations are already in. Chairman Levy advises all who intend to attend the show to make their reservations early, as a complete sellout is expected.

spoken by players who by some footlight alchemy change apparently harmless lines into sparkling epigrams."

The role of the wife excellently fits Miss Gish. Margetson, Carroll and Miss Hartzell also do good work.

Doyle.

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WANTED—Partner for old-established Dramatic-Musical Show (one-nighter) to furnish Trucks and Light Plant. I have complete Tent Theatre Equipment seating 1,800. A bona-fide permanent proposition by well-known showman. Let me explain. SHOWMAN, General Delivery, Jacksonville, Fla.

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Toby Comedian and Ingenue with Novelty Specialties. No advance. Year's work. Join at once. Wire Phoenix City, Ala.

Write or Wire. Delivered day after order is received.

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45 years' experience in the Ticket Business.

It's correctness and quality you want. Rolls or Machine Folded SPECIAL PRINTED TO ORDER TICKETS. We guarantee. Cash with order.

ACTION ON COPYRIGHT BILL

Petition To Bring It to House Throws Opponents Into a Panic

NAB anxious to get a House vote on measure which cuts out the \$250 minimum infringement damage clause—Zioncheck seeks 218 signatures to get bill reported out

NEW YORK, Feb. 15.—Taken by surprise as a result of the sudden move to have the Duffy Copyright Bill reported out of the Patents Committee to the House, opponents of the measure are rushing word to their respective congressmen to prevent consideration in the lower chamber until further hearings have been held and their side given full airing. On Wednesday, Congressman Marion A. Zioncheck, of Washington, asked that the bill be discharged from the Patents Committee, but it is necessary that 218 signatures be affixed to the petition. Radio and other users of music are anxious to have an early vote on the measure which does away with the existing \$250 minimum damages for infringement. Bill also provides for the United States becoming a party to the Berne Convention of 1928, which provides automatic copyright in most foreign countries.

While radio men are wiring their congressmen to sign the Zioncheck petition, as requested by Frank W. Baldwin, managing director of the National Association of Broadcasters, opponents of the measure are frantically taking steps to accomplish the opposite. John G. Faine, chairman of the board of the Music Publishers' Protective Association, is jacking up the publisher members on communicating with their congressmen and ASCAP is doing likewise. The printing trades are also against the bill as well as the American Federation of Musicians and others.

AFM, for instance, takes the position that employment will be decreased instead of increased if the bill is passed. Last session it was passed by the Senate. Publishers claim it does not offer them the needed protection. On the other hand, radio and other music users have never felt the need of copyright legislation as much as at this crucial time when in the middle of the Warner-ASCAP wrangle.

Pop music industry avers that the bill is being railroaded thru and they are in need of a hearing at least. They want the bill to remain in the committee room until such time. Broadcasters, however, are bearing all their weight to have it moved forward. If the petition filed Wednesday by Zioncheck grabs its 218 signatures, it will prove a masterpiece of strategy and a feather in the cap of the bill's proponents.

Patterson Resigns NBC Official Post

NEW YORK, Feb. 15.—R. C. Patterson Jr., executive vice-president of the National Broadcasting Company, is reported to have tendered his resignation before leaving for a three-week stay in Florida. As stated in these columns last week, Patterson was the only NBC executive actually relieved of his duties when President Lohr took the reins. Patterson for some time was considered in line for the presidency himself. No official confirmation on Patterson's status has been issued excepting that there is no denial of his duties having been taken over by Lohr. Patterson has practically dismantled his offices and his secretary has already obtained employment elsewhere.

Matter of a successor for Edgar Kobak, vice-president in charge of sales, has yet to be settled. It is now pointed out, however, that Kobak was added to the staff and did not displace anyone except to the extent that they were moved into another position in the sales organization. Niles Trammell, Chicago head, is believed to have turned down the opportunity to come east. President L. R. Lohr is in Chicago at the present time. Patterson, incidentally, is still a member of the NBC board of directors.

W. E. KIRKPATRICK Advertising Service, Portland, Ore., has been elected to membership in the American Association of Advertising Agencies.

Jan. ET Music Fees At a Peak \$12,000

NEW YORK, Feb. 15.—The Music Publishers' Protective Association distributed \$12,000 to copyright owners for the month of January as license fee receipts for use of music in manufacturing electrical transcriptions. This is the largest amount ever distributed in one month by John G. Faine, chairman of the board of the MPPA, who acts as agent and trustee for the publishers.

In the past two of the Warner publishing houses, Harms, Inc., controlling considerable production stuff, and M. Witmark & Sons, have received large proportionate shares of ET fees due to the wide use of their catalog. Present status of many stations being unlicensed by Warners is naturally expected to result in less Warner subsidiaries music being used. It is yet a little too early to count the definite effect on the Warner pocketbook as to such disk fees. On the other hand, certain libraries, such as Standard Radio, Inc., Warner controlled, are waiving fees to Warner licensed stations.

Chevrolet renewal and Dodge programs held to swell the January total.

Joseph Neede, radio director of Campbell-Ewald Company, Detroit, spent several days in New York the past week. He was accompanied by Varley Young, C.-E., account executive for Chevrolet.

WWSW, Pittsburgh's Only Indie, Forges Ahead Via Showmanship

PITTSBURGH, Feb. 15.—WWSW, only independent non-network station here, almost tripled its commercial programs since its inception because of special campaigns promoting Pittsburgh features and talent. Manager Frank Smith reveals that added business enabled him to triple the station's power by installing a centralized transmitter and assuring clear reception thruout Pittsburgh.

Constant promotions of Pittsburgh institutions has given WWSW a potential audience of over 2,000,000. For nearly two years now, the station has been transmitting play-by-play descriptions of basketball, football and hockey games, among others, involving local and neighborhood teams. No matter where a prominent local team is playing, the station engages a man to be on hand and transmit play-by-play descriptions. "This service," states Mr. Smith, "has skyrocketed our station into local prominence. Network stations, naturally, are unable to render this service as they are bound to give their time to network program. An independent non-network station, on the other hand, can shape its plans at the last minute and bring to listeners what in the manager's opinion is of most interest."

The baseball broadcasts, after a sustaining two-month period, have been bought by a local clothing firm, which has been sponsoring this feature for the last two summers. The heavy response from baseball fans inspired the sponsor to continue indefinitely.

Soft Pickings

DAYTON, O., Feb. 15.—By way of promoting a more co-operative spirit in the program department, WHIO, The Daily News station, has started a demerit system among its nine announcers, with a weekly cash prize of \$5 as the bait.

Missed station breaks, late for assignment, word tumbles, lazy reading on commercial announcements or missed announcement, each gives the offending one a specified number of demerits. At the end of the week the announcer with the least number grabs the five bucks. In case of tie or disagreement board of judges comprised of program director, chief announcer and commercial manager handles the case.

KRNT Brings a Mike Into Stalled Train

DES MOINES, Ia., Feb. 15.—KRNT copped a good stunt here when it wasted no time in capitalizing on the bogging of a Des Moines-bound train in a 20-foot drift on February 7 while en route from Minneapolis. On February 8, when the train was a day late in its scheduled arrival at Des Moines, Reggie Martin, KRNT's program head, got a phone call thru to Basil (Stuffy) Walters, managing editor of three Iowa newspapers, and one of the 61 stranded passengers. Fifteen minutes after phone call Walters had rounded up passengers and train crew for a first-hand account of the accident which was carried by the station exclusively.

KRNT's switchboard was soon deluged with calls from the families of those imperiled asking for word about their welfare. Station assured them the entire party was no longer in danger and reaped wide good-will allegiance from listeners.

J. Bates With WOR; Succeeds Fickett

NEW YORK, Feb. 15.—John Bates has been appointed commercial program editor at WOR, succeeding Ken Fickett, who leaves this week. Bates has been a WOR announcer since September, after having come from KSD, St. Louis, where he was that station's production manager. His duties will be to act as liaison between continuity and sales departments. Fickett's plans are undecided.

FCC Is Cleared Of "Buy" Rumors

WASHINGTON, Feb. 15.—Allegations that members of the Federal Communications Commission could be "bought or controlled" were declared without grounds in a report issued by the agency today. The inquiry was instituted upon Mortimer Prall's disclosure to his father, Anning S. Prall, chairman of the commission, of having overheard conversations between station representatives which involved talk of the commission's susceptibility to bribery.

Young Prall alleged that, in a discussion of the application of WNEF, Binghamton, for a higher wave frequency, he overheard participants in the conversation declare that for \$25,000 the station could straighten out its difficulties with the commission. At the time of the conversation WNEF and the Knox Broadcasting Company of Schenectady, N. Y., were each appealing to the commission for the same frequency. Prall also claimed he overheard one of the members make mention of a particular member of the commission who had been in the pay of one of the broadcasting companies for years.

The commission, in its findings, branded the charge as groundless and was unable to establish that the purported conversations ever occurred. "If the purported statements have been made," the report said, "they have been completely repudiated."

WASHINGTON, Feb. 15.—James A. Farley, chairman of the Democratic National Committee, roundly championed the radio companies as free from political discrimination in an interview with Boake Carter broadcast over CBS. Farley held up to scorn the Republican notion that the networks are partial to the Democrats because of the federal government's regulation of their activities.

New Chicago NBC Studios in Use

CHICAGO, Feb. 15.—One of the three new NBC studios is now in use. The King's Jesters broadcast the first program from Studio H. and Studio J went on the air for the first time with the *Girl Alone* program. Niles Trammell, vice-president of NBC and manager of the Central division; F. G. Parker, assistant manager, and Sidney N. Strotz, program and artists' service manager, checked the broadcasts from the control room and were unanimous in their praise of the acoustical qualities of the new studios.

Studio G, containing the new Wuritzer pipe organ, will be in operation within a short time.

Pete Dixon's Book On Radio Scripts

NEW YORK, Feb. 15.—Peter Dixon, one of the best known radio script writers, has published a book, *Radio Sketches and How to Write Them*, in which he explains the technique of writing for the air and furnishes hints for those whose aspirations lie in that field. Published by Stokes, the book does not restrict itself to their dramatic construction, but even suggests the best methods of selling the completed script. Numerous sample scripts are reproduced.

The author in depicting radio writers as being the most underpaid and overworked of all authors wishes to discourage those hopefuls who may have delusions of the returns accruing to script writers.

McNamee Stays Put

NEW YORK, Feb. 15.—Graham McNamee turned down a lucrative bid to join the Columbia Broadcasting System Plymouth show with Ed Wynn, the comedian being hot on McNamee's trail for the new job. Salary of \$1,500 weekly and a CBS artists' bureau contract is said to have been part of the offer to go with the account, handled by the J. Stirling Getchell agency.

New Chi Net Has Charter

Affiliated Broadcasting Co., so-called Insull chain, step nearer realization

CHICAGO, Feb. 15.—With the granting of a charter this week by the State of Illinois to the Affiliated Broadcasting Company, the dream of former utilities magnate Samuel Insull for a new radio network comes a step nearer to realization. The new company is incorporated for \$200,000, with half that amount already paid in, and is headed by Mr. Insull as president. According to Floyd E. Thompson, counsel for the corporation, Insull is only a "hired president" and hasn't a dollar invested in the company.

Other officers are Ota Gygi, vice-president, who will be remembered with the ill-fated Ed Wynn chain and who spent a short time here with Station WCFL; Eustace J. Knight, secretary-treasurer, and George Roessler, sales director. Roessler has been in business for himself recently in the selling of spot broadcasting and was formerly connected with the North American Broadcasting System, a hookup of small Wisconsin stations.

In an interview with a *Billboard* representative Mr. Insull said that details of the new chain were being worked out slowly and that he did not wish to discuss the future of ABC, nor did he wish to predict what he was going to do. He said that negotiations were still going on with stations in Illinois, Indiana and Wisconsin to join the new network and that several have already signed, while others have shown considerable interest. He denied that Station WWAE, Hammond, Ind., with a studio in the Hyde Park Hotel, Chicago, would be used as the local outlet. The other nearest station is WCLS, Joliet. Altho the daily papers are saying that the new network would begin broadcasting within six weeks, Mr. Insull said that it was physically impossible to start in that time, as there is a large amount of equipment to be purchased and installed in their Civic Opera building quarters and there still is an organization to complete and advertising and entertainment contracts to close.

The stations joining with the chain are mostly of small power, 100 to 500 watts, and it is said that time charges of some of the stations range as low as \$12 for 15 minutes. It has been estimated that telephone lines connecting the 15 stations in the system would cost the network approximately \$6,000 a week.

Neb. Outlets Sign Press Assn. Pacts

LINCOLN, Neb., Feb. 16.—International News Service and Universal Service, Hearst wires, gained the news contract from *The Lincoln Star* and *Nebraska State Journal* stations here this week. Radio outlets to figure in the disseminating of the news will be the two Lincoln stations, KFOR and KFAB, and the Omaha KOIL. Stations already have the Associated Press under contract for straight news, but it can't be sold to time purchasers.

Insuring good local coverage, the stations will take the entire wireage daily of the Iowa bureau of INS in Des Moines, which is strong for all Iowa points and Eastern Nebraska. Trying for a time to get United Press, the stations immediately after the UP contract was turned down by the New York offices took the Hearst offering. The stations altogether have about 14 news periods, sponsored and unsponsored, in each day. Stations with the help now of a lenient and strong radio policy are really stepping out.

Art Schwarts Promoted

LOS ANGELES, Feb. 15.—Art Schwarts, assistant general manager of Warner music offices here, has taken over the company's local branch following telegraphed dismissal last week of Artie Mehlinger, Lucky Wilber and Hazel Wilber.

Radio's Slaves

PITTSBURGH, Feb. 15.—St. Steinhauser, radio editor of *The Pittsburgh Press*, is true to his job even after office hours and seldom visits a movie house. The other day Mrs. Steinhauser managed to persuade him to see a private screening of Paul Muni in "The Story of Louis Pasteur," marking St's first movie in over 10 years.

NBC Adds Outlets In Piedmont Belt

CHARLESTON, S. C., Feb. 15.—WCSC, Charleston, and WFBC, Greenville, S. C., were added to the NBC network and will begin operation as affiliates on March 1. The two stations will function as optional units in the NBC Southeastern group, presenting programs from both Red and Blue networks.

WFBC, which is owned by *The Greenville News* and managed by E. H. Peace, introduced broadcasting service to the area in 1933. WCSC was inaugurated in 1930 by the South Carolina Broadcasting Company and is managed by H. A. Deadwyler. Station has been affiliated with WIS, Columbia, S. C., an NBC associate of some standing.

Fee Made Production Manager of ET Firm

SAN FRANCISCO, Feb. 15.—John Fee, who joined MacGregor & Solle, Inc., local transcription concern, as assistant production manager six months ago, has been elevated to the post of manager of the department. Kimball Sant, formerly with KQW, San Jose, Calif., has been brought in as his assistant. Fee, who succeeded the late H. C. Connette, is well known on the Pacific Coast, having been engaged in theater and radio production for several years. He produced and appeared in more than a score NBC network productions as well as in several transcription serials. Maurice Gunsky, nationally known songwriter and network tenor, has been added to the staff of MacGregor & Solle as musical director. Ethelyn Bookwalter, formerly on the staff of KOIN, Portland, Ore., is now continuity writer.

Dresden Manager of KHJ

SAN FRANCISCO, Feb. 15.—Owens Dresden, commercial manager of KFRG for approximately eight months, has been made manager of KHJ, the Los Angeles station of the Don Lee network, succeeding C. Ellsworth Wylie, resigned. Dresden's appointment was announced by Thomas S. Lee, president of the chain. Before joining KFRG Dresden was manager of KMTB in Hollywood. He is well known in Pacific Coast advertising, having had several years' agency experience before entering radio.

WIP Swaps More Space

PHILADELPHIA, Feb. 15.—WIP extends its spot for space swaps with the local dailies to include *The Record* (morning sheet). Station has deals with *The Ledger* (evening) and *Inquirer* (morning). Paper will take a five-minute daily spot to plug its Help Wanted columns.

Not Planning To Reach Coast, Says Mutual Network Spokesman

NEW YORK, Feb. 17.—Mutual Broadcasting System has no intention whatsoever of branching out to the Coast according to one of the MBS officials here who fails to see any advantage in the oft-reported move, but, on the contrary, sees nothing but a strong disadvantage and refutes its current sales arguments were it to become a Coast-to-Coast chain.

Affiliation with one or more stations in California, if it was ever seriously considered, is now said to be definitely dead insofar as a deal is concerned. In the opinion of the MBS official, the magic phrase of "Coast to Coast" is more or less a window-dressing proposition and not suited to the MBS needs. Chain will continue to sell its intense coverage of the thickly populated area of the country with the high-powered nucleus which includes WOR in the East, WLW in Cincinnati and WGN in Chicago.

Writers Continue To Chide Warners for Leaving ASCAP

Sigmund Romberg for the SPA questions right to make contracts without their consent, while Irving Caesar sends long letter originally intended by Hays

NEW YORK, Feb. 15.—As reported in these columns last week, the authors and composers are beginning to take a hand in the Warner Brothers-ASCAP rift and the most recent epistle to travel toward the Music Publishers' Holding Corporation is from Sigmund Romberg, president of the Songwriters' Protective Association. Letter is one of those in answer to the Warner letter of February 5, sent to all authors and composers by way of reporting progress on licensing radio stations, etc. Letter from Romberg follows: "A letter from you, dated February 5, has been received by many of our members, giving information as to your efforts and progress in connection with the granting of licenses for the radio relating to the music which you control.

Macfadden Buying WMCA-Mutual Show

NEW YORK, Feb. 15.—*The Good Will Court*, which has sustained over the Intercity group for nine months, will soon obtain the combined outlets of Mutual and Intercity, it is reported, when the show comes under the sponsorship of *True Story Magazine* in May. It is believed that this is the first time that two broadcast competitors have joined hands in the presentation of a regular commercial program. Inasmuch as *The Good Will Court* has been an Intercity feature, WMCA will retain engineering responsibility for the show, which will air from either its studios or a neutral playhouse.

True Story, which now sponsors *The Court of Human Relations* over NBC, intends to abandon its present show and network in favor of the new show immediately after its present contract expires. As plans now stand, no change in pattern of the program is expected, for it will continue to operate under A. L. Alexander's formula and under his direction.

The sympathetic tieup between the product advertised and the proposed program is said to have been instrumental in the decision made by Ruthrauff & Ryan, *True Story's* advertising agency. Program brings people with domestic or legal problems to the studio and local magistrates who volunteer give their advice on what is to be done.

Bert Walton on Air Show

CHICAGO, Feb. 15.—Bert Walton, vaudeville comedian, has signed a contract to go on the air for the Mollie Company for 13 weeks, starting July 6. Art Matthews, who has been working in Walton's act for the past four years and who temporarily left the show business last summer due to sickness, will be back with his old boss on the air.

Alemite To Have MacFarland

CHICAGO, Feb. 15.—The Stuart Warner-Alemite account, formerly handled by Blackett-Sample-Hummert, has been transferred to the Hays MacFarland Agency. A. B. Dicus also goes to Hays MacFarland as Alemite account executive.

Otherwise there is coverage in the Detroit and New England areas to such customers as want to include the stations.

Deal may be made to include a permanent Philadelphia station some day, but for the present the working agreement with WFIL in Philadelphia will suffice. This station is offered for supplementary and local coverage to such sponsors as see the need for it. This same outlet carries NBC Blue network programs also.

One of the reasons, considered an obvious one for not branching out to the Coast is the MBS sales talk that big Coast-to-Coast networks are not needed by many advertisers. Cost of wires to California for coverage there would take all the profit out of such broadcasts, taking into consideration the limited returns to be expected. Fred Weber, sales head of MBS, is currently on a short trip to Midwest points, going as far as Kansas City.

"While your letter recognizes the interest of songwriters in 50 per cent of the proceeds derived from the use of their songs in radio, yet we resent activities, that the rights in question belong to you or your subsidiaries, to handle in any way you may see fit.

"Our members and their assignees are interested not only in the proceeds but in the rights themselves. They insist that you have no right to make contracts affecting those rights without their consent.

"This letter is sent pursuant to a resolution of the Council of Songwriters' Protective Association."

Another letter some eight pages in length mentioned here last week, as contemplated for signature of Arthur Garfield Hays, attorney for the SPA, has gone out under the signature of Irving Caesar. This writer voices the same sentiments for the authors and composers, however, and takes the Warners to task for their withdrawal from the American Society of Composers, Authors and Publishers and otherwise finds fault for the methods used and poor progress made in having but a fraction of the stations licensed on a temporary basis. Finally, after mentioning the danger of aiding the Duffy Copyright Bill and again the absurd infringement suits for huge damages, Caesar calls upon the Warners to repent and come back to the (ASCAP) fold.

Letter part of this week was comparatively quiet, one small note of warning leaving Warner Brothers' offices against the "misleading" statement from ASCAP relative to the ownership of copyright and control of certain tunes, the unauthorized playing of which would bring on a suit.

Foreign angle crept in when Fred Day, of the English publishing concern of Francis, Day & Hunter, Ltd., arrived from London and loudly voiced his opinion of a situation that prevented Jack Hylton and Ray Noble from playing their own tunes. He plans to take some action into his own hands.

Spokesman for Warners unofficially stated that it is difficult to tell the writers that their move is ultimately destined to aid the writer and get him more money, despite the slack moves toward collecting from theaters as well as radio. It is understood that Warners eventually plan to have the theater license fee paid by the motion picture producer.

Another Warner angle that is being watched is the new pictures coming out which will not have the benefit of network plugs but whose titles will be heard only on the 216 outlets now licensed by the Warner group of publishers.

E. W. Pratt Joins NAB

WASHINGTON, Feb. 15.—Elmer W. Pratt, formerly connected with the old Federal Radio Commission as attorney and examiner, has been appointed attorney for the National Association of Broadcasters.

After disposing of his present active cases he will devote all of his time to NAB matters, particularly to those relating to State and municipal taxation.

Judith Waller to Europe

CHICAGO, Feb. 15.—Judith Waller, NBC Midwest educational director, leaves for a two-month pleasure tour of Europe February 29. She will return on the S. S. Queen Mary on its maiden voyage and will be the only Chicago passenger.

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

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

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

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

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

charles carlile
 Now Playing De Luxe Loew Theatres.

Broadway's Sensation
PAUL MARTELL
 AND HIS ORCHESTRA
 109th Week Arcadia Ballroom, New York

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

JUDY CONRAD
 AND HIS ORCHESTRA
 97th Week on the Stage.
 TOWER THEATRE, KANSAS CITY, MO.

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

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

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

STATION NOTES

Address All Communications to the New York Office

JERRY LINDEN, announcer and member of the Studio Players on **WOOD-WASH**, Grand Rapids, Mich., is leaving the station to take a position with the local department of recreation.

MRS. IRENE SEPT, director of the children's research clinic of Wood's School, Langhorne, Pa., will do a series over **WPIL**, Philadelphia, dealing with juvenile education and psychology.

KING BARD, originator of the NBC Breakfast Club and promotional manager of **WOOD-WASH**, Grand Rapids, Mich., turned down a Columbia offer. Reason, good money for the sticks, too little for the big city.

KRNT, Des Moines, in a contest to name a noon program formerly designated as "Farm Folks' Hour," awarded the money to *Hawkeye Dinner Time*. Priscilla Wayne, widely known author of syndicated "heart" stories and a feature writer for *The Register and Tribune*, owner of Iowa Broadcasting System, has been sold on a program to Calumet Baking Powder in a test campaign on **WMT** and **KRNT**. The program will be known as *The Friendly Counselor*.

HENRY PATRICK, former **WIP** warbler, is third Philadelphian to join the **WLW** staff. Andy Stanton, **WIP**, and Lou Jacobson, **WPEN**, preceding him.

KDYL, Salt Lake City, co-operated with the United States Weather Bureau the past week when the mercury took a sudden tumble (again?) and aided in broadcasting warning to live-stock owners. The service enabled the stock men to save hundreds of head of cattle and horses from the severe sub-zero weather and letters that arrived since reveal considerable amount of appreciation. Station broadcast the warning in each of the news bulletins sent out thruout the day.

WKRC, Cincinnati, is featuring a new program entitled *Tea Time*, conducted by Annie Longworth Wallingford, sister of the late Nicholas Longworth. Program includes recounting of numerous experi-

ences in various countries. Sponsored by Chase & Sanborn for Tender Leaf Tea.

WTAQ, Green Bay, Wis., failed to have its NBC stars from Chicago on its inaugural program. The troupe were unable to laugh off a 200-mile jump thru snow-bound country and both **WTAQ** and **WBXY** talent filled the gap. The NBC artists will appear, "God willing and the weather permits," at a later date.

JIMMY ALLEN, press chief at **WIP**, Philadelphia, will emcee the Philco amateur shows at that station.

WCKY new business includes spot announcements for Chrysler Corporation and 18 five-minute transcriptions for Ironized Yeast, both thru Ruthrauff & Ryan Agency and Norman Craig. Also 26 one-minute transcriptions for Metro-Art Studios, thru Birmingham, Castleman & Pierce, plus Norman Craig.

NEWEST GADGETS around **KDYL** are the Western Electric Dynamic "Billiard Ball" type microphones just installed. Probably none numbered "eight."

WIBM, Jackson, Mich., has a new daily show called *The Program Unique*. Idea is to present material that cannot be offered over the major networks, with particular use made of the station's license to play Warner tunes.

GORDON WILLIS, **KGGC**, San Francisco, announcer, has been appointed production manager of the station succeeding Andy Potter, who has joined **KMJ**, Fresno, Calif., in a similar capacity. Willis was on the continuity and production staff of **KMBC**, Kansas City, Mo., before coming to San Francisco.

K. W. PIKE, formerly commercial manager of **KFBE**, Sacramento, Calif., has been appointed radio account executive for **KQW**, San Jose, Calif. Jackson E. Nichols has been appointed promotional director for the Northern California Broadcasting System, which operates **KJBS**, San Francisco, and **KQW**.

cast 6:30-6:45 p.m. EST to the West on three stations, same days. *Jack Armstrong*, kid's program.

SWIFT & CO. (Sunbrite Cleanser), thru Stack-Goble, Inc.; starts February 17, Monday, Wednesday, Friday, 6:15-6:30 p.m. EST on **WBBM**, Chicago, and eight stations not New York. *Junior Nurse Corps*.

SOOONY-VACUUM OIL CO. (gas and oil) thru J. Stirling Getchell, Inc.; renews from February 28, Friday, 8-9:30 p.m. EST on **WJZ** and 36 stations. *The Flying Red Horse Tavern*.

NBC Accounts

GENERAL ELECTRIC CO., thru Maxon, Inc., Detroit, Mich.; starts March 30, Monday, 11-12 noon EST on **WEAF** and 44 stations. *General Electric Dealer Broadcast*.

WECO PRODUCTS CO. (Dr. West's Tooth Paste), thru J. Walter Thompson, Chicago; starts February 22, Saturday, 10:30-11 p.m. EST on **WEAF** and 36 stations. *Dr. West's Celebrity Night*, musical program.

THOMAS J. LIPTON, INC. (tea), thru Frank Presbrey Co., Inc.; starts February 16, Sunday, 6:15-6:30 p.m., Monday and Wednesday, 7:45-8 p.m. EST on **WJZ**. Musical program.

MBS Accounts

HEALTH PRODUCTS, INC. (Feenamint), thru William Esty & Co., Inc., New York; starts February 23, Sunday, 6-6:30 p.m. EST on **WOR** and two stations, adding 10 more stations April 12. *Feenamint National Amateur Hour*.

Denver

REID, MURDOCK & CO., thru Rogers & Smith Agency, of Chicago; 52 weeks of temperature service, one daily. **KOA**. **CHEVROLET MOTOR CO. OF COLORADO**, 20 15-minute night programs weekly for 13 weeks. **KOA**.

THEODORE HAM BREWING CO., Minneapolis, thru McCord & Co., Minneapolis, 26 announcements. **KOA**.

STORZ BREWING CO., thru the Buchanan-Thomas Adv. Co., 26 one-minute announcements. **KOA**.

MERCHANTS BISCUIT CO., thru the

CENSORSHIP ADDS

(Continued from page 4)

script of *Model Tenement* has since been sent to Mrs. Hallie Flanagan for reconsideration. It the meantime rehearsals have been going on with Isben's *An Enemy to the People*, which is expected to open at the Great Northern Theater in two or three weeks.

A tentative contract was made this week with Guy Hardy, receiver of the Blackstone Theater, for its use by the No. 2 project, under the direction of Harry Minturn, who plans to open with Hoyt's *Texas Steer*. Popular old plays will be revived every two weeks, with *Secret Service* on the schedule for the second offering. Ticket prices will probably range from 25 cents to 50 cents, with all seats reserved.

Altho it has been rumored that protests would be made against these projects competing with established Loop theaters, it is not likely that they will with the present lineup of WPA plays. The Isben play scheduled for the Great Northern is not considered commercial and it is doubtful that it will draw even at low prices. The company under Minturn's direction is looked upon as having a better chance of success, due to the old-time plays it intends to present. Thomas Wood Stevens, head of the federal projects here, himself expressed fear that the acting personnel of the two companies was not good enough to cause any competition.

WPA ROAD

(Continued from page 4)

of administration under Philip Barber, head of the local WPA Theater Project.

LOS ANGELES, Feb. 15.—A shakeup in the Federal Music Project here got under way this week, with 17 musicians in the symphony unit being released. Personnel changes were the outcome of complaints made by local musicians charging discrimination, politics and chiseling.

Dissatisfaction among some musicians reached the point where they addressed lengthy petitions to members of the Democratic County Central Committee, Mayor Shaw, Senator Johnson, the musicians' union and even to President Roosevelt.

Bruno David Ussher, regional project director, who instituted a sweeping investigation before releasing the 17 musicians, declared he had found "too many musicians in the symphony unit who are not entitled to relief." Some of those let out were found to be earning living wages in private employment and doing the relief work to augment their incomes.

High salaries among the clerical staff of the project are also hit by protesting musicians, whom Modest Altschuler, symphony unit head, described as "malcontents dissatisfied with their assignments." "No favoritism or discrimination has come to my attention," he asserted, "and certain charges made are not true. The entire matter is being handled by the musicians' union."

Frank Pendleton, head of musicians' Local 47, stated that the majority of complaints filed against the project had been amicably settled.

Ball & Davidson Agency, five nightly time signals for one year. **KOA**.

THE MAY CO., thru the Tagro Adv. Agency, five daily time signals for 52 weeks. **KOA**.

DUPLER'S ART FURRIERS, 52 weeks of weather report service. **KOA**.

FORD MOTOR CO., thru the McCann-Erickson Agency, four 30-minute programs for February. **KOA**.

PONTENELLE BREWING CO., Omaha, thru the Bozell & Jacobs Agency, Omaha; three announcements daily for three months. **KFEL-KVOD**.

ZALL FURNITURE CO., thru the Ted Levy Agency, seven announcements daily for one year. **KFEL-KVOD**.

EMPIRE FINANCE CO., thru the Conner Agency, three announcements daily for one year. **KFEL-KVOD**.

REED-LAWLESS CO., thru the Ted Levy Agency, one announcement daily for one year. **KFEL-KVOD**.

THE OVERHAUL CO., thru Dillon & Kirk, of Kansas City; three announcements daily for three months. **KFEL-KVOD**.

Cleveland

WHK reports following new business: **GENERAL BAKING CO.**, thru Batten Barton, Durstine & Osborn, New York, s. a., six times, daytime.

PIE BAKERIES, thru J. M. Mathes. (See **NEW BIZ** on page 61)

PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

"Parties at Pickfair"

Reviewed Tuesday, 10-10:30 p.m.—Style—Musical and guest artists. Sponsor—National Association of Ice Industries. Station—WABC (CBS network).

Co-operative sponsorship by the ice and ice refrigerator manufacturers, show headed by Mary Pickford, and originating at her Beverly Hills home, Pickfair. Al Lyons Orchestra and a mixed group of singers as well as Miss Pickford are the permanent features of the program. Guest artists from the movie colony and social lights will be used from time to time. Edward Everett Horton, comedian, was the first of the "guests." Entertainment proved rather peculiar in that things moved along quietly, smoothly, and while the listener was still waiting for the high spot, the program came to a close. The show meantime was not hard to listen to, was conducted and presided over by Miss Pickford in polite style and was not, without a certain amount of charm despite its even purr. Perhaps that is what made it so—its genteel tempo. Atmosphere was well established, if that can be made to count with most listeners, and the routine was surely intimate enough.

Albert the butler did his stuff and guests arrived, first for the "entertainment," then the broadcast, then some dinner." Miss Pickford was an excellent hostess even tho her "cousin" did not care for stories; Horton did a couple of bits nicely, in non-boisterous manner; a Postal or Western Union boy brought a wire and thru the kindness of Miss Pickford talked himself into remaining and then singing a song. Soprano voiced "Bone Crusher," as the other kids called him, proved okeh at lines and singing, and probably is the same find that Eddie Cantor used on occasion while broadcasting from the Coast. The Al Lyons Orchestra, from the Cocoanut Grove, is a whale of a band and a happy choice for any broadcast.

Commercials were nicely handled and held down to fast and concise copy. Points stressed are "Cold alone is not enough"; "moist air, circulating," and the new ice refrigerators. Latter is somewhat like a teaser campaign in seeking to get people to take a look at the new ice boxes. Show is opposite another studio party on NBC as done by Romberg and Deems Taylor, offering much music and banter. Possibly this ice show will need a little jolt to make itself felt, but for a great many listeners it is possible that the even tenor and style of this show will have an appeal, especially if the Pickford name means anything to them. Easiest way would be to make the guests stand and deliver instead of being treated too much like guests and not have them come across.

M. H. S.

Plymouth Show

Reviewed Thursday, 9:30-10 p.m. Style—Comedian, orchestra and vocal group. Sponsor—Chrysler Motors Corporation. Station—WABC (CBS network).

In the interest of its Plymouth Division the Chrysler organization enters upon its most ambitious program on a long-term basis, returning Ed Wynn, backed by Lennie Hayton and his orchestra, plus the King's Merry Men quartet and the eight Rhythm Girls. John S. Young is straight man and announcer. Wynn is using the exact technique found successful on his Texaco shows and of course it is still a case of either liking the comedian in question or not liking him. In which case, when he is not so good it is

hardly resented by his followers and when he is particularly good the fan decides that his convictions are still okeh and takes it as a matter of course. First show insofar as Wynn was concerned was not so good. But this will not affect his status any for the ensuing 26 weeks at least. How could anybody be at his best when he has a 50-grand legit show flop on his hands? (Translated "opera" lasted one week.)

Gulliver is the byword instead of Chief, but this has nothing to do with a certain ancient traveler as handed out by Swift. Wynn is a "modern Gulliver" and makes it highly inconsistent as he tells about dropping into this town and that locality. All of which means nothing and the gag is still the thing. John S. Young, late of NBC, probably has a tough job to keep Wynn satisfied because Graham McNamee fitted into his old picture so well. It might be well also to let Young lapse into a style of his own rather than remind him he is supposed to be half of the team and act like Mac. Perhaps Mac wasn't so hot at first and on some shows he was way off.

Otherwise, Lennie Hayton has a great orchestra and he can lend plenty of rhythm when he swings the stick, not to mention his own clever arrangements. This particular band is one of the best he has used for radio. The King's Merry Men (quartet is the Whiteman King's Men) shone to particularly fine advantage with those Ken Darby arrangements which worked in the Rhythm girls in some of the most tricky mixed group singing ever etherized. The 12 voices are rich, swiny and loaded with harmony.

The keynote on the credits is the slogan, "Plymouth Builds Great Cars." Later four Plymouth selling points were brought out, also the three factories working night and day. On these straight credits Young as usual does an excellent job. Contest was worked into nicely by Wynn who dropped it suddenly in course of answering his "mail." To the question, "Do back-seat drivers ever talk sense?", Wynn had no answer, and decided to leave it to the listeners. Answer, however, must be written on entry blanks obtained at Dodge, De Soto, Plymouth dealers, etc., and limited to about 75 words. Free Plymouth each week is the prize, altho subsequent questions may be different. Program is bucking the last half hour of Showboat on the NBC Red network.

M. H. S.

Hugh Cross Radio Gang

Reviewed Wednesday, 4-4:30 p.m. Style—Hillbillies. Sponsor—Portrait Ring Company. Station—WWVA (Wheeling, W. Va.).

Hugh Cross and his Radio Gang, versatile hillbilly outfit well known in West Virginia, Ohio and Pennsylvania towns, are on twice daily with an intimate program of songs, music and chatter that is particularly popular in local homes. The "gang" appears in theaters around the Wheeling territory and plug dates on the program. Program opens with an instrumental number, followed by a song solo. Comedy chatter among the boys is sandwiched in between the musical numbers.

Sponsor gets one long plug between halves. In this case the company offers rings to listeners for \$1, with their favorite picture reproduced on the ring at no additional cost. Judging from

orders broadcast, the offer is meeting with heavy approval.

The morning session is on at 10, with the same type of program adhered to. The boys have a wide selection of hillbilly material and they employ it with wise showmanship.

S. H.

Ham Dalton

Reviewed Tuesday, 11:15-11:30 a.m. Style—News commentator. Sustaining on WIP (Philadelphia).

"Whoever you are, wherever you live, if you're for progress you'll like Philadelphia." This familiar battle cry heralded the return of the Town Crier for a daily shot at public men and political events. Shouts just as loud as Father Coughlin but sounds just as sincere. Last year he stumped in front of the mike for the Republican Party and is sure fodder for the politicians again. Should garner a sizable audience of voters while sustaining, especially the femme element, since he is grooved in the a.m. spot.

Altho he promises appraisals without partisan bias, when caught on his second stanza Dalton took a potshot at our mounting national debt, postponed prosperity, the unemployment situation and disrespect for the Constitution. Rabid New Dealers might accuse him of being overpartisan in his presentation of causes and possible effects in dealing with controversial topics, and it's a pitfall he must be careful not to tumble into, at least while sustaining for the station.

Only one sour note in what was otherwise a splendid presentation. For over three minutes he sounded like a WIP press agent. Calling upon every superlative adjective, he exalted the station's feature programs. His personal indorsement sounded unreal and certainly is out of place.

ORO.

"Embarrassing Moment"

Reviewed Monday, 7:45-8 p.m. Style—Talk. Sustaining, on WNEW (Newark).

Seeking to stage a few novel notes in sustaining programs that might go commercial, this outlet has decided to try paying one dollar each to such listeners who write in describing their most embarrassing moment and if accepted are willing to come to the studio and give a first-hand spiel of the moment in question. Letter limited to 400 words top. Naturally this is along the amateur psychology of persons wanting to get on the air and somewhat of an ether version of the tab newspaper column of the same name. First program seemed to have a similarity of male type anxious to do his stuff, but subsequent programs should be able to corral enough people to obtain a wide selection of folks.

Among the blushing experiences related were the live-mask maker who finally got a banker customer with bushy eyebrows and mustache, with the result that everything stuck to the banker's face and he had to be shorn of eyebrows and other hirsute adornment; the guy who changed his style of tapping beer at the blowout and used a piece of rubber hose, only to discover that it was an old gas pipe and the guests nearly passed out; a baby-incubator barker from Coney Island and his newspaper experiences; man who yelled in the cafe that someone had stolen his gloves until someone came up and told him he had his coat on, and not his own. Several others were heard during the course of the 15-minute period, which is also on Wednesday nights. Program was fairly well handled and gives promise of building up considerable interest if properly exploited.

M. H. S.

FRANK MORGAN AND HIS 25th CENTURY ORCHESTRA

★★ DAVE ★★
HERMAN
AND HIS MUSIC
ANSONIA SHOES PROGRAM.
Station WOR, Sundays, 12.30 P. M.

"New King of Syncopation"
JIMMIE LUNCFORD
AND HIS ORCHESTRA
Now Playing College Dance Dates,
Duke University, February 21 and 22.
Direction,
HAROLD OXLEY,
17 E. 49th Street, New York, N. Y.


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

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

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA
GRAND TERRACE, Chicago.
Management MOE GALE.
RKO Building, Radio City, N. Y.

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

DON RICHARDS AND HIS MUSIC
Smart Rhythm for the Smart Set



FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER
THE BIG BROADCAST OF 1936
NOW ON TOUR
JACK KALCHEIM, Western Rep., Ohtago.
ROGER MURRELL, RKO Rep.

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



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

BOB ROSS • ORGANIST
Featured With the New Electric Organ
● AND HIS ORCHESTRA
Now Playing at the
● CASINO MONTCLAIR New York
● An Innovation in the Line of Dance Music

JAYSNOFF SISTERS
★ IRIS and JUNE ★
The Leading International Duo Pianistes
3th month • HOTEL MONTCLAIR • N. Y.
Radio • Concert • Stage

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, February 7, to Thursday, February 13, both dates inclusive.

Alone	31	Breakin' in a Pair of Shoes	17
I'm Shooting High	26	If I Should Lose You	17
Lights Out	25	Dinner for One, Please, James	15
I'm Building Up to an Awful Letdown ..	24	Rhythm in My Nursery Rhymes	15
Moon Over Miami	24	Saddle Your Blues to a Wild Mustang ..	15
I Feel Like a Feather in the Breeze ..	22	Life Begins When You're in Love	13
It's Been So Long	20	Lovely Lady	13
You Hit the Spot	20	Wake Up and Sing	11
With All My Heart	20	Emy Meeny Miney Mo	10
I'm Gonna Write Myself a Letter	19	Green Fields and Blue Birds	8

West Coast Notes; More KYA Changes

SAN FRANCISCO, Feb. 15.—KYA has gone in for more changes. It's in again, out again at the Hearst broadcaster, with everybody on their toes expecting most anything to happen. Walter Beban, who came to the station just a few weeks ago with a nine-man band, is out with his whole aggregation. Donald Ralph, a recent addition to the announcing staff, is another out. Bill Fuller has been switched from production to announcing and Adrian Gendot has been added to the continuity and production staff, and so has Wayne Griffin, a former NBC'er. Another addition to that department is Ryland Quinn. Paul C. Schulz, who was chief engineer at KGDM, Stockton, Calif., for seven years, has come into KYA in a similar capacity, succeeding Fred Eilers, who has gone to Hilo, T. H., to manage KHBC, new 100-watter, now being erected there by the Honolulu Broadcasting Company.

Jimmie Dickie, former Oakland (Calif.) Tribune cartoonist, has a series of tri-weekly talks on famous cartoonists and illustrators on KFRC. Talks heard Mondays, Wednesdays and Fridays, at 5:15 p.m., are supplemented with brief illustrations on drawing and cartoon work. Talented youngsters are invited to submit their work and join the "Cartoon Club."

Virginia Johnson and Alma Sheasgreen, piano team, heard over the Canadian Radio Commission's network for more than a year, are KFRC's newest offering to the Don Lee network. Both are master pianists and are aired at 5 p.m. today. Miss Johnson is a Toronto Conservatory of Music graduate and her partner, a former student of Percy Grainger.

Los Angeles

LOS ANGELES, Feb. 15.—All indications seem to point to a major battle between the two networks in Southern California next year for the rights to broadcast big race events from the Santa Anita track. So far NBC has the top hand, with permission being definitely granted it this week to handle the Santa Anita Handicap February 22, but next year's events are another story.

There are at least two big races worth airing from this spot each year, one the Derby and the other the Handicap. For several reasons there is room for only one network, the principal one being that Joe Hernandez, newspaper hand-capper, has an exclusive grant on broadcasts from the track. He insists on doing the job himself and obviously he cannot work for both webs at the same time.

Beginning April 1, J. Walter Thompson's radio department will be housed in the new NBC building here. The advertising firm, which last year cleared 70 per cent of the film talent used on the air from Hollywood, is the first agency to maintain separate offices here to handle radio business. Commercial offices of the firm will remain downtown.

New offices will serve as headquarters for Danny Danker and Herb Polesie, talent buyers; Cal Coole, Sam Moore and several other executives who will split time between this and downtown offices. Rehearsal hall and auxiliary broadcast studio is included in the rental.

Owen Dresden, commercial manager of KFRC, San Francisco, has been named manager of KHJ here, succeeding C. Ellsworth Wylie, recently resigned. Willet Brown, in charge of special events for the Don Lee chain, becomes assistant to Dresden. Before going north Dresden was manager of KMTR here.

WPA PREVAILING

(Continued from page 3)

ly commercial venture, is it of the utmost importance to work in co-operation with affiliated unions for the establishment of a prevailing wage scale."

DETROIT, Feb. 15.—Local 38, stagehands, this week insisted upon union wages for all stagehands employed on the WPA Theater Project and apparently won its point upon negotiation with Thomas Wood Stevens, WPA director. Stevens crossed swords with the union about three years ago here, when he directed the last season of the Bonstelle Civic Theater, over the issue of student stagehands. According to present arrangements, 16 men, all local stagehands on relief, will be given about three days' work each at union rates.

AIR BRIEFS

By K. K.—Batting for Jerry Franken

CONTRARY to popular legend, Frank Fay will not star on his own program immediately after the expiration of his 13-week tenancy with Vallee. Current reports have it that he will first commute as guest star on existing Standard Brands shows for several week periods and then, with a wide and variegated audience built for him, he will begin a new series that will establish him as a star. National Biscuit Company auditioned a show piped thru from NBC headquarters in Chicago with a view to assembling a daytime show. Lucky Strike, having nixed B. A. Rolfe, is seeking another band to replace him. WOR may conclude its daily broadcasting at 4 a.m. instead of three hours earlier so that it may present a Dance Parade of its own. Jane Froman will be lost to radio for a while. She recently left for Hollywood to make two of the things they make out there. Katha Lee (nee Harriet Lee), who was CBS Radio Queen in 1933, now airs over WHN in the a.m. after spending a year in Hartford. Irene Beasley will definitely continue on the Life Savers show after having been given a heavier pay envelope. Natural Bloom renewed its dramatization series of home ball games over WMCA, which it sponsored last season. Will start March 29 to include two weeks of spring games.

Loft's will present four 15-minute news flashes daily over WMCA, with Garnett Marks doing the flashing. Items will be furnished by Intercontinental News Service. Incidentally, rumors that Intercontinental is a subsidiary of Transradio are vigorously denied by all concerned. In place of a customary social function thrown for its personnel, General Electric has decided to invest the money in a one-shot Coast-to-Coast broadcast some time in March which will plug the dealers. Previous social

affairs have interfered with normal operation of the organization, since they have necessitated absence of invited employees from their posts during week of festivities.

Jack Smart, Arnold Johnson's ork, the Charloters and a small dramatic cast auditioned for Kudner Agency, which has an unknown sponsor in mind. WHN has enlarged its copyright department because of Warner exigencies. New members are Helen Kahn and Jack Martin. Lester Gottlieb, of WOR press department, is recovering from a touch of la grippe. Manhattan Storage and Warehouse and Milton Bradley (manufacturer of "Easy Money" game) have been added as participating sponsors of Martha Deane over WOR. Bowery Mission, WHN-Adam Hat show, will air on Wednesdays at 9 in addition to present Sunday spot. J. C. Flippen's Stars of Tomorrow will move to make room. WMCA is planning a new program which will consist entirely of blind talent. Dick Fishell, whose idea it is, says it is not an amateur hour, but a type of artists' bureau which will make honest effort to aid the sightless in finding work. Bert Lebar, sales head of WMCA, recently returned from Chicago, where, 'tis said, he interested a well-known chewing-gum manufacturer in Intercity time. By the time you read this Dave Vines will probably be signed by a L. I. clothier to appear on a new show over Intercity. Frank Roehrenbeck has been made general manager of WHN. He still retains his post as Louis K. Sidney's assistant at the Capitol, and Sidney in turn will continue his association with the station. Don't say we didn't warn you—but rumors circulate that a surprise personnel change will take place at WOR in the not distant future. Intercity may throw a bombshell in a week or two.

CHI AIR NOTES

By NAT GREEN

Dramatizing the life of Florence Nightingale, a new series of children's programs entitled *The Junior Nurse Corps* will have its premiere over WBBM-CBS February 17, to be aired Mondays, Wednesdays and Fridays at 5:15. Angelo Patri, famous child authority, will approve each script. Show is to have a scientific atmosphere, but the aim will be to make the story exciting without resorting to the blood and thunder prevalent in many children's shows. Cast will include Lucy Gilman, Donald Weeks, Sunda Love, Helena Ray, Jack Daly and Ray Appleby. Show sponsored by Swift & Company; set thru Stack-Goble. Phyllis Nowak, Milwaukee vocalist, has joined the staff of WISN. Announcer Pierre Andre is now under exclusive contract to Blackett-Sample-Hummert to announce *Little Orphan Annie* and *Mollie of the Movies*, but is allowed to do other work that does not conflict. *Life on the Red Horse Ranch*, Western story, makes its debut over WGN February 18 and will be heard each Tuesday and Thursday at 7:30 p.m. Tex Owens and his Texas Rangers play all of the leading parts and sing the songs on the program of drama, comedy and music.

Station WBBM was made defendant in a suit for \$5,000 and injunction, filed in United States District Court this week on behalf of M. Witmark & Sons, music publishers, who charge that the station broadcast the song *Young and Healthy* in violation of the copyright held by Witmark. Pepsodent is dropping the Monday afternoon Al Pearce show the first week in April and expects to take additional time on the Friday night show. Pearce returns to the West Coast May 1 to stay for three months, after which he will return east. Friends of Holly Shively are pleased to see her moving along to a better job. She goes from the CBS publicity department to the Lord & Thomas Agency.

Rich Man's Darling, formerly heard over WGN, switches to CBS February 17.

Beginning March 2 WMAQ will become the Chicago outlet for the National Farm and Home Hour. Edyth Brooks, winner in a recent WCFL amateur contest, is playing the State-Lake this week. Marge, of Myrt and Marge, and her husband, Gene Kretzinger, have bought a California ranch at Idyllwild, in the San Jacinto Mountains. Dave Bacal, pianist, who has just concluded a network series as featured pianist with Charles Gaylord, has signed to appear in a new series of piano programs over WJJD. Fire endangered the lives of several of Horace Heidt's men a few days ago when the hotel in which they were staying in Peoria was destroyed by fire. Some of the boys lost their uniforms in the fire. The Rangers, instrumental quintet and vocal quartet, have signed NBC artists' service contracts and will be heard from the Chi studios beginning this week. A new feature of the *Movie Personalities* show, starring Francis X. Bushman and Katherine Krug, will be a bi-weekly "Letter Box"—Tuesday and Saturday—in which movie questions sent in by listeners will be answered. Mefford R. Runyon, treasurer of CBS, stopped over here on his way from the West Coast to New York.

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.

N. Y. CRITICS

(Continued from page 4)

(Warner), \$1,000 a Minute (Republic) and Transatlantic Tunnel (GB).

Taking it from the other end, the lowest review average in three months and 98 tries was received by Radio's *Sylvia Scarlett*, starring Katharine Hepburn. As a matter of fact, it was the only picture to fall into the 100 class, getting a rating of .94. Six others ended up under the 300 mark. They were *The Rainmakers* (Radio), *Coronado* (Para), *Man of Iron* (First Nat.), *Broadway Hostess* (First Nat.), *Rose of the Rancho* (Para) and *Escape From Devil's Island* (Columbia).

Dailies used in getting the averages were *Times*, *Herald-Tribune*, *News*, *American*, *Mirror*, *Post*, *Sun*, *World-Telegram* and *Journal* (all New York City). Trade papers included *Film Daily*, *Motion Picture Daily*, *Motion Picture Herald*, *Hollywood Reporter*, *Picture Business*, *Box Office*, *Harrison's Reports*, *Daily Variety*, *New York State Exhibitor*, *Variety* and *The Billboard*.

Full scores on the 98 films, together with the percentages, are as follows:

Name	Releases	Reviews	Shows	Per cent.
Ah, Wilderness (MGM)	20	0	0	1.000
Tale of Two Cities (MGM)	19	0	0	1.000
Thanks a Million (20-F)	18	0	0	1.000
Night at the Opera (MGM)	17	0	0	1.000
Mutiny on Bounty (MGM)	16	0	0	1.000
Barbary Coast (UA)	12	0	0	1.000
La Matrielle (French)	9	0	0	1.000
Crime and Punishment (Fr.)	9	0	0	1.000
Stormy Universal	8	0	0	1.000
Three Musketeers (Radio)	5	0	1	1.000
The Kids and a Queen (U)	18	0	1	.974
Annie Oakley (Radio)	18	0	1	.974
I Dream Too Much (Radio)	15	0	1	.969
Rendezvous (MGM)	14	0	1	.967
Chost Goes West (London)	13	0	1	.964
Scrooge (Para release)	12	0	1	.962
In Old Kentucky (Fox)	12	0	1	.962
Hitch Hike Lady (Rep)	8	0	1	.944
New Gulliver (Amkino)	8	0	1	.944
Hands Across Table (Para)	14	0	2	.938
Mary Burns, Fugitive (U)	14	0	2	.938
If You Could Only Cook (Col.)	14	0	2	.938
Captain Blood (Warner)	12	0	2	.929
\$1,000 a Minute (Republic)	5	0	1	.917
Transatlantic Tunnel (GB)	1	0	3	.912
The Frisco Kid (Warner)	16	1	2	.895
The Lightest Rebel (20-F)	14	0	4	.889
Land of Promise (Eurim)	7	0	2	.889
Show Them No Mercy (20-F)	15	0	5	.875
Bride Comes Home (Para)	13	1	2	.875
Seven Keys to Baldpate (Radio)	9	0	3	.875
Confidential (Mascot)	7	1	0	.875
Frisco Waterfront (Rep)	5	0	2	.857
So Red the Rose (Para)	14	2	1	.853
Man Who Broke the Bank at Monte Carlo (20-F)	13	1	3	.853
Cappy Ricks Returns (Rep)	8	1	1	.850
Metropolitan (20-F)	13	0	4	.844
Thanks the Air (MGM)	13	2	1	.844
His Night Out (U)	12	2	1	.833
Singing Vagabond (Rep)	4	0	2	.833
Little America (Para)	8	2	1	.773
Another Face (Radio)	8	2	2	.750
In Person (Radio)	6	2	0	.750
Stars Over Broadway (War)	11	2	6	.725
I Found Stella Parrish (War)	13	4	3	.725
My Favorite Dude (20-F)	13	4	3	.722
Last of the Pagans (MGM)	12	4	2	.722
First a Girl (CB)	11	3	5	.710
The Invisible Ray (U)	9	3	3	.700
Last Millionaire (French)	5	2	1	.688
Remember Last Night? (U)	8	3	4	.667
Freckles (U)	3	1	2	.667
Magnificent Obsession (U)	9	4	3	.650
Rifaff (MGM)	11	6	0	.647
Crime and Punishment (Col)	7	3	5	.633
Grand Exit (Columbia)	6	3	4	.615
Perfect Gentleman (MGM)	8	4	6	.611
Midnight Phantom (Rel)	3	2	0	.600
Peter Ibbotson (Para)	8	5	4	.587
Dangerous (Warner)	8	6	3	.559
Key to the East (20-F)	8	6	3	.556
Case of Missing Men (Col)	5	4	0	.556
Born for Glory (CB)	5	4	0	.556
Old Curiosity Shop (Alliance)	4	3	2	.556
Fang and Claw (Radio)	4	3	3	.550
Music is Magic (Fox)	5	4	2	.545
Bad Boy (20-F)	3	2	7	.536
East of Java (U)	5	6	2	.500
Crime of Dr. Crespi (Rep)	5	5	0	.500
Fighting Youth (U)	3	2	2	.500
Red Army Days (Amkino)	3	2	2	.500
Miss Pacific Fleet (Warner)	8	9	2	.474
Melody Lingers On (Rel)	6	7	4	.471
The Payoff (First Nat)	5	6	0	.455
Personal Maid's Secret (War)	3	4	2	.444
One Way Ticket (Col)	3	5	7	.433
She Couldn't Take It (Col)	6	8	0	.429
Guard That Girl (Columbia)	2	3	2	.429
A Feather in Her Hat (Col)	4	7	4	.400
To Beat the Band (Radio)	4	7	4	.400
Millions in the Air (Para)	5	9	3	.366
Great Impersonation (U)	3	6	2	.364
Sweet Surrender (U)	3	6	2	.364
King Solomon of B'dway (U)	4	8	2	.357
Navy Wife (20-F)	1	4	4	.333
Splendor (UA)	4	10	2	.313
I Live for Love (Warner)	2	5	1	.313
Kind Lady (MGM)	1	4	3	.313
Society Fever (Invincible)	1	3	1	.300
False Pretenses (Chesterfield)	0	2	3	.300
Escape From Devil's Island (Col)	2	6	1	.278
Rose of the Rancho (Para)	2	10	5	.265
Man of Iron (First Nat)	2	10	4	.250
Broadway Hostess (1st Nat)	2	12	6	.250
Coronado (Para)	1	12	3	.206
The Rainmakers (Radio)	1	12	3	.200
Sylvia Scarlett (Radio)	1	12	3	.294

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

Chi Racket Union Nipped

After scanning records police declare new cafe performers' association illegal

CHICAGO, Feb. 15.—Following a raid last week upon offices of the Cafe Performers' Association of America at 75 West Randolph street, Captain Daniel Gilbert, chief investigator for the State's attorney's office, scrutinized the records of the organization and decided it was illegal.

Raid on the offices followed complaints from performers that the association was a racket and that cafe entertainers had been forced to join thru threats. Questioned in the raid were Sidney Erdman, president; Max Caldwell, business agent, and Daniel Moss. It was charged that the association had collected \$4,000 from more than 800 cafe performers and had received no benefits.

A performer member of the association told a representative of *The Billboard* that night-club owners had advised performers to join, suggesting that if they did not the night clubs might be marks for bombs. This performer said that dues of \$1.50 a month were collected, in addition to a substantial initiation fee, and that more than 2,000 performers had joined, fearing if they did not they would lose their jobs.

Twin City Biz Slow; Very Few Acts Used

ST. PAUL, Feb. 15.—Inclement weather and a muddled liquor situation have forced local nighteries to forestall plans for expansion and in many instances to cut their entertainment menus in half.

Night life has been slow in St. Paul for many months and it seems that the fever is gradually invading Minneapolis. At present only two spots in St. Paul are using talent. The "38 Club" has Shuffie McDonald and his Harlem revue and the Castle Royal is booking two acts each week, with Coranando Orchestra playing for dancing.

In Minneapolis, the Coconut Grove seems to be the only spot doing well. This recently opened spot features the music of Norvy Mulligen and is offering a galaxy of fine floor show entertainers. Jimmy Enright emcees and produces the show, which at present has De Rosa and Sorita, dance team; Amelia Rogers, specialty dancer, and a line of five girls. Curley's Cabaret is still a popular spot for local roundtowners. "Red" Carter, emcee, is now in his ninth month. Assisting him this week are Phillips and Sylvia, juggling act, and Walsh and Shepard, dance duo. Glide Snyder emcees at the "620" Club. This nighterie recently engaged Bill Hulwi and his band but cut its floor show. Club Lido has Hazel Mack and "Snookes" Kinnard.

802 Okehs Contracts

NEW YORK, Feb. 15.—Local 802, musicians, okehd contracts this week for Red Norvo Band at Jack Dempsey's; Bill McKenzie at the Famous Door; Louis (Harold) Kohuth, at the Republic; Angelo Ferdinando, at the Hotel Great Northern; Abe Seprier, at the Lincoln Theater, and Nick Woznick at LaRue's Restaurant. Local's executive board has to okeh all band contracts for local night spots, ballrooms and theaters.

NTG-Mills Held Up

NEW YORK, Feb. 15.—Altho Nils T. Granlund and Irving Mills recently formed a new corporation to produce night-club shows, nothing actually in production as yet. NTG is busy with his vaude unit and Mills is out of town.

Gallantry

NEW YORK, Feb. 15.—There's still some gallantry left. When Glenn Ireton resigned as press agent for the Hotel Commodore, his last release was a plug for his successor, Bob Kennedy.

Profit for Mr. King

CHICAGO, Feb. 15.—Wayne King, band leader, received \$500 a week for playing at the Aragon ballroom, but he in turn paid Andrew Karzas, operator of the ballroom, \$650 a week for the privilege of making two weekly commercial broadcasts. It was brought out in testimony last week in a Chancery Court hearing on a bondholders' reorganization plan for the ballroom.

"So it appears you were paying \$160 a week for the pleasure of playing for Mr. Karzas?" an attorney asked. There was an objection, sustained. Then the mastery in chancery asked:

"You were making a profit from your commercial broadcasts, weren't you, Mr. King?"

"Do you think I'm a chump?" King replied. "Of course I was making a profit."

Name Bands for GM Spring Show

CHICAGO, Feb. 15.—General Motors is again preparing for the extensive use of bands in its annual spring shows to be held thruout the country. It is understood that 52 bands in as many cities are to be used.

MCA is booking the bands and among those already set are Herbie Kay, Horace Heidt, Charles Dornberger, Leo Reisman, Art Kassel, Charlie Agnew, Tommy Tucker, Ace Brigade, Anson Weeks, Frankie Masters, Vincent Lopez, Jan Garber, George Olsen, Paul Pendarvis, Buddy Rogers, Ted Fio-Rito and Kay Kyser.

New Type Show for Night Clubs; Kane's Circus Opens in Detroit

DETROIT, Feb. 15.—Lew Kane's *Ortolo Jombo* show, 50-people unit consisting almost entirely of well-known circus acts, opened to a packed house last night at the Ortolo Terrace, classy uptown night club. According to Kane, veteran Detroit booking agent and member of the Rush & Besner agency, *Jombo* is the first show of its type in the history of cabaret entertainment. Kane conceived and staged the idea.

Regular circus acts are being used, several of which bear well-established names in the sawdust world. Aerialists, ponies, dogs, slide for life, ladder and iron-jaw acts and clowns are included

Court Dismisses ASCAP Cases in Milwaukee

MILWAUKEE, Wis., Feb. 15.—Fourteen infringement cases against cafes and taverns in and around Milwaukee brought by ASCAP were dismissed in United States District Court here February 4 by Federal Judge F. A. Geiger on technical grounds and the plaintiffs ordered to pay all costs.

Cause of dismissal was failure of the six publishing firms, who, with Gene Buck, brought the actions to prove their status as corporations. Damages asked in each action were \$250. A similar case was dismissed two years ago on the technical grounds the evidence, a copy of the song involved, was not properly identified.

Counsel for the society declared the cases would be taken to the Federal Circuit Court of Appeals.

N. Y. Strike, Maybe

NEW YORK, Feb. 15.—Hotel Men's Association and hotel division of the Building Service Employees' Union are still deadlocked. Union threatens to call out 11,000 workers if shorter hours and higher pay demands are not met. Strike would affect hotel dining rooms using bands and talent.

New \$100,000 Spot

NEW YORK, Feb. 15.—Former home of Barbara Hutton at 125 East 54th is being revamped and opening March 1 as the Le Mirage Restaurant. Reported to have cost \$100,000 to remodel.

Gambling Ban Ends in Miami

Return of "wheels" gives new hope to class spots as business improves

MIAMI, Feb. 15.—The lid is off! The click of dice and whir of roulette wheels, so long stilled, is again sounding like sweet music in the ears of night-club operators and patrons thruout the classy beach sector. This city's season, from the night-club standpoint, has been dull, discouraging to those optimists who last fall expected and predicted a record winter cleanup. Altho most of the better spots have been offering outstanding entertainment and dance music, without tables and wheels, it's been mighty tough making ends meet. For the first time this winter it's a happy "Moon over Miami."

The night sky still sparkles with stars. At the Hollywood Country Club Sophie Tucker is bringing in the crowds. It was Miss Tucker, incidentally, who won the broadest smile from Postmaster-General James A. Farley at a recent dinner in his honor at the Biltmore Country Club with her rendition of *Life Begins at Forty* and a gastronomic version of *The Music Goes 'Round*.

From the same spot, Nice, Florio and Lubow have moved to the Royal Palm Club. The Ritz Brothers, Al Jimmy and Harry, opened at the Fleetwood Hangar last Tuesday for four weeks, and Libby Holman, last week, began at the Town Casino. Harry Richmond is at the Beach and Tennis Club (for members), where Bob Grant's Orchestra furnished the music. Peter Higgins is new at the Frolics.

Earl Carroll's Palm Island spot, which will close about St. Patrick's Day, is going strong, as is Ira's Club with a new no-cover policy and the French Casino with the most extravagant show in town.

20 Pitt Operators To Be Prosecuted

PITTSBURGH, Feb. 15.—Labor District Supervisor George B. McDonough reports that over 20 night spots in this territory have already been submitted to him by his investigators charged with the violation of the child labor law. Prosecutions have been delayed until Monday due to more pressing work in another department. Mrs. Mary B. Trainor, State supervisor of the Department of Labor and Industry, will come in from Harrisburg early next week to take charge of the prosecutions herself.

Mr. McDonough states that since the drive on child labor law violators here has been renewed a number of spots have refused to hire minor entertainers or engage children in their amateur shows. Conditions will still further improve, he believes, after the department actually prosecutes a number of violators.

Argyries Booking More Update New York Spots

ROCHESTER, N. Y., Feb. 15.—Arthur Argyries (Mutual Entertainment Bureau) has booked Edward Jardon into the Times Square Supper Club, where Four Queens of Rhythm, Billy Morlen, Alice Evans and Perzade and Jetan are now appearing. Perzade and Jetan held over for four more weeks.

Also booked Dancing Howards, Kniffin and Dell, Betty Hayden, Dione Cortez and Helen Murphy into the Bartlett Club and the Lawrence Family into the Casino Club. Rhapsody in Rhythm Revue moves from the Rayott Club, Niagara Falls, to the Casino, Buffalo, with the Golden Gate Revue succeeding it at the Rayott.

Such Is Fame

NEW YORK, Feb. 15.—Village Grove Nut Club is featuring Frank Wallace and billing him as Mr. Mae West. Wallace claims to be the husband of Mae.

NIGHT CLUB REVIEWS

Village Barn, New York

One of the most popular of Village spots, this one is still doing swell business. Spot is run in showmanly fashion, something going on all the time.

Three complete floor shows on each night, with dancing and old-fashioned barn dances in between. There is an attempt at informal fun, the emcee persuading customers to participate in the rustic dances. A surprising number swing into the idea and everybody seems to have a good time.

Current show is headed by Roy Cropper, of musical comedy renown. He sings a couple of pop numbers in vigorous and thoroly pleasing style. Has the delivery and voice, of course. Had no trouble getting over.

A comedy "horse" almost stole the show. It's a cute Shetland pony manipulated by a couple of boys and paced by a nice girl as the trainer. She also steps out for a snappy tap strut specialty.

Shelmerdene is on for an exotic style of dance specialty. She's a redhead in an attractive white gown and doing high kicks, control and acro dancing. Collette and Barry, a lithe blonde and boy, made a solid impression with their Harlem hotcha dance. Nice ballroom combo, Mildred Brangdon also scored with her blues singing.

Milt Mann and orchestra of eight men accompanied the show and provided, pleasing danceable rhythms. Mann is at the piano and gets nice assist from three saxes, trumpet, drums and guitar. Here a year already. Rustic dances are taken

care of by the Lone Star Cowboys, five of them, handling string instruments. Their leader also emcees the shows. Dinners are \$1 and up. No cover. Denis.

Von Thenen's, Chicago

Among the smaller outlying night spots that have come into notice more or less recently is Von Thenen's, a cafe located on Chicago's northwest side, opposite Riverview Park. It is a spot that has been operating for many years, but only in the last couple of years has the newer generation "discovered" it, with resultant increased business. The floor show presented at Von Thenen's is not pretentious, but it is excellent entertainment. Most of the acts change from week to week but if one makes a big hit with patrons it is held over.

Stan Carter, who has appeared at many Chicago spots, has been emcee for some time and is quite a favorite with Von Thenen patrons. He has a pleasing personality and a clever line of patter. Floor show the past week included Marcia Mann, singer of popular tunes; Leroy and Regina, a pleasing pair of young dancers who put their stuff across nicely; Don and Betty, in a picturesque apache dance; George Bennett, who sings character songs, and Rita Morgan, pretty and clever soubret. To the music of Sammy Bromberg's Orchestra they present a pleasing show.

Von Thenen's is an excellent place to spend part of an evening, have a drink and a bite to eat and be entertained, all at small cost. Green.

CLUB CHATTER

THE TRIPOLI TRIO, vocal and instrumental Neapolitans well known to Chicago night spots for many years, have been contracted to play Colosimo's for the balance of the season. . . . John Steele, now at the Gay Nineties, New York, dicking for a radio commercial. . . . Beauvell and Tova returned Thursday from London. . . . Mano Rodrigo is set at the Radio City Rainbow Room, New York, until June 30. . . . Laddie Lamont has been held over indefinitely at the Hotel Adelphi, Philadelphia.

SANDRA GEE, petite singer formerly with Clyde McCoy, back in Chicago from what she terms the "Arctic trail" of the Cushman Circuit and will play night-spot dates in the Windy City. . . . She appeared Sunday night on the WCFL

Radio Prevues program with Nat Green, *Billboard* radio commentator. . . . Romo Vincent, formerly emcee at the Terrace Room of the Morrison Hotel, Chicago, back in Chi after more than a year on the West Coast and was heard last week on the Midnight Flyers program at the Blackhawk Cafe. . . . Ruth Muller's Rockettes, 25-people unit, recently returned to vaude after completing a two weeks' engagement at the Club Weinman in Trenton, N. J.

MARIO AND FLORIA, dancers, now at the Roney-Plaza Hotel, Miami, Fla., are personal friends of the White House and of the President's mother in particular. . . . Milton Berle opened a six-week run at the Chez Paree, Chicago, last week. Booked thru Irving Mills. . . . Manya and Drigo, dancers at the Versailles Club, New York, now, leave for a rest February 24. Will open at the Palmer House, Chicago, March 5. . . . Lucienne Boyer opened at the Versailles Wednesday.

THEODORE AND DENESHA, dancers originally booked for two weeks, have been held for an extra six at the Hotel Montclair, New York. . . . Pope and

Grace Morgan
MUSICAL SATIRES
at
The WEYLIN

Announcement extraordinary!

COLONEL FEDOR MAYBOHM

and His

Continental Varieties

With a Brilliant Cast of Twenty

featuring

**VERA STRELSKA, VALIA VALENTINOVA, JOAN ALEXANDER,
SENORITA MONTOYA, VERA PROZENKO, MR. SACHA,**
Ballet Russe and Gypsy Chorus

★ A glittering, original and outstanding production replete with new ideas, catchy music, singing and dancing comprising in its entirety a distinctive and unique entertainment.

CLUB CLIQUOT (formerly Cafe Rene)

240 West 52nd St. Just off Broadway NEW YORK

NOTE: COL. FEDOR MAYBOHM has headlined all of the stellar vaudeville circuits from Coast to Coast, besides enjoying international reputation as a star thru his successful appearances in the best theaters and temples of amusements in Europe and elsewhere.

Thompson signed for 10 more weeks at the American Music Hall, New York. . . . Henry Welse, of the Pauline Cook office, has spotted Joe and Betty Lee, dancers, into the Radio City Rainbow Grill, New York, for an indefinite stay. . . . New Dimitri Club Gaucho (New York) show comprises Rilla Dau, Magda Valencia, Munoz and Balan and Dimitri and Vligli.

BERTRAM AND DAWN and Dance Cocktails Revue are heading the eighth anniversary show at the Lotus Club, Washington, D. C. Club's advertising tieup with local dailies gave the revue a big play. . . . Al Aldrich, emcee and dancer, now in his 10th week at the Metropolitan Cafe, Pittsburgh. Barrel of Fun Cafe, New York, celebrating first anniversary this week. Show includes Ed and Morton Beck, Percy Stoner, Micki Cullen, Bobby Tremaine, Paul Monti and Chester Doherty Girls. . . . Pils and Tabet left the Radio City Rainbow Room, New York, to open at the Trocadero, Hollywood, this Thursday.

Irwin Signs Terris; Other Club Bookings

New York, Feb. 15.—Lou Irwin has signed Norma Terris to an exclusive binder. May spot her into the Versailles to follow Lucienne Boyer.

Other late Irwin bookings: Northway and Milo, into the Elpatio, Palm Beach, yesterday; Frances Maddux held another four weeks at the Elpatio; Luba Malina leaves the Roosevelt, New Orleans, to open at the Mayfair Casino, Cleveland, February 27, and Lita Gray Chaplin, in her 10th week at the Cafe de Paree, London, and doubling in theaters and recording work.

Irwin is sending Cross and Dunn to Hollywood for MGM soon and is working on bookings for Ethel Merman, who returns from Florida tomorrow.

Irving Mills Busy

NEW YORK, Feb. 15. — Irving Mills, now in Chicago for the Ina Ray Hutton and Milton Berle openings, will hop to Dallas to catch opening of the Lucky Millinder vaude tour. He is then expected to jump to Miami to check on his Palm Island Casino show prior to revamping it for a vaude tour. Then to the West Coast on a picture-theater deal for the Duke Ellington Band.

New Prexy Almost Causes Split in Philly AFM Ranks

PHILADELPHIA, Feb. 15.—The fact that Anthony A. Tomel, recently elected president of the local musicians' union, No. 77, was refusing to conduct his administration in slipshod manner, rumors of a split in the membership of the local started making the rounds last week. So many of the biggies have been called up for interrogation it seems that the rumors would become an actuality.

However, the talk was scotched as indiscreet at a testimonial dinner given Tomel on February 9, when he renewed his original pledges to pull the local out of its rut, wielding the stick regardless of the name.

Rumors of a split started when Tomel got after the "kick-back" and "under-scale" boys. Net result was that several bands, considered fixtures, made hurried exits from their spots; Stephen Girard Hotel was placed on the Forbidden Territory list, and the local tooters are passing up the steady jobs unless the prelist is guaranteed.

NEW YORK, Feb. 15.—Rene Durand is managing the new Cafe Louis XIV in Rockefeller Center. Opens Tuesday, with press preview Monday afternoon.

DOLLY BELL

DANGER EXTRAORDINARY.
Permanent Address, Wilmette, Ill.

★ LE PAUL ★

Ace of Card Manipulators.
Direction,
NORTH & FLAUM—HARRY NORWOOD

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Portraying Swaying Spain, Amor-o is a Argentine, Colorful Cuba in Dance and Song.
Now at DIMITRI'S CAFE, Greenwich Village, New York, N. Y.
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EDWARD K. BICKFORD

AND
ALYCE CRANDALL
INTERNATIONAL DANCE STARS,
With Their Own Revue.

Now Nightly at Golden Pheasant, Jamestown, N. Y.
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LOU RAYMOND -Baritone

"Keep your eyes on a boy named Lou Raymond."—Nick Kenny, N. Y. Daily Mirror.

Now 12th week at the
VILLAGE NUT CLUB, New York

NATE FIELDS

(Donald Bain)
Imitator-Comedian,
A SENSATIONAL NOVELTY ACT!
Entertaining—Clean—Different!
Manager: HARRY FLAMM,
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ULTRA MODERN DANCERS
"Are in a class by themselves."
—Hartford Daily Times.
Now Playing Private Functions.

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Sophisticated Ballroom and Classical Dance Styles.
Now 7th Week
WIVEL'S RESTAURANT,
New York.

THEODORE and DENESHA

SPECTACULAR ADAGIO
★ LATEST BALLROOM STYLISTS
Now 6th Week HOTEL MONTCLAIR ● N. Y.

Nelson's Famed Boxing Cats

NOW PLAYING

COLLEGE INN, CHICAGO

INDEFINITELY

Direction
ART NELSON,
Sherman House,
Chicago.

BANDS and ORCHESTRAS

WINGY MANONE is in the Hickory House, New York, for a 12-week run. . . . **Tommy Tompkins Band** goes into the Lookout House, Cincinnati, February 19 for two weeks and options. . . . **Ina Ray Hutton** unit lands more vaude time: Omaha, week of March 6, and Akron and Youngstown, week of March 20. . . . All Irving Mills bookings. . . . **Arthur Boran**, comedian-mimic, is being featured with bands, working with the Johnny Hamp and the Tommy Dorsey orchestras later this month on convention and prom dates. . . . **Tom Gentry**, originally booked for a month at the Brown-Palace Hotel, Denver, has been held over for at least another two weeks. . . . Has been playing to fine crowds.

Following a suggestion originally offered by Fred Warner, Anthony A. Tomei, president of the Philadelphia Musicians' Union, has ruled that all stand-by money from out-of-town orchestras and outside conductors be paid into the union's relief fund. Same ruling governs local cases involving stand-by money where members are given special permission to play with or conduct non-member musical groups.

JACQUES RENARD will pick up a new combo for the Burns and Allen broadcasts from Hollywood. . . . **Jimmy Dorsey's** music being aired nationally from the Palomar, Hollywood, via NBC twice weekly. **Ken Frogley** is handling announcements. . . . **Victor Young's** Orchestra will furnish music for the Screen Actors' Guild Ball Washington's Birthday in Los Angeles. Upon hearing the offer Victor went home and wrote a new melody for the occasion called *The Hollywood Waltz*. . . . Add embarrassing moments: **Dick Anderson**, Modesto, Calif., ork pilot, had to stay thru three shows at a film theater because his foot got caught in the seat. Seat had to be taken apart and it was after midnight before he was freed. . . . **Al Lyons** is booked into the San Bernardino Orange Show this spring. . . . **Lyle Thayer**, formerly of the Chicago office of MCA, located in Los Angeles branch, now handling one-night band bookings. . . . **Ben Bernie** and **Jan Garber** will be paged this summer for repeats at Catalina Island.

LITTLE JACK LITTLE closed his engagement at the Terrace Room of the Morrison Hotel, Chicago, February 10 and on February 11 **Art Jarrett** and his orchestra opened an engagement there for four weeks, to be followed on March 13 by **Ted Lewis**. . . . **Johnny Burkhardt's** Orchestra is slated to open at the Brown Palace Hotel, Denver, February 26. . . . **Phil Levant**, playing at the Bismarck Hotel, Chicago, has written a fox-trot tune, *Tired of Me*, in collaboration with **Herbert Walsh**, Chicago composer, and he introduced it on the air last week. . . . **Charles Vagabond** and band will return to Chicago at the conclusion of their series of one-nighters in Texas. . . . **Frank V. Ohman** and orchestra are being visited by many of their friends while filling a season's engagement at beautiful Oceanic Gardens in Miami Beach, Fla.

FREDDY MARTIN and his outfit are now stationed at the Aragon Ballroom, Chicago, where he has a Mutual wire. . . . **Paul Rebutti** is at the El Morocco, New York. . . . **Bert King** remains at the Shelton, New York. . . . **Johnny Yuhasz**, who will be featured by WJR during a short hotel engagement in Flint, Mich., received 2,000 fan letters after his first appearance over WBCM, Flint, which was carried nationally by a CBS wire.

GLEN GRAY and the Casa Loma unit will appear at Brooklyn's Roseland February 19 and then play for the annual mid-winter prom at Rutgers University on February 28. Succeeding this, Gray will perform in a similar collegiate capacity at the Hotel Willard, Washington, D. C., on March 6 for George Washington University. **Rockwell-O'Keefe** handling. . . . **Bob Crosby** will open at the Hotel New Yorker on February 26, two days earlier than previously reported. . . . **Louis Armstrong** will begin a week's engagement at the Lincoln Theater, Philadelphia, on February 21. He will also appear for the same duration at the Apollo Theater, New York, starting March 6. . . . **Sammy Wilson** and band begin their sixth

month at the Green Room, Hotel Edison, New York.

HERMAN WALDMAN and band succeeded Orville Knapp's combo last week at the Hotel Baker in Dallas. Knapp, after a few stands in Texas, goes to the Waldorf-Astoria, New York, February 27. . . . **Dallas** orchestra leaders and music counter clerks thumbed thru dusty stacks last week in search of President Roosevelt's favorite tune, *The Yellow Rose of Texas*. Score, unknown to most Texans, eventually turned up in a book of cowboy songs. Copies sent to the Army and Marine Bands, who will play it in June for the Presidential reception at the Texas Expo. . . . **Sugar Adams** and band continue to supply the dance melodies at Cleveland's Cotton Club. . . . **Eric Madriguera** remains another week at the Netherland Plaza, Cincinnati. . . . **Johnny Yuhasz**, youthful songwriter and band maestro, is back in Flint, Mich., playing ballroom dates and appearing nightly in the Mayfair Room of the Hotel Durant. He recently terminated several months of club dates in and around Montreal.

TED JENNINGS and band, currently filling a 10-day date at the Wagon Wheel, Nashville, Tenn., will be replaced February 21 by **Duke Barron**, who recently closed a six weeks' stay at Tanttilla Gardens in Richmond, Va. Barron's combo consists of 15 men under the baton of **Roy Cary**. Vocals supplied by **Charlie Banks**, **Gabby Parks** and the **Three Noblemen**. . . . **Seymore Simon**, **Bill Carlsen**, **Ted Wayne** and **Jack Teter** were among the guest artists on **Casper Reda's** initial radio program over WTMJ, Milwaukee. New program became a weekly over the Wisconsin 50,000-watter February 10. . . . **Wentz Kosta** is directing a **Rex Donnelly** unit this winter at the Dixie Club in Miami, Fla. Combo moved from Crest Pier, Wildwood, N. J., early in the season. . . . **Guy Rockety**, trumpet man, is a recent addition to **Billy Brooks** Orchestra, playing at the swank Hill Top Supper Club in San Antonio, Tex. Band's next spot will be the Hotel Lord Baltimore, Baltimore, before opening in a Virginia Beach nitery for the summer.

HARRY RESER will play at a Pittsburgh college prom on February 28-29. . . . After a week of one-nighters thru W. Va., starting February 28, **Leon Belasco** is rumored for a New York spot. . . . The Brittons will open their dance tour with a week's stay at the Wagon Wheel, Nashville, Easter week. Tour will continue thru Labor Day.

TOMMY (RED) TOMPKINS closes his dance engagement at Roseland Ballroom, Brooklyn, February 16 and will open at the Lookout House, Cincinnati, February 19, furnished with a WLW wire. Band is booked by Mills.

RAY NOBLE is leaving the Rainbow Room on March 10, a month earlier than his contract expires, to make theater appearances. He will do his commercial broadcast for Coca-Cola on tour and will return to the Rainbow Room in October.

Chi Has Share Of Top Bands

Score of widely known and highly rated orchestras in leading night spots

CHICAGO, Feb. 15.—Chicago is having its full share of top-notch band this season, a score or more nationally known baton-wielders occupying the better known night spots and dance palaces. Several others are scheduled to come into Chicago before the season ends, bands such as **Guy Lombardo's**, **Ted Fiorito's**, **Buddy Rogers'** and **Ted Lewis'**. . . . The city's two leading ballrooms—the **Aragon** and **Trionan**—have recently substituted new orchestras for two of long standing at these spots. **Wayne King** had been at the Aragon for eight years and **Jan Garber** at the Trionan for a long engagement. King left a few weeks ago and Garber announced this week that he was leaving the Trionan "for good." Taking their places are **Freddy Martin** at the north side spot and **Anson Weeks** on the south side. Both A-1 orchestras that probably will find favor with dance patrons.

Ted Weems is without doubt one of the most firmly entrenched favorites of Chicago night-lifers and continues to draw heavy patronage to the Empire Room of the Palmer House. **George Olsen**, he of the dental smile, and **Ethel Shutta** are excellent reasons for the crowds that patronize the College Inn of the Hotel Sherman, and **Benny Goodman**, with his "swing" band, has been responsible for a decided increase in business at the Congress Hotel. **Phil Levant**, who recently opened in the Walnut Room of the Bismarck, has quickly won a large following with his excellent music and winning personality. The piano playing of **Harry Soskin**, along with the danceable music of his band, is making the Continental Room of the Stevens a favorite spot, and at the Terrace Room of the Morrison the advent of **Art Jarrett** bids fair to hold the patronage built up by **Little Jack Little**.

The Blackhawk Cafe clientele finds **Will Osborne** and his boys excellent entertainment, and the Monday night sessions of the **Midnight Flyers** draw capacity crowds to the Wabash avenue spot. **Herbie Kay** has been a prime favorite with the university crowds that patronize the Edgewater Beach Hotel Marine dining room. **Bernie Cummins**, who follows Kay on Washington's birthday, also has a loyal following here. **Al Kavelin**, at the Blackstone; **Jack Hylton**, at the Drake, and **Henry Busse**, at the Chez Paree, all have a strong following, for which their strong radio plugs may be thanked.

Degnon Joins Calloway

NEW YORK, Feb. 15.—Irving Mills office has assigned **George Degnon** to the Cab Calloway Band as advance man. Joins the band in Grand Rapids this week.

MUSIC NEWS

(Communications to New York Office.)

In order to put the finishing touches on the play, *Yokel Boy Makes Good*, **Lew Brown**, the producer; **Sammy Fain** and **Harry Arst**, collaborators in the music end, have gone to Florida. While there the trio will attend to the creation of three new songs, which will be part of the production. According to present plans the trip will terminate in a week or so, or in time to permit rehearsals in the north for the offering presentation on Broadway.

Arrangements have been completed for the rights of the songs to be exploited in the latest film released by the Republic Pictures Company. The talkie, christened *Laughing Irish Eyes*, will feature **Joseph Regan**, popular radio and stage celebrity. He will be called upon to render three compositions by **Sidney Mitchell** and **Sam H. Stept**, entitled, *All My Life*; *Bless You, Darling Mother*, and another having the same caption as the celluloid. The Sam Fox organization will publish.

Joe White, of radio and musical comedy fame, has turned over his theme song, *Drifting in the Moonlight*, a captivating waltz tune, to the Shapiro-Bernstein Company. The work already has gone to press.

The latest additions to the staff of the Jack Mills emporium are **Joe Gold** and **Herman Schenck**. Gold was formerly with the T. B. Harms. The twain will function as contact men. They assumed their positions last week.

A change in the working staff of the eastern office of **Sherman, Clay & Company** is announced. **Al Jacobs**, well known in the industry, is general manager, with **Dave Kent** and **Freddie Cohn** installed to exploit the firm's present catalog. Kent and Cohn will be under the direct guidance of **Ed Kelly**, who has been deservedly promoted to take charge of the professional department.

Al Bryan and **Larry Stock**, two veterans of Tin Pan Alley with many successes to their credit, have placed two of their latest joint efforts with local publishers. *Greenfield and Bluebirds* and *Thru a Window in Japan* are the numbers. The former work will be brought out by the Sam Fox Publishing Company, with the **George Mario** firm responsible for the ultimate destiny of the Oriental ditty.

Blue in the Black of the Night has been bought by **MGM** for a forthcoming pic. **Frank Capano**, **Murie Merri** and **Ace Pancoast**, trio of Philadelphia songwriters responsible for this number, are collaborating on *That's the Time You Got Fooled*, to be published by **Capano**.

Cleans Up on Proms

NEW YORK, Feb. 15. — **Irving Mills** bands seem to have cornered the college proms. **Cab Calloway** plays the junior proms for Indiana and Northwestern University. **Hudson-Delange** Band plays the Princeton. **Muehlenberg**. **Harvard** prom and three proms for **Cornell**. **Harold Stern** has the **Kaneshus College** prom.

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Sheet-Music Leaders

(Week Ending February 15)

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

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

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

PHONOGRAPH RECORD best sellers will be found on page 66.

"Music Goes 'Round" failed to be reported by a single jobber and took its official exit after six weeks of excited life, the last few of which were slipping consistently.

EAST'S UNIT CIRCUIT

Arthur Fisher Starts Circuit For Smaller Production Units

Similar, after a fashion, to Cushman's Circuit in the West—making preparations now, with first show to go out late in March—expects upwards of 15 weeks

NEW YORK, Feb. 15.—The need of the East for a unit circuit, similar, after a fashion, to Wilbur Cushman's Circuit in the West, has been realized by Arthur Fisher, long a leading independent vaude booker, who has finally prepared plans for setting up such a circuit. Laying the groundwork for his elaborate plans, Fisher feels that he will not be ready to start sending out his shows until about the end of next month. He is at present setting up territories for his field men to cover, getting his production staff in shape, and in fact readying numerous other details that are necessary for the establishment of a unit circuit. The first of his field men will start on the tours a week from this Monday to line up houses.

Fisher, who will continue to spot-book Eastern vaude houses as well as manage such acts as Marty May and the Diamond Boys, has labeled his new enterprise the Arthur Fisher Circuit. He will put out small units, adaptable for either a one-day or a full-week stand and built in such a fashion as to fit the budgets of the average theater. His assistant in this circuit is Joe May, who has long been a standard act in vaude. Four field men have been engaged by Fisher to scout for houses, and a production staff is now being lined up to embrace producers, dance instructors and music writers.

The units will carry their own bands, a line of girls, in addition to acts and specialty people. They will also carry special scenery and wardrobe, with the theaters also getting full publicity material, such as billing, photographs, newspaper mats and trailers. About five producers will be engaged to produce the show, with Fisher already seeking to secure another office here in addition to his Bond Building office so that accommodations can be had for a rehearsal studio. Each show that goes out will have to have the approval of Fisher, who, while primarily the booker in setting up consecutive time for the units, will also supervise production.

Fisher's decision to enter this field comes as a result of prodding by numerous theater managers, who are fed up with the playing of wildcat units and the like. The East, especially in the indie theater field, has long shown its desire for units, and Fisher's venture will be the first to actually go about setting up a circuit of houses. Recently, the Lowry Company started on this plan, but flopped before the first show went out. The field definitely has its possibilities and Fisher is certain of being able to start off with upwards of 15 weeks.

Leonard Keller Unit

CHICAGO, Feb. 15.—Leonard Keller and his orchestra of 14, who made their stage debut at the Marbro Theater here two weeks ago after a long run at the Bismarck Hotel, are having a vaude unit built around them by Al Borde, to be known as Leonard Keller and his Musical Revue. Besides the band the unit will contain Shavo Sherman, Cliff and Dell and Wecker and Wynn. Opens February 15 at the Riverside Theater, Milwaukee.

'Bobby Marlowe' Killed

CHICAGO, Feb. 15.—Robert Moore, vaude actor known professionally as Bobby Marlowe, was killed early Friday when his auto collided with a truck on what is known as "Dead Man's Curve" near Wilmington, Ill. His wife was critically injured and is now in St. Joseph's Hospital, Joliet.

Marlowe, who completed an engagement in the Terrace Room of the Morrison Hotel Thursday night, had started for St. Louis, where he was to open at the Missouri Theater. Fearful of an accident, Marlowe had asked Phil Tyrrell, of the Sligh & Salkin offices, thru whom he was booked, to defer the St. Louis booking. Tyrrell insisted on Marlowe filling the Missouri Theater engagement, so the actor started on the trip at 3 a.m. Friday and met his death two hours later.

Wilbur Cushman Lands 5 Weeks

LINCOLN, Neb., Feb. 17.—Flesh took another bullish turn in the West this week when Wilbur Cushman set about five weeks time on this side of the Mississippi. Week stands were spotted in the Denham, Denver, and the Grand Opera House, St. Louis, according to word from the office.

Towns were also added in Nebraska, Montana, South Dakota, Wyoming, Colorado and New Mexico. There is a range from one to three days in these stands, which include stopping points such as Bozeman, Billings, Livingston, Sheridan, Cheyenne, Rock Springs, Wheatland, Rapid City, Lead, Hot Springs, Deadwood, Scottsbluff, Trinidad, La Junta and Sante Fe.

This brings the total Cushman time up to about 36 weeks.

EL PASO, Feb. 15.—Wilbur Cushman Circuit shows, which played here at the Plaza Theater all last season and until last week, have been canceled for the rest of the season, theater officials announced today, because of disagreement with the musicians' local over the number of musicians to be used with stage bands.

Last year as many men as the union demanded were used by touring units, but this year the number was cut down. Cushman officials refused to meet the union's demands for more men, so the theater called the whole thing off.

Himber for N. Y. Para

NEW YORK, Feb. 15.—Dick Himber and ork have been booked by the local Paramount as the pit attraction to open March 4. This combo follows the two-week run of Eddie Duchin, who opens this Wednesday.

Amateur Promoters Rebuked By AFA and Sophie Tucker

NEW YORK, Feb. 15.—The influx of the radio amateur into the theater field, best exemplified by the Paramount office's booking of five Major Bowes shows into Midwestern cities during the one week of February 28, is bringing a rebuke from the American Federation of Actors. The AFA Council has discussed this situation at several meetings, and at its next meeting intends to draft a resolution to be sent to Major Bowes as well as amateur program sponsors. Sophie Tucker, honorary president of the AFA, also sent a stinging rebuke against amateur shows this week to the AFA headquarters.

Ralph Whitehead, executive secretary of the AFA, said today that his organization is raising its voice in protest against amateur shows because "at a time when so many professionals are out of work the promoters of amateur shows are bringing to the theater additional liabilities, adding to the unemployed." Whitehead does not object to amateur shows going into theaters playing combo

Jackie Coogan Robbed

CHICAGO, Feb. 15.—Jackie Coogan and Betty Grable, screen stars, appearing this week at the Oriental Theater, were held up early Wednesday morning and robbed of two diamond rings valued at \$5,000. Coogan and Miss Grable, his fiancée, had been dancing at a Loop hotel and were driving to another hotel when two men in an auto tried to force his car to the curb. He stepped on the gas but was pursued and finally cornered, and the men forced the couple to give up their rings.

Pardon Board Hears Jules Bachman Plea

LINCOLN, Neb., Feb. 17.—Jules W. Rachman, former Omaha theater manager, serving a 15-year term in the Nebraska State Penitentiary here for the shooting and deaths of Harry and Sam Goldberg, former business associates, was heard by the Board of Pardons Wednesday after serving nearly three years. The board took his plea under advisement after the three-hour hearing and a decision is not expected for at least a week.

Rachman has an excellent prison record and is responsible for the present theatrical facilities of the prison, since under his supervision talking picture apparatus was installed two and a half years ago. He produces and writes all prison shows, and at one time had a show with a prison cast called *Big House Folks*, which toured theaters for nearly a year.

Against his release, or commutation of the sentence to anything under 10 years, is Ralph Goldberg, brother of the deceased men, and I. J. Dunn, Omaha attorney for the Goldberg families. On the other hand, prominent men in all fields signed a petition asking clemency.

When Rachman operated the World Theater, Omaha, the theater was a part of the Pantages Circuit.

Boston's Trio of Headliners

BOSTON, Feb. 15.—The RKO Boston Theater will have three headliners the week of February 27, with top billing honors being shared by Frank Fay, Lillian Roth and Roger Pryor. Balance of the show will comprise Gene DeQuincey and Lewis Ross, Pierre and Schuster, and Ford, Marshall and Jones. The line of 24 Bebe Barrl Girls will also be on the show.

Met, Boston, Colored Show

BOSTON, Feb. 15.—The Metropolitan Theater here will have an all-colored show the week of March 13. Show will include Louis Armstrong and his ork and the Mills Brothers.

Rosebuds Embarrassed

NEW YORK, Feb. 15.—Six Tiny Rosebuds, vaude act comprising sextet of stout girls, are embarrassed at one of their former members advertising for two stout girls, "Christian preferred." Muriel Fuller, speaking for the Rosebuds, says they are "a tolerant body" and don't want to be linked with the ex-member's advertisements.

Advance Buys By Circuits

"Name" battle between RKO and Para—booking way into June as a result

NEW YORK, Feb. 15.—The leaning by the circuits towards "names" as necessary for better box-office results was seen in a record advance booking made by RKO this week, when Eddy Duchin and ork was booked for three weeks in June, four months off. Despite the severe weather, which is cutting in on the business of the theaters with "name" shows, RKO is doing a lot of advance bookings on attractions, with the Paramount office giving it a close run. The June booking tops them all, with Paramount's buys extending only until the middle of April.

Duchin's ork is to do a whole show, with RKO appropriating an additional \$1,500 for other acts in the show. The dates are June 4, Boston; June 12, Cleveland, and June 18, Chicago. Outside of that booking RKO's advance dates are only until the end of March.

The Paramount office, on the other hand, is booking well into the month of April. *The Our Gang Kids* have four weeks, starting April 12 in Duluth, and Ray Noble's ork has been booked for the Metropolitan, Boston, week of April 10. The month of March is pretty well booked up.

Up until about a month or so ago, RKO had practically free rein in its buying of "names," but recently it has been hard pressed by Paramount, which circuit found "names" very profitable. Now it is a battle between the two circuits on "name" buys, with Paramount ready to match RKO on money and playing time.

Both Bill Howard and Harry Kalcheim, respective RKO and Paramount bookers, reveal that there's no limit to their booking of "names." That they are willing to spend huge sums on what they think represents box-office and that they will book them many months in advance, if need be.

London Show Ends 30-Wk. Run Mar. 21

LONDON, Feb. 8.—The current Palladium show, *Round About Regent Street*, definitely ends March 21. Produced by George Black, the production will have broken all records with 30 consecutive weeks to its credit. American acts who have largely contributed to its success include the Four Franks, Harrison and Fisher, Gene Sheldon, and Loretta Fischer, Jeanne Devereaux and the Four Flash Devils. The Three Swifts, Sheila Barrett and George Prentice are other American acts who played with the show in its earlier days.

New Palladium production is due March 23 and will be headed by Jack Hylton and his band, Bell Baker, Planagan and Allen, and probably Al Trahan and Yukona Cameron. These four acts will make up one of the heaviest salary lists for any local theater. Supporting acts from America will include the Three Nonchalants and Martha Ray.

Detroit Agent to N. Y.

DETROIT, Feb. 15.—Cy Besner, partner in the newly formed Rush & Besner Agency here, left for New York this week to secure more talent for a series of important local bookings. The office has established affiliations with four offices. Lew Weiss and Paul Small in New York and Duke Yelman and Bill Parent in Chicago.

First Pittsburgh WPA Unit Rehearse

PITTSBURGH, Feb. 15.—The first vaude unit under the co-sponsorship of the local Works Progress Administration office and the Federation of Social Agencies goes into rehearsal Monday, listing a cast of 31 people. The cast and technical men will be paid for rehearsals under the regular wage scale. Leon Ward, formerly with the George Sharp Players, was named company head, with Robert Wakefield, of the Carnegie Tech Drama School, to serve as stage director. Other appointments include W. J. Liebler, advance and publicity, and Reed Hamilton, stage manager.

The second unit, a musical comedy show, will go into rehearsal a week later when Helen Schoeni, assistant regional director of the WPA theatrical projects, will come into town to appoint a company head and other technical men.

Both units will play settlement houses and high-school auditoriums in Allegheny County and will be routed by the Federation of Social Agencies.

Stage Show Switch In St. Louis Theater

CHICAGO, Feb. 15.—Effective with the current bill, Fanchon & Marco are dropping stage shows at their Missouri Theater, St. Louis, but will resume them at the Ambassador Theater there on March 6. Bills will continue to be booked by Leo Salkin and Phil Tyrrell, of the Sligh & Salkin office here. In line with the change, Ed Lowry, a big favorite in St. Louis, has been engaged as emcee for two weeks with options to guide the new stage-band policy.

Rio Wins B. & K. Suit

CHICAGO, Feb. 15.—Suit of Eddie Rio against Balaban & Katz for slapping an injunction against him when he was to appear at the State-Lake Theater last November, claiming that Rio was violating the 60-day clause in their contract, was settled this week in favor of Rio.

In reversing the decision Judges Scanlan and Sullivan, of the Appellate Court, ruled that the injunction granted by Judge Trude, of the Circuit Court, should never have been issued. Bonds put up by Balaban & Katz are being held to justify damage claims and attorney's fees and it is said that Rio will collect around \$2,700 on the case.

F&M Lines Up More Pix Names

NEW YORK, Feb. 15.—The F. & M. Agency is submitting a flock of movie "names" for personal appearances as a result of a trip to the Coast by John Schultz, a partner in the agency. First of the new movie "names" lined up by Schultz to be set for dates was Wallace Beery, who was to have opened yesterday at the Metropolitan, Boston, but instead opens this Friday and the following week jumps into the Fox, Detroit.

Negotiations are on with the circuits for dates for other F. & M. "names," including Dolores Del Rio, Joel McCrea, Ralph Bellamy, Douglass Montgomery, Carl Brisson, Nils Asher and Edward Arnold. Miss Del Rio will do a three-people singing and dancing act produced by Miss Fanchon. Arnold has made personal appearances heretofore thru F. & M.

Other pix "names" now being agented by F. & M. are Jackie Coogan and Betty Grable, who are at the head of a unit. The office also recently agented Louise Beavers and Henry Armetta.

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Or write Theatrical Schools Editor, The Billboard, 1564 Broadway, New York, for information on studio locations and courses.

Para, Newark, Vaude Still Out, in Cold

NEWARK, N. J., Feb. 15.—The Paramount Theater here remains in its double-feature pix policy without any outlook for a settlement of the tiff between the house and the musicians' union. The tiff tossed out vaude a week ago Thursday, when the musicians asked for a boost in the wage scale.

The Paramount is operated by the Adams Brothers and Paramount on a partnership agreement. The A. & B. Dow office had been booking the theater.

'Gang Kids' Open in Duluth

NEW YORK, Feb. 15.—Hal Roach's *Our Gang Kids* will start their personal appearances for Paramount April 12 in Duluth, and then follow with stopoffs in Minneapolis, Chicago and Detroit. Among the kids making the tour are Spanky McFarland, Darla Hood, Billie (Buckwheat) Thomas, Alfalfa and Harold Switzer. Accompanying them will be Joe Cobb, the fat kid, now grown up, and Mrs. Fern Carter, teacher of the kids.

Theater Basketball Game Is Successful

NEW YORK, Feb. 22.—The innovation of staging professional basketball games in a theater along with a picture policy, started by the Paramount, Brooklyn, is spreading to other theaters. Walter Reade theaters in New Jersey are making plans for basketball games and there is also a report of a theater in Philadelphia making like plans.

The Brooklyn Paramount staged its first game last night, with the attendance practically double that of the Friday night previous. There were 3,200 people in the house at 10 o'clock last night. And this despite the strong opposition of nearby theaters and the collegiate basketball games at Madison Square Garden.

The *Jewels*, the Paramount's home team, defeated the *Violets* by the score of 16 to 14, the game being very exciting despite a narrow playing space. Sol Levy, sports editor of a Brooklyn daily, announced the players and plays, while Henny Youngman, comedian, filled in with comedy between halves of the game.

VAUDEVILLE NOTES

SUPPORTING ACTS in the Burns and Allen unit each got \$100 bonuses from Loew's State, New York, when the unit established a house record. . . . This was for the five and six shows a day. . . . Also got free grub, and the ladies were orchided by Marvin Schenck. . . . The acts also got extra money from Burns and Allen out of the Chicago, Chicago, split figure money. . . . Rita Rio, in the *Strike Me Pink* pix, has joined the *NTG Revue*. . . . Clarence Bell, unit advance man, left New York for his home in Cincinnati. . . . Matty Rosen has opened his own office again, this time at 522 Fifth avenue, New York. . . . He recently had space in Harry Bestry's office. . . . Joe Phillips didn't go to Hot Springs, Ark., with Marvin Schenck and Johnny Hyde as was his custom. . . . He's going to the Coast in a couple of weeks for pix work.

PHIL REGAN, Warner singer, opens for RKO at the Palace, Rochester, N. Y., February 21. . . . He follows with Troy and Schenectady, N. Y. . . . Buddy Rogers is taking out a unit, opening for RKO February 28 in Cincinnati. . . . Sergei Soudekline's contract at the Radio City Music Hall as scenic designer has been extended. . . . Talma Tate is putting her "smoke dance" creation into Alex Gerber's *Radio City Follies*. . . . Charlotte Lambertson has been held over at the Hollywood Restaurant, New York, for another four weeks and is optioned for four more. . . . The Hall-Johnson Choir is being augmented, with the F. & M. Agency assembling 20 addi-

tional singers to leave March 10 for the Coast to work in *Green Pastures*.

STAN KAVANAGH'S success in the *Ziegfeld Follies* is bringing him important bids from other sources. . . . When Sally Rand played Columbia, S. C., February 1 at the Township Auditorium the show was delayed about 40 minutes when the lights went out. . . . Dora Maughan sang with a flashlight turned on her face. . . . Jerry Mann is getting some amusement out of trying to be a columnist on the side. . . . Sylvia Froos, after working Loew's State, New York, went on to Chicago to go into the *Chez Paree*.

JOE AND JANE MCKENNA sailed from New York February 15 for an eight-week South American engagement. They must learn their talk in Spanish on the three-week boat trip.

KLAYTON KIRBY, of the former team of Kirby and De Gage, is considering a solo dance tour thru Mexico. . . . Shaw and Lee played a benefit at Wilshire Bowl, Los Angeles, for a kiddies' playground. . . . Orpheum, Los Angeles, using a guest star Idea Monday nights. . . . Nora Schiller and the Three Vagabonds booked for the Vancouver Auto Show February 29. . . . Joe Rolley, an oldtimer, is in Los Angeles. . . . Doris Canfield, partner of the late Eddie Allen, who died several months ago en route to Honolulu with a F. & M. unit, is back in Hollywood and considering a movie offer.

NEW ACTS

Varsity Co-Eds

Reviewed at the Jefferson, New York. Style—Singing. Setting—Full stage. Time—Ten minutes.

Varsity Co-Eds are six good-looking brunets very fetchingly gowned in black and white. Their harmonizing, done before a mike, is distinctly class stuff. *Broadway Rhythm* led off, followed by a symphonic arrangement of *Rhapsody in Blue*. Latter was unusually well done and was interpolated with other Gershwin bits, including *Lady Be Good*.

A medley from the *Desert Song* fading into a Victor Herbert tune socked solidly, particularly the Romberg music, which was done solo fashion by several girls stepping before the mike. Act as a whole looks very nice, with decorative drapes and attractive lighting. The audience here wanted an encore but did not get it. P. A.

Seifert's Variety Gambols

Reviewed at the Jefferson, New York. Style—Novelty flash. Setting—Full stage. Time—Twelve minutes.

Five men and three girls keep this act moving at top speed with whirlwind stepping, acrobatics and the familiar bounding and leaping usually seen in a flash of this kind. The pace never lets

up for a moment, and the action is spread over the entire stage. Watching it all is something like a three-ring circus.

Latter part is given over to perch and pyramid stunts, with the men and girls leaping on to the understander from a spring mattress. One of the girls, supported in the air by two men holding one leg each, does an aerial split and is lowered in that position to the ground. The act pleased here. P. A.

Stevens Sisters

Reviewed at the Jefferson, New York. Style—Comedy impersonation. Setting—In one. Time—Nine minutes.

Ivy and Neece Stevens, blonde and brunette, get their laughs with comic impersonations. *The Circus Is Here*, rendered somewhat comically, paves the way for the brunette, who imitates a side-show spieler, chickens, a cat yowling on the back fence, etc. The blonde has quite a talent for whistling, doing well with *Mighty Lak a Rose*.

Their best turn, however, was an amusing skit in which one of the girls, dressed as a baby, was taken out for a stroll by her elder sister. This baby stuff is old but still funny and got a good hand here. P. A.

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Kill Move To Ban Mass. Sunday Vaude

BOSTON, Feb. 15.—Attempts of various organizations in this State to prohibit Sunday vaude have met with little success. Altho successful in introducing a bill into Massachusetts legislature to prohibit vaude in the State on Sundays, the bill was killed in committee. Another bill to prevent vaude from being presented before seven o'clock in the evening on Sundays also met a like fate in committee.

"Fleet" Ousts Flesh

ROCHESTER, Feb. 15.—The Palace Theater here, RKO house, will discontinue stage shows during the run of the Fred Astaire-Ginger Rogers film, *Follow the Fleet*. The picture comes in February 28 and is expected to have a three-week run.

London Bills

(Week of February 3)

Four new American openings in town this week, with three of them old favorites returning after long absences.

Fowler and Tamara, exquisite and polished dancers, with a versatile routine, picturesque and typifying grace, clicked sensationally at the Savoy, where they opened a three-week run.

Hazel Mangan Girls, whirlwind acro dancers, with a peach of a routine, commenced their return tour at the Holborn Empire. Well-dressed and punchy act, looks better than ever, and bows off to plenty of applause. Re-appearance here, too, of Borrah Minevitch and his Harmonica Basicals, a comedy and applause riot, and Lewis and Moore, who are well in the hit class with socko comedy and snappy and intricate footwork.

Already a "name" in cabaret and radio circles, Hildegard, unusual American songstress, has her first sock at a vaude audience and is a swell hit at Chiswick Empire, where she is forced to a flock of encores. Cy Landry, comedy pantomimist and eccentric dancer, also from America, clicks on the same bill.

Don Galvan, guitarist, makes an auspicious English debut at Shepherd's Bush Empire, where he is well liked.

Wilbur Hall, novelty musician with a comedy angle, and Powell, Page and Nona, sensational aerial offering, are sold hits at the Hackney Empire, with both acts getting plenty of returns.

Anderson and Allen, original gymnasts; Dare and Yates, acro comedians; Stanley, Toni and Mae Four, aerialists; George Beattie, swell monologist and comedian; Bubbles Stewart and Sisters; De Wolfe, Metcalf and Ford, brilliant comedy dancers, and Ralph Olsen and Jeanne, novel dancers, are other American acts clicking here. P. A.

Loew's State, New York

(Reviewed Friday Evening, February 14)
 State this week offers another five-act variety bill, without any hurrah about "names," tho it's still a satisfying show, along with the Eddie Cantor film, *Strike Me Pink*. Not the business at this supper show that you'd expect from a Cantor picture and a house that's been breaking records with a combo policy. The vaude, running about an even hour, is quite good, tho this audience wasn't any too enthusiastic. Just another supper show audience, with the acts suffering on the applause handouts.

Four Robeys is the opener and it's a grand turn. Really an enjoyable novelty turn, with the quartet going thru a flock of difficult juggling and balancing tricks and at times combining both. All experts and besides the turn is staged and dressed effectively, which is plenty cause for this act going over handily as a show-starter.

Gypsy Nina, the cute little lassie with an accordion and a splendid voice, follows to score as well as could be expected with this audience, altho her closing number, *Cara Nome* from *Rigoletto*, usually tears down the house. That's her best number, altho her opening Russian song is swell also. Her singing of *Alone* doesn't match up to the other two.

Fred Lightner, without Roscella and now being straightened by June Havoc, an attractive blonde, has always been one of this reviewer's pet comics. He's got a style all his own and some gags, too, but he wasn't as ad-libby at this show as he usually is. Still a most enjoyable act, affording many laughs, with June helping him out expertly, Ruby Zwerling, from the pit, is called upon to help also.

Eddie Jackson, Val Irving and Cy Reeve caught on in the next-to-closing spot with their mad antics and sentimental embroideries. Act has been seen to better advantage, but it's still a riotous affair that most audiences like. Their goofy slapstick, their singing of such songs as *Personality Pete* and their general knocking about is laugh-compelling. Jackson and Irving are swell, with Reeve yet to find himself. Went over.

Earl Hines and Grand Terrace Orchestra, colored Midwestern outfit, close in expert style. An enjoyable band flash, the turn being staged, lighted and dressed well, with the specialties being made to count over the music. That's not saying that the music isn't good, for it really has plenty. However, Hines' clever piano solos, Kathryn Perry's torrid singing of *Good for Nuthin'*, Joe, Arthur Simpkins' tenoring and the Three Lightning Flashes truckin' on home, are all sure-fire applause items. Miss Perry and the three hoofers (worthy successors to Tip, Tap and Toe) are the applause hits. The band musically is swell, doing very well on their own and going to town on accompanying the specialties.
 SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Feb. 15)
 Current bill, headed by Fifi D'Orsay and Paul Ash, is a stage-band presentation thruout, reminiscent of the shows Ash conducted here for years. Ash, who will go down in the pages of Chicago's theatrical history as having the longest run of any performer to play local stages, five years, still packs a box-office draw as was evident by the waiting lines today, and is still popular here from the reception he got when the curtains parted.

Leading the band, which is grouped better than it has been in months, Ash first introduced the State-Lake Sweethearts, attractively gowned, who did a hotcha routine, with Lee Nutter for a few steps by herself. Geraldine Ross, a willowy blonde, followed with some acrobatic twists and aerial somersaults that drew loud applause. Betty Lee proved a mistress of the mallets next with her playing of the *Hungarian Rhapsody* and *When You and I Were Young, Maggie*, on the xylophone. Big hand. Nash and Fately had no trouble in the next frame in keeping the customers entertained with their conglomeration of comedy, singing, dancing and trick rope spinning and left to a heavy hand.

Edythe Brooks, a local radio amateur, built the show up to an awful letdown and was the weakest part of an otherwise excellent bill. She seemed to have some difficulty in carrying her two tunes and followed each song with imitations of a tap dance with her teeth and mouth. Once would have been enough. One bow. Milton Blakely, tenor, sang *Without a Song*, accompanied by Ash on the piano, and *Alone* in a pleasing enough voice but with too much formality and stiffness. It also seemed from the front that he found it hard to smile. Blakely will be much better when he overcomes these faults. Geraldine Ross returned for a high-kick routine and grabbed another big hand.

The Three Waltons are in a class by themselves when it comes to clever comedy tumbling and walked away with some of the biggest honors of the afternoon. A hit. The State-Lake Sweethearts did a swell military tap routine preceding Fifi D'Orsay, who sang *I've Got To Have Music* and a song about her man, having done her wrong. Her comedy stuff with Ash had them howling, and the entire company closed singing *The Music Goes 'Round and Around*.
 F. LANGDON MORGAN.

Shubert, Cincinnati

(Reviewed Friday Afternoon, Feb. 14)
 Current Shubert offering is the *Cocoonat Grove Revels*, a fair-to-middlin' aggregation, with Red Hodgson, author of *Music Goes 'Round and Around*, in, as the added feature. Lay-

out totes a fair 12-girl line, but doesn't compare on the flash end with some of the attractions that have been in here recently. There's some good dancing and fair singing, but there's a dearth of punchy comedy stuff. The show has its moments, but there are certain let-downs that might be eliminated by a speedier pacing. A comfortably filled first floor at today's first show despite a drizzling rain.

Show's opening is a bit old-timey. With the chorus running thru its opening routine, Paul Batchelor, in *Pagliacci* getup and using the "I Am Prolog" theme, sings the introduction, with the various acts taking their bows. Batchelor's singing is oken.

Lee, Storms and Lee, two lads and a girl, follow with a good brand of tap dancing to the strains of the *Orpheus Overture*. They garnered a fair measure of applause. Paul Batchelor follows with a singing and dramatic interpretation of *Jungle Fever*, a tom-tom ditty, assisted by two girl dancers and the chorines. It was well done and pulled a fair hand, but has a tendency to slow up the proceedings just as the show is getting started. The Rhythm Redheads, a pair of torrid fem singers, clicked just so-so with their renditions of *Lady in Red* and *I've Got Rhythm*.

Eleanor Woods is highlighted in this spot with her *Dance of the Spider*, a classical interpretive routine which went well with this first-show crowd. The dancing girls, working in the mammoth web in the background and dancing in with Miss Woods' routine in radium attire, add much to the effectiveness of the turn.

Pinky Lee and Company, two gobs and a girl, entertain with a swell assortment of dance work and some fair comedy stuff. They pack a goodly share of laughs in the cross-fire business, but their strong suit is eccentric hoofing. Away to somewhat of a slow start; they soon had this mob in the palm of their hand. A fast finish sent them off to prolonged hand clapping.

The Clymas, three lads and a girl, pack a raft of action and excitement in the time they occupy on the stage. With the stage set as a Barbary Coast honky-tonk, the Clymas simulate a free-for-all brawl in realistic fashion, employing knife throwing, some daring tumbling and a bit of good acting. They pulled a good hand for their efforts.

Red Hodgson came on to a good hand to sing as his first selection a goofy ditty entitled *Ding-Dong Daddy*. It was well received. Follows with a drunk number, *Whose Gonna Take Me Home?*, which Red sells in good fashion, drawing a sound mitting. As a windup he sings, his *Music Goes 'Round and Around* as he has sung it, "for the last four and one-half years." Heavy applause brought him back to lead the audience in mass singing of the popular tune. Skipped off to a heavy hand at the finish.
 BILL SACHS.

Grand Opera House, N. Y.

(Reviewed Friday Evening, February 14)
 Grand Opera House has only three acts for this show, probaby counting on the heavy draw of the picture, *A Tale of Two Cities* (MGM). The usual four-act combination policy will continue.

Mangean Internationals open. This is an acrobatic turn with five men and two women. Teeter-board work is their specialty, altho a couple of the men do a bit of tumbling. Their ace stunts consists of leaping off a platform onto the board, landing the men and women three high on the understander. While going thru the air they accomplish difficult spins and twists. Drew an unusually heavy hand for an act of this kind.

Gerald Griffin deceives with songs and gags. Griffin's act is very informal and chatty, leading off with *When Irish Eyes Are Smiling*. His voice is clear and pleasant, and registers fairly well without a mike. During the time he's on he plugs a couple of tunes written by Ernie Burnett (composer of *Melancholy Baby*) and himself. After a session of Irish jokes he closed with a medley of *My Wild Irish Rose*, *Sunset in Bermuda* and *Red Sails in the Sunset*. This audience liked him, but he did not get an encore.

Best act on the bill is the closer, a dance flash, called the *Castle and Rostta Revue*. A mixed team, the girl in a beautiful gold gown and the man in white tails, offer a smooth ballroom waltz, and later a tango, but did not sock as they deserved. Two brunets, becomingly dressed in lace-like costumes, come on for two mild acrobatic dances, featuring high kicking and somersaults. A better routine for these girls would be a de-

cidid improvement. A young fellow socked nicely, filling in vocally with *Alone* and another tune. The act on the whole impresses as having talent, but needs better production.

Business continues heavy, as always, altho the bill was somewhat under par.
 PAUL ACKERMAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, Feb. 14)
 Unmistakable evidence of Eddie Cantor's draw was furnished today when an overflow house braved snow, sleet and slippery streets that had traffic at a standstill to greet him at his first show.

He repaid them with a top-notch entertainment, sparing neither himself nor his associates in the effort to please, and at the end of the revue earned himself a big ovation.

Bill opens with *Feather in the Breeze*, being played by the Earle orchestra, with Louis Gress, Cantor's personal conductor, as the leader. Jimmie Wallington is next on for some introductory remarks, and when Cantor appears does some cross-fire patter with him. He also follows Cantor's singing of *Am I Gonna Have Trouble With You?* with a chorus of his own.

Cantor then introduces the Stone and Vernon dance act, a group of three men and girl who present a clever waltz adagio. After this number the popular Parkyakarkus appears to bring his Greek dialect fun, with Cantor acting as straight man. Parkyakarkus sings *The Music Goes 'Round and Around*—his version.

The Frazee Sisters, two attractive brunets, harmonize on *Ennie Meenie Minee Mo*, and the Three Gobs, three fast-stepping Negro boys, offer some intricate tap dancing and do a little bit of comedy harmonizing of their own, winding up with a German lleder.

Cantor then comes out as Shirley Temple and gets a howl from his parody on *Good Ship Lollypop*. The Stone and Vernon group repeat with a spectacular adagio, *Leopard Leap*, in which the girl impersonates a scratching clawing leopard and two of the men appear as whip-cracking trainers. It is a good novelty number.

Cantor and Parkyakarkus, aided by a clever magician, appear in a comedy version of the shell game stunt, this time revolving around their efforts to tell under which of two cylinders is a bottle and an apple. As usual they figure to outsmart the gambler, but get it in the neck for the laugh finish.

In the finale Cantor sings *You Hit the Spot* and the anti-war song *Let Them Keep It Over There*, tying it in with the Pebecco essay contest.

The film is *\$1,000 a Minute*.
 H. MURDOCK.

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, Feb. 13)

There's quite a bit of vaudeville talent on the local stages this week. The Paramount announced a 12-act bill this week in celebration of Fanchon & Marco's third anniversary in the theater, so the Orpheum management put their heads together and assembled as competition a group of vaudevillians who had the audience at the Orpheum calling for more and more until the poor artists sought refuge in the wings and the customers grew limp from sustained applause. Presentation is called the *High Jinks of 1936*.

Pinky Tomlin is top billing here today, and with the aisles and rear of the house given over mainly to standees, he sang song after song, encore after encore and finally bowed off to the accompaniment of more palm slapping than has been heard in these parts in many moons. He ran thru his old favorites of former visits to this house and gave about a dozen pieces.

Show opens with Waldemar Guterson's Orchestra playing *Ennie Meenie Minee Mo* and a slavic rhapsody overture. Ted Cooke takes over the stage from here as emcee. This is his first appearance in Los Angeles, and the audience signified their approval not only for his smooth chatter and introductions but also for his rendition of *Just a Gigolo* in three dialects—Italian, Yiddish and British.

The Four Playboys, acrobatic team, come on after Cooke's opening and run thru several short routines. Next is Mrs. Pasquale, who has achieved no little fame locally on the radio. She is an Italian dialect comic and was rung in as a surprise, not having been mentioned in the theater's advertisements. She tells amusing anecdotes and enacts solo

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dramas. Encored with an impersonation (without dialect) of a silent picture actress making personal appearances in conjunction with her initial talkie. The audience wanted more of her, but because of a late start and time used by Cooke and the orchestra the bill moved on.

John and Edna Torrence, fresh from the Ambassador Hotel's Cocomat Grove, make their vaudeville debut in the next spot. Their ballroom routine is interesting, tho not unusual. The punch of this act, however, is in a series of burlesque collegiate dances which got loud hands, recalling the pair for a short encore.

In appreciation of the customers' enthusiastic reception, Emcee Cooke closed the show by bringing each performer out again for a bow and giving the audience an opportunity to expend some of their surplus applause.

Films are *Chatterbox* and *Stormy*.
SEYMOUR FEISER.

Roxy, New York

(Reviewed Friday Evening, February 14)

The stage show at the Roxy this week seems a pretty perfunctory affair, tho why it should be only Thespis knows—the current film, George Raft and Rosalind Russell in *It Had To Happen* (20th-Fox)—needs all the support it can get. Only one regular act performs without production on the stage.

Nirska, headlined last week with her magnificent flame dance, is held over, and deservedly. Her beautiful routine is kept for the finale this time, which is where it belongs, and allows the curtains to close in a blaze of glory. The Gae Foster Girls again aid with auxiliary dancing.

Last week it was the Three Gobs in support, but this week it's the Three Sailors headlining. The trio of crazies is as good as ever, the boys going thru their amusing antics to excellent returns.

Norman Nelsen and Joe and Betty Lee, the only other pros on the bill, are all lumped in the mid-section production. Nelsen sings nicely thru an up-stage mike, while the Foster kids perform a pretty routine, and Joe and Betty Lee end the scene with a lovely ballroom dance, going into another nice number as the curtains close. The kids have ability and they also have looks. Mildred Patterson is pulled from the line for some of her excellent acro work earlier in the same flash.

Two amateurs this week fill out the show, one of them a distinct novelty for the tyros. He's a dog, no less, and is put thru his paces by Lew Miller, his owner. Billed as Pal, he goes thru an excellent routine, with the ear-appeal that got him radio mention counting heavily. He not only counts, but really tries to talk, saying, "My mama" at least as well as most babies do when their fond parent claim they've reached

(See ROXY N. Y., on page 27)

Jefferson, New York

(Reviewed Friday Evening, Feb. 14)

A fair vaude layout, altho more and stronger comedy certainly would have come in handy. Singing, dancing, acrobatics and a dog novelty comprised the entertainment. Ross and Edwards had the comedy job, but their act is half singing and couldn't quite carry the show. Picture was *Charlie Chan's Secret*.

Opening turn was Harry King and Sinclair Twins, who uncorked a pleasing song and dance affair. Singing is just a filler, the twins being at their best in snappy hotcha stepping and acrobatics. The girls are attractive brunets and sport sleek costumes. King is a good acro tap hooper. Act could use better routining, however.

Paul Sydell and Spotty did all right. Sydell starts off with a white and black dog, following with a clever brown and white terrier whose balancing and contortion tricks delighted the customers. For a getaway Sydell uses a tiny, cute pup.

Keller Sisters and Lvneh had no trouble socking over their skillful harmony. Opened with *Dinah*, warming up with *Paradise*, then swinging to *Carry Me Back to the Prairie*. Encored with *The Wreck of the 97* and *The Music Goes 'Round and Around*. Yodeling, a bit of hotcha and clever voice blending still makes this combo among the best around.

Ross and Edwards are also oldtimers and know how to sell ordinary special lyrics. Material is quite familiar, but they know how to deliver and that counts a lot. For a finish they offer

a bit of dancing and a finger-clicking trick.

Lazzed Arabs, eight men and two women, pack plenty of movement in their seven minutes. Offer pyramids, balancing, flips, acrobatics and fast tumbling. One male gets a bit of comedy in with his dialect announcements.
PAUL DENNIS.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, February 14)

(WHO's Parade of Stars)

WHO is the sponsor for this unit, which has some trouble in being considered as vaude. But it's all right to build up the station by allowing audiences all over the WHO listening area to get a peek at the microphone personalities.

Parade of Stars is most of the time labeled *WHO Barn Dance*, after the hour from which the talent is taken. The unit doubles back to Des Moines on Sundays for a radio fling. Being air-plugged all the time, it's a cinch for the small-town patronage.

Stapp Sisters, lookers and dressers, open the show, and they are a couple of fair tappers. They appear several times during the course of the show. Tommy Tweet, the master of ceremonies, then trots out the Rash Twins, mixed team, and they yodel *Mississippi Miss* before the milk. Three Banjo Kings, who hit the strings hard, have a flashy offering, and then in front of the curtain, while the scene is changed, come the Three Tune Tossers. They sing three numbers. Idea is to mimic as many of the WHO hick programs as possible. It's mostly a stall for time.

Red and his Arkansas Ramblers, in some barn-dance stringing, start the next interlude, and the Murray Sisters yodel. They have good voices. Tom Sawyer, a comedy novelty fellow, who gets music out of various types of farm tools, and Grandma Jitters, a fake-whiskered but nevertheless old comedy dancer of sorts, get some laughter for the close.

Bernie Dunn handles the affairs of the company while on the road, and I. Grossman is in advance. The show will be in houses until summer, it is understood, and is being handled by Lew Rosenthal for fair dates. It will be much better for latter engagements. Film here was *Her Master's Voice* (Paramount). Business just fair.
B. OWE.

Oriental, Chicago

(Reviewed Friday Afternoon, Feb. 14)

CONTINENTAL CAVALCADE

While not as elaborate as some of the units that have come this way, this George Choos effort is nicely mounted, has entertaining talent and a very clever line in the Danny Dare Dancers, a mixed line of 12 who recently played the Palace here, who contribute several nifty routines between the acts. Bert Walton introduces the acts in an unassuming manner, dropping a quip here and there and comes into his own with his funny stogie routine later in the bill.

Opening scene was laid in front of a French arch drop and had the Dare Dancers doing a lively routine as Martha Boyer sang over the public-address system from the pit and Helene Denizon came on to do a toe number, featuring aerial turns. A parade of show girls was next, and the scene closed with a living picture tableau laid amidst a wheat field.

Ray Royce followed with an excellent inebriated dance that comprised fast head spins, somersaults and stomach rollovers. The youngster's acrobatic work was well appreciated and he left to a good hand. Nellie Arnaut and her two brothers were next with violin playing and the boys tapping, tumbling and doing acrobatic tricks while playing. Their double bowing of *Tiger Rag* on one violin while dancing sent them off to a healthy palming.

After a colorful rumba by the Dare Dancers, Art Frank, assisted by Claire Levan, put over a pleasing line of comedy talk and topped it off with some good eccentric dancing. His impression of a soubret going thru the motions and wiggles in singing a song is a gem. Big hand and a hit.

Helene Denizon, danseuse, did some classy toe work to *Dancing in the Dark* with a large bubble. She worked with graceful ease and her pirouettes came in for plenty of applause. Nellie Arnaut and her brothers followed with their bird flirtation bit which got lots of laughs. The Dare Dancers were next with a waltz and flying adagio number.

Bert Walton, in the next-to-closing niche, worked against the handicap of

a bad cold but had them howling with his always funny stogie routine. The laughs came fast and often during his kidding of Jack Pier, who is new in the act. Pier contributed *Alone* in a pleasing baritone and went thru *Starlight* with gestures prompted by Bert to hilarious results. A hit. Finale had everyone on for bows.
F. LANGDON MORGAN.

Casino, Pittsburgh

(Reviewed Friday Afternoon, Feb. 14)

The Casino (formerly the Harris) is the newest combo house here operated by Charles V. Turner, veteran showman, for George Jaffe. At a 25-cent matinee price and a 40-cent top, customers are given a three-hour show, including a unit, picture and shorts. Because of its small seating capacity (around 1,800 seats), the house will have to do a rushing business to make any profit. Near capacity at this writing.

This week's unit, Jack Fine's *Band Box Revue*, carries about the same line-up as that caught by *The Billboard* in Cincinnati recently. Only change at this show was the fact that some of the headliners had to work sans costumes, as icy roads stranded the unit's equipment outside the city. Emcee Al Belasco, however, won the turnout with his sincere explanation and the cast scored as usual.

Curtains part on a night club scene, with the Smith Sisters Orchestra and the Lew Leslie Band, house ork, supplying the music. Rodney and Gould, slow-motion funsters, and Jack Leonard, a highly versatile comedian, steal the show. Heavy mittings greeted Bobby Graham's singing and dancing bit, Dorothy Arnold's sizzling *Truckin'* delivery and the tap turn of the Four Ambassadors of Rhythm. Ann, Dorothy and Naomi Skelly (attractive sisters of the late Hal Skelly) impress with their harmony, offering this time *Red Falls in the Sunset* and *Honeysuckle Rose* (a la Dorsey Brothers). Unit runs about an hour, with Belasco's gags in between numbers making it seem much shorter. Screen has *Escape From Devil's Island* (Columbia).
SAM HONIGBERG.

Paris Bills

(Week of February 3)

One of the best bills of the season at the Alhambra, with American acts getting a big share of the cream. Con Colleano heads the program and scores a smash hit with his sensational tight-wire performance. Al Devito, Russ Denny and Dorothy Stevens, with their zany madhouse madley, close the bill and send the audience out in good humor. Norman, Violet and Ray are held over from the last show, but are billed this time as King Kong Perdue Troupe. Click solidly with their gags and splendid tricks. Bernice Stone also held over, but doing a new and more attractive dance routine. Good dance numbers also presented by Iris Kirkwhite, talented English toe-tap dancer, and Raquel de Choudens, Spanish stepper.

An outstanding hit is registered by Ben Dova, whose drunken bumps and tumbles keep the audience howling. Bob Elpa returns to Paris after several years' absence and his juggling shows marked improvement, being speedier and better routined. The Bedini-Taffani Troupe is excellent in its potpourri of balancing, tumbling and acrobatics. Number is attractively costumed and mounted. Callagary Brothers, held over from last show, continue to please. Two good dance numbers are presented by Howell and Hager, modern ballroom steppers, and Mary Ray and Naldi, excellent acrobats. Doumel, funny tho vulgar wisecracker, is apparently the only native on the bill and keeps the French prestige safe.

Alvarez Brothers offer a comedy trapeze number which is fairly good but not uproariously funny. Two other comedy numbers that miss fire are Bood and Bood, in a mediocre burlesque bit, and the Three Baldors, in a slapstick number of which at least a short takeoff on English dancing girls is funny. Mari- anne Oswald deserves and gets the bird with her weird and raucous attempts at singing. Somewhat of a Cherry Sisters act and little if anything to be said in favor of it. Ditto for Crayon, a mediocre caricaturist, who also gets the razz. Carmelo Vesio, excellent singer, is on for two numbers, which are good, and Clement plugs a song from the ork pit.

Marie Dubas, pop singer, held over for second week at the Bobino. Other good acts on the bill are the Two Claranas, aerial; Miss Dora, contortionist;

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Rebia, juggler; the Four Carlettis and Miss Swenke. Fredo Gardoni, accordion pusher, and Jean Cyran, crooner, head European program mostly made up of warblers. The Bel Air Trio, excellent equilibristas, and Mac Norton, human frog pond, are at the Petit Casino. The Sidell Sisters, American acro dancers, have joined the revue at the Alcazar.

Good stage show at the Paramount, featuring the Four Romanos, American dancers, and Harry Reso, eccentric hooper. Rex has the American roller skater, Harry Avers, and his quartet; the Elida Sisters, contortionists, and the Four Ylleros, equilibristas. Alto and Partner, novelty balancing act; the Five Kleins, bike act, and Bert and Gloria, contortionists, are at the Gaumont Palace.

Good vaude show at the Casino Municipal, Nice, with Arnaut, Peggy and Ready, Five Astony Sisters, Malena's monkeys, Holls Brothers and the Gaultiers. The Samuels Brothers, American hoofers, and Yvonne Gale and Anton, dance duo, are at the International Sporting Club, Monte Carlo.

"Fields" Hits Road Ruling

Management squawks at 2 unnecessary stagehands —IATSE stands by rule

NEW YORK, Feb. 15. — Stagehands' ruling concerning extra men required for a production technically classified as a road show came in for another lacing this week when Richard Aldrich and Alfred de Liagre Jr., producers of *Fresh Fields*, announced that they had protested the stagehand dicta that they must keep a road crew on for the show during its run at the Empire Theater here. Stagehand ruling is that any show touring for six weeks or more must retain its stage crew—carpenter, electrician and property man—in addition to the crew employed by the house, whether or not they're needed. *Fields* had an 11-week run in Chicago and was also produced in Baltimore, Newport and Dennis, Mass., in various tryouts.

Aldrich and de Liagre, however, point out that the Chicago run was made as a Chicago production, and under an entirely different management. Ruling on the show was made by James Brennan, head of the stagehands' local, and was appealed by the management two weeks ago to George Browne, president of the IATSE. Thus far they have received no reply from Browne, and it is considered unlikely that he will reverse Brennan's decision.

"To begin with," the producers said in their squawk, "the rule that a road crew must be employed in New York if a play has toured more than six weeks does not make sense. If a producer has given his road crew one week's pay he may fire them when he opens in New York. If he has given them seven weeks pay he must keep them whether he needs them or not. There is no logic in this whatsoever, the rule has been in existence a long time.

"To apply this rule to *Fresh Fields* is doubly unfair, since we did not produce the play in Chicago. Casey and Liddle gave employment for nearly three months to actors, stagehands, ticket sellers, ushers, cleaners, etc., which was a good thing for all concerned. Just how this constitutes reasonable grounds for penalizing us is difficult to understand.

"The management of the Empire Theater employs a carpenter, property man, electrician and two curtain men. *Fresh Fields* has but one set, and the only additional stage help needed is a man to run a dimmer board. We have no work whatsoever for an additional carpenter and property man whom the union compels us to employ."

Brennan, in rebuttal, said that the fact that Aldrich and de Liagre did not present the play in Chi did not alter the situation. The road crew, he said, is on call 24 hours a day, often working several days without sleep, and if the play should again go on the road the men might be called upon to work all night, in highly unfavorable weather conditions, in order to load it, without getting more than their stipulated \$100 a week.

It is highly improbable, however, that *Fresh Fields* will take to the road unless it hangs up a fair New York run.

The management has not as yet taken up the matter with the League of New York Theaters, but it is possible that the general ruling will come up for some heavy discussion when conferences regarding the renewal of the stagehands-managers contract come up in the spring.

Cornell Scores in Detroit Opening

NEW YORK, Feb. 15. — Katharine Cornell, playing on February 12 at the Cass Theater, Detroit, in Bernard Shaw's *St. Joan*, received the acclaim of both critics and audience in what was called the crowning achievement of her career. The story of the spiritual peasant girl delivering France, only to burn on a pyre, was never before presented in Detroit with such pageantry and magnificence. The premiere, attended by the season's

FROM OUT FRONT

By EUGENE BURR

As time shivers upon the thin borderline between Friday and Saturday, as lights glimmer fitfully behind discreetly lowered shades in the cheap hotels across 47th street, as night settles like a pall over the dark by-alleys of Broadway, and the raucous voices of newsboys rend the rumbling of the city like the tearing of a dirty cloth, as the week's last review is being hauled by an aged "boy" to the telegraph station, one's mind turns inward and draws upon itself, until its rising spleen spills over upon typewriter keys and gets smudged upon sheets of paper.

What, one wonders vaguely and a bit drowsily, is all the shooting for? Night after night after night; play after play after play, review after review after review, and what does it really matter? On nights when the ominous shadows peculiar to New York do not happen to be abetted by pangs of imminent exhaustion, it all seems very well. Reviewing then appears a satisfactory and not entirely unimportant pastime, its scattered records a running commentary upon that other farce which we know as Life, its judgments of at least passing importance to the small world of the theater, its practitioners in their narrow spheres, omnipotent prophets who hold the scales of judgment, and who are, therefore, akin to little, local gods. But on weary midnights, above and a bit beyond Broadway, such local attitudes seem mere fripperies, the desperate, petty baubles thru which men seek to endow their lives with beauty and with a sense of passing fame.

A number of gentlemen in the course of the year decide to try to make money by producing plays which may conceivably entice a certain number of citizens to part with a certain amount of United States currency; it is our part to say whether or not we think the entertainment provided is worth the not world-staggering sum of \$9.30. That is hardly a momentous labor.

We like to feel, of course, that we are the ambassadors of works of art, that we wait, like Caesar's heralds, to trumpet forth the news of greatness. We like, too, to feel that we are impeccable guards who protect the drama from the onslaughts of massed mediocrity, defenders of the stage and its traditions, damning with the bludgeons of our scornful words all unworthy weaklings that aspire to place in the drama's sun. But these are hypotheses remarkably unsupported by fact.

Night after night we condemn cheap and worthless offerings presented in the hope of enticing a few shekels from out-of-town visitors or the pockets of the backers. It is a task that is better and previously performed by the authors themselves. In our pitiful efforts to grasp at dramatic greatness, we pander and compromise, making terms with our consciences; and thus, somewhat less frequently in the course of a season, we issue edicts that this or that play is a good one or a fine one or a great one. Yet we know in our hearts, uncomfortably, that this is not strictly so. Once perhaps in every three seasons we do stumble upon a play that actually merits a need of praise—and it is for these rare occasions, as *Journey's End*, a *Berkeley Square*, a *Green Pastures*, a *Wild Birds*, a *Winterset*—and then, momentarily, we fulfill our functions as the balsam-bearers of genius. But that is all.

And even in such cases there are doubts. Fine as such plays may be, judged in comparison with a mass which, however good, is still several degrees below the standards of self-respecting mediocrity, how will they be entered in the ponderous annals of time? We cannot tell. Hoping for the best we toss our spangled word-caps toward the sun, glad that we may even thus far participate, however mistakenly, in the things that really matter.

The lights in the cheap hotels go out suddenly one by one, as the dropping into the void of night; the voices of the newsboys grow shriller and more querulous; a stray tatter of wind flutters beneath the casement. There are more reviews to be written next week.

most brilliant audience, went off without a hitch.

Miss Cornell's masterly characterization was supported by excellent performances on the part of all the leading players. Maurice Evans scored in the role of the useless and languid Dauphin, as did Eduardo Ciannelli, lately of *Winterset*, as the sarcastic Bishop. Outstanding among the others were Brian Aherne, as the Earl of Warwick; George Coulouris, the chaplain; Charles Waldron, the Bishop of Rheims; Charles Dalton, the Moneigneur de la Tremouille, and Joseph Holland, as Baudricourt.

American Academy Students Present Barry's "Universe"

NEW YORK, Feb. 15.—The senior students of the American Academy transposed Philip Barry's *Hotel Universe* into a minor key yesterday afternoon, and presented it at the Empire Theater as the seventh in their current series of matinees. *Universe* is no series of melodious arias at best; it harps pretty constantly on the blue notes. The youngsters, keeping to a mood of semi-supernaturalism and impending doom all the way, and never letting up for a moment, did nothing to hide its original defects. Most of the comedy which it does contain was lost, and some of the larger effects suffered because of lack of contrast. The rigid adherence to the prevailing mood must have been a strain on the players; with an intermissionless play of the *Universe* type, it certainly was on the customers.

That doesn't mean, however, that there were no excellent individual performances. On the contrary, the majority of the kids performed splendidly, head and shoulders above what might have been expected, with particularly good work contributed by Timothy Lynn Kearse, Isabel Burnham, Helene Fortescue, Marc Garber and Owen Lamont. Miss Kearse brought dignity, belief, understanding and a really professional poise to the part of Hope. Miss Burnham gave a stirring and intelligent interpretation of Lilly Malone, losing poignancy perhaps, but making up in dramatic effect. Miss Fortescue was excellent in the usually badly overplayed

part of Alice. Garber was quietly effective as Norman Rose. And Lamont ran, as they used to say, the gamut of emotion as Stephen Field, showing versatility and talent far beyond his student standing.

Marvin Tullman, seemingly a bit lost in the balmy moments and tending to overplay them, made up for them by straightforward and effective pretending in those sections wherein the playwright is almost coherent. Charles Thomas, playing the surfaces as Pat and doing a nice enough job of it, didn't seem to see into the role, failing to suggest the poise and the fundamental solid qualities of the character. He gave a nervous interpretation to a man whose nervousness was all the more terrible because it was entirely beneath the surface. Jane Dwire made a sweet and pleasant Ann.

Managers-Dramatists Confab Is Held

NEW YORK, Feb. 15.—Representatives of the Dramatists' Guild and the League of New York Theaters had an informal confab yesterday on the new minimum basic agreement which is to succeed the old one expiring March 1. The meeting was held in the offices of the League and was attended by some 18 representatives, among them Dr. Henry Moskowitz, adviser of the League; Marcus Helman, Brock Pemberton, Martin Beck, Elmer Rice, Albert Maltz, William Hamilton Osborne and Edward Childs Carpenter. No definite decisions were made, but everyone got along well, and a meeting to be held Tuesday will probably see some action. If no agreement is drawn up before the March 1 deadline, both sides may agree to abide by the old contract from week to week.

Rumors indicate that the Dramatists' Guild will ask for a larger slice in motion picture rights, owing to the depression in play prices caused by the Hollywood invasion. Authors at present receive one-half the screen rights. A sliding scale may be adopted, however, in which authors' film rights will be measured by the comparative amount of Hollywood money in the production.

"Eternal Road" Set for Sept. 14

NEW YORK, Feb. 15.—*Eternal Road* is slated for the Manhattan Opera House about September 14, according to a statement made this week by Meyer Weisgal. The additional \$150,000 necessary for the opening is available, but the management feels that a fall premiere will give the production a better chance of success, as well as cutting down expenses which would naturally result if alterations on the Manhattan Opera House were rushed thru.

Max Reinhardt, director of *Eternal Road*, will leave for Hollywood next week to make a picture for Warners and will probably go to Salzburg for the summer. Tentative plans allot three weeks for rehearsals, beginning approximately August 25, when Reinhardt will be in New York. With the exception of bit parts the entire cast will be re-engaged.

In accordance with the Equity agreement, the present cast received two weeks' salary at the termination of the six-week rehearsal session, as well as expense money.

tho she tended toward an emotional monotone, while Bruce Kimes did an unobtrusively effective bit as Felix.

Ellen Prescott, Gordon Casper, Marjorie Davies, Lawrence Forsythe, Lee Bowman and Frederic Sherwood turned in some disintegrated ensemble playing in the first act of Frank Craven's *The First Year*, which was used as the curtain raiser, the Casper, Miss Davies and Forsythe did nice character work and Miss Prescott showed signs of becoming a charming ingenue once she loses her consciousness of being on a stage.

EUGENE BURR.

THE NEW PLAYS ON BROADWAY

GOLDEN

Beginning Monday Evening, February 10, 1936

ALICE TAKAT

A drama by Jose Ruben, from the Hungarian play by Dezso Szomory. Directed by Frank Merfin. Entire production supervised by Ed Wynn. Settings designed by Raymond Sovey. Scenery constructed by B. J. McDonald. Scenery painted by William Oden Walker. Presented by Ed Wynn.

Zsuzsanna Takat.....Nicholas Joy
Kitty Lindeman.....Peggy Shannon
Alice Takat.....Mady Christians
Karl Helvet.....Russell Hardie
Max Durak.....Loyd Gough
Miss Haus.....Florence Earle
Professor Goltz.....Leo Cugley
Ludwig.....Emmett Rogey
Homer Horob.....Percy Ames
Fritz.....A. G. Andrews
A Patient.....Al Baron
George Kroos.....John Emery
Mrs. Helvet.....Kate Mayhew
Prof. Tardy Kroos.....Arnold Korff
Mrs. Baney.....Edna West
Mrs. Durak.....Florence Auor
Mrs. Cantz.....Florence Wood

ACT I—Scene 1: Living Quarters of Dr. Takat in Professor Goltz's House in Berlin. Evening. Scene 2: A Special Ward in the Hospital. Later. ACT II—Scene 1: The Waiting Room in Professor Kroos' Home in

Budapest. Early Evening, Two Years Later. Scene 2: Dining Room in Professor Kroos' House. Half an Hour Later. ACT III—Living Room in Mrs. Helvet's House in Bede Falu, a Suburb. Same Night.

Alice Takat represents the fruit of Mr. Ed Wynn's excursions into the literature of other lands. Just why radio's Simple Simon had to turn internationalist in order to present to New Yorkers nothing more exotic than a "mercy killing" plot is something to wonder at, but is of no great moment. *Alice Takat* is a play of very ordinary merit, capably performed, and is not likely to change for better or worse the status of the present theatrical season.

Mady Christians, cast as the young woman doctor, Alice, puts an incurable sufferer out of his misery by giving him an overdose of morphine. Said incurable used to play the violin very sweetly for Alice, and there is some sentimental dialog accompanying the agonies preceding the coup de grace. Russell Hardie, playing the role of a chemist in the hospital, loves Alice and takes the blame. Alice loves him, too, but while he is in prison she hurries up and gets herself into an interesting cou-

dition which, as she is a woman of science, is only a passing interlude in her austere life. Finis is approaching now, and will not surprise you any more than the Hungarian who wrote the piece. Karl is pardoned, finds Alice, and will marry her even though she will soon contribute her embarrassing and illegitimate bit to the world's quota of suffering humanity.

The metamorphosis into English of this play by Dezzo Szomory was undertaken by Jose Ruben. Szomory quite obviously started life on the wrong syllables, but will overcome his handicaps if given a few more breaks by benevolent internationalists. The players struggle seriously enough, and manage to get over some dramatic scenes, particularly Mady Christians, Russell Hardie and Kate Mayhew. Nicholas Joy, who was unfortunate enough to be cast in the scarcely lamented *Season Changes*, offers some surcease from the dull whole with a humorous portrayal of Zuard Takat, who, besides being the father of Alice, is troubled by fast blondes and slow horses.

If your curiosity is whetted and you are reasonably quick about it, it is barely possible that you may still see *Alice Takat*. All in all, it is something of a mistake. Score one for the Hungarians. PAUL ACKERMAN.

MANSFIELD

Beginning Wednesday Evening, Feb. 12, 1936

BLACK WIDOW

A melodrama by Samuel John Park. Staged by Miriam Doyle. Setting designed and executed by Louis Kerne. Presented by Thomas Kilpatrick, starring Lucille LaVerne. Dr. Emma Koloch..... Lucille LaVerne
Detective Sergeant Whaler..... King Calder
Carl Koloch..... Stanley Smith
Detective Garner..... William McLeod
Patrolman..... Bruce Desmond
Medical Examiner, Lewis..... Walter Davis
Katherine..... Joanna Roos
Professor..... A. H. VanBuren
Jennie Mason..... Michael Stone
ACT I—The Basement Reception Room of Doctor Emma Koloch. Late Afternoon. ACT II—The Same. Two Days Later. ACT III—The Same. A Moment Later. Time—The Present. Place—A Mid-Western City.

Black Widow is commonly associated with the most deadly type of spider, but in this instance it's identified with a play—deadly enough—which is an over-exaggerated melodrama. In the final analysis it appears to be a melodrama to end all melodramas, tho it showed indication earlier of being a worth-while horror play. However, by the third act it unintentionally wound up as a farce, the audience becoming hilarious over the many killings and amused by the stilted dramatization of the last act.

The play definitely has something, but author Samuel John Park lost himself in the midst of it. He became entirely too melodramatic and lost sight of a situation that might have been effective enough without so many murders. The finish of each act might have been patterned after an old Pearl White serial, being certain of making you look in on the next act. This probably accounted for the return for the third session of most second-act walkers. Unfortunately a play cannot depend on a finish of an act or a last-line punch (and this one has a good last line) for its effectiveness.

The story is certain to awake memories of the recent front-page happening in Chicago, the case of Dr. Wynkoop. The *Black Widow* in this play is a woman doctor also, one who majors in illegal operations and whose patients seldom leave the house alive. Those patients dying on her operating table are disposed of in an acid pit, a contrivance conceived by a renowned chemist who is in the doctor's power. Of course, nobody knows about it except the audience, the doctor and the chemist. But in the second act the secret bride of the doctor's son, the apple of her eye, becomes an eyewitness to the crime and then the fun begins.

Not only does the mad doctor have a long record of murders, having killed her husband and disposed of the bodies of ever so many patients, but now she seeks to increase her homicidal prestige in an attempt to polish off the son's wife. But there she falters, not realizing the endurance of the girl, who manages to escape the horrors of death by gas, poison, revolver and acid pit. It is the girl who brings the police to the doctor's house, but too late to prevent the knife murder of the aged chemist, who threatened to go to the police. The doctor is not taken alive, for she leaps into the acid pit with the police on her heels. And there Detective Sergeant Whaler last lines, "Well, you can't say I pushed her."

There are ever so many killings, and in

BROADWAY RUNS

Performances to February 15, inclusive.

Dramatic	Opened	Perf.
Alice Takat (Goldon).....Feb.	10...	8
Among Those Sailing (Longacre).....Feb.	11...	7
Black Widow (National).....Jan.	21...	31
Boy Meets Girl (Cort).....Nov.	27...	98
Call It a Day (Morosco).....Jan.	28...	24
Children's Hour, The.....Nov.	20...	529
Co-Respondent Unknown (Ritz).....Feb.	11...	7
Dead End (Belasco).....Oct.	28...	130
Edna Brown (National).....Jan.	21...	31
First Lady (Music Box).....Nov.	28...	83
Fresh Fields (Empire).....Feb.	10...	8
I Want a Policeman (Lyceum).....Jan.	14...	89
Lady Precious Stream (Booth).....Jan.	27...	24
Let Freedom Ring (second chance) (Civic rep).....Dec.	17...	71
Libel! (Miller).....Dec.	20...	87
Moon Over Mulberry Street (Second Engage.) (424).....Jan.	24...	40
Mulatto (Belmont).....Oct.	18...	133
Night of January 16, The (Ambassador).....Sept.	16...	176
Our Good Year (Fulton).....Nov.	27...	95
Pride and Prejudice (Flynouth).....Nov.	5...	122
Runes Manfle (Masque).....Jan.	16...	148
Sap Runs High, The (Blju).....Feb.	4...	15
Three Men on a Horse (Fazhous).....Jan.	30...	449
Tobacco Road (Forrest).....Dec.	4...	954
Victoria Regina (Broadhurst).....Dec.	26...	61
Winteret (Beck).....Sept.	25...	168

Musical Comedy

At Home Abroad (Majestic).....Sept.	19...	174
Follies (Winter Garden).....Jan.	30...	17
Jubilee (Imperial).....Oct.	12...	144
Jump (Empire).....Nov.	16...	148
May Wine (St. James).....Dec.	5...	84
Scandals (New Amsterdam).....Dec.	25...	62

delightful fashions, including use of a new form of anesthetic, poison, the acid pit, revolver and a knife (what, no hanging?). When the doctor stepped towards the footlights in the last act with a knife in her hand it appeared she was to let the audience have it also—and perhaps she thought they deserved it because of their laughter.

Lucille LaVerne, starring in the play and playing the part of the doctor, certainly looked the role, tho she seemed lost without her *Sun Up* pipe. However, she fared poorly in her general handling of the role, principally because she stumbled over her lines. Yet she was the type for that part, and it wasn't her fault that the overmelodramatic play made her acting look so stilted.

Among the better performances were those given by Joanna Roos, A. H. Van Buren and King Calder. Miss Roos is a lovely and talented miss whose performance as the son's wife showed real understanding. Van Buren did splendidly as the aged chemist, and Calder did a grand job as the sergeant of detectives. Stanley Smith is handsome as the son and he, too, handles his role well. Walter Davis, Michael Stone, William McLeod and Bruce Desmond are in minor roles, but nevertheless good. Miss Stone, making her Broadway debut, shows herself to be deserving of fatter roles in the future.

The *Black Widow's* bite at Broadway turned out to be a bit of a nip. SIDNEY HARRIS.

LONGACRE

Beginning Tuesday Evening, February 11, 1936

AMONG THOSE SAILING

A play by Laura Walker. Staged by Robert Milron. Settings, by P. Dodd Ackerman. Presented by A. J. McColdrick.
Hodges.....Harold de Becker
Sybil Marsh.....Ruth Weston
Calvert Hunter.....Ted Trevor
Arthur Curtis.....William Harrigan
Marie Curtis.....Selena Royle
Gilbert.....Allan Fagan
ACT I—Scene 1: Mrs. Marsh's Suite on Board S. S. Aquitania. Scene 2: Home of the Arthur Curtis. Next Afternoon. ACT II—Sunday Morning, Two Weeks Later. ACT III—Scene 1: Same. Midnight. Scene 2: Mrs. Marsh's Suite on Board Aquitania.

It was painfully apparent before *Among Those Sailing* was out of quarantine that its theatrical cargo was traveling decidedly third class. This early suspicion was felt in about 10 minutes of playing time, and all that transpired after 8:50 p.m. only contributed to the growing solidarity of that disparaging sentiment.

Less a plot than a divot, the narrative concerns itself with a triangle situation which is as predictable as it is unimportant. Seems that Sybil Marsh (Ruth Weston) falls for Calvert Hunter, a fellow-passenger on the Aquitania, who convinces her that conventions are things that only Democrats and Republicans consider significant. Just as she

surrenders to his eloquence and is about to make the sacrifice, he stands her up when he learns that she is the sister of a former love who jilted him five years ago. You can just imagine how furious she is.

Upon arrival in New York, she takes residence with the Curtises (her sister and brother-in-law), who represent the ideal married couple until Mr. Curtis learns of his wife's former attachment to Calvert, who is what clear heads shouldn't call for. He steams at first, but is finally pacified. The Curtises are reconciled, Calvert and Sybil are united and the few left in the audience wish it would stop snowing.

It is not fair to remark about the acting of those in the play's company, except to say that it is their judgment in accepting the roles given them that is more at fault than their performances. For such stalwarts as Selena Royle, William Harrigan and Ruth Weston we advise the use of more judicious selection.

Laura Walker, the playwright, encouraged by the picturization of her *Dr. Monica* by Warners last season, can be excused on the grounds of imagining that the movies will take anything these days. But barren of one good line, decrepit in plot structure, implausible in characterization and nebulous in motivation, it is difficult to see how any film company would offer more than a subscription to *The Saturday Evening Post* for the celluloid rights.

For those unable to read between the lines of this commentary, *Among Those Sailing* is decidedly unseaworthy.

KERMIT KAHN.

RITZ

Beginning Tuesday Evening, February 11, 1936

CO-RESPONDENT UNKNOWN

A comedy by Mildred Harris and Harold Goldman. Directed by Kenneth McKenna. Settings by Jo Mielziner. Scenery by J. B. McDonald Construction Company, painted by Triangle Studio. Presented by McKenna, Mayer and Mielziner, Inc.
Martin Bishop.....James Rennie
Sylvia Barron (His Wife).....Ilika Chase
Bessie.....Marietta Canty
Vincent Cummings.....Richard Sterling
Claire Hammond.....Phyllis Povah
Pete Edney.....Ralph MacBane
Jessica.....Alice Buchanan
Donald.....Tom Bate
Murray Carson.....Martin Wolfson
Hattie.....Charles Scott
Waiter.....Peggy Conklin

ACT I—The Living Room of Mr. and Mrs. Martin Bishop, in the East Fifties. Sunday Evening. ACT II—Martin's Studio in Gramercy Park, Wednesday Evening. ACT III—The Next Morning.

The freres Mielziner and John C. Mayer offer as their initial production a comedy revealing once again the absurdity of the New York divorce laws, said play having been considered at one time or another by two or three other producers. Also, it is the first piece to be produced from the pens of these authors, one of whom is the sister of the boy wonder of some seasons back, Jed Harris. Play shows signs of diligent re-writing and care, has some excellent lines on occasion and borders on the farcical side along with the good lines. If the theatergoer is satisfied that he has been amused for the most part and does not tend to pick the entertainment to pieces and worry about how much more might have been gotten out of it (See *CO-RESPONDENT* on page 25)

EMPIRE

Beginning Monday Evening, February 10, 1936

FRESH FIELDS

A comedy by Ivor Novello, starring Margaret Anglin. Staged by Alfred de Liagre Jr. Setting designed by George S. Steele and executed by Karl O. Amend. Presented by Richard Aldrich and Alfred de Liagre Jr.
Miss Swaine.....Audrey Ridgwell
Ludlow.....Philip Tonge
Lady Lilian Bedworthy.....Mary Sargent
Lady Mary Crabbe.....Margaret Anglin
Tim Crabbe.....Derek Fairman
Mrs. Pidgeon.....Elwyn Hervey
Una Pidgeon.....Agnes Doyle
Tom Larcomb.....Boyd Davis
Lady Strawholme.....Lilian Talbot

The Action Takes Place in a Drawing Room in the Home of Lady Mary Crabbe in London, 1925.

ACT I—April. ACT II—Scene 1: Early in May. Scene 2: Three Weeks Later. ACT III—Late in June.

When Ivor Novello wrote *Fresh Fields*, the comedy which Aldrich and de Liagre presented Monday night at the Empire, it was evidently his intention to slide gracefully along a well-oiled gossamer strand of wit, something after the manner of the linguistic acrobatics of Mr. Noel Coward. Mr. Novello's gossamer strand, however, turns out to be simply a length of washline, and he burns his hands pretty badly in his slide for life.

Not that *Fresh Fields* is unamusing, however. It is amusing, in a mild but pleasant sort of way—tho practically all of the credit for that must go, not to Mr. Novello, but to Messrs. Aldrich and (See *FRESH FIELDS* on page 23)

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NEWS OF THE WEEK

Altho the rate of operation for Warner Bros. during the first quarter realized in excess of \$1,000,000, present operations for the quarter ending February 29 will probably double that figure. If the anticipation is correct, this will be the best return since pre-depression days.

On February 13 a meeting of representatives of major circuits was held at RKO and a committee was named to deal with the various bills having to do with theater operation now being introduced at Albany. Among those named are Leo Friedman, of Loew's; Louis Frisoh, of Randforce; Senator J. H. Walters, of RKO; Bernard Barr, of ITOA; A. J. Burns, of Century, and Rudy Sanders, of Brooklyn.

Technicolor's new laboratory, according to latest plans, will be constructed in London and will have as its territory Central Europe. Dr. Herbert T. Kalmus, president of Technicolor Motion Picture Corporation, stated that the plant will be able to produce 1,000,000 feet per month and more if necessary. Coming Technicolor films are *Lawrence of Arabia*, filmed by Alexander Korda, and *King of the Jews*, 20th Century's English production under the supervision of Robert T. Kane.

Technicolor already has a plant in London.

Sam Horowitz has been named Midwestern district manager for Republic by W. Ray Johnson, president. Horowitz used to be Midwestern manager for United Artists. Republic's Eastern sales territory is to be taken care of by E. M. Schnitzer, and Jack Fier has the Western division.

Theater construction in Kansas City for this year, including new houses and remodeling of the old, will probably exceed last year's activity along the same lines. The Regent, operated by the Dubinsky Brothers, is slated for reopening next month. The Owens Theater, owned by Mayor Owens of Branson, Mo., will be replaced by a new structure. The Mecca, a new house, will be E. B. Danielson's second theater. Other cities where activity is going on are Anthony, Sedalia and Wichita. Also Bucyrus, O., and Perry, Ia. In the vicinity of Omaha, according to the Film Board of Trade, there were eight openings and only two closings in the month of January.

Universal plans four serials for the 1936-'37 season. Buck Jones will be shown in *The Phantom Rider*, in 15 episodes; Johnny Mack Brown will star in *Ace Drummond*, and *Jungle Jim* and *Secret Agent X-9* are the other two. This is Universal's 24th season as a serial producing company.

B. P. Schulberg, who will leave Columbia and affiliate with 20th Century-Fox some time this spring, has eight films on his production program with the latter company.

British International Pictures plans 23 films for this year. They are classified as musicals, patriotic films, films which are English in atmosphere, thrillers and comedies. Budd Rogers, recently with Republic pictures, is in charge of American distribution.

Theater business in Cleveland for 1935 showed almost a one-third increase over the previous year in attendance and approximately a 15 per cent gain in grosses. According to Ernest Schwartz, president of the Cleveland M. P. Exhibitors' Association, a continued gain in (See *News of the Week* on 4th Col.)

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"STORY OF LOUIS PASTEUR"

(FIRST NATIONAL)

TIME—85 minutes.

RELEASE DATE—February 22.

PLOT—Louis Pasteur, chemist, specializes in the study of microbes and offers the theory that diseases are caused by germs. The French Academy of Medicine scoffs and he is driven by ridicule to a farm, where he discovers a vaccine to cure anthrax. Then he develops a vaccine to cure hydrophobia, followed by establishment of the theory of antiseptics. Beset by family troubles, he battles his way to universal recognition, the picture ending as the president of the Republic and the world of science pays homage to him.

CAST—Paul Muni, as Pasteur, is superb, bringing an electric portrayal to the screen. Josephine Hutchinson, as his wife, underplays her role, making it doubly effective. Anita Louise, as the lovely daughter, and Donald Woods supply the love interest nicely enough. Rest of cast is uniformly good.

DIRECTOR—William Dieterle, who does a grand job.

AUTHORS—Sheridan Gibney and Pierre Collings.

COMMENT—Far superior to the French version, starring Saescha Guitry. Well-knit plot that somehow humanizes the severity that usually goes with science stories. Clever emphasizing of the individual characters gives the story warmth without surrendering the high principles of do-or-die for science.

APPEAL—Essentially adult, but even family audiences should appreciate it. Kids many not understand it, of course.

EXPLOITATION—Play up Muni and tie up with schools, churches, newspapers and clubs. Worth all the exploitation possible.

"THE PRISONER OF SHARK ISLAND"

(20TH-FOX)

TIME—94 minutes.

RELEASE DATE—February 28.

PRODUCER—Darryl F. Zanuck.

PLOT—Based on the life of Dr. Samuel Mudd, who treated John Wilkes Booth's broken leg after the shooting of Lincoln. In the film he does it all unknowingly, but is railroaded thru to a conviction, with the entire country regarding him as Judas. Horrible conditions in the prison depicted, together with an exciting but unsuccessful attempt to escape. While Mudd is in solitary confinement an epidemic of yellow jack breaks out, with the only doctor a victim. Mudd takes over, clears up the epidemic, forces a scared government vessel to land supplies, and wins a pardon restoring him to his wife and child.

CAST—Warner Baxter, Gloria Stuart, Claude Gillingwater, Arthur Byron, O. P. Heggie, Harry Carey, Francis McDonald, John Carradine, Frank Shannon, Frank McGlynn, J. M. Kerrigan and others. Baxter gives a splendid performance, one of the screen's best. Stuart lovely and shows real ability. Others all excellent.

DIRECTOR—John Ford. A magnificent job. Working with essentially trite melodramatic materials, thru sheer force of his direction he makes the film an outstanding offering.

AUTHOR—Screen play by Nunnally Johnson. Didn't make the most of his material, but Ford's direction takes the curse off that.

COMMENT—An impressive and excellent film.

APPEAL—All classes, each from a different angle.

EXPLOITATION—Meller routine, stuff on U. S. Devil's Island, appeal to American fans, tieups with historical societies and schools, Lincoln angle, Ford, the fine cast and everything else you care to give it.

FILM CONSENSUS

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

Name	Favorable	Unfavorable	No Opinion	Comment
Modern Times (UA)	13	0	4	"One of the funniest pictures in years."—World-Telegram. "Almost constant mirth."—American.
Anything Goes (Paramount)	14	2	2	"Money show all the way."—N. Y. Exhibitor. "Money's worth of merriment and music."—Post.
Rose Marie (MGM)	16	0	1	"Truly magnificent production."—Box Office. "Superior entertainment."—News.
The Petrified Forest (Warner)	15	1	2	"Emotional and thrill appeal."—Film Daily. "Provocative and arresting."—Herald-Tribune.
Mr. Hobo (Gaugmont-British)	9	3	5	"Due for wide popularity."—Hollywood Reporter. "A fair picture."—Variety.
Three Live Ghosts (Paramount)	9	1	0	"Good comedy drama."—Box Office. "Above average entertainment."—American.
Soak the Rich (MGM)	2	9	5	"Good fun."—Mirror. "Awkward amateur and tedious."—World-Telegram.
Pasteur (Lenauer) (French Version)	1	7	2	"Lacks dramatic values."—American. "Stimulating treatment."—Post.
Dancing Feet (Republic)	6	0	3	"Pleasant program entertainment."—Harrison's Reports. "Entertaining anywhere."—N. Y. Exhibitor.
Wildcat Saunders (Atlantic)	2	0	1	"Good for neighborhoods."—N. Y. Exhibitor. "Just another Western."—The Billboard.

EXHIBITORS ORGANIZATIONS

As a result of arresting a newsboy for selling papers outside the State Theater in Pasadena, on the ground that he was taking part in the IATSE news campaign against the Robb & Rowley Circuit, the IATSE Projectionist Local 150 is forcing a test case involving the Pasadena law requiring newsboys to possess permits before selling papers on the street. The suit was instituted by Al Retzlaf, operator of the house.

The theaters of the Robb & Rowley Circuit have been picketed by union workers for an extended period. Local 150, according to its chief, R. L. Hayward, will fight to the last ditch.

B. J. Dudenheffer recently resigned as buyer for New Orleans Allied Exhibitors' Association. The directors have not yet appointed another in his place. For the remainder of this season, individual members will do their own buying. Next season a group buyer will possibly be named.

The New York State Supreme Court probably will soon make its decision regarding the injunction brought against the levying of the sales tax by Attorneys Weissman, Spett and Quin for ITOA. This suit involves two plaintiffs, Harlow, Inc., and Quinral, Inc., who claim that the 2 per cent additional levy may result in the shutting down of theaters.

The tax is also being fought by New York exchanges. Their attorneys, O'Brien, Driscoll & Raftery, have taken to the Appellate Courts the case in which United Artists opposes the levy as illegal. Decision in the latter litigation will probably not be made until April.

A meeting of members of ITO of Los Angeles was held Friday, February 14. Lester Eisler spoke on the Social Securities Act.

The board of directors of MPTOA will meet at the Miami Biltmore Hotel some time around March 5, according to President Ed Kuykendall. In a statement issued by the latter, other exhibitors are welcomed to informal discussions to be carried on apart from the regular executive sessions. A 15-point schedule has been prepared for the meeting and includes subjects such as unfair rate-cutting, self-arbitration, two and three features, giveaways, low admissions, Sunday shows, statute restrictions on business, censorship, etc.

A list of those on the board includes Joseph Bernhard, William Benton, Hugh W. Bruen, Edward M. Fay, B. N. Bernstein, Frank Freeman, Jack Miller, Morgan A. Walsh and Fred Wehrenberg.

Paul Moss, New York License Commissioner, will be asked by the ITOA board of directors to serve as arbitrator with the intention of eliminating giveaways and games from the metropolitan area. Moss has previously said that he would serve in this capacity, if requested to do so.

The Intermountain Theater Owners' Association has joined up with MPTOA. Intermountain's previous affiliation was with Allied States. Territory covered by the organization takes in Nevada, Utah and Idaho. C. E. Hulse is president; J. J. Gillette, vice-president; J. Rugar, treasurer, and B. S. Clendenin, secretary.

NEWS OF THE WEEK

(Continued from 1st Col.)

1936 is indicated. The gains made by exhibitors, however, were not in keeping with the figures given above because of the prevailing low admissions.

A bill pending in the Massachusetts House will, if passed, bar children under 16 from theaters unless accompanied by someone over 21 years of age. The law now in force prohibits the unaccompanied admission of children under the age of 14.

Joan Bennett has been signed by Walter Wanger to do four more pictures, two of which are to be released thru Paramount. Wanger's contract with Paramount is not definite, and the Paramount condition was put into the agreement to protect the company in case Wanger ties up with some other outfit. Joan Bennett is now in London.

"MR. COHEN TAKES A WALK"

(WARNER)

TIME—83 minutes.

RELEASE DATE not given.

PLOT—Wistful Mr. Jacob Cohen, erstwhile itinerant peddler, but now owner of a mammoth department store, languishes because his business takes care of itself. His two efficient sons are fond of papa, but regard him as an old-fashioned fogey and permit him to do nothing but sign his name to checks. So the old man amuses himself by sauntering around the ghetto and helping an old friend run a small shop. When Mrs. Cohen dies, Jacob, with time on his hands, packs up a bag of merchandise and sets out for the open road once more. He picks up a dog en route, sleeps in barns, meets some very amiable people and has a wonderful time. Chancing upon an old newspaper and reading that the employees of his store are on strike, he hitch hikes home, arriving just in time to settle the dispute. Sandwiched in the plot is an Able's Irish Rose affair between Cohen's son and a Miss O'Connor.

CAST—Paul Graetz, Violet Fairbrother, Chill Bouchier, Mickey Brantford, Ralph Truman and others. Finely done all around, with an exquisite performance by Graetz in the title role.

DIRECTOR—William Beaudine. Expert, with a delicate sense of values and emphasis.

AUTHORS—Screen play by Brock Williams, from the story by Mary Robert Rinehart.

COMMENT—This sentimental film was made in London, shows touches of the recent Dickens trend, is sensitively done, and easily worth your while.

APPEAL—Great draw for Jewish trade, and deserves to do well generally.

EXPLOITATION—Mary Roberts Rinehart story.

"IT HAD TO HAPPEN"

(20TH CENTURY-FOX)

TIME—72 minutes.

RELEASE DATE—February 14.

PRODUCER—Darryl Zanuck.

PLOT—An Italian laborer coming to America is picked up by politicians because of his fine qualities, and in four years rises to a position as political boss. He meets and falls in love with the rich and fine wife of a crooked banker, saving the banker in order to save his depositors. The wife finally falls for him and definitely decides to divorce her husband and marry the ward heeler when the latter, attacked by unscrupulous cohorts, stays in town and fights them down.

CAST—George Raft, Rosalind Russell, Leo Carrillo, Arline Judge, Alan Dinehart, Andrew Tombes, Arthur Hohl and others. Raft particularly unappealing. Russell excellent with both comedy and drama, despite her silly cloak of pseudo-sophistication. Carrillo amusing, and Judge almost easy to take.

DIRECTOR—Roy Del Ruth. Attempts to get beyond routine, but it's unsuccessful.

AUTHORS—Screen play by Howard Ellis Smith, based on a story by Rupert Hughes. Hoey.

COMMENT—The earlier parts at least, if a falling memory serves, were made as a silent many years ago, with Matt Moore in the lead. It's still pretty bad.

APPEAL—Material for the nabes at best, but nabes audiences may not like it because of the divorce and remarriage angle.

EXPLOITATION—From laborer to political boss and the husband of an heiress.

"MUSS 'EM UP"

(RADIO)

TIME—70 minutes.

RELEASE DATE—February 14.

PRODUCER—Pandro S. Berman.

PLOT—The pet dog of a gun fancier is killed, and then his ward is abducted, with threatening notes sent to him too. Also, his colored chauffeur, who knows what it's all about, is shot just as he's about to spill it. Tippecanoe O'Neil, a private detective, has been called in on the case, and he carries thru on ransom payments, etc., finally unraveling the mystery, with the aid of the rich man's secretary, who provides a bright and not too serious love interest.

CAST—Preston Foster, Margaret Callahan, Alan Mowbray, Guinn (Big Boy) Williams, Ralph Morgan, Maxie Rosenbloom, Molly Lamont, John Carroll, Florine McKinney, Robert Middlemass, Noel Madison, Maxine Jennings, Harold Huber, Paul Porcasi and others. Foster excellent as Tip O'Neil. A way better than average cast for a meller, many of them doing standout work.

DIRECTOR—Charles Vidor. Smooth, bright, fast and eminently okeh. Both thrills and comedy beautifully pointed up.

AUTHORS—Screen play by Erwin Gelsey from a novel by Edward Grant. A sometimes confused, but on the whole excellent job, with the mystery well worked out, and some real comedy punches to set off the thrills. Intelligent and effective.

COMMENT—A grand mystery meller. Incidentally it introduces a new detective character, who's as good as the best. If properly exploited, Tip O'Neil ought to turn out to be as popular as Charlie Chan.

APPEAL—General.

EXPLOITATION—Play up Tip O'Neil, the new detective. Also mystery and taut melodrama relieved by real comedy.

"PADDY O'DAY"

(FOX)

TIME—76 minutes.

RELEASE DATE—January 17.

PRODUCER—Sol M. Wurtzel.

PLOT—Paddy, an Irish kid traveling alone to America to join her mother, meets a Russian family. At Ellis Island she's detained, because her mother has died. Escaping, she goes to the house where her mother was cook, and is treated kindly by practically everybody. The Russians enter the picture and inveigle the scion of the house into joining a night-club venture. The club is successful, the rich lad marries the Russian gal and they adopt Paddy.

CAST—Jane Withers, Pinky Tomlin, Rita Cansino, George Givot, Jane Darwell, Russell Simpson and others. Withers does some excellent acting for a kid and also handles a brogue beautifully. Givot very amusing. Cansino scores on looks but not on talent. Tomlin okeh.

DIRECTOR—Lewis Sells. Missed plenty of chances.

AUTHORS—Screen play by Lou Breslow and Edward Eliscu. Chance for a good idea, that of America as seen thru the little Irish wail's eyes. But they go haywire with hokum in the night-club sequences, the piped-up romance, etc.

COMMENT—Just a programer. Musical sequences fall flat. Withers' acting and Givot's comedy are its chief points.

APPEAL—Nabe and family trade.

EXPLOITATION—Withers as a tiny colleen. Tomlin's songs. Play up Irish angles, if there's Irish trade at your spot.

"THE LONE WOLF RETURNS"

(COLUMBIA)

TIME—88 minutes.

RELEASE DATE—December 31.

PLOT—Michael Lanyon, alias The Lone Wolf, is an international jewel thief who makes a profitable living by depriving fashionable circles of their valuables in smooth white-tie manner. Since, together with his butler, he has had little trouble in evading the police of two continents, he sees little reason to discontinue his remunerative trade. While eluding the gendarmes, however, he takes refuge at a "400" masquerade party, where he meets Marcia Stewart, who promptly tosses a dart in his heart. This causes him to renounce his nefarious propensities about which, up to this point, the girl knows nothing. When her gems are stolen by a rival mob, with evidences planted to implicate Lanyon, he is collared by the police, who "want to talk with him," and denounced by Miss Stewart, who doesn't. He escapes from the law's clutches and clears himself by capturing the real culprits and returning the jewels. For this civic service he is rewarded not only by immunity from the police but by a hug from Miss Stewart.

CAST—Melvyn Douglas, Gall Patrick, Tala Birell, Douglas Dumbrille, Robert Emmet O'Connor and others. Acting quite believable in view of handicap of a mussy situation.

DIRECTOR—Roy William Neil. Job as good as could be expected.

AUTHORS—Screen play by Joseph Krungold, Bruce Manning and Lionel Houser, from a story by Louis Joseph Vance. Dialog natural but undistinguished.

COMMENT—Will get by as associate feature.

APPEAL—General.

EXPLOITATION—Play up idea of intrigue against a sophisticated background.

"SPY 77"

(ALLIANCE)

TIME—77 minutes.

RELEASE DATE—January 15.

PLOT—An Austrian officer on the Italian front is framed by Italian spies, but instead of committing suicide according to military specifications he joins up as a private under an assumed name. Later he asks a chance to redeem himself, and is given the job of routing out Spy 77, who's sending all the Austrian secrets over the border. To that end he crosses into Italy and is saved time and again by a patriotic Italian lady spy, who lets her patriotism get sidetracked by her yen for him. He loves her, too, but when she tries to stop him just as he's succeeding, he goes ruthlessly on, and she's killed. So he goes back to the front.

CAST—Greta Nissen, Carl Diehl, Esme Percy, Wallace Geoffrey, Lester Matthews, Cecil Ramage, Don Alvarado, Austin Trevor and others. Nissen still plenty comph, but she turns on the sex-appealing until she seems like a burlesque of Theda Bara in *Cleopatra*. Diehl very, very heavy.

DIRECTOR—Arthur Woods. Pumps some routine excitement into it.

AUTHOR—Adaptation and story by Arthur Woods. Despite the excitement inherent in any spy yarn, it's a weak sister. Loose ends flutter all over the place.

COMMENT—As full of holes as a hunk of Swiss cheese, which it also in other ways resembles.

APPEAL—Action fans—tho the death of the gal at the end may repel even them.

EXPLOITATION—Usual spy stuff and war on the Italo-Austrian front.

"THREE WOMEN"

(AMKINO)

TIME—63 minutes.

RELEASE DATE not given.

PLOT—Story of three Russian girls, entangled in the labor and revolutionary troubles of Russia from 1914 to 1919. They try to make their living as tavern singers, but finally become involved in the proletarian struggle. With Russia torn by internal strife, the girls volunteer as Red Cross nurses and do their bit at the front. Scenes at home, meanwhile, depict the valorous part played by the women at home in order to keep up the courage of the men fighting in the World War. Fighting sequences keep up the pace and action of the film.

CAST—Yanino Zheimo, Z. Fedorova, I. Zarubina, Boris Tchirkoff, Boris Poslavsky, Boris Babochkin, Vera Popova and others.

DIRECTOR—L. Arnshtam. Fair.

COMMENT—This film exalts the heroic Russian women of the not so distant years. The photography is excellent, as is the acting particularly the roles played by Boris Babochkin, Boris Tchirkoff and Boris Poslavsky. There are English titles and a musical score by Dmitri Shostakovich.

APPEAL—Limited to those interested in Russian problems.

EXPLOITATION—Meller routine, stuff on U. S. Devil's Island, appeal to

"BULLDOG COURAGE"

TIME—65 minutes.

RELEASE DATE not given.

PRODUCERS—Sig Neufeld and Leslie Simmons.

PLOT—This incoherent blood and thunder opus haphazardly tries to tell the story of Tim Braddock, hard-riding and fast-shooting knight of the prairies. Tim, following the gallant tradition of his father, saves the gold mine of an old friend from the usual gang of bandits and crooked officials. Much to-do with stage coaches, posess and packages of gold. When Tim circumvents the machinations of the villains, they attempt to blow the place up. Tim gets out of the mine shaft just in time. Mine owner has a daughter.

CAST—Tim McCoy, Joan Woodbury and J. W. Cowell.

DIRECTOR—Sam Newfield. Must have done it by proxy.

AUTHORS—Original story by Francis Gulhan and Joseph O'Donnell; screen play by Joseph O'Donnell.

COMMENT—Hopeless, even as a Western. Jerky, dull, and goes along in spasms.

APPEAL—Boy scouts.

EXPLOITATION—Routine.

BAA-EBMA Contract May Be Settled This Week

BAA issued ultimatum to managers—Scribner says his organization just as anxious to have it settled—may change hour schedule to a half hour earlier

NEW YORK, Feb. 15.—The long-awaited contract between the Burlesque Artists' Association and the Eastern Burlesque Managers' Association is still being awaited, with both factions claiming that it will undoubtedly be signed early next week. The BAA claims to have issued an ultimatum to the managers that the contract be signed or else, while the managers claim that they are just as anxious to have it signed as is the BAA. The additional delay is due to the schedule of hours now in force in local theaters, which calls for a 1 o'clock half hour. It is very likely that with the signing of the contract the BAA may agree to a concession of a half hour or so in the schedule of working hours for the performer.

On Thursday, Tom Phillips, head of the BAA, said that his organization had issued an ultimatum to the managers for the signing of this contract, and that he expected that there would be some word early next week. He intimated that the progress of this contract matter was entirely in the hands of the lawyers for both organizations, Henry Silverman, for the BAA and Jacob I. Goodstein for the EBMA. Sam Scribner, head of the latter organization, said on Thursday that the members of his organization would hold a meeting early in the week and most likely come to some decision on the contract. And it was Scribner who stated that the managers and performers might BAA to have this contract controversy settled.

The schedule of working hours in local theaters calls for a 1:30 curtain half-hour call, and it is generally reported that the manager and performers might get together and make it a 1 o'clock curtain with a 12:45 call.

McGee Moves Into Fort Wayne To Produce Burly

FORT WAYNE, Ind., Feb. 15.—Jay F. McGee, producing shows at the Colonial, Indianapolis, for the last two years for Jack Kane, has moved into the Strand Theater here to produce the shows for Kane. He succeeds Hazel Chamberlin, who closed Monday. Another change at the house was that of Jimmy Nicholas replacing Ralph Canton as house manager.

Cast at the theater last week included Tanya, Elinore Roberts, Patricia Paige, Mildred Davidson, George B. Hill, Hal Rathburn, Pat McCarthy, Billy Crooks and the Cushman Sisters.

MICKEY O'NEIL, acro dancer and stripper, struck by a piece of scenery week of February 2 at the 42d Street Apollo, New York, and forced to lay off the day following.

Ann Corio's Salary

NEW YORK, Feb. 15.—In due fairness to Ann Corio, at present heading a show on the Independent Circuit, it was not the intention of Issy Hirst in the story in last week's issue to infer that because of his 10 weeks he can buy her services cheaper. He meant that the use of "names" on his shows means better box office to the theaters and that each theater saves in the neighborhood of \$75, which would otherwise have to be given to a stripper who is not box office.

Miss Corio, who completed 20 weeks before she joined the Hirst wheel, is working this circuit for the same figure she got all season.

People's Theater Bought For a Grand at Auction

NEW YORK, Feb. 15.—The People's Theater on the Bowery, now operating with a burlesque policy, was sold at auction last week, with J. Lester Lewine, one of the three executors of the Esther Lewine estate acquiring the property on a bid of \$1,000. The sale was in action against 199 Bowery, Inc., the amount due being \$250,790. Taxes, etc., came to \$31,542.

This sale by auction does not affect the theater at present, with its burlesque tenant continuing. The theater was erected in 1883 by Harry Miner.

Toledo House Adds Vaude

DETROIT, Feb. 15.—The Capitol Theater, Toledo, O., added four vaude acts to its regular burlesque show. The vaude is being booked by George Puget, of the Gus Sun Agency here. Opening bill includes Marie Corelli and Company, Reynolds and Collette, Jack Morris and George Mack.

U-NOTES

By UNO

RALPH CANTON and Hazell Chamberlain, after closing with Jack Kane's burly in Fort Wayne, Ind., have gone to Hazell's home in Franklin, O., where they will remain until the weather breaks. Then they expect to look around for some theater that needs two good people. Ralph had the management of the house for Kane in Fort Wayne and Hazell looked after the wardrobe and produced the openings, finales and feature numbers.

ROY BUTLER, erstwhile burlesquer and for the last year engaged in radio work, is in Los Angeles renewing acquaintances with old burly friends, among them Joe Yule and Leota Hurlinger, of the old Lena Daley show. Joe presented Roy with a new Boston terrier pup.

THE THREE BUSY B's, Babe Bhebe, Sammy Bruce and Betty Berry, acro novelty dancers, making their first trip around Indie clrk with *Flying High*, came from vaude in Chicago and on the Coast. Last night-club engagement was at Tantilla Gardens, Richmond, Va. Bhebe and Bruce were a team for six years until Betty joined three years ago. Bruce was once with the Ben Hassen Circus. During last summer the B's toured fairs in the Midwest.

TOMMY PELUSO, ork leader at the Galety, New York, celebrated the opening last week of his new Micro-Art Music Library in the Strand Building, New York.

THE FOUR BLENDOLIERS have signed an air contract for 10 weeks via NBC thru Harry Fentell, of the Shea office. They begin four weeks from now on a commercial (Lipton Tea) program.

FLORENCE NAOMI and Rob Faye into vaude for the next few weeks. Opened at the Bronx Opera House, New York, February 8.

ADRI ANN, mid-season resting at home in Youngstown, O., expects to be able to return to burlesk within a fortnight.

MADGE CARMYLE, with an Indie show, just completed a new tap-dance routine at the Tommy Nip School. Also deep in clarinet-playing practice. And while in New York took long daily walks around Central Park to maintain a sylphlike figure.

DOROTHY DARLING, captain of the chorus in *Round an' Round*, Indie show, is the wife of Emmett Lynn, rube comic.

TIM O'HARA, of the vocal quartet at the Eltinge, New York, was sent to the Polyclinic Hospital February 7 suffering (See U-NOTES on opposite page)

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AL LE ROY

Back East and Doing Straight. Direction—NAT MORTAN.

"ESTA-ALJA"

SINGING—STRIPPING—TALKING. Direction—MILY SCHUBERT.

BURLESQUE REVIEW

Apollo, New York

(Reviewed Tuesday Afternoon, Feb. 11)

The management of this 42d street house has been letting it be known for the last several weeks that they applied the soap and brush to its shows, and now seeing the show it must be said that they didn't spare either soap or brush. Show is one that shouldn't have any trouble with authorities, and at the same time the customers can feel that they are getting a burlesque show. By that it is meant that there are lots and lots of girls, with plenty exposed but to the accompaniment of subdued lighting, while the comedy is devoid of smut yet still funny. Business was good at this first show, and there were lots of women attending, which speaks well for the clean-up attempt.

Predominating the show is the use of girls, and besides the 16 chorines and eight showgirls there are seven strippers. And to bring out the effectiveness of the lassies there is an abundance of beautiful costumes and scenery. Certainly away above the average for burlesque. And the picture numbers are things of beauty. Thanks for all this fine production goes to Allen Gilbert, producer, and, of course, the pocketbook of the owners. However, a few more numbers like that sailor item would be welcome, for that is a departure from the stereotyped.

The strippers are Evelyn Myers, Georgia Sothern, Mary Joyce, Louise Stewart, June St. Claire and Mickey

O'Neil. That's cornering the stripping market, with each and every one of them a beauty and a clever disrober. They work quite tame and with lighting that doesn't show their nakedness too daringly. The dynamic Sothern works tamer, which is something, yet still goes over, while Evelyn, Mary, Louise, June and Mickey also click handily. Carrie Finnell's strip is a novelty and a good laugh item.

Comedy takes a back seat here, yet the few bits that are done are choice laugh items and go big, even tho the smut is absent. That proves that burlesque comedy can be done clean and also proves the capability of the comedy staff here. Of course, there are Bobby Morris, Harry Katz Fields and Shorty McAllister, three outstanding funsters. They're supported by Charlie Harris, an industrious and able straight. Sol Burry helps out in a bit or two, and a couple of strippers double.

An ace specialty in the show is the tap dancing of Marvin Lawlor, a young nice-looking lad, who is there on foot-work, and with the addition of grace and stage presence should go ahead in other fields. Mickey O'Neil does a nice bit with him in a Fred Astaire-Ginger Rogers number. Jimmy Lewis and Theodore Beyers sing the show well and are kept quite busy. The chorines and showgirls are a grand troupe, adding much value to the show.

Show ran an hour and 40 minutes at this catching. SIDNEY HARRIS.

BURLY BRIEFS

ARTIE LLOYD'S misus, Peggy O'Neil, is confined to the French Hospital, New York. . . . Rags Ragland and Maxine DeShon left the Irving Place, New York, Thursday night and are headed for Miami for a rest. . . . Bates and Hunt opened at the Irving Place Friday. . . . Walt Stanford just completed four weeks at the house. . . . An uncle of Mrs. Tom Phillips passed away last week. . . . Hazel Miller and Bob Birch will close in Philadelphia this week for the Indie Circuit. . . . The switchboard at the Variety, Pittsburgh, was removed last week by George Jaffe, putting Issy Hirst

and Harry Brock thru the expense and trouble of getting another. . . . Jaffe wanted it for his Casino Theater. . . . Sunya Smiles Slane opened at the Roxy, Cleveland, Friday. . . . She got a couple of weeks off from the Indie Circuit.

MARGIE HART, despite reports, had no intention of making a trip to Florida. . . . She's still working for the Minsky freres, alternating between the Republic, New York, and Werba, Brooklyn. . . . Charlie Lauk is now managing the Galety, New York. . . . He formerly (See BURLY BRIEFS on opposite page)

BEBE BRUCE - AND - BETTY
NOVELTY — VARIETY ACROBATICS
Our first time on the Independent Circuit and enjoying ourselves very much.

JOANN JANE
ELLISON SISTERS
HARMONY SINGING & TALKING INDUENUES.
First Time East.
Direction OAVE COHN.

BETTY KING
THE TITIAN TEASER
Direction NAT MORTAN

JOAN DEE LEE
The Blonde Temptation of Burlesk.
Direction NAT MORTAN.

THE NEW SENSATION,
DORE DIXON
Personal Direction TOMMY LEVENE.

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

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

JEANNE WADE
Stripping and Talking. Dir. NAT MORTAN.

JEANNE PARDOU
A New Blonde Stripping Sensation in the East.
See NAT MORTAN.

MAC DENNISON
BROTHER, CAN YOU SPARE A DATE?
Dir. PHIL ROSENBERG.

Tab Tattles

COMEDY STARS OF HOLLYWOOD,

Cushman unit, featuring Brown and LaVelle and Jack Tracy's Hollywood Boudiers Orchestra, is carded to close March 12 in the South and reopen two weeks later in the West. Company is now making one-nighters in the Mississippi-Louisiana territory. . . . Hoskins L. (Dud) Dudley, comedian and trombonist, is on tour with Ches Davis' *Chicago Folies*. . . . Gene (Honey Gal) Cobb is reported to be working on a sustaining program over Station WGY, Schenectady, N. Y. . . . Helen Manning, formerly in tabs with her sisters, Alice and Ruth, is now working a popular Cleveland night spot with her hubby, Tommy Romaine, emcee. . . . Mayne Shaw, wife of the popular Sun office booker, wears her husband's underwear when making long auto trips on these cold days. And what's more, she'll prove it to you. . . . Which reminds us—get Mayne to tell you the story of the young lady who fixed her own flats. . . . Lawrence Hager, ex-tabster, is working in the floor show which L. A. Mannion is producing in Danbury, Conn. . . . Master Wardie Strain, 8-year-old son of Mr. and Mrs. J. O. Strain, recently made his stage debut at the Roxy, Salt Lake City, where his daddy, of the team of Strach and Strain, was appearing. Act is now current at the Country Club in Reno. . . . Billy and Grace Carmen, well known in tabdom, are now in their third week at the Jung Winter Roof atop the Jung Hotel, New Orleans, and will jump into Florida from there. . . . George Newman and Lucille Blackburn, who have been holding hands for a long time, finally "went and done it" on the stage of the American Theater, Chattanooga, Tenn., February 9. The bride's father, George W. Blackburn, has his tab working at that house.

HAPPY JACK VINSON, formerly with

various reps and lord knows how many tabs, and Bill Henderson, b.-f. comic, who worked with nearly every tab on the road in the old days of the Sun and Spiegelberg circuits, are now with a Shakespearean company playing schools and colleges thru the Southland. "After 27 years of tabs, reps and what have you, I finally make my debut in Shakespeare," Jack says. "Can you imagine Bill doing Polonious?" *Parisian Folies* played a successful date at the Avenue, DuBois, Pa., last week. Cast is headed by Eddie Edwards, singer; Helen Beard, toe dancer; Drake and O'Brien, dance team; Gloria Smiley, contortionist; the Three Revelers, acrobats; Bert Snyder, emcee; the Graves Sisters, song and dance team; Elizabeth, flame dancer, and a line of 10 girls. . . . Pape and Conchita, who closed recently with the *Hollywood Holiday* unit at Pontiac, Mich., are current at the Oriole Terrace Gardens, Detroit. They close there February 28. . . . Connelly and Radcliffe, well-known tabsters, continue to play vaude and club dates out of Detroit. Their son, Junior, is now connected with the S. H. Broder Concessions Company, Detroit. . . . S. L. (Sunshine) Rogers closed as agent for the *El Kapitain* unit in Florida last week. He warns the small shows to stay out of South Georgia, as the woods are full of shows of that type in that section. . . . Harrison (Chick) Kimball is making his headquarters in Indianapolis these days. . . . Fern Dale has replaced Janice Jants as leader of the *Parisian Melodians*, 11-piece girls' unit, with Nick Boyla's *Folies de Paree* ork. . . . This department has had inquiries recently on such well-known tabsters as Johnny Knott and Nan Bennett, Evelyn Burke, Babe Knight, Henrietta Lund, the Goldbeck Sisters, Miller Evans, Jack Kelly, Ed Lee, Dee Beachum, Rufus Armstrong, Faith Ryan, Guy Johnson, Billie Cook, Willie Horner, Slim Vermont, Sunshine Pritchard, J. J. Barry, Jack Roof, Marshall Walker, Frank (Red) Fletcher, Verne Phelps and Gladys Ledbetter. Shoot in a few lines and let your old friends know what you're doing now.

JOHNNIE DUNN is featured in the *Hollywood Holiday Revue*, which played the Strand, Crawfordsville, Ind., Wednesday and Thursday of last week to good business, despite the bad weather and slippery roads. Included in the cast, besides Dunn, are Spud Seall, comic; Mildred Perlee, acrobatic dancer; Bill Thornton and his Tick Tock Topics;

the Staleck Brothers and Pearl; Stone and Kane, Syble Lee, Joe Donaldson, Marge Simmons and the Hollywood Ambassadors Orchestra. . . . Sid Winters and Kenneth Cantrell are holding down the comedy at the Joy Theater, Oklahoma City. Ida Mae, Ken's wife, is the ingenue-soubret at the same spot. . . . Chuck Sexton has just opened at the Joy in Dallas. . . . Toby Easton and Cal West are reported to be clicking in good fashion at the Reno in Oklahoma City. . . . Walter (Bozo) St. Clair, now broadcasting over a Shreveport, La., station, is slated to return to the Joy in Dallas soon to join the Bobby Burns-J. C. Mason-Don Douglas combination. . . . Tommy O'Dell is at the Capitol in Tulsa, Okla. . . . P. E. Davis, the professor, is sojourning in Seminole, Okla., waiting for the outdoor season to open.

Tabloids Flourish In Keystone State

PITTSBURGH, Feb. 15.—Tabdom is flourishing in Western Pennsylvania as well as in other sections of the Keystone State, with a number of theaters using tabloid units regularly and many others booking in shows from time to time to support their weak screen product. Judging by the number of tab companies, now touring Pennsylvania territory, conditions on the road in this section are better than they have been in a number of years.

In Pittsburgh the Casino Theater is using a new tab every week. Manager Charles V. Turner reports that the first unit, Nick Boyla's *Folies de Paree*, which closed a week's engagement Thursday, did capacity business despite the severe cold. "The public is hungry for flesh entertainment and it can be depended upon for support if presented at popular prices," Mr. Turner states. He revealed that he has already lined up several other shows to play his house.

Mark Browar's Roosevelt Theater and Harry Handel's Granada are two local spots using occasional tabs that boost the box-office receipts over straight pictures. A number of houses in the nearby territory that are in the market for shows are giving road companies a chance to make shorter and more profitable jumps.

Among theaters spotting shows include Dipson's Capitol, Wheeling, W. Va.; the Rialto and Regent, Beaver Falls, Pa.; the State, Kittanning, Pa.; the Manos, Greensburg, Pa.; the Jefferson, Punxsutawney, Pa.; the Avenue, Du Bois, Pa.; the Mishler, Altoona, Pa.; the Latonia and Drake, Oil City, Pa., and Park, Erie, Pa.

Joe Hiller, local booker, reveals that Warner has placed tab orders with him for a number of their theaters in the neighboring territory. The fact that they repeat such orders indicates the satisfactory showing flesh shows are making at the box offices.

Turner Has Jaffe's House

PITTSBURGH, Feb. 15.—Charles Velvin Turner, well-known tabloid manager and the past summer in charge of the No. 1 billing brigade with the Hagenbeck-Wallace Circus, is manager of the Casino, Pittsburgh's newest theater, in the Haris Theater Building, which opened last night a week ago. Casino is operating under a combination policy. George Jaffe, veteran Pittsburgh showman, is the Casino owner.

U-NOTES

(Continued from opposite page) from a badly injured shoulder hit by the falling asbestos during the second show. Rejoined February 12 with the hurt part of his body in a cast.

PAUL MARAKOFF, producer and his assistant, Natalie Cartier, left New York for Denver to put on shows at Hoffman's Taber Theater.

LESTER MONTGOMERY, who leaves the producing end of the Eltinge, New York, February 22, has been engaged thru Murray Phillips to put on movie shorts for Warner Bros.

BETTY ROWLAND'S notice to leave Minsky's Galety, New York, was not accepted. Goes to Minsky's Gotham instead. Other Galety changes: February 13 were the exits of Eva Osborne, Bates and Hunt, Jack Coyle and Bob Rogers. New principals February 14 were Ann

Valentine, brought down from a long stay at the Gotham; Rose LaRose, Bert Marks, Murray Lewis and Sid Stone.

JAN DEAN, of Cornish and Dean, dance team with an indie show, is Swedish by birth. Came to America when she was seven. Did singles up to a few years ago, when she met Harry Cornish, whom she married later on.

JUNE ST. CLAIR, dissatisfied with spotlight arrangement, walked off stage at the 42d Street Apollo, New York, the last show on Sunday night, February 9, without finishing her strip specialty.

FREDDIE O'BRIEN, pro, replaces Lester Montgomery at the Eltinge, New York. Starts rehearsals February 23. First show opens February 28.

NONA MARTIN, due to change from the Oxford, Brooklyn, to Minsky's Gotham, New York, on February 14 forced to leave for her home in San Francisco because of illness in the family.

BURLY BRIEFS

(Continued from opposite page)

managed the Eltinge on 42d street. . . . Sammy Funt is assisting him. . . . Ann Mitchell replaced Anna Smith at the People's, New York, Friday, and Mandie Kay and George Rose's notice went into effect the day before. . . . Harry White, tenor-straight, is on his 12th week at the house. . . . Sammy Weston and Millie Convey replaced Maurice Cash and Rose Heatherly at the Star, Brooklyn, Friday. . . . Peanut Bohn is leaving the Star February 27 to reopen at the Eltinge, New York, the day following. . . . Rosta Royce, former Earl Carroll lassie, is presenting her original "dove dance" for the first time in burly at the Gayety, Minneapolis.

BOOB McMANUS signed a four-week contract, carrying options of four weeks, with the Eltinge, New York. . . . Estelle Thomas, Billie Bird and Kay Lopez replaced Dolores Weeks, Jean Williams and Jeanne Pardue at the Eltinge on Friday.

Miss Williams went home to Pittsburgh. . . . Madge Carmyle is scheduled to open at the Eltinge February 21. . . . Ann Valentine left Minsky's Gotham, New York, four days ahead of time to open Friday at the Galety downtown. . . . Nona Martin took her Gotham spot for the balance of the week. . . . Sherry Britton and Winni Page left the Gotham Saturday, with Sherry scheduled to open at the Eltinge in a couple of weeks. . . . Marcelle Newberry switched from the Irving Place, New York, to the Gotham Sunday. . . . June Morgan may go into the Gotham this Sunday. . . . Mildred Adair closed at the Republic, New York, Saturday.

KITTY CAMPBELL and Mae Reed have joined the Burbank (Los Angeles) show. . . . Dee Rogers bowed off the runway last week for a four-week vacation. . . . Chick Brickmont, former straight man, is now located in Enid, Okla. . . . Gus Flagg slipped on the ice last week and tore a ligament in his right arm. . . . Hughie Mack, recently at the Empire, Newark, was appointed manager of Ann Corio's *Show Girls in Blue*. . . . Joe Levitt has been appointed manager of *High Jinks* show, featuring Roxanne (Mrs. Kingfish Levinsky), which opened in Allentown, Pa., February 10. . . . Betty Palmer, of the Bijou Theater, Philadelphia, is wintering in Miami. . . . Larry Nathan, of the Indie one-nighters, is back in Baltimore making preparations for the carnival season. Busy signing up contracts for the Glick Shows.

ARTHUR CLAMAGE, of the Gayety, Detroit, was a Chicago visitor last week.

Princess Chyo, Japanese dancer, opens at the Roxy, Cleveland, February 21. . . . Lew Fine opens at the Gayety, Minneapolis, February 22. . . . Marjorie Lee opened at the Rialto, Chicago, February 14. . . . Harry Jackson and Dorothy Sevier, who closed on the Hirst circuit recently, open at the Rialto, Chicago, February 21. . . . Kitty Ellis opened at the Gayety, Detroit, February 15. . . . Frank and Winnie Smith closed at the Gayety, Minneapolis, February 14. . . . Charles Country, Kenny Brenna and Buster Lorenzo were recently auditioned for a radio program to be sponsored by a New York concern, which took options on their radio services. If program goes thru it will be broadcast from Chicago. . . . Ray Dean was trans-

ferred from the Rialto, Chicago, to N. S. Barger's unit, *Cocktails of 1936*, succeeding Tex Chapman, who left the unit with his wife, Vickie McNeely, when it recently played Cincinnati.

FRESH FIELDS

(Continued from page 19)

de Liagre, the producers; to Mr. De Liagre's silky-smooth direction, and to the grand pretending of a practically perfect cast.

Mr. Novello rates no vitreolic damns for failing in the well-intentioned if unimportant task of scaling his wafer of a play across the thin ice of conversation. Mr. John van Druten does it almost always; Mr. Coward does it once in a while; Mr. Novello didn't happen to do it this time. It is his misfortune, rather than his fault that, on the evidence of *Fresh Fields*, he appears a sort of Coward for the cut-rates.

What there is of plot tells simply of how an indigent English lady takes in boarders without telling her determinedly ethereal sister what she's doing. To sister, the brash and climbing Australians are simply unwelcome guests. There are the usual difficulties, and the expected showdown when the litte Australian girl cries out against the stuffy atmosphere of indigent society. Thereafter the colonials are taken in hand by a more up-to-the-minute preceptor, and become quite the rage—but none the less the Australian uncle returns to woo and win the ethereal sister, and the colonial lass does a similarly expected job with the other sister's son.

Naturally, that sort of thing must depend largely upon the dialog—the, fortunately, not entirely. Mr. Novello's dialog is for the most part pedestrian wit, but it seems really funny as it's delivered by the grand cast. Chief interest of the evening is in the playing—and particularly in the playing of Miss Margaret Anglin, returning to Broadway to enact the elder sister, and of Miss Agnes Doyle, an import from Australia, who appears as the colonial mix.

Miss Anglin is grand in that grandest of manners—the grand manner itself. Sweeping regally about the stage, she points up the lines and invests them with comedy values that Mr. Novello hoped for but never achieved. And, in addition, she seems to be having such a fine time herself that she catches the customers up in her mood and convinces them that they're having a fine time, too. As for Miss Doyle, she is the ingenue find of the season. A cute lass, she plays with such a canny sense of the role's values, with such assurance and ability and charm, that she makes the routine little part stand out as a real and lovable characterization. That, in view of the material Mr. Novello provided, is an achievement.

All the others also aid, with Mary Sargent making a lovely and languishing lady, Elwyn Harvey and Boyd Davis doing fine jobs as the elder colonials, Derek Fairman pleasant as the boy in the case, and Audrey Ridgwell, Philip Tonge and Lillian Talbot filling minor roles admirably. EUGENE BURR.

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

Thirty-three new members joined the Chorus Equity Association in the past week.

We are holding checks in settlement of claims for Nancy Lee Elaine, Adele Butler, Charlotte Davis, Lela Gans, Marie R. Gattman, Gladys Harris, Eda Hedlin, Marge Hylan, Marion Hylan, Fred Holmes, Faith Harding, Inez Murray, Dorothy Melior, Evelyn Page, Bonnie Pruden, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

After rehearsing more than seven weeks *The Eternal Road* Company was disbanded. In addition to the rehearsal expense money provided for in the Chorus Equity contract, all chorus members were paid two weeks' salary from the bond held by the Chorus Equity.

Members who are unemployed are urged to call at Chorus Equity headquarters daily. One of the most important services of the association is the employment bureau. This department is free to all our members, and it does not limit itself to securing theatrical engagements alone. The employment department receives calls for a great deal of part-time work which will tide members over between engagements.

Is your correct address on file in this office?



THE millennium has arrived! If that sounds a bit exaggerated we'll settle with the die-hards for an admission that its approach has at least been heralded. For years this commentator has exhibited the impudence of trying to tell the film flammers how to run their business. We have been reminded on occasion by well-meaning critics that the film industry is quite capable of working out its own destiny; that when exhibitors roll vaudeville up in a package and throw it out into the alley they are not guided by sentimental tommyrot but are acting as any good business man would under the circumstances. In short, our well-intentioned friends among the crusaders for all-film policies tried to make us understand that vaudeville is as outmoded as the horse and buggy; that its best days are forever gone and that exhibitors who play with vaudeville policies are as much behind the times as a man who frowns on self-starting mechanism in automobiles. But these good citizens fail to visualize stage attractions in their true light. They fail to see "flesh" in theaters as a spawning ground for talent in films, radio, legit and other branches in which the film industry is vitally interested financially. And they fail utterly to see how double features, give-away schemes and lotteries will eventually wind their theaters up around the eight-ball, the catastrophe being reflected in Hollywood's production mart.

To return to the millennium—or at least the herald announcing its approach. After all the years we've spent trying to drum common sense into the heads of exhibitors and producers it's a grand and glorious feeling to come across a clear reflection of all of our arguments in favor of "flesh" in *The Film Daily*, deservedly referred to on occasion as *The New York Times* of the picture industry. In the conservative, authentic and all-embracing organ published under the aegis of Jack Allcoate, one of filmdom's truly great men, we find an ode to vaudeville in the racy style of Jack Harrower, whose daily outpourings appear under the rather clever byline of "Phil M. Daly."

In his boost for vaudeville Harrower clothes the object of his affections in a robe labeled Fanchon & Marco. This is accounted for by his having been inspired to write the piece by the barbed words hurled in the direction of the press by Miss Fanchon Wolf on the occasion of a recent visit to New York. Far from begrudging F. & M. the distinction heaped upon it by the Harrower diatribe, we agree that the hardy perennial raised by Fanchon and Brother Mike fully deserves the plaudits but go further and declare that what applies to F. & M. applies also to all units that are produced with care and with an eye to the future of "flesh."

With the assurance that it will warm the cockles of the hearts of those who know and therefore respect vaudeville we reproduce below, with *The Film Daily's* kind permission, the Harrower article in its entirety, retaining as much as our demon typesetters will permit the original embellishment of Harrower's typographical fiesta:

FUNNY BUSINESS . . . this film racket . . . they go to unlimited trouble to develop a new policy . . . or kill off an old one . . . to find out later they killed what they needed . . . and developed something that just plagues hell out of 'em . . . f'r instance . . .

SOUND PIX came along and knocked vaude into the ashcan . . . they produced so many sound films that they had to give the customers two features for the price of one show to use up the supply . . . when they knocked off vaude, radio started to take the play . . . and put the Hollywood producers into a panic . . . radio developed many stars who were great for voice but lousy before a movie camera . . .

ONE OUTFIT kept swimming against the stream of industry policy . . . all during the days when vaude was being slowly strangled to death Fanchon & Marco kept building their unit shows . . . till today in important key city theaters unit shows are the means of staving off duals and playing to healthier box offices . . .

NOW THE producers have opened their eyes to the always obvious fact that unit shows are one of the best modern mediums for developing new screen talent . . . something they previously did their damndest to kill . . . some of our top comedians use the F. & M. unit on the Coast to try out their gags on a theater audience before putting 'em in their next pic . . . Eddie Cantor, the Marx Brothers, Parkyakarkas are the Wise Guys who do it . . .

IN THE case of Parkyakarkas . . . he had plenty of radio experience but little knowledge of camera technique and the sure "feel" that comes from audience reaction . . . so necessary to natural work on the screen . . . so Cantor wisely shoved him before a theater audience in an F. & M. unit before his stuff went into Eddie's opus . . .

TAKE THE case of Betty Grable . . . a knock-out on looks . . . a nifty dancer and singer . . . yet lacking that "feel" of audience reaction . . . so REKO shrewdly placed her in an F. & M. unit titled *Hollywood Secrets* . . . and she is now playing leading theaters with Jackie Coogan thruout the country . . . and garnering scads of newspaper comment . . . with photographs very appealing . . . building up a grand ready-made audience for her when she hits her picture stride . . . this daily training before audience beats all the training of Hollywood coaches of voice, dancing and singing . . . funny business . . . this film racket . . . they throw overboard their life preservers . . . and jump into the briny with a collapsible raft . . . then when they're sinking they grab for the life preserver they threw overboard . . .

BUT vaudeville hasn't quite reached the stage in its trapeze over the come-back trail where it is received as a welcome guest in all front parlors of the film sect. Once in a while *The Film Daily* commits the unpardonable sin of giving the devil its due, but not the orange-bellied bible of managers' round-tables edited by Terry Ramsaye and yeclt *Motion Picture Herald*. Terry would rather give up his garden patch in Connecticut's rolling hills than admit that vaudeville exists or even budge an inch by conceding that the motion picture industry has been destructive and unfair in its attitude toward "flesh." On all other matters we vouchsafe from very close observation that Terry is quite sane; in fact, one of the keenest minds in the trade paper profession.

We ran across the following from Terry's pen while turning over the ornately embellished pages of the February 8 issue of his weekly journal:

The motion picture theater is in the main much more properly to be concerned about what it shows on its own screens than what may appear as competitive entertainment elsewhere. The screen theater has arisen by no monopoly of entertainment, but by being the biggest value for the admission price. It has nothing really important to worry about but its own business.

An interesting comment from an interesting man. But we don't like that statement about the screen theater having arisen "by no monopoly of entertainment." It is only partly true. What is solid, substantial truth is that the so-called screen theater has tried vainly to monopolize theater entertainment. Various chains and influential independents have struck at vaudeville and legit in guerrilla (See *SUGAR'S DOMINO* opposite page)

The Broadway Beat

By GEORGE SPELVIN

WORSE even than the radio interview with a woodchuck that went on the airwaves February 2 was the CBS broadcast of the alleged flight of that mall rocket at Greenwood, N. J. Supposedly a description of the start of mail deliveries via rockets, it heads the list of disappointing broadcasts. After all the buildup the time finally elapsed and left the listener wondering if "she moved." As later reported, the rocket fizzled in its proposed leap across the State line, and stamp collectors are still waiting for first covers at this writing. But what would have happened if the rocket had stepped out? All that the announcer could have said was that she had jumped out of sight, and, like Major Bowes, "where she lands nobody knows." Probably on some farmer's dome. With all the far-fetched hopes, how come they didn't think of lashing an announcer to the rocket, carrying a miniature short-wave transmitter, so that he could describe the ride, how the scenery looked—and how it feels to die. And maybe cancel a few letters en route.

Bill Githens, of the Embassy Newsreel Theater, made an impressive appearance as steward of the Great Danes at the Westminster Kennel Club show, but he held up proceedings once for 12 minutes and once for 10 minutes to allow dogs of the powerful and favored Warrendale Kennels to get to the ring—when a private exhibitor would have had his dog disqualified after three minutes of waiting. Joe Laurie Jr., when asked where he's been lately, piped: "I've been hanging out in restaurants—you never know when they're going to turn into theaters." Ruby Zwierling's two daughters are the envy of all the other kids in the Sea Gate section because of the autographed pictures of celebs which pop brings home. The height of something or other on a pass when the theater was too crowded for him to get a seat. Sam Kaplan, whose parole ends soon, threw a beefsteak party for some of the Local 806 boys last week. He's building up a machine again, and plans to re-enter the union. Last week, believe it or not, a press agent received a letter from a WPA actor—asking him to handle his publicity. Roberta Jonay, night-club singer, who is engaged to a gentleman in politics, has been a frequent visitor at Hyde Park. Bill Brady took an MGM film test last week, and the entire Jack Pomeroy office is excited. Winifred Barry's hobby is oil painting; she recently graduated from water colors.

One of the biggest Broadway signs, that atop the Warner's Hollywood Theater, is dark at night. It seems as tho Warner institutional advertising might use it, maybe as a picket sign, saying: "Networks are unfair to performing rights' collectors." One sign that won't be dark is the animated one planned for atop the taxpayer on the site of the old Loew's New York. Roomers at the Astor, across the way, probably won't have to turn on their room lights at night. Arthur M. Keene, wandering showman and editor of *The Daily Midway Drifter*, of Taft, Calif., writes to say that he has just returned from a 45-day trip which took him to Honolulu, the Samoan Islands, the Fiji Islands, New Zealand and Australia. He was accompanied as far as Sydney by Harry Langdon, who's booked for two months down under, starring for the Williamson enterprises in *Anything Goes*. Most professional ballroom dancers are poor social dancers, according to Fred Le Quorne, who should know. Dorothy Bryant is vacationing in Mexico—where the only snow is on top of the mountain peaks.

Chicago Chat

By NAT GREEN

AFTER someone had suggested that the holdup of Jackie Coogan and Betty Grable may have been a publicity stunt, Jackie belligerently offered to punch anyone in the nose if they said the holdup wasn't on the up and up. And to make it stronger, he submitted to the "lie detector" and came thru with flying colors. Frank A. P. Gazzolo, who in the halcyon days of the theater in Chi was some potatoes, hopes to get back in the game this year. Frank left for Florida this week and from there will go to New York to look things over. Irving Mills in town there will go to New York to look things over. Jackie Heller, radio for Milton Berle's opening at the Chez-Paree. Jackie Heller, radio warbler, now heard on a West Coast station, has been signed for a part in the Paramount picture, *Florida Spectral*. It's reported Babe Ruth was offered 20 G's and a percentage of certain concessions to appear with the Cole Bros.-Clyde Beatty Circus this season. Opinion is divided as to whether or not Ruth would be a draw. George Olsen and Ethel Shurtta will end their engagement at College Inn April 1, and will open immediately at the Coconut Grove, Los Angeles. Band to follow them not definitely set, but it's probable Buddy Rogers will come in about May 1.

Balaban & Katz are dickering for the appearance of Wallace Beery when the picture, *Ah, Wilderness*, has its Chicago premiere. Robert J. Eustace, who has handled many large money-raising campaigns, in town from Toledo in the interest of an historical pageant to be staged in Toledo in July. Eustace says it looks as if the big open-air stadium being built at the Toledo zoo will be ready next year, and the Shuberts are eyeing it as a spot for their summer operas. The tiny midget—being exploited by Clint W. Finney made Ripley's Believe It or Not feature last week. Wayne Lawrence, playwright, has started suit in the federal court here for an accounting of the profits of the newest Marx Brothers film, *A Night at the Opera*, claiming that the Metro-Goldwyn-Mayer Corporation obtained the plot for the picture from a play written by Lawrence in March, 1935. Eddie Slight switched from planes to trains last week and for two days was snowbound in Iowa.

Irving Berlin, in town with his wife and family, on their way to New York, didn't like the cold one whit. But Jean Hersholt, also here on his way East, glorified in the frigid air—even ducked out in it and took a busman's holiday by seeing the preview of the picture, *Rose Marie*. Fritz Block's young daughter, Melody, had a leading part in *Heddi*, Jack and Jill Players' production, the other day. Looks as if she'll follow the footsteps of her mother and dad. Mrs. Block is a radio actress. Local magi were grieved to learn of the death of Charles Carter, known as Carter the Great, in Bombay. Carter spent most of his life touring the world, playing practically every civilized country on the globe. He had a magnificent home in Oakland, Calif., where he delighted in entertaining friends. Andrew Karzas, ballroom magnate, shopping around for name bands for his Aragon and Trianon. Incidentally, it is understood, there will be no more billing of bands under the name of dance teams, musicians' union having ruled against it. Practice is said to have originated with MCA as means of plugging their dance teams and was obviously unfair to the bands. Glenn Hunter to appear in his intimate lecture recital, *Cues and Exits*, February 29.

Manhattan Players End Albany Season

ALBANY, N. Y., Feb. 15.—The Manhattan Players will terminate an engagement of 21 weeks at the Capitol Theater here tonight. Manager Guy Palmerton plans to reorganize his company and reopen at the Capitol next spring.

For the closing bill this week Nancy Duncan returned to the cast in *The Family Upstairs*. Mr. Palmerton appeared in the cast for the second time this season. Frank Lyon, leading man, was well cast. Other favorites who added to the excellence of the production were Emily Smiley, Byrd Bruce, Adrienne Earle, Erford Gage, Denis Gurney and Eugene Weber.

Kansas City Jottings

KANSAS CITY, Mo., Feb. 15.—Eddie Lane has signed with Chick Boyes Players and will leave at an early date for a Nebraska spot to begin rehearsals.

George and Ethel Adkins have closed with the Frank Williams circle in Illinois and were seen on the main stem here this week.

Mr. and Mrs. France Francillon (Margot Beaton), well known in rep circles, are directing a little-theater project in Salt Lake City.

Frank Capp, Baker-Lockwood traveling representative, has returned here from an Eastern trip. His stay here will be brief, as he leaves in a few days for points south.

The Ward Hatcher circle closed recently in Iowa. Mr. and Mrs. Hatcher will spend the rest of the winter at home in Kellerton, Ia.

Barbara Lee has closed with the Augler Bros.' stock in Fort Dodge, Ia., and joined Chick Boyes in Nebraska.

Art and Ducky Vernon, formerly with the Clyde Davis circle, have joined the Crago Players in Wisconsin.

Jerry and Viola Bruce, after closing with a Midwestern company, are spending a few weeks at their home in Minneapolis.

Pete Wight has closed with the Locktee circle in Kansas and joined Larry Nolan.

Cliff Carl has resumed management of his Kansas circle. Gus Locktee has been pinch hitting for Carl the last two months.

Cliff and Mabel Malcolm left here this week to join the Orpheum Players in Southern Missouri. Show is under management of Roy E. Hogan.

Orville and Alberta Wortman are recent arrivals here from an Eastern spot.

Toby Nevius, formerly with Ted North and more recently with Station WIBW, Topeka, Kan., left here this week to join Porter's Comedians on the West Coast.

Skeet Cross is closing with Chick Boyes and will rejoin Christy Obrecht, who opens in houses at an early date.

Joe and Margaret Baird, formerly with Hila Morgan, have joined the Harold Porter Company on the Coast.

Billy (Toby) Young announces that his No. 1 show will open under canvas in Oklahoma about March 15. His No. 2 show will open two weeks later.

Jack and Ora Earle are recent arrivals. They came in from a Southern spot.

Fred and Lilyan Poole are closing a long season with the Chick Boyes No. 2 company in Nebraska.

Herbert Walters is slated to close his Kansas circle next week. The show, with cast intact, will motor directly to Ryan, Okla., where the canvas season will start March 2. A new tent has been ordered for the 1936 season.

Harold Porter's Comedians are rehearsing in Shafter, Calif., and are slated to open there about March 2. Cast is composed principally of Midwestern actors, among them Harry Blethrood, Margaret Baird, Joe Baird, Toby Nevius, Eddie Gardner and Dionne Oliver.

In the cast of the Fred Jennings Company, which opened recently under canvas at Pismo Beach, Calif., are Mr. and Mrs. Fred Jennings, Stuart Moore, Wally Boyd, Whitland Locke, Grady McClure, Dot McClure, Will Locke, Mr. and Mrs. Cliff Olsen, Helen Terry, Daisy Newton and Earl Newton, who is directing.

MARGIE BAKER, ingenue leading woman, until recently with the L. Verne Stout Players on a tour thru Canada, is now visiting in Cincinnati with her friend, Lola E. Painter, who now has charge of the dramatic division with the Cincinnati PWA Theater Project.

Rep Ripples

CLEMONS AND CLEMONS, for many years in stock, rep and vaudeville, are off the road and residing at their home in Cincinnati. Edith Clemons has been bedfast the last four years with arthritis. Their daughter, Bernyce, is an accomplished accordionist and with her husband forms the team of Clemons and Cimaglia, double accordion turn. They recently returned to Cincinnati from the East and are now doing club work in the Cincy area. Bernyce's daughter, Donna Jean, is a clever little acrobatic dancer.

CARL LEAVING, formerly utility man with the Emma Mae Cook Players in Pekin, Ill., is confined in Cottage 16, U. S. Veterans' Hospital, Quincy, Ill., with a serious throat ailment. He would appreciate hearing from old friends.

RUSTY WILLIAMS, b.-f. comedian, who has been wintering at Siler City, N. C., recuperating from an illness, was called to Lincolnton, N. C., recently, where his sister has just undergone a major operation.

CHET SPRINGER, formerly with the Jack Kelly Stock Company and the Shannon Players, now has his seven-people unit at the Showboat Cocktail Bar in the Chittenden Hotel, Columbus, O. This is Springer's 17th week for the Albert Pick Hotel chain.

H. R. SNEDEKER postcards that he will again be associated with his old partner, Charles Conway, this summer in the operation of the California Players under canvas. The troupe will work under a new tent, Snedeker announces.

THE COLE FAMILY is still in Texas. King Cole is with Jimmy Hull's show, while Clyde, Mina and Vera are with the Ray Fox show in South Texas.

HARLEY SADLER COMPANY opened at indefinite engagement at Wichita Falls, Tex., last Saturday.

HAZEL GLOR and Ruth Huff, sisters, were visitors at the Dallas *Billboard* office early last week. Came from their home in Fort Worth.

THE DRAYTON FAMILY, after several years in the East and Southeast, are headed for their old haunts in Texas, where they anticipate playing for several months.

MR. AND MRS. JIMMIE JUKES are back in Dallas after a seven weeks' engagement with the Joey and May LaPalmer Show, which has just closed at Lawton, Okla.

BILL CARSKY, Universal Theater Concessions representative, is in Dallas, coming from the North. Carsky is headed for the Valley, where a number of shows are now open.

FORREST BROWN advises that he was with Billroy's Comedians for 11 consecutive seasons, instead of seven, as recently reported. Writing from his home in Delphos, O., Brown says that, judging from the replies he received from his recent ad in *The Billboard*, there will be at least four large one-night tent shows on the road this season.

HILA MORGAN and several of her troupe are hibernating in Houston for the winter. Hila Morgan show closed in Arkansas recently.

KING FELTON's popularity has held him over for another three weeks at the Monroe Hopkins tent theater in Houston, as a special attraction.

Langner Announces Plans

WESTPORT, Conn., Feb. 15.—Lawrence Langner, owner of the Westport Country Playhouse, announces that for the coming summer he will continue his policy of six new plays or revivals of old plays in new arrangements, after which the theater will offer a popular season of six of the current season's Broadway plays. This is an innovation at Westport, where Mr. Langner has purposely avoided reproducing recent Broadway plays. There will be guest stars for the second half of the season to lead a permanent acting company, Langner announces.

W. I. Swain Says Houston Biz Okeh

HOUSTON, Feb. 15.—W. I. Swain Show, which recently pitched its canvas at Canal and Milby streets here for an indefinite engagement, is "getting along in a satisfactory manner," according to a statement by Colonel Swain to a representative of *The Billboard*. Show is featuring Jimmy Van in script bills and a concert.

"We are giving the patrons plenty of hokum and they keep coming," was the explanation given for the continued patronage. The Swain Show presents a unique appearance on the lot. The large tent without the middle pieces looms up as an alluring mecca to amusement seekers in that district. Motorized equipment gives the lot a real "circular" atmosphere.

Both Colonel and Mrs. Swain are enjoying the best of health, and their hospitality has not lessened with the years. Show has a merchants' tieup which brings the customers out in goodly numbers.

Show is strictly "in the flesh," as all the cinema equipment is stored until a later date, when Colonel Swain "may try out the movies on local lots."

Another W. I. Swain unit is stored at a near-by oil field and will be reopened as soon as the pay rolls get going in that vicinity.

Billroy Show Briefs

VALDOSTA, Ga., Feb. 15.—Tom (Van Hooten) Hutchison, formerly of this company, breezed into town today after a brief sojourn in the glade regions of Florida. He has not yet announced his plans for the future, but it is understood that his brother, Jack, will head the Heffner-Vinson advance the coming season.

A recent card from Glenn (Lint Head) Turner, discloses the information that he is hugging the stove in Mooresville, N. C., this winter. However, with the coming of the spring thaw, he hopes to be back with us.

If Bob Fisher, piano player, or anyone knowing his whereabouts, should happen to read this—his mother is alarmed over his welfare and anxious to hear from him. JOHN D. FINCH.

Stock Notes

HERBERT V. GELLENDRE, director of the Pittsburgh Playhouse, is making plans to guide a summer stock group in the East this season.

LEON WARD, formerly with Captain J. W. Menke's showboat troupe and the George Sharp Players in Pittsburgh, has been named company manager of the first WPA theatrical unit to play Allegheny County territory. He will also be spotted in the cast, as will be Sam Reed, former stock and tab man.

SUGAR'S DOMINO

(Continued from opposite page)
fashion. They have sealed the doom of valuable theater properties deprived communities of living entertainment and put many thousands of persons out of work in their attempts to materialize the fantastic dream of making America a country of mechanized theaters. Vaudeville has been eliminated in many situations in furtherance of this insane project; not as a step to invigorate the box offices of the theaters affected. Showing double and triple features does not represent "the biggest value at the admission price." It represents rather a cheapening of films and the theaters showing films. It represents, too, a malignant tumor in the theater's guts.

Mr. Ramsay states with the self-assurance of authority that the screen has nothing really important to worry about but its own business. Would that this were true. Would that those who know darn well it isn't true would take this skilled publicist's advice. In the same way as the boy who is about to grab a piece of candy before the guests are served and obeys the injunction of his parent who says, as he sees the twinkle in Johnny's eye: "I know Johnny won't take any candy until all the others are served." If the Johnnies in the picture business would listen to Papa Ramsay, who knows, well the details of their present and pending mischief, they'd be far better off—and others would, too.

CO-RESPONDENT

(Continued from page 19)

certain parts, then *Co-Respondent Unknown* may be set down as an evening's diversion worth while, with the proviso however that the tickets were obtainable at the usual Lebling cut. At this price the play ought to have somewhat of a run and is worthy of such support. It does not quite fall within the category of a real smart, sophisticated comedy, able to keep customers satisfied at higher tariff.

The story revolves around an author, Martin Bishop, who writes high-brow stuff, such as is usually ascribed to the FDR brain-trusters. His wife is an actress, and the two "careers" in one family situation is a hand once more. There is the inevitable desire for a divorce on what appears to be unselfish ground by the wife. There is really no triangle to speak of. The lawyer is brought in and tho he abhors anything smacking of collusion, he offers such a plan nevertheless. This is the substance of the first act, pretty dull comedy compared to the two acts that followed. And yet the action did not drag as much as it might seem. The situation did not call for any undue riot, at least not the way the play was written.

Enter Peggy Conklin in the second act and the whole layout brightens, the tempo is hopped up and by sheer weight of her refreshing personality and characterization the play starts from scratch insofar as being in the money is concerned. As Hattie, the hired co-respondent sent up by a "certain party," she is the whole works from then on until the curtain. Her job is to merely leave her underthings lying around, and be under the bed covers when visitors happen in so that the divorce "evidence" is available and of course presupposed. Mr. Bishop goes thru with it, altho under protest, but he finally discovers that Hattie is a tonic to his jaded nerves. Miss Conklin, whose bundling bed scene in *Pursuit of Happiness* is probably destined to give her many more opportunities to hop around in pajamas, can certainly hop around in 'em. Her characterization of a 10th avenue O'Shaughnessy who does and says things in an honest sort of instinctive manner carries the play, and without her or an exact counterpart one wonders if there would have been a production at all. She never read a book, but in the next minute exhibits more common sense than the great author and in a manner that is convincing even if other parts of the play are not.

Thus she romps thru the second act at the author's apartment, and when he gets faint her maternal instinct keeps her there until the next morning. By that time others who drop in place their own interpretation on the situation. Among those dropping in by way of the third and final act is the wife, who also gets some sound advice from the gal, who, a few minutes later, runs off with one of the male visitors without a word. The divorce begins to look cold again due to other complications that develop. There never was a whole-hearted desire by the wife, much less by the husband, for the suit.

James Rennie as the husband-author does about the best he can under the circumstances, and Ilka Chase is in the same boat as the wife. A good actress, but rather stiff for this particular comedy, unless purposely directed so in order to create contrast with the exuberant Hattie and give the public a picture of a tired actress. Martin Wolfson, as the attorney, an excitable one, jazzed the role up to some extent. Phyllis Fovah, as the friend of the author, had two spots in which to shine, and the rest of the cast did about all that was expected of them.

Audience, including this reviewer, had no trouble getting off a few good laughs thruout the second act and a good portion of the third. M. H. SHAPIRO.

Dorothea Antel

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

PIERCE THE MAGICIAN, touring under the direction of Frank H. Meyers, of Chicago, has just finished a tour of Northern Illinois and Missouri and at present is working thru Kentucky. He will follow with Indiana and Ohio on his way east. Meyers reports good business in Northern Illinois and Missouri. Pierce is playing churches and civic and fraternal organizations.

WILLIAM G. ROCK, "scientific hand interpreter," was a feature of the Chrysler Motors Midwinter Carnival held at the Masonic Temple, Detroit, February 1. More than 10,000 Chrysler employees and their families attended the carnival. In 12 consecutive hours Rock read more than 560 hands.

JAY CLARKE, well-known mentalist, current at the National Theater, Marysville, Calif., who has been featuring a Saturday midnight ghost show in connection with his regular turn, is enlarging on the ghost-show angle and March 15 will begin a tour of one-nighters thru the Pacific Northwest with a ghost-show attraction which he claims will be second to none in the country. Clarke reports that he is putting \$2,000 worth of effects into the new show and hopes to make it a unit that will be able to play return dates. His territory has been scorched by a number of inferior ghost shows in recent months, Clarke says.

BLACKSTONE engaged in a friendly feud with Jack Miller, staff photographer for *The Houston Post*, during his recent engagement at the Metropolitan, Houston, with the result that Blackstone made *The Post* with a grand array of action photos. The argument was over the question of which was the quicker—the hand, the eye or the camera, with Miller naturally banking on the last named. Blackstone succeeded in fooling both Miller and the camera.

MEL-ROY THE MAGICIAN is making one-nighters at school and public auditoriums thru Central and South Louisiana. Unusually bad weather hounded him most of the past week, as it did all amusement ventures in the State, but Mel-Roy is reported to be getting a nice play.

ARTHUR THE MAGICIAN and Company are currently touring Southern Alabama and report business as satisfactory.

AMONG THOSE WHO entertained the kiddies at the second show of the Endicott-Johnson Magicians' Club at the Capitol Theater, Binghamton, N. Y., February 8, were Clyde Powell, George Barvinczak, Charles Cogswell, Leo Laroway, Donald McGrath, Roy Dohs, Lester, Virgil Lowe, Robert Hummer, Howard Hall, Joseph Blaha, Carroll Miller, Marion Moore and Musical Mac. Club is sponsored by the Endicott-Johnson Shoe Company, with Clyde Powell in charge of all activities.

C. R. TRACY, an official of the Sioux City Gas & Electric Company and who does his magic under the name of Bud Raymond, crashed the magazine section of *The Sioux City (Ia.) Journal* recently

with a corking story on magic as a hobby. Article also carried a half-page photo of Tracy running thru a timble routine. A nice plug for Tracy and magic in general.

ZUDELLA, mentalist, has just concluded a successful 18 weeks' run at the Palais Royal Night Club, Lansing, Mich., and moves to the Subway Night Club, downtown Detroit spot.

QUEEN CITY MYSTICS, Assembly No. 11, SAM, Cincinnati, held its regular monthly meeting in the taproom of the Schoenling Brewing Company, that city, Friday night, February 14, as the guest of Compeer Bill Morgan. After a brief business session Stuart Judah presented as the trick of the month Ireland's Sucker Card Frame, which clicked in fine style with those present. Fred Gorman entertained with a good program of talking picture, including a plug for his firm's product—the Oldsmobile. Rest of the evening was given over to the old trick of turning beer and food into a man, with everyone present quite proficient at the stunt. Those who took in the party were Fred Gorman, Lester Lake, Leslie P. and Nina Guest, Walter Kuhl, Bill Morgan, Roland Haynes, Lyman Allen, Stuart Judah, John Braun, Rudy Lenzer, Harold Rice, Cy Gilmore, Cliff Nille and Bill Sachs.

WE ARE PLEASED to report that Howard Thurston, now vacationing in Miami Beach, Fla., is well on the road to recovery from his recent illness. Writing under date of February 13, Mr. Thurston says: "I am progressing very rapidly and everybody is amazed at my recovery. We are positively arranging to reopen our show." For friends who may wish to drop him a line, his address is 1116 Ocean drive, Miami Beach, Fla.

PAUL ROSINI is now in his fourth month at the Park Plaza Hotel, St. Louis. This is a long-run record for any act at that spot. Rosini also has been working a number of private engagements in the St. Louis area between his shows at the Park Plaza. He recently played an affair for General Motors there, Morton Downey, the radio singer, and Rosini being the only entertainers.

LESTA THE MAGICIAN writes from Binghamton, N. Y., under date of February 13: "In answer to a recent inquiry in your magic column, I would like my San Diego friends to know that I am working the Binghamton schools. I was here a little more than a year ago and this is a return engagement. By the end of next week I will have appeared in all of the schools of the Triple Cities—Binghamton, Johnson City and Endicott—a total of 31 schools over a period of three weeks. Business this year is exceptionally good, due largely to the fact that the Endicott Shoe Factory is going nearly full strength. Recently enjoyed a visit with General Grant, of Grant's Magic Shop, in Pittsfield, Mass. I go to Schenectady, N. Y., and Albany, N. Y., schools for a five weeks' stay upon leaving here February 23."

AL BENART is doing 30 minutes of magic with Doc Howell's Variety Show working thru Mississippi.

EL-WYN has just finished the Wilby-Kincoy Circuit of theaters thru the Carolinas with his Spook Show and is now booked in and around New York for Loew's. El-Wyn is planning on remaining in the New York area until April 1, pending final plans for a tour of England.

WILLIE DEON, young magician, is featured in a traveling amateur unit now working theaters in Western Pennsylvania. He excels in card and cigarette tricks.

JOHN DOMBROSKI, Detroit, entered the Hall of Fame last week when the Circuit Court there gave him a judgment against Constable John Dombzalski for \$750. In addition to being a groceryman, Dombroski is a licensed motion picture projectionist, a magician, a theater manager and has seven other (See *MAGIC* on page 32)

EDITORIAL
DEPT.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For FILMS

AL TRAHAN—vaude comedian who rates a try in feature-length films. Does knockabout stuff, but also handles lines excellently. In addition he has a fine voice, a distinct asset for the musical cycle, and he plays the piano beautifully. An all-round aid to any film musical.

For LEGIT MUSICAL

JEANNETTE MARION—lovely and talented youngster now appearing with the Berks County Boys. Has a fine voice, and a cute and vivacious delivery that is both distinctive and immensely effective. A beautiful kid, she would score tidily if given a singing assignment in a revue. With proper legit grooming she's a natural for films.

VARSITY CO-EDS—singing sextet of talented and good-looking brunets recently caught at the Jefferson, New York, in a vaude offering of popular and semi-classical music. Have un-

usually good arrangements and perform with distinction. With revues now using male octets and sextets for musical background, these girls could be spotted in the same way from the femme angle.

For VAUDE

WALTER SEWEL—amateur heard on a recent Major Bowes program giving imitations of wild bird and animal cries in various moods, as well as amusing sidelights and imitations of domestic pets. Sewel covers the whole range, going much further than the average animal imitator, even letting out the blood-curdling howl of a bull elk.

For NIGHT SPOTS

AMELIA BERGEN—toe tap dancer with ability and the looks and shape to set it off. A cute lass, she was caught at a New Jersey testimonial banquet and showed plenty of stuff when doing her difficult step to *Poet and Peasant*.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

"HI-BROWN" BOBBY BURNS postcards from Louisville: "Met up with an oldtimer passing thru town (who wants his name withheld) who wants me to ask Al Tint does he remember when he lasted a week on L. C. McHenry's tent opy at Glasgow, Ky. He said Al at that time was selling stoves. Also mentioned when Al was with Archie Royer's Greater North American Minstrels." Burns is looking forward to the time when Al and Sam Gill will team up and do a double act.

STREET RAILWAY MINSTRELS have been reinstated as a full-hour feature over KTBS, NBC outlet at Shreveport, La. The cast of the new Dixieland Minstrels includes Jack Gross, interlocutor; Lou Darby and Henry King, endmen; Hoke Rice, banjoist; W. L. Dickinson, tenor soloist; Sammy Adler, tap dancer, and a quartet. A newcomer to the program is Walter (Bozo) St. Clair, fun-maker, singer and tap dancer.

"DO YOU REMEMBER," continues Buck Leahy, "when Hi-Tom Ward did leaps with the 4-Paw-Sells Circus? When Al Tint did his first 11:45? When Eddie Leahy played Colebrook, N. H.? When Al Massey played in the band with C. E. Reno's *Along the Kenebeck* Company? When Doc Whitman was with George Ripley's Show? When Buck Leahy did his first 11:45 with the Barlow-Wilson Minstrels? When Karl Denton was with the DeRue Bros. Minstrels? When Lee Smith was with a Tom show? When Al Pinard did a musical act with Al Manny? When Hank Brown was a stagehand at the Theater Comique, Providence, R. I.? When Duncan Clark's Minstrels played Morrisville, Vt.?"

JACK CROXFORD, who trouped with various minstrel and med shows back in the '90s, is now residing at Waits River, Vt.

BILL McQUINN and the missus celebrated their 38th wedding anniversary February 7 at Meaford, Ont. Mack says he takes a great interest in reading the minstrel column. He asks: "Who re-

members when the William H. West Minstrels played the Tabor-Grand, Denver (when yours truly was a member), and we were showered with silver dollars from various parts of the house? How many of the boys with that show are still living? I wish I could live those days all over again."

JOSEPH H. SMITH, bone soloist with various minstrel shows in the past and of late years on the Golden Rod and Dixiana showboats, is still making Chicago his headquarters. The 74-year-old veteran is planning on making a trip to New Orleans for the Mardi Gras.

BILLY SMITH, eccentric dancer and comedian, long associated with the Tommy Hyde act, is being kept busy in the Syracuse, N. Y., area.

CARL O'BYLE, the "Irish Nightingale" and former feature of the Honey Boy Evans Minstrels, has become quite a favorite in the night spots in the Syracuse, N. Y., territory.

AL TINT postcards as follows from the Windy City: "As for Sam (Fish) Gill, I want to say he didn't have to go to Mexico to dodge those crude cracks of (See *MINSTRELSY* on page 32)

NEWER Minstrels

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Kitchens' Okla. Unit Winter Tent Novelty

FT. SMITH, Ark., Feb. 15.—Josh Kitchens' show is entering its fifth week under the big top on the Leon A. Williams' ranch at Moffett, Okla., directly across the Arkansas River from this city. The layout is very elaborate, with a new 120 by 300 roundtop, made by Baker-Lockwood, and a seating capacity of 5,600. The tent has been comfortably filled on several occasions.

Kitchens has proved to the endurance field that a tent may be heated as comfortably as any auditorium, and in spite of operating in an almost continuous cold wave since opening January 23, the management's guarantee of "money back if not comfortable" has not had any takers, even on zero nights. Natural gas is used for fuel.

Hall J. Ross, premier endurance producer, visited the show while on a cross-country tour from California to New York City and was particularly impressed by the summer-time climate inside the big top and the beauty of the layout. Other visitors include J. F. Rodabaugh and Frank Capp, of Baker-Lockwood.

House-packing features include a boxing match between Buck Rogers, 219-pound contestant, and a Negro professional heavyweight, trapeze acts by Lillian Kitchens, aerialist; cash nights on Tuesday and farm-night features. Music by Clarence Schenk and his Rio Grandians has been well received.

The contest opened January 23 with 38 couples, and at the 470-hour mark had been reduced to 16 teams and two solos. Couples remaining are Billy and Dolores Steel, Clyde Hamby and Catherine Johnson, Buddy Duocette and Bee Young, Peewee Collins and Pauline Boyd, Joe Trendall and Rella Finney, Buddy Atkins and Irene Carter, Harry Hamby and Babe Evans, Bob Turner and Gladys Maddox, Jimmy Burke and Adele Keller, Buck Rogers and Bunnie Johnson, Jack Glenn and Margie Bright, Ralph Ellis and Thelma Ferdig, Bill McDaniels and Opal Ferdig, Vincent Nunes and Dorothy Parker, Howard Moss and Dorothy Casey, Carl Sides and Alice Holmes; solos, Woodrow Webster and Dick Powell. At this writing, eight teams are sponsored at top money.

Staff of the show, under general manager and producer, J. G. (Josh) Kitchens, includes George Barham, secretary-treasurer; R. E. Williams, auditor; Lillian Kitchens, assistant manager and dietitian; Jim Sherwood, night manager; Monte Hall, chief emcee (handling air three times daily over KFPW); Art Wolf and Rajah Bergman, emcees; Teddy Stanton, featured entertainer; Maxie Capp, chief floor judge; Joe Van Raam Jr., judge; Tex Smith and Bob Wilkins, trainers; Mother Stanton, Mrs. Ed Kemp and Helen Tyne, nurses; Orline Schenk, Marjorie Van Raam, Thelma Rose and Francis Stewart, cashiers; Ed Kemp, Chief Fivekiller, doorman; Bill Chartist, chief maintenance; Dick Robinson, scenic artist; Jack Rounds, electrician; Jimmy Passio, chief usher; Jimmy Valentine, Ed Tucker; Tommy Gary, John Eskrine, ushers; Bill Roper, chief; Ted Finnell, night chef; Dorothy Adkins, Mickey Flannagan, Jack Thurman, Max Townsend, Johnny Smith and Carl Trellis, concessions, and a force of four men on parking service under direction of "Pop" Van Raam.

Worcester Down To Four Couples

WORCESTER, Mass., Feb. 15.—As the walkathon in progress at White City Park here approaches its 2,400th hour, four couples hang on strongly in spite of gruelling grinds handed out by Dud Nelson, supervisor. The four couples are the survivors of 45 teams which entered the show November 12.

The remaining contestants include Billy Addy and Joan Leslie, Larry Dwyer and Lillian Houle, Bob Marvin and Viola Nellis and Eddie Lensky and Anna Brown. As the contestants are far too busy to do the entertaining, which was a feature of the show until recently, Manager Ernie Mesle is staging regular feature nights.

BLACKY KIRBY, trainer on the Torrington, Conn., show, would like word from Ray (Pop) Dunlap. Kirby says the people like a clean action show like they are giving them and sees a comeback for walkathons.

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

An Unfair Attitude

Because of the widespread publicity given an unfortunate incident recently occurring in Springfield, Mo., it is only proper that I bring up the matter in this column.

It appears that an 18-year-old girl, for about eight days a contestant in the Steinel show in Springfield, Mo., suddenly became insane and was placed in a State institution. Immediately the newspapers flashed the story that the walkshow was responsible for her insanity. A contestant placed a large sum of money in the hands of a hotel clerk and the clerk skipped with the money. The papers carried the story that "Walkshow Money Disappears."

The truth of the matter is that the girl was a contestant, was disqualified after a few days. Many days later, due to a disappointing love affair, the girl became mentally unbalanced. Was it the fault of the walkshow that she fell in love? Was it the fault of the show that the man in the case didn't return that love? If a woman fell in love with me and then became crazy because I didn't love her, would the legal profession be to blame for this condition?

If a clerk skips with money placed in his hands by a contestant, is the endurance show to blame?

Absurd and ridiculous, but, nevertheless, that's the kind of trash that is filling the paper daily and is causing so much unfavorable comment. Let me point out once and for all time that NEVER HAS A GIRL BEEN INJURED, mentally or physically, BECAUSE OF HER PARTICIPATION IN A CONTEST. Can as much be said for any of the other major sports? No, yet those sports go merrily on and on to the tune of clicking turnstiles.

It's unfair, and the responsibility rests with operators and those who make up the endurance show. Force newspapers to retract libelous statements. So conduct your shows as to make unfair conditions impossible. Live so cleanly, so openly honest that not a semblance of criticism can be cast at you and eventually the unfair tactics, unfair remarks, unfair comments will disappear. You are all in an unfortunate position. You've GOT to help clean the spots up yourself.

How? Let me suggest the following:
(1) No executive employee of an endurance show should become intimate or familiar with a patron or a contestant. If love creeps into the picture, subdue the amorous feelings until the show is over. Difficult, perhaps, but wise.

(2) If contestants do talk to patrons over the rails (and I have been criticized by fans because of my suggestions that they don't do this), be friendly, but not too intimate. PERSONAL FEELINGS SHOULD NOT BE INDULGED IN.

(3) Don't indulge in intoxicants during the run of a show.

(4) Don't visit any place that might reflect upon your decency, character or intelligence.

(5) Think of the show, work for the show, help the show by remembering that in the eyes of a few the show and you are GUILTY UNTIL PROVEN INNOCENT. Un-American, I know, but the fact remains that THAT'S the attitude, so you should act accordingly.

Action on the bill to outlaw endurance contestants in Massachusetts is about to be taken in the Massachusetts Legislature. Let us hope the bill will be a fair one. The NEAA is FOR fair legislation, not a law based on bias and lack of intelligence. It will FIGHT the opposite attitude.

Letters are piling in regarding the question of weddings. May I again suggest to operators that they check the qualification of contestants who wish to be married in a contest. If you want to save the "game" DON'T PERMIT A WEDDING TO BE HELD ON THE CONTEST FLOOR UNLESS THE PARTIES TO THE CONTRACT ARE BOTH SINGLE AND HAVE NEVER BEEN MARRIED TO EACH OTHER BEFORE. Disregard this warning and you'll be helping to place another nail in the coffin that will hold the corpse of the endurance show.

12 and One Still on Torrington Floor

TORRINGTON, Conn., Feb. 15.—The Frank Cook Race of Nations that started January 7 is still in progress with 12 couples and one solo. Master of ceremonies are Eddie Leonard, assisted by Austy Dowdell, Red O'Lesky and Jimmy Kelly, comics. Air and publicity is being handled by Oscar Davis. Music by Walter Lehman and his Sleep Busters. Concession is by Barney Cohen.

Show is playing to capacity crowds with 40 cents as the prevailing admission price, using two 25-cent code words a week. Plenty of entertainment on the floor, Eddie Leonard and the three stooges are really tearing the house down with their comedy antics.

Vaudeville is offered every night in addition to the floor show presented by the contestants. Frank Cook deserves a big hand for the way he has presented this show, giving the people their money's worth. Place seats about 2,500, proving small towns are a good bet.

Remaining contestants are Billy Smith and Fuzzy Thoms, Jennie Busch and Pete Trimble, Bill Ross and Peggy Lane, Austy Dowdell and Ronnie Cassidy, Jimmy Kelly and Mae Charau, Pop Miller and Dee Adams, Charlie Small and Vivian Branch, Pat and Dixie O'Brien, Frank Costello and Helen Chester, Joe Silio and Rusty Parks, Solly Friedman and Betty Lee Doris, John Sharkey and Nora Branch and Larry Holmes.

Personnel includes: Judges, Ernie Steele and Bill McQuade; hospital, Blackie Kirby and Billy Banks; matrons, Mae Manchester, Peggy Carton and Eileen Smith; maintenance, Charlie Curran and Smoky Joe Jones, and tickets, Peggy Barant, Frank Zak and Stew Guthrie.

Races take place every night with two groups running 17 minutes each. Bill McQuade, heat man, has the people standing on their feet. He has sold himself here. Show was opened without a pass out, only advertising was the daily broadcast over stations WATE and WIXBS.

Wallace-White Take Tebbetts Honors

CAMDEN, N. J., Feb. 15.—The W. E. Tebbetts show closed February 8, with Harold Wallace and Estelle White taking the honors and Ott Mason and Mary Jones coming in second. Victory Ball was held at the Hilltop Hotel, Darby, Pa., and was sellout. Johnny Guilfoyle, former contestant, went well on the emcee stand. W. E. Tebbetts departed for a vacation in the South.

Contestant Notes

"WE HAVE BEEN hearing reports here in California of the death of Lou Grill, contestant for George W. Pughs, and who was a winner in his recent Salt Lake City show," writes Annette Claudel, Daly City, Calif. "I would appreciate a definite denial or confirmation in this column from someone who knows."

BARNEY BARKER and Doris are taking a much-needed rest at Macon, Ga., and would like to hear from Jimmie Kelley and Mae, Red Armbruster and Helen Emmett McClelland and other friends thru the Letter List.

EAGLE MILLER wants to hear from King Brady, Three Ryans and Larry Rock, care Letter List. Miller is working the New Amsterdam Club, Washington, D. C.

EDDIE GRAYSON writes he is working in the General Motors Detroit office. He would like 'em from Hugh A. Talbott, Bob Taylor, Johnny and Doris Agreilis, Tony Lewis, Al Ross, Sandy Fox and Jackie Murphy. Will be watching the Chicago Letter List.

JERRY MILLER, en route to join a Midwest show, would like communications from Pat Webster, Helen Armbruster, Frank Wiseburn, Jimmy Crooks, Ginger, Virginia and Charles Maynard, care the Letter List.

ROBERT WHITACRE, Philadelphia, would like 'em from Johnny Cahill, Eddie Gilmartin and Pop Miller.

Staff Briefs

AUSTY DOWDELL, of the Torrington, Conn., show, would like to hear from Steve Barr and Sam Fox.

JACKIE LEONARD writes from Oakland, Calif. (care Al Wilson, Hill Castle Hotel, 1431 Jackson street): "Three weeks ago, while traveling here from Salt Lake City, I was stranded on the highway near Elko, Nev., and suffered frozen feet. The doctors tell me I may lose my left foot. If I have any friends in the field who would like to help me financially, I would appreciate it very much, as thru proper medical attention it is possible I may be able to walk again."

JOE BRANDI and missus are resting at the home of his sister in Denver while awaiting the opening of another Steinel show. They would like to read 'em from Bernie Marr, Paul Roscoe, Freddie Hall, Chick Franklin, Lew Brown and Mickey Rosenberg.

"SURE DO ENJOY Dick Kaplan's column," writes Mickey Rosenberg from Wildwood, N. J., where he is resting at home. "He has done lots for the staff people, help and kids in the endurance field."

LEE GORMAN, pianist and orchestra leader, recently completed an engagement at the Jefferson Hotel, Peoria, Ill., and is now taking a rest at his Peoria home. Would appreciate letters.

SCHROEDER'S wonder dogs, Flip and Rex, have been playing Coast dates, a few following Larry and Freckles, on whom Schroeder tells he heard some fine comments. Flip does a high dive and wire walk and Rex does floor tricks and color work. Next stop, Modesto, Calif.

ROXY, N. Y.

(Continued from page 17)
The talking stage. The other amateur is Bessie Newman, who plays a Chopin piano piece very nicely, tho it turned out a bit highbrow for the Roxy fans. The Gae Foster Girls, in addition to the routines described do a very cute valentine number to open the show, with Bonnie Cashin's excellent costumes helping the effect plenty. Freddy Mack emcees and leads the pit boys. The house was fair the supper show opening day. EUGENE BURR.

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THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Pontiac, Mich.
"The Sawdust Ring," by Doc Stuart, in *The Billboard* of February 8 surely hit the nail on the head in analyzing the circus situation as to why big-time shows are in the barn and on the shelf.

Sees Work of Education for Circus Owners

The present generation of circus-goers knows only or thinks only of two shows when attending a circus—Ringing Bros.-Barnum & Bailey and Cole Bros.-Clyde Beatty. Kids of today and most of their parents only dimly, if at all, remember the famous circuses and Wild West shows of 10 to 20 years ago. When the kids of today think of Wild West it is of Tom Mix. Very few remember the 101 Ranch Show, and fewer still of the parents remember Buffalo Bill's Wild West.

It is the same with the circus. When circus is mentioned to the children of today (and they are the ones who bring a lot of money to the ticket wagon) it is Clyde Beatty or the Ringling-Barnum show that stands foremost in their minds, Beatty because of his movie work and the Ringling name because of the pictures on a famous breakfast food. Most people think the only good circus must have one of these names and will pass up a highly entertaining show because of this. Lots of good circus customers shy at a really good motorized circus because it robs them of the chance to get up at 5 a. m. to watch the circus train unload and they consider it a small one-ring, no-account affair not worth spending money on. And motorized shows do very little to correct this impression when they give a half-hearted street parade of perhaps 10 or 12 trucks containing a few many cats, a few poor horses and small elephants.

A few years ago parades passed out of the picture, but now they are coming back because the public demands them and because they are still the best circus publicity. Some people say railroad shows will soon be a thing of the past, but I, for one, doubt it; so long as people want to see horses and more horses and elephants and more elephants the rail show is here to stay. "If you see one circus you see them all" is an old excuse and a hard one to beat, but it will be beaten in time when circus owners and managers educate the public that Robinson, Sparks, Hagenbeck-Wallace, Downie Bros., etc., are good shows, too, and are as different as two movie shows. When this is done the people as a whole will be more circus-conscious and the kids will wait until circus day to spend their dimes instead of going to the nearest double feature.

I came across a bunch of old copies of *The Billboard*, dating from 1917; have spent all my spare time reading them, and I see that *The Billboard* was just as interesting a publication then as it is now.
ROBERT J. GREEN.

Cincinnati.

The writer was much interested in the letter of Thomas Elmore Lucy on the *Passion Play* in *The Forum* of February 8. I saw the Oberammergau play and shook hands with Anton Lang, who was then playing Christus, and others of the cast.

Played Roles

In Dramas of Biblical Lore

and Robert Dunning, Cincinnati, gives a very fine one, illustrated with slides. One of the first jobs I had as an actor was with *Ben-Hur*, in which I played four minor parts, sang in the Mount of Olives chorus and waved a palm. I was also in the home of General Lew Wallace in Crawfordsville, Ind., and sat under a tree in his yard, where he used to write in summer. I saw the Blooming-ton (Ill.) *Passion Play* one Sunday afternoon in 1929. It is given every year, and

in the east are business men and lodge members of the city.

I have seen all the plays Mr. Lucy mentioned, but there is one other that he missed and that is *Fabiola*, a drama on early Christianity. I saw this given once by St. John Players, of Cincinnati, who also give the *Passion Play* for four weeks each Lent. Players are all from one parish and do not go outside for talent. Dwight Lorrimer used the play *The Shepherd King*. Ninth Street Baptist Church Players present dramatic prologs to Sunday night sermons under Mrs. B. A. Stockdale, quite an authority on religious drama. The writer has often played parts with them. Ben Scovill, a relative of Sir Henry Irving, used to go about the country giving *The Sign of the Cross* as a dramatic reading for churches. I once saw a performance of that in the old Walnut Street Theater in Cincinnati. Herschell Weiss, actor and playwright, gives *The Nazarene*, his own version, in and around Kansas City for churches and colleges. Elmer Lazone had his own company in Florida some years ago.

A good religious drama is *The Upper Room*, written by a priest, Father Francis Benson. I saw this put on at St. Jude College, Beloit, Wis., with cast of students. There was a Dr. Willoby who put out the *Passion Play* out of Chicago, and I have played with the great European *Passion Play*, owned by Dr. Alfred Wolff, Shreveport, La. This was the Freiburg play. There are many others. The Salzburg Players, of Austria, also have their own play, also not quite as well known as Oberammergau's. The late General Lew Wallace did not use an actor to portray The Man, but he had a strong light focused to a spot on the stage to represent Christus. Some religious pageants still use this effect.
ROBERT G. TOEFFERT.

Memphis.

Having read references in *The Billboard* by Feejay Ringens and W. H. (Bill) Rice about comedy diving, how Mr. Rice came to overlook one of the best comedy divers ever in the business,

Girl Comedy

Diver Forgotten

In References

with the Rice & Dore Water Circus, is beyond me. Miss Offer weighed at least 250 pounds and was dressed as a "baby doll." She was fished out of the bell backwards by one of the clowns and then worked from a special springboard. She did some dives as good as or better than the best girls in the act and finished with the springboard breaking down and throwing her on top of the clowns who were swimming to her "rescue."
C. L. WILSON.

Mansfield, O.

I was glad to note in *The Forum* of February 8 that George De Mott was able to give some authentic information about the late D'Alvini the Juggler. My intention had been to answer, too, but since Mr. De Mott has given such good, reliable material all there is left for me is to tell about that great performer as I knew him when he was alive.

Was Assistant

And Pupil of

Late D'Alvini

he was alive. I met him in the spring of 1879 in Leipzig, Germany. He opened at the Crystal Palace, formerly Schuetzen House. His assistant, a young Japanese, became ill and he was looking for a substitute. I was an amateur at that time, but the manager spoke to D'Alvini about me. He made me an offer to join his act as assistant and pupil. Needless to say, I was only too willing to accept. We played all the principal halls on the Continent. In 1881 he returned to England for a rest cure and I branched out for myself, playing smaller halls to perfect my single act. I came to this country in 1883. D'Alvini was a wonderful performer and a great teacher,

working in Oriental style, and so fast in his actions that doctors warned him to slow up on his movements. But he would not listen to good advice. Many times I have seen him lying exhausted for 15 or 20 minutes in his dressing room after his act. He was married to a member of the famous Zento Troupe of bicycle riders. He never had an initiator as far as I know. A good fellow and loved by everybody in his profession.
HARRY LAKOLA.

Guelph, Ont.

As a reader of *The Billboard* for many years and also as a collector of "Circusiana," I take this opportunity of expressing appreciation to those old troupers who write to *The Forum* and give such interesting facts regarding the old circuses of the past.

Circus Facts

Of Value to

Younger Fans

It is only in this way that the younger collectors of today are able to preserve facts which in a few years, were it not for these columns, would be lost forever. By keeping clippings from *The Billboard* on current and past events I have made up some very interesting scrapbooks to add to my collection of circus items.

I was particularly interested to note the remarks of recent writers asking for information regarding the Norris & Rowe Circus and La Mont Bros.' Show. Recently I procured for my large circus photo collections some very interesting pictures of these two circuses from P. M. McClintock, Detroit. These pictures are fine collection pieces and certainly, judging from the parade scenes, both these circuses had parade features that would make the circus fans of today sit up and take notice. Also as to the inquiry regarding the Hall Farm, it may interest many readers to know that the same "Mack" wrote a most interesting yarn regarding this interesting "Circus Boneyard." This article is available in all libraries thruout the country, it having appeared in *The Literary Digest* of September 10, 1932. Any fan will find time well spent in looking up this magazine article.

In my large photo collection I have a goodly number of all the circuses represented. I would like to see more Canadian fans and readers write to *The Forum* to show their appreciation of the service rendered by this department to the circus public. If any Canadian reader knows any interesting facts regarding the visits of either the Coup & Lent Circus (1917) or the La Tena Show on its tour of Canadian cities, let *The Forum* hear from you. From one who believes in keeping alive the past of the circus, but putting down in print the facts while they can still be remembered.
WALTER W. TYSON.

Powderly, Ala.

There have been some very interesting letters in *The Forum* regarding former road shows and performers of the stage as well as old-time tent shows and, knowing that this department is widely read by many who were in the field of minstrelsy, I wonder if any are able to answer these questions. What were the last years in which the following minstrel shows were on tour: Al G. Field, Lasses White, Nell O'Brien and Honey Boy Evans? How many end men and interlocutors did each have? Were the complete circles made up in blackface? How many were in each circle?
BAILEY WALLER.

Mt. Vernon, N. Y.

I greatly enjoyed the letter in *The Forum* of February 1 concerning Bob Abrams, circus boss hostler. I get my greatest thrill at a circus in watching the baggage stock work under the supervision of the boss hostler. I sincerely hope that other correspondents will send me letters to *The Forum* about famous boss hostlers they have known, past or present.

Gets a Thrill

Watching Boss

Hostlers Work

I would especially like to see something about Tom Lynch, who, according to a recent issue of *The Billboard*, has retired from Ringling Bros.-Barnum & Bailey Circus. Yet how many folks who go to the circus, altho they know of featured performers, know of Tom Lynch, who

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Vol. XLVIII, FEBRUARY 22, 1936, No. 8

has spent all of his life with circus horses—1871-1935—surely an unsung hero!
W. T. RABBITT.

Saranac Lake

By BETTY HUNTINGTON

Tony Anderson, manager of the Pontiac Theater, Saranac Lake, "packed them in" last week while showing *A Midsummer Night's Dream*. Even with advanced prices a goodly crowd was there. We're glad for Tony's sake, for he surely deserves a break.

Fifi Climas, of the famous dance act Four Climases and who at one time played an extended engagement with N. T. G. show at the Hollywood Restaurant, New York, would like all her friends to know that she has gained considerable weight, is doing well and is very happy here at the Lodge.

It was a pleasure to see Armand (Sheik) Monte, who, by the way, is a native of "Little Italy," enjoy his favorite dish of spaghetti, which he wields very dexterously (as only a native could). Armand has been in bed with a little setback but is on the mend again.

Larry McCarthy left Saranac Lake last week for his home in Hollywood, Calif. He didn't hitch-hike it either, thanks to the kindly interest of a few of his friends.

Marion (Smille) Cannon celebrated another birthday last week with her husband, James Cannon. Jim was formerly saxophone player with Ray Noble's Orchestra and has gained 10 pounds in a remarkably short time. He is curing at Northwoods San here in town.

Dr. Paul Weil is our new staff doctor. He halls from Berlin, Germany, where he practiced professionally for a number of years. It did not take Dr. Weil long to get acquainted with the patients and we wish to extend to him a hearty welcome. He has become acclimated to Saranac's wintry weather and enjoys its outdoor sports.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

CAPT. J. W. MENKE, owner of the Golden Rod Showboat, currently docked in Pittsburgh, will make a cruise with the craft next season, playing first a number of towns along the Allegheny River. He is returning to the old-time policy of using a band and a daily parade before the show. Showboat will feature girl revues.

THE FINAL CURTAIN

ADAMS—Mrs. Alice Baldwin, 84, retired actress, February 11 at the Actors' Fund Home, Englewood, N. J. Her career dates back to *The Black Crook*, produced at Niblo's Gardens. More recently she toured in *Ninety and Nine*, *Just Out of College* and *The White Sister*, Services February 14, with interment in the Fund plot in the Cemetery of the Evergreens, Brooklyn.

ADESON—Martin, 72, veteran actor and comedian, in London January 18. Deceased had played in vaudeville and on the legit stage and had made two world tours.

BALABAN—Mrs. Bessie, 75, an aunt of Barney Balaban, head of Balaban & Katz theater chain, February 12 at her home in Chicago.

BENNETT—A. Milo, 70, widely known theatrical agent and play broker, at Chicago February 7 from heart trouble after a long illness. He made his debut as an actor in 1887, playing in *Jane and Michael Strogoff*, and later was manager of *Jane and Charlie's Aunt*, well-known plays of long ago. In 1891 he organized the Bennett Theatrical Exchange in Chicago, considered one of the oldest agencies in the country, and at one time the most important dramatic stock casting office in the Midwest. He was author of *Zero*, a play that ran for four years in Eastern cities, and many dramatic sketches. He was former president of both the Dramatic Agents' Association and Press Club of Chicago, and for years was actively interested in political organizations. He also was a member of the Art Institute, Chicago Historical Association and Citizens Association of Chicago. Survived by his widow, Ethel, who has been associated with him in the management of the Bennett office for many years; a son and a daughter. Interment was at Mountain Home Cemetery, Kalamazoo, Mich.

BLINCOE—William H., 28, employee of 20th Century-Fox Films, near Yuma, Ariz., January 31 as a result of an automobile accident.

BROOMHALL—Mary T., 67, formerly cashier of the Jefferson Theater, Hamilton, O., suddenly from heart attack, in Hamilton recently. She was the widow of John H. Broomhall, erstwhile vice-president of the Jewel Photoplay Company, and manager of the Jefferson. One son, Sam H., and daughter, Mrs. Bess Dennis, survive. Burial in Greenwood Cemetery, Hamilton.

BROWN—Martin, 51, actor and playwright, at Bellevue Hospital, New York, February 13. Mr. Brown appeared in *Convict 99*, *Three Twins*, *Up and Down Broadway*, *The Girl Behind the Counter*, *The Belle of Bond Street* and others. A weak heart made him turn to playwrighting. A list of his work includes *A Very Good Young Man*, *Penny*, *The Love Child*, *Cobra*, *LeMaire's Affairs*, *The Strawberry Blonde*, *Paris* and *The Idol*. The last was produced in New York, 1929. Frederika Brown, a sister, survives. Funeral services February 15.

BROWN-POTTER—Mrs. Cora Urqu-

hart, 76, eminent stage actress who scored successes in Europe, Asia, South Africa and Australia, at Beaulieu-sur-Mer, near Cannes, France, February 12. Mrs. Potter was born in New Orleans but became a French citizen. Coming from a socially prominent family, American society ostracized her for forsaking social life for the stage. Her only legitimate stage appearance in New York was in *Civil War*, produced in 1887 at the Fifth Avenue Theater. Some of her Continental successes were *Mrs. Wiloughby's Kiss*, *The Ghetto*, *The Three Musketeers* and *Hero and Leander*. She retired in 1912. Interment near Beaulieu-sur-Mer February 14.

BUMGARDNER—Fred, 65, for the last 25 years a projectionist and a charter member of the Pueblo (Colo.) local of the IATSE, suddenly, in that city recently. He had been working at the Colorado Theater in Pueblo.

CARMICHAEL—Pearl R., 28, of Barberton, O., operator of a movie theater at Rittman, O., February 3 in Arizona, where he had gone in an effort to regain his health. His parents, three brothers and two sisters survive. Funeral services from the Campfield-Hickman Chapel, Barberton, and burial was in Lakewood Cemetery there.

CARPENTER—Mrs. Horace, 93, mother of E. J. Carpenter, well-known theatrical producer, February 2 in Osage, Ia., after brief illness.

CHAVAN—Paul, well-known Swiss theatrical impresario, at Geneva, Switzerland, recently.

DECKER—Walter Scott, 59, for years prominent in Western Maryland theatrical circles, February 9 at his home in Frederick, Md., of heart trouble. He had been ill the last six months. Deceased has been associated with the theater nearly all his life. He moved with his family to Frederick in 1919 as manager of the Empire Theater for the Tri-State Circuit. Two years later Mr. Decker also took over the management of the City Opera House there. Later he became interested in theaters in Charles Town, W. Va., and Berryville, Va. After disposing of his interest in the latter houses, Mr. Decker joined the staff of the 101 Ranch Wild West Show as promotion manager. Failing health forced him to retire from that field. He was a writer of ability and was the author of several plays. Funeral services at St. John's Catholic Church, Frederick, February 11, with interment in St. John's Cemetery there. Survived by his mother; his widow, Mary Harriett Decker; three sons, W. Henry, James Shercliffe and Harry Lewis Decker, and three brothers.

DORALDINA—Madame, 47, formerly known on the stage and screen as the "Royal Hawaiian Dancer," February 13 in Los Angeles of a cerebral hemorrhage.

DOUGHERTY—Mrs. Alice H., 83, mother of the noted actor, Walter Hampden, at her home in New York February 11. Four other children, Paul, J. Hampden Jr., Malcolm T. and Mrs. Eleanor Dougherty Trives, survive. Funeral services February 14.

DOWNES—Lieutenant Morey H., 59, U. S. Navy aviator and father of Johnny Downes, film juvenile, of heart disease in Hollywood February 2. Deceased was one of the first pilots of the early pusher-type service planes.

DU MONT—Florence, 49, who spent many years as a pit worker with carnival shows, having been with Rubin & Cherry, Johnny Jones Shows and others, at the General Hospital, Milwaukee, January 31, from pneumonia. Survived by Leo Du Mont, stage carpenter, and a sister. Body being held in vault at Calvary Cemetery, Milwaukee, until spring, when burial will be made at St. Joseph's Cemetery, Manistee, Mich.

DUNCAN—John Patterson, 80, known as Professor Duncan, well-known trainer, at Woodford, Eng., January 17. Deceased quit show business in 1926 after more than 50 years in the circus and vaude fields.

ELMORE—Fred, magician, well known thru New England, at his home in Sulphur Springs, Fla., January 19. Survived by his widow and mother. Burial in Myrtle Hill Cemetery, Tampa, Fla.

EVANS—Emily (Child), 84, who in her youth appeared with many stage stars

of the day, at Omaha, Neb., February 7. Her late years were devoted to writing. Her granddaughter, Mrs. Dan F. Miller, of Omaha, survives.

FILLMORE—James H., 87, well-known Cincinnati hymn writer and music publisher and father of Henry Fillmore, nationally known band leader, at Bethesda Hospital, Cincinnati, February 7. Deceased founded the Fillmore Music House, Cincinnati, 57 years ago, and was active in the business until recently, when failing health forced him to retire. Funeral services February 10, with interment in Spring Grove Cemetery, Cincinnati. Besides his son, he is survived by a brother, Charles M. Fillmore, of Indianapolis, and three daughters, Mrs. Mary Shipley, Minneapolis; Mrs. Fred Toll, Lawrenceburg, Ky., and Mrs. Annie Shedd, of Chicago.

In memory of our dearly beloved mother and wife, **JESSIE CLIFTON FLEMING**, who passed away February 19, 1935. **VIC SPARR**, Daughter; **JIMMY FLEMING**, Husband.

FLYNN—Frank William, 61, composer of sacred selections and orchestral numbers, February 5 at Borgess Hospital, Kalamazoo, Mich.

FUERST—George, 86, composer of *Badenweiler March* and numerous other martial pieces, in Munich, Germany, February 5.

GUILHENE—Jacques, 50, member of the Comedie Francaise Company, in Paris January 27.

HENRICH—Louise Marie, 25, musician and writer, of pneumonia at her home in the East.

HERWICK—John J., 52, father of Irene Hervey, film actress, in Hollywood February 6 of heart ailment.

HIGGINS—Michael, 75, for 55 years a member of the City Cornet Band of St. John, N. B., and a veteran member of St. John orchestras, suddenly at his home there recently. A son and brother are members of the same band.

HIPPLE—Richard Walter, 68, widely known as a buyer of fancy show horses and who for years supplied many of the major circuses with ring stock, February 9 at his home in Marion, O., from a liver ailment. Funeral services and burial in Marion.

HOBACK—Charles E. (Chuck), 43, well-known tabloid performer and husband of Ida Lee Hoback, February 12 in Paterson, N. J., of a heart attack. He sustained injuries in an auto accident in Paterson January 31 and was taken to a hospital there. He was stricken on the day he was to have been released. Mr. Hoback was a member of the Bert Smith company at the time of his death. Survived by his widow.

IRWIN—Harry, 50, vaudeville actor of the team of Courtney and Irwin, at his home in Monticello, N. Y., February 5. Survived by his widow, Minerva Courtney. Funeral services February 8.

JEWELL—Fred, 60, nationally known band leader and composer and for the last 10 years director of the Masonic Shrine Band, Indianapolis, at his home in Worthington, Ind., February 11. He was a member of the American Band Masters' Association and had trouped with the Ringling Bros., Hagenbeck-Wallace and Barnum & Bailey circuses as band leader. He recently had been leader of high-school bands and publisher of band and orchestra music. He was a Shriner. Survived by widow, a son, a brother and three sisters.

KAREN-BRAMSON—Mme., celebrated Danish playwright, in Paris January 26.

KISS—George Allen, 81, in Hartford, Conn., February from a heart attack. He was former president of the Connecticut Music Teachers' Association and a founder of the American Guild of Organists.

LAIDLAW—Ray, 68, make-up man at Pickford-Lasky Pictures, at his home in Hollywood from a heart attack recently.

LAMBERT—Ferdinand-Clement, 64, former owner and manager of the Modern Cirque Lambert, small but popular French circus, at Saint Maur, France, recently.

McCLUTCHY—Rose Mary (Mickey), dancer, recently, on the steps of the Harlem Hospital, New York, where she had been taken by her escort after being stricken suddenly ill. Doctors said she had been infected by the dreaded streptococci germ. She had been an enter-

tainer at Murray's Restaurant, Tuckahoe, N. Y., for nine months prior to her death. Survived by her mother.

MACK—Mrs., 48, wife of Dr. Mack, veteran magician, at her home in St. Stephens Church, Va., January 19, after a lingering illness. She was a trouper for 32 years. Besides her husband, she is survived by one son, Ernest, blackface comedian, and two daughters, vaudeville performers.

MARINOS—Louis, pioneer in the motion picture business in Wyoming Valley of Pennsylvania, recently at his home in Luzerne, Pa. Funeral services at the Greek Orthodox Church, Wilkes-Barre, Pa., with interment in Orthodox Cemetery, Fringle, Pa. Survived by his widow, two daughters, one son, two brothers and two sisters.

MAS—Antoine, 63, well known under the stage name of Mas-Andres as a comedian and organizer of road shows in France, at Avignon, France, recently.

MASSEY—Harold, 40, in Grace Hospital, Windsor, Ont., February 8. He was a large stockholder in Detroit fairgrounds race track and owner of a string of horses. Survived by his widow and a son.

MOORE—Robert, vaude actor known professionally as Bobby Marlowe, was instantly killed in an automobile accident near Joliet, Ill., early on the morning of February 13 as he and his wife were driving from Chicago to St. Louis to fill a theater engagement.

NOLAN—Mary E., 80, former concert pianist and singer, at her home in Brantford, Ont., February 7. She was a resident of New York for 25 years and for many years taught music there.

NORTH—Cyrus H., 76, father of Fred E. North, Detroit divisional manager of the Warner Brothers-First National Exchange, January 23 at his home in that city after a prolonged illness. Survived by his widow and three sons. Burial in Braceville, Ont., his home town.

PARSONS—Desiree Stempel, 41, at her home in Baltimore. Survived by her husband, R. A. Parsons; her mother, Mrs. Elsa Stempel, of New York, and two sisters, Josephine Stempel, of New York, and Mrs. G. L. Gloeckner, of Philadelphia.

PICKERING—W. W., for 25 years owner and manager of an animal show, and father of Pearl Wilson, now with the Neale Helvey Show in Waterloo, Ia., at his home in Noel, Mo., February 6, after an eight days' illness with lobar pneumonia. Surviving are his widow, two daughters, Pearl Wilson and Mrs. Joe Morris, and two sisters.

IN LOVING MEMORY OF
ROY "SLIM" POTTER
Who died February 11, 1935.
Sadly missed by
MOTHER AND SISTER CLARA.

ROBERTSON—Robert Phineas, Scottish national dancing champion, at Glasgow, Scotland, January 16.

SAUNDERS—Guy, English legit stage manager, January 21 at his home in London. He was brother of Madge Saunders, noted English legit actress.

SCHRADER—Nelson C., 56, Northville, Mich., one of the founders of Northville Wayne County Fair Association, "Detroit's Own County Fair," February 5 in Ft. Lauderdale, Fla. He was president of the fair association the past 10 years. Survived by his widow, two daughters and a son. Burial in Northville.

SHAPIRO—J. C., veteran theater operator in Mount Union, Pa., at his home there last week.

SHYRIGH—Clyde, 65, widely known to old-time minstrel audiences as Eddie Clifford, suddenly, in his wife's arms in the Lyric Theater, Urbana, O., February 10. Mr. Shyrigh toured the nation for nearly 40 years with the Old Hills, Coburn's and Al G. Field minstrels and with shows produced by his brother, known on the stage as Billy Clifford, who died in 1929. Deceased retired from the stage six years ago. He has been attendance officer for Urbana schools for the last two years. Funeral services and burial in Urbana.

SIGGINS—Julia, 57, actress known on stage and screen as Julia Williams and first wife of Harry Scott Siggins (Scott Sidney), of the Christie studios in California, February 7 at Bellevue Hospital, New York. She played in early movies opposite Pearl White and Mack Sennett and in such stage productions as *Alice of Old Vincennes*. Her career also included stock, drama, comic opera and vaudeville. Survived by Mrs. Charlotte Clardy and Jack L. Baugh, both children by her

(See FINAL CURTAIN on page 63)

Charles J. Carter

Charles J. Carter, 61, internationally known magician, who worked under the name of Carter the Great, died in Bombay, India, February 13, following a heart attack.

Born in New Castle, Pa., Mr. Carter made his first appearance in Baltimore at the age of 10 under the name of Carter, the Boy Magician. His engagements in this country included an extended stay at Tony Pastor's New York. Sponsored by the late Harry Houdini, Mr. Carter became a life member of the Society of American Magicians.

Mr. Carter, whose home was in San Francisco, was one of the most prominent of American magicians. Altho he had toured considerably in this country with his own shows in the past, he spent most of his time in foreign lands.

He had several world tours to his credit and also had a magic attraction at the A Century of Progress in Chicago in 1933. However, the World's Fair venture failed to click and closed after a few weeks of operation.

Carter the Great perfected the type of magician's show in which elaborate staging was required. He was in the midst of another world tour with his company when stricken.

Survived by a son, who was with him when he was stricken, and a widow, residing in San Francisco. The body will be taken to San Francisco for burial.

MAIL ON HAND AT CHICAGO OFFICE

800 Woods Bldg., 52 West Randolph St.

Parcel Post

Bell, Mabel, 19c

Ladies' List

- Alexander, Mildred, Leonard, Tony... Little, Mrs. Marion... Pugh, Peggy... Adams, J. S. (Bud) Berthelot, Tony...

- Buffington, Harry E. (Buffalo Cody) Carleton, Jimmie... Kilfrane, Joe King, Howard J. Kramer, Don Krause, Jos. H. Kueclik, Helen Dan Lacerda, Roy A. Lake, Jack Lamore, Bud... Smith, Bert Smith, Doc... Waite, Kenneth Walters, Herbert...

- Hicks, Howard Hinchey, James (Shorty) Holland, Chas. Hudson, H. A. Johnson, Walter Lafferty, W. J. Lambert, Joe Lantz, Kenneth... Perry, Frank Pfeifer, E. W. Pratt, Frank Pruess, Elmer...

- Barker, Dock Bedell, G. B. Brad, Fred Brown, Raleigh... Leabman, Walter (Jockey) Leavitt, Larry Leo, Alvin B. Leeper, Jack...

- McNeelley, Tom Miller, Broome Miller, H. P. Miller, Sidney P. Moore, O. P. Mumma, Joseph B. Nelson, M. J. Nickles, Harry Northrup, Jess O'Day, Mrs. (Ted) Edwards, Dick Egan, Red Ellis, Ralph English, C. L. Everton, Capt. Farmer, Wm. E. Farrar, Bill Fielding, Ed T. Francis, Burr F. Frank, Raymond Gee, Raymond Gordon, Daron Gorman, Danny Hall, Geo. B. Shorty Hampton, D. L. Thomas, Curly Fred Thomas, M. M. Wagner, Ralph Walker, Harry L. Ward, Dick Warren, Jack Webb, Jack Wheeler & Revere Williams, E. B. Willis, Macon E. Wilson, Ted C. Woods, Johnnie Wortham, Jack LaMonte, Geo. A. Young, Roscoe

ST. LOUIS OFFICE

890 Arcade Bldg., Eighth and Olive St.

Parcel Post

Kirkhorst, Master Twohouse, Garth, 18c

Ladies' List

- Buley, Mrs. Sarah Burton, Mrs. Myrtle Cook, Mrs. Mary Cowan, May Craven, Ruth Cutler, Mrs. Billie Davidson, Mrs. G. E. Eaton, Mrs. Edw. Fuller, Mrs. Bess Gillis, Mrs. R. R. Harris, Mrs. M. A. Keith, Miss Willy Marvin, Mrs. Robt. Allen, Marion Jack Beason, Wm. W. Brown, Jr. Tommy C. Brown, R. W. Brown, Russell Brundage, Aubrey C. Claudette, Claude Clay, Henry Conley, Emile Connors, John Elliott, Ross Gilsdon, William Gillies, Robert I. Goodell, Howard Gunn, W. H. Whitton, Arch G. Hanging, Steve F. Hardy, J. D. Hatfield, Fred Conley, Jack (Whitey) De Rossignob, Louis Adams, J. C. Allen, Sunny Boy Anderson, Parley Archer, Whitey Auskings, Clarence Badger, Harry Ballard, E. R. Allen, Leo

DALLAS OFFICE

401 Southland Life Bldg., 1416 Commerce St.

Ladies' List

- Ballard, Mrs. Lillie King, Mrs. Billy Bryer, Mrs. Mabel Lukin, Mrs. Harry McCue, Erensten McKee, Mrs. Mary O'Day, Mrs. Catha English, Mrs. C. L. Smith, Mrs. Wynlena Stanley, Mrs. Boya Stewart, Mary Stone, Mrs. David Sunrje, James H. Jopson, Judy Kauthery, Mrs. Cecelia Kelly, Mrs. Edith Adams, J. C. Allen, Sunny Boy Anderson, Parley Archer, Whitey Auskings, Clarence Badger, Harry Ballard, E. R. Allen, Leo

Gentlemen's List

- Allen, Marion Jack Beason, Wm. W. Brown, Jr. Tommy C. Brown, R. W. Brown, Russell Brundage, Aubrey C. Claudette, Claude Clay, Henry Conley, Emile Connors, John Elliott, Ross Gilsdon, William Gillies, Robert I. Goodell, Howard Gunn, W. H. Whitton, Arch G. Hanging, Steve F. Hardy, J. D. Hatfield, Fred Conley, Jack (Whitey) De Rossignob, Louis Adams, J. C. Allen, Sunny Boy Anderson, Parley Archer, Whitey Auskings, Clarence Badger, Harry Ballard, E. R. Allen, Leo

MAGIC

(Continued from page 26)

business activities. The constable is alleged to have carried off property belonging to Dombroski, including an extensive line of magic equipment. Walter Domzalski, nationally known in magic circles and well-known Detroit lawyer, wishes it known that he had nothing whatever to do with the case and is no relation to the constable of the same name. "It is just a coincidence, despite the contrary impression of my friends," Domzalski says.

MILBOURNE CHRISTOPHER, youthful Baltimore magish, is currently holding forth at the Mayfair Restaurant, Washington. He recently wrote his second full-page yarn for The Washington Post. Christopher has also been doing some broadcasting recently.

GATE CITY RING No. 57, International Brotherhood of Magicians, Atlanta, observed open house Monday night, February 10. On the evening's magic program were President Fred Harris, Blaire Crocker, Fred Coolidge, Howard Robison and Wesley Grogan. Featured as guest artist was Doc Nixon.

FRAKSON is presenting his cigaret tricks at the International Sporting Club in Monte Carlo.

OSAKA, Japanese magician, is at the Casino Municipal in Nice, France.

WALTER LANGRIDGE, assistant to the late Harry Houdini prior to 1927, is now retired in his home town, Manchester, Ia. He is active in the Boy Scout movement there.

CARTER THE GREAT (Charles J. Carter), one of the best known of American magicians, passed away recently in Bombay, India. Further details in the Final Curtain, this issue.

LOUIS E. COLLINS, known professionally as Roba, figures that a bit of human interest chatter injected into the magic column would help a lot to break the monotony. "In my travels I meet a great many people in the magic game who are not inclined to be press agents for themselves." Collins pencils. "I frequently run across some real magicians which the magic fraternity, as a whole, has never heard of. Most of them are really clever, but somehow or other never make the grade in magicdom. I am offering a bit of chatter which I hope will meet with your approval and which is intended to let other magicians hear of some of the smaller fry who heretofore have kept out of the limelight." Then Collins goes on to ask: "Do you know that E. A. (2-10) Daniel is one of the most versatile magi in the field, being an accomplished magician, ventiloquist, escape artist,

mimic and hand-shadow artist, and clever at all of them? That Tommy Arons, of the Barney Bros.' Circus side show, has some clever coin moves and cup-and-ball routines that are not in the magic books or sold by dealers? That Dr. Zola, dentist, of Saginaw, Mich., is one of the country's leading card manipulators and has actually been known to put on a full two-hour show of sleights? That John Hicks, of Plumerville, Ark., has been on the road doing magic for 80 years, yet never has had his name in The Billboard? That Kolar, of Glen Ellyn, Ill., is one of the most creative minds in all the magic field? That Walter Z. Harris, of Kalamazoo, Mich., a former officer of the IMC, is one of the leading Punch and Judy workers in the country? That George Summerfield, of Lansing, Mich., has a two-year-old daughter who actually can do simple magic tricks? That Gully-Gully Mike was one of the greatest side-show magicians of them all? That Doc Edwards makes a living for a large family the year round by offering to the public one of the oldest illusions—and using only the one illusion to do it? That Doc Seymour and wife, formerly of the Lewis Bros.' Circus side show, have one of the fastest mental codes in the business? That the night clubs are proving a real field for magicians, but particularly the ones who do not depend on apparatus?"

MINSTRELSY

(Continued from page 26)

mine. He could just read the other interesting articles in the minstrel column and forget he ever read my crude cracks. Glad to hear that he reads The Billboard regularly. If Sam missed any of my cracks while he was in Mexico he can get back issues by sending a remittance to old "Bullyboy." Wish Sam all the luck in the world and hope the news stand doesn't sell out before he can get to it."

"ANYONE WHO TOOK PART in the 11:45 of the Al G. Field Minstrels knows that the 'music went round and round,' usually for about an hour and a half," writes William Wallace Phillely, the old-time minstrel lad of Valparaiso, Ind. "Doc Quigley used to say, 'When the old man gets up to heaven he'll say, "Well, boys, we'll march around here once before we go in.'" Seated in the trap behind the snow-white prince and queen, he seemed to lose all sense of time. At least so it seemed to the boys on foot. Who remembers when the tired 'walking gent' or musician announced as he doffed his parade coat, 'Well, boys, I'm all done. This is my last season in the blankety-blank business.' This crack was always greeted with a chorus of 'me, too,' and 'you said it,' carrying out the idea that their remaining years were to be spent in some pastoral retreat far from the maddening crowd's ignoble

strife. Then two weeks before closing the entire mob was scared stiff for fear Uncle Al would brush back the tears and try to worry along without them the next season.

"It has been nearly 30 years since the writer did his last ballyhoo with the Field show and many of the old gang are gone—Al G. himself, handsome Boardman Carnes, lovable Doc Quigley; Ned Brill, the bandleader; Joe Reader, the paymaster, and I wonder how many lows have I seen since. Years afterward I was a member of an orchestra playing a benefit at the old Auditorium Hotel, Chicago. After several turns had gone on, the emcee announced: 'And now, ladies and gentlemen, we will be entertained by one who needs no introduction—Bernard Granville.' As Granville came on to a big hand he spted me in the orchestra. Raising his hand for silence, he said: 'Just a moment; here is an old friend of mine and I want to shake hands.' A particularly gracious act, because in the 'alphabet' of the Al G. Field Minstrels—season of 1906-'07—I had written in mild sarcasm: 'G is for Granville, so his card reads; he sings and dances and also comedies.' Bun went far up the ladder and now, I understand, is retired. Why? I don't know, as he is a comparatively young man. His daughter is said to be a comer in Hollywood. If any of the boys of 1906-'07 see this I hope they will send in a 'pipe,' as the razor-blade boys say."

HARRY (SLIP-FOOT) CLIFTON, who has been with several of the leading minstrels and tabs, continues to find work plentiful in and around Syracuse, N. Y.

SAM GILL pens from Ottumwa, Ia.: "Ask Al Tintovsky if they ever have any heat in the dressing rooms of those beer gardens he's playing. I was thinking about jumping to Detroit, but I hate cold dressing rooms."

THE MUSICIANS' UNION, Pittsburgh, is readying an old-time minstrel show to be presented in a down-town theater in that city for the benefit of unemployed musicians. A number of former professional minstrels now making their home in Pittsburgh will participate.

L. A. MANNION, veteran minstrel and now operating the School of the Stage, Danbury, Conn., writes under date of February 7: "I note what Prof. Walter Brown Leonard had to say about meeting John L. Sullivan and Jake Kilfrane when they were doing a burlesque boxing act. I wish he had mentioned the date, as I worked on the bill with these gentlemen during 1908 at the Gayety, St. Louis, and the Olympic, Springfield, Ill., in burlesque and wish to say they did do a sparring act, but it was far from burlesque. I wonder if any of our readers remember when, in 1905, Ed

DeGroot, Percy Spellman, Bob Elliott, Ed Garrot, Perro Grechi, Clark and McCullough and myself were with the L. J. Colbfield Minstrels. I worked under the name of Al H. Davenport. The old act was Clark, Davenport and McCullough and we all got pinched for stealing oranges in Daytona, Fla."

JOSEPH H. SMITH, bone soloist with various minstrel shows in the past and of late years on the Golden Rod and Dixiana showboats, is still making Chicago his headquarters. The 74-year-old vetran is planning on making a trip to New Orleans for the Mardi Gras.

RAY (NEMO) IRELAN reports that he will have a 12-piece band on a circus this season and that contracts already have been signed. "What's the matter with Doc Samson?" Nemo queries. "Don't hear anything from him any more. Just heard that Glen Ballentine, former band leader on Max Trout's Minstrels, is dead. Will some one tell me if this is true? Here's hoping these cold waves are not permanent waves."

Kid Shows Ruled Out in Virginia

NEWPORT NEWS, Va., Feb. 15.—Junior club programs at which children are permitted to sing, dance and otherwise entertain are violations of the Virginia child labor law, juvenile Judge John W. Massey has ruled. His ruling followed a conference between managers of three local theaters and State Labor Commissioner Johns Hopkins Hall. Hall objects to the junior clubs on the ground they constitute "exploitation of children for profit."

In handing down his decision Judge Massey said he saw no evil in the junior clubs themselves but, on the other hand, realized that they did a great deal of good thru training the youngsters and keeping them out of mischief. However, he declares that the letter of the law is violated in their operation.

It is expected the State will bring a test case or take other steps to prevent amateurs under the age limit from appearing in club shows.

350 at Variety Stage Party

CINCINNATI, Feb. 15.—The third annual stag party of the Variety Club of Cincinnati, held in the Hall of Mirrors of the Netherland Plaza Hotel Monday night, drew an attendance estimated at 350. Men prominent in all walks of life were present and, besides several speeches, entertainment in abundance was furnished by talent from the Shubert Theater and Lookout House. John Harris, of Pittsburgh, who conceived the Variety Club idea, gave a brief talk on its origin. The affair started at 7 o'clock and ran until 12:30.

ACTS, UNITS AND ATTRACTIONS

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

Abbott Dancers (Palmer House) Chicago, h. Abbott, Jean (Club Sharon) New York, h. Adreon, Emilee (French Casino) NYC, h. Alabassi, Countess (Colosimo's) Chi, h. Alexander, Jeanne (Lotus Gardens) Cleveland, h. Allen, Jean (Swanee) New York, h. Alfredo & Dolores (Granada) Chi, h. Allen & Kent (Boston) Boston 17-20, t. Allis, Ethel (Scala) Berlin, Germany, 1-29, t. Allyn & Gaudraux (Kimo) Albuquerque, N. M., t. Alvan, James (Earle) Washington, D. C., 17-20, t. Ambrose, Ruth & Billie (Del Monico's) NYC, h. Amiel, Muriel (Nut Club) New York, h. Ames & Revere (Pennsylvania) New York, h. Amstel, Felix (Russian Troupes) New York, h. Andre, Janice (Jimmy Kelly's) N. Y. C., h. Andrews, Ted & Catherine (Barbison-Plaza) New York, h. Andrews, Wine (State) Minot, N. D., 19-20, t. Antaleks, The (Grotto Circus) Cleveland 17-29, Apollon, Dave, Revue (Fox) Washington, D. C., 17-20, t. Arden, Dorothy (Dorchester Hotel) London 1-29, h. Aristocrats (Club Deauville) NYC, h. Aristocrats Dance, Three (Rembert) Longview, Tex., 19-20, t. Arley, Louis, & Oliver Shanon (Golden Gate) San Francisco, t. Armstrong, Connie's (Connie's Inn) NYC, h. Arnaut, Nellie & Bros. (Oriental) Chi, t. Arnold, Billy, Revue (Queen's Terrace) Woodside, L. I., h. Arnold, Phil (Park Central) NYC, h. Arren & Brodick (Boston) Boston 17-20, t. Ash, Paul (State-Lake) Chi, t. Aunt Jemima (Fox) Detroit 17-20, t. Avalons, Six (Shrine Circus) Bismarck, N. D.; Minot 24-28, t. Avdalis (Club Sharon) NYC, h. Averill, Julio; Marion, N. C.; Hickory 24-29, t. Bacon, Faith (Colosimo's) Chi, h. Bailey, Bill (Ubangi) NYC, h. Balines, Pearl (Ubangi) NYC, h. Baird, Billy (Rembert) Longview, Tex., 20; (Strand) Shreveport, La., 21-23; (Paramount) Baton Rouge 24-26; (Paramount) Alexandria 28-27, t. Baldwin, Francis (Deauville) New York, h. Ballet, Nikita (St. Moritz) NYC, h. Battle & Lamb (College Inn) Chicago, h. Barbera, Lola (Hickory House) NYC, h. Barker, Joyce (Grand) St. Louis, t. Barker Trio (Lincoln) New York, h. Barnes, Ruthie (Century) Baltimore 17-20, t. Barnsdale, Rich (Orph.) Wichita, Kan., t. Baron & Blair (Waldorf-Astoria) NYC, h. Barren & Lane (Hollywood) N. Y. C., h. Barrie, Kathleen (Weylin) New York, h. Barre, Harmony, Four (Orph.) Winnipeg, Can. h. Barto & Mann (Boston) Boston 10-13, t. Batchelor, Paul, & Co. (Shubert) Cincinnati 17-20, t. Beale St. Boys (Club Richman) New York, h. Beck Bros. (Barrel) New York, h. Bedford, Bobby (Orph.) Waco, Tex., t. Bedini, Nan (Ottumwa) Ottumwa, Ia., 19-20, t. Bee, Connie (Broadway Room) New York, h. Bell, Edith (Cocoanut Grove) Boston, h. Bell, Myles (Cocoanut Grove) Boston, h. Bell, Naomi (Jung) Ottumwa, Ia., 19-20, t. Bell Trio (Grotto Circus) Cleveland 17-29, Bell's Hawaiian Follies (Royal) Columbus, Ga.; (Pal.) Athens 24-28, t. Belmont, Bella (Stamp's Cafe) Philadelphia, h. Belmont, Gloria (El Tenedor) New York, h. Belmore, Doris (Paddock Club) Cleveland, h. Bentley, Gladys (Ubangi Club) New York, h. Berg, Alphonse (French Casino) NYC, h. Bernie, Milton (Choez Paree) Chi, h. Bernhard & Henrie (Paddock Club) Chi, h. Bernhard & Graham (New Montmartre) NYC, h. Berni-Vici, Count (Colonial) Dayton, O., t. Bernice & Judy (Lyric) Indianapolis, t. Bernis, Dave, Girls (Club Sharon) N.Y.C., h. Bernie, Harry (El Tenedor) New York, h. Besser, Joe (Colonial) Dayton, O., t. Bessinger, Frank (New Yorker) New York, h. Blackstone, Nan (Leon & Eddie's) NYC, h. Blakely, Milton (State-Lake) Chi, t. Blanchard, Eddie (Club Elegante) NYC, h. Blanchard, Terry (New Yorker) NYC, h. Blane, Rose (Hollywood) New York, h. Blossom Sisters (Lido) Montreal, h. Blue, Lynn (Colonial Club) Evansville, Ind., h. Blue Paradise Revue (Rio) Helena, Mont., t. Boles, John (Met.) Boston 17-20, t. Bonnell & Bay (Kaiserhof) Cologne, Germany, 1-29, t. Booker, Helen (Black Cat) New York, h. Boring & Lazar (Wivel's) NYC, h. Bower, Ethel (New Yorker) NYC, 17-20, t. Bower Sisters (Gayety) Louisville, Ky., t. Bowers, Major, Amateurs, No. 1 (Shea's Hipp.) Toronto, Can., 17-20, t. Bowers, Major, Amateurs, No. 2 (Modjeska) Augusta, Ga., 20-23, t. Bowers, Major, Amateurs, No. 3: Fargo, N. D., 18-20, t. Bowers, Major, Amateurs, No. 4 (Victory) Holyoke, Mass., 20-21, t. Bowly, Al (Rainbow Room) NYC, h. Browne, Jerry (Chicago) Chi, t. Browne & LaVelle (Saenger) Mobile, Ala., 18-20, t. Boyer, Lucienne (Versailles) NYC, h. Boyle, Johnny, Trio (Fox) Phila 17-20, t. Boyer, Martha (Oriental) Chi, t. Bradley, W. (Cafe Lido) Los Angeles, h. Bradn, Boys (Orph.) Winnipeg, Can., t. Bragdon, Mildred (Village Barn) N. Y. C., h. Brandt & Fowler (Hollywood Yacht Club) Miami, Fla., h. Bradwin, Thine (French Casino) NYC, h. Brent, Jerry (Bar Intire) New York, h. Brieler, Gertrude (Hollywood) N. Y. C., h. Briggs, Mel (Cocoanut Gardens) Chi, h. Brito, Phil (Stalder) Buffalo, N. Y., h. Britton, Harriet (Club Normandie) NYC, h. Broadway Bandwagon (Capitol) Marshalltown, Ia., 19-20, t.

ROUTE DEPARTMENT

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

EXPLANATION OF SYMBOLS

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

Brodel Sisters (Loew) Montreal 21-27, t. Brooks, Edythe (State-Lake) Chi, t. Brooks Twins (Muetta) New York, h. Brown, Arthur: (Hector's Club New York) New York, h. Brown, Elmer (Grand) St. Louis, t. Brown, Evans (Red Gables) Indianapolis, h. Brown, Troy (Kit Kat Club) NYC, h. Brugges, Chaplie (Ottumwa) Ottumwa, Ia., 19-20, t. Brydon, Louise (Hickory House) N. Y. C., h. Buckley, Art (Harry's N. Y. Cabaret) Chi, t. Burke, Johnny (Century) Baltimore 17-20, t. Burr, Donald (Grosvenor House) London 1-29, h. Burrage, Alice Hathaway (Ochateau Moderne) New York, h. Burt, Billy (Rio) Helena, Mont., t. Calvin, Al & Margie (Tabor Grand) Denver, t. Calvo, Phil (El Chico) New York, h. Cambell Sisters (Chicago) Chi, t. Campus Eight (Park Central) New York, h. Cantor, Eddie, & Co. (Earle) Phila 17-20, t. Cantor, Sammy (Marbro) Chi, t. Caperton & Columbus (St. Moritz) N. Y. C., h. Caremina, Lena (Club Gauchon) New York, h. Carleton & Juliette (Benj. Franklin) Phila, h. Carlisle, Una (Gabriel's) New York, h. Carlton Sisters (Egyptian) Sioux Falls, S. D., t. Carmen, Lila (Club Richman) New York, h. Carmen, Billy & Grace (Jung) New Orleans, h. Carmen, Billy & Beverly (Club Joy) Lexington, Ky., h. Carmen, Lillian (Hollywood Country Club) Hollywood, Fla., h. Carpenter, Imogen (Radio City Rainbow Grill) New York, h. Carr, Andy & Louise (Paradise Restaurant) New York, h. Carr, Buddy & Billie (Lincoln) Cheyenne, Wyo., 19-20, t. Carroll, Earl, Vanities (Orph.) Minneapolis 17-20, t.

Cornelius, Kay (Le Coq Rouge) New York, h. Cornea, Bob (Colonial) Dayton, O., t. Cortez, Diane (Casino) Chi, h. Courtney, Ann (Normandie) New York, h. Cowan, Joe (Colonial) Dayton, O., t. Crawford, Loretta (Cafe Rene) New York, h. Cristiani Troupe (Grotto Circus) Cleveland 17-29, h. Cronwell, Frank, Trio (Edison Hotel) New York, h. Cropper, Roy (Village Barn) NYC, h. Crowe, Hazel (Paddock Club) Cleveland, h. Cugat, Carmen (Waldorf-Astoria) NYC, h. Cullen, Micki (Barrel of Fun) NYC, h. Dale, Glen (Fox) Hutchinson, Kan., t. Danders, Bob (Colosimo's) Chi, h. Daniels, Babe, & Ben Lyon (Earle) Washington, D. C., 17-20, t. Danis, Mary (McAlpin) NYC, h. Danwills Troupe (American Music Hall) NYC, h. Daro & Diane (Radio City Rainbow Room) New York, h. Daro & Costa (Met.) Boston 17-20, t. Dau, Rilla (Club Gauchon) New York, h. Davis, Ches, Chicago Follies (Orph.) Waco, Tex., t. Davis, Eddie (Leon & Eddie's) New York, h. Daw, Dorothy (Broadway Room) N.Y.C., h. De Angelo & Porter (Hotel New Yorker) New York, h. Delmar Twins & Redding Twins (Hollywood) Hollywood, Fla., h. Denise Dancers, Six (Egyptian) Sioux Falls, S. D., t. Denison, Helene (Oriental) Chi, t. DeBarrie's Birds (Rio) Helena, Mont., t. DeConti & Romaine (Colonial) Dayton, O., t. DeGoff, Harriette (Hollywood) Hollywood, Fla., h. DeMarco, Al (Club Richman) New York, h. DeOrsay, Fifi (State-Lake) Chi, t. De Vito & Denny (Pal.) Blackpool, Eng., 24-29, t. DeWilling, Jeanette (Madison Casino) Chi, h. Deveraux, Jeanne (Palladium) London 1-29, t. Davis, Don (Met.) Boston 17-20, t. Devils, Four (Flash) Palladium) London 1-29, t. DeWigs & Inez (Central Park Casino) NYC, h. De Wald Twins (Village Barn) New York, h. Dexter, Bert (Orph.) Winnipeg, Can., t. Di Gitanes (Hotel Commodore) NYC, h. Diamond, Ted & Mitzel (Brown Derby) Boston, h. Di Michael, John (Casino Venezia) N.Y.C., h. Dimitri & Helen (Club Gauchon) New York, h. Dniestrof, Gregory (Club Volga Boatman) Washington, D. C., h. Don, Dona & Don (Colosimo's) Chi, h. Don & Dorice (Brown Derby) Boston, h. Donahue, Red (Southtown) Chi, t. Dooley, Ted, Co. (Beacon) Vancouver, Can., t. Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, h. Dova, Ben: (Hollywood) New York, h. Dove, Evelyn (Connie's Inn) NYC, h. Drake, Connie (Deauville) New York, h. Drew, Cholly (Number One Bar) NYC, h. Drew, Doryce & Freddie (Syracuse) Syracuse, N. Y., h. Drum, Dotty (Hector's Club New Yorker) New York, h. DuFays, Grace, & Co. (Earle) Washington, D. C., 17-20, t. Dunfee & Collette (Edgewater Club) Lafayette, La., h. Dural, Sheila (New Town Bar) New York, h. Dwan, Isabel (Colonial) Dayton, O., t. Earl & Josephine (Lincoln) New York, h. Easter & Hazelton (Penthouse) Baltimore, h. Eckert, Fay (Chittenden) Columbus, O., h. Eckhart, Lois (Man About Town) N.Y.C., h. Elaine & Douglas (Egyptian) Sioux Falls, h. Elissa, Senorita (Nini's French Cabaret) New York, h. Ellison Sisters (Orph.) Waco, Tex., t. Ellsworth, "Rocky" (Casino) Chi, h. El Wynn's Spook Party (Orph.) NYC 19, t. Endor & Farrell (Savoy-Plaza) NYC, h. Enos, Rue, Trio: Phoenix, Ariz.; El Paso, Tex., 24-29, h. Enrico, Don (Colosimo's) Chicago, h. Enright, Jimmy (Cocoanut Grove) Minneapolis, h. Erma Gypsy (New Town Bar) New York, h. Estelle & Leroy (French Casino) N. Y. C., h. Eton Boys (Paramount) NYC 17-20, t. Eugene, Bob, Troupe (Grotto Circus) Cleveland 17-29, h. Evans & Rudie (Ottumwa) Ottumwa, Ia., 19-20, t.

Everett & Conway (Shrine Circus) Phoenix, Ariz.; El Paso, Tex., 24-29, h. Evonne, Eve (Casino) Chi, h. Fairbank, Miriam (Hotel Ambassador) NYC, h. Farrell, Marita (French Casino) New York, h. Farnum, Frank (Greenwich Village Inn) New York, h. Farrell, Billy, Co. (Capitol) Marshalltown, Ia., 19-20, t. Farrell, Bill: (Place Elegante) New York, h. Faye Sisters (Rembert) Longview, Tex., 19-20, t. Feindt, Cilly (French Casino) New York, h. Fernin & Mary Lou (El Tenedor) N.Y.C., h. Ferry, the Frog (Hipp.) NYC, t. Fiddlers Three (State) Minot, N. D., 19-20, t. Fiorella, Mario (Hollywood) NYC, h. Finley, Dick (Swanee Club) New York, h. Finley, Joyce (Paddock Club) Chi, h. Fischer, Loretta (Palladium) London 1-29, t. Fitzgibbons, Dave & Mary (House of Morgan) NYC, h. Five Nit Wits (Tin Pan Alley) New York, h. Fletcher, Tom (Village Barn) New York, h. Florence & Alvarez (Town Casino) Miami, Fla., h. Floucaux (Grotto Circus) Cleveland 17-29, h. Fortham, Louise (Number One Bar) NYC, h. Fox, Dorothy (St. Moritz) New York, h. Frances, Noel (Central Park Casino) NYC, h. Francesco, Tony (Rio) Helena, Mont., t. Francis, The Mystery Man (Shelton Corner) New York, h. Frank, Art (Oriental) Chi, t. Franks, Four (Palladium) London 1-29, t. Franz, Marge (Casino) Chi, h. Frazee Sisters (Earle) Phila 17-20, t. Fraser, Jack (Bernice) Miami, Fla., h. Freddy & His Dogs (French Casino) New York, h. Frisco, Al: (College Inn) Philadelphia, h. Frome, Milton (Lido) Montreal, h. Fry, Bob & Virginia (Man About Town) New York, h. Fuller, Howard, & Sister (Grand) St. Louis, t. Funnyboners (Century) Baltimore 17-20, t. Gallagher, Rags (College Inn) Phila., h. Galluci, Nick (Club Richman) New York, h. Gardiner, Reginald (New Montmartre) NYC, h. Gardner, Beatrice, Girls (Harry's N. Y. Cabaret) Chi, h. Gardner & Reed (Dizzy Club) New York, h. Gardner, Joan: (College Inn) Philadelphia, h. Gardner & Kane (Missouri) St. Louis, t. Gaston (Monte Carlo) New York, h. Gaultier's Toy Shop (Boston) Boston 17-20, t. Georges & Jalna (Waldorf-Astoria) N.Y.C., h. Golland (Plymouth) Worcester, Mass., 17-20, t. Giants of Rhythm, Three (Connie's Inn) New York, h. Glibney, Marian (Grand) Hamilton, Can., t. Gibson, Billy (Granada Inn) Atlanta, h. Gilbert, Gloria (French Casino) Miami, Fla., h. Givot, George (Fox) Philadelphia 17-20, t. Givot, George (Hollywood) N. Y. C., h. Glyn, Donald (Park Cafe) Burlington, Vt., h. Goby, The (Earle) Phila 17-20, t. Goff, Jerry, & Jack Kerr (Biltmore) NYC, h. Goodman, Charlie (Chicago) Chi, t. Goodner, Jean (Paradise) New York, h. Gordon's Dogs (Pal.) Rochester, N. Y., 17-20, t. Gordon, Frances (Club Paradise) Superior, Wis., h. Gordon, Paul (Paradise Restaurant) New York, h. Goren, Gene, & Roberta (Princess) Nashville 17-20; (Orph.) Chicago 17-20, t. Grauman, Saul, Co. (Riverside) Milwaukee 17-20; (Orph.) Champaign, Ill., 22-23, t. Gray, Maxine (Pennsylvania) New York, h. Glydenkrone, Baron Ebbe (Wife's) N.Y.C., h. Gypsy Albert Trio (Beverly Bar) NYC, h. Haakon, Paul (Ambassador) New York, h. Hackett, Jeanette (Met.) Boston 17-20, t. Hadji Baba Three (Fox) Hutchinson, Kan., t. Hamilton, Skating (Casino de Paris) Paris 1-29, h. Hanke, Hans (Larus's) NYC, h. Harding, Lester (Colonial) Dayton, O., t. Hardy, Moore (Gabriel's) NYC, h. Hardy, Val, & Phil Arden (Mon Paris) NYC, h. Harris, Kay (Club Sharon) New York, h. Harris, Ted, Band (Orph.) Waco, Tex., t. Harrison, Ken (Hollywood Club) Scranton, Pa., h. Harrison & Fisher (Palladium) London 1-29, t. Hart Bros. (Grotto Circus) Cleveland 17-29, t. Harrisons, The (St. Regis) New York, h. Hart, Tom (Park Central) New York, h. Harvey, Ken (Century) Baltimore 17-20, t. Hashi & Ossal (State) Minot, N. D., 19-20, t. Hasset, Talbert (Pal.) Rochester, N. Y., 17-20, t. Hayes, Haig & Howe (Lyric) Indianapolis; (National) Louisville 21-24, t. Hayworth, Seabee, & Co. (Broadway) Fayetteville, N. C., 20-22, t. Hayward, Octavene (Baron's) NYC, h. Healy, Chuck (Torch Club) Canton, O., h. Healy, Dan (Broadway Room) New York, h. Heldt, Horace, & Band (Chicago) Chi, t. Hendricks, Ray (Paradise) New York, h. Hertz, Dorothy (Grotto Circus) Cleveland 17-29, h. Higgins, Dot (Rio) Helena, Mont., t. Hill, Pat (Kit Kat Club) New York, h. Hillard, Harriet (Lexington) NYC, h. Hines, Earl, & Orch. (State) NYC 17-20, t. Hoop, Faith (Village Barn) NYC, h. Hodgson, Red (Shubert) Cincinnati 17-20, t. Houghton, Dorothy (Hollywood Beach) Hollywood, Fla., h. Holland, Jack, & June Hart (Ambassador) New York, h. How, Edna, Mae (Ubangi Club) New York, h. Hollywood Horse (Village Barn) NYC, h. Holman, Libby (Town Casino) Miami, h. Home Family (Century) Baltimore 17-20, t. Hot Feet, Four (Kit Kat) New York, h. How, Faith (Village Barn) NYC, h. Howard, Fine & Howard (Southtown) Chi, t. Howard, Kathleen (Deauville) New York, h. Howard, Terry (Marbro) Chi, t. Hughes, Harry (Granada Inn) Atlanta, h. Hughes, Lysbeth (Chicago) Chi, t. Huns, Josephine (New Yorker) New York, h. Hutton, Ina Ray, & Band (Marbro) Chi, t.

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

MAIL TAMPERING LETS UP

Warning Given Several Owners

While conditions have improved, Post Office Department will keep watch

BY THE RAMBLER

About a year ago a committee of outdoor showmen directed to the attention of the post-office authorities at Washington, D. C., and the legal departments of the telegraph companies an outstanding evil in outdoor show business, namely, tampering with mail and wire messages.

The *Billboard* at that time published exclusively a series of articles on the subject which found strong approval by thousands of showfolks who had suffered for years from this practice. It was then an open secret that it was impossible for employees and attaches of certain shows to get mail or wires if the owners expected these messages to contain offers from other shows, this despite the fact that postal regulations provided stiff punishments for mail tamperers.

The *Billboard* campaign has done tremendous good. All last season the post-office department kept close watch over show owners against whom complaints were registered. Two special inspectors were assigned, and it did not take them long to put their fingers on the sore spots and warn more than one show owner that a repetition of the nefarious practices would land them quickly and effectively in a federal jail for a good-sized term. We are reliably informed that three owners last season were in serious trouble for violations.

Great Betterment

There can be no question that, thanks to the educational campaign in *The Billboard*, a great betterment has been created in outdoor show business in this regard. Conditions were a great deal improved, especially as the official mail men of shows were afraid to co-operate with the owners in withholding mail from other addressees. They were rightly scared that they would be the first ones to get into serious trouble if they would dare to deliver all mail to the office wagon for the scrutiny of the show boss instead of immediately to the addressees.

The post-office authorities at Washington have assured the writer that they would continue their vigilance indefinitely and that all or any complaints would find immediate attention. We have seen a certain record where a post-office inspector followed a good-sized circus last June for 10 days until he had the goods on the offending assistant manager. After that no more complaints were heard from this show. Another circus owner, one of the worst offenders in previous years, was so scared by a visit from a post-office inspector that he refused to have any one in the office have anything to do with mail and wires. He assigned his secretary to get the show mail every day, while the mail addressed to employees was left to a mail man appointed by the employees.

Only co-operation by every show attache can eradicate this evil effectively. The post-office authorities will do their share, and all one has to do when mail or wires are tampered with is to notify the nearest postmaster, who will take it up immediately with Washington, or the nearest telegraph office executives, who will notify their legal departments at New York City.

COLUMBUS, O., Feb. 15.—Second annual indoor circus, under sponsorship of the Pepper Club, will be held in the Coliseum next month. Byron F. Redman is general chairman. Acts and props will be furnished by the Cole Bros.-Clyde Beatty Circus. General admission ticket sale will be handled by the city firemen. Fourteen performances will be given. The show last year attracted more than 90,000 persons.



ZACK TERRELL, seated with Arthur Wirtz, general manager of the Chicago Stadium, signing contract for the showing of Cole Bros.-Clyde Beatty Circus at the Stadium. Others, rear row, left to right, are Jess Adkins, Frederick Carroll, attorney for the Stadium, and Billy Burke.

Cole-Beatty Seal Lost in Transit

ROCHESTER, Ind., Feb. 15.—Cole-Beatty units for the Minneapolis Shrine Circus arrived in the Twin Cities 24 hours late, due to bad weather. One seal was lost in transit, according to word received from Harry McFarlan, who is in charge of the unit.

Announcements of changes in administrative personnel include William Backell, in charge of No. 1 car, instead of Clyde Willard, who will have a brigade. The positions as now lined up are the same as last year. Charles Brady, formerly with Hagenbeck-Wallace, is the new repair boss, vice Charles Luckey, who directs carpenter activities.

The harness shop is working steady, with W. A. Dyke in charge, assisted by Walter Wilkison, with William Robinson and Red Carroll helping. Considerable new harness is under way, in addition to repair on old leather.

Word received from Veterans' Hospital, Des Moines, that Frank Shepherd, heel-and-toe catch man, who recently fell during dress rehearsal there, states that the trapeze performer will not be able to work during coming season. No announcement of act to replace Shepherd with Cole-Beatty during coming season has been made.

New Lot at Youngstown

YOUNGSTOWN, O., Feb. 15.—Wright field, for a quarter of a century Youngstown's circus lot, is to be abandoned in favor of a larger and better adapted lot between Burlington street and Gypsy lane on the west side of Belmont avenue. The hauling distance time for the circus wagons from the runs is 50 minutes longer than the Wright field lot.

The new lot is level and is ample for the largest of railroad shows. Unloading will continue at Westlake crossing.

Wilcoxes Again With Seal

KANSAS CITY, Mo., Feb. 15.—Mr. and Mrs. W. F. Wilcox have been re-engaged by Manager Bud Anderson of Seal Bros.' Circus for the advance, their fifth season. Two new bill cars are ready in the show's quarters at Emporia, Kan., and 10 additional styles of special paper have been printed.

Claude Poe will be boss lithographer, his second season; Jack McCrary, boss billposter, with two men; Doug Spicer will have an opposition truck five days ahead of show, with Ray Long as an assistant. Show will open early in April at Emporia with all new canvas.

Christy Cars To Ken Maynard

Other property bought from Barnes, Mix Shows —banners from Ted Metz

HOUSTON, Feb. 15.—Ken Maynard has bought equipment from George W. Christy for his Diamond K Ranch Wild West Circus and Indian Congress, which includes 15 railroad cars, complete menagerie and elephant act. The cars are being assembled here for the home move to California winter quarters. Show will have all new canvas.

LOS ANGELES, Feb. 15.—Ken Maynard, it is stated, has purchased considerable show property from the Al G. Barnes and Tom, Mix circuses. From Tom Mix, thru Dail Turney, manager, he bought a lion and a bear; from Ted Metz, 17 side-show banners and other property; from Barnes show, thru Manager S. L. Cronin, two tigers, two zebras, two ostriches, two elephants and two camels. Reported that side-show top has been bought and that contract let for canopy and sidewall for the Wild West top.

There has as yet been no definite statement as to when the show will be launched. Charley Murphy is in charge of the animals recently purchased.

"Major" Executed

ROCHESTER, Ind., Feb. 15.—Execution of "Major," recalcitrant herd bull of the Cole-Beatty elephants, which took place at winter quarters here February 8, marked the greatest loss so far recorded by the local organization.

The execution was decided upon after the bull had attacked and seriously injured Walter Powell on January 18 and on February 6 charged J. E. Smith, who has handled him on several shows for the last 20 years. The big fellow was dropped with a single shot, a 30-30 steel bullet being used. The tusks were salvaged and the carcass went to a local fertilizer plant.

The bull was one of nine purchased last season from the Hall Estate, of Lancaster, Mo. The purchase price of the herd, it is said, averaged a little over \$1,000 each.

Elks Honor Memory Of Charles Ringling

SARASOTA, Fla., Feb. 15.—A beautiful bronze tablet honoring the memory of Charles Ringling was unveiled by the local lodge of Elks. Mrs. Ringling and Sam W. Gumpertz were among those who assembled with Elkdom to pay solemn tribute to the beloved showman and friend.

Lengthy editorials in both *Herald and Tribune* followed the unveiling ceremony, the latter paper declaring that "Sarasotans cherish and live by the last words Charles Ringling uttered: 'Carry on.' To us they mean more than a fitting motto. They mean a guiding star to greater and nobler things."

Haynes Again With Barnett

CINCINNATI, Feb. 15.—Ira Haynes, band leader, en route to his home at Monroe, Ind., where he will remain for a week or so, stopped at *The Billboard* and stated that he again will be with the Barnett Bros.' Circus, his fifth season.

Loyal Returns to R-B

SARASOTA, Fla., Feb. 15.—After an absence of several years Alf Loyal and his famous performing dogs will appear in center ring of the Ringling-Barnum Circus when the Big Show opens its New York engagement in Madison Square Garden.

Puppy Training Too Much

DETROIT, Feb. 15.—An aftermath of Clyde Beatty's two-week engagement at the Fox Theater was the story of his attempt to start training small animals after working on lions and tigers. In his spare time he tried to train Mrs. Beatty's young puppy in some tricks and the result was a bite on the hand that, it was said, nearly put him out of the lion act for a show or two. Beatty evidently decided to stick to training of lions as safer than puppies.

Hopper To Pilot Ringling-Barnum

SARASOTA, Fla., Feb. 15.—Arthur Hopper, last season general agent of the Hagenbeck-Wallace - 4 - Paw - Sells Bros.' Circus, has been engaged as general agent of the Ringling Bros. and Barnum & Bailey Circus, it was announced by the management here Wednesday.

Charles G. Snowhill, who was general agent of the Big Show last season, will attend to the management of the advertising cars this year. W. H. (Doc) St. Clair will handle the crew of the No. 1 car, and Snowhill will make his headquarters on car No. 2.

Hopper, Snowhill and St. Clair will continue to work under the direction of Joseph C. Donahue.

Webb Show To Open Near Dallas March 17

DALLAS, Feb. 15.—Joe Webb, manager of the Joe Webb Circus, announced that his show will open March 17 near here. The opening stand has not been definitely selected, but the route has been set for due west of Dallas and into New Mexico, then to the Northwest.

Recent additions to the show include Aerial Kesters, Orton Troupe, Wallingfords, Walter Isley Band and George Jennier. The Betsy Ross Troupe has been contracted to stage the concerts. E. J. Eller will be in the office as auditor.

A factory-built specially constructed trailer arrived this week, which will be used for the office and ticket wagon. A callope truck is also a new addition. Manager Webb will follow a policy of advertising the show heavily and has purchased a special line of paper.

Arthur Henry and wife were visitors around quarters last Sunday, coming from Gainesville, Tex., where they are instructors for the Gainesville Community Circus.

Webb, who has been confined to his bed with a severe cold, is again able to take part in the work of getting the show ready for the road.

Beatty Act Returns

ROCHESTER, Ind., Feb. 15.—Clyde Beatty and 24 cats, handled by Capt. W. K. Bernard and Bob McPhearson, arrived Friday after closing vaude engagement at the Cleveland Palace. Cancellation of Pittsburgh and Philadelphia dates, due to insufficient stage room to properly handle the act, is said to have caused the break in the eight-week tour. Future movement of the act has not been announced.

50,000 Attend Shrine Show at Grand Rapids

GRAND RAPIDS, Mich., Feb. 15.—Approximately 50,000 persons, the largest attendance within the last five years, saw the recent Shrine Circus here.

"Considering the extreme cold weather, we had an unusually large turnout," said C. H. Hoffman, chairman, and added that it beat the record of 1934 by 10,000.

Cristianis With Barnes

SARASOTA, Fla., Feb. 15.—The Cristiani troupe of riders, last year with Hagenbeck-Wallace, will be featured by the Al G. Barnes Circus.



President. CFA. **Secretary.** FRANK H. HARTLESS, W. M. BUCKINGHAM, 2830 West Lake Street, Chicago, Ill. **Conducted by** WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Members of the Circus Fans' Association and circus people will regret to learn of the sudden death of R. C. Beach, 69, State chairman of Norris and Rowe Top No. 29, CFA, of Lewiston, Ida. He was found dead in his hotel room at Twin Falls February 2. Physicians said death was due to apoplexy. The body was taken to Lewiston for burial, following brief services at Twin Falls. Besides his widow and son, two brothers and four sisters survive.

Burt L. Wilson, of Chicago, assistant editor of *White Tops*, spent afternoon of February 12 at the W. H. Hohenadel Printing Company, Rochelle, Ill.

John Tetlow, CFA, of Peoria, Ill., is spending a few weeks at Sarasota, and it is an easy guess that a great deal of his time is spent at the quarters of the Big One.

Walter M. Buckingham, national secretary of CFA, reports that 78 new members have been added to the roster since the last national convention held at Cincinnati.

John H. Yost, CFA, of Rockville, Conn., is convalescing at his home. He has been ill since December 2. Drop a card or letter to him.

William Owsley, CFA, of Aberdeen, S. D., writes that the Ward-Owsley Company has just renewed its contract for another year with Station KABB, Aberdeen, to broadcast its Marvel Circus Band programs. It is on the air from 12:45 to 1 p.m. each Monday, Wednesday and Friday. Mr. Owsley states that he would be glad to hear from fans regarding any material they may have that would be of interest on a circus broadcast.

With shows starting to announce their opening dates, interest is beginning to be shown by members regarding the

next national convention and where it will be held. Everyone seems to be of the opinion that it should be held on Barnes this year, as there has never been a national meeting with this show. At Cincinnati last year it was voted that the convention would be held at Atlantic City on Hagenbeck-Wallace, but as this show is off the road that is now out.

Hugh J. Higgins, of Ridgewood, N. J., member of Felix Adler Tent and also a "dues" paying member of CFA of Great Britain, writes: "Before leaving New York for trip south Poodles Hanneford, wife, daughter (Gracie) and mother spent a few hours visiting at my home. Prior to dinner we visited Campgaw, N. J., Tom Gorman winter quarters. By the way, the first circus with which I ran away was the Hanneford Circus in Ireland in 1908, so I was really a 'Fan' then without a card. Visited winter quarters of the Big One at Sarasota and met a number of folks. Jim Whalen, with a good-sized crew, was building stringers, etc. Expect to see the Haag show in Florida."

Jimmie Wood Planning Show Under Canvas

FRESNO, Calif., Feb. 15.—Jimmie Wood, who is playing dates under auspices this winter, will take out his show under canvas for auspice dates. He has four weeks already set and will open in Los Angeles March 20. His big top is a 90 with three 40s. Will have a menagerie, display top, also a side show. Wood has been with the Al G. Barnes Circus four years.

Wood will present his show for the Sequoia Council of Boy Scouts here in the Civic Auditorium February 26-29. Acts will include Louis Roth and Lions; Alonzo Jermaine and wrestling tiger; Aerial Lennerts; Ova Thornton and "Kirby Dare"; Monte Montana and troupe of cowboys and girls; Irene Velarde, aerialist; Ruby Ward, trapeze; Poster's trained animals; high-school horses; Phillip Velarde, on wire; Robert Mathews, trapeze; Charles Redrick's Band. Homer Cantor is handling the banners and Fay Wolcott the billing.

Ringling-Barnum

SARASOTA, Fla., Feb. 15.—Pat Valdo returned to Sarasota last Saturday after a hurried trip to Detroit, where he attended the Shrine Circus and visited the officials in charge, as well as the performers. Pat declared the spectacle conceived and produced by T. E. Stinson for the Detroit show was the finest production of its type that he ever witnessed at a winter circus. He reported that the performance under Orrin Davenport's direction ran smoothly and was a finely balanced entertainment.

Mrs. Charles Ringling has been appointed chairman of the winter residents' committee in the annual drive for the Salvation Army.

The elephant house at winter quarters has been practically rebuilt and the entire new cement interior has been completed. The elephantine inmates welcome the renovation, according to Superintendent Larry Davis, who is daily putting the big fellows thru new routines and maneuvers.

The Loyal-Repenski troupe, the Uyenos and the Cannestrellis are among the local circus people who filled engagements at the Tampa fair.

The passing of Masanosuke Uyeno, of the famous Uyeno troupe of acrobats, a few days ago, after fighting a losing battle with tuberculosis of the spine in which the little Jap never had an even chance, saddened the circus colony here. The deceased was well known and liked. His brothers and three-score circus friends attended his funeral service here.

E. W. Preston, publisher of *The Boston Herald and Traveler*, was a recent visitor at winter quarters as guest of Roland Butler, who handled the amusement departments of Preston's papers before he entered the field of white tops.

J. R. Lowe, president Erie Lithographing and Printing Company, spent several days here last week arranging his firm's schedule of Ringling printing for the coming season.

More than 2,000 persons attending the 16th annual convention of the Tin Can Tourists of the World, being held this week in Sarasota, visited the Ringling winter quarters Wednesday as invited guests of the circus. At one time 1,285 housecars and trailers were counted in the show's parking inclosures.

Harry Baugh Feted By Fans on Birthday

NEW YORK, Feb. 15.—Harry Baugh, veteran ex-troupier and popular manager of the Circus Room in the Cumberland Hotel, was tendered a birthday party in the room on Wednesday evening. Mrs. Cora Wilson, Larchmont, Pa., prepared a delicious dinner for the occasion and table was decorated with circus props. Birthday cake was set into a "ring" culled from Mrs. Wilson's vast collection at her home.

People kept coming and going thru-out the evening, and celebrants included Mrs. Wilson's daughter, Jean; Oscar Decker, Abe Adelman, of Hagenbeck-Wallace; Ed Kelly, show photog; Joe Minchin and Phyllis Werling and *The Billboard* representative. Baugh received a congratulatory wire from Walter Buckingham, national secretary CFA, and from "Bugs" Raymond, Norwich, Conn., who announced that a Con and Winnifred Colleano Tent had been formed in New Haven.

Baugh's birthday occurred on February 2, a Sunday, but was set back 10 days to make participation more convenient for those who had expressed a desire to be present. Much sawdust talk was in the air and "The Great American Circus" was discussed many times over. Baugh indicated that he would take to the road the coming season, which gave credence to a report that the room would be abandoned.

Olympic Show Program

HOLLYWOOD, Calif., Feb. 15. — The following program is at the Great Olympic Circus and Congress of Dare-Devils at the Gilmore Stadium today and tomorrow for benefit of the American Olympic Team Fund: Music, under direction of Charles Redrick; tight and slack wire, Manuel Velarde, Phillip Escalante and Raoul Velarde; high-school horses, ridden by John Sonney, Guinivere Henry, Captain Forster and Leo Dupree; Bones Hartzell and 25 clowns; the Yohans, in double loop-the-loop; Great Clemento, ax and pick throwing; the Los Angeles Athletic Club athletes and the Turn-Verein athletes in acrobatic features; canines and Bozo and company, in variety and comedy; Hustrel Troupe, high wire; Sam Garrett and company, trick and fancy riding and roping; Four Belthazers, in gladiatorial visions; "Trojan," football pony; Oliva Brothers, Lindgus and the LeRoys, aerial bar acts; animals, including "Helen," big pachyderm, riding dogs and monkeys; Four Jacks, Four Eddlers and Four Dare-Devils, aerial turns. Acts under direction of Summer-Schaller; publicity handled by Cliff McDougall.

Two Rings for Wizarde

WESTMORELAND, Kan., Feb. 15. — Wizarde Novelty Circus will open here May 15 with a two-ring, one-stage circus. Will use 15 of acts that have been on the fair unit, eight-piece band, large calliope and new public-address system. Will carry complete stage with lighting effects and will move on seven trucks and trailers. Show will play all fairs contracted. Two men are at quarters. Frank Wizarde is doing fine at college at Emporia, and Jack Jr. on the basket ball team.

Lottridge Lining Up Dates

TORONTO, Ont. — Harry Lottridge, Canadian representative of Lewis Bros. Circus, was at the annual meet of the Ontario Fairs Association held here. He expects to have 60 dates lined up in Ontario and Quebec for that organization.

CANTON, O., Feb. 15.—Plans have been revived by Canton Shrine Trumdrum for continuing its annual indoor circus, which was to have been held last month, but called off early in the year. The committee in charge of the annual Shrine show here has closed negotiations with Paul M. Lewis to handle the promotion. Show will be held next month in the city auditorium.

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Calliope to play with Band. Must read and execute First Trombone. Other Musicians write.

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OHAS. BERNARD, Savannah, Ga.

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T I G H T S

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ZA-GA-ZIG SHRINE CIRCUS

COLISEUM, DES MOINES, IA. WEEK OF APRIL 13.

Write fully description of act, salary, etc. to OIRGUS DIRECTOR, Za-Ga-Zig Shrine, Des Moines, Ia. HOMER LEE write. CAN ALSO USE two good Phone Men for Program and Banners.

CARE THE BILLBOARD, WOODS THEATRE BLDG., CHICAGO, ILL.



Under the Marquee

By CIRCUS SOLLY

COLE-BEATTY will open its canvas season at Rochester, Ind., May 4.

RADKE SISTERS are with the Santos & Artigas Circus in Cuba.

NELSON FAMILY will rest this winter and then join the Cole-Beatty Circus.

BOTH KETROW Bros. and Silver Bros. shows are working stock at the fairgrounds, Petersburg, Va.

MARION GRAVES will be with Rice Bros.' Circus as superintendent of manager.

THREE JUGGLING HARDIGS have signed with the Cole Bros.-Clyde Beatty Circus.

LLOYD (SKIP) SENTER and Webb Duo are playing schools and CCC camps in Louisiana.

GOLDIA HAMPTON has changed name of his cafe at West Point, Ga., to the Showmen's Rest. He again will be head waiter on a circus.

KING BAILE is at Peru, Ind., visiting with Thelma Patent and Scottle and Mrs. Dunn. The Lindemanns were there recently on business.

CHARLES ROBINSON has been discharged from U. S. Veterans' Hospital, Biloxi, Miss., and is back at 502 N. 18th street, Philadelphia, Pa.

RALPH R. B. PALMER, former head waiter on Hagenbeck-Wallace, was a guest of Clyde Beatty during his engagement at Palace Theater, Cleveland.

J. J. SMITH postcards that he met Carnie McFee, clown cop, and Mr. and Mrs. Saver at Monte Vista, Colo., playing a house there.

BELMONT CIRCUS, now in Colorado, will go east. Show has 10 people, seven dogs, four ponies and nine monkeys and travels in two trucks and four cars. Carnie McFee is producing clown.

GEORGIE SPEARS JR., contortionist and iron-jaw performer, is in Washington, D. C., appearing with his father billiard player. Will again be with the white tops.

BILL MAXON and Dick Purcell, formerly with Purcell's Indoor Circus, attended the Union Indoor Circus, Des Moines, Ia., and renewed acquaintances with many old friends.

DOC HOUSTON, Pittsburgh clown, joined the cast of the first WPA theatrical unit to play Allegheny County. He will clown and do his regular vaude act with Mrs. Houston.

GEORGE HANNEFORD Family played Shrine Circus, Minneapolis, last week and will be at the Shrine Circus, Lewiston, Me., in March. Will again be with Downie Bros.' Circus.

STANLEY F. DAWSON and Joe Trosey, who have been on the West Coast for several months, left February 7, via auto, for the East, going southern route, with stop at New Orleans en route to Sarasota, Fla.

HELEN LESLIE, Mildred Millette, Charlotte Anthony and Margaret Walden, who left Dallas for Detroit to play the Shrine Circus, will join the Ringling Show for the opening at Madison Square Garden April 8.

THIS SEASON will be Rodney Harris ninth as bandmaster of Downie Bros.' Circus and his 12th year with Charles Sparks. He has the American Legion

band of 30 men at Orlando, Fla., playing city concerts this winter.

BUSINESS has been so good in Louisiana for the Dressen & Purcell Stage Circus that Dressen has canceled East Texas time and will play three more weeks in Louisiana. Will have completed 11 weeks and will move into Arkansas and head north.

FLOYD HARVEY, of Des Moines, Ia., will be chief electrician with Rice Bros. Circus and will soon go to quarters at Jackson, Tenn., to get the equipment ready. This season will be the 17th that he has handled lighting system on a show.

KEITH AND LOUISE BUCKINGHAM are spending the winter touring Florida. Were at Sarasota last week. While in Miami they visited Beers-Barnes quarters, also Sam Murphy, formerly lion man for Capt. Schulz. Eldrege Rumbley, of Cole Bros.' Circus, is with the Buckingham.

CAPTAIN DALBEANIE and his wagon wheel will again be seen with the Russell Bros.' Circus, where it has proved one of the popular hits for several seasons. Buck Baker and his Funny Ford will be one of several new comedy features with the show.

MRS. FRANK SHEPHERD informs that Frank Shepherd, who was injured at the indoor circus at Des Moines, Ia., has his left arm and both heels broken and is resting as well as can be expected. There were no internal injuries. Being a World War veteran, he is at their hospital in that city.

WILLIAM C. H. LUMB, who had been advance agent for Card's Circus, will be on advance of Kay Bros.' Circus this season. Will leave Fawtucket, R. I., at an early date for Petersburg, Va., and have charge of new semi-Chevrolet advance truck No. 1. During winter he booked acts and orchestras in roadhouses, etc.

CHRISTY PROPERTIES at Houston, Tex., have been undergoing a thorough overhauling and "dressing up." Repairs have been made on an extensive scale, fences fixed and monogrammed steel gates hung at front entrances. This activity is separate from the regular program in workshops and training barns.

WILLARD NORRIS and Carl Berger, of Coal Grove, O., have launched a vaude show known as the Norris & Berger Variety Show, playing Southern Ohio and Northern Kentucky territory. In the troupe are Casey Keeney, guitar; Bill Hilgenburg, banjo; Bernard McKnight, harmonica; Norris, emcee, and Berger, producing comedian.

HOUSTON PICKUPS—Walter Hodgson was the guest of Charles and Gertrude Thomas last week. Hodgson, who now resides in Beaumont, was formerly on the Christy show. Hank Ellis, circus builder and mechanic, has been ill in his Beaumont (Tex.) home for several weeks. Hank and Billie were last on the G. W. Christy pay roll.

V. A. LIEDTKE, manager of Aerial Ortons, writes from Adel, Ia., that the recent blizzard over the Midwest prevented the act from reaching Minneapolis, where it was contracted for the Shrine Circus. He adds: "Verification of our contracts was received the day the storm began and altho we started immediately, the roads were already blocked. We waited almost 36 hours for a train to get thru before finally giving up the trip as hopeless."

WALTER L. MAIN received a belated holiday greetings card from Tony Lowande and wife, San Paulo, Brazil. Walter pens that nearly the entire Lowande family of Brazilian riders rode bareback with the Main Circus from 1886 to 1904. Oscar and sister, Mary Etta, who married John Correia, did a carrying act in 1889. The night that the show closed a son was born to Mary Etta and John. John Jr., who in later years was a famous equestrian with many large shows.

VIRGIL J. NOBLE, director of physical education and chairman of the South School, Saginaw, Mich., postcards that the fifth annual Spendless and Seemore Circus (the King of School Shows) will be presented March 20-21. Professional acts will be used in connection with school numbers. Quoting Noble: "When a Junior High can draw 10,000 people in two days for a period of three years, our program must be good. We believe we

have the largest school show in the country."

KENNARD BRADLEY, owner-manager of Kell Bros.' Circus, pens that show will not work under canvas this year but as a unit and will play spring and summer trade days and events and at fall fairs. During the year additional property will be acquired to open under canvas next year as a two-ring 20-truck show. Quarters will be established at Louisville. Unit will open in Indiana April 10. Band and orchestra and sound truck will be carried, also a limited number of concessions and two small meat pay attractions, mounted on trucks. Twenty-five people will be back with show and three in advance. The Ozark Hillbillies will be a special feature.

BARON FAUCCHI, Ringling side-show midget, is instructing new players at the shuffleboard courts in Caples Park, Sarasota, Fla., and acting as umpire in the daily contests. The baron is still peeved at Frank Braden and has been since the spring of 1933, when Frank engineered the famous plopping of tiny Lia Graf on J. F. Morgan's knee at the Senate investigation in Washington. Faucchi, who claims to be the reigning emperor of Lilliput, says that he should have been chosen for the honor instead of Lia. The baron in no way blames Dexter Fellows or Roland Butler, press agents, who were in other cities and knew nothing about the century's outstanding plopping until they read of it in the papers.

WILL H. HANCOCK, who is past 91 and in the Masonic Home, Charlton, Mass., was on the advertising car of the Downie Walter L. Main Circus as house-to-house distributor of booklets at same time that Charles Bernard was contracting press. Bernard recently received a letter from Hancock regarding show at the Boston (Mass.) Theater in the early '60s and it stirred Charley's desire to confirm his memory. Bernard writes: "In January and February, 1860, William Cooke, with a strong troupe of equestrians and other circus artists, under title of Cooke's Royal Amphitheater, were at Niblo's Garden, New York. Engagement closed at Niblo's February 25. Show moved to Boston and began an engagement at Boston Theater March 5 and featured the *Field of the Cloth of Gold* as its tournament, similar to the modern circus spectacle."

Macon, Ga., Jottings

MACON, Ga., Feb. 15.—The Butters Troupe is again in the city and domiciled at the Central.

James Beach, general agent Bond Bros.' Circus; Charles Donahue, treasurer, and Frank Sotvo are spending a few days in Savannah and will also make a short tour of Florida.

Frank Lee and wife are here making school promotions with their motorized exhibit.

Dave Durrett returned from a visit at Hot Springs and is a guest at the Central.

Hickey's Coffee Shop in Hotel Central is the rendezvous for circus and theatrical folks. It is operated by Jimmy and Nettie Yates, formerly with the Johnny Jones Shows.

Charles Katz, assistant manager of Downie Bros., is again on the job after a few days' illness.

Theresa Morales returned from a two weeks' engagement as an added attraction with a Southern revue.

The boys around the Central recently had a wonderful fry of blue fish, furnished by Joe and Isobel Gilligan, who are still fishing in the waters of Florida.

Polly Watkins, who will be with Cole Bros.-Clyde Beatty, will shortly visit Mrs. A. H. Robinson at the Central. She expects to go to Rochester in March.

Minneapolis Shrine Program

MINNEAPOLIS, Feb. 15.—The program of the Shrine Circus here this week, under direction of Dennie Curtis, included Lupe Trio, Cass Bros.' Trio, Harry LaPearl Trio, comedy acrobats; Aerial Christensens and Solts, double trapeze; Wanda Wentz and Eddie Allen with the Cole-Beatty elephants; Elizabeth Hanneford, principal act; Cole-Beatty seals; Edna Dee, dogs and ponies; Agnes Doss, Ruby Cutshall, Eileen Goodenough, Ethel Marine, Andrea Gallagher, Myrtle Meinke, on swinging ladders; Unside-Down White, head balancing on trapeze; Kurtzo and Kurtz, high pole and trap-eze; Rink Wright Duo, balancing lad-

Dexter Fellows

(CSCSA)

Tent Tattles

By FRED PITZER

NEW YORK, Feb. 15.—The initiation into CSCSA membership of "Red" Hodgson February 6, at Hotel Blackstone in Chicago, was an event long to be remembered by the 57 members who attended Tent meeting. It was a brilliant gathering under the expansive tent pitched for the occasion and mingling with the props of the circus were names in industry and finance to be conjured with. Tony Sarg and J. Darius Benham flew to the Windy City first to be present at the meeting. Thorne Donnelly made a speech on the objective for which the Tent was working, in conjunction with New York City Dexter Fellows Tent, and after the business of the evening, fun ensued.

We have the February issue of *The Adventurer* and learn from it that the meeting held last Saturday night was in the hands of the clever emcee, Bim Pond, a hustling member of this Tent. And he had as his principal speaker our own Capt. Bob Bartlett. And he had our own gnashing of teeth at being unable to attend the affair.

Joe Siegrist called on the writer recently and we had a long chat about his father and the Sibbons and other great aerialists of bygone days. He tells us he expects to join out with Russell Bros.' Circus.

There has always been a disagreement about the proper pronunciation of the word CALLOPHE. Circus folks insist on calling it a CAL-EE-OPE, with the accent on the first syllable. But the better dictionaries set it up as CAL-T-OPEE, with the accent on the letter i. We are reminded of this difference in pronunciation by a large circus herald before us, issued by Nixon & Kemp's Great Eastern Circus, which was touring this country in the '50s. The herald reads:

THE GREAT MUSICAL STEAM CALLOPHE

Will be exhibited to the Public during the day and evening. This is the first and only musical instrument ever

PLAYED BY STEAM THE CALLOPHE

is drawn by 40 Horses—Four Abreast—Upon Two Superb Chariots, One for the Steam Apparatus and the other for the Great Instrument. This Stupendous Novelty has, within the last four months, been Witnessed by Over One Million of Persons.

What an introduction to an instrument if played too long nowadays would make the hearers complain to the police. Such is life!

We have received another issue of the monthly announcements of Polar Star Lodge No. 245, Free and Accepted Masons. Frank V. Baldwin Jr., who is master, is doing a splendid job with this little paper, and we want to congratulate him. He certainly packs the months full of "doings" and the activities are unique and interesting. . . . when Governor Harold Hoffman had his little birthday party in the Big Burg, little did he realize that about half dozen or more Dexter Fellows Tent members were mingling with that great crowd assembled to do him honor. . . . our one desire is to get a peep at Charley Bernard's 19th Century Scrap Book. . . . when Al Sleske starts to nose thru seed catalogs you can make up your mind that spring is not far behind. . . . Jim Strobridge likes to run down to Cincinnati every now and then just to thumb thru some of the Barum one-sheets still stored in the storeroom of the lithographic organization.

For the Records

ORLANDO, Fla., Feb. 15.—Noting story in last issue in which denial was made that May Wirth, famed equestrienne, had retired, Frank Wirth, her husband, of Wirth's Circus, said: "When May retires The Billboard will know it first." May Wirth will have to know it before that, no?



The Corral

By Rowdy Waddy

WEDNESDAY AND THURSDAY (this week) the annual convention of Rodeo Association of America at Tucson, Ariz.

LUCIUS STRATTON is helping to winter a bunch of cattle on a ranch near Ottawa, Kan., and when time permits is working out a bulldogging and calf-roping horse.

FOLLOWING the dolings at Tucson (this week) comes the rodeo at Wickenburg, Ariz., starting February 28. This gives the hands two events to work without making long jumps.

THE FANS in the Fort Worth (Tex.) sector are looking forward to again witnessing many thrills (and spills) during the rodeo in connection with the Exposition and Fat Stock Show early next month.

THE "BRAHMA TWINS," back to cowpunching in Colorado County, Texas, this winter, stopped fixing fences and branding some stock long enough to postcard that they will be trailing with the JE Ranch Rodeo Company the coming season.

EXECUTIVES of Iowa's Championship Rodeo at Sidney, Ia., in August are preparing for an outstanding event this year. Secretary R. N. Archie and his co-workers are already active and plan an extensive list of entertainments in addition to the contest events of cowboy sports.

AS CUSTOMARY, each year, the first combined lists of dates of rodeos (under heading "Frontier Contests"), fairs, etc., will appear in the Spring Special issue, which probably will go to press early in April. Also as customary, the dates, with additions, will be in the List Numbers of *The Billboard* (usually the last date of issue each month) until late next fall.

THE FIRST ISSUE of the rules, prize list, etc., of the California Rodeo, Salinas, for this year has been placed in circulation. An excerpt from the information given: "A non-profit corporation owned and controlled by cattlemen from all over California. Its purpose is to perpetuate the customs and pleasures of the early day cattlemen."

MAJOR GORDON W. LILLIE (Pawnee Bill) announced early last week that arrangements had been made for filming a feature picture captioned *Out Where the West Remains*, in which he will be the principal figure. Story, by Rex Beach, based on research work by Lieut. John Johnson, to deal with life in the Indian Territory, later Oklahoma, many years ago. Outdoor scenes to be shot on Major Lillie's ranch, near Pawnee, Okla.; indoor shots at Hollywood.

THE FIRST ANNUAL "Cowboy and Indian Jubilee Dance" of the Cowboy and Indian Social Club, New York City, is to be staged Saturday night—this week. Among the charter members of the club are Tex and Rose Cault, "Montana" Ed Hanson, Robert Bryan, Jules Haywood, Chief Eagle Eye and Chief Lone Wolf. Among the bunch in that sector rounded up during a membership drive were Tom Logan and wife, Chief Lone Pine and Chickadee, Two Bears, Gladys Heckler, Francis Thomas, Fay Ward, Douglas Grant, Eleanore and Betty Kupitz, Joe Daly and Wayne Sutton. A letter from one of the members states, in part: "The club was formed for promoting things Western and to further the interests of its members in making contact with the public as pertains to entertainment, etc."

THERE HAS BEEN a great deal of talk in rodeo circles during years past about promoters and producers of special-event shows "walking out" and not "paying off" contestant purses and contract moneys. There has been such an abundance of such promotions a big majority of the hands have either "got hooked" or have heard of the "bad boys." During the last decade this department of *The Billboard* has many times urged both contestants and exhibition workers to assure themselves in advance if the money was "up." Also

advised the boys and girls to "not get 'hooked' repeatedly" by the same shoe-string promoters. Incidentally, without claiming any undue credit, such warnings were given many times before any other "column" or publication so much as hinted at it. The greatest handicap toward weeding out such promoters: Despite having been "trimmed" a number of times thru the incompetency or purpose (whichever it might be) by the same persons, many of the folks have veritably swarmed to "other ones" promoted by the incompetents (partly excusable, trying to collect back accounts—which seldom happens). Another show is promoted, plenty of hands take part, another flop. This is not intended as scolding; instead again caution. If and when promoters known almost thruout rodeo circles cook up a few shows and find at the openings only themselves and a few novices to put on the shows (the knowing ones staying away), there will soon be few if any "step outs" and no-pay shows. Contestants and exhibition workers can (and should) stop such tactics as promoters taking chances on gate receipts making both payoff and other expenses. There is nothing in the foregoing rehashed from any other writer's comment. This editor has previously told it, in chunks and practically as a whole, periodically for years.

Attendance at Detroit Show Builds Steadily

DETROIT, Feb. 15.—Attendance at the Detroit Shrine Circus has been building steadily, with a peak of 11,000 attendance reached last Saturday night. Several nights have been considerably off, due to weather and road conditions.

Tunis E. Stinson, producer of the circus, proved his genuine showmanship and again won the admiration of all troupers by going right on with his part of the show, despite his mother's death and funeral over the week-end. Stinson was even at the circus when she died, somewhat unexpectedly, on Friday. (See Final Curtain.)

Eleven members of the Grotto committee from Cleveland, where most of the Detroit acts go next week, were visitors.

Rudy and Erna Rudynoff, after playing Cleveland and an indoor circus at Rochester, N. Y., take menage horses formerly with Hagenbeck-Wallace to Sarasota to train with the Ringling-Barnum show.

Colonel Bert Nelson, whose right ankle was injured at Peru just before coming here, found it was dislocated and was unable to wrestle his lion, Norma, the first three days, suffering another injury when he wrestled on Thursday, but going right ahead with the full act for the remainder of the engagement.

Helen Wallenda was sick and unable to fill the Detroit date with the high-wire act, her place being taken by her 16-year-old sister, Henrietta.

Stoltz, Twohouse Indoors

GREENVILLE, Miss., Feb. 15.—L. F. (Peggy) Stoltz and Chief Twohouse, with his troupe of Mohican Indians, have been in Arkansas, Missouri and Mississippi, playing schools and theaters since closing with Barney Bros.' Circus last fall. Business has been good. Show played six schools in one day and 24 in one week. At Star City, Ark., Consolidated School, out of a student body of 750, show played to 682 paid admissions. At present show is here playing nine schools, following which it will go into Louisiana until opening of circus season. Princess Imogene Birney has been a visitor.

Stoltz has his pit show and band contracted with a circus opening in April and Twohouse has the concert. Members of last season's band already signed are Arnold Williams, Eidon Hamilton, Eugene Delk, George Davis and Tommy Osborn, on calliope.

Another Deal on For Christy Property

HOUSTON, Feb. 15.—The recent sale of 16 cars, animals and equipment to Ken Maynard was George W. Christy's second big circus deal. Last year he sold considerable property to the Cole Bros.' Circus. These sales do not leave the Christy quarters without other equipment and stock. Another deal is on whereby another circus originating from the Christy estate will be launched.

Sentenced in Mail Tampering Case

MACON, Ga., Feb. 15.—For obtaining mail belonging to the Cole Bros.-Clyde Beatty Circus here last fall, Butler Atkinson, living at Maullie, Ga., was sentenced to serve a year and a day in federal prison by Judge Bascom S. Deaver in United States Court here February 6.

Atkinson was charged with posing as an employe of the circus and obtaining several letters from the local post office November 4, two days before the Cole show played its closing stand of the season here.

The young man pleaded guilty and asked the mercy of the court. The court declined to be lenient.

Atkinson's apprehension resulted from combined efforts of Floyd King, Bob Hickey, Fred Kilgore and others with the Cole show, who started a search for the culprit when it was found that the show mail had been taken from the post office. Paul M. Conway, Macon attorney, looked after the show's interest as special prosecuting attorney.

The Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY, Feb. 15.—It won't be long now! Come to think of it, next month will see pretty circus pictures adorning poster boards, barns and fences and news will be flashed to a waiting public that summer is just around the corner. I never pay attention to the old groundhog theory because groundhogs often lie about the approach of spring, but circus posters—never! Gaudy pictures in screaming reds, yellows, blues, orange, black and green will illustrate circus performers and "Savage Beasts From Depest Africa" doing the most impossible stunts, but I like 'em—and so do you.

Yes, the next few weeks are busy ones for the circus manager, and as each day passes by his worries increase. Then comes the opening and his worries are multiplied tenfold. You know, it takes brains and experience to be a successful circus manager and it would seem that he would have grown accustomed to worrying, but he doesn't. It's a wonder he wouldn't go balmy.

For 35 years, comin' this October, the circus manager was a sort of saint to me. I knew them all and worked as a press agent for half of them. I'll tell you about it. Ever since I shed the popular three-cornered garment for a pair of pants I always wanted to be a circus manager. As I grew in size this idea became more firmly rooted and eventually I joined a circus. Phew-w-w! How I took the bumps. You see, I became a press agent and no circus person ever gave a press agent credit of having an abundance of gray matter. Now the press-agent job was all right, but there is a slight difference between being a press agent and a circus manager. The latter job calls for brains, and many a manager rated my mental capacity slightly below minus. This same view was concurred by all persons connected with the show. Finally I quit the business flat and to this day nobody missed me. Why nine-tenths of the circus folks now troupin' never heard of me, and when I walk on a lot nowadays they seem to think me a ducat-moocher par excellence! And to you who think this, may bunions grow where they never grew before.

Well, came then last October with the mania of being a circus manager still possessing me. Came then the blasted Chamber of Commerce with this ultimatum, "Either put on a rodeo for us or leave our fair metropolises." Just like that. I knew that rodeo meant something like a Wild West and ah—here was my chance to realize my boyhood ambition of being a sort of manager. Came then the contracting for a performance of this nature with its worries multiplied.

Never before did I find so many performers making a "touch." It was terrible. I even adorned myself in a 10-gallon hat and wore a false whisker to keep from being recognized as "the bank," where touches could be made. I worried about the show, the weather, the patronage, the lawyers, the cops, the district attorney, the sheriff, the grocer and butcher. Oh, the producers were fine and the show was good, fortunately, but, gentlemen, my stomach is full of being a manager. To hell with that job. I want none of it. And don't you ever come around my town and say that "press-agents ain't got no brains!" They

have brains enough not to be managers. Show me a single press agent who ever became a manager. You can't, smarty.

Ingham General Agent For New Kuhn Circus

BALTIMORE, Feb. 15.—Rex M. Ingham will be general agent of the new Kuhn Circus. His last connection in the circus field was general agent of Gentry Bros.' Famous Shows in 1933. Last season he was at the Indian Stomp Grounds, near Washington, D. C., as director of public relations, and this winter has been general agent of Edna Acker's Congress of American Indians, presenting educational programs in schools in the East.

Indian Stomp Grounds

RIVER BEND, Va., Feb. 15.—Indians from Edna Acker's Congress of American Indians were received by Howard Jackson, mayor of Baltimore, recently at the City Hall. On account of other business Mr. Acker and her daughter were unable to be present, but were represented by Rex M. Ingham. In the party were Chief Featherman and his squaw, Many Horses, Chief Deer Foot, Godfrey Broken Rope, Never Retreats, Lucille Broken Rope, woman who raises her voice in battle, and two small Sioux babies, Chaska and Edna Mildred Broken Rope; Mrs. Ingham.

Work will begin soon on the Reservation at River Bend to prepare it for the formal opening April 12. Mrs. Edgar B. Merritt, widow of the former Indian commissioner in Washington, is spending a few days with this unit as the guest of Mrs. Acker. Mrs. Ester Featherman, wife of the Cheyenne chief, recently underwent an operation on her jaw by a Washington dental surgeon.

Driver Home From Trip

CHICAGO, Feb. 15.—Charles Driver, of the O. Henry Tent Company, is back from an extended trip thru the South with Mrs. Driver. On the trip he visited a number of shows, among them Downie Bros., at Macon, Ga.; the United Shows of America, Shreveport; the T. J. Tidwell Shows, Sweetwater, Tex., and the Monroe Hopkins Players, Houston. The Hopkins Players, he stated, have a very fine outfit. The tent is floored and there are exceptionally good seating arrangements.

ANYONE KNOWING THE ADDRESS

of "PRAIRIE FAWN" please communicate with the WINNEBAGO INDIAN AGENCY, Winnebago, Neb. She is said to be a Cheyenne Indian who was engaged in Chicago circus work a few years ago, and said to have married Thomas Bear, a Winnebago Indian.

FREAKS RUSSELL BROS. CIRCUS

WANTS Feature Side Show Freaks. Give all information, state salary and send photographs first letter. Lady Milet with Bob Morton, Circus, Wichita, last Fall, write if at liberty. Rolla, Mo.

WANTED FOR DOWNIE BROS. CIRCUS

SIDESHOW ATTRACTIONS.

Outstanding Freak to feature. Must be equipped for motorized show. High-class Novelty Acts, Hawaiian Troupe and Hawaiian Dancing Girls, One-Man Hill Billy Act or good Cowboy Yodeler. Snake Lady with good Flash, Sing, Mind Reading Act. CANY PLACE, Arizona Clown, Princess Esther, Mac's South Sea Islanders, Eva La Tour, Chester Gregory, Ticket Sellers. Must be able and willing to make openings and grind. All Acts must be young, neat and have good wardrobe. Address W. E. DeBARRIE, 3629 Shady Court, Ft. Wayne, Ind.

WANTED

One more Elephant with Truck to lease for season. Also Band Leader. Wire answer to BAILEY BROS. CIRCUS, Hamilton Hotel, San Antonio, Tex.

BARNETT BROS. CIRCUS WANTS

Candy Butchers, Balloon Salesmen, Man for Candy Press Machine, Man for Popcorn Machine, Balloon People write JOSEPH T. BARRIS, 140 Revere Ave., Providence, R. I. Candy Butchers write FRANK MOSE BECKER, General Delivery, Washington, D. C. Goldie (Colored) write, Address J. A. FOX, care Billboard, 1664 Broadway, N. Y. C.

WANTED

FOR JAMES COLE'S WILD ANIMAL CIRCUS, Air Calliope Player, Other Musicians write, BANDMASTER, 805 West First, Muncie, Ind.

N. E. TOPICS VITAL

Boston Confab Lists Problems

Consideration of pressing questions to fore—array of speakers is promising

BOSTON, Feb. 15.—Topics of current interest and leading speakers in the industry are scheduled in the program for the eighth annual winter meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, here in the Manger Hotel on February 25 and 26. On the afternoon of the second day there will be a conference of executive chairmen of the American Recreational Equipment Association.

"This will be the only opportunity you will have before the 1936 season opens to talk over questions of vital interest to all amusement park men and to pick up ideas that will mean more money to you," is the message of officials to members.

Liquor Question Up

Some of the subjects listed are *What We Missed by Not Being at the Chicago Convention, The Public Liability Insurance Situation, Music Royalties, Promotions, Impromptu symposium: How Can Rides Be Made To Pay More Dividends?, Refreshment Stands and Their Present-Day Possibilities, Unemployment Insurance As It Affects the Amusement Park, Professional Advice on Advertising: Your Problems, Impromptu symposium: What Are the Prospects for Ballrooms?; Liquor in Amusement Resorts, Impromptu symposium, and Bank Night.*

Among speakers programed are President Harry C. Baker, of the NAAPPE; George H. Cramer, North Tonawanda, N. Y., president of the AREA; Major P. F. (See N. E. TOPICS on page 45)

Higher Costs, Bad Weather Cut Earnings of Cincy Zoo

CINCINNATI, Feb. 15.—An operating loss of \$14,156 for 1935 was reported at annual meeting of the Zoological Society of Cincinnati, largely accounted for by increases in keepers' wages, expenditures for feed and new animals and reduced revenue thru bad weather on week-ends early in the season.

Of 573,960 who paid admissions, nearly half were from out of the city, many from distant points. President James A. Reilly reported. Total operating expense was \$159,886, compared with \$163,673 in 1934. General Manager Sol Stephan reported a zoo population of 1,839, including 476 animals, 792 birds and 80 reptiles.

A banner 1936 is forecast, as much construction work and addition of new denizens are arousing wide interest.

Wettel Goes to Kennywood; Circus for School Picnics

PITTSBURGH, Feb. 15.—Erwin Wettel, 18 years with Palasides (N. J.) Park, has been appointed master mechanic of Kennywood Park here by President A. Brady McSwigan, succeeding Charles Mach, who retired after 18 years' service. Plans are being shaped for changes in the park.

Acts booked so far include Christy Unit, one-ring circus, to remain during the school picnic season; Eric the Great; Red Brady and Joan, diving act; The Raccs, aerialists; Demnat Arabs and Jerry the Monk. Park opens on April 19 for week-end business. Name bands will be used in the dance pavilion.

CINCINNATI—Ned Hastings, business manager of Cincinnati Zoo, who has been giving lectures, accompanied by motion pictures, in the Cincinnati area on animals, birds and reptiles and their housing at the Zoo, presented his offering to Newport (Ky.) Lodge F. & A. M. last week. Hastings specializes on species of rare animals at the Cincinnati resort. Lecture and pictures drew rapt attention and were highly praised by his audience.



WALLACE ST. CLAIR JONES, of William B. Berry Company, Boston, in whose home city New England park men will meet on February 25 and 26, and who will be a convention speaker. He is former president of the Manufacturers' Division of NAAPPE, now American Recreational Equipment Association.

A. C. Mayor Plans New Resort Aspect

ATLANTIC CITY, Feb. 15.—A radical color change and redecoration of entire beach front, production of a model city of parkways and other departures along this line are planned by Mayor C. D. White, he said at a dinner this week at the Brighton, with J. O. Hackenberg, general manager of Pennsylvania-Reading Seashore Line, as honor guest. Mayor White added that a complete plan will be submitted shortly for public ratification.

"The future appearance of Atlantic City is in everyone's mind, for we all realize we cannot stand still," he said. "I would like a model of an improved beach front made, probably in colors, and exhibited in some central section of the Boardwalk."

The Showmen's Variety Jubilee, the mayor said, has opportunity this year to put on a bigger and better show than ever and will receive every support possible.

Tributes Are Paid to Van Hoven

BALTIMORE, Feb. 15.—John J. Carlin, owner of Carlin's Million-Dollar Park, paid the following tribute to Harry Van Hoven, his press agent, who died here on February 8.

"I fear the shock of Van's untimely end and my own run-down condition will not permit me to do justice to the memory of one of the most devoted and loyal friends and employees I have ever been associated with. I will do my best, however, to touch on a few of the high spots in the life and career of this unusual personality.

"My long and intimate association with him gave me opportunity to study all sides of his varicolored career. He began working with me in the spring of 1921 and since then had devoted all his time and acted in an advisory capacity for my interests. Van did not work for me for the salary I paid him, but rather because he was so constituted that he had to have some objective to meet his standards, someone he could almost idolize. In his mind, Capt. Eddie Rickenbacker came first, then Jack Curley.

"Secondly, he had to have an environment which would give him an opportunity for his energies and to do things in his own unusual way. I have known of many flattering offers made to him which held out larger remuneration and inducements than I could offer, but each proposition was carefully thought over and finally turned down because he could not put his heart and soul back of the proposed work.

Part of Summit Beach to Perry

Rehabilitation of area in Akron park leased by ballroom operator for 5 years

AKRON, Feb. 15.—H. W. Perry, Akron amusement park and ballroom operator, announced leasing for five years the major section of Summit Beach Park here from Mrs. Margaret Newman, one of the owners, who has directed management of the park the past two years. Leased area covers six acres.

Rehabilitation will be started early in April, Mr. Perry said, when workmen will begin revamping the midway, painting buildings, renovating rides and concession buildings and landscaping. Portion affected includes a spacious dance pavilion which Mr. Perry has leased the past two years, Merry-Go-Round, arcade building, about 20 concessions and large auto parking space.

Mr. Perry said he plans to restore the spot to its former place in Eastern Ohio amusement park rating, installing several rides and other attractions for opening early in May. Ballroom season will start about the middle of April, with some radio and dance bands already contracted. Several well-known park men will be identified with the resort, said Mr. Perry, who added that a number of big picnics have been booked with others pending.

With the rubber industry near capacity schedules and business much improved in the Akron area, Mr. Perry believes the season will be one of the best since 1929.

Meeting in Pa. Deferred

HERSHEY, Pa., Feb. 15.—Winter meeting of Pennsylvania Amusement Parks Association, to have been held in the Community Center here last Saturday, has been postponed indefinitely because of cold weather, said President Robert L. Piarr.

ATLANTIC CITY, Feb. 15.—With reports of big hotel bookings, Washington's Birthday week-end, falling right for trade, is expected to be big. Special programs are scheduled by amusements, hotels and night spots.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Cold has been so bitter that many roadside places have shut down for time being. icy roads, plus unusually high cost of keeping spots heated during frigid climate, make operation unprofitable in many cases.

One of the big items of last few days was John Howe Burton's proposal for construction of a vehicular skyway, linking Jamaica with upper end of Island's South Shore. Project would hasten traffic between Jamaica and Rockaway Peninsula. Would also be a boom to Atlantic Beach and Long Beach.

Bibby Harris, long a member of New York's Club Richman outfit, is forming a syndicate to establish a \$50,000 bar at the '39 World's Fair in Flushing. . . . A score of Island pool life guards will be included among those who will take New York City civil-service test in April for beach posts.

Eddie Sammis whispers some of his plans for World's Fair into confidants' ears and adds that he already has backers to furnish funds. . . . Bernie (Freeport) Metzler back from Canada. . . . Most of the Atlantic Beach gang are sojourning (or working) in Florida. . . . Silver Point Beach crowd held a winter reunion recently.

ROCKAWAY BEACH: George Wolpert, exec sec of Chamber of Commerce, is preparing to distribute 100,000 pieces of literature thruout the country, letting folks in on good points of resort. . . . Several of Walk's war vets will take some of their forthcoming bonus money and use it to improve what holdings they have there. . . . Veteran John Wainwright is around looking over his vast holdings and planning some brand-new schemes for the spring. . . . Bill McShane, publicist, is in Miami and having a heck of a time, from info we get. . . . Dave Calliguri is a big shot here now, as he rightfully should be, after all the fine deeds he's done.

LONG BEACH: City's highest official is having his salary held up because so (See LONG ISLAND on page 44)

Akoum Is Named To Advise Paris Exposition Promoters

PARIS, Feb. 10.—Gaston Akoum, well-known French amusement park manager and showman, has been appointed technical adviser of the exposition attractions department of the Compagnie de Repartition et de Controla de Credit, holder of the amusement park concession for Paris International Exposition of 1937.

He is visiting all big amusement centers in England, Germany, Holland, Italy, Norway, Sweden and Switzerland in search of new amusement devices and attractions. After a brief stopover in Paris he will sail for New York to join other members of the firm and the group will visit Chicago, Dallas, Los Angeles, Hollywood and San Francisco, where they will look over everything in the amusement line and contact manufacturers of rides and amusement devices.

Mr. Akoum is well known among American outdoor showmen, having had shows at world's fairs in the United States.


Lifting of Sunday Dance Ban To Help Ohio Resort

AKRON, Feb. 15.—Action of the village council last week, permitting Sunday dancing in Springfield Lake Park, south of here in Lakemore, is expected to result in a comeback for this well-known spot, which has been operated only part time the last three years.

Ban on Sunday dancing during that period and partial closing of the dance pavilion resulted in the midway being partially razed and several rides being removed.

Negotiations are pending for leasing the resort, which probably will be operated next summer on full-time schedule.

YOUNGSTOWN, O.—The Barn, formerly Heidelberg Village, only feature in Idora Park here that has been operating this winter, on week-ends, has been shuttered. Park officials said the night spot will be reopened, probably early in March.



The Pool Whirl
By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Skiiing's Believing

Many times in this column I've attempted to preach co-operation; that by joining together pool owners would publicize swimming in general and, in turn, their respective tanks.

Now take the skiing industry, and, incidentally, if you get the opportunity grab it. Within a period of months skiing has forced its way to become a major winter sport in various sections of the country. Especially in New York City, where skiing was comparatively unheard of and where folks didn't even know how to spell the word, the sport is going great guns right now. And up-State New York summer resorts have been transformed into near-gold mines, with some hotels and the like taking in more money this winter than they did during their summer season.

The skiing fad, which probably has kept many sporting goods stores out of bankruptcy this winter, was started by (See POOL WHIRL on page 53)

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 15.—Digging out from one of the worst winters in recent history, so severe that a large percentage just gave up and went south, to return late this month for spring planning. But theaters kept going, with two week-end flesh shows pulling. Concessions, except two radio games and shooting gallery, closed. Skee-Ball Stadium is reopening. Auditorium ice hockey drawing big week-ends, Manager Phil Thompson reporting better all-round gate than last couple of years.

Capt. John L. Young around town a couple of days after M.-D. Pier's winter meeting, then south until warm weather. . . . Harry Volk, publicity man for Steel Pier, is wintering in the South. . . . Dick Endicott, manager of Steel Pier, has returned from Southern climes. . . .

(See ATLANTIC CITY on page 53)

American Recreational Equipment Association

By R. S. UZZELL

Fyla F. Maynes was here with a new idea. The bees have been buzzing in that hive under his hat for some time. He has been getting it on paper and will soon make it materialize in wood and steel. He has never said a word about hanging his harp on the willows. That is the spirit which made America. What a difference it would make if each man in the entire industry should resolve to put over one more worth-while undertaking!

Cy Bond is back in our ranks, and still ambitious and determined, he stands with the old guard and watches Old General Depression take the count. When he was at Erie Beach he, an American, was on the reception committee when Wales visited the Niagara Falls district. So Major Bond has shaken the hand of the King of England. Perhaps none of the rest of us enjoy this distinction. But many of us who have traveled the country over have shaken the hands of the princes in our business.

Learning of Beauty

There are some uncrowned queens in the industry of whom we are justly proud. There is one who has been a devoted mother, a noble wife and has contributed no small part to the success of a famous resort of which she is still treasurer. She has passed three score and ten but still carries on with an admirable efficiency. Let us call her the dean of the women in our ranks and the Lady-by-the-Lake. We should like to name all the queens and all the princesses who have helped to build this great industry, but this is only a column and not a page.

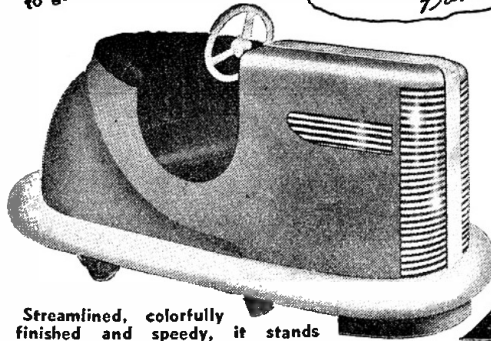
At a meeting on the night of February 10 George McAneny, president of the 1936 New York World's Fair, said it is to be the most beautiful exposition the world has yet known. With this fair, Playland, Rye, N. Y., and Jones Beach, we are going to show beyond all doubt that beauty pays. Athens, Greece, learned it of old. Paris, France, shows

(See RECREATIONAL on page 44)

MEET THESE MEN WHO WILL STEER YOU TO Greater Profits WITH THE New 1936 DODGEM RIDES!

Experience counts! . . . And it's the years of amusement park experience behind these two men that makes DODGEM such an outstanding success. Here they are with the three profitable DODGEM RIDES. They're ready to show you how to go places with the NEW DODGEM for 1936.

THERE'S GOLD IN THESE RIDES.
Fred Markey



Streamlined, colorfully finished and speedy, it stands ready to give your patrons the most thrilling ride on the midway.

SACRIFICE

RIDES AND PARK EQUIPMENT

- Ely Circle Swing
- Traver Whirlwind
- Traver Bug
- 7 Cahill Lights—2000 Watt
- 1 W & T Chlorinator—Type MSV
- 6 Automatic Turnstiles
- 10 Ohmer Registers
- 2 Hair Dryers—3 Well Screens
- 50 Doz. Wool Bathing Suits

MUST SELL AT ONCE

Write for Information to

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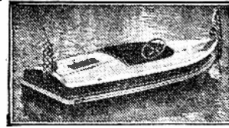
LIST WITH US FOR QUICK SALE RIDES, EQUIPMENT, GAMES

PARK & BEACH SUPPLY CO., Suite 523, 205 East 42d Street, New York City.

MAKERS OF MECHANICAL SHOOTING GALLERIES
W.F. MANGELS CO. CONEY ISLAND, N.Y.

CATERPILLAR TUNNELS
Merry-Go-Round Tops, Ferris Wheel Seat Covers. Save 40%
ANDERSON TENT & AWNING CO., Belmont, Mass. 35 Concord Avenue.

Auto-SKOOTER-Water SHOWMEN
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.



LUSSE BROS., INC., 2389 North Fairhill, Philadelphia, Pa. U. S. A.
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

RIDE OPERATORS
BIG TEXAS CENTENNIAL SEASON GALVESTON BEACH
Rides and Concessioners Wanted. Good Locations.
ROY HARM, Manager, Mountain Speedway, Galveston, Texas.

LAKE WINNEPESAUKAH AMUSEMENT PARK
ENTERING TWELFTH SUCCESSFUL SEASON MAY 10-SEPTEMBER 14, 1936.
WANT Ferris Wheel, Merry-Go-Round, Loop-or-Plane, Water Skooters, Miniature Railway and Kiddie Rides, clean Shows and Concessions on percentage. Only high type Concessionaires and Equipment considered. Have good spot for Beer Garden, Open-Air Dance and Wrestling for some like Promoters. WANT clean Free Acts. Weekly engagements. Have drawing population of 200,000. Need PROMOTIONAL and PUBLICITY Manager.
M. H. DIXON, Chattanooga, Tenn. (P. O., Rossville, Ga.)

THE New 1936 DODGEM BOAT Ride!

A real boat—scientifically designed, ALL-WOOD construction. Capsize-proof, safe and simple to operate at very little expense. Low installation cost. No building necessary. Any body of water, an inexpensive landing, booms and the DODGEM Boats are all you need. These WOODEN boats give years of service and repair costs are reduced to a minimum.

1936 DODGEM Cycle RIDE

Here's a new ride for your present locations. A few inexpensive alterations provide the necessary track. The DODGEM CYCLE looks and handles like a real motorcycle.

I'M THE NEW SALES MANAGER—WRITE ME FOR COMPLETE DETAILS.
Cy Bond

Plenty of real thrills with positive safety.



DODGEM CORP.
706 BAY STATE BLDG., LAWRENCE, MASS.

S. D. OPENING IS COLORFUL

Expo Launched On '36 Schedule

All attractions ready on Fun Zone—showers hold initial gate to 24,424

SAN DIEGO, Feb. 15.—With flourish of trumpets, martial music of bands, numerous colorful pageants and brilliant gathering of officials and guests of honor, including Governor Merriam, California; Josephus Daniels, U. S. ambassador to Mexico and personal representative of President Roosevelt; Francisco Castillo Najera, Mexican ambassador to Washington, and Governor Magana, Baja California, Mex., President Frank G. Belcher declared the 1936 California Pacific International Exposition officially open on Wednesday.

Ambassador Daniels brought greetings from President Roosevelt and officiated at dedication of reopening of the Federal Building. Governor Merriam dedicated the California Building. Showers forced holding of ceremonies in the House of Hospitality, but, despite weather, opening-day attendance was given as 24,424.

From the White House President Roosevelt pressed a gold key which threw the master switch at the exposition as lights went on. Mrs. Harry Houdini and Caryl Fleming, president of Pacific Coast Association of Magicians, dedicated Temple of Mystery on the Fun Zone. Manager of Concessions J. Ed Brown announced that all attractions had been ready for the opening.

New Lighting Featured

Practically a new exposition has arisen in a few months, there being hardly a vestige of the 1935 fair. Many changes have been possible because of natural features of Balboa Park, rolling hills, deep canyons, acres of greensward and lush verdure. New exhibits are in the buildings and landscaping has added thousands of new flowers and shrubs.

Plaza of America has been changed from a formal garden into a semi-tropical spot. At south end of this is Rainbow Fountain, one of the largest ever constructed and so designed that it will cast a perfect rainbow when the sun is shining. At night its sprays are lighted from beneath, with rainbow effect. New mobile lighting system is outstanding. Slowly-changing Maxfield Parrish tints transform the 600-acre grounds at night by use of 4,000,000 watts of candlepower per hour. From top of California Tower a 125-mile revolving beacon flashes. Another feature is Vale of Fireflies in Alcaza Gardens and Palm Canyon.

In new Palace of Transportation scores of relics from the Ford Museum, Dear-

(See S. D. OPENING on page 44)

Two Succeed Craig in Ohio

DOVER, O., Feb. 15.—Completing plans to separate positions of secretary and superintendent, Tuscarawas County Fair directors named Herman Wolf grounds superintendent and Tom Taylor, Strassburg, member of the band, secretary, succeeding J. D. Craig, who held the combined positions several years and will relinquish the post on April 1.

Oregon Convention Bigger

PORTLAND, Ore., Feb. 15.—Oregon County and District Fairs Association, in the best attended annual meeting in years and showing unusual optimism, in the Imperial Hotel here on February 7 and 8, re-elected Herman H. Chindgren president; T. J. Kruder, vice-president; Mabel E. Chadwick, secretary-treasurer, and agreed upon dates for 16 fairs in 1936.

COLUMBUS, O.—Thomas J. Ryan, 24, Ohio State University graduate and Columbus druggist, will succeed George E. Gates, Massillon, as secretary of Ohio State Racing Commission. Chairman Richard A. Forester, announced.



ERNEST H. SPARRELL, Norwell, Mass., president of Marshfield Fair, named to head Massachusetts Agricultural Fairs Association at the January annual meeting in Greenfield. He is a member of Massachusetts House of Representatives, member of committee on rules and chairman of committee on highways and motor vehicles. Representative Sparrell has headed MAF A legislative committee many years.

Boyd Heads Circuit in Pa.

BUTLER, Pa., Feb. 15.—Coal, Oil and Iron Circuit in the Nixon Hotel here on Wednesday elected W. A. Boyd, Stoneboro, president; Roy Bowser, Ford City, vice-president, and George A. Mitchell, Butler, secretary-treasurer. Nearly all dates in the circuit were set. Attending were Walter and Roy Bowser, Ford City; A. C. Shoaf, New Castle; R. E. Keck, Clarion; William McIntire, Mr. Boyd, C. A. Snyder, Stoneboro; Secretary Mitchell; Frank Cervone, Pittsburgh representative of George A. Hamid, Inc. and Tony Vitale, Ohio Display Fireworks Company. Dayton and Mercer sent no delegates.

Arkansas Centen Progresses

LITTLE ROCK, Ark., Feb. 15.—With committees organized in 12 additional counties this week by Centennial Director A. R. Rogers, Arkansas Centennial organizations have now been set up in 53 counties. Funds are accumulating at headquarters here, with expectations that the Legislature will vote an appropriation to meet an equal government fund to insure financial backing of the event.

Answer to Problems of Booking Defined as Better Co-Operation

The public now looks for truth in attractions advertising, said President Parker D. Sanders, Redwood County Fair, Redwood Falls, in a talk on "Better Co-Operation Between the Buyer and the Seller of Free Acts" at the January convention of Minnesota Federation of County Fairs in St. Paul. His address follows:

I would like to make my position very clear in the discussion which is to follow relative to booking agencies, for I do hold a very sympathetic attitude toward them, knowing of some of the trials and tribulations with which they are confronted in placing an act on your fairgrounds. It is with a spirit of mutual helpfulness that this talk is given, which I hope will benefit both fair associations and those engaged in the business of selling attractions.

One of the annual problems confronting those engaged in the operation of a county fair is the selection of attractions or so-called free acts. Of course, the term free acts is a grave misnomer, which provokes a hearty laugh from those who sign the contracts, which

Gasparilla '26 Mark Topped By Gates of 83,519 in Tampa

Break in weather brings record crowds for festive day at Florida Fair—Young Revue heads smoothest running grand-stand show ever presented at Southern annual

TAMPA, Feb. 15.—Gasparilla Day on Monday started the second week of Florida Fair, February 4-15, with a bang, when the greatest crowd in history of Gasparilla Carnival turned out for the 28th invasion of the "pirates," and the fair reaped attendance of 83,519, breaking the record of 82,239 established for this day in 1926 during the Florida boom. Sunshine smiled on Jose Gasparilla and his carefree krewe as they sailed up Hillsboro River. At conclusion of the program the buccaneers and their ladies mingled with spectators, and exhibit buildings and midway were thronged for remainder of the day.

Events of the day were broadcast over NBC on the National Farm and Home hour, under direction of William E. Drips, director of agriculture for NBC. Russell Kay, secretary of Florida Fair Association, gave a vivid description of the water carnival and parade from his perch on top of the radio studios of Station WFLA, and from the fairgrounds Mr. Drips and George Gunn, local announcer, described interesting exhibits and bits of the fair. On the following night the Gasparilla Krewe crowned a new king and queen at the coronation ball, most brilliant social event of the season. Music was by Jimmy Joy's Orchestra and entertainment by Sally Rand and her special unit.

Fine weather continued thru Tuesday, with attendance of 22,283. This was another Live-Stock Day, as rain canceled events arranged for Live-Stock Day during first week. Good crowds attended afternoon and night grand-stand shows. Wednesday was Cuba Day, special ceremonies honoring visiting delegation of officials, drawing attendance of 24,812. Lucky Teter and his dare-devil drivers attracted a large afternoon grand-stand crowd, but chilly winds made the night

(See GASPARILLA '26 on page 44)

Dr. Waters in Los Angeles As Consultant on Exposition

TORONTO, Feb. 15.—Dr. H. W. Waters, who was 12 years general manager of Canadian National Exhibition here, left on Monday for Los Angeles, having accepted the post of consultant to directors of Pacific Exposition, scheduled there in 1939.

Dr. Waters formerly was consultant at British Empire Exhibition, Wembley, Eng., where he was in charge of the Canadian section. One of his first tasks, it is said, will be selection of a waterfront site, as he is to study transportation facilities and possibilities for aquatic sports.

Vancouver, With Surplus, Plans Extensive Changes

VANCOUVER, B. C., Feb. 15.—A plan for improvement of grounds, submitted to Mayor G. C. McGeer, President Walter Leek told Vancouver Exhibition Association directors at the annual meeting, provides for enlargement of the race track to six furlongs, building of more live-stock accommodations, release of areas for use as lawns, transfer of general office to another location and use of the first nine holes on the golf course for new buildings and parking.

The association plans to operate as a separate unit in the 1936 Golden Jubilee celebration of the city. A sinking fund installment of \$18,157 to the city and \$5,000 on overdue payments have been met, reported Willie Dalton, treasurer. The association finished the year with \$10,471 surplus, having made a profit of \$32,985 on the summer fair.

Mr. Leek praised work of the staff in reviewing the disastrous storm of January, 1935.

Dolling Up at Grand Forks

GRAND FORKS, N. D., Feb. 15.—Rearrangement of midway, repairing and painting buildings, landscaping and permanent water and sewerage systems are WPA projects for North Dakota State Fair plant here, reports Manager D. F. McGowan. Afternoon program will comprise four days' harness racing, free acts, one day of auto racing and Thrill Day, latter contract going to C. W. Hinck for auto, motorcycle and airplane stunts. Night grand-stand show has not been announced. Larger premiums will be offered in numerous exhibits.

REPORTING business good to date, Gladys M. Williams advises that Williams & Lee will furnish the grand-stand show at Jones County Fair, Murdo, S. D., which is taking more acts than usual, and also a revue and acts at Sac County Fair, Sac City, Ia.

In signing an attraction contract, the (See ANSWER TO on page 44)

Little America For Dallas Expo

Byrd will have attraction on Midway—General Motors and 10 railroads in

DALLAS, Feb. 15.—Booking of Little America, exact reproduction of Admiral Richard E. Byrd's antarctic camp, construction to cost \$50,000, on the midway of Texas Centennial Exposition to be held here, opening on June 6, was announced last week by Harold Byrd, Dallas oil man and cousin of the admiral.

Admiral Byrd, here yesterday to lecture, broke ground for his show, raising the flag that flew over the polar site. Attraction will have instruments and other equipment from the expedition, which will be shipped from Boston, where they are stored. Byrd may open the exhibit in June and will be here from time to time during the exposition.

All Nations Section

Streets of All Nations, a concession representing \$250,000, will present a world tour in miniature. It will be a triangular community of 320 small shows and foreign handcraft shops, built around an enormous Mexican restaurant, from patio of which patrons will be entertained by stage and musical shows. Construction will start next week. Entire 60,000 square feet will be concreted.

General Motors has leased the auditorium and will remodel this 4,600-capacity hall. Lower floor will have music-hall atmosphere, and the stage, one of the biggest in the Southwest, will be used for stage shows and other entertainment sponsored by the company. Name bands, stage, screen and radio stars, vaude headliners and other high-spot attractions will be booked. Plans are to air cool the building. Exterior will be resurfaced to conform with expo architecture and treated to reflect colors from a battery of floods.

Auto Leaders Booked

With 10 railroads booking space in the Travel and Transportation Building, there are now four more rail lines to exhibit than a Century of Progress had. About \$400,000 is involved in participation of the 10 railroads. Lines, which will be represented by animated exhibits, include Texas & Pacific, Missouri Pacific, Santa Fe, Missouri, Kansas & Texas; Burlington Southern Pacific, Cotton Belt, Rock Island, Gulf Coast and National Railways of Mexico. American Railway Express and Pullman Company have indicated they will exhibit.

Paul M. Massmann, director of exhibits and concessions, probably will shortly announce participation of Chrysler Motors, as he left for a Detroit conference last Saturday. Signing of this, and with Ford and General Motors already in, will mean that leaders in the automotive industry will be lined up for the first time in the history of world's fairs' first seasons.

Third Trade Show in Elgin

ELGIN, Ill., Feb. 15.—Elgin will hold its third annual trade and industrial show week of May 11 under direction of Elgin Chamber of Commerce, announced H. G. Lawrence, association secretary. Retail establishments and industrial firms will be invited to participate in the exhibit in Masonic Temple Auditorium. Last year there were 60 exhibitors, and the displays were seen by about 25,000 persons.

Acts, Midway for Fessenden

FESSENDEN, N. D., Feb. 15.—Lew Rosenthal acts and Hennies Bros' Shows will be at Wells County Free Fair here, said Secretary Edward W. Vancura. Opener will be Children's Day and all kids will be admitted free to the grand stand. A nickel will be prevailing price on the grounds that day. Dick Engbrecht will be in charge of concessions, with Mary Parsons as assistant secretary. There will be four days' running races.

THE RACCS, imported act, have been booked by George Hamid for the Spring Mill (Pa.) Fire Department's celebration next July. Event pulled big last year.

Julius on the Job

TAMPA, Fla., Feb. 15.—Probably the long-distance record for booking a free act for a fair was made here. Julius Cahn, "The Count of Luxemburg," secretary of Kewanee County (Wis.) Fair, during his annual visit to Florida Fair, booked Merrill Brothers and Sister, playing the Tampa Fair for their eighth time, for an engagement at the 1938 fair in Luxemburg, Wis.

Plans Furthered for State Grange Structure for ESE

SPRINGFIELD, Mass., Feb. 15.—Proposals of Massachusetts State Grange to erect a Grange building on grounds of Eastern States Exposition here were presented at the annual meeting of the exposition and a special committee of trustees, comprising J. L. Brooks, chairman, ex-officio; Charles A. Nash, chairman; James G. Watson, Horace A. Noble, George E. Williamson and Robert J. Cleeland, was named to meet with Grange officials in furtherance of the plan.

It is proposed by the State Grange, providing details of location, type and kind of structure can be worked out satisfactorily, to erect a structure conforming in general style and type with other exposition buildings that will serve for exhibition purposes and also as a meeting place for Grange members and a focal point for Grange activities.

Proposal is in conformity with a resolution presented at the State Grange meeting in Boston in December, confirmed by unanimous vote of 1,500 delegates and referred to the executive committee, co-operating with the Grange home and community welfare division, with power.



LORAIN, O.—Negotiations are under way to convert Port Mills airport into a race track. If the deal goes thru the first meet will open about August 1, it is said.

SPRINGFIELD, Mass. — A successful year with net profit, after interest and depreciation charges, of \$7,312.67 was reported by Treasurer G. E. Williams at annual meeting of Eastern States Exposition. Fixed assets, including land, buildings and equipment, are \$1,295,122.35; current assets, \$92,797.05, of which \$91,357.89 is cash and \$1,439.16 accounts and accrued interest receivable, and other assets of \$23,262.09. Liabilities include first mortgage bonds, \$355,760; debentures, \$649,476; plant funds donated for and invested in Storowton Village, \$301,051.22; current liabilities, \$6,088.10; deferred income, \$1,335, and surplus of \$97,572.17.

WOOSTER, O.—Plans for construction of a new grand stand on Wayne County Fair grounds are being drawn by the county engineer, with expectation that some WPA work will be granted in connection with the improvement. The job would include covering a run in front of the stand, a foundation for the old structure when it is relocated and laying a floor in the merchants' exposition building.

DONALDSONVILLE, La.—South Louisiana State Fair directors, for the 1936 fair, 24th annual, agreed upon a Horse Show, beauty contest and inter-high-school football games on each of the eight days. Saturday will be for Negroes, officials said, because of "their growing interest in exhibits of farm and home." Negro interest has resulted in necessity for allotment of a large exhibit building.

SEGUIN, Tex. — Guadalupe County Fair Association. Max Starcke, president, has leased its plant to J. A. Stutts, San Antonio. It is understood the lease is for \$3,000 a year and contract calls for extensive improvement of buildings and track. Mr. Stutts is a member of the new Texas Racing Association.

POMONA, Calif.—Construction is progressing for the 17-day 1936 Los Angeles County Fair, including larger race track, new storehouse and cafeteria building, new live-stock barns and new poultry

and machinery exhibit buildings. The fair this year will have Grand Circuit harness races. Southern California will participate in a commemorative pageant parade.

MURFREESBORO, Tenn.—A. T. Gilly, T. J. and Ed Elam and W. N. Lowe, new owners of Rutherford County Fair, are planning for this year's event.

PARIS—Promoters of Paris International Exposition of 1937 have received 1,318 applications for commercial concessions. Among them are 270 requests for cafes and restaurants, 125 for bars and lunchrooms and 250 for other food and refreshment booths. These do not include any of the demands made to holders of the amusement park concessions of the fair.

N. Y. Dog Show Goes Way Over Top Again

NEW YORK, Feb. 15.—Sixtieth renewal of Westminster Kennel Club Dog Show, held in Madison Square Garden February 10-12, came off with a record entry list of 2,920 canines and more attendance than in '35, which had broken the gate of the year previous. Exposition hall in the basement was more crowded with concessions than ever before, and sales, as well as prospects, were clearly indicative of a revival of interest in all other special event shows, a fact which was in the offing following the record-smashing National Auto Show.

A feature of this year's show were Jorgan M. Christiansen's sextet of Great Danes, a new act, furnished by George A. Hamid, Inc., which were presented in the show arena and were the subject of interest and applause thruout the three-day run. Christiansen was fitted out in a maroon full-dress suit and his graceful, husky charges simulated Liberty horses' routines which drew on the able training capacities of their owner and master, who spent last season with Cole Bros.' Circus. Danes are ornamented with white pom poms hooked to belly belts, making a captivating appearance. Six green pedestals are brought into use between formations. Turn has unlimited comedy and dog-fan value.

Eastern States Exposition, Springfield, brought in a number of its officials, as usual. Among them were Charlie Nash, general manager; Milton Danziger, assistant, who edits the dog department for *The Springfield Republican*; Macy Willets, trustee; Dwight W. Ellis, trustee and delegate to Westminster Kennel Club; Dr. C. F. Lynch, hospital superintendent, who had several entries; Dr. Joseph E. Redden, secretary ESE's dog show committee; Fred A. Bearse and Guy E. Moran, members of committee, and others. Danziger was re-elected president of Dog Writers' Association for his second term, organization having been formed at last year's show.

AFTER their 1935 season of fairs, Silver Thomas and Marie Dumont, of Silver State Vaudeville Show, advise, they started on winter dates, now playing with Don Chemas' 11-piece orchestra in Elder's Night Club, Corpus Christi, Tex.

MANSFIELD, La.—De Soto Parish Fair Association elected: President, W. G. Ricks; vice presidents, Spencer Phillips, A. E. Robinson; treasurer, J. W. Du Bois Jr.; secretary, J. V. Reel.

Fair Elections

DONALDSONVILLE, La.—South Louisiana State Fair directors re-elected L. A. Borne, president; Solon Farnbacher, G. J. Antin, C. J. Tassin, vice-presidents; E. C. Hanson, treasurer; R. S. Vickers, secretary-manager.

GRAND FORKS, N. D.—Grand Forks Fair Association, for North Dakota State Fair, elected Ralph Lynch, president; Oscar Lunseth, vice-president; T. B. Wells, secretary; D. F. McGowan, manager; J. C. Sherlock, H. H. Wilson, William E. Page, Theo H. Wells, John Hesketh, David G. Kelly, Don E. Whitman, Ralph Lynch, C. E. Garvin, Colburn Hvidston, William Torgeson, T. P. McEroy, G. M. Bray, Oscar Lunseth, H. G. Thoms, directors.

SPRINGFIELD, Mass. — Joshua L. Brooks was re-elected president of Eastern States Exposition here; vice-presidents, Harry G. Fisk, Wilson H. Lee, Mrs. James J. Storrow, W. I. Cummings, E. Kent Hubbard; treasurer, George E. Williamson; assistant, Robert W. Mitchell; secretary and general manager, Charles A. Nash; executive committee, Mr. Brooks, chairman; Harry S. Baldwin, Daniel E. Burbank, Robert J. Cleeland, Mr. Fisk, Frank D. Fuller, Leo L. Ley, Mr. Mitchell, Horace A. Moses, Walter H. Pierce, John C. Robinson, Clarence J. Schoo, Charles T. Shean, Mrs. Storrow, Albert C. White Jr., Mr. Williamson. Mr. Nash made these appointments: Assistant general manager, Milton Danziger; director of publicity, J. H. Fifield; superintendent of grounds, E. J. Roberts.

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WANTED

Rides and Concessions for Big Two-Day Celebration, July 4-5.

SWIFT COUNTY FAIR ASSOCIATION,
J. G. ANDERSON, Secy., Appleton, Minn.

WANTED CARNIVAL, Firemen's Week, Second Week June, Concessions, all types; Side Shows, Free Acts, **MILTONIAN FIRE CO., Milton, Pa.**



FAIRS

WE CAN GIVE YOU FREE ATTRACTIONS THAT WILL DRAW MORE PATRONS THAN ANY YOU HAVE EVER HAD—AND AT A PRICE YOU CAN AFFORD.

B. WARD BEAM
Suite 703, 1584 Broadway, New York City

CNE Building Space Taken

TORONTO, Feb. 15. — Canadian National Exhibition management said the Ontario Building will not be used by the provincial government this year, but will continue to be known as the National Building. Abandonment by the government is in accordance with Premier Henry's economy policy. Built in 1926 by the Conservative government, the building has not been occupied by the government since the Liberals came into power. Canadian Industries, Ltd., has negotiated for more space in the building in 1936, and General Manager Elwood A. Hughes, of the CNE, said more attractive exhibits than last year will be housed in it.

S. D. OPENING

(Continued from page 42)

born, Mich., form a centerpiece for displays depicting the march of transportation. Exhibits are by railroads, airlines, steamship companies and the automobile industry. Mexican Government has a priceless collection of replicas of famous sculptural efforts of ancient civilizations of that country in the Palace of Science.

Kids' Spot Innovation

Federal Housing Administration's exhibit in the Palace of Better Housing, with Modeltown buildings shown in miniature, has 12 "talking and singing towers." Palace of Fine Arts has representative paintings, sculpture, period furniture, rare laces and other examples of decorative art, dating from the Oriental of more than 1,000 years ago to the moderns. Standard Oil Company again features its original exhibit, an illumination Show depicting scenes in national parks.

General Exhibits Building is filled with new displays, covering a wide field of industries. Hall of Medical Science has exhibits sponsored by American Medical Association, California Medical Association and other medical organizations. Palace of International Art has displays of Oriental perfumes, rugs and jewelry. Palace of Foods and Beverages is new, with scores of novel exhibits depicting progress in this field.

On the site formerly occupied by Casa de Tempo is Enchanted Land, huge playground for kiddies, with miniature railway, rides, slides, swings and features designed for youngsters. This, installed under direction of Wayne W. Dallard, assistant managing director of the exposition, is on lines called new in the amusement world. Spanish Village has been remodeled thruout. Here is situated Casa de Cuba, modernistic cafe and cocktail lounge, and Television Theater.

Beauty in Fun Zone

New type amusement zone, with buildings around a wide central plaza with lawns and flower gardens, merges beauty with the carnival spirit. Huge sun arcs on concrete pedestals shoot beams of light skyward at night.

Among attractions are: Zoro Gardens Nudist Colony; John Hix's "Strange As It Seems," theater and museum; three Fanchon & Marco shows; Hollywood Secrets, inside tricks of making sound films; Dance Follies, extravaganza, with chorus; Micky Mouse Circus, starring Singer's Midgets; Days of '49 Stockade; Front Page exhibit of 400 newspaper photos and sensational events since 1910; Professor May's Robot; Puppet show; Temple of Mystery, featuring Francisco and company, in magic and illusions; Boulder Dam, Funhouse and Old Globe Theater. North of the Fun Zone is the new athletic field and stadium for sports events. Riding devices include O. N. Crafts' Big Eli Wheel, Merry Mixup, Lindy Loop, Whoopie and Merry-Go-Round; Major Tony Trempp's Swooper Sky Ride and Lowndes & McMahon's Loop-o-Plane.

ANSWER TO

(Continued from page 42)

buyer is, by all odds, at the mercy of the seller, whether it be a booking agency or direct with the performer. Reading over the standard contract, you will find that all the buyer has to do is to pay the stipulated contract price. However, experience has shown that in addition, in other words, reading between the lines

WANTED

Acts For Fairs

Send Photos or Cuts, Lowest Salary and Full Particulars in First Letter. Address

HARRY L. WEBB,

501 Keith's Theatre Bldg., Philadelphia, Pa.

of the contract, we find we are to furnish almost everything that an act requires upon arrival, whether it be an ocean of water for a seal act, or a complete carpenter and electrical crew for the exclusive use of the revue attractions. Just have any fair secretary recount the so-called necessities, which are not in the contract, but without which the act would not go on for the performance and for which the booking agency has made no provision.

It is the exception, and not the rule, when a performance is put on your fair grounds with the same acts which you purchased several months previous. Over a period of several years, our experience at Redwood Falls discloses the fact that substitution of acts purchased runs as high as 40 per cent. In other words, when we have taken the time of the members of our committee in selecting, say, five groups of acts, we might as well have selected only three groups, as there were substitutions of the two groups. This usually involves taking the acts as suggested by the agency or paying an extra premium for other acts or spending additional time in procuring acts usually about two weeks or less prior to your fair. There is no question but that booking agencies have some irresponsible parties and difficult situations with the performers.

Responsibility of Acts

Minnesota Federation of County Fairs has a so-called grievance committee which would perhaps be better named a board of arbitration, which deals with unfavorable relationships between fair associations and booking agencies or parties involved. Penalties are invoked on agencies, when the evidence produced shows their breach of contract. Likewise, the interests of agencies are well protected by the committee.

The present setup takes care of only one part of the difficulties encountered. Namely, when the booking agency is at fault. I would suggest the same token be applied to the performers. That is, that an act which violates a legitimate contract with an agency, causing non-appearance or misrepresentation at a fair, be held under the same plan of penalty as the agency. Why should an act which deliberately causes your association inconvenience and embarrassment go scot-free while we, at the present time, endeavor to penalize the booking agency?

I repeat, let the act share the same responsibility to the fair association as we now require of the booking agency. We would have far fewer jumping of contracts and other violations by acts if they knew they were to be penalized by the committee for violations. I hope this convention will not adjourn without making such a plan effective for the 1938 season.

They Count 'Em Now

Several seasons ago our attraction committee booked a seal act, having been shown attractive posters and advertising material, containing, I believe, five seals. About two weeks prior to the opening date of the fair we received a letter stating that the agency was unable to put on the seal act, for some reason or other. A meeting with representative of the booking agency relative to a substitute act revealed the fact that the seal act was not so good anyway and that there were only two seals in the act. However, the advertising which we had placed before the public showed five seals. I would suggest heartily to booking agencies that there be more truth in the advertising of their acts.

If the Agricultural Adjustment Administration did not accomplish more than one thing, it did teach the farmers of this nation to count and keep track of their hogs, and they have been counting everything else ever since, including the number of seals on fair advertising material and the number of chorus girls in line for the spectacular revue. If the booking agencies will take a suggestion and polish up on their counting system, whether it be on their fingers or otherwise, they may be as proficient as are the farmers.

I do hope a closer relationship, one that will inspire greater confidence and respect, can be made between the fair associations and those engaged in the booking and operation of attractions. The agencies cannot survive without the fairs, and the fairs would suffer greatly without the agencies. This closer relationship can be accomplished only by a very simple business procedure which involves for its foundation the basis of fair, equitable and honest dealing with each other. When this point has been

reached, it will be most gratifying to us all.

FRISCO'S EXPO

(Continued from page 42)

another year, but the delay was caused by circumstances beyond our control," Mr. Cutler said. "Various delays, dating back more than a year to the protracted controversy over the fair site, have made it advisable, in our opinion, to chose 1939. During the past weeks it has become apparent that to open in 1938 we would be compelled to sacrifice careful planning and promotion. Rather than attempt to rush this great project thru at the cost of its ultimate beauty and success, we prefer to wait another year, confident that the people of California will indorse the wisdom of our decision."

Most important problem is the fair budget, to be set up shortly, thereby making clear just how extensive the 1939 exposition will be. The budget will also indicate exactly how much money must be raised locally. Directors of the exposition company several weeks ago pledged themselves to raise \$7,500,000. Added to federal money for reclaiming the shoals, it should be enough to finance quite a show.

GASPARILLA '26

(Continued from page 42)

crowd disappointing. Newsboys were guests of the fair and Royal American Shows at night.

Grand-stand show, headed by Ernie Young's Revue, was the most smoothly presented show that has ever played Florida Fair. Two shows a day were given, but in the afternoon only hip-podrome and vaudeville acts were presented. At night the revue was combined with other acts in the colorful *A Trip Around the World*. The large stage was arranged with modernistic setting. Elaborate footlights, colored spots and a special lighting system arranged in squares of plate glass set at intervals in the floor of the stage served to enhance beauty of the scenes.

Four preliminary acts were introduced by Don Tranger, genial emcee, before the "trip" was begun. These included George (Buck) Buchanan, lightning sign artist; Suicide Ted Elder, trick rider, who thrilled crowds by jumping two horses at the same time over a burning automobile; Sylvia and her trained dogs, and Micky McGuire, trained chimpanzee. Spectators were first taken to Cuba, where the Ernie Young Revue, in appropriate costumes, staged a Cuban rumba. In Scotland Merrill Brothers and Sister presented acrobatics, and in England a blues singer warbled American jazz. The girls then appeared out of darkest Africa in jungle costumes, doing an effective Voodoo dance. In Russia the Loyal Repensky Family, one of the features of the program, gave a fine exhibition of trick and fancy bare-back riding. Maximo, wire artist, was the popular Spanish number, and Frederico Canistrella balanced on a ladder in Roumania. Swiss number appeared most popular of the show when the revue girls, in short-skirted costumes, with bells around ankles, gave an effective demonstration of Swiss bell ringing. In Switzerland the audience sat breathless while the Blondin-Rellen Troupe performed on the high wire. For the trip to France girls appeared in Pierot and Pierette costumes, with gay-colored balloons floating above them as they danced. In Japan the Uyeno Japs, acrobats, were popular, and in Italy Zaccchini was fired out of a cannon. With the audience safely "back home," elaborate fireworks concluded the program.

Gathering of Visitors

Royal American Shows on the midway were arranged in a perfect oval, with beautiful neon signs, four powerful searchlights sweeping the midway at regular intervals and shows and stands attractively arranged. New show to Tampa was Raynell and her Gang, which proved very popular. Midway did nice business in good weather, but many rainy days cut down receipts.

Many fair officials and show people have been visitors, including D. D. Witcover, Paul V. Moore, South Carolina State Fair, Columbia; Frank H. Kingman, Brockton (Mass.) Fair; Charles Green, Missouri State Fair, Sedalia; Mr. and Mrs. J. P. Fielder, Spartanburg (S. C.) Fair; Ralph Amon, Wisconsin State Fair, Milwaukee; Senator and Mrs. Frank D. Fuller, Midsouth Fair, Memphis; Charles A. Nash, Eastern States Exposition, Springfield, Mass.; Phil C. Travis, Tennessee State Fair, Nashville;

Julius Cahn, Kewaunee County Fair, Luxemburg, Wis.; Elwood A. Hughes, Canadian National Exposition, Toronto; Lee Warner, Mr. and Mrs. Raymond Lee, Minnesota State Fair, St. Paul; Mike Benton, John Armour, Southeastern Fair, Atlanta; Al Kerr, Brandon (Man.) Exhibition; Ralph A. Hankinson, Hankinson Speedways and Altamont (N. Y.) Fair; Maurice W. Jenks, Kansas Free Fair, Topeka; Mr. and Mrs. S. C. Burton, Regina, Sask.; Halbert Bayler, York (Pa.) Fair; William N. Reynolds, L. D. Long, Winston-Salem (N. C.) Fair; Jack B. Guthrie, Florida Orange Festival, Winter Haven; C. T. Bickford, Central Florida Exposition, Orlando; Henry Hough, Strawberry Festival, Plant City, Fla.; William Goin, Pinellas (Fla.) County Fair, Largo; George Cook, United States Department of Agriculture; J. Alex Sloan, Chicago; Max Linderman, World of Mirth Shows; Mr. and Mrs. Rubin Gruber and daughter, Edith, and P. Z. Hoffman, Rubin & Cherry Exposition; Guy Dodson, Dodson's World's Fair Shows; Hugh D. Faust, West Tennessee Fair, Knoxville; Mr. and Mrs. Barney Gerety, Beckmann & Gerety Shows, and Ernie Young, of Ernie Young Productions, who staged the main feature of the grand-stand show. J. W. (Patty) Conklin, president of the Showman's League of America, advised a representative of *The Billboard* that he was making an official visit and described Florida Fair in one word, "marvelous."

LONG ISLAND

(Continued from page 40)

much of his local property is in tax arrears. . . . Abe Klein, Billy Beck and Carlos Corning put their respective signatures on one postal card to let Billyboy know that Miami's clime is suitable to them. . . . Doc Hirschberg heading back from the Coast, we hear. . . . Tho it doesn't seem like there'll be burlesque again this year, it wouldn't be entirely surprising if there would be stage stuff of a similar order. . . . Mickey Rosner's heart trouble is now okeh and he's looking swell.

RECREATIONAL

(Continued from page 41)

it all in its everyday life, but we, as a nation, are only beginning to arrive.

Showmanship Demanded

One of the best papers of our last convention was by a representative of the Marshall Field emporium. He unequivocally acknowledged his and their debt to showmanship. We have a successful park manager and a good showman who classifies himself as only an amusement park executive. He takes the slant of an undertaker on a returning boat from Europe. He was pleasant and agreeable to all of us and was always ready to do favors when an opportunity offered. None could guess his profession. Toward the close of the voyage each at his table told his profession, but not our friend. He thought he covered it up by saying that he followed the medical profession.

We shall require more showmanship than ever, not less. Without showmanship the New York show will be only a glorified fair. With showmanship it will be the world's best. Already more foreign countries have pledged support and exhibits than were at Chicago's last exposition.

J. N. Mackenzie and John Wendler, of the Allan Herschell Company, are the latest to declare themselves on a three-day exhibit, with the exhibit room open from 10 a.m. to 11 p.m.

Coney's Changing Scene

"We believe that a trial would convince the park men that keeping the hall open full time on these three days will not interfere with attendance at their group conferences on park problems. Those park men who are not interested in a particular subject will stay away from these discussion meetings whether the hall is opened or closed," they say.

This subject will surely have an inning at the meeting of the executive committee and chairmen of standing committees of AREA in the Manger Hotel, Boston, on February 28 in the afternoon, just after the New England park men close their annual meeting in the same hotel.

Surf avenue, Coney Island, N. Y., is to have some more rides. At least two more will be seen on this thorofare this coming season. One displaces stands and stores, while another is to banish a picture place which had become, we thought, a fixture. Time takes its toll along this famed amusement street.



By CLAUDE R. ELLIS
(Cincinnati Office)

COLISEUM in Chicago was packed Sunday night, February 9, to see the finish of Col. Leo Seitzer's transcontinental roller derby. Winners were Joe Kleats and Esther Runne. Time of the race was 46 days and distance covered was 4,099 miles. In second place at the finish, just a mile behind the winners, were John Rossasco and Gene Vizona. Jack Israel and Ivy King were third; Wes Aronson and Libby Hoover, fourth; Ed Stampley and Clara Scholl, fifth. Then, in order named, were Jack Cummings and Hilda Petrosky, Billy Lyons and Katherine Carney and "Ma" Bogash and her son, Bill. Joe Laurey was forced to withdraw because of injury several days before close of the derby.

LEXINGTON RINK, Pittsburgh, has introduced "amateur nights" that are going over big. Idea is to entertain on roller skates in center of the rink.

A SILVER Skates Tournament has been started in Coliseum Rink, Mansfield, O., to run three weeks. Following weekly eliminations, heat winners will compete for a grand prize, a pair of silver racing skates. Rink holds sessions Wednesday and Friday nights, and special promotions have been on thru the season.

PATRONS of the sister rinks, Winter Garden Rollerway and the Annex, Dorchester, Mass., will enter competitions between these spots, as contests, races and other events will be scheduled. They will be conducted under Manager Fred H. Freeman, Rollerway, and Manager Edward F. Lunny, Annex, and winners in each rink will meet victors in the other rink. The wheel-barrow racing team of Winter Garden has issued a challenge to New England teams.

STUNT roller skating is not without its humorous moments, confides Francis J. Baldwin, Ravenna, O. "The writer used to execute a very clever one-toe spin in a sitting position, known as the sitting toe spin," he advises, "or, at least, it frequently so terminated." Next!

HARRY AVERS FOUR, roller-skating act, headed by Avers, former member of the Whirlwinds, are at the Rex in Paris. Four Macks, American roller skaters, are at the Majestic in Tours. Kit Klein, of the American Olympic team, won the 500 and the 3,000-meter races in the women's world speed championship

matches in Stockholm on February 1. Time for the 500 meters was 53.03 seconds; 3,000 meters, 6 minutes 12 seconds. Harald-Ryle Company, roller skaters, are at the Theater Variete in Frague.

VIC DRAY, East Liverpool, O., won the 1936 tri-State roller-skating speed championship in Winland Auditorium Rink, East Liverpool, on February 9. Race, over a 15-lap course, was closely contested. Dray took the lead from Curley Molan, Minerva, during the 10th lap and then was pressed all the way home by Dick Bouffon, East Liverpool. Eight were in the competition, each having won a heat in preliminaries staged weekly during the last two months. Ruth Hull defeated Dorothy McGrew in a girls' preliminary. Red Rhodes, 1935 champion, who did not participate in this year's event, has challenged Dray.

On Rollers in Europe

By CYRIL BEASTALL

On January 25 the outstanding roller-skating event of the 1935-'36 season, so far as the North of England is concerned, was staged in Majestic Rink, Cheetham Hill, Manchester. This event, a representative roller-hockey match between the North and South of England, was a huge success, and wide interest confirmed that the hockey game well played is a major attraction if well advertised; nearly 2,000 spectators showed their appreciation in no uncertain manner, and admittance charge was exactly double the usual amount asked at this rink.

The Northern team was selected from the Lancashire and District area, and on this occasion the Midlands area was not included as part of the North, as is usual in connection with other sports, when a Northern representative team is being picked. As secretary for the Midlands area, I expect to arrange representative matches shortly for this season.

On this occasion the Northern side was: Calvert (Great Harwood), goalkeeper; J. Newbury (Cheetham Hill), back; Wood (Cheetham Hill), half (captain); Hargreaves (Cheetham Hill) and Buckley (Belle Vue), forwards, while the team from the South was: Corbin (Herne Bay), goalkeeper; Walters (Herne Bay I), back; Stumbke (Alexandra Palace), half; E. Newbury (Alexandra Palace) and Cornford, captain (Whitstable Alberts), forwards. Capt. R. Earl Williams, m. c., officiated as referee in capable style; George Niddrie was goal judge for the North, while I flagged for the South.

Just prior to start of play all lights were extinguished, excepting a spotlight directed upon a fittingly draped picture of our late King George V, and a two-minute silence was announced—a very effective mark of respect.

The match opened in sensational manner, Jack Cornford, of international fame, scoring two great goals for the South in the first three minutes; Buckley and Hargreaves put the North on level terms before half time. In the second period the Southerners had matters very much their own way, Cornford again revealing himself as a master player and scoring twice more before the final whistle, while Bert Newbury brought the issue to 6-2 in favor of the South by putting on two goals in this half, without reply from the North.

Buckley and Jack Newbury, great little Cheetham Hill defense man, were outstanding for the North, while Pete Walters, whose anticipation and distribution of the ball aroused much applause, and Cornford, who stood out as the finest exponent of the game on view, were the pick of the Southerners. Billy Wood, idol of the Cheetham Hill crowd, showed only glimpses of his best form but sufficient to mark him as a force still to be respected.

A supper and entertainment followed the match, and some interesting speeches were heard. Wilfred Kimber (secretary and treasurer NRHA), who had brought the Southern team up; A. Lomax (president Cheetham Hill Club and editor *Manchester Gazette*), Leslie Hargreaves (secretary Cheetham Hill Club), George Niddrie (secretary Lancashire and District League), Capt. "Dick" Williams (old-time player and district organizer) and Jack Cornford (captain of the visiting team) contributing in this respect.

Festivities came to an end at something after 4 a.m. with a hockey game between two scratch teams selected from those present. Such is enthusiasm! Niddrie, Hargreaves, Wood, McFarlane and others who took part in the or-

ganizing of the event are to be complimented upon a 100 per cent job.

Just had a very nice letter from Fred Martin, who tells me that Arena Gardens Rink, Detroit, where he is general manager, is doing some useful business these days. Good luck, Fred.

Rinking Today

By FRED MARTIN

General Manager, Arena Gardens Rink, Detroit

In the February 8 issue of *The Billboard* I noted an excellent story from my old friend, Cecil Milam, Wheeling, W. Va., and thank him for the compliment. I am always happy to welcome rink managers and operators when they visit Detroit. Activities are in full swing here and crowds are very good. We have created in Detroit something which has not been in existence here in many, many years, and that is bringing back the good old days where a skater was not permitted to skate unless properly dressed. This method, in itself, has completely revolutionized the atmosphere in the rinks and we are very glad to see many of our competitors following suit. It is the right way to do business.

Our activities consist of skating every night except Monday, with matinees on Saturday and Sunday. Tuesday nights we feature races at close of the skating session. Wednesdays we have better-skating contests for patrons. Thursday is Waltz Night. One of the features on this night is the one-hour waltz class before regular opening time. That has become so popular that the class now averages around 100 pupils. Friday is Collegiate Night, with games, contests and collegiate musical programs.

Saturday afternoon is Kids' special, one of the most interesting sessions of the week, where from 300 to 500 children participate in the regular complete musical program and in speed contests in four classes, boys and girls under 10 and boys and girls from 10 to 12 years of age. Rivalry has been keen and finalists will be brought together on February 29. Saturday is Personality Night. Skating longer on that night, we feature a 20-minute rest period at 10:40 and dedicate that time to the personal talents of patrons present. Sunday afternoon sees our special Sunshine Matinee, very popular among senior school students. Sunday night a grand prize drawing is featured.

We find that business can be gotten in the rink, providing there is some sort of a program each night. It is far from the old method of operation, where one just opened the doors and let the people come in and skate. Today there must be something original doing every minute to get and keep patrons.

TRIBUTES ARE

(Continued from page 40)

from what we know as the English language. Had he lived in Barnum's day he would have been worth a fortune to that master snowman. His command of multi-syllable adjectives and expressive slang was amazing. The strength and virility of his phraseology would have silenced a mule driver. He said what he thought, and what he said was never ambiguous. Those who knew him well knew that he was a 'square-shooter,' shrewd in a business deal, but scrupulously honest. Altho his appearance and his vocabulary belied the fact, Van Hoven was a man of considerable background. If there was anything from soldiering to preaching that Harry had not tried in his checkered, eventful life, I cannot think what it is. He was a cowboy in the days when cowboys carried six-shooters and had to know how to use them. As a promoter and press

agent, he had made several small fortunes—and spent them, because money slipped thru Harry's fingers like water. When Harry's brother, Frank, the comedian and magician, died a few years ago, something very fine passed out of Harry's life. A curious human phenomenon was Harry Van Hoven, and I, for one, shall miss his vivid and lurid comment on passing events and his rare estimate of persons in the public eye. May the bliss of eternal peace be his."

Louis Azrael in the same newspaper devoted his entire column to a citation of Van Hoven's stunts and gags, calling him "a fascinating, unusual personality, the last in these parts of the ballyhoo men who form a chapter in the lighter side of American history."

Leonard Traube, New York office of *The Billboard*, noted: "Van may have had a lot of heroes in succession, but he was one of mine. I had a deeper affection for him than I could possibly summon up for people who are outwardly even closer to me. Easily the most colorful personality I have ever encountered. It was a treat to let him do all the talking, because he knew how. My idea of what a press agent should be, but more often than not isn't."

N. E. TOPICS

(Continued from page 40)

Healey, supervisor of Massachusetts Bureau of Sunday Entertainments; Bill Cunningham, *Boston Post*; Norman S. Alexander, Woodside Park, Philadelphia; Cy D. Bond, Dodgem Corporation; Clifford McIntyre, *Boston Traveler*; Wallace St. Clair Jones, William B. Berry Company; George A. Hamid, New York; H. P. Schmeck, Philadelphia Toboggan Company; M. B. Summerfield, Franklin Advertising Service; Danny Duggan, Worcester, Mass., and Ray E. Hefner, New England Bank Night Company.

Banquet at Night

On Tuesday registration will be on second floor of the Manger at 10 a.m., buffet luncheon at 12:15 p.m., followed by the program session at 1 o'clock and banquet and entertainment at 7 o'clock. There will be an executive session on Wednesday at 10 a.m., and the convention is scheduled to adjourn not later than 1 p.m., to make way for the meeting of AREA committee chairmen.

Risk Talk Is Set

NEW YORK, Feb. 15.—Returning here after an extended tour concentrated in areas between New York and Washington, D. C., Harry C. Baker, president of the NAAPPB, said arrangements have been completed for a New York and metropolitan delegation to the annual meeting of New England Section of the association in the Manger Hotel on February 25 and 26. Group will leave New York by boat on the Fall River line on the evening of the 24th and included in the party will be Norman S. Alexander, Woodside Park, Philadelphia, chairman, insurance committee, NAAPPB; Richard F. Lusse, Herbert P. Schmeck and R. S. Uzzell, in addition to Mr. Baker, who will have with him representatives from his own firm.

Mr. Alexander will outline the public liability insurance plan, which was approved by the national body at its annual convention in Chicago the past December. John L. Campbell, Baltimore insurance man, has been in New York a few days completing details with the new insurance carrier of the association, especially with respect to engineering and claim facilities now established. Mr. Campbell stopped off in Philly to confer with Mr. Alexander and the former's report to President Baker "is very encouraging and, according to the number of applications received, every park, pool and beach in the country can now avail themselves of the new plan as evolved by the national organization."



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3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

REWOODING
Summer Is Coming. HOT WEATHER DEMANDS MAPLE WHEELS. THEY ARE LIGHT AND EASY TO SKATE ON AND DO NOT FATIGUE THE USER.
2-Piece Hubs and Fibre Wheels Rewooded.
FRANCIS J. BALDWIN,
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\$1.75 — MEN'S NEW WHITE BUCK-SKIN SKATE SHOES, All Sizes.
Special Price on Dopen Loin, WEIL'S CURTAIN SHOP, 20 S. 2nd St., Philadelphia, Pa.

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TRADE MARK REG. U.S. PAT. OFF.
RACING SKATES
USED by the WORLD'S Fastest Racers

No. 886
CHICAGO ROLLER SKATE CO.
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ACA GETS GROUP INS. PLAN

Submitted by an Outstanding Co.

Policies for employees of member shows—include a novel premium payment

CINCINNATI, Feb. 15.—At the annual meeting of the American Carnivals Association in Chicago last December the association voted to authorize its general counsel, Max Cohen, to investigate the possibilities of group life insurance to be issued to the personnel of member shows. In making known to *The Billboard* the name of the company submitting a plan, Mr. Cohen pointed out that it is qualified to do business in the United States and Canada and is one of the outstanding companies in the group insurance field. The name is withheld, however, because of a conference ruling existing between all life insurance companies writing group in-

(See ACA GETS on page 50)

Many Showfolks Attend Funeral for W. K. Klenck

LOS ANGELES, Feb. 15.—Many showfolks attended the funeral for Walter J. Klenck, which was conducted from the Breesee Funeral Home here Friday of last week, with interment in Showmen's Rest, burial plot of the Pacific Coast Showmen's Association in Evergreen Cemetery. The services were in charge of the PCSA, conducted by M. Breesee, with Marjorie Brunton, harpist; Hugh Newsom, organist, and Adrienne McKillip, who sang *My Rosary* and *Going Home*. The burial service of the PCSA was read at the grave by Secretary John Backman. Honorary pallbearers were Hiram Levenson, Ben Martin, Harry Bernard, Louis Korte, Chris Olsen and George Wiler. Active pallbearers, Louis Cecchini, John Le Vagga, Bruce Miller, Charles Mills, Louis Picini and Huff Langston.

Midway Contracts Completed For Chambliss-Hamid Fairs

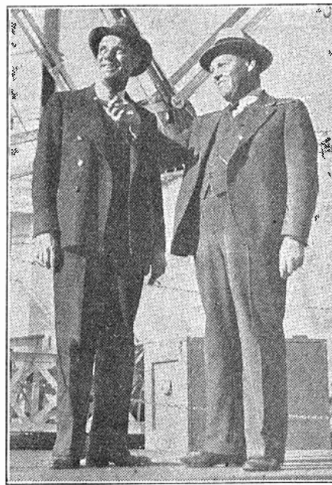
CINCINNATI, Feb. 15.—The North Carolina Fair Operating Company, Inc., of which Norman Y. Chambliss and George A. Hamid are directors, now has all contracts closed for the midway attractions at its string of six fairs in North Carolina. Rubin & Cherry will play Greensboro; World of Mirth, Raleigh and Salisbury; and Cetlin & Wilson, Rocky Mount, Clinton and Williamston.

Col. Maitland Plans A Combined Showing

CINCINNATI, Feb. 15.—A communication from Col. C. A. Maitland, from Harrisonburg, Va., states that he plans launching a circus-carnival organization this year, titled American Circus Exposition, with Dr. J. D. Lovett as secretary-treasurer; Garland Felty, general agent, and Lester Patterson, legal adjuster. Details of the makeup and presentation of the showings will appear in a later issue.

Dick Dykman in Hospital; Would Appreciate Letters

MIAMI, Fla., Feb. 15.—Richard (Dick) Dykman, well-known showman, who has spent about 25 years in the profession, for years general manager Dykman & Joyce Shows and later operating concessions, is a patient at Jackson Memorial Hospital (T. B. Ward, Isolation Pavilion) here. He finds confinement exceedingly lonesome for one who has spent many years in traveling; cigaret smoking and reading about his only diversion, hence he would appreciate receiving cheering-up letters from his showfolk acquaintances.



J. ED BROWN (left), manager shows and concessions at California Pacific International Exposition, San Diego, and Orville N. Crafts, who has most of the riding devices at this year's extended event.

RAS Has Good Finish at Tampa

TAMPA, Fla., Feb. 15.—Royal American Shows' 11-day engagement at the Florida Fair, which began with near freezing temperature and encountered a number of days of unfavorable weather, is winding up in a blaze of glorious sunshine and resultant heavy midway attendance.

The fair's Children's Day, Friday of last week, with many thousands of kiddies and grownups passing thru the turnstiles, was the largest event of its kind in the show's history, according to announcement of Jack Dadswell, press representative for the show. Records were established by the Merry-Go-Round, Eli Wheels, Raynell's Flying High production; Kemp's Lion Drome, featuring Gene La Faunce's fighting lion act; Dick Best's Ten-in-One, Leon Claxton's Brown Skin Vanities and some of the other attractions. On Gasparilla Day there was a multitude of people on the midway.

From here Royal American Shows go to Orlando for the Central Florida Exposition, which starts Tuesday.

BATON ROUGE, La., Feb. 15.—R. S. Halke, general agent, advises that the following fairs in Louisiana have been booked by Great Coney Island Shows: Jackson Parish Free Fair, Jonesboro; Washington Parish Free Fair, Franklinton (ninth consecutive year); Tri-Parish Fair, Eunice, and St. Tammany Parish Free Fair, Covington.

BALLYHOO BROS.' Circulating Exposition A Century of Profit Show

By STARR DeBELLE

Tampa, Fla.

Week ended February 15, 1936.

Dear Charlie:

Rather than miss the annual mid-winter meeting of outdoor showmen in Tampa, the management decided to play this suburban town. Many were there—carnival owners, managers, show operators, ride men, concessioners, both big and little—bartering, booking, contracting for the 1936 season. Fair routes hashed and rahashed; people hired, fired and rehired. Different spots (if they didn't hold contracts for same) panned

Intense Activity at Bill Hames Quarters

WACO, Tex., Feb. 15.—The winter quarters of Bill Hames Shows is a very busy scene. Mr. Hames is losing no time in having the building, remodeling and painting of equipment in ship-shape for the opening of the new season. Mr. Pence is building two new shows. Among recent arrivals were Marine and Firestone, from Hot Springs, Ark., who are renewing their Side Show, including a new 140-foot front, with double-deck banners and 18 new platforms with illuminated arches and velvet drapes, and will be ready to open with the Hames Shows at the Fat Stock Show at Fort Worth.

Conklins Have So Far Booked 23 Can. Fairs

HAMILTON, Ont., Feb. 15.—Frank R. Conklin, vice-president Conklin's All-Canadian Shows, advises that the following fairs in Ontario were added to his organization's list of contracted engagements for this year: Stratford Exhibition, Great District Fair at Leamington, Galt Exhibition.

Conklin also informs that the bookings this week brings the total of fairs so far contracted by Conklin Shows to 23, which is considered a record for one midway organization. The opening fair engagement will be at Moose Jaw in June.

Endy Bros.' Shows Add Pa. Bookings

MIAMI, Feb. 15.—David B. Endy announced this week that additional dates for this year's fair at the following places in Pennsylvania were awarded Endy Bros.' Shows during the recent fair men's annual convention at Reading, Pa.: Lehigh, Pottsville (home city of Endy Shows), and Kutztown. Also the Lady of Mt. Carmel Celebration at Roseto, Pa. Endy states that all these engagements will run consecutive, starting at Roseto.

Mrs. J. W. Conklin III

MIAMI BEACH, Fla., Feb. 15.—J. W. Conklin had all intentions of attending the annual convention of the Ontario Association of Agricultural Societies at Toronto, but could not do so because of being called here by the serious illness of his wife. He now has her at their home and says she is much improved in health. Conklin intends to stay here until March 15.

ALBUQUERQUE, N. M., Feb. 15.—Report from the Yellowstone Shows here is that General Agent Don M. Braashear made a trip to quarters here and left contracts for the following engagements in Montana: Hill County Fair, Havre; Phillips County Fair, Dodson; Richland County Fair, Sidney; Roosevelt County Fair, Culbertson; Eastern Montana Fair, Miles City; Rosebud County Fair, Forsyth; Fallon County Fair, Baker; Livingston Fourth of July Celebration, and the Sixth Annual Rodeo at Butte.

Keen Interest In SLA Show

Reservations coming in and showmen pledging support—a gigantic show

CHICAGO, Feb. 15.—Announcement of the third annual Spring Theatrical Show of the Showmen's League of America in last week's issue has brought letters from many out-of-town showmen informing that they are planning to attend the affair and will lend their support to put it over in a big way. The outstanding success attained by last spring's show has heightened interest in the annual event. Reservations are already being received and a sellout is expected.

Sam J. Levy and Jack Nelson, chairman and co-chairman, respectively, are conferring daily on plans for the show, and Harry Russell, chairman of the entertainment committee, is busy lining up high-class talent. Word of last year's brilliant affair has spread among performers.

(See KEEN INTEREST on page 50)

State Fair Shows To Open at Tucson

TUCSON, Ariz., Feb. 15.—Mel Vaught's State Fair Shows in winter quarters here, are making rapid strides in preparation for the opening of the new season, which for the Vaught organization is scheduled to start here late this month, the local engagement in benefit of Crippled Children.

From here the show will go to Yuma, auspices American Legion, and then to Phoenix for a seven days' booking at a Spring Carnival, sponsored by El Zaribah Temple, Shrine. Manager Vaught is now in California securing additional animals for the Animal Show and other necessities toward augmenting his offerings this year.

Sheesley Gives Some Of His Fair Bookings

SALISBURY, N. C., Feb. 15.—On his return from a trip Manager John M. Sheesley of Mighty Sheesley Midway advised that fairs at the following places have been contracted as among the engagements of that nature to be played by his organization this year: Ronceverte, W. Va.; Charleston, W. Va.; Lynchburg, Va.; Roanoke, Va.; South Boston, Va.; Danville, Va.; Gastonia, N. C. Mr. Sheesley was accompanied by his wife on the trip.

Dodson's Display Progressiveness

NORFOLK, Va., Feb. 15.—The late Admiral Moffett made the historic remark that "a second-best navy is like a second-best poker hand—useless when 'called,'" and if one paraphrases that quotation, using the word "carnival" for "navy," and connecting it with other forms of amusement, it will be quite applicable. It means that in the outdoor amusement business, as typified by carnival interests and as expressed in the cutting down of featured shows and equipment by example, many operators have ignored the essentials of this great American amusement enterprise. That there was good reason for this retrenchment goes without saying, but it is the progressive and wide-awake showman who, in spite of reverses, financial and otherwise, during the lean years when he suffered hard-

(See DODSON'S DISPLAY on page 50)

GREENSBORO, N. C., Feb. 15.—The management of Cetlin & Wilson Shows this week confirmed a report that fairs at Bedford and Hatfield, Pa., were added during the recent fair men's meetings at Reading, Pa., to that organization's engagements for this year.

and repanned. All boom-time records were broken at the different fairs they played last season. All their "yes" and "uhuh" men were there. The meeting a success as far as winter jackpots were concerned.

Only one mishap reported on the week. Five troupers killed and 70 in the hospital. Caused by someone throwing a ham sandwich into the lobby of a hotel (what a rush!).

Auspices here, "Rusk County Graveyard Association." Could have been a (see BALLYHOO on page 50).



Pacific Coast Showmen's Assn.

LOS ANGELES, Feb. 15.—One of the annual events eagerly looked forward to is Past Presidents' Night. For the occasion, despite heavy rain, there were 143 members present when President Theo Forstall called Monday's meeting to order. Only absentee among executives was Third Vice-President Roy Ludington. Calling the roll of past presidents, the absentees were J. W. (Patty) Conklin, J. Ed Brown, Orville Crafts and Ernest Pickering. Preceding the routine of business, lights were turned out and silent tribute paid departed Brother Walter J. Klenck.

Going thru the usual routine for a time, President Forstall then turned the gavel over to Past President Joe Diehl, and in turn came Past President Archie Clark, who turned the business over to Past President S. L. Cronin, he relinquishing the gavel to Past President Harry Fink, who took hold at the reports of standing committees. Calling on the chairman of publicity committee, Steve Henry arose and stated, "Nothing to report." Fink started the plan of fining those having nothing to report. Steve made a trip to the Lion's Head, and in turn came Ed Walsh, who was fined for having too complete a report; John Miller, fined for no report, and so on, with Floyd King, Ross R. Davis, Claude Barie, Will Wright, John Klein, Mark Kirkendall, Frank Babcock, George Tipton, Harry Rawlings and Ralph E. Smith, all lined for "this" or "that." Frank did not wish to "sight" the executives, so he put the old "vacuum" on President Forstall, Joe Diehl, Archie Clark and S. L. Cronin. Diehl asked privilege of taking the gavel for "just a moment." He only took time to put the "sting" on Fink with a substantial fine. The good-natural raillery, wise-cracks and ribbing that interspersed the meeting was highly enjoyable.

Wire from J. W. (Patty) Conklin from Tampa, Fla., expressing regret at being unable to be present for the annual meeting. From J. Ed Brown a letter that sparkled with witicism and drew big laughs. Ed was most regretful at being too busy to make the meeting. Letter from W. H. (Bill) Rice from Little Rock, Ark., was interesting, newsy.

New members accepted for membership: Charles Rising, credited to Mark Kirkendall; Ray E. Rosard, credited to Ted Le Fors; Mack A. (Doc) Zeitlin, credited to John T. Backman and Joe De Mouchelle.

Announcement made by President Forstall of time of funeral for Jean Kathryn Warner and the sending of flowers.

The long-drawn-out discussion on renting larger quarters or buying property seems to have definitely decided that

committee would look over property that the committee—Dr. George W. T. Boyd, John Miller and George Tipton—had selected from a large list submitted and that the matter of leasing would be entertained. It is apparently imperative that larger quarters be gotten with the present large membership and the growth anticipated from the new membership drive.

Report from the High Jinks shows a handsome profit for the newly created Emergency Relief Fund. James B. Simpson, of the Balboa Brewing Company and a member of PCSA, joined the list of donors by adding \$100 to that fund. Action on the membership drive is now under way, and the idea of J. Doug Morgan will be inaugurated to add further to Cemetery Fund. More than 15 shows have given assent to the plan to stage what is termed "show within a show," and concessioners will at some set time donate a percentage of profit. This idea, combined with the efforts of managers and executives of the many shows, will be productive of excellent results.

Johnny Aasen gets credit for starting another fine idea, the installation of a library for this club. He gave the first books. Ted Le Fors donated 12 books, and others have stated they would provide books. Each member is to contribute or furnish means to acquire books that would be of interest and educational value. Brother Ed Walsh, of Hotel Bristol, will provide the cabinet for the start of this library.

Claude Barie just announced that the paid tickets for the High Jinks numbered 1,267. This is an all-time high attendance at any of this organization's functions.

Sick committee reported Ben Dobbert as convalescing and Henry Engard comfortably located.

At end of meeting George Tipton, W. D. Corbett, Chet Eryan and Charley Todderbury served a splendid buffet lunch.

Troupers when solicited for membership in the new membership drive should give thought to the benefits that obtain in belonging to this organization. The initiation fee will be waived during the drive.

Dallas

DALLAS, Tex., Feb. 15.—A "norther" blew in and kept the village all chilled up for the last 10 days.

Mrs. Dorothy Hennies and Mrs. Noble C. Fairly were one-day visitors in the city last week as guests of Catherine Oliver at the Berkley Hotel. They were also entertained at a bridge luncheon given by Mrs. Margaret Pugh at the Hilton Hotel.

Mrs. Helen Reece entertained the Show Women's Bridge Club at her home last week. This week the club met at the home of Mrs. May Hansen.

Little 8-year-old Patsy Kincaid, niece of Mr. and Mrs. T. R. (Red) Hickman, regained consciousness last week after being in a coma for three months following an auto accident. Doctors now predict sure recovery, but over a period of several years. The injury was to the brain. Barely had the rejoicing over this glad news got under way when Kay, 17-year-old brother of Patsy, was stricken with double pneumonia.

Phil Little signed with Greater United Shows (Loos) for his concessions during the coming season. He will open with 10 concessions and after the early-spring season will increase his lineup to 14. Little's concession equipment is now being readied for the opening later this month at Laredo and will be shipped the latter part of next week.

Ralph Ray is back in town after a hurried business trip to Kansas City.

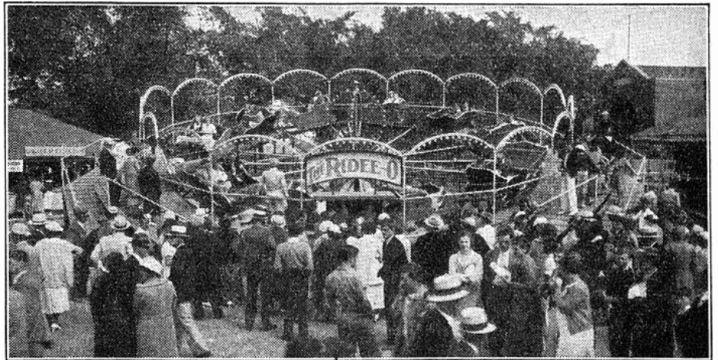
Lew Marcuse Assumes Duties With New Show

CARUTHERSVILLE, Mo., Feb. 15.—Lew Marcuse, manager of Imperial Shows, arrived at winter quarters of Sol's Liberty Shows and Imperial Shows here this week to superintend the organization and building of the show, a great deal of which has already been accomplished.

Leonard (Pop) Whitman is in charge of winter quarters and has a crew of men energetically at work in order to be ready to open both units as scheduled. Clayton Holt, draftsman, is designing all new show fronts of modernistic effect, with plenty of color and illumination, for the Imperial Shows, and several new tops have already been ordered.

RIDEE-O

THE TOP MONEY RIDE ON FIVE MAJOR SHOWS
PEP UP YOUR MIDWAY AND FATTEN YOUR BANK ROLL WITH THIS
PROVEN PERFECTED RIDE



RIDEE-O FACTS FROM RIDEE-O OWNERS:

- "Grossed \$1,885.95 first five days of operation." (1935)
- "16,000 customers in 9 hours Sunday."
- "Has topped all other rides. I am mighty pleased."
- "Grossed \$608.15 Saturday, \$2,807.05 for 6 days." (1934)
- "It has a large repeat patronage—it is absolutely safe."
- "Ridee-o is always at the top in receipts."
- "Its speed and thrills answer the patrons' demands."
- "For a thrilling, money-getting ride there has never been one to equal the Ridee-o—our most popular ride."
- "I predict it will be a long time before a flashier, better-paying ride is built."
- "Very easily to gilly—loads readily on two trailers."

MR. PARKMAN — MR. SHOWMAN
Here Is Your Opportunity—GRASP IT!

Loop-The-Loop, Kiddie Auto Rides, Carouselles
IMPROVED MODELS FOR 1936.

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DRAW CROWDS - - - GET MONEY

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GOLD MEDAL FRUIT CONCENTRATES

They Have the Real Fruit Flavor, Yet Cost You No More Than the Ordinary Kind. Stock Flavors Are ORANGE, LEMON, LEMON-LIME, GRAPE, ROOT-BEER and CHERRY. Trial Packages, Enough To Make Six Gallons, 25c Each, or ATY Three for \$1.00, Postpaid. Write Us Now for Your Trial Package, Together With Quantity Prices and Complete Instructions. We Guarantee Complete Satisfaction.

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1936 DE LUXE KIDDIE AUTO RIDES
MODEL
OUTSELL ALL OTHERS—75 Satisfied Customers.

Made in four different sizes for 1936. Model "A" De Luxe 10-Car, seating 14 large children. Sells for only \$1,250.00. E. O. B. North Tonawanda. Model "B": De Luxe 8-Car, seating 12 children. Sells for \$1,000.00. E. O. B. North Tonawanda. Smaller 6-Car Model for \$750.00. Special 20-Car Model for \$2,150.00 furnished on special order. All models equipped with smooth acting clutch, the only practical drive.

ALLAN HERSCHELL CO., Inc.
NORTH TONAWANDA, N. Y.

VOLUNTEER STATE SHOWS, WANT WANT WANT

OPENING CLEVELAND, TENN., MARCH 14—TWO SATURDAYS.

All people contracted with this show to write. Any Ride except Caterpillar, Scooter, Merry-Go-Round, Chairplane and U-Drive-It. Special proposition to Rides with transportation. Shows that don't conform, with or without own outfits. Liberal percentage to Shows that are meritorious. Concessioners, legitimate only. No Duke-in-Shores or Spindles wanted. Reliable Ride and Show Help wanted. No Drunks. WILL BOOK, BUY OR LEASE Ferris Wheel. RAY BLAKE, Box 119, Cleveland, Tenn.

KAUS SHOWS

WANT FOR LONG SEASON WITH 14 FAIRS AND 2 CELEBRATIONS. OPEN EARLY IN APRIL, CLOSE MIDDLE OF NOVEMBER.

Shows—Illusion, Mechanical City, Fun House, Mickey Mouse, small Wild West, Large Snake, Athletic, Animal and Pit. Have Frame-up for Monkey Show, Cook House, Grab and Juice. Privilege in Meal Tickets, Arcade, Palmistry, Bowling Alley, any other legitimate Concessions. WANT Piano-Accordionist, Rhythmic, Oriental, Caricee Dancers and Blues Singer. WANT Banner Man, Billposter with car that can produce. All address: **KAUS SHOWS, 12 National Ave., New Bern, N. C.**

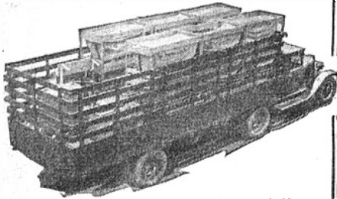


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MIDWAY CONFAB

By THE MIXER

IS YOUR NAME in the Letter List? Read that list every week.

Many troupers will be Chicago bound to attend the Spring Theatrical Night (March 16) of the Showmen's League.

CLARK AND DELLA HEARN'S Mighty Minstrels have been booked with Great Sutton Shows to open early in April.

HARRY O'HARA postcards that he has booked his sound truck with the L. J. Heth Shows for the coming season.

If a "warm summer follows a cold winter"—what good show weather to come!

HARRY COFFIN has taken his second degree in Masonry and is slated to become a Master Mason early in March.

FRANK CASEY recently closed his traveling museum in Alabama and is preparing to conduct five "Spring Festivals" under auspices.

ART HAINES and wife, Viola, are getting ready two shows to be on the midway of the Dennert & Knepp Combined Exposition this year.

COL. CHARLES H. SUTTON has been hobnobbing at Chattanooga. Will soon

der if 'twas mental telepathy (will try to think all "good" about that feller).

HENRY HEYN with his three rides and other equipment is wintering at Cairo, Ill. Last season had Tilt-a-Whirl and two junior rides with Bill's Greater Shows. Heyn operated a kiddie auto ride in a big store at Cairo for some weeks prior to Christmas.

E. B. WALKER, who will be in charge of the advance papering brigade of World of Mirth Shows, is working this winter for the Southern Railway at Alexandria, Va. Postcards that Charles Seig will be boss billposter the coming season; Louis Fernicka on lithographs.

AFTER CLOSING his traveling museum in the North some weeks ago, L. B. (Barny) Lamb and his wife and daughter hid themselves to Florida. Of late have been with the winter unit of Blue Ribbon Shows. Barney's Side Show will again be with F. E. Gooding Amusement Company this year, and the Lambs probably will return northward within a few weeks.

THE BRYAN WOODSES are still at the Opa Lacka Zoo, Opa Lacka, Fla., with their attractions. Among their recent visitors were Dave Stock, of rides note; Mr. and Mrs. William Ketrov and daughter, Mary Ellen, of Kay Bros. Cir-

law was to undergo an operation and he rushed home (New York City) at once. She came thru the operation nicely and has been convalescing at St. Luke's Hospital.

"PICKUPS" from Gibsonton, Fla.—There are 17 members of Happyland Shows here, including Mr. and Mrs. William Dumas, Mr. and Mrs. Harry Boyles, Mr. and Mrs. Frank Allen, Mr. and Mrs. Ray Tahash, Mr. and Mrs. Eddie Miller, Mr. and Mrs. R. V. Ritz, Freddy Bedford and Mr. and Mrs. V. L. Dickey. Latrel Dickey, formerly with Happyland Shows, also here. Frank Allen's brother, Bill, came from Ohio. Mrs. Bertha (Gyp) McDaniel, of Johnny J. Jones Exposition, has been entertained by Mrs. Dumas. Mr. Dumas is rapidly recovering from a minor operation. Mrs. Grace Johns, formerly with Happyland Show, returned for a few days before joining Krause Greater Shows.

"PICKUPS" from St. John, N. B.—Charlie Cromwell, who does a slide-for-life act in the summer seasons, has a permanent job here, the stunting a side line, with and without his son, Russell, as partner. . . . Harry Needham, house concessioner, is a permanent employee at St. John's City Hall. . . . Johnny Nixon, concessioner, is a member of the St. John fire department. . . . William Mahaney is getting part-time work as a carpenter. . . . James Vallis is a coin-machine distributor. . . . Duke Kelly has a cardroom here. . . . Bill Sterns has converted his dance hall into a house haven. . . . Jeff Winchester has part-time work in a St. John plant. . . . Les Callaghan is operating a combination lunchroom and grocery store. . . . Charlie Josephs (ball and tomato dodger) finds local employment scarce. . . . Arthur Trifits is running a taxi. . . . Manny Dimock is operating a motor repair shop. . . . Ernie Lamy is raising fur-bearing animals at Greenwich. . . . Bert Ganter is a fumigation inspector on freight coming into the port of St. John from overseas. . . . Joe Simon is at his home taking it easy until mid-April. . . . Frank Dougherty, a veteran concessioner, is taking it easy for the winter. . . . Dan Dougherty landed a job in a harbor-front freight shed. . . . Albert Dougherty has a winter activity here. . . . Toots Dougherty is wintering in Boston. . . . Billy McAndrew has a winter part-time job on the water front. . . . Chester Kingston has part-time work here. . . . Eddie Johnston has part-time work on the St. John docks. . . . Bill (Jake) Whitebone has a bill-posting business as a side line. . . . Pete and Jim Leclair are St. John longshoremen. . . . Jim McGarrigle is doing some advertising soliciting for programs as a winter activity. . . . Jim McNulty is operating dances at the Venetian Gardens. . . . Walter O'Toole, wrestler, is a longshoreman for the winter, also Joe Irvine, a veteran carnival boxer and wrestler.

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DARE-DEVIL OLIVER, World's Premier High Diver, at Liberty for 1936. Address 2811 53rd Ave., N., St. Petersburg, Fla.



ONE-HALF THE SHOW FRONT and entertainment lineup of last season's Minstrel Show of Great Sutton Shows, of which organization Frank M. Sutton is owner-manager.

go to Cleveland, Tenn., to take up his duties as business manager for Volunteer States Exposition.

"T'WAS REPORTED from Waterford, Conn., that the building of Fire Company No. 1, under whose auspices a number of carnivals have exhibited, was destroyed by fire recently.

GEORGE (SPOT) TIPPS was a visitor to the Cincinnati office of *The Billboard* last week and infoed that he had finished his duties with the House of David basketball team and was getting ready for the coming outdoor show season.

ART RILEY and crew are busy at winter quarters of Happyland Shows, at McMinnville, Tenn., on wagon fronts and other equipment. Hon Biloat Brown and Gordon Gribble have been frequent visitors to the quarters.

SINCE CLOSING with Arthur Gist's Oddities of 1935, last November, Al Benart has been with Doc Howell's Variety Show touring Mississippi. Says that he has been having a pleasant winter season.

THE NEWLY WEDS, Mr. and Mrs Max Shaffer have been honeymooning at Havana. Max is brother of W. D. Bartlett; Mrs. Shaffer, formerly Mildred Huggins, sister of Mrs. W. D. Bartlett; all of the professional amusements field.

A coincidence! In last issue, The Mixer sort of paged Henry Heyn for some of his "recollections," etc. Morning after last issue came off press came the squibs from Henry that appear on page 49, this issue—won-

cus; Mr. and Mrs. Clint Barnes and their noted wire-walking son, Harold, of Cole Bros.-Beatty Circus, and Arthur E. Campfield, Eastern representative for Baker-Lockwood.

AMONG people attending the silver wedding celebration of B. H. Patrick, Philadelphia representative of *The Billboard*, and Mrs. Patrick, February 11, at their home in Upper Darby, were Mr. and Mrs. Henry Perkner, Mr. and Mrs. Raymond Friday, Mr. and Mrs. M. F. Murphy, Mr. and Mrs. J. H. Gibbons, Mrs. Marie Rochman and Leslie G. Anderson, of *The Billboard*. The 25-year weds received many beautiful silver gifts.

JEAN JANET THAW recently closed her store show at Marietta, Fla., and will vacation until she opens her outdoor Side Show next month. Ed Harrison, mentalist and annex manager, left with his parents for a vacation in Florida. Alvin Dempster, tickets, visiting relatives. George Rehn, openings, to Houston. The plan of exhibiting snakes in glass cases instead of a pit will be extended to include a large assortment of lizards. Jean states that she has "important information" for James Hinchy.

MAX GOODMAN was handed a surprise at Great Falls, Mont., recently when about 20 fair men attending the annual meeting of the Rocky Mountain Association of Fairs tendered him a banquet. Max again was awarded concession contracts for Great Falls and Billings fairs. On returning to Chicago he received a letter that his daughter-in-

Keystone Shows

FOXBURG, Pa., Feb. 15.—C. A. Hartzberg, manager, and William C. (Bill) Murray, general agent, are both very optimistic regarding the coming outdoor season. Mart F. Flanagan and Jim McAvoy have both booked major rides: Texas Slim, his Wild West Show; Bill Jones, his Hawaiian Show; Kurt Buyers, his U-Drive-Em Autos; J. T. (Jim) Fowler Jr., his Kiddie Airplane; Calvin F. Henry, 10 concessions, blanket, candy, groceries, bird wheel, etc. The show will consist of 10 rides, 10 shows and 30 concessions. Manager Hartzberg has bought a new air callope. O. B. (Nick) Toy is in winter quarters, painting and repairing the show.

J. T. (JIM) FOWLER SR.

THE NEW KIDDIE AIRPLANE SWING



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springville, Erie Co., N. Y.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 15.—Elsewhere in this issue will be found a detailed analysis of the group insurance plan which has been submitted to the association for coverage of employees in the industry. We feel that a consideration of the plan must necessarily lead to a discussion of the subject, and we would be grateful to members and non-members alike, as well as their employees, if they would write us concerning any phase of the plan which they may desire explained in further detail.

Fred Havens, who is attached to Strates' Shows Corporation, an ACA member, is back in Rochester and was a visitor at the ACA office this week.

A report on the events affecting the association at the New York State fairs meeting in Albany will be given in this column next issue.

As we indicated last week, we have been supplied with a considerable amount of information by the Interstate Commerce Commission relative to the new Motor Carrier Act and its effect upon motorized members of the carnival industry. When we finish the present series of legal articles, we shall take up a discussion of the Motor Carrier Act.

The ACA office has been supplied with application forms for registration by motorized shows with the Interstate Commerce Commission, and any motorized show desiring same may obtain applications for registration by writing the ACA office. There is considerable doubt as to whether certain motor carriers are subject to registration with the I. C. C. This doubt extends to many motorized carnivals. For this reason, an alternate form of application has been prepared, and shows in doubt as to whether they are obliged to file should immediately communicate with this office for an alternate form of application. We shall be glad to advise as to the particular application of the statute in each case. We shall also welcome inquiries from member shows as to specific provisions of the statute pending a discussion of it at a later date.

We are indebted to C. B. Rice, of Kansas City, for another fine letter giving his views of federal legislation, police power, etc., portions of which we will comment upon in this column from time to time.

Another classic illustration which has been oft cited on the applicability of the Interstate Commerce clause of the United States Constitution to situations similar to ones involving the carnival industry is the case of *Rearick v. Pennsylvania*, 203 U. S. 507, which was decided in 1906 by the United States Supreme Court. The case arose from Rearick's having been convicted of a violation of the local ordinance in the Borough of Sunbury, Pa., which ordinance made it unlawful to solicit orders, sell or deliver at retail on the streets or by house-to-house canvass, foreign or domestic goods, not of the party's own manufacture, without a license.

It appeared that Rearick was employed by an Ohio company to solicit orders in Sunbury. The orders were sent to Rearick's employer at Columbus, O., where they were filled and sent to Rearick by railroad in separate packages marked for each customer. Rearick delivered the packages, collected for the sales and remitted to his employer in Ohio. It was conceded that Rearick had no license and was convicted of a violation of the ordinance in the Lower Court. The Appellate Courts in Pennsylvania affirmed the convictions. The case went to the United States Supreme Court on a Writ of Error from the Superior Court of Pennsylvania, and it was Rearick's contention that the ordinance was invalid under the Interstate Commerce clause of the United States Constitution.

United States Supreme Court, after considering the merits of Rearick's defense, agreed with him and reversed the judgment, holding that where orders are made for goods sold in a State by an agent of a person in another State, employed to solicit them, and the purchaser is not bound to pay for the goods until delivered and unless according to sample, the goods sent specifically to the customer in fulfillment of such orders are, until actually delivered, within the protection of the Commerce clause of the United States Constitution, and a municipal ordinance requiring a license fee for the solicitation or orders for de-

Some "Recallings" Of Some Years Ago

By HENRY HEYN

A few scrambled notes of events and incidents of other days. Just recalled: When we traded at the famous Buckhorn Palace Saloon, San Antonio, Tex., in 1914. . . . When we saw the rattlesnake catching contest by Mexicans at the Brownsville Midwinter Fair (1914), and then rowed over the river to Matamoros to view the battle-scarred streets after the fall of Madero. . . . When Jack Dempsey was with the Allman Bros.' Shows in 1914. . . . How the boys considered they were extravagant when paying 10 cents for beer in Montana. . . . When a townier thought he could imitate Clarence Foplin on the high wire and took a 30-foot tumble (Landes Bros.' Shows at Manistee, Mich., 1912). . . . And the same year Ed Street thought that he could leap the gap on a bicycle because Ed Smithson did, and landed half upside down, badly bruised but satisfied. . . . When a film company made some scenes on the midway of Sol & Rubin Shows at Luzerne, Pa., in 1916. Title of picture, *Mrs. Flynn's Goat*, and the goat was sick but the scene was taken anyway.

When a baggage car was taken to the next town before loading was complete (Copping Shows, Indiana, Pa., 1918). . . . When everyone had to wear a sterilized gauze mask at the Atlanta (Ga.) Fair, in 1918. . . . Playing Canadian fairs, International Attractions, moving Lethbridge to Weyburn, stopped over for one-day fair at Swift Current, Sask. In and out of town in 24 hours. (Heyn & Lavole, 1923). . . . (P. S.—And, oh yes, One-Eyed Connelly). . . . Jacksonville, Fla., opening World at Home Shows, in March, 1919. The first move to Brunswick, Ga., I asked the manager, "Where is the day coach?" He said, "There isn't, any. Pay for a sleeper or hang on otherwise." So I climbed on a regular Seaboard train for Brunswick, went to sleep and awakened in Savannah. Greatly peeved, applied for ticket cost back to Brunswick, and was surprised to get the check a few days later.

When Joe Gainor made the 90-foot net dive, jarred the ladder and it came tumbling down after him (Kopp & Harrington's Great Southern Shows at Hartwell, Ga., Fair, 1917). . . . When a girl's hair became entangled around a seat knob of a riding device and we had to back the ride and clip off some of her hair to release her (World at Home Shows, Charleroi, Pa., 1919). . . . Sam Scribner, theatrical man of New York, visited his niece, Mrs. Sam Spencer, at Brookville, Pa., and also enjoyed the fair there in 1918 (Harry Copping Shows. . . . Chinese Laundry, novel attraction on Kennedy Shows (in 1910), opened at Abilene, Kan. . . . And how would you, or you, answer a little three-year-old tot who climbed into a sedan on the Kiddie Auto Ride with her sister and gave up one ticket, saying, "That's all we need, because we're twins." (My answer, "Oh, let it go, let it go!")

In 1907 the Barnum Circus came to my home town, Watertown, S. D. Had no parade, so I promoted a baseball game for the forenoon. I came out even but my team lost. A storm blowed down the big top that night. Incidentally, three years later Ringling Circus also lost its big top there by a cyclone on night.

Bobby Jewell, a motordrome rider with Nat Narder's Shows, in 1914, is now an expert American Airways flying pilot, and has also made record mail plane flights. He came into the news when the "Southern" crashed near Memphis as a flyer of another ship.

livering goods not of the parties' own manufacture, is void as an unlawful interference with Interstate Commerce against such an agent.

The application of the rule to the carnival industry, of course, is obvious.

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301 Duval Street, San Antonio, Tex.

Ladies' Auxiliary, PCSA
LOS ANGELES, Feb. 15.—Last week's meeting was presided over by President Ethel Krug, with all officers present. A motion was passed to hold a homecoming dance next November 25, tickets to go on sale February 10. Members pledged their support from different shows and those retired from road will hold down the city and surrounding counties. This will be the biggest event in the history of the club. The tickets will be in book form, 20 to a book, and each member will take not less than five books—some have requested as many as 50 books, the sale to continue up to November 25.

A motion was approved to place a picture of past presidents on the walls of the clubroom. Buddy Krug, son of the president, was a visitor. . . . Marie Jessup in from Oakland for the meeting and High Jinks. . . . Rose Clark absent first time this term. . . . Ana Velde Medical just completed at studio and at the meeting. . . . Ada Mae Moore, Gladys Porrest and Topsy Gooding busy at various studios all winter. . . . Olga Celeste working her lions on Sundays at California Zoo. . . . Secretary Vera Downie preparing some special work for Assistant Secretary Maxine De Mouchelle. . . . Past President Martha Levine very chic looking. . . . Betty Coe enjoying Bingo. . . . Eloise Kelly in from Venice. . . . Clara Zeiger operated the Bingo after adjournment—what a game—even the boys from PCSA played. . . . Peggy Forstall, Hazel Moss, Madame Cherrle, Ruby Kirkendall and several members of the Al G. Barnes Circus showing profound interest in the club, which shows the wonderful spirit of good fellowship and showmanship between the carnival and circus people of the West Coast. The Auxiliary is proud that its members come from every branch of show business, and there is only one motto predominating—"Showmanship"—whether carnival, circus, dramatic or other branches. The PCSA Auxiliary welcomes them as show women.
LUCILLE KING.

Miami
MIAMI, Fla., Feb. 15.—Leo Bistany, with his Mohawk Valley Shows, has left Miami lots for Ojus, a small town north of here, and plans to move on up the State to West Palm Beach next week for an American Legion celebration. The show has the Swift Family Divers for a free act, and concession managers are Bill Nye, Clay May, Edgar Hart, Paul Oleson and Milton Cohen. Mrs. Al Burt has the bingo game with Al Burt and Thomas Corson's carnival (Tropical Exposition Show), which has been garnering a fair business out in the northwest section, beyond the city limits. Sam Kaplan has two concessions with the same show, George Hartley one and Sam Levy and Ben Herman two. Endy Bros.' Shows have been moving around Miami doing a good business with rides and concessions. Among the concessioners are Bill Tucker and Mrs. Tucker, Mrs. George Collins, Thomas Fox, Pet Benway, Fizzle Brown and John Corbini. Among the showfolks on the beach side are Ike and Ben Faust, who have concessions on Million-Dollar Pier; Mr.

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Set of 20 Lightweight Bingo Cards, \$1.00.

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Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

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Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50¢.
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Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.
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and Mrs. Bisco, Mr. and Mrs. Timons, Irving Barker; Fizzle Brown, who goes with West's Shows this year; Rip Winkle and Sam Beatty. Chickie Allen plans to leave here March 15 for Atlanta, Ga., to join Rubin & Cherry with his corn game. Frank and Mrs. Bergen, of World of Mirth Shows, are here for a few weeks' vacation. Max Goodman, Max Linderman and Mr. and Mrs. George Reinhardt will return here from the fair at Tampa. Doc Hamilton and Lew Stockton are not together this season. Hamilton and Shepherd (one of the local boys) are doing business with Earl Reed's rides on the North Side. Frank Pope has the corn game. John Corbini, John Davis and Harry Kahn have the other concessions. The Hialeah track is attracting many showmen daily. Among those attempting to pick the winners lately have been Dave and Peg Fineman, of Johnny J. Jones Exposition; Frank Bergen; Lew Stockton, the "Jersey Kid"; Carl Barlow, pin-game man from Washington; Jim Hicks and Max Garlor. Stockton and Barlow never miss a day with the ponies.

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Our Celebrations Begin in July.

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JOHN H. MARKS, Box 771, Richmond, Virginia.

Los Angeles

LOS ANGELES, Feb. 15.—There has been much activity around the winter quarters of the carnivals wintering in this section. . . . Hilderbrand's United Shows open in Hollywood today. . . . Mr. and Mrs. Archie Clark vacationing at Gilman Hot Springs. . . . Clark's Greater Shows are nearly ready for opening. . . . Mike Krekos and W. T. Jessup, of West Coast Amusement Company, after short visit returned to Oakland. Show opens at Cloverdale, Calif., Monday, a later date in Oakland to follow. Frank W. Babcock's Shows getting all equipment ready to open. . . . Mel and Pearl Vaught, of State Fair Shows, in for a short visit. Returned to Phoenix. Mel returned this week for trip to San Francisco. Stated that he was pleased at prospects for a good season for all carnival folk. . . . Will Wright and Phil Williams, of Golden State Shows, back from a trip to northern points.

The Bob Winslow family having some bad breaks. The missus, lately out of hospital, again in hospital. Result of the car being driven by Bob was struck by another car. Her injuries serious, and the car a total wreck. . . . Henry Engard, thru the Pacific Coast Showmen's Association, was placed in the Antelope Valley Rest Home at Lancaster, Calif., where it is hoped he may recover. . . . T. Dwight Pepples' Continental Revels meeting with success, making one and two-day stands. Will J. Casey is on the promotion end. . . . C. F. (Doc) Zeiger and Clara and Rosemary Loomis are getting ready for the trip south for the opening of C. F. Zeiger Shows. . . . Whitey Gore gone north on an exploration trip. . . . E. S. (Dad) Workman and the missus up from Balboa. . . . Doing nicely there in their business venture. . . . It is stated that Ted Levitt and G. E. Blondell will have the Side Show on the Golden State Shows this season.

JEAN-JANET THAW WANTS

Side Show Acts, Magic, Mental, Acrobatics, Female Impersonator, Anything good. James Hinely write quick. Opening in March near here. General Delivery, Annmore, Okla.

ZIMDAR'S GREATER SHOWS WANT

WILL RUY Ferris Wheel, Tilt-a-Whirl and Show Tops. Now booking Rides, Shows and Concessions. CAN PLACE Banner Man. Opening March 14. Address Magnolia, Ark.

Mack A. Zeitlin (guess your weight) down from Oakland for a short stay and left for San Diego. . . . Thomas J. (Fuzzy) Hughes a few hours in town, en route to points north. E. W. Coe and Pickles Picard, of Hilderbrand United Shows, in for conference. . . . Sis' Dyer in from El Monte. Reported a very successful season at Santa Anita track at Arcadia. Will join United Shows of America. June, her daughter, will not troupe until completion of her course at Whittier High School. . . . Clyde (Squire) Gooding, with Topsy, will be with C. F. Zeiger's Shows. . . . Leo J. Haggerty back from business trip to the South. . . . Ben Dobbert, who has been seriously ill, much improved. . . . Doc Hall still at General Hospital. Will be out in few weeks. . . . Joe Diehl and Joe Jr. recently installed new kiddie device at the Kiddie Park. . . . Ross R. Davis, with all equipment overhauled and painted, doing nicely at Griffith Park and Lincoln City Park.

Nate Andre, of Regina, Sask., Can., mingling with showfolks here last week. . . . Harry Fink in from San Fernando Valley. Has another promotion on hand. Matt DeCoursey down from San Francisco, where his boat docked Saturday. En route to New York. Had been seven months in Shanghai, China. Reports business there good for the showfolks. . . . Charley Sodderburg, high diver, plans a trip east. . . . It is reported that the Browning Brothers will launch three shows from in Oregon coming season. . . . Harry Takal and Harry Bernard will have five concessions with Golden State Shows. . . . H. C. Bowen in from Stockton. Will have four concessions on Golden State Shows. Harold Chapman, of Richmond, Calif., will be back in the carnival business this season and says has signed with one of the West Coast shows. . . . Mr. and Mrs. Jack McBride, of Crescent Canadian Shows, looking over Southern California.

BALLYHOO

(Continued from page 48)

bit livelier but the week started off wrong. Monday, Pete Ballyhoo walked under a ladder. This caused the light bill to soar sky-high. One of the freaks broke "his" mirror—bad luck again—lost "his" accessories and couldn't open. Someone played *Home, Sweet Home*, in the cookhouse and it burned down. The Hillbillies played harmonicas in the

marquee, and the stakes kept pulling. A new girl whistled in the dressing room and the whole show walked out. A black cat walked in front of the office, so no one was brave enough to come and check in. Our loudspeakers wouldn't work and none of our talkers could make an opening, caused by a shipment of dogwood stakes and painted yellow. Our high diver refused to jump, because the people on the ground were eating peanuts.

The mayor of Tampa (Plain Dave Morris, elected in 1934) wasn't present. But his constituents were well represented and gave the show a big play with passes.

Friday night our bosses addressed our committee at a casket luncheon. All voted them jolly good fellows and presented them with a granite tombstone, the name "Ballyhoo Bros.' Shows" engraved upon it in Old English letters. This will set in our marquee forever, just to show the world it was accepted in the good spirit intended.

P. S. En route: Office forgot to settle with the committee. Our auditor said: "We owe it to the dead."—M. P. MAJOR PRIVILEGE.

ACA GETS

(Continued from page 46)

insurance that their names be not used in publicity of a news variety.

Owing to the lack of a definite age average in the carnival industry, the figures given are approximate and are based upon an estimated age of 38-39. What is perhaps one of the strongest factors in support of the plan is its low cost. The average cost of a \$500 policy upon each employee insuring him against death from any cause whatsoever will be about 59 cents per month and will cover the employee while he is engaged in the service of a member of the association. Provision is made for the transfer of employment from one member of the association to another without affecting benefits under the policy.

Seasonal Premium Payments

A unique premium-paying plan has been worked out which should prove of a special benefit to the industry, inasmuch as it is seasonal, which provides for the payment of one-fifth of the annual premium on May 1 and similar payments on the first days of June, July, August and September. In other words, premiums will be payable between May 1 and September 1, notwithstanding that the insurance will be in force during the entire year or while the employee is engaged in the carnival industry.

Provision has been made for issuance of the policies in the State of New York so as to afford each assured the benefit of the New York law which provides 31 days' grace in the payment of premiums subsequent to the initial premium.

For the convenience of all concerned, Mr. Cohen has arranged that each show will once a month during the months specified collect the 20 per cent of the annual premium and remit it to the association's office. In turn the association will pay the premium to the insurance company at one time. The purpose of this method of payment is to effect savings in the cost of insurance to the employees in the industry by reducing the overhead of the insurance company. Altho it will mean much additional work for the association, it will reflect directly in lower cost to the persons in the industry.

Upon the figures submitted the cost of insurance will run about 59 cents per month over a 12-month period or \$7.08 for the entire year. Under the premium-payment plan proposed the entire cost of each payment would be \$1.42, for which each assured would be covered with \$500 of insurance.

Additional Provisions

In addition to the many usual provisions contained in the plan proposed, provision is also made for the following:

1. Insurance is payable at death from any cause whatsoever without any exception. The amount of \$500 will be the same for all employees regardless of salary, position or length of service.
2. Policies are participating and therefore subject to the reduction in cost by dividends. In other words, if the experiment proves satisfactory it is likely that substantial reductions will be made in the cost by the declaration of dividends at the end of the first year.
3. It is anticipated that at least 250 lives will be insured to start the plan for the present.
4. No medical examinations are required.

5. Insurance is effective as soon as the first 20 per cent of the premium has been paid.

6. A master policy will be issued to each member of the association, and individual certificates of insurance will be issued under such master policy to each of the employees of member shows.

7. Full explanation of all of the rights and benefits will appear on the certificates issued each employee so that each assured will have definite information of his rights.

8. Various optional provisions for the conversion of policies from one form to another, if the employee so desires, are also provided.

9. As a service to the employee the insurance company will also, without charge, render each employee periodic health examinations if the employee desires same.

In submitting the plan Mr. Cohen pointed out that, altho it will be impossible to obtain approval of it by the association as a whole until the next annual meeting in December of this year, it was his intention to make the plan immediately available for such of the member shows as desired it. He also pointed out that the insurance is not limited to strictly laborers of the member shows, but could as well cover managers, independent showmen, ride operators, concessioners, etc., who were employed—connected with—by the member show, and the various officers thereof.

KEEN INTEREST

(Continued from page 46)

formers and several offers to appear have already been received. The entire College Inn show presented by George Olsen and Ethel Shutta will be presented at the League doings; also the spectacular Ice Carnival, in which some of the most noted ice skaters of the country will take part. In addition, a score of well-known stage, screen and radio artists will participate, assuring a show of exceptional entertainment.

In addition to Sam J. Levy and Jack Nelson, the chairmen of the various committees are as follows: Reception, Sam Bloom; entertainment, Harry Russell; reservation, Maxie Herman; program, Al Rossman; publicity, Nat Green; tickets, J. L. Streibich; advertising, Jack Nelson.

Tickets are to be \$2.50 each, which includes dinner and show.

DODSON'S DISPLAY

(Continued from page 46)

ships and denied himself many things that his show might go on, is coming to the front now and in future seasons.

A striking commentary of this policy is the fact that starting with modest aspirations nearly 25 years ago, Dodson's World's Fair Shows have climbed the ladder of success until now they are among the leaders of the big league of their profession. A visit by the writer, Dick Collins, to their winter quarters revealed no less than 79 splendidly equipped wagons to transporting 35 or more attractions. This equipment is housed in concrete floored and roomy buildings on the outskirts of the city, adjoining miles of track on which rests the show train of steel flats, sleepers and a most comfortable private car for the Dodson families. In this car Mesdames Guy and Mel Dodson are gracious hostesses during the show. There is a staff of mechanics, painters, blacksmiths and general workmen at these quarters and the place is a hive of industry. In addition to the buildings occupied on the outskirts of Norfolk, Dodsons have another headquarters within the city where the finer type of work is done. In a damp-proof and heated factory building, with floor space for the wagon fronts, the more minute and important decorative work is performed and the electrical equipment stored. Artists have turned out some wonderful effects and the color schemes on the various panels, Merry-Go-Round horses and the wagon fronts are notably attractive. A consignment of elaborate and beautiful costumes for the Dodson Revue arrived from Chicago, there being eight complete changes.

Many of the staff with the Dodson Shows for years will be among those present at the opening here. Five interesting free acts will be carried this year and have all been contracted. They are and have all been contracted. They are Great Zucchini, human cannon ball; Mills and Mills, high wire; Captain Harris, high dive; Dare-Devil Daniels, high perch, and Great Fusser, spiral tower. Prof. Charlie Clark's 16-piece Huzaa Band will continue to furnish music.



Showmen's League of America

CHICAGO, Feb. 15.—Vice-President Jack Nelson presided at this week's meeting. Attendance large and interest intense. With him at the table were Treasurer Lew Keller and Secretary Joe Streibich.

Ways and means committee reported real progress in its work and will have something concrete to offer in a short time. Membership showing life and presented applications of Charles Owens, George H. Terry, Arthur A. Young, Edward Roskind and Chickie Miller. These in addition to that of Larry O'Keefe, which was up for ballot at the meeting.

Everyone showing great interest in the Spring Theatrical Night to be held in College Inn at Hotel Sherman March 16. Tickets and advertising circulars are out and being distributed.

Letter from President Patty Conklin advises that he will not be back for several weeks because of illness of Mrs. Conklin at Miami.

Letter from Brother Edward M. Foley states that he is recovering and expects soon to be back in his usual capacities around the Foley & Burk Shows.

Letter from Brothers Ben Block and Mickey Allen, inclosing dues. These are pleasing missives.

Leo Berrington back from Florida, wearing a nice coat of tan. . . . Bob Sugar in from New Orleans. Says it's a bit too cold, so he is wearing ear muffs. Expects to be located in a Detroit park for the summer.

Received the sad news of the death of the mother of Brother Elmer D. Robinson. The League's sympathies have been extended.

Brothers Elwood A. Hughes and Louis Torti were Chicago visitors during the week.

Charles Young and George Terry were up for a visit with the boys.

Holding mail for Brother Arthur F. Beard (let's hear from you, Art).

Vice-President J. C. McCaffery is on his way back to Florida. . . . Brother R. J. Rodgers leaving shortly for New Orleans.

LADIES' AUXILIARY

CHICAGO, Feb. 15.—Mrs. James Chase was hostess at the regular biweekly social on Thursday. Attendance proved

the best of the year. The evening was spent in cards and bunco.

Thru some error Mrs. Carsky was reported being among the guests of Joe Archer at the Roller Derby. Mr. and Mrs. Carsky are on a prolonged business trip.

President Mrs. Lew Keller baked a coffee cake and a large layer cake, her treat to the boys at the League rooms last Saturday.

News of the death of the mother of Mrs. Mansch brought grief to Auxiliary. This week finds several more members sending in their dues. How about yours?

New York Yodelings

NEW YORK, Feb. 15. — Oscar Buck readying to operate two outfits again. . . . Harry Heller overhauling and repainting. . . . George Traver will be in personal charge of his Chautauqua Show, having given up his park in Paterson. . . . Ben Williams will play metropolitan territory before making Maine and Canadian fairs. . . . Charlie Gerard in Miami, but expected back shortly. Arthur Campfield, of Baker-Lockwood, just back from the South. Mrs. Frank J. Murphy, widow of the show owner, may run a few rides in this area. . . . Joe Bosco will open in New Jersey. . . . Witt Bros' outfit is in Caracas, Venezuela. . . . Eureka show will open in New York State and will also play Pennsylvania spots. . . . Mike Centanni will bow in or around Newark. . . . Bingo is the latest sensation in these parts, especially from the party angle. Practically every promoter is hitched up to the rage. . . . Billy Howard popped in from Miami, where weather has been chilly, and was met by forerunner of a cold wave here. Reports that Harry Green, of midways, is operating a delicatessen store there. . . . Bell Company will run three units of rides, shows and concessions. . . . Jimmy Burns set to join Krause Greater Shows in the South with several stands. . . . Maxie (Good Time) Glynn will have his dining hall with Art Lewis. . . . Maxie Gould will be back with Oscar Buck with eating stand and custard machine, among other stores concessions. . . . Tommy Fallon booked with Harry Heller, concessions. . . . Jack Davin will play Long Island. . . . Mike Prudent at home in Patchogue, L. I. . . . John J. Kelly may be with a show in New England. If so, it will be the first time in many years that he's taken to the road.

throughout the United States, is a splendid business indication," said Mr. Holler.

The Interstate Commerce Commission requires all contract carriers to file with the commission their minimum rates and schedules. The deadline for such compliance is March 2 and the ruling becomes effective April 1, with the statutory penalties following for noncompliance.

Tariff Circular MF No. 1 and Tariff Circular MP No. 2 set forth prescribed forms which must be followed when making returns of schedules, of rates or charges. These circulars may be had by addressing the Interstate Commerce Commission, Motor Carrier Division, Washington, D. C., or may be had from Louis Engel, 706 Evans Building, same city.

Contrary to the understanding of many operators the commission will not prescribe initial (first) fares or charges for motor carriers. The Motor Carrier Act leaves such fares or charges to the discretion of the carriers. Thereafter the commission may, upon complaint or upon its own initiative, require changes in fares or charges which it finds to be (See TRANSPORTATION on page 61)

SMITH'S GREATER ATLANTIC SHOWS

Open Season in Augusta, Ga., March 2, Under Auspices **WOODMEN OF THE WORLD**, Greensboro Street Show Grounds. **CAN ALWAYS USE REAL SHOWFOLKS**. Ones with their own outfits given preference. Rides that do not conflict. Good opening for LOOP-O-PLANE. Lethal Concessions, this is your opportunity to start the season right. Pop Erbe wants to hear from Wrestlers and Boxers capable of meeting all comers. **CAN USE** a capable, sober, reliable Merry-Go-Round Man. Address **BROWNIE SMITH**, P. O. Box 236, Augusta, Ga.

OREV GREATER SHOWS

WANTED for two Units, Ten-in-One, Hawaiian, organized Plant, Half-and-Half, Fat Girl, Snake, Monkey Circus, Flea Circus, any Shows of merit; Penny Arcade, Motorcade, Loop-the-Loop, Loop-o-Plane, Merry-Go-Round, Flat Rides, Kiddie Rides, Frozen Custard, Photos, Stock Wrecks, Ball Games, Long Range Gallery, Grid Stores. We have nine Old Home Weeks and sixteen Bairs booked. More pending. Address P. O. BOX 818, Johnston, Pa.

AT LIBERTY

TILT-A-WHIRL, new Kiddie Autos and Airplanes with Tangle Music and new Bally Organ. Three new up-to-date Rides, for Show or Park. Bill write soon. **HENRY HEYN**, Illinois Hotel, Cairo, Ill.

LATE MODEL NINE-CAR TILT-A-WHIRL Bargain for cash. Address P. O. BOX 2725, Bloom and Lake Station, Minneapolis, Minn.

SOL'S LIBERTY SHOWS, Inc.

CAN PLACE FOR SEASON 1936, Opening April 11—MERRY-GO-ROUND and other RIDES. Can also use good Dog and Pony Act and Shows of merit for a long Season of Fairs, Celebrations and Still Dates. Fair season starts June 18 in Minnesota, continuing through Wisconsin, Illinois and Missouri. Will Book or Buy. What have you? Must be A-1. No junk. All address Caruthersville, Mo.

WANT WANT WANT for HARRY W. LAMON SHOWS OPENING MARCH 14—TWO SATURDAYS—ELLAVILLE, GA.

WANT—Ferris Wheel, Merry-Go-Round, with or without transportation. Have Chairplane, Loop-o-Plane, Kiddie Ride. WANT—Minstrel Show, Side Show, with own outfits and transportation, or any shows that don't conflict. Liberal terms to same. Have complete Girl Show, Athletic Show, Gock Show. Will turn same over to capable people that can get money with them. Drunks won't last around here, so save your time and mine. **CONCESSIONS** all open, Cook House, Corn Game, Dingers, Pop Corn, American Palmistry, Photo Gallery, Penny Pitch, Jingle Board, Big Six, Pitch-Bit-I-Win, Candy Press, Bumper Strings, Long Range Gallery, Ball Games. **WANT**—Lot Man, Carnival Electrician, useful people in all lines of show business. Free Acts Wanted, good proposition. Following people get in touch with me: L. H. Hardin, Edie Charles, Mr. Snodgrass, Bob Sicles, Frank Hearn, Lewis, Bill Moore, Jack Welsh, Old Man Scott, Bert Lyons, Mike Rosen and Roy Duffy. All answer **HARRY W. LAMON**, BOX 114, ELLAVILLE, GA.

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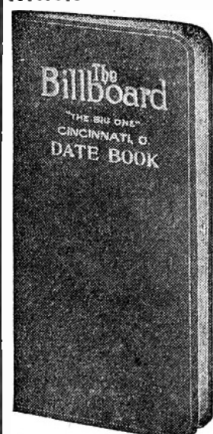
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The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket.

Contains complete calendars for years 1936-1937, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

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SARASOTA, Fla. — Sarasotans have been getting a full measure of circus atmosphere of late. In addition to record number of tourists visiting the winter quarters of the Ringling Bros. and Barnum & Bailey Circus, the managerie top of the show was pitched on Ringling boulevard, where it housed the second National Trailer Show. With the marquee in place at the corner of the lot, circus lights illuminating the interior, trailers around the oval in about the same formation that cage wagons are placed, together with a generous sprinkling of sawdust and shavings, the effect was "circusy" enough to lure the troupers here as well as auto trailer enthusiasts. During the first seven days more than 25,000 persons visited the show, which was free, and cars from nearly every State in the Union were parked on adjacent property. Exhibitors reported sales of about 50 trailers for that period.

MOTOR VEHICLE registrations for 1935 in Connecticut expire February 29, and the law says that renewal registrations for 1936 must not be displayed until the last week day of February. Annual fee schedule is determined as follows: Passenger: By light weight—1 to 3,500 pounds, \$7; 3,501 to 4,000 pounds, \$9; 4,501 pounds and up, \$11. Commercial: By gross weight (light weight plus carrying capacity)—Tractor,

by light weight, pneumatic tires, 1 to 20,000 pounds, 30 cents per hundred pounds or fraction thereof; 20,001 to 30,000 pounds, 40 cents; 30,001 to 40,000 pounds, 50 cents; minimum fee, \$10. Solid tires, 1 to 20,000 pounds, 40 cents; 20,001 to 30,000 pounds, 60 cents; minimum fee, \$15. Combination—Style of body passenger: Passenger fee plus \$2. Style of body commercial: Commercial fee plus \$2.

SALES by Chevrolet dealers continued thruout January at a rate which broke all January records in the history of the company, besides rounding out the greatest 90 days after announcement that Chevrolet has ever known. This fact is revealed by figures released by W. E. Holler, vice-president and general sales manager. New records were established both for new cars and trucks and for used cars, Mr. Holler said. An important contributing factor, he added, was the used car disposal program, under which thousands of old cars were destroyed. January sales of new cars and trucks totaled 75,412 units, an increase of 103 per cent over January, 1935. New unit sales for the period since the 1936 model announcement totaled 247,666, as compared with 130,867 for the best corresponding period in the past, in 1929-'30. This is an increase of 89 per cent. Used car sales for January were 166,968 units, the second highest used car month in Chevrolet's entire history. Sales of used cars for the 90-day period since introduction of the 1936 models totaled 400,717 units, 247,003 in 1934-'35 being the highest previous total for a corresponding period. "The fact that record sales in January were not confined to any one section of the country, but on the contrary were general



Heart of America Showman's Club

KANSAS CITY, Mo., Feb. 15.—Had another season's record-breaking attendance at the regular Friday night meeting. George Howk, second vice-president, presided in the absence of President John Castle.

J. L. Landes, last year's president, notified the members that after the meeting he would close his drive for the 1935 Hospital and Cemetery Fund and with the assistance of the acting president (George Howk) collected \$30 from the members present. The members were notified that the club would have a large placard made of the various donors, both shows and individuals, the placard to be photographed and framed and hung in the clubroom with the previous year's donations. The total amount of donations for the Hospital and Cemetery Fund under the leadership of J. L. Landes netted \$425.

After the meeting members of the Ladies' Auxiliary prepared a delightful spread, which they served in the ballroom of the men's club. Frank Joerling, of *The Billboard*, acted as toastmaster. At the speakers' table the ladies had a large cake, bearing the red heart emblem and decoration, and "Heart of America." At the speakers' table were officers of the club. There were 77 members of the club and 27 members of the Auxiliary at the luncheon.

Blain Young and wife are here for several days while on their way south to join a show.

Corey Greater Shows

JOHNSTOWN, Pa., Feb. 15.—Work of rebuilding and painting will be started in winter quarters here early in March, which will give ample time before the opening, April 30. Manager Corey will again put out two units this year. The sub-zero weather has been a boon to the coal business, advises George C. Smith, concessioner, who is in that business this winter in Cumberland, Md. Cramor and Zorsky, high perch act, are wintering at Miami. The Crawford's, aerialists, also booked with the show, are in Indianapolis. Glenn Walker, Joe (White) Gray and Jack Osborn are working programs in conjunction with freemen's balls in the Johnstown district. Percy Dalrymple is rebuilding and painting his concessions. Joe Rea working his photo outfit in storerooms in mining towns near here. George Lowe writes from Cambridge, Mass., that he will have all new fronts on his attractions. Mr. and Mrs. Jerry Swisher are in Florida. Manager Corey, after returning from a booking trip, is optimistic regarding the new season. The route will be thru Pennsylvania, Maryland, Virginia, North and South Carolina, Georgia and Florida. George S. Lukens will again have two concessions with the show after an absence of 15 years. Show will have a baseball team to play teams in cities and towns shown, which Manager Corey believes is a good advertising medium. Frank Maddish and the missus and their son, Stanley, are spending the winter at their home in Kulpmont, Pa., Frank operating a restaurant there until the show opening. Sam Collier purchased a new panel-body truck and will mount his sound equipment on same. George P. Milliken and the missus are wintering at Mr. Milliken's parents' home near Reading, Pa. ED RHOADES.

Mighty Sheesley Midway

SALISBURY, N. C., Feb. 15.—Some "pickups" from the Mighty Sheesley Midway quarters—"Captain John" and Mrs. Sheesley have returned from a trip to various points. Spot Baysinger back from a business trip. Electrician R. G. (Kokomo) Sykes and wife back from Miami. General Agent C. W. Orncraft on a dates-booking trip in the North. Work in winter quarters on the shows, rides and wagons will start soon. Jeanne Williams entertains with bridge parties in her stateroom nightly. Elmer (Blacky) Peyton getting the Caterpillar tractors

Canadian Business in Upswing

OTTAWA, Can.—Many significant factors reflect a wholesome advance in business operations in Canada during 1935. The increase in the index of physical volume of business based on 45 factors, telling the tale of industrial and commercial operations, was 8.7 per cent. The average for the index on the base of 1926 was 102.4 during 1935 against 94.2 in 1934, and the gain of nearly 9 per cent represents the expansion in production and business operations, continuing the recovery phase of the cycle.

The index of the volume of mineral production based on nine factors recorded a gain of 11.4 per cent. Exports of copper increased by 27.5 per cent, and nickel exports were up 21.1 per cent. Manufacturing operations measured by the index were higher by 7.6 per cent, the progress of the different industries being uneven. The purchase of raw cotton for further manufacture, for example, showed a decline of 16 per cent. Newsprint production advanced 6 percent to a new high point in history. Export trade in planks and boards was nearly maintained. Steel ingot production showed an increase of 23.5 per cent, and the output of motor cars and trucks was up 48 per cent. A gain of nearly 8 per cent was shown in crude petroleum imports, indicating the heavier volume in refining and distribution of gasoline. Electric power production was up 10.6 per cent, a new high. Construction contracts awarded, while still at a relatively low level, registered a gain of 27.4 per cent over 1934. Carloadings showed a slight increase of 1.5 per cent. External trade was featured by a gain of 12.4 per cent in exports, and imports were greater by 7.2 per cent.

ready for work. Tom Vigilanti will soon start work on the Magic Carpet. Jimmie Austin, C. V. Hicks, Art Detweiler and Bill Hicks pitching novelties in North Carolina. G. Henderson and wife have their pop corn and peanuts outfit at an indoor show at High Point. Captain Perry getting his Motordromes ready. Charles E. Sheesley, assistant manager, will soon arrive from his home in Harrisburg. Mrs. C. V. (Dixie) Hicks visiting her mother, Mrs. Harry Armstrong, and daughter at Summerville, W. Va. Charles H. Pounds, secretary-treasurer, assisted by his son, Clarence, busy with show secretarial work. Hilton Hodges, assisted by Frank Loughney, still has the Big Snakes show playing storerooms. E. C. May and wife still at Miami. W. E. Rowan, mechanic, and wife at Melbourne, Fla. John D. Sheesley and wife, Dorothy, and their two kiddies have visited John's uncle and aunt, Mr. and Mrs. Tom Martin, at Mayport, Fla., a few days. Louie and Kay Weiss at Fort Pierce, Fla., getting their girl shows ready. Art Smith and wife building up business for photo machines on Main street here. William Zeldman's crew at work on the twin Eli Wheels, Merry-Go-Round and Kid-die Ride. Trainmaster Howard Ingram and wife resting in Florida, but will soon be here and Howard getting the show train ready for the road. WARD (DAD) DUNBAR.

Great Coney Island Shows

BATON ROUGE, La., Feb. 15.—The show closed here early last week for the first time in 11 years, and the paraphernalia was moved out to "Millerville," the permanent headquarters, where a refurbishing plant is maintained the year round, including paint, machine and carpenter shops. The man-

agement had not considered closing and had several promising dates ahead, but continual rain and cold, with occasional sleet and snow storms, decided the question of going to the barn until such time as the "Sunny South" made up its mind to become sunny once more. Winter quarters is a busy place these days and apparently everyone of the 150 or more people domiciled there finds plenty of work to be done during the layoff. Opening date will be early in March. Bookings for the coming season include engagements in Illinois, Indiana, Michigan and Louisiana. In the meanwhile a small unit will open in the onion country of South Louisiana, where activity has already started in the big packing sheds. Kid Burns, with Athletic Show and concessions, left to join the Evangeline Shows. Sam Duke left for Memphis and Tom and Bessie Hamilton were called to Amarillo, Tex., owing to the serious illness of Mrs. Hamilton Sr. With these exceptions the entire company is spending the rest period either in "Millerville" or Baton Rouge. All of which is from an executive of the show.

Hildebrand's United Shows

LOS ANGELES, Feb. 15.—Final touches are being made to the work in winter quarters. Several additional trucks were ordered for immediate delivery. Mrs. Madge Kennedy Woods was a guest of Mr. and Mrs. O. H. Hildebrand for 10 days. The former Mrs. Kennedy was recently married to J. Fred Woods, of Idaho. Mr. and Mrs. Woods are contemplating joining with their rides after the show crosses the Oregon line. The Hildebrands gave the newly married couple a farewell dinner upon their return to Portland. The J. E. Foss and the Wendell Foss rides have also signed

for the season. Ben H. Martin's three rides will also take their place on the midway in addition to the rides of the organization. Great Valencia and his wife arrived from El Paso. Valencia's high-pole act is one of the two free acts the show will carry. Mr. and Mrs. E. Pickard, Mrs. Elva Rockwell, William Groff and Swede Olsen had concessions at the PTA Circus in Compton. Dinner parties were given during the week, including those of Lucille King, Mrs. E. W. Coe, Mrs. Ben Martin, Hazel Fisher and Verna Seeborg. A new system this winter, by which each show owner joining repairs and paints his own show paraphernalia, has been a success and the work rapidly completed. Mr. and Mrs. R. E. Jacobs signed for the Illusion Show. Jack Elhart and Fred Stewart's new housecars arrived. The office has been refurbished in a study of silver and blue from carpet to drapes. Several of the show folks played the winter festival operated by Verne Newcomb. Billie Farmer entertained several show-folks at a dinner-dance at a local cafe. Dutch VanDae signed again for Athletic Show. Another new system this season is that all concessions operated according to rules set down by the organization, with forfeitures of deposits in case they deviate from the rulings. General Agent E. (Pickles) Pickard left on his booking tour of the Northwest. His trip will include the nine Pacific Coast States. To Lucille King, with the aid of Joe De Mouchelle, has been given the task of working out the publicity scheme during the Hollywood and Los Angeles engagements. Among the visitors at winter quarters were Sky Morgan, Roy Ludington, Joe Krug, Archie Clark, Fred Canning, Frank Babcock, Ernest and Frank Downie, Glenn Miller, Max Bernard, Charles Walpert, R. E. Jacobs, Ross Davis, Clyde Gooding, Cleo Qualls, Charles Spoderberg, Teddy Leavitt, Chris Olsen, Billie Gear, Blossom Robinson, Billie Farmer, Joe De Mouchelle, Elmer Hanscomb, Ed Smithson, Ted Metz, Ben Doubbert, Arthur Greenhaugh, Johnnie Branson, Mrs. Elaine Taylor, Mr. and Mrs. R. S. Nelson, the Great and Mrs. Valencia, Tex Tooman, Don Quinn, Mrs. Ethel Krug, Bulldog Jackson, R. S. Moss, Mrs. R. E. Jacobs, Earl Kelly. WALTON DE PELLATON.

Philadelphia Pickups

PHILADELPHIA, Feb. 15.—Seen in the city this week were a number of carnival agents, evidently trying to find out if there will be anything doing during the coming season for carnival shows. Among them were Harry Dunkel, of Celin & Wilson Shows; Lee Schaeffer, of William Glick Shows; Doc Cann, of World of Mirth Shows, and S. A. Kerr, of Art Lewis Shows.

Mervin (Red) Rogers, of Rogers Midgets, was a visitor here. Has been with traveling museums with the midgets. Says bad weather has been a great drawback to the travelers this winter.

The WPA has organized several units in this section. The first one in the city gave initial performance this week. Consisted of 10 acts, composed of vaudeville, circus, carnival and museum acts.

Ray Daley, who had been managing the Eighth Street Museum this winter, left for Mobile, Ala., where he will join the Al C. Hansen Shows. He was accompanied by Clementine Coffey, Dixie Dixon and June Palmer.

Herb Maddy, of the JE Ranch Rodeo, writes from Woodstown, N. J., that prospects for a tiptop season are excellent.

Dixie Belle Attractions

OWENSBORO, Ky., Feb. 15.—The writer has just returned to winter quarters and found all employees at work and apparently happy. Colonel Riley has made things comfortable for all the boys. Foreman Bill Carter promises that all rides will be in fine condition when the bell rings. Paul Drake, on the advance, claims that he has an entirely new idea for promotions out front. William Reese advises that he has just completed another trailer and will be on hand at opening time with all of his equipment. Charles Ecker, electrician, has lighting equipment ready. Colonel Riley states that this year he will not have a pay gate, as last year's experiment of a free gate convinced him it was better. The writer has just taken a spin in Colonel Riley's new Packard. It looks as tho the advance will step "high, wide and handsome" in the new "straight-8." CARL K. MARTIN.



MUSEUMS

World Wide Closes; Going Under Canvas

LANETT, Ala., Feb. 15.—Manager Frank Casey brought his traveling museum to a close, owing to the fact that he is making preparations to open his Congress of Living Oddities under canvas here March 5 at a Spring Festival. Acts closing to remain here until the opening are as follows: Alfred, the Alligator Boy; Jolly Cora, fat girl; Princess Nadja, mentalist; Major Buttons, midget; Huckleberry Finn, Human Ape; "Mickey Mouse and Family"; Tex Lynch's Colored Minstrels; "Shadow of the Cross"; Cova, magician, and Bobby Kork. Harlo and Mario are not connected with this show—an error on the writer's part in a recent issue.

Decker's, Baltimore

BALTIMORE, Feb. 15.—Ralph Decker advises his Oriole Museum here has been showing a gain at the box office. This he attributes to the fact that he is giving a lot of show for a nominal price of admission. New acts this week include Vokel, man with two mouths, his first appearance in Baltimore, and Van, tattooed man. Al Paulert as new emcee. In the annex two dancing girls have been added—June Adams and Marie

Russell. Decker is planning some extensive improvements to his museum in the near future. Among visitors this week were Mel Dodson, of Dedson's World's Fair Shows; William Glick and Lee Schaeffer, William Glick Exposition Shows, and an almost daily visitor is John T. McGaslin.

Philadelphia Houses

PHILADELPHIA, Feb. 15.—Considering the continuance of cold weather, business at the museums here this week has been fair.

South Street Museum has made a complete change in the program. The bill is a strong one, somewhat different from the kind that has been in vogue since the opening of the season. In the big pit: Musical Johnson, novelty musical act; Bill Perkins, cowboy tricks; Three Bells, club juggling; Gilbert Treacy, sword swallowing. On the platform: DeWewis, handless wonder; Congo, South African bushman; Captain Sig, tattooed man; Mme. Verona, mentalist. In the annex, dancing girls are still featured.

Eighth Street Museum is continuing the "Crime Show" this week and doing a nice business, also has Jackie Mack, sword box illusion, and Mme. Zeldia and Jackie Mack in mentalist act. In the annex, Callahan and Mary Morris.

SECOND-HAND SHOW PROPERTY FOR SALE. \$ 1.65 Richardson Used Fibre Skates. All Sizes. \$85.00 Wax Bust Woman, 6' Horn Grw'g F, Fresh'd \$50.00 per 100 Government Code Flags. Send List. \$30.00 Large White Polar Bear Rug. \$ 5.00 Pair Gray Figured Setin Curtains, 3x8. We buy Guess-Your-Weight Scales, Concession Tents and Rink Skates. All makes. FAY WEIS'S CURIOSITY SHOP, 20 S. 2nd Street, Philadelphia, Pa.

Cetlin & Wilson Shows

GREENSBORO, N. C., Feb. 15.—Owing to cold and miserable weather, with plenty of snow, work in winter quarters has been slowed up a little, but Frank Massick and crew are still doing plenty of work inside the large buildings. The show will again have special paper for nearly all attractions this year thru the able assistance of William Fleming, and another big feature in advertising will be the new 24-sheet stands of Wilno, the Human Cannonball. Leo Carrell, who is now sojourning in Florida, will be up to quarters as soon as weather permits and will bring his entire crew with him. Duke Jeannette writes that he will have the greatest side-show attractions ever under his management. The Hot Harlem front will be entirely rebuilt so as to be able to use the indirect lighting system that will be used in the entire lineup as soon as every front can be rearranged or rebuilt. According to a local electric concern, it will give about twice as much light on the midway as the previous way and will be new and distinctive to the carnival business. Mr. and Mrs. J. W. Wilson were hosts to a delightful gathering the last Saturday night. Nightly meetings are held in the Cleggs Hotel, the downtown quarters of the show, the attendance has been slightly off the past week owing to the indoor dolings in the near vicinity. Visitors during the week included Jack V. Lyles, of Frank West Shows, and W. E. McCannless, of the Rowan County Fair, Salisbury, N. C.

GEORGE HIRSHBERG.

Crowley's United Shows

RICHMOND, Mo., Feb. 15.—The sub-zero weather stopped all work outdoors. Nearly all other work has been completed, as far as the shows, rides and some of the trucks and other paraphernalia are concerned. Mr. Crowley has purchased the Caterpillar ride of P. W. Cobb, who spent a few days as guest of the management. It will be brought to quarters as soon as weather permits. Word from Agent McLemore has had a successful contracting trip in the South and will return to quarters after a short visit to homefolks in San Antonio. Mr. Crowley purchased another large searchlight to be mounted with the other lights on the transformer wagon. Mr. and Mrs. Crowley are the proud owners of a new Pierce Arrow sedan, purchased a few days ago. The cold nights brought out the bridge players, and a large crowd gathers nightly at quarters. Jewell Sloan, ride superintendent, has been on the sick list.

WALTER DALE.

United Shows of America

SHREVEPORT, La., Feb. 15.—Winter quarters opened early this week, but owing to the unseasonable cold weather that has prevailed it has been impossible to make as much headway as originally had been scheduled. Now that it looks as if weather conditions are improving for work of this nature things will begin to hum within a few days. Ride Superintendent Oscar Halverson has his boys assembling all rides in order that the devices can be put in tip-top condition, mechanically and otherwise, before turning them over to the painting department. J. B. Rhodes, in charge of the carpentry department, and his crew are also preparing their end of the work. Frank (Dutch) Krahn, in charge of blacksmith and machine work, is happy over the new machinery and tools that have been provided. Tom Adams, chief electrician, is getting his department in shape to begin active work in a few days. Trainmaster Slim Chandler and his assistants are getting all wagons out of the barns for inspection so needed repairs can be made. He is also giving the flats, stock cars and sleepers a thorough inspection so all will be in first-class shape. Trucks have been hauling supplies and machinery to the quarters. When the show takes to the road April 13 it will have many new ideas, including show presentations, show fronts and with a startling improvement in lighting effects: Robert L. Lohmar is absent from headquarters in the interest of the show, but is expected to return shortly to assume charge of the part of the innovations that are his own creation. Mrs. John R. Castle, who has been in California since shortly after the first of the year, will return home in a few days. All of which is from an official of the show.

Smith's Greater Atlantic

AUGUSTA, Ga., Feb. 15.—Almost every day brings new faces to the winter quarters and office. The force at quarters is busily engaged in getting the rides and show painted and repaired. New seats have been made for the twin Eli Wheels, which have new paint from top to bottom. The Merry-Go-Round has undergone a complete overhauling and looks fine. All show canvas has been overhauled. The downtown office where the publicity and popularity contest is taken care of is busy every day, with newspaper men and advertising salesmen bringing ads for the Souvenir Program, which is being handled by George A. Baldwin, of the show staff. The Woodmen of the World, under whose auspices the show will open, are pushing hard to put the affair over. The advance has two automobiles on the streets taking care of the advertising matter and other details. Manager Brownie Smith has fully recovered his health and is busy daily helping put things over for the opening March 2.

GEORGE A. BALDWIN.

Happyland Shows

DETROIT, Feb. 15.—W. G. Dumas has returned to his home in Florida after a booking trip with J. F. Reid, which included successful attendance at the Ohio and Michigan fair meetings. Recent booking of attractions not with the show last season include John T. Rea, with three shows; Mrs. E. Anderson, with dual Loop-o-Plane, and Virgil Dickey, with a new Smith & Smith Chairplane. Nearly all concessioners with the show in 1935 have already expressed intention of returning for the coming season. At present those of the Happyland showfolks enjoying fishing parties and other pastimes at Gibsonton, Fla., include Mr. and Mrs. William G. Dumas, Mr. and Mrs. Harry Boyles, Mr. and Mrs. Frank Allen, Mr. and Mrs. Ray Tahash, Mr. and Mrs. R. V. Ritz, Mr. and Mrs. Virgil Dickey, Mr. and Mrs. Eddie (Whistle) Miller, Mr. and Mrs. Bernard Matson and Fred M. Bedford and Laurel Dickey. Late reports from there indicate that work is being mixed with pleasure by R. V. Ritz, who is building a new front for his Motordrome; Ray Tahash, building a new show; Harry Boyles, Frank Allen and Eddie Miller, building new concessions. Altho working space is very limited in the Detroit quarters, a small crew working thru the winter is making fine progress, repairing and painting equipment. Nine rides, 8 shows and 30 concessions will be carried this season. All of which is from an executive of the show.

Blue Ribbon Shows, Inc.

Vero Beach, Fla. *Auspices, Indian River Fruit Festival—held over three days. Business, fair.*

Due to the loss of three days, caused by rain and cold weather, the fair was held over for Monday, Tuesday and Wednesday. It was a good move for all concerned, show tearing down Thursday and moving to Fort Pierce. Reports from the show's winter quarters in Florence very favorable, regarding the building of the new panel fronts and the rebuilding and painting of the show property in general. Everything will be spick and span when the regular season opens early in April. Many visitors at Vera Beach, among them H. L. Anfenger and Arthur Hoffman, Kitty Parker, Mr. and Mrs. Jack Murry and others whom the writer didn't meet or get their names. Mr. Dial, representative of the Dize Tent Manufacturing Company, was also a visitor and got an order for five new show tops. All canvas to be new this season. The winter unit will play four or five more Florida dates before the opening of the main show in Florence.

STARR DeBELLE.

Campbell United Shows

FAIRMONT, N. C., Feb. 15.—Work at winter quarters is going along nicely. All rides have received their final coats of paint. Carpenters are building five new show fronts, which are about ready for the paint shop. The new fronts for the Minstrel Show and Musical Revue are especially beautiful. General Foreman Charles S. Clark is building two trailers, one to be used as the office, the other by General Manager Hort Campbell. There are now 14 people working in quarters. Whitey Ross is in charge of cookhouse. Robert Lands has

completely overhauled the ride engines and at present is doing repair work on the frozen custard machine. Jay Nichols and wife arrived from Tampa, Fla., with their Giant Voice and will do advertising and make midway announcements. Will have a 50-watt amplifier in a frame at front of the midway. All canvas will be new. Orders placed with the Dize Tent and Awning Company, which is at present making a 40x80 top for the Musical Comedy and a 40x70 for the Minstrels, also a 25x30 marquee. General Manager Campbell has made several trips to Raleigh and Greensboro, N. C., and Philadelphia in the interest of the show, and Jack Huffines, secretary-treasurer and associate owner, is on an extended business trip south. Recent visitors to quarters were Mr. and Mrs. Lew Henry, Fred R. W. Reh, Charles J. Adams, Fred Klutz and Mr. and Mrs. Abe Strohmman. Whitey Easterling arrived and is repairing the Kiddie Auto Ride. Pat Gilmore is here rebuilding his cigar shooting gallery and hoopla concessions. General Agent J. J. Freeland made a visit to quarters and reported successful efforts in booking fairs and still dates. Show will open late in March and carry 8 rides, 10 shows, band and free acts.

DALE W. FEATROSS.

POOL WHIRL

(Continued from page 41)

a group of individuals. Railroads were concerned, for ordinary winter traffic to summer resorts was hardly sufficient to pay for running more than one train a day. Hotels were equally interested, for they did no biz at all during cold months. Manufacturers of ski equipment, as well as winter clothing, all which brought in department stores, too, had nothing but a lot of "junk" lying on their shelves from one winter to the next getting rusty and dusty.

Ah, but the order of things certainly has changed! Now all concerned are doing more business than they can handle. And it was all brought about thru a concentrated, co-operative promotion scheme.

Department stores, biggest of all newspaper advertisers, approached the dailies and arranged for various skiing features, not only on sports pages, but on pages one and two of some papers. One newspaper, with a million and a half circulation and double that on Sunday, went completely overboard and many days looked like a skiing trade journal rather than a daily newspaper.

All this is being discussed here in the hope that operators of outdoor pools, summer hotels and resorts, railroad companies and department stores will get together to put across swimming the same as they have done with skiing. There are so many more possibilities with the sport of swimming than with skiing, or any winter sport for that matter, that it would be foolish to argue that point. Suffice to add, the main point is that bathing-suit manufacturers do more advertising than those who make winter sports material. And department stores sell more swimming equipment than they do any winter item.

Why, then, can't all groups get together to promote swimming during its off season? For example, the ordinary outdoor pool opens a week before or on Decoration Day. But actual business doesn't really start until the first of July. And it always ends on Labor Day. Of course, it depends a lot on weather, but unless there is an unusually hot spell in early June it's darn hard to get them in, even tho it might be suitable swimming weather. But with a concentrated campaign where the daily newspapers run articles on how it's fine to swim in June, where big tournaments are arranged and where Learn-To-Swim campaigns are sponsored everywhere, all of which is exactly how they "sold" skiing, then and only then you'll be able to extend your swim season. Pool men ought to get wise to themselves and try something themselves instead of sitting back contented.

Talk of a mammoth outdoor pool being constructed in Astoria, L. I., for the coming summer. Seating capacity of 12,000 is to be the feature of this new tank. 'tis said, and they say further that if everything goes thru the 1936 outdoor national championships will be held there. Just a rumor, but it's something for pool operators in that area to look into.

Frank J. O'Neal, who operates Airport

swim pool in Vincennes, Ind., is anxiously awaiting for his acceptance in the Jantzen Swimming Association. Among those whose membership was recently accepted by that group are Mr. and Mrs. F. C. Stagg, managers of Turlock Plunge, Turlock, Calif.; Alexander Ott, Miami Biltmore Pools, Coral Gables, Fla.; H. B. Lellis, general manager of Smith's Casino Crystal Pool, Miami Beach, Fla., and Laura Hungate, manager of Broadwater Natatorium, Helena, Mont.

ATLANTIC CITY

(Continued from page 41)

Frank F. Gravatt, president of the pier, back from a short vacation, has made a start on gathering another big array of summer attractions. . . . Outdoor circus to be larger than ever. . . . Frank Elliott, director of Steel Pier Minstrels, which go into their 36th year at the pier, is rounding out an opening lineup with several surprises. Aldridge's Hawaiians will occupy one of central spots of the pier as they go into their 10th year there. . . . Eddie Morgan signed for another period of single night dates at Million-Dollar Pier.

Ex-Mayor Harry Bacharach is heading a special advertising committee, getting ideas on tour of Southern resorts. . . . Charlie Doolin, ex-pier minstrel, is to put on night baseball with a circus flare. . . . Dupont exhibit moved into Steel Pier until new headquarters in Chalfont-Haddon Hall block are ready. . . . Collier's Million-Dollar Pier exhibit setup remains for early-spring opening. . . . Recent public admission of Jake Oberst, 68, who has led Atlantic County Fair band 48 years, that he never heard *The Music Goes 'Round and Around* has been bringing him a flood of copies from all parts of the country. . . . Bees Reeves had a nice promotion in CCC camps about a Million-Dollar Pier, with more than 8,000 from camps to swell a local couple of thousand more. . . . City is going into the car-towing biz for visitors again next summer. . . . Wildwood announces summer parking practically unrestricted. . . . Three X Sisters topped a nice flesh bill over week-end at Steel Pier. . . . Redeking parts of Boardwalk will get under way in a couple of weeks; funds totaling \$117,315.27 having been released for the project.

With the Zoos

CINCINNATI—Cincinnati Zoo, which has been without a giraffe a number of years, will have a pair this year, said General Superintendent Joseph Stephan. They are expected in April, arriving in a shipment to New York from Chris Schultz, noted capturer of giraffes, and for more than 20 years a rancher with his family at Tanyanjaka, East Africa. He formerly was with the Hagenbeck firm in Germany. After being conditioned by Schultz, the animals will be quarantined two months in Africa and will be in quarantine 21 days after reaching New York. It is expected that the specimens will be about nine-footers, as it is said to be impracticable to ship giraffes that are larger. Work is progressing on the \$145,000 project at the zoo, reptile house foundation having been poured. Of this 45 per cent is PWA funds. Mr. Stephan said work has been started on three large bear grottos, two to be occupied by the pair of immense kodiak bears and the six polar bears.

CLEVELAND—A Brookside Zoological Garden which rates national or international attention moved a bit nearer reality with announcement of a gift from the May Company for the monkey island colony at Brookside Park. Announcement of the gift of 150 rhesus monkeys was made by Nathan L. Dauby, vice-president. The monkey colony will be delivered to the zoo in time for the formal opening in late spring of the island, which is being constructed so as to form a natural environment. The monkey island was built by WPA workmen and is one of the most modern in the world. A water-filled moat is used instead of fences to inclose the animals so spectators can observe them without looking thru wire or iron bars. The moat is 20 feet wide, and a wall around it prevents animals' escape. The structure, island and moat, is 150 feet long and 100 feet wide, and is designed to afford a healthy and nearly natural environment for the monkey colony, said Capt. Curley Wilson, zoo superintendent.

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GUARANTEED MUSIC ARRANGEMENTS, \$3.50 up. Booklet, ROBERT VAN SICKLE, Labelle, Mo. fe22

SPECIAL ARRANGEMENTS FOR ORCHESTRA, vocals, etc. Write R. V. BENVENUTI, Ridgewood Park, Waterford, Conn. fe22

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AGENTS—FOR OUR DE LUXE DANCE WAX. Cleans and waxes while they dance. Unlimited market. Cafes, taverns or anywhere there is dancing. Five pounds and particulars, \$1.00. DIXIE WAX CO., Division Harry Lang, Inc., Evansville, Ind. x

BANISH DANDRUFF, RETARD FALLING HAIR, Restore Gray Hair to Natural Color. Astonishing new hair lotion that really does the work. Easy to sell under our positive money-back guarantee. Splendid proposition for alert distributors. Details free or full size bottle for dollar bill. PRESIDENT, Box 538, Jackson, Tenn. x

CARTOON BOOKLETS—REAL STUFF. \$2.50 hundred. Samples, 25c. RAY, Box 83, Sta. N, New York. mh14

CARTOON BOOKLETS—PHOTOS, NOVELTIES. Samples 25c. CELAK, Box 32, Cicero, Ill. fe29

ELECTRIC RAZOR, \$3.00—BULLOCK, 2218 E. 34th, Kansas City, Mo. x

FOUNTAIN BRUSH—WRITES ON GLASS, paper. Seven copies; 250% profit. VANDREY ADVERTISING SIGNS, Truman, Minn. x

GOOD INCOME SILVERING MIRRORS—PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write GUNMETAL CO., Ave. G, Decatur, Ill. tfrx

MAGIC "RUN" PREVENTATIVE FOR HOSIERY sells every woman. Repeats. Particulars, sample free. NEVIN LABORATORIES (1103), 210 Fifth Ave., New York. x

MAKE GOOD MONEY TAKING ORDERS—Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Pants, Uniforms. Sales Kit free. NIMROD CO., Dept. 43, 4922-28 Lincoln Ave., Chicago. ap25x

MEN WANTED AT ONCE TO CALL ON stores with biggest line 5c and 10c necessities. Self-selling counter displays: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. PROCOFAX, Dept. 131-WD, 1956 S. Troy, Chicago. x

NEW DOLLAR BURGALAR ALARM! 30,000,000 prospects. Get Demonstrator Now. FRUITT, Dept. 188, Elburn, Ill. fe29x

NEW FLASHLIGHT KEY CASE GENUINE leather. Tremendous seller. 25c cash or stamps brings you sample complete with battery and full details. ALLBRIGHT, 170 Fifth Ave., New York City. x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand St., New York. mh7x

PITCHMENT SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp checks, plates, fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

SELL SHIRTS—WONDERFUL PROPOSITION. EUREKA, 307 W. 38th St., New York. x

SPICY CARTOONS—HOT DIPLOMAS. SAMPLES 25c. BUK, Box 2, Station W, New York. mh14

WE TEACH YOU TO BUY GOLD AND MANAGE gold-buying crews. OHIO PRECIOUS METAL CO., Canton, O. fe29

90 COWBOY SONGS, INCLUDING "HOME on the Range," "Red River Valley," "Strawberry Row," etc., 10c. Hustlers wanted. HUDAK, 556 7th Ave., New York, N. Y. x

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. FRUITT PRESS, Elburn, Ill. mh7x

ANIMALS, BIRDS AND PETS

ANIMALS, BIRDS, SNAKES—EVERYTHING for shows. SNAKE KING, Brownsville, Tex. ap25

PAIR OF RHESUS MONKEYS, EACH \$12.50—P. L. WONDERLEY, Kirksville, Mo. x

WANTED—BACK-SOMERSAULT DOGS, young, reasonable price. Also Rhesus Monkey trained to Ride Pony and Back-Somersault. JANE SOBE, 462 Third, Albany, N. Y. x

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PERSONAL MAGAZINE—CATALOG, PHOTOS, Cartoons, 15c. BOX 290-B, New Haven, Conn. x

BUSINESS OPPORTUNITIES

CASH EARNINGS—YOUR OWN PROFITABLE Mail-Order Business. No canvassing; particulars sent free. STANLEY ORGANIZATION, Dept. 9, 112-114 Queen, Lancaster, Pa. fe29x

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SELL BY MAIL BOOKS, NOVELTIES! Bargains! Big Profits! Particulars Free! ELFCO, 525 South Dearborn, Chicago. tfrx

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\$50 A WEEK WITH A KODAK—BOOKLET describing 100 magazine markets, 20c (two dimes). HOWELL, Box 326, Los Altos, Calif. x

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. fe22

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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 BARGAIN—2 DISCOVERY PIN GAMES with Exhibit Ticket Printers, \$39.50 each; 2 Keeney Quick Silver, \$10.00 each. Write for list of other bargains. ROBBS CO., 11418 DeKalb Ave., Brooklyn, N. Y. fe22

A REAL BARGAIN—2 JENNINGS DUTCHES; 2 Mills Escalator Front Venders, nickel play; 3 Baby Puritan Venders, 4 coin; 2 Rodeos, a few Single Jackpot Bells. Write JOHN SHEEHAN, 301 Jackson St., Galena, Ill.

BARGAIN LIST FREE—BATTERIES, \$4.50 case; Skyscraper, 5. SILENT SELLING CO., 548 Massachusetts Ave., Indianapolis.

BARGAINS—PEANUT, BALLGUM, CIGARETTE Venders, Games, Diggers. NOVIX, 1191 Broadway, New York. fe22

BARGAINS—\$10.00 EACH: BALANCE LINE, Frisky, Par Golf, King Turf, Man Moon, Olympic Kings, Panama Diggers, Mutoscopes, \$9.00 each; Rock-Ola 21, ravel, Tri-a-Lite. Free! Penny Arcade Pin Game Price List. MUNVES, 145 Park Row, New York. x

CANADIAN OPERATORS—SPECIALS IN USED Machines, in perfect condition. Golden Gate, \$18.00; Fleet, \$15.00; Master Contact, \$10.00; Champion, \$30.00; Rockets, \$30.00; Split Second, \$22.50; Hit Me, \$15.00; Globe Trotter, \$25.00; Barrel Roll, \$25.00; Beamite, \$18.00; Super 8, \$15.00; Esquire, \$20.00; Checkers, \$18.50; Chicago Express, \$30.00. One-third deposit with order, balance C. O. D. We handle all types of used machines. Write us for particulars. ROXY SPECIALTY CORP., 635 St. Paul St., W., Montreal, Quebec, Can. x

COIN-OPERATED MACHINES, BOUGHT-SOLD.—JARR, 1704 Leavenworth, Omaha, Neb.

COIN-OPERATED MACHINES BOUGHT, SOLD —CHARLES PITTLE, New Bedford, Mass. mh7

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FIVE ELECTRO HOISTS, 1933 MODELS, EXCELLENT condition. \$30 each; one or more; \$10 deposit. MCKINLEY, Rockwell St., Long Branch, N. J.

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IF IT'S SQUARE DEALING AND SAFE BARGAINS in Coin Operating Machines of all descriptions see YENDES SERVICE CO., 1813 W. 3d, Dayton, O. 20 years in business. fe22x

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JUMBO, \$25.50; PROSPECTOR, \$45.00; STAMPEDE, \$39.50; Gold Award, \$42.50; Ace, \$39.50, and other Automatic Games equally low priced. Guaranteed like new. Write for prices today. J. & J. NOVELTY CO., 2270 Grand Ave., Detroit, Mich. fe22x

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MILLS GOOSENECKS, SINGLE JACKPOTS with Reserves, used less than 30 days, \$16.00 each; Sportsman, \$12.50 to \$25.00; Paces Races, serials above 1600. UNITED AMUSEMENT CO., 3411 Main, Kansas City, Mo.

PRICED AS FOLLOWS SO ONE ADVERTISEMENT will sell all: Blue Streaks, Blue Ribbons, Electros, Lightnings, Radio Stations, Relays, \$1.95; Drop Kicks, Esquires, Golden Gates, Live Powers, Merry-Go-Rounds, Majic Keys, \$2.95; Beamites, Large Cannon Fires, Jennings Footballs, Large Major Leagues, Three-in-Lines, Model C Traffic, \$5.95; Homestretches, Starlites, Late Hit Rockets, \$9.95; Neontacts, Rotolites, Triple Slot Skill Lite-a-Lines, Brown Sportsmans, \$15.00; New Model Tickets, really working, \$1.75; Tickets, 95c thousand. COINOP GAMES CO., 467 E. Walnut, Springfield, Mo. x

REAL BARGAINS IN RECONDITIONED Machines. All types at prices you will be willing to pay. Write for new list. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. fe29x

REAL BARGAINS—ROCKETS AND CHAMPIONS, fifteen dollars; Bally Traffic, twenty dollars; Little Duke One Cent Jackpot, twenty dollars; Mills Q. T. Jackpot, One Cent and Five Cent Play, twenty dollars; Mills Nickel Jackpot, fifteen dollars; Mills Nickel Mint Vender, No Jackpot, ten dollars; Bally Prospector, fifteen dollars; Bally Jumbo, twenty-five dollars; Bally Skippies, two dollars. Send money order in full with your order to JACK O'BRIEN, 97 Thames St., Newport, R. I. x

SEND STAMP FOR LIST OF USED MACHINES—Get on our mailing list. You save money on machines and supplies. GOODBODY, 1824 East Main, Rochester, N. Y. fe22

SLIGHTLY USED MACHINES, GUARANTEED mechanically right—20 Traffic A, \$15.00; 1 Traffic B, \$15.00; B Traffic C, \$7.00; Frisks, \$12.50; 10 21 Games, \$10.00; 3 New Yorkers, \$25.00; 5 High Hands, \$15.00; 2 666, \$10.00; 1 Flying Coin, \$8.00; 1 Spot Lite, \$9.00; 1 Big Games, \$12.00; 1 Rockalite, \$3.50; 48 Penny Smokes, \$8.00; 26 Penny Packs, \$9.00; 4 T N T, \$10.00; 14 Subways, \$2.50; 2 Signal, \$2.50; 12 Retounds, \$2.50; 1 Quick Silver, \$10.00; 2 Grid Irons, \$3.00; 1 Banker, \$17.50; 1 Rocket, battery model, \$10.00; 1 Ic Goose Neck Jackpot Vender, \$25.00; 1 5c Mills Silent D. Front Vender, \$35.00; 1 Baby Grand, \$10.00; 1 Prospector, \$60.00; 1 Ace, \$35.00; 1 Match Dial, \$20.00; 1 Jumbo, \$75.00; 1 Hop Scotch, \$15.00; 2 Fleets, \$2.00. 1/3 deposit must accompany all orders in the form of post office express or telegraph money order. MOSELEY VENDING MACHINE EXCHANGE, INC., 00 Broad St., Richmond, Va.

TEN SEEBURG SELECTOPHONES, 1934 MODEL, good condition, \$125.00 each; Two Mills Phonographs, Model 875, \$85 each. ATLAS COIN MACHINE CO., 1209 Washington St., Boston, Mass. mh7

USED COIN-OPERATED MACHINES—HUNDREDS Pin Games and Slots. Send for our list of prices. HANDBOOK COIN MACHINE EXCHANGE, 1612 State Street, Erie, Pa. mh7

WAHOO PAY TABLES—FOUR FOR \$50.00. COLEMAN NOVELTY, Rockford, Ill.

WANTED—PACES RACES, BOTH NEW AND used. Quote lowest price and serial numbers and guaranteed condition. MOSELEY VENDING MACHINE EXCHANGE, 00 Broad St., Richmond, Va. fe29

WANTED—WILL PAY CASH. PIN TABLES, Payouts. ALBERT WEPFER, 35 Front St., New York City. fe22

WANTED—ONE CENT CIGARET VENDING Machines. DURANT BEARD, Brunswick, Ga.

WANTED—PENNY VENDORS. WILL TRADE complete 4 for 10c Photo Outfit; new Day-dark Camera; 10x10 Concession Tent. HALADAY, Jefferson, Tex.

WANTED—ADVANCE MODEL D GUM Machines. LISDOVSKY, 2817 Division, Chicago.

WANTED—SEEBURG HOCKEYS, ALSO Cranes and Diggers, 1933, 1934 or 1935 models. GREENFIELD, 776 Crown St., Brooklyn, N. Y.

2 PACES RACES, GUARANTEED LIKE NEW, three hundred each. BERT FLYNN, 12 Elm St., Lockport, N. Y.

\$5.00 EACH OR THREE FOR \$13.50—ACTION Sr., Beamlite, Scrolite, A. B. T. Autocut, A. B. T. Winner, Showdown, Cannon Fire, Super "8", Contact Jr., Castlitle, Kelly Pool, C. O. D., 21 Game, Relay Sr., Penny Ante, ready to operate, cash with order. Automatic Payouts, Plus or Minus, \$16.50; Gold Rush, \$18.50; Put and Take Front Door, \$14.50. CHICAGO VENDING CO., 233 E. 95th St., Chicago, Ill.

10 PONY AUTOMATIC JACKPOT NICKEL Machines, like new, small and easy to operate, cost \$25.00 each; quick sale, \$17.50 each. B. WELLMAN, St. Petersburg, Fla.

10 TRAFFICS B, \$16.00; 3 WHIRLPOOLS, \$25.00; Spotlight, \$10.00; 3 Sportsmans, Visible, brown cabinet, \$20.00; 2 Rockets, brown, \$12.00. Every machine guaranteed. 1/3 deposit. J. J. HARVEY, 1100 Harp, Raleigh, N. C.

30 MILLS MYSTERY GOLDEN BLUE FRONTS, used only slightly, \$65.00. NATIONAL AGENCY, 165, Columbus, Ga.

235 CIGARETTE VENDING MACHINES, \$15.00 to \$30.00. For list write VENDING SERVICE, 146 Edna Pl., Buffalo, N. Y. fe29x

COSTUMES—WARDROBES

FOR SALE—72 BLUE AND GOLD WHIPCORD Juvenile Band or Drum Corps Uniforms, 1934 model. Great bargain. HASTINGS JUVENILE BAND ASSOCIATION, Hastings, Pa.

MESS JACKETS, BLACK, \$2.00; TUXEDOS, \$10.00; Trunks, Scenery, Costumes, Red Band Caps, Coats. WALLACE, 2416 N. Halsted, Chicago.

900 CHORUS COSTUMES, 50c EACH—IF PURCHASED as lot, 25c each. Send remittance. Specify how many, whether shorts, medium or long. THEATRICAL EQUIPMENT RENTAL CO., 3433 Carnegie Ave., Cleveland, O.

EXCHANGE OR SWAP

TYPEWRITER, PIANO ACCORDION, SAXOPHONE, Bag Pipe. Want Hand Printing Press, Banjo. W. N. BRODIE, St. Mary, Ga.

FORMULAS

FORMULAS—ALL KINDS, GUARANTEED; catalog free. KEMICO, B-66, Park Ridge, Ill. tfrx

FORMULAS, PLANS, IDEAS—LITERATURE Free, H. BELFORT, 4042 N. Keeler, Chicago. fe22

GOOD CHEMICAL WHISKEY CHEAP—NO still required. Formula, 50c. THOMAS REID, Plymouth, Pa. x

NEWEST GUARANTEED FORMULAS—BIGGEST catalog free. Special prices, leads. GIBSON, Chemist, BH-4704 No. Racine, Chicago. x

SUCCESS WITH YOUR PRODUCTS—LEARN how. Formulas. Processes. Analytical service. Catalog free. Y. THAXLY CO., Washington, D. C. fe29x

FOR SALE—NEW GOODS

BALL GUM, FACTORY FRESH, 12c BOX—AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. fe29x

BARBECUES—INTERIOR AND EXTERIOR models. PEERLESS STOVE CO., Columbus, O. mh7

PHOTO OUTFITS—4 FOR DIME STRIPS. GWR new Photostrip Machines, either 1 1/2x2 or 2 1/2x3 1/2 sizes, complete, \$140.00. All supplies at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind. fe22x

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TYPEWRITER TYPE CLEANER AND ROLLER Refresher, 25c. QUAKER, 1110 Haworth, Philadelphia.

FOR SALE—SECOND-HAND GOODS

ICE CREAM MACHINE, EMERY THOMPSON, good condition, BOX No. 688, Billboard, 1564 Broadway, New York.

DRUMMER—Thoroughly experienced in theater, concert band and circus. Drums, Bells, Tympani. Travel or locate. **FRANK VALLBELI**, 310 Lake-side Pl., Chicago, Ill.

TENOR SAX doubling Clarinet and modern ride; also String Bass man who arranges and bows. Young, union, congenial. Reliable, leaders wire. **MUSICIAN**, West Orange Ave., Vineland, N. J.

TRUMPET—Capable A-1 dance musician. Arrange and have some good swing arrangements on hand. Prefer a good Southern engagement paying enough to live. Guaranteed satisfaction in reading, take off and sweet stuff. Plenty of experience. Send all offers to **LARK MERRYMAN**, General Delivery, Coalgate, Okla. fe29

**AT LIBERTY
PARKS AND FAIRS**

A TWENTIETH CENTURY STEAM-RIDING Gallery (Merry-Go-Round) If you want something different, here it is! \$85 lifelike Galloping Horses, Lovers Tub, Steam Engine, Whistle and everything. The machine that people went wild about at the Clinton (La.) Centennial. The largest and only machine of its kind in the Middle West. It takes one large railway box car to transport. Nothing less than two-day stands. Nickel ride. It really makes the front pages. Booking now. Illinois, Iowa, Wisconsin. Appropriate for centennials. **FRANCIS BRIGGS**, Independent Owner, Lyndon, Ill. Member American Legion and V. of F. W.

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. mh21

DOUBLE TIGHT WIRE—LADY, SLACK WIRE. Rolling Globe. Gent, juggler, Magician. As good as the best. Write for prices and literature. **THE CHRISTYS**, Keokuk, Ia. mh28

NOTICE — BOOKING OFFICES AND FAIR Secretaries, my new home address. Al. Marriott, Mgr. **AERIAL AGE SENSATION**, 245 Marshall St., Allegan, Mich. America's greatest outdoor attraction, protected by U. S. patents, open for engagements for the coming season.

OPEN FOR ENGAGEMENTS—EIGHT WORKING Dogs, one Monkey, Fast, flashy act. **FREDIE'S EDUCATED DOGS**, Station LR3, Cincinnati, O. fe22

SOUND SYSTEM SERVICE — MICROPHONE, Phonograph, radio; motor-generator equipped 1 1/2-ton, 131-inch panel truck. Four complete systems, high fidelity amplifiers, velocity microphones, eleven horns, 100 audio watts output; capable reaching 50,000 people, inside or outside audience. Reasonable rates for dependable contract. **R. D. WAGNER**, 1909 N. Capitol, Washington, D. C. mh21

A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with 500 foot See Saw, a climber, a clown, a spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Dropping on the Wire; the other a Hand Balancing Act doing Handstands, Blocks, Rings and Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish food to guarantee our appearance. Address **BOX C-389**, Billboard, Cincinnati, O. ap25

AT LIBERTY—Hollywood on Parade, Clown numbers, over 52 big head acts as Joe Brown, Laurel and Hardy, and many more to long to see and explain. Work come-in, grand stand, produce entire show. Nothing too large or small. **APT. 209**, 836 S. Flower, Los Angeles, Calif.

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address **Billboard**, Cincinnati, O.

SECRETARIES OF FAIRS AND PARK MANAGERS—Now is your time to book Lamont's Bird Act for your attraction. **J. LAMONT**, 7 W. Delaware St., Chicago. mh14

VAUTELLE CIRCUS—Dogs, Cats and Monkeys. No better or skillful, the act that makes them talk. Fairs, theaters or carnivals. Go anywhere; auto transportation. **Tampa, Fla.** fe22

**AT LIBERTY
PIANO PLAYERS**

A-1 PIANIST — ORIGINAL STYLE SOLOS, figures and fill-ins. Transpose, improvise and arrange. Desire location fast dance band; reliable engagement only. Single, 25, union, travel anywhere. **PIANIST**, 159 Buchanan, Bronson, Mich.

DANCE PIANIST — UNION, SINGLE, SOBER, good rhythm, read, fake, transpose. Six years' experience. Prefer location. State all first letter. **PIANIST**, Box 222, Mexico, Mo.

FEATURED PIANIST — MODERN STYLE, young, anything reliable. **MUSICIAN**, 209 S. Court St., Montgomery, Ala.

GIRL PIANIST, YOUNG, ATTRACTIVE, experienced vaudeville, clubs, bands. **BOX 689**, Billboard, 1564 Broadway, New York.

PIANIST — Experienced unit, club, dance, tent rep. Car. go anywhere. Leader tent dramatic in South part season. **PIANIST**, 886 Lincoln Street, Hazelton, Pa. mh7

PIANIST—Road or locate. Young, sober, union. All inquiries will receive courtesy of reply. Write in ink. **PAUL BERLIN**, 4258 Archer Ave., Chicago, Ill. fe29

YOUNG MAN, single. Pianist, dependable, wide professional experience. Soloist, accompanist, orchestra, classic, popular music. Prefer hotel, radio, consider anything reliable. **RAYMOND DEMPSEY**, Franklinville, N. Y.

**AT LIBERTY
VAUDEVILLE ARTISTS**

WOLANDI AND ELAINE — Tight Wire, Sensational Double Tricks and Tumbling Bits. Join unit or circus. **8401 Holstein Ave.**, Philadelphia, Pa.

O. W. COURTNEY, COMEDY JUGGLER, FOR unit or motorized show. 181 N. Lamont Ave., Chicago, Ill.

DARWIN—Magician, Ventriloquist, Punch, others. Change two weeks strong. Straights, Characters, know acts. Experienced performer. Med. burlesque, rev. Act quick. **BOX 22, R. 2, Whitehouse, U.**

MUSICAL SIMS—No salary, expenses only. Comedy and musical acts and 5 other novelties. Black and Toby Characters; change 3 weeks; 100 afterpieces. **General Delivery**, Allentown, Pa.

NEOPOLITAN ACCORDION Trio or Duo, Young, neat, costumes, flashy instruments, Vaudeville experience; prefer reliable stage unit. Wire or write **QUINCO VITALE**, 25 10th St., Wheeling, W. Va. mh14

PUNCH AND JUDY—First class, talented and up to date. Excellent figures; de luxe set up for theatres, department stores, expositions, etc. **OAL-VEBIT**, Billboard, 1564 Broadway, New York. mh7

VERSATILE YOUNG MAN — For vaudeville or medicine show. Work in acts, bits and afterpieces. Singing, dancing, specialties. Double Drum in orchestra. Nice outfit. State offer. **ROY WYANT**, 177 First St., Athens, Ga.



Around the Whirl

WHEN Roman Froese appeared at the annual Police benefit in the Garden last week his act contained six tigers and two lions. That means he bought three striped charges from Lillian Strepetow, who brought him to this country a few years ago. With the purchase, an ancient argument between the duo is laid to rest. Another sizzling novelty turn booked for the brass-buttons-blue-coat extravaganza was the Reynolds and Donegan skating corker. Weekly huroresque from Herbie Maddy, of Harris-Eskew Rodeos: "I am shrinking and modest when it comes to publicity. That's why I hesitate to tell you that the coming season we will carry a Guernsey cow, so our boys and girls will have rich cream for their coffee and fresh milk for their breakfast foods. Reckon we'll be the 'only show' in this whole wide world carrying a cow just for her milk. We call her 'Angel Eyes,' because her brown orbs are so gentle-like and expressive." Okeh, Herb, we won't breathe a word about it.

All-Time Favorites
of OSCAR DECKER

Jerry MUGIVAN, Arthur HOPPER, George C. MOYER, William KARNER, Charles SPARKS, Edward C. WETROW, Charles HUNT, Jess ADKINS, Zack TERRELL, Duke DRUKENBROD.
Send in your 10 favorite showmen, living or dead, to Leonard Traube, New York office.
*Deceased.

The boy in me triumphed, so I tuned in on the Detective Dick Tracy radio program the other evening, and was rewarded with a sketch built around the mythical Engelman's Circus. The star equestrienne is suspected of murdering a young female rider, but it develops that she aids in the hunt for the culprit. Sleuth Tracy tracks down information leading to the belief that the girl was killed by a kick from a ring horse. The steed is called Billyboy. 'Oh, Billyboy, what slander is committed in thy name!

RECENTLY in this corner Charles Doble inquired if anyone knew about the Creston New Railroad Shows, which operated in the '80s. Fred (Tent Tattles) Pitzer comes to the rescue as follows:
"I have before me a fine eight-page herald of that show, and it is the biggest baloney for a one-ring circus I have ever read. It had six complete departments, to wit, museum, menagerie, aquarium, elevated stage, blooded stock show and circus. F. J. Taylor was the

'proprietor and dictator' and H. Stevens was 'executor and manager.' If they exhibited everything shown on the herald it would have required two tents the size of the Big Show's. They were 'exhibiting' everything that was ever heard of in connection with a circus both here and abroad, and then they add, 'We have much more than we advertise.'

"Some of the artists were 'Happy Joe,' clown from England; Mme. Emie Colman, equestrienne from Russia; Mile. Kabowls, aerialist from Moscow, and the world-famous Majlittos. They had a troupe of stallions imported at a cost of \$50,000; also 'slender-limbed English greyhounds in leaps over lofty pyramids of elephants and horses.'

"The bosses were as follows: C. H. Stevens, manager of privileges; C. H. Gingles, manager press department; H. Gains, general manager working department; C. G. Matthews, manager circus department; Professor Ludlow, museum department; F. Sanders, menagerie; Pro-sessor Sawtelle, aquarium department (Pitzer assumes this is Sig); H. R. Hathaway, elevated stage department, and Sam Getchel, blooded stock. Advance staff: H. Stevens, director; F. Stow, railroad contractor; C. W. Kidder, contracting agent; Dan Hitchcock, press agent; H. Link and 12 men, Car No. 1, and C. Hinrick and eight men, No. 2."

Among the freaks were: Kee-Boo, Missing Link; Rose, Wild Girl; Spotted Family (five); Bruin, Bear Child from Russia; Unnatural Elastic Skin Boy; George Rhen, Two-Headed Boy, and the Camel Girl. Pitzer took a statistician's count of the attractions listed for 11 departments and the total comes to 2,914!

I am intrigued by the Two-Headed Boy. The woodcut in *The Herald* shows the extra-added conk projecting from his back hip pocket. Pitzer and others might inquire how he could have sat down without being bitten. It defies the understanding of ordinary mortals like us guys.

All-Time Favorites
of CORA WILSON

Jess ADKINS, William KETROW, Duke DRUKENBROD, Zack TERRELL, Jerry MUGIVAN, Charles HUNT, Allen J. LESTER, Jimmy HERON, Charles SPARKS, Fred BRADNA.
*Deceased.

FRANK WIRTH has been staying up nights in Orlando, Fla., to see what the p. c. has to offer. He visited the Tampa Fair and ran into Charlie Nash, Frank Kingman, Alex Sloan and Ernie Young. "Great array of fair features and P. T. Strieder a great host. Florida weather terrible, but still here waiting for sunshine." They should sue the souvenir card writers, because their rhymes go something like this: "There is energy in sunshine, it's a vitalizing force; You get it in full measure, in Florida, of course." . . . Helen Reynolds and her Skating Champions are awaiting with great fervor the release of the Vitaphone short, *Spotlight of Broadway*, in which they tear off a few whirrs. . . . It's a pleasure to report that Maj. Gordon W. Lillie (Pawnee Bill) is under-

Old-Time Showmen
By CHARLES BERNARD

Turning back the pages of indoor amusement history 72 years, it is interesting to compare and contrast the attractions of January, 1936, in New York City with those of January, 1864. Billy Rose, producing *Jumbo* as a winter circus at the Hippodrome, is the modern-day offering in that form of entertainment. There is no Niblo's Garden, no Buckley's Varieties, Fox's Old Bowery, Tony Pastor's, all presenting stars of the sawdust arena, and no great combinations of minstrel talent to give spice to the diversified programs in the metropolises.

During the week ending January 16, 1864, Van Amburg & Company's "Mammoth Menagerie and Great Moral Exhibition" was giving two performances daily at 539-541 Broadway. Admission to all parts of the house was 25 cents. Hannibal, the mammoth war elephant, was shown in the arena, and Tipoo Sall, with F. Nash as trainer, went thru an interesting routine. Prof. Langworthy, in the dens of trained animals, supplied the thrills. A giraffe was featured, along with a large collection of imported wild beasts. Trick ponies and comic mules helped fill the program.

Howe's Great Circus at 199 and 201 Bowery was presenting a brilliant array of equestrians, gymnasts, acrobats, comic mules, ponies and circus specialties, including the Sherwood Family; Sam Stickney and Jack Foster were the clowns. At the Broadway Amphitheater, 485 Broadway, L. B. Lent's Circus was featuring Madame Louise Touraire, the then popular equestrienne, along with the entire troupe which Manager Lent advertised as his "all-star organization." The performances were given daily. A new elegant and permanent structure on 14th street, opposite Academy of Music, was completed and opened as Cooke's Hippodrome, with James Cooke as sole proprietor, who announced that leading artists of the highest class in the circus profession would be engaged to entertain his patrons. At the New Bowery Theater Manager J. W. Lingard introduced Miss Leo Hudson as "The Queen of All Mazeppas" in a fearless equestrian exhibition in that popular melodrama which proved a money winner in many theaters.

In addition to this unusual list of circus attractions, all operating at the same

time, the New York offerings in other forms of entertainment were of a high order and numerous. Next to the circus the minstrel talent seemed the favorite. Bryant's Opera House, 472 Broadway, with Bryant Brothers, proprietors, presented Bryant's Minstrels, "The Excelsior Troupe of the World." In addition to Dan and Neil Bryant, the company included Dan Emmett, Dave Reed, George S. Fowler and 11 other well-known minstrels. The admission price was 25 cents. Wood's Minstrel Hall, 514 Broadway, owned and operated by Henry Wood, had Wood's Minstrels, Charlie Fox, Frank Brower, A. J. Talbot, Cool White, C. Henry, D. S. Wambold, Glenn Patterson, Lewis and others. Hooley's Opera House in Brooklyn, operated by R. M. Hooley, gave a strong bill of minstrelsy and variety which included a number of well-known professionals. S. S. Purdy, J. A. Herman, J. Lamont and the Hughes, Boyce, Griffin, Lockwood and Parkinson A-Is were featured. Admission, 25 cents; private boxes, \$3.

During that same month of the 1864 winter Philadelphians were favored with daily circus performances by the Great National Circus, under direction of Mrs. Charles Warner (formerly Mrs. Dan Rice). The Great National troupe gave two performances daily in National Hall at an admission price of 25 cents. There were no half-price tickets. Mrs. Warner's company of circus artists included members of her traveling organization of the 1863 season, which had toured successfully in the United States and Canada. Equestrian numbers were prominent in the program. Mrs. Warner's own menagerie riding being an outstanding feature. Frank Whittaker was master of the ring. His name and fame, known to circus patrons in America, Europe and Australia, were assurance of a well-directed performance. William Kennedy, as clown; Elvira Whitty, equilibrist and slack-wire specialties; Master Johnny Whitty, in bareback feats on ponies; Harry Whitty and his trained equines, Mahomet, Mercury, Excelsior, Raven, Buckeye, Virgilus, Beauty, Firefly and Ducrow, were a big feature. Mrs. Mary Ann Whittaker, in an equestrian pantomime tableau, *Cinderella*, was a pronounced hit. William Young, on horizontal bars; George Derious "The Man Monkey"; the Three Denzor Specialists; Charles King, Charles Warner, C. H. Castle, S. B. Leonard and Prof. Nosh's Keystone Band were part of the Great National troupe.

Dee Lang Shows

ST. LOUIS, Feb. 15.—Despite the very cold weather the last few weeks, progress was made in winter quarters in overhauling motor equipment and other items. There have been quite a number of arrivals at quarters, including old employees who have been put to work by Mr. Lang. Elmer Brown, general agent, has returned from another successful engagements booking trip. All paraphernalia is under one roof. All of which is from an executive of the show.



THERE has been considerable comment in carnival and concession circles on the manner in which contracts for concessions were awarded by some fair circuits this winter. The organized carnival managements feel that such shows as theirs furnishing the attractions for fairs or exhibitions should also have the concessions, except in rare instances, under their control at their respective dates. In other words, the carnival manager favors lining up the entire midway on the fairgrounds himself, or at least having his concessions taken care of at fairs which retain concession midways of their own.

On the other hand, there are the independent companies specializing in the operation of concessions, the managers of which, naturally, are just as much interested in such privileges at fairs or exhibitions as carnival managers.

It is not for us to say which procedure fairs should follow, whether to have an organized carnival furnish the concessions or engage an independent concession company. We leave that to the fair boards' judgment.

But we do believe that fair men owe it to their public to see that the concessions on their grounds are of the right type and operated in such a manner that all patrons will have the assurance of a square deal and that nothing offensive will be permitted.

And that means LEGITIMATE concessions.

Carnival managers can have with their shows concessions that are just as legitimate as any carried by independent concession companies, but the point is what should fairs do to be assured that the concessions will be LEGITIMATE. There are ways, of course, and none is more important than to have it black on white, in the contracts as they are closed, that they must be. In fact, when accepting bids from organized carnivals and independent concession companies, fairs should specify just what types of concessions will be permitted and how they must be operated—the methods, etc. In that way both organized carnivals and independent concession companies should get an even break when (See BROADCAST on page 60)

Greenhalges Returning Home

LOS ANGELES, Feb. 15.—Mr. and Mrs. Arthur Greenhalge, of Sydney, N. S. W., who have been making an extended tour of the States, sailed on the Mariposa February 7. Plan to stop at Honolulu, T. H.; Pango-Pango, Suva, Auckland, en route home. Greenhalges' shows are touring New Zealand and Australia. Was former partner of Whitey Clahe, who now has a show in Shanghai. Stated that the well-known former showman from the States, George Donovan, was doing nicely in Australia.

The following acts booked sail on later boat: Princess Fontes, Amazonian glantess; Toto, pygmy entertainer; Dollita, dancing doll. From Sumner & Schaller, his agents here, has contracted for the Sydney Agricultural Society Show. Johnny Snyder, roper and bronk buster, and troupe of Cossacks are being taken back for approval; also contracts for other acts for Wirth Bros.' Circus touring Australia. As a matter of interest he mentioned the death November 10 in Melbourne, Australia, of Doc Hamilton, magician and illusionist, from the States. Mrs. Hamilton and daughter are in Auckland. N. Z. Greenhalge was a guest at Pacific Coast Showmen's Association during stay in Los Angeles.

Stock Has Band in Detroit

YOUNGSTOWN, O., Feb. 15. — Bert Stock, formerly Idora Park's excursion and exploitation man and manager of the dance pavilion and several years musical director of local Radio Station WKBN, has assembled a new dance band, opening on February 7 in the Mayfair Room, Hotel Book Cadillac, Detroit. For many years he headed his own dance band, after starting as pianist with Whitey Kauffman's Victor Recording Orchestra and spending several years on executive staffs of Detroit radio stations before entering amusement park work.

P. Wirth Loses Court Tangle; F. Wirth Sued

NEW YORK, Feb. 15.—Ambrose (Andy) Flynn, circus electrician, was awarded a judgment for \$33 against Phil Wirth, of Boyd & Wirth Attractions, in Municipal Court on Tuesday. Amount was for salary. Wirth paid.

On Thursday Flynn served summons on Pauline Miller in the absence of Frank Wirth, for whom she is secretary, alleging back rental on a truck used by Frank Wirth's Circus for 13 weeks at \$20 per week for a total of \$260. Case is due in Municipal Court shortly. Flynn also entered a claim for workmen's compensation on an injury received at Wirth's show in Norwich, Conn., which infected his hands, he charged. His claim has been filed with the Workmen's Compensation Bureau and on its result may hinge the disposition of other workmen's compensation cases occurring in outdoor show business. Injury was caused by a dead short circuit originating in the ticket wagon outside the Norwich armory, it is claimed. T. Roger Mahon is representing Flynn.

NEW YORK, Feb. 15.—In a series of articles published in July and August, 1934, *The Billboard* examined various aspects of Workmen's Compensation laws affecting the profession. In the first of these articles it was stated that "performers involved in accidents while working in theaters or other amusement spots do not know their legal rights in claiming damages. Under the laws in this State (New York) the injured party gets no pay the first two weeks laid off and a maximum of \$25 weekly the remaining weeks. The labor board, which hears these cases, can, on the other hand, also award a lump sum. But if an actor sues under the public liability policy carried by most amusement places (See P. WIRTH LOSES on page 60)

Notes From Paris

PARIS, Feb. 10.—The Cirque Medrano is starring the middleweight boxer Marcel Thil in the clown pantomime *Rhum at Rome*. Unfortunately, Thil lacks showmanship and his three rounds of sparring prove quite tedious. Pantomime has been revamped—and badly—but best spots are still the sensational riding of Andre Rancy and the chariot scene with Rancy and Harry Carre.

First half of the Medrano bill has several good numbers, best of which is the speedy and precise juggler Felovis. Other good numbers are Nello and Natal, comedy acrobats; the Silaghis, horizontal bars; Rosselo, balancing at extreme heights, and the Billings, Western novelty. Harry and Tully Carre are here again with their splendid groups of horses and ponies. Porto and Alex are on for a really funny clown number, and Boulicot and Recorder are on in comedy spiel.

Fed Oked for Fishing Bank Seen as Aid to A. C. Piers

ATLANTIC CITY, Feb. 15.—This resort is preparing for a definite increase in marine activities to encourage business. For a year city and federal governments have been working on yachting and deep sea fishing problems.

A program has been announced, highlight of which will be a 250-foot-wide channel into the Inlet to accommodate shipping, with depth of 17 feet at mean low water. Channel will extend 4,700 feet

Publicity Methods Prove Effective For Lone Star State Communities

Excerpts from address on advertising methods by Secretary-Manager J. O. Watson, Young County Fair, Graham, at the January annual meeting of Texas Association of Fairs in Dallas.

In treating the subject, I have elected, for at least the purpose of a text, to change it to *The Most Effective Methods Used by 1935 Fairs in Getting the Customers on the Fair Grounds*. In the final analysis, that is what we fair executives think of when we think of advertising and publicity—getting the people to come to the fair. I asked a score or so of fair secretaries or managers to give me a summary of methods used to get customers for their 1935 programs.

In digesting the information given by fairs on this subject, I have undertaken to view it as material for a spot news-

Telephone Your Telegrams to
Postal Telegraph
 Charges will appear on your regular telephone bill

DeLUXE SHOWS of AMERICA

Samuel E. Proll Gen. Mgr. "All That the Name Implies" Harry Ramish Asst. Mgr.

14 WEEKS OF FAIRS 16 WEEKS Promotions

NOW BOOKING

Shows of Outstanding Merit and Magnetic Attractions. 16 Years Successful Promotions for Largest Churches and Fraternal.

Show Opens APRIL 25 Show Closes NOV. 21

Rides—Loop-O-Plane, Loop-the-Loop, Ridee-O, Caterpillar, Kiddie Rides. Concessions Open—Cookhouse, Corn Game, Penny Arcade and Grind Stores. Must be legitimate.

Will Buy Ferris Wheel for Cash. Ride Help Wanted in All Departments.

GENERAL OFFICES—36 Green St., NEWARK, N. J.

from the Inlet out over the banks, project to cost \$184,000.

In a fishing-bank proposal now before the war department, city would build a bank about 11 miles from the coast. It is considered this would be of extreme importance in shaping summer programs of Steel Pier, Million-Dollar Pier and Yachting Center Pier (old Steeplechase) as all have fishing boats and special appeal to fishermen, boats working in with other attractions.

London Briefs

LONDON, Jan. 24.—The British Circus Fans' Association held its annual supper in sawdust ring at Bertram Mills' Olympia Circus January 10.

The annual church service for circus performers, showmen, assistants, etc., was held in arena at Olympia Circus January 12. The Bishop of London presided and the general public was admitted.

The Sixth Circus Reunion was held at the Criterion Restaurant, London, January 12. All the English circuses were well represented, as was the Circus Fans' Association.

Bertram Mills' Olympia Circus, the Alexandra Palace, the Crystal Palace and the World's Fair, London, all report capacity business and there is no doubt that this year's circus season has been a record one from all angles. Chapman's Circus is still touring the

English music halls with great success. John Lester, veteran English showman, intends to present his 80-inch wonder midget, Mary Patricia Funn, in America this year. She does an aerial and equestrienne act and is the star of the current Alexandra Palace Circus.

Immediately after closing at Olympia Circus, Con. Colleano, commences a vaude tour, opening for two weeks, commencing January 31, at Alhambra Music Hall, Paris.

ATLANTA, Ga., Feb. 15.—Dr. W. B. Davis, formerly for several years physician with the 101 Ranch show and now of the Johnny J. Jones Exposition, underwent an appendicitis operation in Chattanooga. He is at Newell's Sanitarium, in that city. He will be pleased at receiving letters from his friends and receive callers. His wife, Vivian Wagner Davis, is with him.

FREE to SHOWMEN

VALUABLE BOOKS

- Big Illustrated Catalog Filled With Ideas to Pack in the Public - Handy 1936 Dote Book
- CATALOG CONTAINS MANY MONEY-SAVING AND MONEY-MAKING IDEAS! Tells how you can have your own hand-drawn designs modern posters and window cards—created at ordinary stock prices—at some cost. Both books related highly by owners, managers, publicity men of leading Circuses, County, Exposition, State Fairs, Stock Companies, Amusement and Stage Shows. Much more valuable information. Write today!

U.S. PRINTING & ENGRAVING CO. (Incorporated) Lehigh Valley, Pa.
 1640-42 Central St., Kansas City, Mo.

FOR SALE

16 Lengths of Circus Blue Seats, eight tier high, complete, \$100.00 each. R. ALEXANDER, 6220-Bradenton Rd., Sarasota, Fla.

WANT—Two Comedy Bar Performers. Must also work in Comedy. Acrobats. Act booked with Circus. Open Chicago early in April. State all you do and lowest salary. PAUL LORRY, 6245 W. W. 2nd Ave., Miami, Fla.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

Use of Better Quality Items Is Big Factor in Building Up Field

There is a definite swing in today's market, toward higher quality merchandise, according to digger and salesboard operators, as well as merchandise vending machine men. The prediction is made that eventually nearly all the merchandise sold thru their outlets will be in this classification. It is pointed out that customers should not be expected to purchase or make a play for inferior goods if permanent success is desired. In their opinion it is not only just as easy to supply the better quality goods as it is the cheap, non-repeat type, but there are many advantages which make it most advisable to do so.

Proof of public acceptance of good merchandise is perhaps best illustrated by the rapid growth in recent years of cigaret venders. Imagine any cigaret machine attempting to sell an unknown brand. It wouldn't get to first base. The public wants and demands a quality standard, and this same tendency is being reflected in the other channels of distribution. The background of the maker's reputation is being more readily recognized and more greatly appreciated by the public every day. Consequently the demand for this type of goods is experiencing a healthy growth. And, too, both the consumer and the industry are learning that in general it is this type of merchandise which leads in modern beauty of design, utility, high quality, fair price and other features of genuine appeal.

Continued improvement of business conditions has eliminated much of the

Auto Radios Make Excellent Premiums

In the radio field one item which is continuing to increase in popularity every day is the auto radio.

Dozens of different models of auto radio sets have been presented in the premium merchandise field and continue to remain as popular as when first introduced.

Large dealers report that in their estimation the auto radio is becoming even more popular. Some attribute this to the record sales which the automobile industry enjoyed the past year and the fact that the larger auto firms are featuring sets as equipment for their cars.

Radio in general is on a boom wave in the premium industry and the auto radio continues the most progressive of all the items which are being used in volume at this time by the better merchandise distributors.

The claim is that auto radios have a definite appeal in the higher premium classes. They appeal to a class of people who are in a better position economically and who appreciate this sort of premium.

Auto radios come in so many models at this time that it is almost impossible to describe them at any length. There is such a divergence of makes that in many cases even buyers are puzzled.

Best means of judgment is tone quality and not established name preference. The five, six and seven-tube models are most popular. The majority in the better-price class feature superheterodyne, automatic volume control, tone control, dustproof dynamic speaker and non-synchronous vibrator.

The mountings to be placed on the panel or steering post come in various shapes and are all more modern in design than have ever before appeared in the industry.

Some of the radio manufacturers feature mountings to match the panels of certain cars. Usually dials are arranged for placement on the steering wheel.

(See AUTO RADIOS on page 61)

haggling over price—a condition which necessitated the use of much inferior merchandise which in the end brought about more harm than good. The industry therefore is not only in a better position than ever to introduce and feature goods of merit, but to make a handsome profit thereon and assure the building up of a good reputation for the industry with the playing public as well as steady repeat trade wherever sportlands, diggers, etc., are in operation and in all channels where premium and prize merchandise is used.

Opportunity Ahead In Cosmetic Revival

For many long years perfume and general lines of cosmetics have been received in the premium merchandise industry as stable items.

There seems to be a definite belief that these items always have a market and will continue to have a market as long as women can be attracted by the merchandise industry.

There is no doubt that because of the many years which perfume and cosmetics generally have been connected with this field that they will remain as salable premium merchandise.

For the past few years they have been more or less relegated to the background. Not because of lack of popularity, but simply because the premium merchandise field in this division has neglected to keep step with the times as it has done in other divisions of the field.

There seems to be a belief in the industry that the perfume which is sold must bear an unheard-of label and also must never receive any strong outside promotion aside from what the field itself decides to render.

Because of these facts nationally ad-

Furniture Specialties Have Fine Chance for Big Comeback

Sometimes due to large size certain merchandise does not receive the sales attention that it should. In this category can be classified the furniture specialties, which but a few short years ago were very popular as premiums.

For a while they were overdone and the general division harmed by the entrance of some very cheap items. Among the most popular of the furniture specialties were footstools, desk fittings, end tables, humidors, coffee tables, occasional tables, boudoir sets, etc.

They not unusually large in size, they did take a lot of room from the average display and because of this feature were frowned upon by many leading merchandise men.

Furniture specialties have been more or less overlooked in the drive for premium merchandise. This should never have happened.

One reason for this statement is the fact that furniture specialties are still proving popular in many instances and would be even more popular were they to receive greater promotional efforts.

Delving into the furniture specialty field there is a certain interest which cannot be overcome by other merchandise. The most important factor being that they play so prominent a part in the average home-decoration scheme.

It is therefore a surety that they would be as prominent for premiums because of this feature.

The merchandise industry should take greater cognizance of the many better

WATCH FOR the Big Issue of THE BILLBOARD

Dated February 29

It will contain the most varied and complete line of premium, prize, novelty and specialty advertising we have ever published. Lots of new items, special articles and scores of advertisements.

vertised cosmetic merchandise has never been given a chance.

There are many arguments for the reason. Among these the fact that to feature the present type of highly specialized cosmetics to the field would require an investment too great for the average merchandise user.

He will explain that women prefer certain shades of lipstick just as they prefer certain odors in perfume. To cater to each individual taste is almost impossible, they say.

True to a certain degree, but untrue in that degree wherein, because of the super distribution which these items have thru the general outlets, they can be exchanged. Central exchange headquarters would gladly be arranged by any of the larger manufacturers, the majority of whom understand what a fine distribution job the premium merchandise industry can do for them.

If it is possible, even at this date, for the merchandise industry to use quantities of perfume and cosmetics of unknown and untried and unindorsed brand, then it certainly can use those better known brands, wherein perhaps the profit would be smaller but where the sales would be many times greater.

The national manufacturers have packaged their perfumes in handy sizes (See OPPORTUNITY AHEAD page 61)

features of the furniture specialties which still stubbornly cling to the industry. The fact that they remain thru all changes of other merchandise and thruout all seasons is definite proof of their value in general.

Furniture specialties offer a fine flash for the average premium user and yet are not generally expensive.

There are two all-important necessities for a good premium. First, that it appear to offer the public a great value for the money. Second, that it be attractive and useful.

Since the ordinary end table of walnut, a bit decorative in its manufacture and offered for a low price thru the wholesale divisions of the industry, creates such a fine impression on the public and offers a great deal for the money, it should receive much better appreciation than it has for the past year.

Included in the furniture specialty field is toy furniture for the children as well as items which are educational and useful for the youngsters.

Many of these are certain to attract in such spots where the older people are the patrons. Parents would much prefer gaining something of value for the child than for themselves. There is no doubt that the furniture specialty field offers many fine items for the premium merchandise industry which have been overlooked in the general rush.

Plenty of Color Is Spring Watchword

With purchasing for the spring season well under way the careful buyer will make every effort to obtain colorful merchandise to start the season.

The reason for colorful merchandise for spring has long been known to the student of premiums. Once the wintry blasts have disappeared and the warm spring winds begin there is a natural tendency toward more color in wearing apparel and other necessities and therefore colorful merchandise becomes appropriate.

This color tendency in merchandise is already apparent in the new spring clothing for men and women. The popular colors are already in use in the textile field.

In merchandise it has not been necessary to follow the fashion color line, but instead the pastel shades which have for many years been coupled with the return of spring.

Therefore sweaters of angora or light wool or cotton in attractive and bright colors are again going to be popular this spring. The premium-merchandise industry will be able to use these items which have become fast entrenched in the field.

Other more stable premium merchandise can also be obtained in colorful patterns, such as compacts for women. Instead of the usual black and chrome which is so much featured during the winter, merchandise men will be featuring the brighter pastel shades.

The complete trend of the field will be to colorful merchandise for many weeks to come. There is no doubt that as spring approaches this will be more apparent in the new merchandise which will be featured.

The merchandise industry must always take many factors into consideration. Important among these is the color angle, which has always been more or less able to gain attention for many items. This attention-getting has always been termed as "flash" in the jargon of the industry.

Colorful merchandise is certainly "flash" merchandise. It has the necessary appeal for the eye. Tho not in some cases as expensive as the more staid designed, it is as popular with the public.

Many angles enter into the color scheme. Tastefully colored and attractive merchandise is the natural demand. Garishness in color can be overcome by the choice of conservative items which will offset brightness.

Color in merchandise is the watchword for spring.

Lamps Going Well In Premium Field

It took a long time to get the premium merchandise field to recognize the value of the better lamps which were being sold about them by various outlets.

But once the industry grasped this merchandising factor it has advanced so rapidly that it has actually created a new profit path for lamps.

Every day new lamps are entering the field with more beautiful and modern design, and price is being disregarded in an effort to bring in the better, more hardy types of lamps because of the demand which the industry has created for this item.

In lamps the premium merchandise industry has an example of its real power. Here the field, because of intense promotion for a lengthy period, developed a wide sale for a profitable product and one that is generally useful.

As the new lamps enter the field, bringing with them greater profit opportunities, the industry takes them up

(See LAMPS GOING on page 61)

St. Patrick's Day Novelties

- B88N15—SILK SHAMROOK. 60c
- Per Gross
- B89N21—SHAMROCK with Hat. 85c
- Per Gross
- B89N20—SHAMROCK with Pipe. 85c
- Per Gross
- B3N501—ROSE PIN. 50c
- Per Gross
- B88N10—IRISH FLAG, 1 1/2" x 2". 60c
- on Brass Pin. Per Gross
- B81N10—AMERICAN FLAG. 60c
- 1 1/2" x 2". Per Gross
- B89N6—GREEN ORNATION. 2.00
- Per Gross
- B89N8—ST. PATRICK DAY HAT ASSORTMENT. GROSS. 1.80
- B89N7—ST. PATRICK METALLIC HAT ASSORTMENT. 2.00
- Per Gross
- B89N8—ST. PATRICK METALLIC HAT ASSORTMENT. 4.00
- Per Gross
- B89N26—ST. PATRICK DAY GREEN PAPER HORNS, with Tassels. 2.25
- Per Gross
- B89N24—ST. PATRICK DAY GREEN ASSORTED WOOD NOVELTY. 3.30
- Per Gross
- B89N25—ST. PATRICK DAY GREEN BLOWOUTS with Wood Mouth-piece. Per Gross. 1.50



Ingersoll Mito WRIST WATCH

1.50 Each
Sample Watch
1.60 Each
Former Wholesale Price \$8.33 Each.

B1W78—Chromium-Plated Case with Open Link Metal Band or Leather Strap. Silvered Dial with Gold Figures. Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

N. SHURE CO.
Adams and Wells St.
CHICAGO

NEW Items

New Fluid Repairs Tire Punctures Without Patching

A new fluid that repairs punctures in a few seconds without patching and without removing the tire, rim or wheel is the latest aid to motorists. The fluid is simply injected into the tube thru the valve and instantly seals up the puncture from within. A refill of air and the tire is ready for use. According to the makers, the No-Flat Company, tires thus repaired are permanently puncture-proof and nails driven right thru the casing and tube will not permit air to escape. A great initial acceptance is reported.

Handy Window Washer

"The greatest window washer ever made" is the way the World Specialties, Inc., describes their new Sque-Wash window washer. It makes window washing easier and faster and cleans corners and round surfaces without danger of scratching and marring. One side is a special rubber sponge for washing and cleaning and the opposite edge is a very durable squeegee rubber for drying and polishing. Sponge is 6 1/2 inches in width, has a metal handle and comes in attractive colors. Designed to retail at 25 cents.

New Desk Lighter

An attractive novelty, excellent for the home or executive's desk, is the Glo-Tip Passaround Lighter made by the Cooley Electric Furnace Company. The lighter holds the heat well and there are no trailing wires to create inconvenience. Will even "dig in" and light a pipe right down to the bowl. Comes in ebony and ivory finishes. Appealing as a premium or advertising specialty. Low in price, as correspondence with the manufacturers will develop.

New Style Coal Oil Lamp

The Manufacturers' Outlet Syndicate is marketing a new-style coal oil lamp that has all the appearance of an expensive electric lamp. Has a 16-inch brown parchment shade with black pottery base. Lamp is 20 inches over all. Shade rests on collar of lamp base instead of on the chimney, eliminating fire hazard and scorching. Can be purchased for the price of an ordinary glass kerosene lamp. Has proved a sensation wherever exhibited.

New Tapping Kit

A novel idea in craftsmanship that should prove a big hit with children is the Kit Kraft Company's brass tapping kit. Comes packed complete with brass plates cut to fit plywood frames, tapping tool and hammer, tacks and several patterns from which to tap out various designs, which when finished make beautiful artistic plaques.

Pop-Eye Lamp.

One of the newest and cleverest lamps to appear recently is the Pop-Eye Lamp. The metal base has a figure of Pop-Eye painted in colors, and the parchment shade carries out a color scene between Pop-Eye and Olive Oil, characters familiar to comic-strip fans. Should be a popular seller. Especially attractive to parents and children. Inquiries will be forwarded promptly.

Neverslip Tie Rack

A unique new tie rack permits any tie to be removed without disturbing the others. It is claimed that the rack not only holds more ties in small space, but keeps them in plain sight. Especially appealing to men, for it holds the tie sufficiently tight so that it cannot unroll others from the rack in removing. A good seller for any season, made by the Neverslip Tie Rack Company.

DON'T MISS THIS WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY.

This 1936 Sensational Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO 5 R C A LIC. TUBES

With Dynamic Speaker.

Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.



PLAYLAND SUPPLY CO.
115 E. 25th St., NEW YORK CITY.

\$6.45 In Lots of 6
\$6.95 Sample Deposit.
F. O. B. New York. 25% Order Now Before Prices Advance.

PROFIT WINNERS FOR FITCHMEN AND STREET WORKERS

Always Fast Sellers!

Royal Crest Automatic Wind Lighter \$16.50 Gr.

Made of Nickel-Plated Brass with sliding cylinder. When in use the flame is protected from the wind. A practical low priced lighter.

B1767—Czechoslovak 3-Blade Toothpick Knives. Gross, \$1.40.
B1769—Czechoslovak 5-Blade Toothpick Knives. Gross, \$1.85.
B1768—The Old Rollable Glass Cutlery Knife. Per Gross, \$12.00.

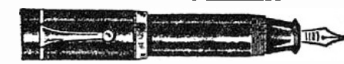
B444—Royal Crest Double-Edge Blue Steel Blades, 5 in Cellphane Wrapped Package. Per 1,000, \$4.00.

SEND FOR FREE COPY OF OUR LATEST BARGAIN CATALOG

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

NOVELTY JUMBO PEN

It's a HIT! Everyone is using it. Gold-plated trim. Ebony black finished barrel. 1" diameter. 5" long. Greatest ink capacity in history. SPENSATIONAL, new, LOW PRICES! FREE—BRAND-NEW CATALOG. WRITE FOR IT TODAY!



\$500 PER DOZEN

1/3 cash with order, balance shipped C. O. D., F. O. B., New York.

MORRIS STRUHL, 114 PARK ROW, NEW YORK CITY

FREE -- 1936 CATALOG -- FREE

LATEST EDITION—JUST OFF THE PRESS. Featuring 1401 of the Fastest Moving Specialties at Exceptionally Low Prices. TOILETRIES—NOTIONS—SHAVING AND DENTAL NECESSITIES—HOUSEHOLD NEEDS AND NOVELTIES. Send Us Your Name and Address Today.

PUBLIX MDSE. CO., 25 East 17th St., NEW YORK, N. Y.

BEST SELLING ST. PATRICK'S DAY NOVELTIES

- B100—Silk Shamrocks. Gross \$0.60
 - B200—As Above, with Hats. Gross 1.00
 - B300—As Above, with Pipes. Gross 1.00
 - B400—St. Patrick's Bow Pin. Gross 1.00
 - B500—St. Patrick's Paper Hats. 100 1.50
 - B600—Assorted Noisemakers. 100 1.50
 - B700—Green Balloons. 75 1.00
- Use Air Mail. Write for Our General Catalog. Be Sure and Mention Your Line of Business.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

Toaster for Double Duty

Lee Florsheim, Inc., are sole distributors of the new Grillette combination waffle iron and sandwich toaster. A special asbestos plate takes care of the difference between the amount of heat required by the two units. The grill part, with grease cup and all, will toast a double-decker sandwich, fry bacon and eggs, etc., and can quickly be shifted to the grill surface necessary for waffles. Operates on AC or DC current. Has flash, novelty and appeal needed for good premium or digger item.

Lighthouse Lamp

A premium that gives promise of being an excellent seller is the new Lighthouse lamp. Stands 9 inches tall, with a 6-inch base and chromium sailboat 10 inches high. Tests have proved the item will move well and may even surpass the popularity of the chromium lighthouse lamp introduced last year.

Write in the Dark

Writing in the dark is easy with the novel Nite-Lite pencil, made by the company of the same name. A turn of the top and light floods the writing surface. Point is readily removable, for conversion into a regular pocket flash. Hundreds of handy uses. An excellent low-cost premium and specialty item. Can be imprinted.

Tinsel Decorating Kit

The Sparklecraft kit, being produced by Sparklecraft, Inc., is a tinsel decorating kit for fabrics, costumes, slippers, (See NEW ITEMS on page 61)



The Sweetest Selling Item in Years and a Big Market Still Open: The Popular 3" MISS AMERICA GLOOP in Lustrous Chrome Finish, with 6" x 6" Blue Mirror Sea. Price per Set, 45c; per Ozen \$4.90. Sets, \$5.00, Less 2% Cash Net. 25% Deposit on C. O. D. Orders. Sample, 25c Extra. Flyer 361 on Request.

JOSEPH HAGN COMPANY
The World's Bargain House,
217-225 W. MADISON ST., CHICAGO

AMERICA'S LEADING MANUFACTURER OF FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.

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

WRITE NOW! - IT'S FREE!

1936 CATALOG

- Lowest Prices for Quality Garded Goods. Blades, Laxatives, Notions, Lotions, Soaps, etc.
- HOUSE-TO-HOUSE ITEMS OF MERIT.
- LATEST STYLE ELECTRIC OCKS, CANDY DEALS.
- MERCHANDISE FOR SIDE-LINE SALESMEN. Gross 60c

CHAMPION SPECIALTY CO.
814-S CENTRAL ST., KANSAS CITY, MO.

IT'S NEW—IT'S HOT

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 edge. Large 3" stone made of sharp electric furnace abrasives. Sample, 10c; Doz., 80c; 16 for \$1.00. Postpaid. **GOODRICH CO., Est. 1864, 1500 West Madison, Dept. 8B-2, Chicago.**

DAD'S PUZZLER—Tricky, baffling, \$4.50 per Gross, delivered. Sample, 10c. Send for list of other Puzzles you make. Buy from manufacturer. **STANDARD TRAILER CO., Cambridge Springs, Pa.**

NOTES from SUPPLY HOUSES

The Nagel-Chase Manufacturing Company is meeting with very gratifying results on its new line of modern, attractive smoker's accessories. The entire line reflects beauty of design, style and quality. The various models in smoking stands, ash trays, humidor outfits, etc., are finished with the highest grade of enamel of a special flake-proof composition, with an exceptionally high luster. Many of the models are trimmed in chromium, with the ash trays all being equipped with the patented Ash-Away feature for disposal of refuse.

C. Steber & Sons, of New York City, manufacturers of quality neckwear, have moved their offices and factory to new and larger quarters, now being located at 39-41 West 29th street.

In about a week Strikalite, Ltd., Inc., will announce the addition of two new lighters to its regular line. One is an automatic table lighter with catalytic-type base to be issued at a popular price. The other is a metal Scotty Dog

We Will Ship You Any Item in Our Line That You May See Advertised Elsewhere at a Guaranteed Saving. Send in YOUR Order With Prices. 18 Years of Price Leadership is Your Guarantee of Satisfaction.

Quantity	Description	Amount
United Blades, Dbl. Edge, Blue Steel, 100		\$.45
Razor Blades, Champion or Mills, Dbl. Edge, 100		.45
Champion Single Edge Blades, 100		.65
Shaving Creams, 35c Sizes Ass'd. Brands, Dozen		.45
Dental Cream, 35c Sizes, Ass'd. Brands, Dozen		.45
Turble Oil Cream, 2-Oz. Jar, Dozen		.45
Brilliantine, Flashy, Shaker Top Bottle, Dozen		.47
Merchandise for Station Salesmen, Gross		.47
Spices, Assorted 2-Oz. Tins, Dozen		.35
Vanilla Flav. Etc's, High Quality, 16 Oz. Gross		8.64

Our Slogan—WE ARE NEVER UNDERSOLD OR WILL SELL FOR LESS, Assures You of the Best Values on Earth.

The Above Can Be Ordered From New York or Chicago at Prices Stated Above. 25% Deposit, Balance C. O. D.

MILLS SALES CO.
901 Broadway 27 South Wells St.
NEW YORK CITY CHICAGO, ILL.
85 ORCHARD ST. NEW YORK, OPEN DAILY, INCLUDING SUNDAY

Levin's Always Offer Best Values in
ST. PATRICK'S DAY NOVELTIES

B1—Shamrocks (Plain), Per Gross... \$0.60
B2—Shamrocks with Hat, Per Gross... 1.00
B3—Shamrocks with Pipe, Per Gross... 1.00
B4—St. Patrick's Bow Pin, Per Gross... 1.00
B5—Irish Silk Flag, Per Gross... 1.00
Above prices do not include postage.
B50—Samples—1 Dozen Each of Above Items, Postpaid, for... .85

LEVIN BROTHERS
TERRE HAUTE, INDIANA

WALTHAM & ELGIN
Pocket Watch—R. B., 12 Size Thin Model Style, New Chromium Knife-Edge Case, 7-Jewel, Lots of 3, Each... \$2.65
MEN'S WRIST WATCH
R. B. Waltham, 7 Jewels, new Chromium Case, Leather Strap, in Gift Box... \$2.95
In Lots of 6, Each... \$3.95
Same in 16-J. Ea., \$3.95.
Above prices do not include postage.
New! Lapel FOB Watches. Send for Prices.
25% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.
PILGRIM WATCH COMPANY
161 CANAL ST., NEW YORK CITY

with lighter attached for table or desk use.

The Fair Novelty Sales Company has moved to new and larger quarters at 22 West 23d street, New York City. This concern represents in New York and the New England territory the Globe Printing Company, of Philadelphia, well-known manufacturer of salesboards of all types. With its enlarged facilities, comprising 3,000 square feet of space, firm has increased its line and in addition to the distribution of all types of salesboards is also representing the Novelty Sales Company, of Philadelphia, in New England territory on salesboard merchandise deals. Sol Simon, who is well known in the salesboard and concession field, directs the activities of this concern.

Martin Hanfield, of the Standard Doll Company, regarded in the doll trade as having contributed extensively toward the development of the present standard of boudoir doll, states that dolls are apparently jumping to the fore again as premium items. Mr. Hanfield is a pioneer and has seen the evolution of the concession doll from what was termed the "flapper" doll to the present and elaborate boudoir type. Mr. Hanfield is inclined to believe that the coming outdoor season will be a good one, as he finds that carnival and resort concessioners are already making plans for their merchandise wants.

Due to the limited buying of European merchandise for the past few years, many novelty items have been held off the market. The Magnotrix Novelty Company is stamping out an imitation novelty bedbug and cockroach. These items are being manufactured in this country for the first time. They are made of celluloid in natural colors and sizes. The item is used mainly for jokers or for parties.

PUBLICITY METHODS—

(Continued from page 57)

were used to good advantage by a number of Texas fairs.

Other methods included pageants, with participants for different communities; window cards, highway billboards, tackcards, bumper signs, tire covers, windshield stickers and auto hood signs.

News Stories Preferred

By far and large, the majority of fair secretaries in Texas during 1935 gave a large part of their thought on advertising and publicity to getting their story put before the people thru the newspapers that are read in the territory served by the fairs.

Most secretaries assert that straight news stories have been of the greatest benefit in getting people interested. I thoroughly agree with this idea. Every fair in Texas, from the smallest to the largest, has a wealth of information available for newspaper stories. All of our editors are anxious to have this stuff. In the first place, the newspaper in the average community is just as much interested in doing everything possible to make the fair a success as the fair secretary is. On top of that, the newspapers want and must have information in their columns concerning things in which their readers are interested. The survey I have made shows plainly that every fair executive who has gone about this matter of getting the people interested thru newspaper stories in a definite manner is satisfied and considers this the safest and most important selling medium.

Practically all agree that paid newspaper advertising space is worth while and helpful. Some secretaries contend that they do not get as much benefit as they would like out of their newspapers because circulation of the publications is not what it should be, that they do not have complete coverage available. I contend that any newspaper, with anything like an average circula-

tion, gives all of its advertisers, fairs included, the full worth of the money expended for newspaper advertising space, if the copy put in this space is anything like properly prepared.

Results From Giveaways

The fair secretary who tries to bribe his newspapers to carry his news stories by telling the publisher that he does not care anything about it and doesn't think paid space is worth anything, but is arranging to give him a certain amount of revenue business so to get him to carry his news stories, is making a terrible mistake. If the secretary will develop a proper appreciation for the ethics and ideas of the editor and will work with the editor in a co-operative and understanding manner, he will find he will get all of his news stories carried without any trouble.

The idea of various sorts of prizes was very popular during 1935 among fairs having pay gates. Some of the expositions with free gates also found this effective. Some fairs that advertised a free front gate reported that they had a 5 and 10-cent admission charge to the carnival, and some of them, in connection with this carnival gate, gave away prizes and premiums and found it profitable.

Otis Fowler, Denton County Fair, gave away a Ford automobile on the next to last night and says this car was one of their biggest drawing cards. His report of attendance shows that slightly more than half the people, who attended during the full five days of his fair, came on the day he gave the car away.

Details Worth Studying

Ed Burris, Lufkin, used small cash prizes and says he likes the idea. Marvin Martin at Marshall's five-day fair on each of the first four nights gave away \$100 cash and on Saturday night \$300. This is one of the places with a free gate and a 10-cent gate to the carnival. The money from the carnival gate was used to pay the prizes. Martin is thoroughly sold on the idea of giving something away each night.

A. B. Davis admits the giveaway is one of his biggest publicity mediums. In 1935 he used three new automobiles, two electric refrigerators and a Shetland pony with saddle and bridle. A similar plan for the past several years has paid. He has a 25-cent gate and I know that hundreds go to the grounds every day and pay their admissions so as to be on hand for the awards.

I recommend that every secretary get details of methods used on these prize propositions, give them serious study and present the facts to their boards.

An arrangement that gets the fair before the people and gets them onto the grounds is reported from Central East Texas Fair by Mr. Martin. An award was offered to the rural school which brought the greatest percentage of its enrolled students to the fair on school day. Seven white schools and about the same number of Negro schools in his territory had a 100 per cent attendance. We tried a similar arrangement in Graham the past year and are well satisfied.

How Bands Can Draw

Ted Taylor said that at Amarillo Tri-State Fair they offered a cash prize of \$250 to the band from outside of Amarillo that secured the largest number of registrations at a special booth on the grounds, registrations being required to come from the particular county represented by the band. Amarillo has a free gate. Winner in Ted's contest was from Happy, a town of less than 1,000 population, 36 miles south of Amarillo. He reports a total of 2,800 registrations in favor of the Happy band. Second prize was won with 2,200 registrations, and third with about 1,900. Twenty-eight bands from that many different towns attended Tri-State Fair.

As publicity, Frank Thompson, Red River Valley Fair, Sherman, got an old fellow from up the creek who had a good yoke of oxen and an old covered wagon.

Some advertising was sold to merchants to carry on this wagon and plenty of fair banners were attached to it. This outfit started out 10 days before the fair and went all over the territory, visiting schools and making appearances on streets. Booster trips, with groups of citizens going out with a band, were used to good advantage. C. A. Duck, Hunt County Fair, Greenville, thinks this was his most successful advertising effort.

P. WIRTH LOSES—

(Continued from page 57)

he has a much better chance to get a big award."

In the second article Howard S. Cullman, authority on W. C. laws, was quoted as follows: "Actors performing in any amusement place are working in industry the same as a carpenter, plumber, etc. The mere fact that an actor may be engaged by or thru an agent does not limit the liability of the employer. The employer is responsible at all times. He has the right to shift the responsibility to an insurance company, of course. There are four ways in which an employer can insure his employees: Thru a State fund, a mutual company, a stock casualty company or, with proper qualifications, with a self-insurer. The employer is responsible even tho he is carrying insurance. The insurance carrier is simply a media used by employers to eliminate large risks."

In the third of the series the following was noted: "If a performer is hurt and it is obviously the employer's fault, then it might be better for the performer to be an independent contractor. As such, he can sue under the public liability insurance held by most employers and have an excellent chance to get a fat award. But if, on the other hand, the performer is injured thru his own fault, then he can collect only if he is classified as an 'employee' under W. C. laws.

"The angle is this: Under the W. C. laws (which cover 46 of the nation's 48 States) an employee can collect when injured whether he was negligent or not, except if he was drunk when the accident occurred or if he willingly inflicted the injury upon himself. Vaudeville and outdoor performers who do distinctly individual and specialized work might be called 'independent contractors.' In their case they must sue in a civil court. The actor cannot sue both under W. C. laws and civilly."

BROADCAST—

(Continued from page 57)

bidding for the contracts. Without such specifications either one of the two groups might have advantages over the other in the kinds of concessions they carry and the way they operate. This is especially true of the price offered, whether percentage or flat rate. One of the main ills of the concession business has been brought about thru some fairs charging more for their space than it is actually worth, thus causing operators to work other than legitimately to make ends meet.

The organized carnival can't be blamed for bidding high, nor can the independent concession company, as long as there are no restrictions on the types and methods of operation of concessions. If public complaints over concessions spring up during or after fair time, then the fairs have only themselves to blame for accepting high bids without giving specifications a thought.

By this we don't mean to say that organized carnivals holding contracts for concessions at fairs will not operate their games legitimately, nor would we say the same about independent concessioners. Absolute assurance of legitimate concessions and fairness to both organized carnivals and independent concessioners when awarding contracts are our main objects in writing this.

† † †
FAIRS and card sharps don't mix well in Yugoslavia. To substantiate that statement we herewith reprint an item that came to our desk last week in the shape of a newspaper clipping. Headed "Unique Punishment," it reads: "Gracanica, Yugoslavia—(AP)—The authorities in this little Bosnian town found a unique way of punishing some card sharps who were caught by the police at the town's fair. The gamblers, seven of them, were put on soap boxes in the middle of the fair and forced to yell out for half an hour: 'We are card cheaters . . . we are card cheaters.' Then they were put in jail."
Broad tossers, beware!

Free Buyer's Directory Service

The Billboard maintains a special Buyer's Directory Department for the convenience of prospective purchasers who know what they want but do not have a source of supply. Our 41 years of experience in the novelty, premium, prize, gift and specialty merchandise field has enabled us to build up indexes that include from one to 50 sources of supply on over 4,500 separate items. Write us about any article or address you want and we will forward your inquiry to the proper sources. This service is entirely free!

NEW ITEMS

(Continued from page 59)
pennants, and almost any article can be transformed into a sparkling ornamented product. This kit is complete with transfer designs, which can be used hundreds of times over to produce startling effects. The kit sells for \$1.50, which includes a carefully compiled book of instructions and interesting suggestions for the decoration of various articles.

Pen and Lighter Stand

A new combination pen stand and lighter, combining utility and attractiveness is an outstanding gift item being offered by Diecasters, Inc. Base is of polished chromium and satin enamel; the pen receptacle and lighter seat are in polished chromium, while the lighter is a combination of chromium and rich enamel. The pen is black, with a two-toned gold-plated point. Priced at \$13.80 a dozen.

Combination Lamp and Bank

Here's a premium that should really produce, a lamp of latest design combined with a savings bank. The base of the lamp has a patented slot and lock. The color scheme is black and silver with chromium trim. Excellent as premium incentive for partial payment plans, etc. Made by the Chicago Thrift Company. Size is 16 by 14 inches over all.

Novelty "Climber"

"Sales of any product going into the home can be increased with the Aero Climber," claims the Gibbs Manufacturing Company. The novelty is spun in the hands and shoots way up in the air, across lots, etc., allowing the operator considerable control over direction. Gives children plenty of entertainment and fun. Costs less than a cent in quantity.

OPPORTUNITY AHEAD

(Continued from page 58)
and have been successful in standardizing certain odors with the female world. These items can therefore be successfully and profitably handled by the merchandise industry and better appreciation from the public will result, as well as greater respect and confidence in the premium industry.

Because of the tremendous national advertising back of the popular brands the premium merchandise industry is assured greater volume than they have ever previously enjoyed in the sale of these items.

But to continue along an old-fashioned business course at this time in the rapid advancement of the general merchandise field is simply foolish.

Best let it be said that the premium merchandise industry can revive one of its better known divisions and gain greater respect and confidence from the general public by using that merchandise in this division of the field which has gained national prominence.

AUTO RADIOS

(Continued from page 58)
This is the most popular mounting. The majority of these mountings feature illuminated dials. They can also be mounted on the instrument panel or beneath the instrument panel.

Being neat and compact and popularly priced, the premium industry finds them unusual as major attractions and therefore the boom in auto radios continues at a grand pace with more and more merchandise men featuring them every day.

LAMPS GOING

(Continued from page 58)
and uses them to further its purposes in the best merchandising manner.

Lamps are therefore lighting a new path for the industry. They are being created in new and compelling designs and also are of the utmost importance for general sales and display.

There isn't a sportland that was ever created which did not have as a leading

ELGIN WATCHES, \$1.65 EACH

7-Jewel, 18 Size, White or Yellow Cases.
7-Jewel, 16 SIZE, ELGINS & WALTHAM, \$2.95.
FLASH DARNIVAL WATCHES, 50c Each.
Send for Price List.
CRESCENT CITY SMELTING CO.
Old Gold and Silver Buyers and Refiners,
118 N. Broadway, St. Louis, Mo.

feature of its display the new and beautiful table and desk lamps which, because of the lighting arrangement they made possible, enhanced the value and beautified the display to such an extent they aided the sale of other premium merchandise.

Lamps have much to be thankful for in the promotion which they have received from the premium merchandise industry. This promotion has made possible a much wider acceptance of more new lamps than could be otherwise gained by the lamp manufacturers.

Silk shades, metal shades, parchment and cloth combinations, or whatever is being used, the premium merchandise industry is one of the very first to be approached by the lamp manufacturer, and usually if the lamp proves successful in this field it proves valuable to all other fields.

Because the premium merchandise industry is capable of offering the lamps at attractive prices to the general public it creates greater sale for all lamps in general and has been indirectly instrumental in bringing about an increase in the manufacture of this product, to which all intelligent lamp manufacturers will gladly attest.

TRANSPORTATION

(Continued from page 51)
unlawful, or prescribe new fares or charges, but only after a formal hearing.

The commission's rulings with respect to insurance under the Motor Carrier Act will no doubt be accepted with no little concern by all show-truck owners, particularly the already over-taxed burdened motorized circus and carnival owners who, as private interstate carriers, will also come within the Motor Carrier Act and will be required to abide by the commission's rules regarding working hours and conditions for employees, safety of equipment, liability and property damage insurance, etc. Such private carriers will come under the severe penalties for noncompliance with these rules.

All contract and common carriers who failed to file an application with the commission by February 12 have waived their rights to come within the "grandfather clause," and in order to now secure a permit to operate legally they will of necessity have to prove a public need for their lines to operate. This no doubt will be more or less difficult and will require considerable time before a certificate or permit will be issued.

It is regrettable that a negligent attitude has been taken with respect to this act, as contract and common carriers will now find their investments and equipment tied up, inasmuch as they can no longer legally operate their trucking business.

The Interstate Commerce Commission reports 70 per cent of the total motor carriers have filed application at the close of day, February 12.

Inquiries responding to last letter appearing under the Motor Transportation Department, concerning owners of trucks having callopes, public-address systems, etc., mounted in trucks and elephant trucks or trucks used exclusively by the truck owner to haul his own equipment, will be classified as private carriers. These owners need not file applications as contract or common carriers, but will come within the act as private carriers, and must meet the requirements of the commission.

NEW BIZ, RENEWALS

(Continued from page 8)

New York, 15-minute programs, two weekly, night time, T.

HEBERT BREWING CO., 15-minute program, one weekly, three times, daytime, direct.

TIP-TOP CEREAL, s. a., three weekly, daytime, 12 times, direct.

CLIMAX CLEANER, thru Krichbaum Co., Cleveland, time signals, three daily, one month.

CLEVELAND RETAIL GROCERS' ASSN., s. a., one daytime, 10 times, direct.

LORAIN GRILLE, Inc., s. a., one weekly, night time, direct.

ROSENBLUMS, thru Lustig Agency, Cleveland, s. a., two nightly, 300 times.

GROTTO CIRCUS, s. a., two daily, day and night, 24 times, direct.

CHEF BOIARDY'S FOOD PRODUCTS CO., thru H. W. Kastor & Sons, Chicago, s. a., one daytime, 300 times.

WARNER BROS., s. a., one daytime, direct.



NEW EASTER NOVELTY CREATIONS

EASTER RABBITS AND ASSORTED ANIMALS.
Brilliant Colorings—Clever Costumes—Novelty Shapes—All Sizes and Priced for All Purposes. Chocolate Jumbo Rabbits—Giant Easter Eggs, Etc.

A WIDE SELECTION OF MERCHANDISE as Trade Stimulators—Leaders—Coupons, Also for Card Contest and Attendance Prizes.

Illustrated 1936 Catalog Ready Soon.

Listing Hundreds of Popular Priced Items for the Premium, Concession, Novelty, Specialty Trade. Please State Your Business. Get on Our Mailing List Now.

WISCONSIN DELUXE CORP.

1902 No. Third St. MILWAUKEE, WIS.

FIRST FED. SAVINGS & LOAN CO., s. a., one time, daytime, direct.
FAVELKA BROS. CO., s. a., daytime, four times, direct.

South

DONALD SCOTT CERTIFIED HOMES, INC., Shreveport, direct; 15-minute drama by the Donald Scott Players weekly on Tuesday at 6:45 p.m. KTBS, Shreveport.

FIRST NATIONAL BANK OF SHREVEPORT, direct; weekly series of 15-minute transcriptions; Frank Black Ork, chorus and John B. Kennedy. KWKH, Shreveport.

KRAUSS CO. (department store), direct; 15-minute news casting by Radio News Association, daily at 12:30 p.m. WWL, New Orleans.

BARNETT'S (furniture store), direct; daily one-minute spots, beginning February 10. WSMB, New Orleans.

WILLIAM F. COTTON BAKERY, Alexandria, La., direct; 15-minute Radio News Association broadcast daily. WWL, New Orleans.

AVISON HAIR TONIC, direct; 15-minute "Quest for Radio Announcers" program, Tuesday and Thursday for six weeks. WDSU, New Orleans.

DRUG TRADE PRODUCTS, Chicago, 15-minute transcriptions, Sons of the Pioneers, Monday, beginning February 17. WQBC, Vicksburg.

Philadelphia

WILLIAM S. SCULL CO. (Bosco Milk), thru Kenyon & Eckhardt, Inc., starts February 7 for 18 weeks, Monday, Wednesday and Friday. ET. KYW.

WASEY PRODUCTS, Inc. (Musterole and Zemo), thru Erwin-Wasey & Co., starts February 17 for 18 weeks, Monday and Wednesday, 12:45-1 p.m. ET. KYW.

ABBOTTS DAIRIES (milk and ice cream), thru Foley Agency, starts February 17 for 18 weeks, daily except Sunday, 5:30-5:45 p.m. Jewish program. WRAX.

SHUMAN BROS. (furniture), thru Feigenbaum Agency, started February 12, ending March 9, 1936, Monday, Wednesday and Friday, 9-9:15 p.m., and spot announcements. Dramatic show. WIP.

LINCOLN THEATER, placed direct, started February 9 for indefinite period, Sunday, 10-10:30 p.m. Dance remote. WIP.

RIVAS & CO. (Reevatone Eggnog), placed direct, additional starting March 30, ending May 25, 1936, participations in Eight Bells and All's Well programs. WIP.

GLEMBY CO. (Lorraine Hair Nets), thru Hiram-Garfield Agency, starts February 17 for six weeks, 12 participations weekly in Classified Section of the News. WFIL.

Dayton

Station WHIO reports the following new business:

STANDARD OIL CO. OF OHIO, 15 spot announcements, weather warning broadcasts. Agency, McCann-Erickson, Inc.

KOSTO CO., renewal, 39 spot announcements, three times a week, conclude April 18. Agency, Perrin-Paus Co.

POCKE'S PACKING CO., participation in Radio Kitchen Fridays, started January 9, T. F. basis.

HIMES BROS.' DAIRY, participation in Merchants' Hour, 24 spot announcements, six days per week.

CHRISTIAN TABERNAACLE CHURCH SERVICES, renewal, one-half hour Sunday, conclude March 29.

RUDOLPH WURLITZER CO., one-half hour program.

CHICAGO MEAT MARKET, 30 spot announcements, daily except Sunday.

MYERS JEWELRY CO., six spot announcements during Merchants' Hour.

HUBER'S GARAGE, spot announcements once a week, T. F. basis.

B & N'S FEBRUARY SPECIALS

NEW BENACO—De Luxe Double-Edge, Blue Steel Blades, 5 to Box, Delicately Wrapped, 45c
BENACO—De Luxe Single-Edge, Blue Steel Blades, 5 to Box, Cello Wrapped, 70c
PENNY BLADES—Complete with Battery and Bulb, Dozen, 1.50
ASPIRIN—8 to Tin, 80 Tins on Attractive Display Card, 65c
ASPIRIN—12 to Tin, Gross, 1.75
Please include 25¢ deposit on all C. O. D. orders.
Order From This Ad, Or Write For Our Big Free Catalog.

The Pittsburgh and Detroit Stores Are OPEN SUNDAYS From 9 A.M. to 4 P.M. for the Convenience of OUT-OF-TOWN CUSTOMERS.

B & N SALES — Same Day Service

CLEVELAND, O.—1444 West 8th St.
CHICAGO, ILL.—1000 South Wells St.
DETROIT, MICH.—567 Woodward Ave.
CINCINNATI, O.—1006 Vine St.
MILWAUKEE, WIS.—1200 North 3rd St.
ST. LOUIS, MO.—112 North Broadway.
PITTSBURGH, PA.—997 Liberty Ave.
Order From Your Nearest Branch.

LEROUY-BLADES—D. E. Assorted, Per 1,000 \$2.65
ASTOR-BLADES—D. E. Per 1,000 \$3.10
PONTIAC-BLADES—D. E. Per 1,000 \$5.00
POINT-BLADES, E. Per 1,000 \$7.50
(All Blades Ocelophaned, Packed 5's.)
OLYSEAL LATHER—Giant Size, Gross, \$4.40
ASPIRIN—3-Dozen Tins, Per Gross, \$1.80

WORLD MERCHANDISE EXCH.

14 East 17th Street, New York, N. Y.

BUY QUALITY—WALTHAM \$3.00 Ea.
15 J. O. F. with Second Hand Straight Mov., Fitted in new Ill. Flat Model Chrome R. R. Case, Same 18-J. \$4.50, 17-J. \$5.50, same in Hunting Mov., 17-J. \$4.00, in 12 J. Hunting Mov., 15-J. \$4.25, 17-J. \$4.75, min. Quan. 1/4 Doz. Single Watch 25c Extra, 25¢ Postage, C. O. D. EVERY WATCH GUARANTEED. Send for Special Circular.



PALTER & SMITH, INC., Dept. BB-4, 110 Trinity Pl., New York City.

TRIX
"DOES THE TRICK"
DOUBLE EDGE BLADES
Packed 5 Blades in a Pack, 20 Pkgs. in a Carton.
\$3.68 a 1000

Octagon Shaped Lighters... \$0.64
157 Imitat'n Pearl Necklaces... 2.95
Needle Threader... .07
Perfume in Astrod. Shaped Btts... .21
Gorgeous Powder & Peame Pkgs... .04 1/2
Army Navy Needle Book... 1.29
1232 Toothpick Knife... .10
No. 9209 Men's Fancy Tie... .78
No. 8375 Sewing Needles, 10 in Pkg. 100 Pkgs... .89
Men's Rayon Sox, U. S. Made... .88
OVER 2,000 Bargain Specials, Write for New 1936 Wholesale Catalogue. It's Free.
SPORS CO., 2-36 Erie St., Le Center, Minn.

DAYTON BREAD CO., 15 five-minute transcription programs twice a week, start February 24.

HORSE AND MULE ASSN. OF AMERICA, 13 spot announcements six days a week. Agency, Rogers & Smith.

PLYMOUTH MOTOR CARS, nine 15-minute transcription programs three days a week. Agency, J. Stirling Getchell.

IRONIZED YEAST CO., 20 five-minute transcription programs twice a week. Agency, Ruthrauff & Ryan.

FRIGIDAIRE CORP., 13 half-hour programs once a week. Agency, Lord & Thomas.

THIRD NATIONAL BANK AND TRUST CO., 52 half-hour musical programs once a week.

KRUG'S CERTIFIED BAKERY, 52 15-minute "Jimmy Allen" transcriptions five days a week.

CAMEO RINGS



Men's and Ladies' Rings. 12 distinct Patterns. Chrome or Gold. CASH IN ON THIS RED-HOT SELLER.

NEW PRICE
\$22.50 gr. \$2.00 dz.

Sold \$2.00 for 12 Samples No. 71 and Free Catalog.

HARRY PAKULA & CO.

Largest Distributors of Rings of All Descriptions.
5 North Wabash Avenue, Chicago, Ill.



HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog #F43. Optical Specialties.
17 N. Wabash Ave., Chicago, Ill.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc. direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO. Dept. H-61, Box 353, Hamilton, Ontario.

ELGIN-WALTHAM WRIST WATCHES

Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
H. SPARBER & CO.
106 North 7th Street, St. Louis, Mo.

2.95

CRYSTAL DEMONSTRATORS!!! CONCESSIONAIRES!!!

Our New SPRING and Summer Line of FAST SELLING ITEMS IN BONE JEWELRY, GORAL JEWELRY, Diamond Cut CRYSTALS, Clips, Pins and Combs is now READY. Be the first to CASH IN on the MOST BEAUTIFUL LINE ever offered, at GUARANTEED LOWEST PRICES!!! Send \$2.00 for Complete Sample Line. Free Catalog. Complete Sample Line of WHITESTONE Rings sent Prepaid for \$2.00.

OLYMPIC BEAD & NOVELTY CO. Importers, 307 Fifth Avenue, NEW YORK, N. Y.

ALWAYS AT THE HEAD OF THE PEN PARADE. Banker Pens and Banker Blades, Plungers, Vacuums and Combinations. My Pens Sell It's All in the Pen Point. Get away from the 5 & 10 stuff. Send for New Price List.



JAS. KELLEY, The Fountain Pen King, 467 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

E. Z. WAY

AUTOMATIC STROPPER



W. M. MFG. COMPANY, Sandwich, Ill.

AGENTS & PITCHMEN

A Product That Has Been Tested, Tried and Proven a Success.

PRESCRIPTION No. 99 is a routine home treatment for Footrot, Itch, Mouth, Sore Gums, Infections and Oral Cavity that millions of people are in need of. It is neatly and attractively bottled. It is labeled and cartoned for shipment or personal delivery. Prices: \$1 per Oarion (Two Small 1/2-Oz. Bottles); \$6 per Dozen. Gross Prices on request.

KING-PUT LABORATORIES, Vernon, Tex. Box 407.

SHOE LACES and FINDINGS

Most staple, best selling items. Buy direct from manufacturer. Send 25c for sample assortment and prices.

CAPITOL SHOE LACE AND FINDINGS CO., 135 Pitt St., New York, N. Y.

SILK KNIT TIES

New English Styles. Sample Dozen, \$2.00. **EUREKA NECKWEAR,** 307 W. 38th, New York.

AUTO JOKER

Also known as WHIZ BANG, or AUTO BUNGLAR ALARM. The original made here. It is a sensational item for its performance.

Now booking Display of Fireworks for Parks, July 4th, Fairs, etc. Write or Wire for details. FROM THE DOOR OF OUR FACTORY TO YOU.

ILLINOIS FIREWORKS CO., Inc. Danville, Ill. Box 792.

PIPES for PITCHMEN

by **BILL BAKER**

(Cincinnati Office)

"JUST GOT IN HERE . . ." pipes but don't expect to stay long," pipes Tex Worthe, Houston, Tex. "Been looking old Texas over for the first time in several years. Boys I have met all seem to have the same story. Money here hard to get at present, and I agree with them. Expect to be in the South until April trying to dodge the cold. My show, following my many years custom, is stored in Pennsylvania. Met several of the old boys in Texas, including Doc Bell, Sherman, Little Doc Houston and Pat Dana. All seem to be enjoying life and putting out their share of herbs, tonic, etc., and holding the price up. Met a few low pitchmen around trade lots and on Saturdays. Strangers to me, but all doing business. Always enjoy my copy of *The Billboard* and Pipes. Here's looking to a banner year in '36."

H. R. BRISON . . . cards: "Heard here at Petersburg, Va., that Bob Noel's wife, Anna May, is going into the jam game and will work photos. The Noels were with Silver Bros.' Show last season and are now in Florida. Bob Russell is with them."

MRS. BOB NOEL PIPES . . . from Nocatee, Fla.: "Guess it's time we said howdy to the folks again. Sure enjoyed the pipe sent in by my dad, also glad to read of Clarence Giroud and wife, Doc Raggett and all the rest. Have been going along the same as usual. Recently Bob's foster-father, Doc M. E. Ethling, who has been off the road for some time, dropped over for a visit. He is a real fellow and one of the few oldtimers of his kind. He is clever with magic and has a wonderful personality. Seems to be able to change gags and tricks for a week. Also has a very nice bird act. Whitey Johnson and wife and daughter are along. All together there are three cars and three house trailers. The weather has not been so good for Florida but we are still trudging along. Our complete roster includes Doc Ethling, magic, candy; Bob Noel, juggling, balancing, comedy, etc.; Mrs. Noel, cartooning and assistance in acts, and A. F. Whitey Johnson, 'oil' salesman. We would like to see pipes from Jack Roach, Doc Franklin, Doc Raggett, Morris Kahntroff and L. G. Chapinan. Remember the accident, Moris?" (Photo will be used soon—G. B. B.)

OTIS LOCKBOY AND . . . Nick Kay pipe news from the D. D. Lockboy med opra, from Lodge, S. C.: "We are working the sticks of Lower South Carolina to fair biz. Doc Bill Kerr visited us while in Hampton. Caught Doc Green's Minstrels under canvas at Varnville. A girl was born to



FRANK LIBBY worked the Royal Winter Fair at Toronto last November to excellent results with the cutting tools. Here we see Frank at his booth, with only a small section of the tip shown. Frank is still working the glass joint in St. Louis at this writing.

Irwin Dock and missus January 10. That makes an eight-people show now. Doc Lockboy is still doing the lecturing and office. Mrs. Doc does leads, little Bee Lockboy, specialties and bits; Irwin Dock, straight; Mrs. Lockboy, parts; Nick Kay, black, and Otis Lockboy, second comic. Would appreciate a visit from Doc R. L. Earnest. Also a pipe from Johnnie Bishop, for Nick. What has become of Doc Louis Swan, Doc Rowan and the remainder of the bunch."

GUY AND GEORGE . . . Peterson shoot one from Duluth, Minn.: "Long time no pipe, but read them every week. How're things down yonder? Would sure like to be sitting under an orange tree. Only 35 below here today. Guess we will hit a really cold spell soon. Apparently it's only beginning. Been here two weeks with cosmetics. Have Helen Yatso and Frances Andrian with us, singing, dancing and playing the guitar and getting some dough. Come on, Joe Hanks and M. I. Griswold. Haven't met any of the knights for some time. Must all be retired (probably basking in that southern sunshine).

"HAVE BEEN OFF . . . the road since 1930 and haven't piped in for a long time," tells Homer Brannon, Memphis. "But would rather do next to nothing here than work hard somewhere else. Let's hear from some of the old bluebloods who haven't piped in for a while, especially Gene Golden, a good piper as well as a good auctioneer."

"HAVE BEEN BASKING IN . . . the sunshine down in good old Florida," pipes Earl Bryan and missus from Tifton, Ga. "This is our second trip down this way. Were called back to Michigan and returned after two weeks of the cold weather. Saw a number of pitchmen at the Largo fair, including Harris, pealers; Lewis, pens; Jessups, needles, and others. Davey Jones, novelties, was working on the Clearwater beach. We are just starting back thru this State. All towns are open to veterans and red ones are plentiful for us. Playing to good attendance. Would like to see pipes from Godfrey, of peeler fame; Dutch and Barney, of Detroit, and Chief Mexes and missus."

"THIS IS MY FIRST . . . pipe," shoots Smokey Barrier from Omaha. "The missus and I are hibernating here after many months behind the cork on the King David Erbo Show. However, am rarin' to go and can hardly wait for the grass to grow green again. Have been here all winter and don't know yet whether my head is cracked or whether I just don't know any better. Ran into more snow and bad weather than I thought there was in the whole United States. Would like to read pipes from Billy Beam and Doc LaSalle. Let's hear how you all are."

"BACK IN THE . . . Lone Star State after a couple of weeks in the grits and gumbo section of Louisiana," tells Hot Shot Austin from Fort Worth. "Made the big dolings at Lafayette, La. Everything but money there. All sheetwriters were battling for flapjacks and but few honors being carried away. Billie Saunders arrived a few days beforehand and staged a few parties. He was looking good but reported biz not so heavy. Our old friend Coffey flew in and out, but stopped long enough to make the rounds. Oscar Hoitshite and Slim Norman were also present for the roll call. Heard my old friend Jim Delaney is connected with the races at Raceland. More power to him. Was surprised and sorry to learn of the death of the greatest pitchman of all time, George Bedoni. He certainly was a king in his line. He was a true knight in the profession he loved so well. He lived his life as he found it and took the good with the bad. He trod along Life's pathway with a smile for his fellow man. He extended many a helping

hand and did not laugh when a comrade was down. He knew the road was tough and what it was all about. We knew and loved 'Our George.' Well, he is now in the pitchman's paradise, where there are no closed spots and hostile citizens and no stormy weather to mar his pathway. We of the old school, who he has left behind, will carry on as he would have us do. He may be gone but will never be forgotten.

"HAVE BEEN DEMONSTRATING . . . here with rug cleaner," tells Arthur Engel, Pensacola, Fla. "Am in a local store. We have had some cold weather but business has been good. Have not seen any of the boys working here as the town is closed. Only store work is permitted. Would like to read 'em from Sam Berman, Charlie Sullivan and Huber Fulton."

"OPENED HERE JANUARY 27 . . . to very poor biz on account of the bad weather," cards Doc George M. Reed from Wheeling, W. Va. "Had a fair Saturday. There are three of us in this chain store, Henry La Votte and wife. He has white stones and rings and the missus mending paste. We are all getting just about what we should on the week. The La Vottes are oldtimers and mighty neat workers. I expect to be here until the 15th. Had a fine letter from Kane a few days ago. Where are Art Cox, Tom Kennedy and Bert Hull? Hope Mrs. Cox has fully recovered."

"HAVE BEEN LOTS . . . of places since my last pipe from the Pueblo State Fair," tells C. Schroeder, Modesto, Calif. "Worked thru New Mexico, Arizona and California. Photo boys might like to know that Arizona has a State license for photos and is strictly enforcing it. This from Mr. Gardner and member of the Legislature. He was a board member of the Tucson Free Fair and was plenty hot about it when I told him the real motive behind such acts, both State and local. Said he would make effort toward repeal. Southern California is n. g. for pitchmen. Stay north of Fresno."

"NEXT STOP WILL . . . be two weeks in a chain store in Cumberland, Md.," writes Doc George M. Reed from Wheeling, W. Va. "Then to Youngstown to open my store. Business fair here but nothing to write home about. It pays to work clean. This is my third stop at this store in 11 months. Here my old friend Tom Kennedy is holding down a good spot in Pittsburg. Tom is a real pitchman. Also hear Slim Murphy is in a chain store in the same town. Why so silent, Slim? Pipe up and tell us if you remember York, Pa., in 1925 when you and Shorty Grace were there. And where are you, Shorty? Read Harry Moore's pipe with interest. Now, Harry, don't you think you could buy just as cheap and get just as good service if you had to spend postage to get the prices? And then every Tom, Dick and Harry would not know how much your goods cost you. I was in the furniture business for a good many years and never saw a factory or jobber in that line advertise prices in a trade paper. Neither do you see the drygoods or provision jobber advertising wholesale prices in a trade paper. And the sooner the specialty houses quit it the sooner pitchmen and demonstrators will do more business. Think it over in a business way. What is everybody's business is nobody's business! And that's true in any line. One

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of the most interesting pipes I have read in a long time was the one recently sent in by W. E. Knox. He surely hit the nail on the head. His pipe is one that would interest a business man. It was in the issue dated February 8. And to be a successful pitchman or demonstrator you must be a good business man. Let us have more pipes like it, W. E., and please pipe in more often. Was sure glad to read Roy Crandell's pipe. Roy is one of the best push salesmen in the business. Paul Hauck and many who call themselves jam men are not really jammers. They are push salesmen. There are very few real jam men (thank goodness). Here's to all clean workers. Get the money but give the people something for it. Don't knock and you can always go back and be welcome."

PIPES OLD BILL ELLIS . . .
from Shawnee, Okla.: "Here is a spot where even the jam worker couldn't get it. You work to about 60 per cent Indians and oil workers. Stay away from this part of the woods if you want to see the spring with a whole skin. I am giving it back to the Indians and heading back where you can at least eat and sleep."

"AM SELLING HARNESS . . .
at auction farm sales," tells D. F. (Hoot) McFarland from Waterloo, Ia. "It's a good touch and believe it or not we sometimes turn six or eight sets at one sale. Also lots of strap work, lines, traces, halters, etc. I know the boys will get a kick out of this one. Weather has been below zero for the past 23 days. No place for pitchmen. If you are south stay there. But get out of the flood country, for the North has lots of snow and all that water goes down one big river for the most part. And mark my word there will be plenty of water."

"AM TRYING TO DO . . .
a little pitching in West Texas," tells Doc N. F. Tate from Waco. "But nothing is doing much good. Have had norther after norther and plenty of ice. Can do very little indoors and it is too cold for outside work. Expect to open the show in April, visiting the centennial at Dallas all the month of June"

"JUST FINISHED READING . . .
in a recent issue about the death of one of my best friends, Chief Bearfoot," scribes Doc D. A. Swan from Leland, Miss. "It was sure a blow to my wife, Hilda, and me. We worked for Chief Bearfoot a few seasons back and found him a wonderful man, always ready to help the other fellow. Chief will be missed by all who knew him."

TOM EVANS PIPES . . .
from Macon, Ga.: "My deepest sympathy to the family of my old friend George Bedoni, who will be missed by his friends in all parts of the country. George was a good old trouser, And had troused for many a mile; Thru all the miles he traveled, He made them with a smile. All his friends will miss him, For no matter where he went, He would find that same old friendship, So his life has been well spent. Now, Salem, you get ready And do your level best, To keep up the good work where daddy left, Now that he has gone to rest."

H. L. CRUMPTON . . .
pipes: "Am back in Birmingham still working blades and watches. Getting along okeh. Have just made a jaunt thru Tennessee, South Carolina and Georgia. There is a small reader in Chattanooga. Knoxville is closed. Bristol, Va., and Bristol, Tenn., are free on your o. m. Small reader on blades at Spartanburg, S. C. But the State reader is hot. Greenwood is too high on the daily reader and here's one they won't get."

"PLENTY OF COLD . . .
weather to keep one by the fire more than half the time," inks Bob Posey, Lawton, Okla. "This town is holding up fair. Can work on private property okeh at Fort Hill with approval of 'the powers that be' in the Exchange Trading Post. Walters, Okla., is a fair first Monday spot. Work the hitch lot, Indianhoma, Okla., is a first Wednesday trade day spot and excellent. Marlowe, Okla., is a

Pitchmen I Have Met

By SID SIDENBERG

Confidence in yourself, in a large measure, has a lot to do with your success in Pitchdom. Show me a fellow that is always singing the blues about not being able to get money and I will show you a sap that is a rank failure and becomes a nuisance to everyone he contacts.

One in this business, who I have met many, many times, is always banging away and telling about how good he is doing—and he is doing good for I have seen him score in spots that I would judge to be bad ones. That boy is none other than James (Curley) Burnett, Los Angeles flash, who has been working with intensifiers as his latest venture in the realm of Pitchdom. Intensifiers have seen their best day. About 15 years ago the item was one of the biggest money getters conceived for a selling talk. They were hammered at fairgrounds, on corners, parking lots, stores and even at crossroads. The fact that the item is "burned up" proves to me that Curley is a pitchman of the first water for he is still getting money—long dough—with the joint, if you should ask me.

To begin with his flash proves that he is successful and that successful appearance to the prospective buyer is 90 per cent of the battle in putting over any item—new or old. Curley is driving a high-priced car, late model. He demonstrates from a separate motor attached to the car and his signs and umbrella are always kept new looking and everything connected with his outfit is spotlessly clean.

Curley does not shout at his tip. He doesn't try to be loud but talks to as many as he can in a confidential, convincing way and when he is thru explaining and pointing out the merits of the item he collects.

Curley goes after agents on his outfit and he is still putting the boys in the field. Curley learned to do that for he found his way thru the portals of Pitchdom via the same route.

Harry Busch appointed Curley an agent, handling strop dressing and razor-blade holders. That was right after the termination of the World War when Curley was mustered out of the aviation corps.

Curley stayed with that outfit for some time and soon learned that he could get more with the Svengali decks, magic, rad and pens. He worked with Frank Libby and Tom Kennedy putting out the edging tools and claims that those boys showed him some fine points that made him a success in this game.

Burnett is 38 years old, owns his own home in the City of Angels and is a member of the Eagles and American Legion.

good Saturday spot. Duncan can be worked on private property but something may happen any time. Snyder is a fair Saturday town, as is Apache. Commanche can be worked gratis but is n. g. Hobart, Fredrick, Tipton and Cordell are all fair on any day. I would like to read some info about Utah, Idaho and Wyoming, also pipes from Jim Osborne, Jack Current, White Cloud Barlow, Chief Wile Hawk, Doc Coy D. Hammack and Alex McCord. Tom Sigourney is also overdue."

MADALINE RAGAN . . .
is still in Fort Arthur, Tex., and pipes that the sun is shining for the first time in three weeks. "It sure will be a pleasure to work New York and Pennsylvania now that they have shut down on the knockers," writes Madaline. "I think a person has about all he can do to boost his own product without having time to knock the other fellow's. I have never seen a consistently successful pitch where there was knocking. Where are Honey and Dick Jacobs and Lew, Chick and Dorothea and Scotty McCarty? Sure would like to read 'em from them. Also Thunder Cloud and

Little Bear would do well to write. There is money here in Texas but the worst weather in the history of the State. Have a good list of spots. Hurt my knee recently and have been tied up. Sure would appreciate a line or two from the folks. Gets pretty lonesome. The Billboard is about all the news I get these days."

J. A. IRWIN . . .
for the past eight years sales manager of the Devore Manufacturing Company, Columbus, O., wants the boys to know that he's still doing business for the same firm but in a new location, the company recently having moved to New York. Irwin says the new plant occupies over 50,000 square feet of floor space and that the company is prepared to continue its reputation for service and quality. A new catalog is in preparation.

FINAL CURTAIN

(Continued from page 29)

long-deceased first husband, Jacob Laurie Baugh, and five grandchildren, Lucy, Jane, Nancy and Grace Clardy and Warren Baugh. Interment February 11 at St. John's Cemetery, Long Island, N. Y.

SIP—Joseph R., musician, in Blairsville, Pa., February 6.

SMITH—Ivan, 36, sign painter at the Odeon Theater, Bartlesville, Okla., in that city February 5 as the result of a fall from a ladder the day before. Death was due to a hemorrhage of the brain. Survived by his mother, Mrs. Minnie L. Bowers.

SMITHSON—Florence Annette, 51, actress, producer and singer, professionally known as the Welsh Nightingale, in London February 12.

STANSFIELD—William, 77, organist, February 9 at his home in Atlantic City after a six weeks' illness with pneumonia. Survived by his widow, Mrs. Mary T. Snowden Stansfield.

STINSON—Martha Jane, 78, mother of "Tunis" Eddie Stinson, for 15 years manager of the Detroit Shrine Circus and well-known circus fan, February 7 from cancer. Survived by her husband and 11 children. Five weeks ago she received wide recognition by becoming a great-grandmother three times in one day. Burial was in Woodmere Cemetery, Detroit.

STONE—Charles, 87, who was superintendent of Austin & Stone's Museum, Boston, for many years, at the home of his son, Edwin A. Stone, in Cohasset Harbor, Mass., recently. Interment was in Laurel Hill Cemetery, Saco, Me.

IN MEMORY

Of Our Beloved Wife and Mother,

MRS. W. O. (ALINE) SULLIVAN

Who passed away February 16, 1933.

TROUT—Mrs. Mary, mother of Eduoard and Anna E. Trout, recently at her home in Altoona, Pa. Funeral services at Mount Carmel Catholic Church, Altoona, with interment in Calvary Cemetery there.

TROUT—John, brother of Eduoard and Anna R. Trout, recently at his home in Buffalo, N. Y. Body was shipped to Altoona, Pa., for funeral services at Mount Carmel Catholic Church and burial in Calvary Cemetery there.

UYENO—Masanosuke, of the well-known Uyeno troupe of acrobats, at Florida Medical Center, Venice, Fla., February 4 of tuberculosis of the spine. He was in his 20s. Funeral service in Sarasota February 9.

WALTON—Bert, 45, the original Bert Walton of the vaudeville team of Bert and Lottie Walton, at his home in Toledo, O., February 2 after a long illness. Survived by his widow and daughter.

WARNER—Jean Kathryn, 52, in her apartment in Los Angeles February 8 from complications. She had been ill for some time. She was the widow of Ed C. Warner, who was general agent and in executive capacities with major circuses. Deceased was associated with her husband and served in secretarial capacity to executives of the Ballard, Mugivan & Bowers circus enterprises. She was associated in Los Angeles for a time as secretary to Waldo Tupper, operator of the English Village. Sportatorium and concessions at the Ambassador Hotel. Her last employment was with the Catholic Associated Charities, Los Angeles. Rosary recited at the Law-

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son F. Utter Funeral Home February 11; funeral with high mass of requiem at St. Vibiani's Cathedral February 12. Interment in Calvary Cemetery, Los Angeles.

WATSON—Mrs. Rose N., 77, mother of the late Barbara LaMarr film actress, and W. W. Watson Jr., comedian, known on the screen as Billy Devon, February at her home in Long Beach, Calif. Survived by her husband, W. W. Watson, her son and a daughter.

WOODYATT—Albert C., 77, musician, composer and a pioneer operator of motion picture theaters, in Moline, Ill., at his home in Moline recently. He had been suffering with heart disease for the last two years and had been bedfast most of the time, suffering a stroke last fall. He constructed the Lyric and Bio theaters in Moline and introduced to that city the first 10-cent picture shows. In the '80s the deceased toured with the Horace Herbert road shows. He was recognized as an outstanding cornetist and in 1888 was chosen director of the Deere & Company Band in Moline, which played fairs and exhibitions for a number of years. He also operated two music stores, one in Moline and one in Rock Island, Ill., at that time. Mr. Woodyatt also composed numerous songs and marches. Funeral services from the Knox Funeral Home, Moline, with the Rev. William Hodgson, of the First Congregational Church, officiating. Interment was in the Riverside Mausoleum, Moline. Surviving are his widow, two sons, Albert Jr. and Fred, both of Moline; three daughters, Mrs. Lawrence Bergendahl, of Moline; Mrs. J. W. Edwards, of Washington, D. C., and Mrs. Herbert Humason, of Cleveland.

COMING MARRIAGES

Virginia Howard, sister-in-law of Samuel Goldwyn, movie producer, and appearing currently in *Three Men on a Horse* in Boston, and Robert Ehrlich, nonprofessional, have announced their engagement.

William Devlin, actor, at present appearing in London in *Richard III*, and Mary Casson, daughter of Lewis Casson, currently appearing in New York in *Queen Victoria*, and Dame Sybil Thorn-dike.

Rafaelo Diaz, opera singer with the Metropolitan, and Alice Atherton Wilson, nonprofessional, in a few months at Monticello, Calif.

Charles D'Amico to Mary Scarpino, of the Scarpino Melody Sisters Orchestra, in Pittsburgh February 19.

Fred Ball to Catherine Scarpino, of the Scarpino Melody Sisters Orchestra, in Pittsburgh February 19.

Max Shulgold, of the Monarch Pictures exchange, Pittsburgh, and Martha Fernstrom in Pittsburgh next month.

James Wallington, well-known radio announcer, and Jean Rogers, screen actress, in April.

Rudy Selger, violinist, and Mrs. Samuel Hopkins, nonprofessional, in San Francisco February 25.

Barbara Virginia Beal, daughter of Ham Beal, film publicist, and Robert Deatherage, nonpro, February 27. Virginia Howard, screen actress and (See *COMING MARRIAGES* on page 69)

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Novelty Pinball Favored In Rhode Island Opinion

Well-known pinball games are demonstrated in court—opinion of Washington church leaders is factor—State operators believe case will be favorable precedent

PROVIDENCE, R. I., Feb. 15.—After Walter Adler, Providence attorney, read two articles from *The Billboard* quoting two Washington (D. C.) clergymen as approving pinball games, Judge Stephen J. Casey, of Wakefield, near here, this week ruled four pinball games as legal and denied the petition of prosecutors to destroy the machines as gambling devices. The decision is held here to be one of the most far-reaching yet recorded in Rhode Island courts involving pinball games and sets an important legal precedent for the handling of future cases.

The four games, seized in raids last November, and given a clean bill of health by Judge Casey in the face of strenuous efforts on the part of officials to prove them gambling devices, are Kings of Turf, Genco Baseball Game, Silver Cup and Streamline.

Judge Casey listened with intense interest as Mr. Adler first read him an article written by George W. Mehlrens, Washington news correspondent, in which Mr. Mehlrens quoted Rev. John C. Mosley, pastor of the Emanuel Baptist Church, of Washington, as saying: "The human desire to match wits is a natural outlet for self-expression. I can see no reason why any one should frown on pin games. The church would not care to denounce any kind of honest sport. Boys and girls play for fun and the competitive spirit, I believe." The article, Mr. Adler told the court, was dated August 24, 1935.

The attitude of Dr. Allan A. Stockdale, pastor of the Calvin Coolidge Congregational Church, Washington, was then read to Judge Casey by Mr. Adler.

"I have played occasionally on pinball games," Mr. Adler quoted Dr. Stockdale as saying. "I find the games very interesting. All intelligence must defend the right of the use of skill—that is a human element which must never be denied. I cannot commend too highly the attitude of the honest, upright manufacturers who are exerting every effort to stamp out the insidious racketeer in this business."

Mr. Adler today told *The Billboard* here that he believes the decision "sets a vital precedent in this State. I do not see now how any judge here can hold the devices to be gambling devices. They are purely games of skill."

He further strengthened his case, Mr. Adler showed the machines to the court. He pointed out that a high degree of skill is required to win on the machines.

"A man with his eyes open can make a better score than one with his eyes blindfolded," Mr. Adler told Judge Casey. "We do not want in any way to condone any gambling machines. We are (See NOVELTY PINBALL next page)

Erie Alderman Okehs Pin Games

ERIE, Pa., Feb. 15.—The tension among local pin-game operators, caused by a police order to confiscate games on all locations, was relieved this week by Alderman Paul Watson, who ruled that pin games are not gambling devices when they are operated for amusement only.

Judging a case filed by the police department against John J. Krotoszynski, it was revealed that Mr. Krotoszynski, an employee of a pin-game firm, was found employing the contents of a pin-game machine. Alderman Watson announced that he acted within the law, as no proof has been produced that the location owner has given anything of value to pin-game players.

Under his ruling police will henceforth not be allowed to interfere with the operations of pin games as long as they are displayed and used for amusement purposes.

Editor Answers British Papers

It is generally understood in America that British newspapers are less given to sensational attacks on modern pinball games. A few of the British papers, however, seem to have taken a cue from the sensational newspapers in America and have attacked the games accordingly. Edward Graves, coin-machine editor of *The World's Fair*, British amusement weekly, meets these attacks as they come with courage and vigor.

In the issue of February 1, he says that "since the official replies to *The People*, there has been little, if any, adverse publicity to pin games in the general press. That is to say, until last Sunday, when a newspaper which I believe is controlled by one or more magnates of the cinematograph industry made a fresh attack, this time from a new or rather two new angles. We have been used to reading allegations of young people spending their earnings, but in this particular instance the writer produced out of the sensational hat the following: 'Young boys visit these saloons in the hope of getting something for nothing' and then proceeded to explain one method by which we know some unscrupulous people endeavor to cheat the machines. After that expose, as our magical editor would say, came the following: 'Cheating on the tables has reached such vast proportions that pieces of (See EDITOR ANSWERS on next page)

Mississippians, Forward!

JACKSON, Miss., Feb. 15.—One of the best of the South's younger coin-machine associations is that which comprises operators of the State of Mississippi. Under the supervision of C. M. Staples, secretary-treasurer, with headquarters at 3045 West Capitol street here, this organization has accomplished some good work in a State where "things are just a bit stricter than in most parts of the country."

"We are hoping that all of the Mississippi operators will join our association," Staples says. "If our membership can continue to grow as it has in the small time we have been organized we will accomplish much in reopening several important cities of Mississippi where recent laws have been passed to make it tough for our boys."

Staples hopes that with the aid of more members McComb, Laurel, Hattiesburg and Meridian can be opened up, pointing out that thru great co-operation recently the important city of Jackson has been opened, with merchants reporting their pleasure over the return of the machines as a great asset to their business.

"Come on, you Mississippi boys, line up with your organization and Staples and you will be surprised by what co-operation can get you which could never be accomplished working alone and against such great odds."

Kenney Stresses Lottery Benefits

By G. W. MEHRTENS

WASHINGTON, Feb. 15.—Added impetus was given to the already strong possibility of a national lottery to make up the anticipated Federal deficit, when Congressman Edward A. Kenney, New Jersey Democrat, told the audience at the YMCA forum here that members of Congress and others high in church, social and business life "carry tickets to the Irish sweepstakes around in their pockets" and engage in other forms of gambling in their everyday life. Congressman Kenney declared that the expected Federal deficit, which is estimated at between \$600,000,000 and \$1,000,000,000, could be wiped out entirely with the proceeds of a national lottery.

"There is ample precedent in the history of this nation for conducting the lotteries," Congressman Kenney stated. "As a matter of fact, George Washington raised money for a road building project by running a lottery."

Representative Kenney called attention of the group to the fact that Alexander Hamilton, when he became Secretary of the Treasury, urged lotteries to raise money. He further stated that New York City conducted a lottery in 1789, and that Congress in 1790 passed a law authorizing the District to raise money in this manner to construct public buildings.

"Between \$600,000,000 and \$1,000,000,000 is needed to balance the budget this year," Congressman Kenney estimated. "A lottery would raise something in the neighborhood of the second amount. If Panama with its few inhabitants can raise about \$4,680,000 a year, the United States, on the same basis of reckoning, should be able to gather in at least \$1,270,000,000."

"I am against taxing the man with an income of only \$800 a year. This plan would permit people to contribute toward eliminating the Federal deficit voluntarily. At a cost of not more than \$20 a year for the average person in this country the holder of a ticket would have a chance of benefiting while helping to reduce the deficit."

Congressman Kenney's bill, which he has introduced into the lower house, provides for a Federal commission of three members appointed by the President, authorizing them to conduct a lottery to raise revenues not to exceed \$1,000,000,000.

Capital City Ops Discuss New Tax Pending in House

Majority of operators co-operate in working out acceptable plan—Spokesman presents operators' ideas to author of bill—would establish commission standard

By G. W. MEHRTENS

WASHINGTON, Feb. 15.—With a high spirit of co-operation which bids fair to bring about a smooth running tax program, District of Columbia coinmen met at a luncheon in the Hotel Washington here this week for the purpose of discussing the tax bill now pending in the lower house calling for a \$10 tax and an additional \$1 license tag on all coin-operated machines. The bill, which was introduced last week by Congressman Alfred F. Bester, Democrat of New York, was greeted more than favorably by the majority of the operators here and all expressed a willingness to co-operate in an effort to work out a reasonable plan which will meet with approval all around.

Altho some objections were presented by the cigaret and music box men, Hirsch de La Vize, of Oriole Coin Machine Corporation here, and who has been recently appointed chairman of a committee to represent the District of Columbia (See CAPITAL CITY on next page)

Co-Operative Plan Aids Hartford Ops

HARTFORD, Conn., Feb. 15.—Abe Fish, of General Amusement Game Company, led in the formation of a plan with the local police department that promises to be one of the finest methods yet arranged for co-operation with public officials. His efforts in contacting the police department in this city resulted in an arrangement whereby the police department will have the privilege of censoring all new games that enter the city.

The police will decide whether the game is one of skill or chance and whether it is to be operated in this city. If they decide against the game, Mr. Fish has guaranteed that all operators will immediately stop using the games and not even bring them into the city.

The operators here have agreed to work with Mr. Fish in this matter and, with this co-operation, he believes that the plan will eventually result in better operating conditions. Prizes have been ruled legal by the police department here and the agreement in this instance is that no prize of more than \$1 value may be given for any skill scores. Furthermore, the prizes are to be in (See CO-OPERATIVE PLAN next page)

New York Orgs Begin Use Of Membership Card Plan

NEW YORK, Feb. 15.—The membership card plan, announced several months ago, has at last been placed into effect by leading organizations here.

Large cards on jobbers' office walls here state that all operators will be asked to show a membership card in an association prior to sale of any games.

Date is fixed as on and after February 10. This is in conjunction with plans started here a few weeks ago to strengthen all organizations and assure absolute unity.

Lichtman Issues Notice

NEW YORK, Feb. 15.—Charley Lichtman, of New York Distributing Company, warns that George Silver never was and is not at this time connected with his firm. He claims erroneous reports have been circulated that Silver was with the firm and that he wants to advise the trade otherwise. Lichtman is distributor for A. B. T. Manufacturing Company and all its products in this city.

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Divided Opinion on Tax Applied to All Machines

DETROIT, Feb. 15.—Reports from Flint, Mich., indicate dissension among local operators there, with a threatened (See DIVIDED OPINION on next page)

Service Barrel Campaign

CHICAGO, Feb. 15.—Counter Service Sales Company has recently put something new and unique on the market for the counter trade-stimulator business. "We are distributing from our headquarters at the Sherman Hotel, Chicago, hundreds of Service Barrels every day to all parts of the country," one of the company's officials reports.

"The sale of these barrels is indorsed nationally by the Disabled American Veterans of the World War, and from reports and orders received daily it looks like the Service Barrel drive will go over with a bang."

"Dingy" Hoffman, formerly connected with the Chicago Amusement Games Company, has personally taken over the management of the campaign at the Sherman House headquarters.

DIVIDED OPINION

(Continued from preceding page)

split of the local association, not now affiliated with the State association. The division has come about in the face of attack thru licensing regulations by the city council.

Legislation as passed some months ago taxed all forms of coin-operated machines in the city, skill games and vending machines alike. The operators of service and vending machines objected to the inclusion of their machines in the same class as the amusement machines for taxation purposes, and ultimately an injunction was secured to stop the enforcement of the ordinance. The injunction was recently dissolved, and the ordinance, at last reports, was again to be enforced.

A strong sentiment is reported among the skill-game operators to favor licensing of machines, with the licenses assessed upon all kinds of machines, and this division of sentiment is responsible for the threatened split of the local association.

Operators in other up-State cities have been watching the Flint situation, with general sentiment from the sidelines being in favor of a continued "united front" of all types of machine operators.

NOVELTY PINBALL

(Continued from preceding page)

opposed to gambling devices just as much as are the police."

Other machines were seized in the raid last November, but no decision has yet been made on them; in fact, no one appeared to defend them and they will be destroyed.

The plea of Mr. Adler that the machines are legal was met with opposition from members of the police department, who conducted the raid, and the town solicitor. They conceded that the games were originally games of skill, but pointed to cards under the glass tops allowing so many additional points for the total scores gained on the board. They inferred that a player winning these points would be given prizes of trade in the store.

Judge Casey pointed out, however, that no direct evidence or testimony had been introduced to show that such prizes had been awarded. He therefore could not consider the devices as gambling devices, he pointed out.

CAPITAL CITY

(Continued from preceding page)

colmen on Capitol Hill, said that he was confident even these differences could be ironed out within a few weeks.

As representative of the group, Mr. La Viez called upon Congressman Bieter to express willingness on the part of the operators to co-operate, and at the same time submitted for his consideration a plan which the operators themselves had worked out.

Mr. La Viez's plan calls for a tax of \$100 per year for operators of one or more machines. In addition to this the location in which the machines are placed will be taxed \$5 per machine.

"The tax of \$5 is to be taken out by the location for each machine on the premises," Mr. La Viez said. "This would include pinball games, claw machines, cigar machines, music boxes, scales, merchandise machines, fortune machines and any game or device that must be operated with a coin."

Another provision in the proposed program, Mr. La Viez stated, would eliminate the evil of five or six operators getting together and forming a company to take out one license to evade the operator's license tax. Mr. La Viez said that he had had the pleasure of an interview with Congressman Bieter and the New York Democrat was willing to

put the bill thru as per the recommendations of the operators.

Congressman Bieter told Mr. La Viez that he would notify him when hearings were started on the bill so that he might represent the District of Columbia colmen, who at the present time are without an organized association.

"We held another meeting at Oriole a few days ago," Mr. La Viez continued. "There were in all about 35 operators. They were quite favorably impressed with the proposed bill and at that time agreed to let me represent them on the Hill."

Mr. La Viez stated that he would also endeavor to insert a provision into the bill which would keep a standard rate of 50 per cent commission between operators and locations, thereby eliminating any possibility of unfair competition.

"I have every reason to believe," Mr. La Viez declared, "that when this legislation is enacted it will greatly aid and increase business. It will give operators and distributors the opportunity of getting together on one common ground to iron out whatever problems may arise in the future."

Other Capital City colmen attending the luncheon at the Washington, besides Mr. La Viez, included Joe Narlines, also of Oriole; C. S. Darling, secretary National Association of Coin-Operated Machine Manufacturers, Chicago; E. O. Likens, of E. O. Likens Company; R. B. Van Horn and George Arrington, of Pioneer Novelty Company; Henry Epstein, of American Novelty Company; Jack and Joseph Sesslonfield, of General Amusement Company; W. O. Hall, of Beasley Novelty Company, and Walter C. Moorehead, Music Machine operator of this city.

CO-OPERATIVE PLAN

(Continued from preceding page)

merchandise and not in cash. Mainly, the prizes will consist of cigarets, candies and similar items.

In this agreement local merchants will also greatly benefit for it will allow them to sell merchandise by the aid of pin games.

The procedure is now very simple, Mr. Fish reports. "As the new pin games arrive we bring them to the police department and they advise us whether in their estimation, after complete investigation of the game, it is a legitimate game of skill. If the game is such, then all the operators here are so advised and can use the games in the city."

"We allow prizes, according to the police department rules, whereby we give the player merchandise up to \$1 in value. We feel that this is the one and only way to continue legitimately in business, that is, with the co-operation and supervision of our police department."

"We are not in any fashion attempting to do anything but what other legitimate business men are trying to accomplish, that is, to earn a living, and we believe that our police department here in Hartford also realizes this fact. We certainly feel grateful to them for the splendid co-operation which they are giving us."

EDITOR ANSWERS

(Continued from preceding page)

tin shaped like flat spoons with short, broad handles were being sold last week outside a Brentford saloon for 6c. each. They are specially designed to enable players to use them as often as they like in place of pennies. Altho no doubt that is true I venture to suggest that it is the people who devise and make these devices for the sole purpose of wrongdoing who are guilty of corrupting the morals of the errand boys and not the pin tables. Some may argue, remove the cause and the effect will go. But if that be the case and assuming for the moment that the tables could be named as the cause—which I do not admit—then we should have to remove practically everything in this world. Money would have to go altogether and quite possibly cinemas. Some films I have seen are far more likely to corrupt the mind of an errand boy than the pin table and its alleged inducement to him to cheat in the hopes of 'winning' a packet of cigarets for nothing and the attendant risk of his being discovered and brought before the magistrate. I am afraid that the writer of 'Gangsters Invade the Pin Saloons' must be rather out of touch with the world, otherwise he would be aware that there are people who spend their lives finding out ways and means of cheating where and whenever they can. He would indeed be fulfilling a public duty were he to exercise his energies in getting these people removed to a sphere where they could

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not teach wrong-doing to those errand boys in whom such a sudden interest has been shown. The table saloons do not teach or lure them to cheat any more than does a brightly-lit jeweler's window give birth to an urge in them to become smash-and-grab raiders. It is the voice and suggestion of others, deserving of at least temporary removal from contact with their fellows, which sow the seed of corruption.

"The reason for the article in question appearing under the sensational heading of 'Gangsters Invade the Pin Saloons' is to be found in the following: 'These saloons are sometimes the scene of gang warfare. On one occasion a party of youths armed with safety-razor blades stuck into pieces of firewood invaded a small saloon in search of a rival gang.' Now what justification is there in that for an attack of pin table saloons? Have not these gangs been known to enter for a similar purpose restaurants, cafes and licensed houses? The pin table saloons are not the cause of these gangs being in existence. Altho the writer describes a Mr. King Berg as being a 'well-known showman,' I must, in my apparent ignorance confess that I have not heard of the gentleman before. Mr. Berg is reported as saying: 'The whole entertainment world strongly disapproves of pin table saloons. We regard them as a serious blot on the business.' Which, as I used to learn at school, has to be proved."

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DEALER	10.00
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SREAMO	20.00
TIT-FOR-TAT	15.00
HOLD & DRAW	12.50
NEW DEAL	5.00
WAGON WHEELS	12.50
FLYING COLORS, JR.	5.00
TICKETS	7.50
POK-O-REEL	6.50
PLUS & MINUS (1 Ball Auto.)	25.00
CARRIGA (1 Ball Auto.)	20.00
SILVER STREAK (Counter Auto.)	8.00
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Plane Has Difficulty In Landing Coinmen

BUFFALO, N. Y., Feb. 15.—Braving the wintry blasts in and around Buffalo, J. A. Darwin, Wurlitzer factory representative, with Nat Cohen and Phil Bogin, of the Modern Vending Company, New York, left the Newark airport by plane Friday morning, January 31, at 8 o'clock, bound for Buffalo and the plant of the Rudolph Wurlitzer Manufacturing Company. Irving Sommer didn't think it necessary for himself to be flying around in snowstorms so he stayed in New York.

The plane was scheduled to land at Buffalo at 10 o'clock. However, the wind and snow had played such havoc with the landing field, causing drifts many feet high, that instructions were given the pilot not to attempt a landing.

The next thing the three air-minded travelers knew they were on their way to Detroit. A landing was made there and within a short time they were east again. The boys thought they would be compelled to return to New York and had agreed they would take another plane back to Buffalo the next day, for Nat and Phil were determined they must have their Simplex phonographs.

As they neared the Buffalo airport for the second time on the return flight from Detroit radio communications told the pilot he should attempt the landing. Right here the boys probably thought they might come down in a snow drift but you'll have to ask them what they actually thought. At any rate the plane came down and the suspense was over.

The flight from New York required seven hours instead of the scheduled two hours. Anyway, the boys certainly got their money's worth with plenty of flying around and around.

As a result of this trip Modern Vending Company has the distinction of having placed the largest phonograph order ever given any manufacturer in the coin music business. From now on at Modern Vending it's a case of the "music going 'round and 'round while the nickels come in and out."



Gradual Climb in Music

NEWARK, N. J., Feb. 15.—Dave Stern, of Royal Distributors, Inc., claims that he placed the first order in this territory for the new Mills' Do-Re-Me coin-operated phonos shown for the first time at the 1936 convention.

Dave reports that in his estimation these are the most beautiful phonos which the industry has had and that he believes they will prove very attractive in this territory. He also states that he is starting into the music business very conservatively with his first purchase and will develop the biz in a new manner.

He does not believe in starting a large route of music immediately, he says, and would much rather watch the growth of the route from small beginnings and from its own earnings rather than invest too much capital and then attempt to force this out of the machines.

He claims that this sort of forced operation is very difficult and that his system of using 10 or 15 machines to start with and gradually building up the route as he gets locations for the machines will be more enduring.

New Music Office Opens

DALLAS, Feb. 15.—Jack E. Yeager, district manager for the Capehart Corporation, Fort Wayne, Ind., last week opened offices and salesrooms at 705 South Ervay street. The address is in the Sanger Hotel Building and in Coin Machine Row. Four other coin-ma-

chine places of business are located in the same building—all on the ground floor.

Mr. Yeager's new office-salesroom is neatly furnished, comfortable and newly decorated.

A complete line of Capehart products will be on display at all times. A service department, carrying all parts for the Capehart products, is another feature of the Yeager establishment. When and if parts are needed they can be obtained at the Dallas office.

Since coming to this territory several months ago Mr. Yeager has built for his company a very substantial clientele. His sales have been heavy and the future has a most pleasant outlook.

Pennsylvania Op in Music

HARRISBURG, Pa., Feb. 15.—Mac M. Esterson, well-known coinman here, is reported to have entered the phono division of the industry with his purchase of Wurlitzers this past week.

Esterson intends to place from 300 to 500 of the new Wurlitzers in this area and believes that they are the greatest machines which he has seen.

He also reports that J. A. Darwin, special representative of the Rudolph Wurlitzer Manufacturing Company, visited him here and has given him a fine start in the business.

He believes that with Mr. Darwin's support and knowledge of the business he can develop one of the finest phono operations in the music field.

Sells Durapoint Needles

BIRMINGHAM, Feb. 15.—Birmingham Vending Company has been appointed distrib for the new Durapoint phono needle.

This is the phono needle with the colored knob at its base, which allows the operator to turn it about at certain intervals and therefore gain greater use from it than he could from any other needle.

Max and Harry Hurvich report that tests prove this needle to be the best they have ever used.

Texas Tune Tattles

W. R. Scarbrough, of Scarbrough & Harkins, Taylor, Tex., is walking around with a big broad smile these days due to the fact that his music business has shown the best figures of many months. Mr. Scarbrough has just received his new 1936 Simplex phonographs and states that they are sure honeys.

One of Texas' largest operators, Eddie Schatz, of Brenham, has opened an up-to-date music headquarters in Austin. Eddie has more than 80 Wurlitzer Simplex phonographs in and around the Capitol City, necessitating the opening of a branch office preparatory to the installation of his new 1936 models which are arriving daily.

Austin, Tex., boasts an air-tight 100 per cent operators' group, which was organized recently under the direction of H. W. Thompson, president of the music

Sheet-Music Leaders

(Week Ending February 15)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

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

10 Best Records for Week Ended Feb. 17

	VOCALION	BRUNSWICK	RCA-VICTOR	DECCA
1	3147—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and his Boys.	7600—"That Moment of Moments" and "I Can't Get Started." Hal Kemp and orchestra.	25191—"Alone" and "Two Hearts Carved on a Lonesome Pine." Tommy Dorsey and orchestra.	672—"I Hope Gabriel Likes My Music" and "Shoe Shine Boy." Louis Armstrong and orchestra.
2	3097—"Red Sails in the Sunset" and "I Found a Dream." Henry Allen and orchestra.	7597—"Cling to Me" and "Gotta Go To Work Again." Ozzie Nelson and orchestra.	25233—"Everything is Rhythm in My Heart" and "Say the Word and It's Yours." Rudy Vallee and Connecticut Yankees.	671—"The Music Goes 'Round and Around" and "I'm Gonna Sit Right Down and Write Myself a Letter." Boswell Sisters.
3	3151—"How Many Times?" and "Sadie Green." Roy Newman and his Boys.	7591—"The Broken Record" and "Too Much Imagination." Freddy Martin and orchestra.	25222—"You Stayed Away Too Long" and "When Somebody Thinks You're Wonderful." Fats Waller and his Rhythm Boys.	677—"The Broken Record" and "Hypnotized." Ted Fio-Rito and orchestra.
4	3135—"I've Got My Fingers Crossed" and "You Let Me Down." Wingy Mannone and orchestra.	7590—"Moon Over Miami" and "The Ghost of the Rhumba." Lud Gluskin and orchestra.	25211—"I've Got My Fingers Crossed" and "Spreading Rhythm Around." Fats Waller and his Rhythm Boys.	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.
5	3134—"The Music Goes 'Round and Around" and "I'm Shooting High." Wingy Mannone and orchestra.	7587—"The Music Goes 'Round and Around" and "Dinner for One, Please, James." Hal Kemp and orchestra.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and orchestra.	652—"With All My Heart" and "Lovely Lady." Glen Gray and Casa Loma Orchestra.
6	3126—"Old-Timers Medley Waltz"—Part I, and "Old-Timers Medley Waltz"—Part II. Bar Harbor Society Orchestra.	7584—"I Wanna Woo" and "Beautiful Lady in Blue." Leo Reisman and orchestra.	25209—"With All My Heart" and "A Beautiful Lady in Blue." Ray Noble and orchestra.	676—"Hollywood at Nine" and "I Got Love." Joe Sanders and orchestra.
7	3123—"You Took My Breath Away" and "You Hit the Spot." Putney Dandridge and orchestra.	7580—"Mrs. Astor's Horse" and "Mama Don't Allow It." Ozzie Nelson and orchestra.	25216—"I'm Shooting High" and "Lovely Lady." Tommy Dorsey and orchestra.	674—"Zozol" and "Monkey Business." Claude Hopkins and orchestra.
8	3122—"A Little Bit Independent" and "No Other One." Putney Dandridge and orchestra.	7559—"Just One of Those Things" and "Lights Out." Freddy Martin and orchestra.	25218—"Anything Can Happen" and "I'm Building Up to an Awful Letdown." Eddie Duchin and orchestra.	678—"Just One of Those Things" and "I'm Gonna Sit Right Down and Write Myself a Letter." Ted Fio-Rito and orchestra.
9	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.	7559—"One Night in Monte Carlo" and "A Little Bit Independent." Freddy Martin and orchestra.	25245—"It's Been So Long" and "Goody, Goody." Benny Goodman and orchestra.	673—"I Built a Dream One Day" and "Somebody Ought To Be Told." Al Donahue and orchestra.
10	3114—"Lazy River" and "When Your Lover Has Gone." Louis Armstrong and orchestra.	7552—"I'm Dangerous To Love Like This" and "Alone." Hal Kemp and orchestra.	25236—"I'm Getting Sentimental Over You" and "I've Got a Note." Tommy Dorsey and orchestra.	647—"I Feel Like a Feather in the Breeze" and "I'm Shooting High." Jan Garber and orchestra.

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, February 7, to Thursday, February 13, both dates inclusive.

Alone	31
I'm Shooting High	26
Lights Out	25
I'm Building Up to an Awful Letdown	24
Moon Over Miami	24
I Feel Like a Feather in the Breeze	22
It's Been So Long	20
You Hit the Spot	20
With All My Heart	19
I'm Gonna Write Myself a Letter	18
Breakin' in a Pair of Shoes	17
If I Should Lose You	17
Dinner for One, Please, James	15
Rhythm in My Nursery Rhymes	15
Saddle Your Blues to a Wild Mustang	15
Life Begins When You're in Love	13
Lovely Lady	13
Wake Up and Sing	11
Eny Meeny Miny Mo	10
Green Fields and Blue Birds	8

association of Texas. It is said that the operators are co-operating 100 per cent in carrying out the code of ethics laid down in their by-laws. Dallas is organizing its local to make it just as air-tight as Austin is and it is hoped that within the next two weeks it will be functioning just as properly as the one in Austin.

San Antonio's organization has long been functioning properly. The Dallas group was functioning well until a few chiselers came into the city practicing unethical business methods, necessitating a tighter local organization, which is being carried out.

Operators in the State of Texas were not a little surprised and pleased recently to find on their desk a tiny little envelope announcing the birth of a daughter to Alvin Stokes and wife, of Tyler, Tex. Alvin states that he had hopes of a helper in the business, but is satisfied with a new cook.

New Orleans Notes

Mike McDonald, local operator, is said to be ready to open New Orleans' second sportland in the 300 block on St. Charles street, city's main cross-town thoroughfare. Mike is now completing final plans for his big opening.

In the meantime two brothers who are probably the oldest operators in this section of the country are looking over locations on South Rampart street, New Orleans' Ghetto, contemplating an early opening of a sportland. These plans are still in the embryo, and the brothers, while not denying their plans, ask that their names be withheld for further developments.

So it looks like New Orleans is going to get its share of sportlands. The B. & M. Harry Batt's forerunner of local playlands, continues to get bigger plays as the carnival season nears its climax and thousands of visitors pour into the city for the fun. Harry has added new contrivances and to this renewed interest attributes continued patronage.

Recently appointed territory distributor for three big Chicago manufacturers, Pace & Gentilich Distributing Company, New Orleans' newest firm, is receiving daily latest creations from the Daval Manufacturing Company, particularly Dally Double, which is proving itself to be both a great earner and a great drawing card in every location, and from the Groetchen Tool Company and J. H. Keeney & Company.

"New Orleans is taking well to Tycoon," Hand Friedburg, of Crescent Novelty Company, says. "The novel idea of seven playing at one time has been an instant hit, with a score of these machines already placed, tho our sample machine has been on display less than a week.

Piptone & Pace, one of New Orleans biggest operating firms, has received its first assignments of Punchette and is highly enthused over returns on first location. A big shipment is expected within a few days.

The nearness of Mardi Gras and the constantly increasing influx of out-of-town and some out-of-country visitors that this fun-making period brings to the city is having a good effect on machine plays, according to the con-

sensus. Some of the ops here complain that they have too few up-to-date machines to fill the demands and are pressing distributors and manufacturers for quicker deliveries.

These opinions were generally voiced at the regular monthly meeting of the local association last week, presided over by Julius Pace, president, who was recently re-elected for his third term. Meeting was more or less routine, with the usual discussion of conditions and collection of dues. Attendance was rather good and interest keen.

The New Orleans Music Machine Operators Association, organized 90 days ago, held another meeting last week, with Jules H. Peres, president, in the chair. The group decided upon a fixed percentage of 25 per cent to location owners up to \$10 and 35 per cent on higher intake. Short talks and opinions were made by almost everyone present and all matters concerning the industry were thoroughly discussed. Minutes of the previous gathering were read by Mel Malory, young but aggressive secretary-treasurer of the group.

Operators on the Mississippi Gulf Coast near New Orleans were the victims of a faker this week. Displaying a badge and operating under the guise of official authority, an unidentified man seized several coin machines in several Southern counties of the State. He visited business places where machines were located and demanded that they be turned over to him immediately. Bewildered merchants did as he bade in many instances and thus far State authorities have not been able to apprehend the man tho they have been given descriptions and names used by him in introducing himself to the location owners.

R. N. McCormick, local and Dallas manager for Decca Records, was a guest of the music-machine operators at their recent meeting. Mac gave a fine talk and said that he wanted all of the operators to know that he stood ready to co-operate with them in extending good fellowship.

Burt Trammel, effective February 11, joined the local staff of the Electro Ball Company, managed by J. Fred Barber. Burt is to be territorial sales manager for the firm and should be of great assistance to the already good work done by Barber. He is well known in Louisiana and Mississippi, which territory he is to cover, and intends to leave in a few days to renew old acquaintances.

Full Production on New Peerless Is Announced

CHICAGO, Feb. 15. — Operators and jobbers will welcome the news that Bally Manufacturing Company is now in full production on Peerless, said to be one of the major hits at the Coin Machine Show.

Peerless is described as a super-giant (50 by 26 inches) one-shot game, available in both payout and ticket model. The game features the double payout made popular by Bally's Prospector, yet used in a novel manner, being the means of releasing a \$7 Gold Award, which is obtained when player shoots ball several successive times into the electric free-play Bally Hole.

Balls shot into the Bally Hole return for free play and also operate a clock-

WURLITZER - SIMPLEX
Sensation of the
COIN MACHINE SHOW



lifelike tone—complete absence of distortion.
Climb on the bandwagon with Wurlitzer! The new Wurlitzer-Simplex has more money-making features than any other automatic phonograph on the market—gives you the jump on all competition. Write, wire or PHONE TODAY for the Wurlitzer-Simplex story—the biggest profit proposition ever made!

THE RUDOLPH WURLITZER MFG. CO., North Tonawanda, New York

SOLD ONLY TO OPERATORS

hand indicator, which moves, one letter at a time, across a dial marked Bally. Awards, which gradually increase in value, are paid on each letter, the gold award being released on the Y.

Another revolutionary feature of Peerless is the battery of odds-booster lights. These lights, three in number, flash on and off each time a coin is deposited. If one of the lights remains lit when ball comes to rest the value of all holes on the board is increased to \$1.50, \$1 or 50 cents, depending on which light remains lit. Thus when the green light is lit the player is actually playing a game on which there are 16 \$1.50 holes and two out-holes!

Due to the great interest shown in these two new features, Ray Moloney has ordered a heavy production schedule on Peerless and promises prompt delivery on the many orders booked at the show.

Many New Features in Stoner Light-Up Game

AURORA, Ill., Feb. 15.—Now in production at the Stoner Manufacturing Company here, after its first showing at the coin-machine show in Chicago last month, is the new five-ball light-up game called Mad-Cap, incorporating a new and original scoring principle and numerous other play-pulling features.

As a coin is played three numbers show at random on upper row of the light-up board. Player shoots with skill to match these numbers with similar numerals in the lower row. Winning odds are shown in lighted disks at either side. The removal or adding of balls changes the pay-out percentage. The game's action is fast and fascinating.

Mad-Cap's cabinet is handsomely finished in stippled russet enamel and is equipped with a clear plate-glass top. The entire playing board lifts out for easy servicing and all exposed metal parts are heavily plated and polished. Mad-Cap is popularly priced, designed to make big earnings on a minimum investment, Stoner officials say.

PHONOGRAPH OPERATORS



We have the record carrying case that you asked for, built to your own specifications. A heavy metal case built to last a lifetime.

Strong hinges, leather handle, lock and key. Protects your records from breakage and warping. Carrying capacity, Sixty 10 or 12 Inch Records. We guarantee this case to be the best ever built for this purpose. Each of your service men should have at least three so they can carry Hill Billy, Race and Fox Trots separately. Price \$3.91 each F. O. B. Greenville, N. C. One or a Thousand.

McCORMICK MACHINE CO.

121-123 E. Fourth St., Greenville, N. C.

BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series. Names and Numbers in Nat. and Amer. Leagues and Amor. Ass'n. 2, 3, or 4 ways. We manufacture to your order all kinds Baseball Series and Pull Tickets. 3 Aces, 4 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est. 1918. Ref.: Dun & Bradstreet). Season is here. Rush! Wire or write

FERGUSON MFG. CO., Dept. 10

322 N. Senate Avenue, Indianapolis, Ind.
It Helps You, the Paper and Advertisers to Mention The Billboard.



COINMEN TAKE TO FLYING—Five Florida operators went by plane to the 1936 Convention. Left to right: Felix Sharp and C. S. Ward, of Jacksonville; Bill Frey, of Miami; B. R. Daley and A. G. McDonald, of Jacksonville.

The VENDING MACHINE Co.

The South's Largest Distributors for the World's Leading Manufacturers of Coin Operated Devices.

WRITE FOR LATEST LIST OF NEW AND USED MACHINES.

205-215 FRANKLIN ST., FAYETTEVILLE, N. CAR.

10 Put 'n' Takes, Late

5 CARIACAS, 5 GOLD RUSH, \$20.00 Each; 1 HAMMOTH \$22.00; 1 DE LUXE 49, \$45.00; 20 JUMBOS, \$52.00 Each; 2 WAGON WHEELS, \$11.00 Each; 1 DE LUXE DERBY, Automatic Payoff, \$15.00; 4 WILLIAMS VICTORIA RESERVE JACK POT, 50 Play, \$18.00; 1 CLUB HOUSE, \$3.00; 5 SEEBURG TELEPHONES, \$125 Each.

CARL D. KING, Elwood, Ind.

FOR SALE

Twelve Latest Model Nickel and Quarter Faces' Games for immediate sale. Also twenty Bally Devices and Jumbos.

BORDER SALES CO. PHARR, TEX.

FIRST CALL, HAPPY DAYS SHOWS, INC.

LEADER OF BETTER SHOWS. Opening March 30 for an Excellent Route of Celebrations and Fairs in Indiana, Illinois and Louisiana, Beginning July, Until Nov. 28. WANT Rides and Shows not conflicting with what we have. Fun House and Wax Show open. Brudging, Tom Hoolly, Joe Engler, Dr. Garfield, Lon Morton, Zeke Shumway, Gov. Patterson, Mrs. Earle, Cash Miller, Chas. O'Day answer. Merchandise Concessions open. NO GRIFF. Reasonable rates. WANT exclusive Photo, Custard, Nail, Scales, Modern Cook House, Ball Games, Corn Game, Shooting Gallery, Pop Corn, etc. WILL HOOK OR LEASE Steel Box Car, Couch, 50ft. Cars and some Wagons. (ready for service). All replies GOO T. L. DEDRIK, Gen. Mgr., McMinnville, Tenn.

EUSTIS, FLA.

Wants Quick

Rides of any kind for Washington Birthday Celebration, Thursday, Friday and Saturday, this week. We furnish lot, light and license. Wire or phone quick.

JOHN B. DAVIS, Care Chamber of Commerce, Eustis, Fla.

WANT WANT WANT American United Shows, Inc.

Opening Apple Blossom Festival, Wenatchee, Wash. Best opening spot in the Northwest. Season of 22 to 24 Weeks in a Territory where there is no depression. SHOWS—Illusion. Must be good. Mordormore, Freak Animal Show, or any Show that don't conflict with what we have. Moose Norbeck answer. Can place your RIDES—We have our own (10). CONCESSIONS—All open. Must be legitimate. WIRE STOCK. CAN PLACE American Palmist. Good opening for Scales. Flaties save your stamps. FAIR AND CELEBRATION SECRETARIES, if you want the Best in the Northwest, write or wire AMERICAN UNITED SHOWS, INC., 4018 Woodland Ave., Seattle, Wash.

WANT For Merchants' Food & Auto Show

DALTON, GA., FEBRUARY 25, 27 AND 28. Pitehmen, Photo Gallery, Demonstrators, Candy Floss, Candy Apples, Waffles and other Concessions excepting Games. New 1936 Plymouth given free last night. Sid (Belovier) Belleaire, Fla., oc. Zwillin, Ted (Moulin Rouge) Detroit, c.

WANT CIRCUS EQUIPMENT

15 Lengths Blues, 7 high; 10 Lengths Starbacks, 6 high. WANT 5 to 10 K. W. Light Plant, complete Cook House. BOX NY-53, BILLBOARD, 1564 Broadway, New York, N. Y.

Hughey Bros. Shows

WANTS Colored Musicians and Performers for Minstrel Shows. Join at once. Shorty Kingsbury and Happy answer or comb on. ALSO WANT few Concessions. Address Sumner, Ga., this week.

SUNSET AMUSEMENT CO.

Now booking Shows and exclusive Concessions for 1936. Address P. O. Box 348, Danville, Ill.

SOL'S LIBERTY SHOWS, INC.

Now booking for 1936. Address Winterquarters, Caruthersville, Mo.

EYERLY LOOP-O-PLANE

Write for Our Special Finance Plan. ABNER K. KLINE, 3024 Olive St., Kansas City, Mo.

MOTORIZED

Write for Our Finance Plan. CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.

Rush Samples of Soccer

CHICAGO, Feb. 15.—A. J. Bradt, of the G-M Laboratories, Inc., reported this week that sales on the two games, Soccer and Shoot-the-Chutes, exceeds his fondest expectations.

Shoot-the-Chutes was on display for the first time at the recent coin-machine show in Chicago and created quite a flurry of comment from operators and jobbers alike. The fast action and novelty kicker play appealed to those who were interested in action non-payoff games. The abundance of skill holes on the board, plus a novel progressive scoring system, instantly grasps the player's imagination and develops a powerful player appeal.

Soccer has just been introduced to the trade and first samples have been rushed to the G-M firm's jobbers and distributors. From the comment already received by Mr. Bradt this game should be one of the largest successes of his firm. Soccer embodies an entirely new principle of play. The player instead of shooting for holes shoots for kickers on the board, which are disguised as Soccer players. These kickers shoot the ball towards a goal basket. A goalie automatically moves to stop the kicker. The players on the lower portion of the board advance the balls to the other kick above that shot for goal. The object of the game being to score as many of 10 balls in the scoring basket as possible. All kickers and electrical parts used in Soccer was devised and made in the factory of the G-M Laboratories, thus assuring the operators of an absolute minimum of servicing.

Texas Trade Twinkles

The coin-machine business in Texas is moving along nicely. A few spots remain closed, but this is expected at any time and under any condition. Most of the rich sections are running right along. The case that is to come up before the Court of Criminal Appeals at Austin is being awaited with much interest. All indications point to a favorable decision because only marble games are involved and as the general public has shown that it wants the games. The public is also expected to see the true fact that marble games are games of skill and not gambling devices.

Centennial talk is now becoming very much in evidence among operators. They are beginning to realize that this big celebration is going to bring thousands of visitors into the State and, naturally, these visitors will spend some coins in the coin-operated equipment all over the State. The centennial and other favorable conditions show promise for big business for operators during 1936.

Jack Maloney and his Panther Novelty Company, Fort Worth, and Breckenridge, report an increase in all business activities around the offices. Many new machines are going on location daily from the storerooms of this Texas jobber. Jack Maloney is a real hustler and knows the coin-machine business from all angles.

ROUTES

(Continued from page 35)

Zatour, Joseph: (Biltmore) New York, N. Y. Zutty, (Flagship) Chicago. Zwillin, Sid: (Belovier) Belleaire, Fla., oc. Zwillin, Ted: (Moulin Rouge) Detroit, c.

Yuhasz, Johnny: (Durant) Flint, Mich., h.

DRAMATIC AND MUSICAL

Boy Meets Girl: (Selwyn) Chi. Blossom Time: (Moulin) Washington, D. C., 17-22. Cornell, Katharine: (Hanna) Cleveland 20-22; (Nixon) Pittsburgh 24-29. Danger—Men Working: (Garrick) Phila 17-22. Dear Old Darling: (Colonial) Boston 17-28.

Dodsworth: (Maj.) San Antonio, Tex., 20; (Maj.) Houston 21-22. Great Walk: (Auditorium) Chi. Hampden, Walt: (Nixon) Pittsburgh 17-22; (Hanna) Cleveland 27-29. Learning on Lety, with Charlotte Greenwood: (El Capitán) Hollywood, Calif., 17-22. Love on the Dole: (Shubert) New Haven, Conn., 20-22. Nazimova: (Paramount) Salt Lake City 20. Old Maid: (Curran) San Francisco, 17-22; (Biltmore) Los Angeles 25-March 7. Personal Appearance: (Harris) Chi. Personal Appearance: (Cass) Detroit 17-22; (Cox) Cincinnati 24-29. Porgy and Bess: (Erianger) Chi 17-29. Postman Always Rings Twice: (Chestnut St.) Phila 17-22. San Carlo Opera Co.: (Auditorium) Pasadena, Calif., 20; (Auditorium) Sacramento 21-22. Skinner, Cornelia Otis: (Grand) Chi 17-22. Three Wise Fool: (Shubert) Boston 17-22. Three Men on a Horse: (Plymouth) Boston. Three Men on a Horse: (Post) Battle Creek, Mich., 19; (Temple) Saginaw 20; (Keith) Grand Rapids 21-22; (Cass) Detroit 24-29. Three Men on a Horse: (Strand) Ithaca, N. Y., 19; (Maj.) Utica 20; (Masonic) Rochester 21-22. Tobacco Road: (Forrest) Phila.

INDEPENDENT BURLESK

Bright Eyes: (Variety) Pittsburgh 17-22. Corio, Ann, Show: (Gayety) Washington, D. C., 17-22; (Empire) Newark, N. J., 24-29. Flying High: (Werba) Brooklyn 17-22; (Republic) New York 24-29. Ginger Snaps: (Howard) Boston 17-22; (Hudson) Union City, N. J., 24-29. High Jinks: (Gayety) Baltimore 24-29. Jolly Girls: (Family) Mahanoy City, Pa., 19; (Maj.) Williamsport 20; (Orph.) Reading 21-22; (Variety) Pittsburgh 24-29. Modes: Models: (Troadero) Phila 17-22; (Maj.) Mahanoy City 25; (Family) Mahanoy City 26; (Maj.) Williamsport 27; (Orph.) Reading 28-29. Night Birds: (Hudson) Union City, N. J., 17-22; (Werba) Brooklyn 24-29. Novelities of 1936: (Gayety) Baltimore 17-22; (Gayety) Washington, D. C., 24-29. Smart Set: (Republic) NYC 17-22; (Troadero) Phila 24-29. Vanly Fair: (Empire) Newark, N. J., 17-22; (Howard) Boston 24-29.

MISCELLANEOUS

Arthur, Magician: Luverne, Ala., 19-20; Brantley 21-22. Birch, Magician: Pensacola, Fla., 19; Chata-Birch, Magician: Perry 22; High Springs 24; Alachua 25; Live Oak 26; Gainesville 27. Bragg Bros.' Show: Whitepath, Ga., 17-22; Mineralbluff 24-29. Daniel, 2-10, Magician: Wagoner, Ill., 17-22. DeCoe, Harry, Magician: Marysville, O., 17-22. Felton, King: Cisco, Tex., 17-22. Gilbert & Sutton's Revue: Tuckers Camp, Savannah, Ga., 17-22. Harlan Med. Show: Frankfort, O., 17-22. Johnson, Judith Z., Mentalist: (Broadway) Westraw, N. Y., 17-22. Levitch, Prof. L., Mentalist: (Wonder Bar Night Club) Baltimore 17-22. Lucy, Thos. Elmore: (Auditorium Hotel) Chi 17-28. Marine-Firestone Co.: Waco, Tex., 17-22. Norris & Berger Variety Show: Gallipolis, O., 22; Pedro 24; Ashland, Ky., 25; Waterloo, O., 27. Richard & Pringle's Minstrels: (Pekin) Montgomery, Ala., 19-20; (Frolic) Birmingham 21-22; (Hi T) Atlanta, Ga., 25-27. Ricton's Show: Pulaski, Ga., 19-20; Cobbtown 21-22. Turtle, Wm. C., Magician: (Blue Danube Tavern) Portland, Ore., 17-22. Zinbad, Mentalist: (Strand) Clifton, N. J., 20-22; (Renaissance) NYC 26-29.

REPERTOIRE

Elythe Players: Patapsco, Md., 17-22. California Players: Henderson, N. C., 17-22. Harvey Players: Dyersburg, Tenn., 17-22.

CIRCUS AND WILD WEST

Polack Bros.: (Shrine Auditorium) Phoenix, Ariz., 17-22; (Liberty Hall) El Paso, Tex., 26-March 2.

CARNIVAL COMPANIES

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

Barfield's Cosmopolitan: Eau Gallie, Fla. Blue Ribbon: (Fair) Fort Myers, Fla.; (Fair) Melbourne 24-29. Captain City: Douglasville, Ga. Crafts 20 Big: San Bernardino, Calif., 20-March 1. Evangeline: Rison, Ark. Florida Expo.: Spa Beach Park, St. Petersburg, Fla., 18-March 1. Greater Southern: Lenox, Ga. Greater United: Laredo, Tex., 17-25. Green, Doc, United: Ridgeville, S. C. Hansen, Al C.: Mobile, Ala., 22-29. Krause Greater: Sarasota, Fla. Metropolitan: South Bay, Fla., 24-29. Midwest: Eagle Pass, Tex.; LaPryor 24-29. Royal United Am. Co.: Humble, Tex. Royal American: Orlando, Fla. Shugart, Doc: Anahuac, Tex. Southern Am. Co.: Bartow, Ga.

Additional Routes

(Received too late for classification) Blossoms of Dixie: New Iberia, La., 17-22. C. E. Show: West Liberty, O., 17-22. Grindell & Esther: (Oil-Nor Supper Club) Baltimore 17-22. Lang & Lee: (Auto Show) Ft. Smith, Ark., 21-22. Mel-Roy, Magician: Rayville, La., 19; Mc-Coy, Ark., 20; Dermott 21; Monticello 22; Eldorado 24; Magnolia 25; Lewisville 26.

McNally Show: Ridge, Md., 17-22. Miller, Al H., Show: Claxton, Ga., 17-22. Phillipson Comedy Co. No. 1: Lewis Creek, Ind., 17-22. Phillipson Comedy Co. No. 2: Coatesville, Ind., 17-22. Porter Comedians: Shafter, Calif., 17-22. Princess Stock Co.: Grapeland, Tex., 17-22.

Truck Bodies Being Built At Quarters of Rice Bros.

JACKSON, Tenn., Feb. 17.—With the weather clearing the past week work at Rice Bros.' Circus quarters is going at a more lively pace. Three new truck bodies, stringer wagon, jack wagon and seat wagon, are nearing completion. Next week Ted Reed, master builder, will report from his home in Elvins, Mo., to take charge of the woodworking and carpenter shop.

Equestrian Director Bert Wallace and wife have arrived from Macon, where they spent the winter. Wallace at once began work on breaking new routines in the ring barn. Mrs. Wallace will work domestic stock, ride menage and work in the aerial ballet.

Elmer Yancey, boss billposter, has his advance trucks finished. All inside cabinets and work counters have been added and will help the men get their work out in a more rapid manner. Bill O'Day and men have completed a new band stand, as the one the past season was too small to accommodate the 16-piece band under direction of Tommy Comstock. Air calliope will again be used with the band. All new Hussar style uniforms with cape and buzze have been received from the Lilly Uniform Company.

Under the supervision of Bill Erickson, superintendent, the men have made many trips to the woods for cyprus for poles. The opening is only a few weeks off.

Marriage of Harriet Hodgini, Harold Van Orman Confirm

CHICAGO, Feb. 17.—The marriage of Harriet Hodgini to Harold Van Orman, previously denied, was confirmed yesterday by the Hodgins. The marriage took place November 7 at Macon, Ga. Harriet has retired from the circus field, and the couple will live in Evansville, Ind.

Concessionaires
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,
WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

\$1.00 A DOZEN FAIRS Men's Fancy and Plain Pure Silk Hosiery, 60c a Dozen Fair Men's Rayon Silk Hose, Assorted Colors. Postage Extra. E. L. HENDLEY, 416 S. 17th St., Reading, Pa.

HAPPYLAND SHOWS

Now Booking for 1936. Address 3633 Seaborn St., Detroit, Mich.

PAN AMERICAN SHOWS

NOW BOOKING SEASON 1936. Address 410 Winona St., Hot Springs, Ark.

WEST BROS. AMUSEMENT CO.

WANT Cook House, Concessions, high-class Shows. Opening in March. BOX 87, Morley, Mo.

SILVER STATE SHOWS WANT

Shows, Concessions and Free Acts, BOX 818, Carlsbad, N. M.

GOLD MEDAL SHOWS

Address Now Booking Season 1936. 390 Arcade Bldg., St. Louis, Mo.

P. J. SPERONI SHOWS

WANT Shows and Concessions for 1936 Season. Communicate. Rock Falls, Ill.

McCLELLAN SHOWS

Opening Stuttgart, Ark., March 1. Booking Shows and Concessions.

TILLEY SHOWS

Now booking Shows and Concessions. BOX 635, Ladd, Ill.

GOLDEN EAGLE SHOWS

Now Booking Shows and Concessions for 1936. Will sell exclusive. W. A. GIBBS, Erie, Kan.

McMAHON SHOW

Want Shows and Concessions, Pony Ride. Open in Marysville, Kan. Address T. W. McMAHON, 1819 So. Elena Ave., Redondo Beach, Calif.

BARFIELD'S COSMOPOLITAN SHOWS

Now booking for 1936. Rides, Shows and Concessions. Address P. O. BOX 1961, Orlando, Fla.

ORIOLE DIME MUSEUM

NEW MANAGEMENT. WANTS Museum Acts that can Bally. Will give you two or more weeks. Can always use Oriental Circus, Front Men and useful Museum People. Address 412 East Baltimore St., Baltimore, Md.

Likes Five Stoner Games

BROOKLYN, Feb. 15.—Dave Robbins, Eastern distributor for the Stoner Corporation, of Aurora, Ill., expresses himself as being "mighty proud of Stoner's ability to produce winning pin games. Their last five games are such steady money makers that it is difficult to obtain any on the used machine market. They were Five and Ten, Ball Fan, Zoom, Tackle and Top Hat. Although I sold several thousand of these games in my territory, it is practically impossible to get any used ones. Stoner certainly deserves credit for producing such consistent money makers for operators.

"Stoner has another winner in their new novelty light-up game called Mad Cap. We have already booked so many orders for Mad Cap that Stoner will be compelled to work day and night to fill the orders." Dave states that operators and jobbers are so completely sold on Stoner games that many orders were placed by them before they even saw a sample. According to Dave, Stoner can truly be called "a manufacturer of successful pin games."

Seiden Firm in Chicago

CHICAGO, Feb. 15.—Henry W. Seiden & Company, Inc., has opened purchasing offices at 2753 West North avenue to supply the branch offices in New York State with all the latest equipment and give faster delivery than ever before.

The firm reports a new merchandising plan differing from any idea used in the industry heretofore. Henry and Herman Seiden, creators of an original payout unit for pin games, have established residence in Chicago, where they will develop new ideas for the trade. Their merchandising plans will open the eyes of the sales division of many firms, they predict.

BANK NIGHTS

(Continued from page 3)

schemes, but refused to take legal steps because of an attitude that officials would put an end to bank nights proper first.

The squabble over bank night and "insurance" came to a head with an opinion of Attorney-General William McCraw in Austin that "insurance" schemes were not only not insurance and therefore not eligible for permits under the insurance commission of the State, but were also a lottery and in violation of the State gambling laws.

His opinion was sought by Attorney Paul D. Thomas, assertedly for the Knickerbocker Club, local bowling club, property of Dave Lawson, which planned to copyright bank night "insurance" and operate thruout Texas and other States under Texas permit.

McCraw's answer stopped them, and county officials here waited in vain today for a gambling complaint from either theater officials or a citizen.

A legal test on bank night itself is due this week when suit of a patron for \$200 she did not win, allegedly because the time limit expired before she was in the theater, will be tried. Judge has already said plaintiff will have to prove bank night not gambling or a lottery before he will hear the case.

The two developments, plus dying interest in bank night, which has been operating here since midsummer, may sound death knell of scheme. Texas Consolidated Theaters announced business was down last three weeks.

Twenty-one persons have drawn \$7,100 since start.

"Insurance" companies, calling their "policies" winners' guarantees, winners' protection and winners' security, have paid out less, although one firm has been hit severely.

DENVER, Feb. 15.—Two new money giveaways have been added here. The Englewood and Gothic theaters, both in Englewood, which is a Denver suburb, have started a bank night, beginning with \$100 each time it is won, and increasing \$25 a night twice a week. Drawings are held in each house twice a week, and winner may attend either theater.

The Lucky 7, a group of Denver theaters, have started a Dream, Night instead of their former auto giveaway. Each week \$500 is given away on this night. This same group has a bank night, to which \$400 is added each week. Last week's drawing was for \$1,400.

LOS ANGELES, Feb. 15.—New customer lure being used here in opposition to "bank night" is a game called Holly-

wood, being conducted at the Vogue Theater, indie movie house. Members of the audience are given three cards each, with the names of one movie star on each. Alphabetical doll projected on screen determines the winners by a rotating arrow which stops at a different letter each turn. When arrow indicates a letter, players punch out the corresponding initial on his card. The card holder who completes a star's name first wins. Game is being operated by Hollywood Amusement Company, Chicago.

WORCESTER, Mass., Feb. 15.—Movie "bank nights," "screeno," "jack pot nights" and other such occasions are out in this city. With the recent decision handed down in Boston that such events are lotteries, Chief of Police Thomas F. Foley here advised all the local houses to cease their feature nights.

The only theaters actually affected here were the Plymouth, Elm Street and Olympic. No legal test on the situation arose in this city.

HOUSTON, Tex., Feb. 15.—Suburban houses here are protesting "bank night" in the downtown theaters. A delegation from ward and neighborhood houses appeared before Mayor Holcombe recently and registered their disapproval of the bank nights, claiming that they are "lotteries" and contending that the smaller theaters are unable to meet that type of competition. An investigation into the legality of bank nights has been ordered by the city officials. Will Horwitz Enterprises, independent operators, are the latest to feature a bank night. Monroe Hopkins, who is operating a tent theater here, has long been an advocate of this manner of increasing attendance.

CLOAK-AND-SUIT

(Continued from page 3)

hotel goes this center-city spot one better. Entertainment contacted all organizations to hold meetings, banquets or what have you in the hotel. Inevitably, entertainment is provided gratuitously, with floor show and house band doubling in every hotel room holding two or more celebrants who may desire a song or dance. At a recent press luncheon *The Billboard* correspondent observed only 12 plates, but the entertainment fare included a 10-piece band and a 45-minute show.

Nor are the night clubs the only offenders. There are at least four dancing schools in this vicinity that will be only too glad to send down a kiddies' review, in costume, at a 10-minute notice. Perhaps that is what they mean when their newspaper advertisements guarantee prospective students a "professional engagement." And although the musicians' union heavily fines the practice, several well-known local orchestras still insist upon offering a free floor show to insure the acceptance of their bids.

Local cloak and suiters are now also turning a begging eye to radio. Martin Gosch, local radio commentator and press chief for WFIL, has taken the bull by its horns, and on a recent air stanza sounded the note of warning. "There is in Philadelphia today one of the most undesirable rackets which seems to follow the theater around wherever entertainment is sold," he said. "It's this business of benefits. Now the thing has entered radio, and every station is being constantly besieged with requests for free talent from the president of that and the director of this. It's very funny to me why some of these people don't walk into a drug store and ask for a free bottle of hair tonic. In other words, a singer or an actor depends upon his or her amusement talent for a livelihood, and to give away that talent means immediate depreciation of it. None of us in show business have ever refused to entertain or help a charitable cause, but I think the line should be drawn in this town for anything outside of that."

KICKS RAISED

(Continued from page 3)

Hatcher Hughes and Clifton Reed, characterized the content of the bill as vague, ridiculous and comparable to statutes enacted in Nazi Germany. Dissatisfaction is also evident in Boston, where a petition containing 1,000 names of actors, business men and educators will be presented Tuesday, with the request that plays be banned only after a hearing and advocating no prohibition for plays presenting social problems. The petition further invokes the Bill of Rights and Due Process of Law.

The Massachusetts Theater Alliance is

World's Speediest Deliveries All Popular Machines

OPERATORS' SERVICE SYSTEM

WORLD'S LARGEST COIN MACHINE DISTRIBUTORS

sponsoring the Boston protest, and among those on the petition are J. Weston Allen, former attorney-general of the State; Dr. Robert M. Gay, chief of the English department of Simmons College; Professor F. C. Packard, of Harvard; and Professor Earl Marlatt, of Boston University.

Meanwhile the injunction suit brought by Herman Shumlin, producer of *The Children's Hour*, to prevent the city of Boston from barring the play has not come to a decision.

COMING MARRIAGES

(Continued from page 63)

sister-in-law of Samuel Goldwyn, to Richard Ehrlich, nonpro, in the East soon.

Jimmy Fiddler, radio commentator and Hollywood columnist, to Roberta Law, actress, in Yuma, Ariz., February 18. Albert E. Levoy, general manager of Republic studios, Hollywood, to Ella Arnold, secretary to Nat Levine, production head of the company, in Hollywood February 19.

Guido Scola, musician and stenographer of the Philadelphia Musicians' Union, to Rosalie De Vitis, of Philadelphia.

Eleanor Cooper, songstress, known as Eleanor Dean to WIP, Philadelphia, audiences, to Milton Landis, of Philadelphia.

MARRIAGES

CHASTAN-CHARLES — Jean Chastan, nonprofessional, Keewatin, Minn., to Audrey Charles, singer at WWL, New Orleans, January 25 in New Orleans.

DAVIS-KYTLÉ — Lance Davis, stock leading man, and Marta Kytile, leading woman, both until recently with the Peruchi Players in Rome, Ga., in that city January 19. Groom was also formerly with the Roberson-Gifford Players at the Jefferson Theater, Birmingham, Ala.

DEFPEZ-DeROSE — Leroy Defpez, nonprofessional, to Lauretta DeRose, vocalist with Eddie Hess' Orchestra, in Lafayette, La., January 31.

ELBON-THORNER — J. W. Elbon, nonprofessional, and Arizona Thorner, daughter of E. F. Thorner, for many years concessioner with various carnivals, January 10, at Tampa, Fla.

ERIKSON-FARMER — Glenn Erikson and Frances Farmer, film players, at Yuma, Ariz., February 8.

HALL-BAXTER — Lyle Hall, member of Eddie Hess' Orchestra, to Billie Baxter, New Orleans dancer, in Lafayette, La., January 30.

JONES-VAN DER VELDE — Lamoyne Jones, Albany (N. Y.) correspondent for *The New York Herald Tribune*, to Joan Brewster Van Der Velde, radio artist, of Royal Oak, Detroit suburb, February 11 in Detroit. Miss Van Der Velde was formerly secretary to Max Baer.

KNOX-HAGSTROM — Billy Knox, sharpshooter, formerly with Otto Gray and his Oklahoma Cowboys, to Ethel Hagstrom, pianist in his act, recently.

O'BRIAN-BLACKBURN — George (Toby) Newman O'Brian, son of Art and Mae Newman, to Lucille A. S. Blackburn, daughter of Mr. and Mrs. George W. (Blackie) Blackburn, well known in the tabloid field, on the stage of the American Theater, at Chattanooga, February 9, by Judge L. D. Miller.

REINALDO-COLE — Leo Reinaldo, assistant director of the Detroit Radio Theater, February 2 in Detroit to Alberta Cole, formerly with the KDKA dramatic group in Pittsburgh.

RIEBLING-JOLY — Albert Riebling, director of the Detroit Community Theater and the Detroit Radio Theater, February 4 in New York to Alyce Joly, formerly his leading woman at the Community Theater.

ROSS-BRIER — Nat Ross (Rosenberg), Universal Pictures associate producer, to Audrene Ethel Brier, film actress, in Westwood, Calif., February 12.

SHAFER-HUDGINS — Max Shafer, of the W. D. Bartlett Amusement Device Enterprise, and Mildred Hudgins, of the Johnny J. Jones Exposition and sister of Mrs. W. D. Bartlett, January 27 at Miami. SWING-EKLOF — Herbert Swing, baritone, and Mrs. Sigrid Eklof, dancer, in New York February 13. TATE-BUSCH — Thomas Tate, nonpro,

and Mae Busch, screen actress and writer, in Los Angeles February 9.

TRAENDLY-CASTLE — Wallace F. Traendly, nonprofessional, and Hancey Walker Castle, actress, February 4.

VAN SYOT-TRYON — Harrison Van Syot, nonpro, to Katherine M. Tryon, daughter of C. J. Tryon (Hector and Fals), February 10 in Los Angeles.

BIRTHS

A seven-pound boy, Alphonse Bob, to Mr. and Mrs. Bob Alda in New York January 28. Father is a straight man and tenor singer in burlesque, and the mother, Josephine Brown, was formerly with Fanchon & Marco productions.

A daughter to Mr. and Mrs. Bobby Dunbar in Pittsburgh recently. Father is connected with the Warner Bros' exchange in that city.

To Mr. and Mrs. John D. Seymour a 6½-pound daughter. Mr. Seymour is currently appearing in *The New York production of Pride and Prejudice*. Mrs. Seymour, who was known as Frances Simpson, has not appeared professionally since 1930.

A seven-pound daughter, Sandra Lou, in Wheeling, Mo., February 6 to Wesley and Edith Aye, known professionally as Buddy and Billie Ross. Father has been connected with the Jack Collier and Sid Kingdon shows for several years.

To Mr. and Mrs. Frank Gaither a seven-pound daughter, Beverly, February 6 in Atlanta. Gaither is program director for WGST, that city.

Late Deaths

(The following items were received at press time. More details in the next issue.)

HAWK — Wilbur C., 56, president of Tri-State Fair, Amarillo, Tex., and co-publisher of *The Amarillo Globe and News*, of a heart stroke at his home in Amarillo February 12.

ISAACSON — Charles David, 44, writer on music, director of thousands of free concerts in the New York metropolitan area, former opera impresario and radio director, Saturday morning, February 16, at Bellevue Hospital, New York, after several weeks' illness.

TAMPA FAIR

(Continued from page 3)

ures over the 500,000 mark, as despite excessive rain and cold, figures compare favorably with other years. Although the fair association carried no rain insurance, General Manager P. T. Strider announced it is able to pay all obligations.

Royal American Shows suffered on rainy days, but crowds thronging the midway in good weather proved their popularity. Grand-stand attendance was also very good considering weather, as crowds were anxious to see the attractions, rated as the best ever playing here. Acts were presented several times in drizzling rain and on several occasions the stage was sprinkled with gasoline and burned off to dry it so that performers would not slip. On four days, however, the show could not be presented, afternoon or evening.

Automobile races, scheduled for the last day, were canceled when heavy rain turned the dirt track into mud, but J. Alex Sloan, manager of the racing division of the International Motor Contest Association, announced that a program of races would be presented in Tampa on March 1. Pilots gathered here indicate that all are anxious to remain until the program can be completed.

Rain cut attendance on Thursday, February 13, when stores closed a half day for Tampa Day, also on Friday, Pan-American Day, and closing day, Saturday. Officials are consoled by the fact that visiting fair secretaries and show folk, as well as old-time residents, declare exhibits and attractions were the best ever presented here. Many exhibitors and acts have moved on to Southwest Florida Fair, Fort Myers, and Central Florida Exposition, Orlando.

BALLY Sensations

RAY'S TRACK

The Sensational 8-Horse, Automatic Race Horse Game.

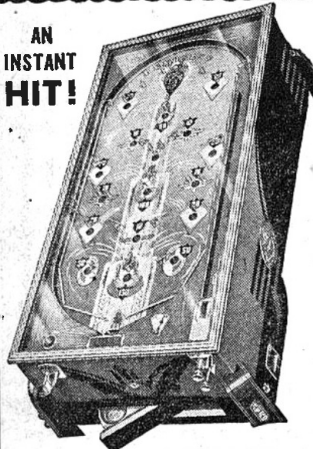


The greatest sensation in all coin machine history.

Write for Complete Details and Prices! Ray's Track Opens a New Big Boom Era for You.

PEERLESS

AN INSTANT HIT!



Double Payout with \$7.00 Gold Award. Electric Bally Hole and Odds-Booster Lights Flashing on and off to Big Winners. Write for Complete Details TODAY!

BALLY DERBY

Odds Changing, One-Ball Pay Table That Has Become a "World Sensation."



Bally Derby is the Biggest Money-Maker the World Has Ever Known. RUSH YOUR ORDER TODAY! SCOOP YOUR TERRITORY!

FREE TO ALL EASTERN OPERATORS... "The BALLY Coin Chute"

FITZGIBBONS DISTRIBUTORS

453 WEST 47TH STREET NEW YORK CITY NEW YORK

Display Plan Brings In Customers for Machines

POUGHKEEPSIE, N. Y., Feb. 15.—Al Schlesinger's display of club equipment, pay tables and counter games is proving a magnet for the coinmen in this part of the State. The offices of the Square Amusement Company, Irving Taub, manager of the firm, reports, were jammed ever since their first announcement of the new large display of this equipment.

It has been necessary to install a luncheonette in their quarters, Irving stated. Operators have been coming in from almost every town within 150 miles to see the games which Mr. Schlesinger brought back from Chicago.

Display arrangements show some of the games so arranged that they can be used for miniature sports. The club equipment has naturally been getting a great deal of attention, Irving Taub stated. He is also preparing a bulletin on how operators can install this equipment.

New Dallas Partnership

DALLAS, Feb. 15.—Harry Turner and Abe Kolber have formed a partnership for a firm to be known as the Consolidated Amusement Company, with offices and storeroom at 711 South Ervay street. With the newly organized firm at this location, the street in this block takes on the appearance of a coin-machine row.

At 709 in that block is located the D. E. House Distributing Company, under the management of Dave House, who came to this territory several years ago from Atlanta.

At 715 in the same block Earl E. Reynolds maintains his repair and storage departments. However, Reynolds' offices are in the Jefferson Hotel.

The building in which these coinmen are located is part of the Sanger Hotel. It is a new one-story modern building facing Ervay street, with a concreted yard in the rear of the building for freight and shipping purposes. The building is set back from the regular property lines to provide parking space for cars on the front side without violating street parking ordinances.

Indicator Boosts Play

AURORA, Ill., Feb. 15.—A one-shot payout game of many distinctive features is said to be found in Stoner's Double Up game recently introduced and already in big demand.

"Player interest is bound up in the tremendous suspense created by the intricate, goat-getting, lazy wandering of the single ball among an ingenious maze of springing spirals until one of the scoring holes is reached, indicating the amount of payout.

"As the coin is played, an indicator on the playing board indicates the proper hole to shoot for, and if indicated hole is made the payout doubles up . . . the 100 hole scoring 200, the 20 pocket scoring 40 and so on . . . giving the game a well-earned name."

Los Angeles Notes

In Los Angeles a daily has been running a series of syndicated articles of an unfavorable nature on the pin-game industry. However, prominent local citizens have rallied to the defense of the games. Many misstatements are known to exist in the articles. At least they do not apply to the local industry.

Coinmen back from the Chicago convention have been talking about it since and have been loud in praise of the annual affair.

At Mohr Brothers it was stated that demand for Wurlitzer phonographs is showing continuous increase. The Major is still in Texas and reported to be having a successful trip.

Irving Bromberg returned from Chicago by way of San Francisco and is now in Los Angeles. He liked the idea of a day set aside at the convention for jobbers and distributors to see the games before the general public was admitted. Winnie Denton, San Francisco jobber, stopped in Los Angeles on the way back from Chicago. She manages the Wynne Novelty Company.

At the National Amusement Company Jack McClelland had much to report about his enjoyment of the Chicago convention. He stopped in San Francisco to confer with his brother, Clarence, and is now back in harness and ready to put over the biggest year in the history of the firm. Henry Stewart stated that January business was approximately 50 per cent better than the previous year. Phonograph sales are especially good, he said.

At Sol Gottlieb's Paul Henry is still on tour. Mr. Gottlieb stated that operators are awaiting the arrival of new games shown in Chicago. Hy Greenstein, of the Hy-G Games Company, Minneapolis, is visiting on the West Coast and was seen at Sol Gottlieb's recently.

A. M. Keene, of Taft, Calif., is visiting in Los Angeles. He has recently returned from a trip to Australia, where he visited prominent jobbers. He reports a bit of a lull in the coin-machine trade in Australia due to some legal questions, but that a favorable outcome is expected by the trade.

Paul Laymon was out either to choir practice or the chiropractor, but Mrs. Laymon, in charge, said that business is good. Seen here were Ray Hix, operator of Red Bluff, Calif.; Oliver Charles, from Santa Barbara, and Art Dawes, of San Diego. Will P. Canaan reports being busy with merchandising machines, Exhibit phonographs and as a broker.

Herb McClellen, of Pacific Amusement, and wife completed their trip by auto back from the Chicago convention. He had much to say about the show and

also observations on the route back. He had much to talk about with brother Fred while in Chicago, he said. Dave Gensburg, of Genco, Inc., Chicago, is having a fine vacation on the West Coast, now doing Palm Springs, Calif., and the desert resorts. Joe Orutt and Harry Stearns motored back together from the Chicago convention.

Detroit Trade Notes

Ray Gapske has joined the ranks of Detroit coin-machine operators. He is specializing in pinball games at the present time.

The Detroit Sport Shop, formerly known to The Billboard readers as the Ticker Shop and Detroit's only sportland, has moved to a new location at 2965 Woodward avenue. The new location is three doors north of the shop of B. J. Marshall, Inc., machine jobber.

Ed Witte, formerly of the Recreation, who has been managing the Detroit Sport Center for some time for Jack Katz, has bought out the ownership and is now operating it for himself. Harry Hennegan has been appointed manager. He reports business as very good. Katz has gone to St. Louis, where he is operating a route of gum machines. He retains control of his own operating business in other locations in the city, however, with John Kull, who has been with him for some time, as manager of his routes.

A new coin-machine partnership, under the name of Ray and Noal, has been formed, with headquarters on Cloverlawn avenue. The new operators are connected with a large wholesale bakery and operate a route of machines in their spare time. They recently acquired 20 machines and will shortly be in the market for another route.

Another new Detroit operator is Joseph Brilliant, who has headquarters downtown at 947 Erskine street. Brilliant, like many recent new operators, is specializing in pin games, recently buying a number of machines from B. J. Marshall, Inc., to establish his route.

Warren R. Zerby, of the Freeman Specialty Company and secretary of the Detroit Skill Game Operators' Association, has been quite ill recently with a bad cold.

Peerless Automatic Sales Company has moved to a new shop at 12822 Woodrow Wilson avenue. The company is operated by David Goldberg, who is operating an extensive route of gum machines, as well as amusement machines and nut vendors. Company was formerly in the same shop with the former Detroit Coin Machine Exchange.

Detroit Skill Game Operators' Association decided at its last meeting to combine the next regular monthly meeting with a banquet. It is set for the last week in February.

"The Billboard is right up to the minute on news," says Warren R. Zerby, secretary of Detroit Skill Game Association. "Altho I have to be in active touch with news as association secretary, I frequently find material in The Billboard that is so new it is news to me."

The Automatic Merchandisers' Association of Michigan will hold its annual convention and banquet for State operators about the middle of March. The exact date has not yet been set. The banquet will probably be held at the Oriole Terrace, where it was held last year.

After all the attempts by the city to tell coin-machine operators where to go and what to do, one operator decided to turn the tables on the city fathers this week. The operator must remain anonymous, but he decided to install an elaborate pin game—of all places—in the city hall itself, right on the first floor, under the very nose of the mayor's private secretary. When police found the machine they decided it had no right to be there. Despite protests that the machine was legally placed there and that a permit had been issued, the police looked over their own records and couldn't find an okeh, so out went the machine. The operator contends he has a permit from the city council.



THE PLANT OF G-M LABORATORIES, INC., where the new games Shoot the Chutes and Soccer are now being made. Soccer was developed for British trade.

Eastern Chatter

Nat Cohn took his bed with a cold recently and remained there a few days to practice his theme song, *Lazy Daisy*. This was after Mrs. Nat Cohn, Mrs. Bill Gersh and some of the other girls had decided to traipse the matinee fantastic about Broadway's Rialto. But they enjoyed it.

A slight disturbance was caused a few weeks ago when the name of Mrs. Anna Burke, of Reliable Vending Machine Company, appeared in a news story in *The Billboard*. The name should have been Miss Anna Burke, with emphasis on the Miss.

The report in reference to slugs published on the front page of *The New York Times*, wherein the subways, New York Telephone Company, Horn and Hardart and the leading diggy machine ops complained to the city, is again a warning. It should be heeded this time, especially with the boys using that egg-treading walk at present.

Willie Blatt now counts a new corporation under his management that is not engaged in the sale of coin equipment. An entirely new biz for him.

Always eating, Jack Fitzgibbons and Bill Gersh enjoying broiled lobster at Paddy's Clam Bar on Eighth avenue.

Daval's Tit-Tat-Toe counter clicker is being featured by all leading distribs here. Claim that it is "greatest counter game in the last 50 years." And that's something. When it's so unanimous.

Ops need new games to stimulate play. They demand that manufacturers do something about it. And quick.

The boys are eagerly awaiting the start of a large, unique, new and interesting newspaper ad campaign here. Belief is that such a campaign at this time will prove invaluable. And how.

Coin-machine curiosa: Two big Eastern ops are seeking manufacturer of moderately priced sanitary napkin vender. Want to buy 2,000 of them in belief this field could stand plenty of promotion.

Irv Taub, the guy that can make a peach of a speech from any soap box, is now in charge of Square Amusement Company business while Al enjoys the rarefied Southern cruise air.

And three more New York ops, Marvin Liebowitz, Morris Silverstein and Joe Hirsch, have left for Miami. So what?

Good news in Hartford, Conn. Abe Fish is to be given credit for one of the best deals in the biz. His General Amusement Game Company has arranged with the police department to censor all the new games and also allow the giving of prizes for certain skill scores. But only up to \$1 in value. The prizes to be in trade merchandise only. That is something these days.

J. D. Lazar, new proxy of NADA, is preparing some progressive plans that will be liked by the distribs.

In Pittsburgh one of the big papers there played holy havoc with the business. Smoky City column have been urged to visit the publisher and explain.

Teddy Blatt, the Brooklyn legal light, has been advocating public education for some time. Seems like Ted is going to get his demands this trip.

The New York press is getting tired of yelling "boo" and is at last beginning to seek more meritorious news.

The very last day of the show brought in Art Chapman, sales manager of the Gans Company, of Los Angeles, with a game that has the Modern Vending Company triumverate all excited. Daval purchased this straight high-score pin game and all those who have already seen it believe that it is going to be the greatest hit ever presented to the straight pin-game field. The Gans Company believes it will easily dispose of 1,500 of these games in its own territory. The name of the game is Stock Mart and it's a honey.

Attorneys Teddy Blatt and Ben Haskell again proved their ability in engineering one of the greatest deals "for the betterment of the industry" in the

meetings they held with the manufacturers and the manufacturers' committees during the show. They presented a clear picture of what could be done with complete manufacturer support, and they got that support.

Bill Rabkin, of International Mutoscope, came to town to learn that his Photomatic machine was already considered one of the outstanding machine hits of the show. The business that was done on the machines displayed in the Mutoscope booth and down in the lobby of the Sherman is claimed to be truly marvelous by all those who saw the reports. Bill's worries are now delivery.

Sam Mantell and his Baltimore boys were hot and bothered during the show, especially about the new Daval Merchandiser, which created a sensation.

"Little Napoleon" Willie Blatt was chased right down to his room, where pictures were taken of him with his companions, Davey Friedman and Willie Levy. These card players were interested in the new pinocle game which they have invented and which, it is said, costs a barrel of money to play.

Babe Kaufman, in that stunning mink coat, and Sammy Rabinowitz treated the gang to free barber service in their suite at the Sherman. One of the Sherman Hotel barbers was in constant attendance to anyone, seeking shave, haircut, massage or what have you. This was an entirely new wrinkle.

The Gold Dust Twins, Max and Harry Hurvich, of the Birmingham Vending Company, brought along their wives to see the show and to also skip arm in arm about the city to see the sights.

General John F. O'Ryan, who attended the show on the third day, was seen wandering about the booths in the company of Ben Haskell and Ted Blatt seeing the new games. He is reported to have marveled at the size of the show and the attractions which were on display.

Ted Stoner took the following for an airplane ride to the factory at Aurora and back again: Dave Robbins, Howard Kass, George Ponsler; Bill Gross, of Philly; Bill Kaufman, of Kansas City Novelty Company; Charley Sachs, of Brooklyn, and it was said that all of them enjoyed seeing the big convention from thousands of feet up.

The big smiles that adorned the features of Charley Aronson and Jack Kaufman, of Brooklyn Amusement Machine Company, will long be remembered when they heard about the marvelous new games being shown by H. C. Evans. Jack and Charley believe they will go to town with these machines.

Morris Gisser, Ben Stein and Jack Levin, of Coin-o-Matic Sales organization, were present in full glory and believe they have games that will simply startle.

J. A. (Jad) Darwin, special representative for the Rudolph Wurlitzer Manufacturing Company, has been doing some really great sales work for the firm in this part of the world. He has started many of the ops in the music biz and he's seeing that they keep in the business in a successful manner. "Jad" had a heck of an airplane ride the other day. Plane couldn't land at Buffalo and flew on to Detroit, then brought him back when the low ceiling had cleared to get him to his appointment about two hours late.

LOCAL 77-AFA

(Continued from page 3)

expense is on the part of the musician, since the AFA is not as fully and completely organized as is the musicians' union, Tomel feels that a tieup of this kind is of mutual benefit to both organizations as it deals with "flesh"—the actor can help the musician and both can help each other to improve working conditions in their respective fields and prevent unfair exploitation of their talents.

In substance, this plan is similar to the one being worked out by Whitehead with the New York Musicians' Union, Local 802. Introduction of this proposal in Philadelphia marks the second step in the AFA campaign for reciprocal working agreements with musician unions.

Battle with the radio stations flares anew. Tomel declares that conditions

in the local broadcasting field are both deplorable and horrible, and promises to clean up the mess and clamp down on the offenders. Contrary to reports published elsewhere—reports of an employer's distorted version of the existing situation, for the first time, Tomel revealed to *The Billboard* that there exists no written agreements between the radio stations and the musicians' union.

Contracts entered into last fall between the stations and Romeo Cella, ex-prez of the 77 local, and Frank Nicoletti, then chairman of the arbitration committee, were all verbal agreements. In accordance with specifically stated union law, a trade agreement must be written. As a result, all existing verbal contracts are in contradiction to union law. And at a meeting of the entire membership on February 3, Tomel and the executive committee were voted full power to negotiate for legal and proper trade agreements with the radio stations.

Specifically, the guns are aimed at Dr. Leon Levy, WCAU and KYW domo. Tomel charges that Levy, in signaturing Anthony Candelori as the KYW musical director and Jan Savitt for WCAU, inserted clauses in their contracts which never entered into the verbal agreement made with Sella and Nicoletti.

In this respect it was disclosed that the musicians for both house bands were hired individually by Levy. Union head contends that the right to hire be in hands of the union contractor else ability would be subjugated to the whim and fancy of the employer, and in most instances, means discrimination against a musician who might be in bad graces with an employer. Furthermore, Tomel added, Levy did not have the right to make his working contract with the musicians call for their exclusive services. Aside from the fact that this feature might lead to unfair exploitation of talent, it was in direct violation to the verbal agreement entered into.

Other features deemed unfair which Tomel hopes to iron out involves the practice of WCAU and KYW musicians being made to double on dissimilar instruments on different programs. Union enactments definitely cover that phase, and the condition existing at the Levy stations are in contradiction to that law.

Another practice is in spot announcements being blurred during a house band's sanationation period, station passing the program off as a sustainer. By virtue of the fact that the announcements are of a commercial character and sponsored, the union contends that these periods should be classified as commercials and the men paid accordingly.

Of utmost importance, Tomel insists that his negotiations with Dr. Levy must be consummated in black and white, bearing signatures. Levy has persistently refused to sign any trade agreement with the union. Success along those lines will not only mean a personal triumph for the union exec, but will also mark the beginning of a "new deal" for local musickers.

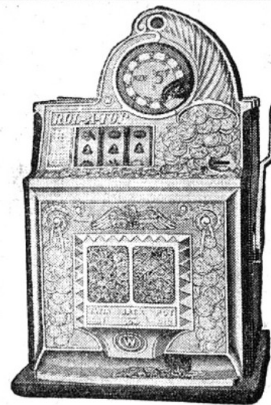
As for the other radio stations, Tomel expects no trouble in his negotiations. He is satisfied with working conditions at WIP, his dealing with the station involves the putting down of everything on paper, and Ben Gimbel Jr., WIP proxy, signing the dotted line. At WDAS, station is co-operating with him by removing all dances remotes from spots where the band is non-union.

Change of program policy at WPEN calls for, live music to displace the canned stuff. But since WPEN is a part-time station a new trade agreement will be worked out with the studio heads.

WFLL, blue outlet, is the only full-time local station not employing a studio band. With the station planning to move into new studios, a combo is contemplated. In the meantime, WFLL has co-operated with Tomel in refraining to use non-union staff members for musical portions of their programs.

If Tomel and the executive committee are successful in clearing this muddle, Philadelphia will be able to take its place as an originating point for network commercial shows without a repetition of the Atlantic Refining show mess. Tomel blames Levy for the loss of this plumb, since the Atlantic Family broadcast is beyond the 6 p.m. stretch-period, meaning that the house band couldn't work it as part of their daily chores, and accordingly, Levy refused to co-operate with the union in helping to keep the show here.

Furthermore, Tomel is plenty peeved at the garbled reports of the local situation that have been appearing elsewhere. He threatened to bring this matter before the floor at the next national meeting of the American Federation of Musicians, and ask that the national body sever all relations with what he characterized as "yellow journals."



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

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SACRIFICE Mutoscope Cranes

Ten 1935 Models \$100 Apiece. Also Eight 1934 Models.

This Equipment Guaranteed in First-Class Order.

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799 Seventh Ave., N. Y. C.

ATTENTION KENTUCKY OPERATORS
WE ARE THE ONLY DISTRIBUTORS FOR **PACES RACES**

IN THE STATE OF KENTUCKY We Have Many Good Counties Open in Your State if you want to make real dough, stop fooling around, come on to Cincinnati. Phone us or wire us. PACES RACES are sure to be NEAR YOU—Why Not YOU HAVE THEM?

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Write for Low Prices
ON PEANUT AND BALL GUM VENDERS.

Also Table Size Venders. **Self-Serv Mfg. Co.**
OARMDEN, N. J.

SENSATIONAL FACTORY CLOSEOUTS.
Brand-New Automatic and Novelty Pin Games. Substantial Savings. **SILENT SALES CO., Minneapolis, Minn.**

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

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

SAFE Bargains

Here are real low prices on proven money-making games. Every one is a bargain, and a safe bargain, for they have been super-reconditioned the Electro-Ball way. This means complete rebuilding that assures YOU satisfactory operation at low cost.

— One Ball, Automatic —

ACE	\$25.00	JUMBO	\$52.50
CHAMPION	15.00	LONE STAR	15.00
DO OR DON'T	16.50	PROSPECTOR	35.00
DE LUXE "46"	45.00	RAPID FIRE	13.50
GIANT	35.00	RED ARROW, AC or Bat.	12.50
COLD AWARD	25.00	STAMPEDE	22.50
COLD RUSH	16.50	TRAFFIC, Model B.	13.50

Close Out of SPORTSMAN. A Limited Quantity at Extremely Low Prices for Quick Clearance. VISIBLE, \$19.50; NON-VIS, \$14.50.

— Brand New, Original Crate —

GIANT	\$40.00	STAMPEDE	\$34.50
INDICATOR, 10-Ball	27.50	PLAY BALL, 10-Ball	40.00

Terms: 1/3 cash with order, balance C. O. D.

ELECTRO-BALL CO., Inc.
1200 CAMP DALLAS

Dallas Trade Notes

Daye House, manager of the D. E. House Distributing Company, Dallas, is in the Wilson Jones Hospital, Sherman, Tex., where he was taken early last week after complications developed from a severe cold. Within a few days House will be returned to his home in this city and from his bedside comes the report that he will be back at his office within a week or 10 days.

Coin Machine Row added another tenant last week to its fast-growing coin-machine community when the Capehart Corporation, of Fort Wayne, opened its district office in the row, with Jack Yeager as district manager. This makes four in the row, beside Capehart, including House Distributing Company, Consolidated Amusement Company and the warehouse and repair departments of Earl E. Reynolds, whose offices are in the Jefferson Hotel. Before March 1 we believe we'll announce the fifth tenant in Coin Machine Row.

On Tuesday of this week Helen Savage, the charming manager of the Fort Worth branch of Automatic Amusement Company, Memphis, celebrated her birthday. Somewhere between 21 and 25, and that's all this South'n gal would admit. Miss Savage is the youngest fem manager of a coin-machine jobbing house and probably the only woman manager of an exclusive jobbing house.

In referring to those of the feminine sex serving as managers, let's not forget that Sarah Gottlieb manages the National Sales and Distributing Company when Maury Gottlieb leaves the city. And during the illness of Dave House Mrs. House is managing that firm. At the Earl E. Reynolds Company Mrs. Reynolds holds down the fort during Earl's frequent absences, and in Fort Worth Mrs. Ernest Walker pinches quite frequently for Ernie Walker at the offices of the Walker Sales Company. If Mrs. Walker is unable to serve in an advisory capacity, Ernie still has the twins to rely upon.

Operators in Dallas County paid the State for 1936 more than \$12,000 in taxes on machines. This amount was paid up to February 1 and since that time many have purchased new games on which taxes have been or will be paid. Before the end of the fiscal year it is estimated Dallas County will have paid the State better than \$25,000 in taxes.

John Backman, secretary of the Texas Coin-Operated Vending Machine Asso-

ciation, lives at 5400 Goodwin, Dallas. We give this information for the benefit of those who neglected to send in their 1936 dues . . . probably thought Secretary Backman had moved and didn't want their dues to go astray.

Dice Idea and Target Device Please Players

CHICAGO, Feb. 15.—Looking thru a stack of letters and telegrams from distributors and jobbers who have had samples of Big Richard and Electric Eye, Leo J. Kelly, sales manager of Exhibit Supply Company, said that it was already evident "both machines are epoch-making achievements in supplying what the amusement-seeking public has been wanting in the way of something new."

Both machines were introduced during the 1936 Coin Machine Exposition and the approval of the trade is now a certainty, Mr. Kelly stated. Big Richard "is an automatic crap game played with one-inch bronze balls instead of dice. Everyone knows how and loves to shoot dice. This game allows the player to actually shoot dice with himself. For every nickel the player puts up Big Richard puts up a like amount automatically. The betting chute—there are two chutes on the machine—permits the player to put up as high as \$1 per game. If the player comes out on 7 or 11 he is automatically paid off \$2. Player can make bets any time during the game. If the player misses 7 or 11 on the come-out he will have a point to shoot for. If he makes his point without shooting 7 he is automatically paid off double the amount of his bets. That, in substance, is a real dice game in a pinball table. The game may also be had with regular numbers or as a racing game where dice is not popular."

The Electric Eye machine is a modern target game utilizing the same scientific principle that makes present-day talking pictures possible. It shoots a beam of light, with no noisy balls, but a click-click that the players love to hear. It has an odds-changing device that stimulates interest in its many features. The target machine is sold to operators on a financing plan.

New Coin Firm in Florida

PANAMA CITY, Fla., Feb. 15.—Reliable Coin Machine Company, of this city, has been granted a charter by Secretary of State Robert A. Gray. Authorized capital stock is 50 shares, no par value. F. F. Walston, P. W. Walston and M. B. Walston are the principals.

TIT-TAT-TOE

WITH GUM VENDOR.

Three Games in One

Use for Cigarettes, Beer or Cash Prizes. Just Change Card on Face of Machine.

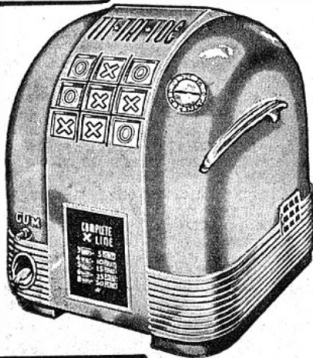
THE SENSATIONAL COUNTER GAME OF '36.

The Most Beautiful, Most Fascinating Counter Game Ever Made. Positively the Greatest Penny Collector You're Ever Seen.

\$17.50 Register and Double Door \$2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100 Boxes for \$12. 1/8 Deposit, Balance C. O. D.

SICKING MFG. CO., INC.
1922 Freeman Ave., Cincinnati, Ohio



WORKS FASTER THAN A SLOT MACHINE

85% GOES TO THE PLAYERS! THEY LOVE 'EM!

Gets Results Where Others Fail—Lightning Fast Returns.

SAMPLE BARREL	\$ 2.50
Refills	2.25
TAKES IN	144.00
PAYS OUT	126.00

Note \$ 24.00

SATISFACTION GUARANTEED.

AGENTS Rush \$2.50 for Trial Barrel—Your Money cheerfully refunded if not entirely satisfactory. New Poker Jar, which is ready this week.

Write for Information About Our
INDEPENDENT NOVELTY CO., 110 N. 5th St., Springfield, Illinois

We Know the Winners Before They're Released

OPERATORS' SERVICE SYSTEM

WORLD'S LARGEST COIN MACHINE DISTRIBUTORS

Kertmans Working Hard On Bally, Keeney Games

ROCHESTER, N. Y., Feb. 15.—Jerry and Harry Kertman, of the American Coin Machine Company, are looking forward to a bang-up season in their territory with the Bally and J. H. Keeney & Company games and the boys are sparing no efforts in working toward that end.

The American Coin Machine Company was recently appointed distributor for J. H. Keeney & Company's products, and the Kertman lads report that the one-ball free-play Repeater and the

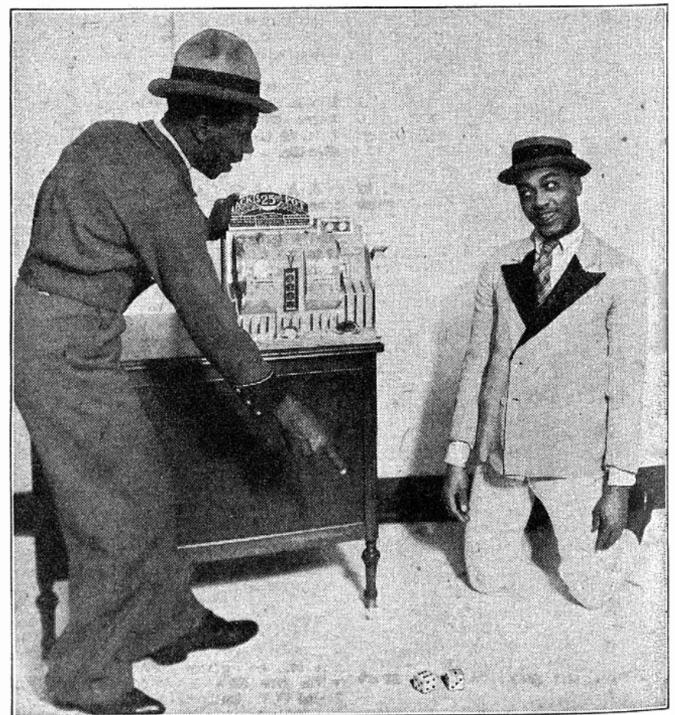
five-ball Big Five are already bringing good returns.

The firm is also Western New York distributor for Bally, and, according to Jerry Kertman, Bally's Derby continues its march of progress despite the many new games that are coming in following the Chicago show.

Gerber on Mystery Trip

CHICAGO, Feb. 17.—Paul Gerber, after attending the gala opening of the new Sicking-Gerber & Glass office in Cleveland February 15, left hurriedly for Catalina Island where, it is rumored, he will take a course in nudism.

Chicago newspapers have given much publicity to a nudist colony that is planned near Lake Charles, Ill., where fashionable society people go. It is supposed that Gerber, thru his friendship with some prominent families here, will be associated with the exclusive nudist adventure in some way. He did not affirm or deny the rumor before leaving for Catalina, but did say that he and his partner, Max Glass, would be physical directors and Stella would be chief instructor.



THE TWO ZEPHYRS, on the banquet program at the 1936 convention, show how the Bally Reliance dice game tempts 'em to forsake the "boxes."

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Bowl-Type Scoring Big Feature in New Palooka

CHICAGO, Feb. 15.—"Something for bell-machine operators to consider and for pay-out table operators to grab immediately," is the way Fred McClellan, of Pacific, puts it in mentioning the qualities of the new Pamco machine. "A one-ball payout, Pamco Palooka, combines bowl-type scoring with Pacific's original odds-changing mechanism, lending new values automatically to pay-out pockets and posting them on its beautifully decorated light-up board as an added 'come-on' and 'checkup' for players. On display at convention time, Pamco Palooka drew universal favorable comment from operators and jobbers who visited Pacific's private suites.

"It's a super de luxe machine embodying an extravagance of color and chromium trim and built into one of the most handsome cabinets ever constructed. One player can insert six coins at a time or a group of players may join in the play. When coins are inserted the odds-changing mechanism does not spin immediately as in other Pamco payouts.

"It operates from the ball lift instead, whereupon all coin chutes that remain disengaged become locked automatically so that players cannot select another chute when high odds come up on the commutator. The coin chutes unlock only when the ball shuffles thru for the next new game.

"There are six selections identified by various colors tied in with each coin chute. The bowl score drome has six sets of numbers from one to six and one 'out' hole. The variable odds register is numbered from one to six above and below the changing values, which range from 2-4-5-8-10 and 20 and up to 30 points. The average time required to play Pamco Palooka is estimated by Pacific engineers at six seconds. So with six coin chutes working away at 30 cents a shot, McClellan has practically hit the nail on the head when he says that Pamco Palooka will equal the earnings of six bell machines or six regular pay tables combined. Furnished with Electropak as standard equipment or batteries when specified, and with pull-out front drawer containing payout unit, power supply and check drawer, easy access is made for quick inspection of vital parts, including the six coin chutes directly above. Word from Pacific to the effect that Pamco Palooka is being ordered by bell-machine operators and jobbers is highly indicative of the high regard held for this new entry into the pay-out field."

Schlesinger on Honeymoon

NEW YORK, Feb. 15.—Amid one of the gayest parties here in some time, Mr. and Mrs. Albert Schlesinger, of Poughkeepsie, sailed on an extended honeymoon trip to South American ports on the S. S. Lafayette of the French Line.

Not expecting to be greeted by anyone aboard the ship, Al and his charming wife were pleasantly surprised when they were greeted in their spacious stateroom by Mr. and Mrs. Joseph Fishman, Mr. and Mrs. Benjamin H. Haskell, John A. Fitzgibbons, Bill Gersh and many others. They found their stateroom banked with flowers, telegrams, baskets of fruits and liquors.

It was explained that Al and Mrs. Schlesinger have been planning this trip for some time, but due to rush of business continued to delay it until the cold weather set in and Southern temperatures tempted them.

Irving Taub, sales manager of Square Amusement Company, will be in charge of all business matters while Al is cruising in Southern waters.

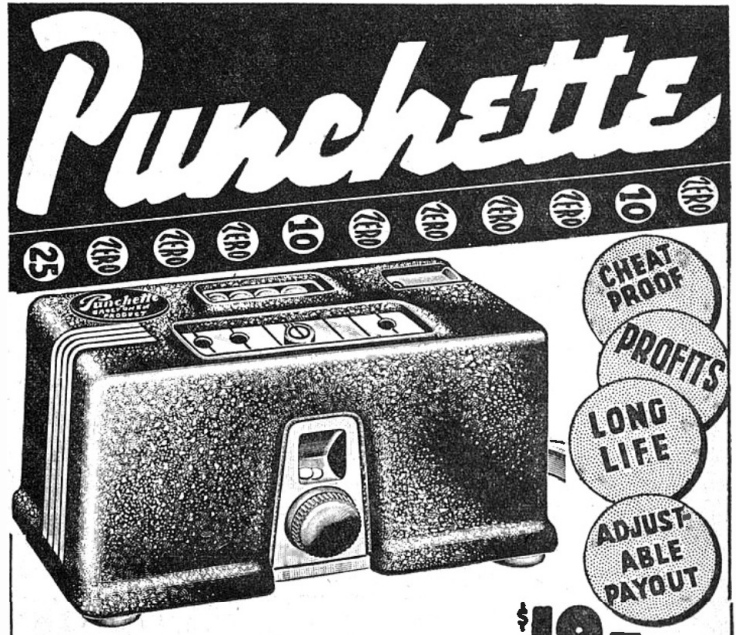
The charming Mrs. Schlesinger was thrilled by the flowers sent by many of the city's leading cowmen as well as from factories in Chicago, most of whom she had never met. She offers her thanks thru *The Billboard* to all manufacturers and distributors who wired flowers to the S. S. Lafayette and hopes that she will be able to meet and personally thank them for the beautiful flowers which banked the Schlesinger stateroom.

Illuminated Numerals Add to Top-Hat Play

AURORA, Ill., Feb. 15. — From New York to California, from Canada to the Gulf, the newly introduced Top-Hat is fast establishing a reputation as a money-maker, according to officials of the Stoner Corporation.

"Operators report unusual patronage for the game, which incorporates a number of play-pulling features exclusive to Stoner amusement machines, including a double-action kicker arrangement which piles up the highest scores to reward the most skillful players.

"Stoner shots appear in lighted numerals on the Magic Lantern scoreboard, and when all the strategic positions are filled the name Top-Hat flashes up in electric lights, doubling the player's score. This feature keeps interest at a high pitch to the final shot, for the last ball may double a player's score."



100,000 Locations Waiting For PUNCHETTE, SENSATIONAL COIN OPERATED MECHANICAL PUNCHBOARD

ALREADY THE TALK OF THE INDUSTRY, PUNCHETTE IS QUICKLY MOVING INTO CHOICE LOCATIONS EVERYWHERE. IT'S DIFFERENT, NOTHING ELSE LIKE IT TO COMPETE. Nothing short of a blizzard can keep PUNCHETTE from your locations—players want it, locations are demanding it—the whole country wants PUNCHETTE.

Player turns dial to select any one of the 1050 possible punches on the ticket roll. Insertion of nickel connects mechanism and a round paper slug which indicates reward is punched out and vended. Last 4 coins visible. Large, steady profits—PUNCHETTE keeps a printed record of payouts. Ticket rolls replaceable at \$1.10 each for 1050 punches taking in \$52.50 gross.

Get All The Profits You Are Entitled To—Buy Punchette!

GROETCHEN Pool COMPANY
124-130 N. UNION ST. * CHICAGO, ILLINOIS

2 KEYS FURNISHED WITH EVERY USED MACHINE

Action Jr. \$ 7.00	Neotact \$21.00	Flying Colors, like new \$15.00
Balance 15.00	Exhibit Playball 39.00	Genco Baseball 15.00
Beacon 12.00	Sensation 9.00	Home Stretch 27.00
Bell Fan 15.00	Spot Lite 21.00	Kings of the Turf 21.00
Blue Ribbon 6.00	Zoom 27.00	Mysterious Eye 30.00
Castle Lite 12.00	American Beauty (Catanap) 6.00	Pippin 21.00
Checker 15.00	Banker 21.00	Rebound 21.00
Chicago Express 12.00	Beamite 12.00	Score-A-Lite 12.00
Cross Country 18.00	Bomber 33.00	Tango 27.00
Five and Ten 24.00	Checker 12.00	Traffic A 30.00
Fifty-Fifty 24.00	Cheer Leader 21.00	Collector Books 1.00
Globe Trotter 27.00	Cris Cross-A-Lite 12.00	Eveready Batteries20
High Hand 21.00	Dealer 15.00	Ball Gum15
Live Power 6.00		Electropak I. O. U. 4.00

1/3 Cash With Order, Balance C. O. D. F. O. B. Hartford—Every Machine GUARANTEED!

GENERAL AMUSEMENT GAME COMPANY
637 ALBANY AVE., HARTFORD, CONN.

SAVE MONEY-BUY DIRECT FROM DISTRIBUTOR

Genco TRICKS, JR. \$39.50	Evans' BASKET-LITE (Transformer Model) \$45.50
Genco TRICKS, SR. 74.50	Stoner's MAD CAP 47.50
TIT-TAT-TOE 17.50	Stoner's DOUBLE UP (1-B' Pay Tab.) 89.50
SHOOT-THE-CHUTES 39.50	

Enclose 1/3 Cash With Order, Balance C. O. D.

GEORGE PONSER CO. 11-15 East Runyon St., NEWARK, N. J. Tel.: Blaglow 3-2335.

TIT-TAT-TOE
A REAL REEL MACHINE. The Greatest \$17.50 Buy In Coin Machine History. PUNCHETTE, a Mechanical Salesboard, Cheat Proof and Trouble Free. \$19.75, with Roll of Punches That Take In Over \$50.00. Immediate Delivery Guaranteed on Above Two Winners.

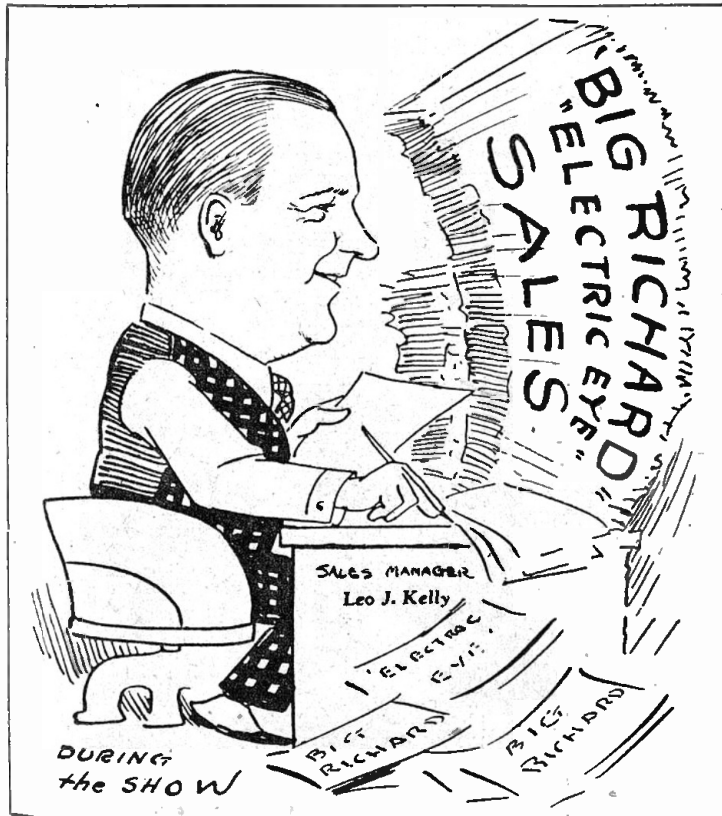
Est. 1923. **SOUTHERN AUTOMATIC SALES CO.** Phone: Wabash 5464.
540-542 South Second Street, LOUISVILLE, KY.

DEAL-EM HORSEHOES * **EXHIBIT'S COUNTER** * **GOAL LINE SHOWDOWN**
TWIN SPELL IT * **GET A PACK** * **GAMES \$12.50 each** * **4 STAR REVIEW**
Q-E-T * **BEAT IT** * **TAVERN** * **CAILLE DOUBLE JAK SILENTS** * **LEHIGH SPECIALTY CO.**

IF IT'S BARGAINS YOU WANT, TAKE A LOOK AT THESE

SPECIAL Exhibit 10-Ball Payout Check Separators, all like new, \$45.00	Whirlpool or Rodeo, \$45.00	Playball or Football, \$5.00	Exhibit 4 Ace, Ticket, \$40.00	Soreamo 18.00	Par Golf 15.00	Roto-Lite 13.50	Bell Fan 12.50	Banker 19.00	Squadron 25.00	Rock-Ola 21 11.00	Flying Colors 15.00	High Hand 18.00	Kings 12.50	Five and Ten \$18.50	Action Jr. 6.50	Action Sr. 12.50	Frisky 15.00	Rocket, Payout 10.00	Olompac, Payout 15.00	Plus & Minus, Payout 17.50	OnLoco, Payout 22.50	Put & Take, Payout 20.00	Gold Rush, Payout 25.00	Stampede, Payout 35.00
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TERMS: 1/3 Deposit, Balance C. O. D. COMPLETE LINE OF NEW MACHINES. Be Smart! Get on Our Mailing List. Every Month. MONARCH COIN MACHINE CO., 2306-08 Armitage Ave. (our New Home), CHICAGO, ILL.



The GREATEST "different" SENSATION TO-DAY

EXHIBIT'S ELECTRIC EYE PISTOL TARGET PRACTICE with CHANGING ODDS

● AND AUTOMATIC PAYOUT! Here's a target pistol machine that the public will patronize FOREVER because it gives them all the thrills of a slot machine, plus the mystery of shooting light beams... It's the greatest Q. T. ever developed. Changing odds holds long play with certain steady profits.

WRITE IMMEDIATELY FOR SENSATIONAL DETAILS.

Punchette Tickets Are Useful as Payout Check

CHICAGO, Feb. 15.—That operators are always interested in new types of equipment is evidenced by the instantaneous success of Punchette, a product of the Groetchen Tool Company, of Chicago. Carl Klein, of the Groetchen firm, claims that Punchette is already the talk of the industry and that operators and jobbers from every nook and corner of the country and abroad have written for information on Punchette and have ordered generously.

Punchette is an entirely different counter device. The Groetchen firm has broken away from the stereotyped idea of reels or dice and has produced a counter game entirely unique in play and operation. In order to describe this clever little counter device one could call it a coin-operated mechanical salesboard which combines the attractiveness and appeal of a salesboard with the accuracy of a cash register. The player turns the selector dial left or right to any one of the 1,050 punches on the regulation ticket roll. Upon the insertion of a nickel the mechanism is connected and a round paper slug is punched out and vended, which indicates the reward on the reverse side. The location owner keeps these paper tokens as a definite proof of the payouts, thus eliminating any possibility of cheating. The last four coins are visible thru the glass window, guaranteeing the operator of an absolute minimum of slugging. It is as exciting as a treasure hunt for the players to find the large reward tokens, frequent small rewards giving great zest to the play. Players are fascinated by Punchette's novel operation and appreciate the fact that it allows them complete freedom of choice to punch out any one of the 1,050 possible punches.

The ticket rolls used in Punchette are printed in six different colors and can be changed from week to week to keep the players' interest at highest pitch. The operator has his choice of percentage rolls and thereby can adjust the payout to suit the location. From time to time ticket rolls will be available from the Groetchen Tool Company which will vend definite merchandise such as cigars, etc.

Carl Klein points out that the small size and the attractive appearance of Punchette make it instantly acceptable to all locations. The cabinet is attractively finished in a dark blue suede enamel with a polished chromium and red trim. Punchette is absolutely unlike other counter devices in appearance and therefore may be operated in more locations.

Mr. Klein reports that Punchette is in full production in the factory of the Groetchen Tool Company and says that jobbers and distributors are being supplied with large shipments daily. The leading jobbers and distributors of the coin-machine industry have highly indorsed Punchette and are enthusiastically recommending it to operators in their territories.

Chicago Coin Announces Production on Payouts

CHICAGO, Feb. 15.—Chicago Coin Corporation announces that its line of pay tables is in production and that samples will be rushed to its jobbers and distributors within a few days. The Chicago coin firm has had its pay tables thoroughly tested, and the models going forward to its accounts represent the ultimate of mechanical and electrical perfection.

Track-Odds, Straight 8 and Big Casino are the three automatic pay-out tables that the Chicago Coin firm is presenting, the first two of which are of the odds-changing type, having electrically operated and lighted backboards which constantly show the players' selection and odds.

Big Casino is a low-priced pay-out table that embodies a clever new idea. If the ball enters the big Casino hole it is automatically returned for another play. The payouts of this first play will be automatically doubled and even the "out" holes will pay four coins. All three of the Chicago Coin's automatic pay-out tables are giant in size and come housed in beautiful cabinets of special Chicago Coin construction. They are one-shot games that employ a large steel ball. A special super-sensitive non-tilt device is used that will eliminate cheating. The rigid construction of all three tables assures the operator of trouble-free operation.

Prominent jobbers and distributors will feature the Chicago Coin Corporation's line of pay tables, and will soon have them for immediate delivery.

Birmingham Firm Expects Big Season Just Ahead

BIRMINGHAM, Feb. 15. — Max and Harry Hurvich, the "Gold Dust Twins" of Birmingham Vending Company, report that they are preparing for one of the best seasons in their business career. They report that games selected at the convention have aroused great interest among operators thruout the South. They believe this indicates that operators agree with them that manufacturers are building better games than ever before, both from a mechanical and player-appeal standpoint.

In preparation for the coming season, the "Gold Dust Twins" have enlarged their offices and repair department and also employed additional help. They have also made arrangements for immediate delivery of all the best games that were on display at the convention.

Since their return from the show the "Gold Dust Twins" report that they have literally been swamped by inquiries from all over the South in reference to the new games that were on display and also for their recommendations for the new season. Operators, they report, are preparing for a complete change of equipment. They have been selling some of the best and most expensive games in their career since the convention in January.

EXHIBIT SUPPLY CO. 4222-30 W. LAKE STREET CHICAGO

BUY YOUR PUNCHETTES FROM KENTUCKY'S OLDEST DISTRIBUTOR—EST. IN 1915
 THE COIN-OPERATED MECHANICAL SALESBOARD. IT'S A KNOCKOUT. **\$19.75**
KENTUCKY SPRINGLESS SCALE CO., INC. LOUISVILLE, KY.
 514-516-518 South 2nd Street,

DERN THOSE DORGS

BEN DOESN'T LIKE TURKEY!

I'M BEN GOLDBERG!

ACTION	\$4.00	SUBWAY	\$ 4.00	KINGS	\$10.00
CONTACT	4.00	SUPER 8	4.00	KINGS of the TURF	8.00
CRISS CROSS	4.00	BIG BERTHA	5.00	PAR GOLF	10.00
DROP KICK	4.00	CRISS CROSS Airts	7.50	HOP SCOTCH	15.00
ELECTRO	4.00	ROCKOLA'S 21	7.50	SCREAMO	15.00
GOLDEN GATE	4.00	MAJOR LEAGUE	7.50	50/50	12.50
LIVE POWER	4.00	SIGNAL SR.	7.50	LUCKY STARS	17.50
RELAY	4.00	BALANCE	8.00		

Any Games Equipped With English Slots, \$2.00 Extra.
 TERMS: Full Cash With Order. F. O. B. Brooklyn, N. Y.

UPREME VENDING COMPANY INC.
 557 Rogers Ave. ★ 1416 Webster Ave. ★ 922-8th Avenue.
 Brooklyn, N. Y. ★ Bronx, New York ★ New York, N. Y.




CHICAGO COIN CORPORATION TRIO. Sam Wolberg (left), Louie Koren and Sam Gensburg enjoy a breathing spell during the rush of the 1936 Coin Machine Show.

WE THANK YOU!
OPERATORS, JOBBERS, DISTRIBUTORS
And MANUFACTURERS
 for your marvelous co-operation in making our Grand Opening successful beyond our fondest expectations.
SICKING-GERBER & GLASS, Inc.
 Cleveland, Ohio
 4606 Prospect Avenue


BEAUTIFULLY COLORED PILLOWS
 On High Luster Satin, Dozen, \$6.00 | On Quality Sateen, Dozen, \$4.00 (Size 20x20, Including FRINGE.)
FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS—"ROOSEVELT," etc., 25% Money Order Deposit Required, Balance C. O. D.
 For Quick Action, Wire Money With Order.
WESTERN ART LEATHER CO.
 1646 Arapahoe St. (Manufacturers), DENVER, CO.

TIT-TAT-TOE
SAVE TIME AND MONEY—BUY DIRECT FROM LAZAR!
 "3 Games in 1"—that's why TIT-TAT-TOE is sweeping over the country in a great tidal wave of bigger, better profits. Play for Cigarettes, play for Beer, play for Points. Play it a hundred ways and TIT-TAT-TOE will bring you the dough! RUSH YOUR ORDER DIRECT TO LAZAR TODAY! SAVE TIME! SAVE MONEY! Enclose 1/3 Certified Deposit—Balance shipped C. O. D.
\$17.50
 With Double Door and Register, \$2.00 Extra.
 COMPLETE STOCK OF ALL the Latest and Best Games ON HAND, ready for IMMEDIATE DELIVERY! WRITE TODAY for new Circulars and LOWEST Factory Prices! "DEAL WITH LAZAR—FOR A SQUARE DEAL."
B. D. LAZAR CO. 1340 FORBES ST. PITTSBURGH PA.
 BRANCHES: 136 FRANKLIN AVE., SCRANTON, PA. • 119 PENN ST., READING, PA.

Another Winner by HARLICH NEW FIVE SPOT JACKPOT
 Two \$5.00 Tickets in Jackpot. Two Shots at the Jackpot.
 No. 445—440 Holes. Takes in \$22.00. Average Payout, \$8.56. Average Gross Profit, \$13.44. Equipped with Essels.
PRICE \$1.70 EACH
 A Harlich Jumbo Board—The Best in Salesboards. Extra Thick, with Extra Large Easy-to-Read Tickets for Extra Fast Play.
 Our New Flyer Showing 20 Sensational Profit-Makers Is Ready. Write, Stating Your Line of Business, To
HARLICH MFG. CO.
 1417 W. JACKSON BLVD., CHICAGO, ILL.

WATCH FOR THE SIGN OF INTEGRITY


FOR 1936 BASEBALL SEASON
 A NEW DAILY 120 TICKET BOOK, ENTIRELY DIFFERENT. Will Double the Sales.
 A NEW SCHEDULE FREE TO OUR CUSTOMERS.
 Special Weekly Tickets, All Kinds, All Sizes.
 Folded and Sewed With Your Label. Write Your Requirements.
WERTS NOVELTY CO., INC., Muncie, Ind.

SPECIAL
 Only 500 of these fast-selling money makers left, complete with premiums.
Sample \$3.00
Lots of 10 \$2.75
 Order No. 2000 Ticker.

SPECIAL
 A 2,000-Hole 1c Board Net \$12.50 After Awards are Paid.
H. G. PAYNE COMPANY
 312-314 BROADWAY, NASHVILLE, TENN.

Is Your Subscription to The Billboard About To Expire?



PRICE TALKS!

WHY PAY MORE?

50"x24"
\$89.50

Check Separator and Mint Vender \$10 extra (5-Ball Play \$10 extra).

CHANGING ODDS

SUNSHINE DERBY ONE-BALL AUTOMATIC PAYOUT

Sunshine Derby permits the player to leave the odds stand, or he has ONE opportunity to change odds. Ball returns for play. Giant, modernistic, gold finished cabinet. Sixteen award pockets set into a colorful, dazzling field. Boosts profits amazingly! **SUNSHINE DERBY** is the **LOWEST PRICE** payout in its class. You'll know why when you see it!

Exclusive Distributor for Louisiana, Mississippi and Alabama:
BUD LIEBERMAN, 320 Chartres Street, New Orleans, La.

D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO

USED GAME BARGAINS WITH THE ATLAS GUARANTEE MONEY REFUNDED IF YOU ARE NOT SATISFIED!

ACTION JR. \$ 6.00	BIG TEN \$24.00	JACK RABBIT \$ 4.00
ANGLE LITE 11.50	CARICOO, \$1 Top 20.00	PAR GOLF 14.00
BALL FAN 12.00	CHICAGO EXPRESS 10.00	ROCK-OLA 21 13.00
BANKER 8.00	CRISS CROSS, Plain 5.00	7-11 B 25.00
BEACON 8.00	CRISS CROSS LITE 9.50	SPOT LITE 13.00
SEAMLITE 7.50	GENCO BASEBALL 10.00	HILLS TICKETTE 7.50

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE., CHICAGO, ILL. 1705 FIFTH AVE., PITTSBURGH, PA.

Pacific Announces New Game With Odds Device

CHICAGO, Feb. 15.—Operators who have pay-out locations along their route will be interested in the announcement of Pacific's new pay-table release—Pamco Speedway—furnished in one or five-ball play. Exhibited at the convention, the machine is said to have created considerable favorable comment, with operators and jobbers placing many orders for the new Speedway pay-out model. Altho Fred McClellan, president of Pacific Amusement Manufacturing Company, had contemplated withholding the new machine from the market on account of the long run established by Pamco Parlay, nevertheless orders received on Speedway necessitated going into immediate production.

The machine incorporates the principle of changing values on all pay-out pockets, which is accomplished by Pacific's variable odds commutator posted on Speedway's light-up board. When a coin is inserted in Speedway's chute the odds changer turns up a new set of numbers which establish award values ranging from 10 cents to 50 cents on ordinary pay-out pockets, and up to \$1 and \$1.50 on the difficult-to-get-at holes.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

The imaginative appeal of Pamco Speedway centers around auto racing, with colorful illustrations vividly depicting speeding cars hurtling around the light-up backboard, with others screened in highly animated designs on the broad playing field. Just above the center of the board there's a "spill" hole with an over-turned car designed beneath it. This pocket upsets the players' chances of scoring and quickens the play. But it's pinned in such a manner that the ball can still get around it, tho' dangerously near enough to excite players and stimulate renewed play whenever the ball does engage this pocket. Just below the "spill" hole there's a "lap record" pocket that pays \$1. And farther down the "track record" hole is good for \$1.50. According to Irwin Eisenberg, chief engineer at Pacific, Pamco Speedway has been subjected to rigid tests and refuses to break down in any single detail.

Noteworthy among its many operating features is the pull-out front drawer which contains the trouble-free pay-out unit, power supply, check drawer and coin chute for quick and easy inspection. This feature alone has brought many operators to show preference for Pamco machines, in that it no longer becomes necessary to "operate" on the cabinet with tools of any sort. A key turns the trick and the "innards" are exposed without any delay or inaccessibility to cope with. Electropak power, with plug-in attachment is also obtainable in Speedway if desired.

On test locations Speedway has given

superior service, according to Irv McCarthy, who watches the money-getting ability of Pamco machines. This policy of positively proving each new number is strictly adhered to, because the enviable record enjoyed by Pacific for originating some of the biggest coin-machine advancements must "carry on forever," according to Pacific traditions. Pamco Speedway, now in volume production and being shipped to the trade, is obtainable in one or five-ball play for immediate operation.

Bally to Produce "Baby"

CHICAGO, Feb. 15.—Jim Buckley, sales manager of Bally Manufacturing Company, advises that the stork is about to deliver Bally Baby to a world of expectant operators and jobbers.

"Bally Baby," says Jim, "is really twins. You see only one machine and pay for only one machine, but you really get two machines—a 1-cent play cigaret sales stimulator and a nickel-dime-and-quarter trade game. Bally Baby is equipped with interchangeable reels and coin-chute caps, enabling the operator to change from one game to another in a few minutes' time.

"Bally Baby is the world's smallest counter game, requiring only 5x6 inches space and standing only 7 inches high. According to proud papa Bally, however, the Baby has an earning power that is the envy of many of its bigger brothers."

USED MACHINE PRICES—CUT TO THE BONE

USED, ONE-SHOT PAY TABLES.

AOE—ECLIPSE—MILLS EQUITY—VARSITY, \$35.00 Each. Any Three for \$100.00.	USED NON-PAYOUT TABLES.
FAIRWAY JACK POT—GOLD RUSH, \$25.00 Each; Two for \$45.00.	FLEET—GOLDEN GATE—LIGHTNING—PIG SKIN—SUPER EIGHT, \$5.00 Each. All Five for \$22.50.
ROCK-OLA DE LUXE 48—MAMMOTH, \$55.00 Each; Two for \$100.00.	TIME—SUBWAY—ESQUIRE—FIRE CHIEF—KELLY POOL—LIVE POWER—LONE EAGLE—Large MAJOR LEAGUE—REBOUND—SAFETY ZONE, \$8.00 Each. Any Eleven, \$90.00.
STAMPEDE, \$45.00; JUST RITE MONARCH JACK POT, \$30.00; RED ARROW, \$20.00; ROCKOLA GOLD AWARD, \$45.00. All Four for \$132.50.	SPORTSMAN, JR.—TWENTY-ONE—AUTO-COUNT—SEAM-LITE—SPLIT SECOND, \$10.00 Each. Any Five \$45.00.

USED PAY TABLES (Miscellaneous).

Late SPORTSMAN (Visible Coin Chute), (10 Balls); TRAFFIC A (5 Balls); MILLS O. T. PAY TABLES (10 Balls); MATCH PLAY (2 BALLS), \$25.00 Each; Four for \$90.00.

IVORY GOLF (2 Balls), \$40.00; KINGS OF THE TURF (5 Balls), \$45.00; EXHIBIT PLAY BALL (10 Balls), \$45.00; ROCKET (10 Balls), \$10.00; TRAFFIC B (5 Balls), \$20.00. All Five for \$150.00.

MISCELLANEOUS USED MACHINES.

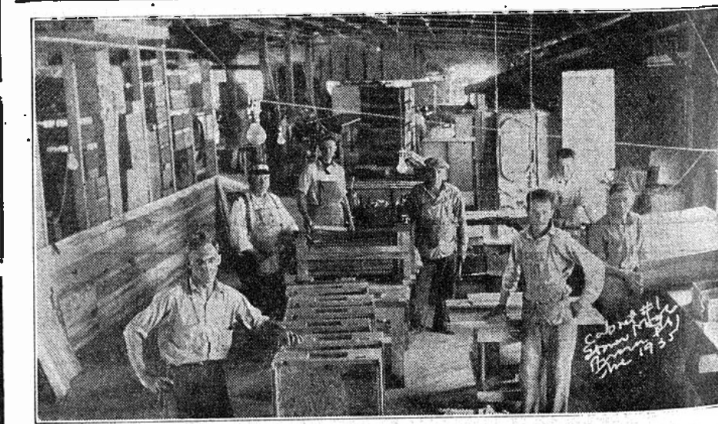
PACES RACES, \$275.00; Gabel's Small Selective PHONOGRAPHS, \$95.00; MILLS 3-Slot Selective PHONOGRAPHS, \$75.00.

We Buy, Sell and Exchange All Types of Coin-Operated Equipment. Used Slot Machines Wanted. Write for Our Complete List of New and Used Machines. We Carry a Complete Stock. Each Machine Carries Our Usual Ten-Day Money-Back Guarantee. TERMS: One-Third Deposit With Order, Balance C. O. D.

Giant 10-Ball Game Out

CHICAGO, Feb. 15.—To meet the growing demand for a giant 10-ball pay-out game, a demand created by the sensational success of giant one-shot games, Bally Manufacturing Company announces the new 50-inch Rambler, available in both pay-out and ticket models. Besides the big, roomy field, Rambler features a super-size ball made of catalin, a composition similar to that used for billiard balls. This new ball is said to give an unusually live billiard action, resulting in a maximum of suspense.

Rambler awards range from 10 to 150 and are based on various color combinations which are pleasingly arranged on the board. Several successive pay-outs can be obtained in the course of a single game, a feature said to insure plenty of "last-ball" suspense and a big nickel's worth of thrills.



SUPPORTS LOCAL INDUSTRY. Section of the big Stoner Corporation plant at Aurora, Ill., which is a matter of local pride in giving employment and boosting local industry.

AUTOMATIC COIN MACHINE COMPANY

389 CHESTNUT STREET, SPRINGFIELD, MASS.
Telephones, 4-1109 and 4-1100. Direct Wire to Western Union.
FACTORY DISTRIBUTORS FOR ALL THE LEADING MANUFACTURERS OF NEW GAMES AND NEW SLOT MACHINES.

NEW MACHINES READY FOR SHIPMENT	USED MACHINES, A-1 Condition.
Pamco Parlays \$115.00	Model A Traffic \$15.00
Sunshine Derbies 89.50	Rockets 5.00
Repeaters 99.00	Rapid Transit 10.00
Big Fives 99.00	Match the Dial 10.00
Peerless 115.00	Six Sixty Six 10.00
	Rockelite \$ 7.50
	Match Play 15.00
	Wagon Wheels 7.50
	Kings 5.00
	Chicago Express 5.00

LET US HAVE YOUR NAME FOR OUR MAILING LIST.

COX VENDING MACHINE CO., Salisbury, N. C.

Operators' Problems Are Our Problems

OPERATORS' SERVICE SYSTEM

WORLD'S LARGEST COIN MACHINE DISTRIBUTORS

The Last "Word" in Your Letter to Advertisers, "Billboard"

RELIANCE

Really rolls the bones!

PLAYS THE REGULATION GAME WITH TRUE DICE

Free-Moving Dice Disappear and Reappear!

AND SPIN AND WHIRL AS IF THROWN BY HAND!

PLAYER WINS ON 7 or 11—LOSES ON 2, 3 or 12

OR—IF 4, 5, 6, 8, 9 OR 10 THROWN ON FIRST THROW

PLAY TILL YOU "MAKE YOUR POINT" OR SEVEN!

Yes! The PAYOUTS Are AUTOMATIC!

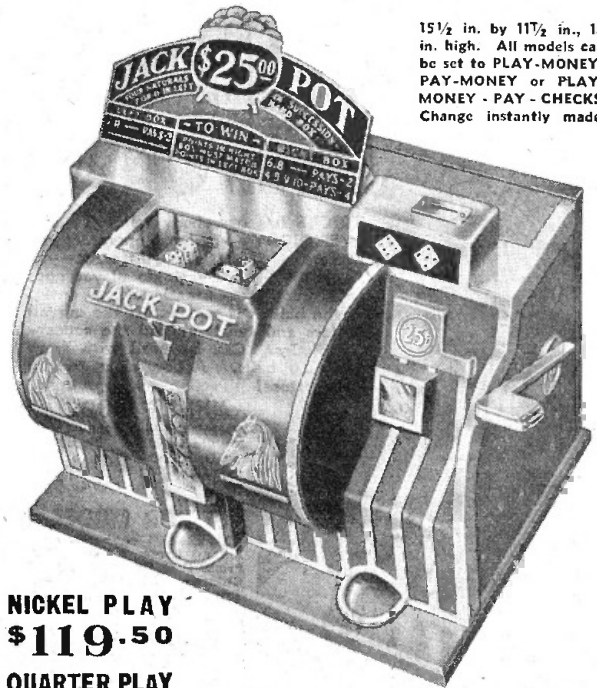
\$25.00 GOLD AWARD

FOR 4 "NATURALS" IN SUCCESSION—7 OR 11 ON FIRST THROWS
\$25.00 AWARD ON QUARTER MODEL—\$5 ON NICKEL MODEL

Sounds like a pipe dream, doesn't it? But you'll know it's no dream when you see how the public flocks to this "automatic ivories" game! It's GOOD FOR \$25 TO \$50 DAILY in any live spot... and the AMAZINGLY SIMPLE, STURDY MECHANISM insures YEARS AND YEARS of trouble-free operation. Be first with RELIANCE! Rush your order today!

BALLY MFG. CO. 2640 Belmont Ave. Chicago, Ill.

JOHN A. FITZGIBBONS, INC., Eastern Factory Distributor, 453 W. 47th St., New York, N. Y.



15 1/2 in. by 11 1/2 in., 12 in. high. All models can be set to PLAY-MONEY-PAY-MONEY or PLAY-MONEY-PAY-CHECKS. Change instantly made.

NICKEL PLAY \$119.50

QUARTER PLAY \$124.50

1/3 With Order, Balance C. O. D., F. O. B. Chicago.

WIRE YOUR ORDER!

as factory is already snowed under with orders booked at the Convention.

Premium Firm Opens New Office in New York Area

NEW YORK, Feb. 15.—Due to many requests from customers in this city, the Liberty Clock and Novelty Company, of Baltimore and Washington, has recently opened large offices and impressive showrooms at 1140 Broadway.

The firm, headed by H. Dashue and J. Greene, partners in the novelty and premium business for the last 15 years, reports that it is preparing new plans as well as one of the most elaborate advertising campaigns which the premium division of the coin-machine industry has seen.

For the last six years the firm has been known as Liberty Clock and Novelty Company. Joe Greene explains that they have always used the Statue of Liberty as an emblem on their letter-heads and when they decided to use a trade name for their firm, it occurred to him that the sign of Liberty offered one of the best names they could use.

They report that the Baltimore offices will continue under the supervision of Mr. Greene and will remain at the present address on West North avenue. Mr. Greene is well experienced in the premium industry. The Washington offices on H street, Northwest, will remain in

charge of Morton Hammer, who is well known to coinmen in that area and who is also known as one of the best combination men in the business. Morton has a reputation for having never failed to satisfy a customer in making up a combination of articles for use in a digger. His combinations are well known thruout the territory.

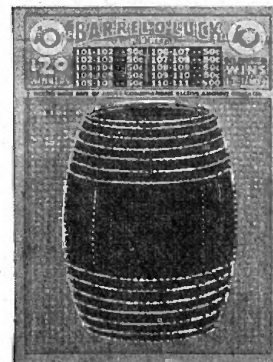
They are preparing for a great revival in the merchandise biz with the coming of spring weather. Their offices in Baltimore and Washington report increasing business and the New York office is expected to exceed the business done by both of these offices within the next six months.

Pittsburgh Wants Games

PITTSBURGH, Feb. 15.—Shades of the enthusiasm and prosperity that ruled the recent Chicago coin show are very much in evidence in local headquarters of coin-machine jobbers, who have been swamped with orders for the new types of games that invaded the market.

J. D. Lazar has been a very busy person since his return from Chicago, informing operators of the new trend in the pin-game industry and filling orders. Mr. Lazar, prominent jobber here and president of the National Automatic Distributors' Association, predicts a demand greater than ever before for all types of coin-operated machines. They are in keeping with the progress of time and their growing popularity in various locations is inevitable, Mr. Lazar predicts.

That the coin industry has been growing in the local territory is proved by the fact that Pittsburgh now houses six jobbers of coin machines, a number double that of last year. Within a few blocks of Fifth avenue are located the newly opened branch of the Atlas Novelty Corporation, the Coin-o-Matic Machine Corporation and the local branch of Oriole Coin Machine Corporation. B. D. Lazar & Company maintain their headquarters on Forbes street, the American Cigaret Machine Company is located on Grant street and the Western Pennsylvania Vending Company, represented by Gus Georges, is making its headquarters in the Carrick district.



IT'S A MONEY-MAKING HIT!

"OPERATORS" 120 WINNERS BARREL-O-LUCK

1440 Holes. Form BL-604.
Takes In \$144.00
Pays Out 102.00
Profit \$42.00

PRICE—Thick Board—Jumbo Tickets—\$3.93
Metal Case! Plus 10% Federal Tax.

GLOBE PRINTING CO.

1023-27 Race Street, Philadelphia, Pa.
418 South Wells Street, Chicago, Ill.
22 West 23rd Street, New York, N. Y.
477 Third Street, San Francisco, Calif.
1352 N. E. 1st Avenue, Miami, Fla.
272-274 Marietta Street, N. W., Atlanta, Ga.
3502 1/2 McKinley St., Tacoma, Wash.
227 S. Presa Street, San Antonio, Tex.



1/3 Deposit, Balance C. O. D., F. O. B. Chicago

BEST BUYS ON USED GAMES

Pin Games	Fly'n Trapeze	Tri-A-Lite
Action, Jr. \$ 6.50	Sp. Games \$10.00	1-Ball Payouts
Ball Fan 15.00	Pin Games	Elect. Battle
Beacon 7.50	Golden Gate \$ 4.00	Ball \$53.00
Beam Lite 7.50	High Hand 19.00	Gold Rush 22.50
Big Game 15.00	Hunter 29.50	Put 'n' Take
Cher Leader 15.00	Kelly Pool 5.00	Late Model 18.00
Chicago Expr. 10.00	Kings 12.00	Prospector 39.50
Crisis Cross	Kings of the Turf 17.50	Rapid Fire 16.00
Pin 5.00	Par Golf 15.00	Rodeo 30.00
Oris Cross	Rebound 7.50	Sportsman 10
Lite 10.00	Rockola '24' 13.00	Ball 17.00
Cross Country 17.50	Score-A-Lite 8.50	Traffic 'A' 23.50
Cyclone 14.00	Scream 18.00	Ticket Games
Dealer 8.00	Sensation 5.00	Rodeo \$35.00
Drop Kick 8.00	Six-Sixy-Six 22.00	Whirlpool 35.00
Five & Ten 15.00	Spelling Bee 8.00	COUNTER GAMES
Flash 25.00	Split Fire 20.00	Horseshoes \$ 5.00
Flying Colors 15.00	Split-Lite 10.00	Ticket 7.50
Frisky Trip 15.00	Traffic 'Mod. of C' 10.00	Roll-Matic 2.50
Jr. 6.50		Select 'Em 5.00

FIRST WITH LATEST NEW GAMES. GET YOUR NAME ON OUR MAILING LIST. NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey, CHICAGO, ILL.

REAL BARGAINS

Shipped Ready for Operation

38 PUT & TAKES	\$12.50
32 DO & DON'TS	12.50
17 GOLD RUSHES	15.00
3 RAPID FIRES	10.00
7 STAMPEDES	20.00
6 PROSPECTORS	35.00
22 SPORTSMAN, oak finish	15.00
10 JUMBS, Each	50.00
1 25c Play JUMBO	60.00

1/3 Deposit.

BIG STATE NOVELTY

1304 Throckmorton, Fort Worth, Texas

SUPERIOR SALESBOARDS

WRITE FOR CATALOG

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
1210-12 CENTRAL PARKWAY CINCINNATI, O.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

TRICKS

**NO BATTERIES
NO KICKERS
NO SPRINGS
NO LIGHTS-NO PINS**

TRICKS has everybody talking! Yes, **EVERYBODY**—jobbers, operators and players, too! It's so different—so fascinating. Every single player will wild over the breath-taking antics of the ball as it swoops off the curved buffers and twirls around the saucer-type holes. Can be used with from 5 to 10 balls. Action clear to the very bottom!

JUNIOR MODEL
40x21" Cabinet. Uses Large 1" Steel Balls. Priced F. O. B. Chicago, Ill. Tax Paid. **\$39.50**

SENIOR MODEL
62 1/2 x 26 1/2" cabinet. Uses Extra Large 1 1/2" Balls. Priced F. O. B. Chicago, Ill. Tax Paid. **\$74.50**

Now!
COUNTER MODEL GRISS CROSS
\$17.50
The most interesting game in a Junior Size. Tax Paid F. O. B. Chicago.

GENCO, Inc.

2625 N. ASHLAND AVE. CHICAGO, ILL.

IMMEDIATE DELIVERY!

Distrib Order Ginger To Meet Growing Demand

CHICAGO, Feb. 15.—Sam Wolberg, Sam Gensburg and Lou Koren, of the Chicago Coin Corporation, agree in reporting that their new novelty pin game, Ginger, has taken the country by storm. "Ginger was the cause of much comment by operators and jobbers at the recent Coin Machine Show. Everybody who played the game while it was on the floor were thrilled by its action and could foresee the marvelous earning power of such a game. They were generous with their orders and clamored for immediate shipment. After the show the engineering department of the Chicago Coin Corporation made certain refinements on Ginger, and the first samples that were shipped to the trade met with overwhelming praise. Orders were increased and shipments were asked to be hurried.

"Ginger is now in full production at the Chicago coin factory, and carload shipments are leaving daily and will continue to do so for quite some time to come.

"Supreme Vending Company, Brooklyn, has had a standing order for 75 games a day until its order of 1,000 games is completed. The Weston Novelty Company, London, has ordered two carloads of Ginger for immediate shipment. Tony Gasparro and Major Samson, of the Western firm, are highly enthused with the game and are recommending Ginger to their British and Continental clientele. Jobbers all over the United States are featuring Ginger.

"It is a high-speed high-score game that will click instantly where a clever action game goes over. Six kickers provide breath-taking action; balls shoot around curves, loop the loop and go speeding down elevated rails. As a ball passes over the skill trigger the kickers shoot and advance the balls in the 500 and 1,000 pockets to advance to the next higher score. Triple-kicker action progresses the ball from the 1,000 pockets to the 3,000 pockets. Ginger is de luxe thruout from its smartly decorated cabinet to the chrome hardware and gayly colored playing field.

Contests Used To Boost Play on Tricks Games

CHICAGO, Feb. 15.—Tricks has everybody talking, the officials of Genco, Inc., claim distributors, jobbers, operators and players alike are said to be highly enthused about this new Genco creation, which has met with immediate acceptance by the trade.

"Tricks uses no batteries, no kickers, no springs and has no lights or pins on the board, yet it provides the most fantastic and entertaining action. Every player is highly enthused and amazed over the clever antics of the ball play as it speeds off the curve buffers to twirl around the saucer-type holes. Tricks may be used with from 5 to 10 balls. The junior model is standard in size and comes in a 40-inch cabinet. Tricks junior uses large one-inch steel balls.

"Distributors and jobbers all over the country report that their operators are conducting Tricks contests on their locations and are working up tremendous interest in the game.

"Tricks senior is the perfect game for clubrooms, theater lobbies and de luxe locations. Tricks junior is ideal for every type of location."

TIT-TAT-TOE

The Sensational Counter Game! Get Yours Now!

THE HIT OF THE SHOW—Greatest Penny Collector ever made. Beautiful modernistic cabinet. Easy and fun to play. Double door and register model which counts all pennies entering machine, \$2 Extra. **\$17.50**

Immediate Deliveries!

Trimount Coin Machine Co.
1292-98 Washington St. BOSTON, MASS.




SOMETHING BRAND NEW

in a PENNY PLAY Cigarette Machine

its "PLA • PAX"

Makes Its Awards With Printed Tickets Automatically

Introductory Price Only \$12.95 F. O. B. Chicago



The only Penny Play Cigarette Machine of its kind—issues tickets on winning plays, giving you an absolute check on awards—of variable denominations. Equipped with legal ball gum vender, visible coin window, 100% mechanical silent operation—plenty of player appeal—and plentiful profits. Order yours today at special introductory price. Size, 15x12x7. Weight, 23 lbs.

GARDEN CITY NOVELTY MFG. CO.
4329 E. RAVENSWOOD AVE. CHICAGO, ILL.

BARGAINS

AUTOMATIC PAYOFF.

BALLY JUNIOR	50.00
BALLY PROSPECTOR	50.00
BALLY CHAMPION	17.50
BALLY TRAFFIC	17.50
KEENEY'S MIMOTH	50.00
KEENEY'S 7-11	17.50
KEENEY'S PYRAMID	17.50

All the above except the Pyramid are equipped with Check Separators and Checks. All are in perfect condition and appearance and have clear playing fields and cabinets, good legs and batteries. The 7-11 and Pyramid have Keeney's Free Game Wheel in addition to Automatic Payoff. None would be offered at these prices but for local conditions. Limited quantity. First come, first served. One-Fourth Deposit on All Orders.

STRAIGHT PIN AND COUNTER GAMES.

Action Jr.	7.00	O. D.	\$ 8.50
Barrel Roll	14.50	Bally Skipper	2.00
Big League	18.50	Quikskiver	12.00
Bliss Ribbon	4.00	Pennant	14.00
Banker	17.50	World Series	4.00
Cannon Fire	10.00	Jig Saw	5.00
Shyvers, L'ge	10.00	Penny Smoke	7.50
Contact Sr.	10.00	Penny Pack	12.50
Hockey	12.50	Superior Ciga-	7.50
Fleet Jr.	8.00	retta	7.50
Signal, Sr.	12.00	24 Vanders	8.00
Traffic C.	10.00	Steepchase	2.50
Dandy Vender	4.50	Pok-O-Roll	4.00
Solitaire	4.00	Skyscraper	1.00
Official Sweep-	4.00	Booster	3.00
stakes	4.00	Bally Cub	2.00
Par Golf	14.00	Bally Poker	2.00

The above games have been carefully checked, have clean playing fields, good batteries and legs and are ready to place on location when you receive them. One-Fourth Deposit on All Orders.

NEW GAMES.

Show Hits Ready for Delivery.
Bally Penny Ticket... \$4.25 Payout. \$415
Bally Peewee Ticket... 125 Payout. 115
Bally Rambler Ticket... 125 Payout. 115
Stoner's Double Up Payout... \$87.50

These new games are real hits and I back them with my personal guarantee of satisfaction or your money back.
Factory Prices and Quik Deliveries on Any New Game You Want.

JONES F. BLAKELY

557 W. Washington St., Greenville, S. C.
Phone 815.

UNION NOVELTY CO., Inc.

Direct Factory Distributors For
WESTERN EQUIPMENT & SUPPLY CO.,
Featuring **LINE-O-PONIES**—MARRONY
BELL STOCK MARKET, WILD FIRE.

PACIFIC AMUSEMENT MFG. CO.,
Featuring **PAMCO**—**PAK-A-PAMCO**
SPEEDWAY, PAMCO PLAY.

THE CAPEHART CORPORATION,
Featuring **THE CAPEHART**
ORCHESTROPE PHONOGRAPH.

TOM THUMB PEANUT VENDERS.

Write Today for Your Prices on All the Above New Numbers.

THIS WEEK'S SPECIALS IN RECONDITIONED MACHINES, PIN GAMES.

Action, Sr.	\$10.00	Spot Light	\$12.50
Big League	25.00	Tick-A-Lite	12.50
(Model B)	25.00	Signal, Sr.	8.50
Sorlimmage	25.00		

HIGH COUNTERS (1 Shot, Like New)

Mysterious Eye	(Brand New) \$42.50
Pearl Harbor	(Brand New) 35.00
Counter Games	25.00

Flying Col- W a g o n
ors... \$ 8.00 Wheels... 10.00
Lucky Eyes... 3.50 Tit-Tat-Toe... 17.50
Pipe Eye... 3.50 (New)
Select 'Em... Punched... 19.75
Dice... 0.50 (New)

GET ON OUR MAILING LIST—IT WILL SAVE YOU MONEY.

UNION NOVELTY CO., Inc.

4469 Olive Street, St. Louis, Mo.

but which you can't leave alone. In other words, it really is a teaser. And for competitive play, where a bunch of the boys play for so much a game, Teaser is in a class by itself. I personally have seen a group of jobbers competing on a Teaser for more than three hours at a stretch. And then they quit because we were locking up the factory."

Detroit Jobber Moving Into Larger Quarters

DETROIT, Feb. 15. — B. J. Marshall, Inc., local jobber, is moving to a new location at 3730 Woodward avenue, across from Orchestra Hall, about half a mile uptown from the present location. The new location will give 12,000 square feet of space.

Additional accommodation has been necessary to handle the volume of business, Marshall says, and parking conditions will be much better in the location further uptown. The original store has been so crowded that machines could not be handled speedily enough in recent weeks, despite the addition of space in two adjacent buildings.

The new building will have a two-story layout, Marshall said. He pointed out that he was able to dispose of his old lease advantageously to an adjoining restaurant, altho it had only a year and a half to run.

Marshall has been appointed distributor in this territory for several well-known coin-machine manufacturers, he said.

Three Lights Appeal to Players on Counter Hit

CHICAGO, Feb. 15.—A counter model pin game, said to combine both selector appeal and skill appeal, is the latest offering of the Bally Manufacturing Company. The new game, Teaser, embodies light-up features and is built around a central idea which the makers describe as revolutionary in character.

Three lights are arranged at the top of the panel and the object of the game is to guess which light will light next. Player shoots ball into runway opposite light he selects and if that light flashes he is credited with one correct guess. Automatic totalizer registers the number of correct guesses per game. The machine is also equipped with a device to show the number of balls played.

Ray Moloney, Bally's president, is enthusiastic about the reception given Teaser by operators who have seen it. "They call it the game with Vex-Appeal," Ray stated. "It's one of those tantalizing games that gets your goat



STONER CORPORATION

Aurora, Illinois

READY FOR DELIVERY!

MAD CAP \$47.50
SHOOT THE CHUTES \$39.50
DOUBLE UP \$87.50 | LITE-A-BASKET \$43.50

Write for Price List of Used Cigarette Machines, Pin Games, Peanut and Gum Vendors, Etc.

DROBBINS & CO.
 1141 8th AVE. BROOKLYN, N. Y.

EVANS' WINNERS

Follow the big Clipper Ship on its flight.
★ CLIPPER A ten-ball pin table. 42"x21". \$41.50 (As Illustrated)

★ ROLL-ETTE A perpetual life, automatic payout with the fascination of real roulette. Three coin-chutes. \$262.50 triple earning capacity. 45"x20"

★ LITE-A-BASKET A snappy basketball game with new Fieldlight Score-board. 10 balls. \$43.50 42"x21"

H. C. EVANS & CO.,
 1522-28 W. Adams St. CHICAGO

DANCING DOMINOES

Exciting New Dice Game

We asked 500 prominent operators what they wanted in a counter game. DANCING DOMINOES was built to their specifications.

It attracts attention. The beautifully finished wood cabinet is of modernistic design. Inset card printed in Chinese Red and rich blue on silver foil. Mechanism is sturdy, simple and trouble proof. A.B.T. coin device.

BIG PLAY - BIG PROFITS
 Played with 3 specially designed dice. Without a doubt the most alluring reward card ever devised. Very liberal payout. The profit PER PLAY is less, but DANCING DOMINOES gets action. Over a short period of time, it returns greater profits to the operator than a machine with a larger "take." You're interested in profits.

SPECIAL LOW PRICE \$10.50
 SEND 1/3 WITH ORDER

STAR SALES CO. 3901 WAYNE AVE. KANSAS CITY, MO.

ACTION	\$4.00	BALANCE	\$10.00	Eastern Dist.	J. H. KEENEY
ELECTRO	4.00	KINGS	10.00	New York	PAGE
GOLDEN GATE	4.00	KINGS of the TURF	10.00	State Dist.	SUPERIOR SALESBOARDS
CRISS CROSS Aite.	7.50	PAR GOLF	10.00	Eastern States Representatives	
MAJOR LEAGUE	7.50	HOP SCOTCH	15.00		
SIGNAL SR.	7.50	SCREAMO	15.00		

1/3 Deposit, Balance C. O. D.
 Write for Information on All Latest Games. Also Price List of Used Games.

KAUFMAN 455 West 42nd St. Del. MEadallion 3-0468
 ITC. NEW YORK CITY

SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.50 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

Takes in \$24.00
Costs You \$2.90

WRITE FOR SAMPLES AND PRICES.
General Sales Company
 121 4th Avenue, South, NASHVILLE, TENN.

One-Third Cash with Order, Balance C. O. D.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY DESCRIPTION.

ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.
BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

READY FOR IMMEDIATE DELIVERY

Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Groetchen's Punchette.

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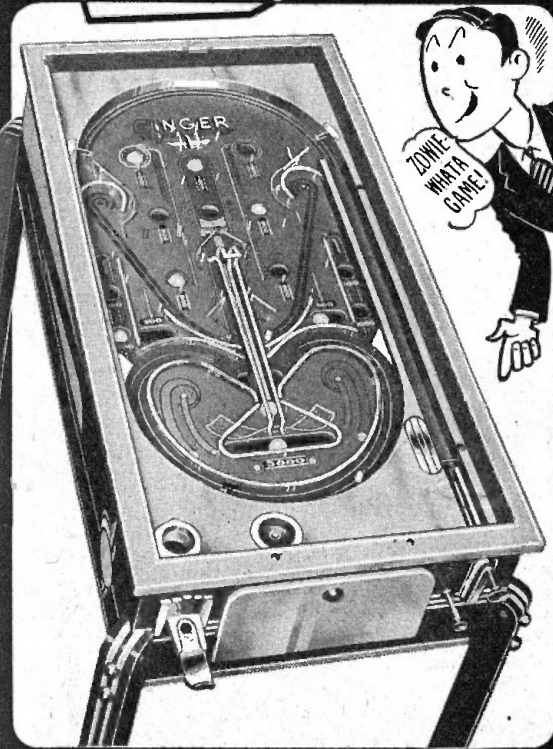
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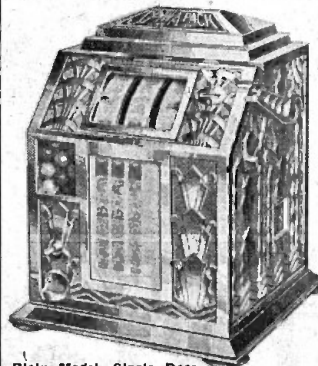
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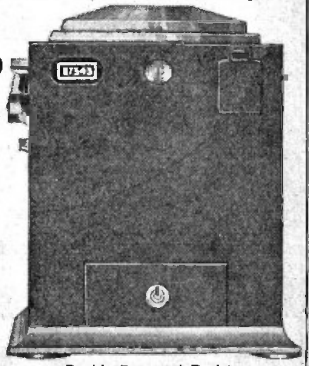
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1 3/8 IN. COMPOSITION BALL

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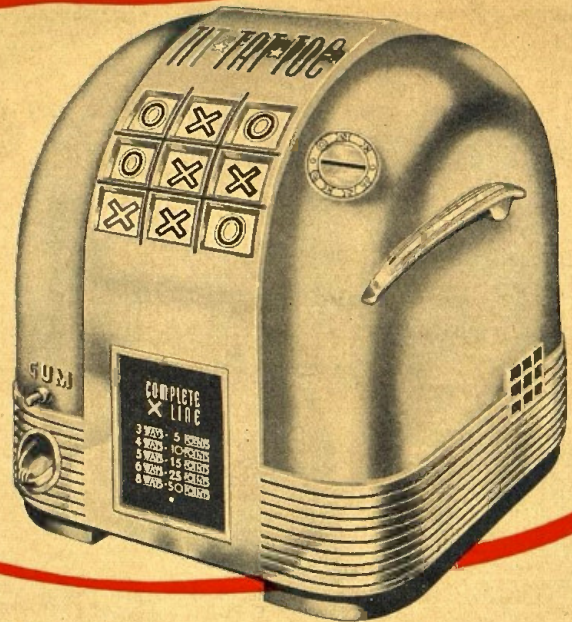
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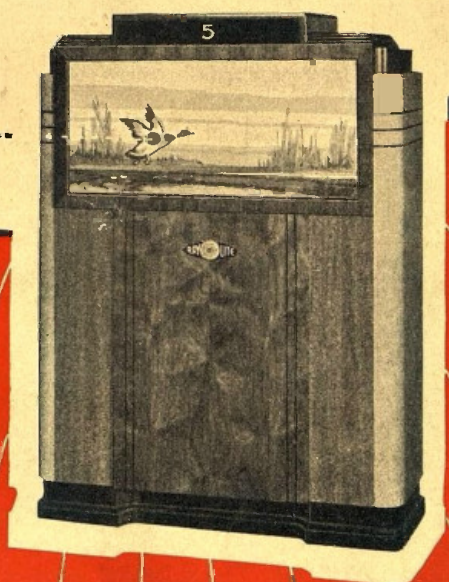
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