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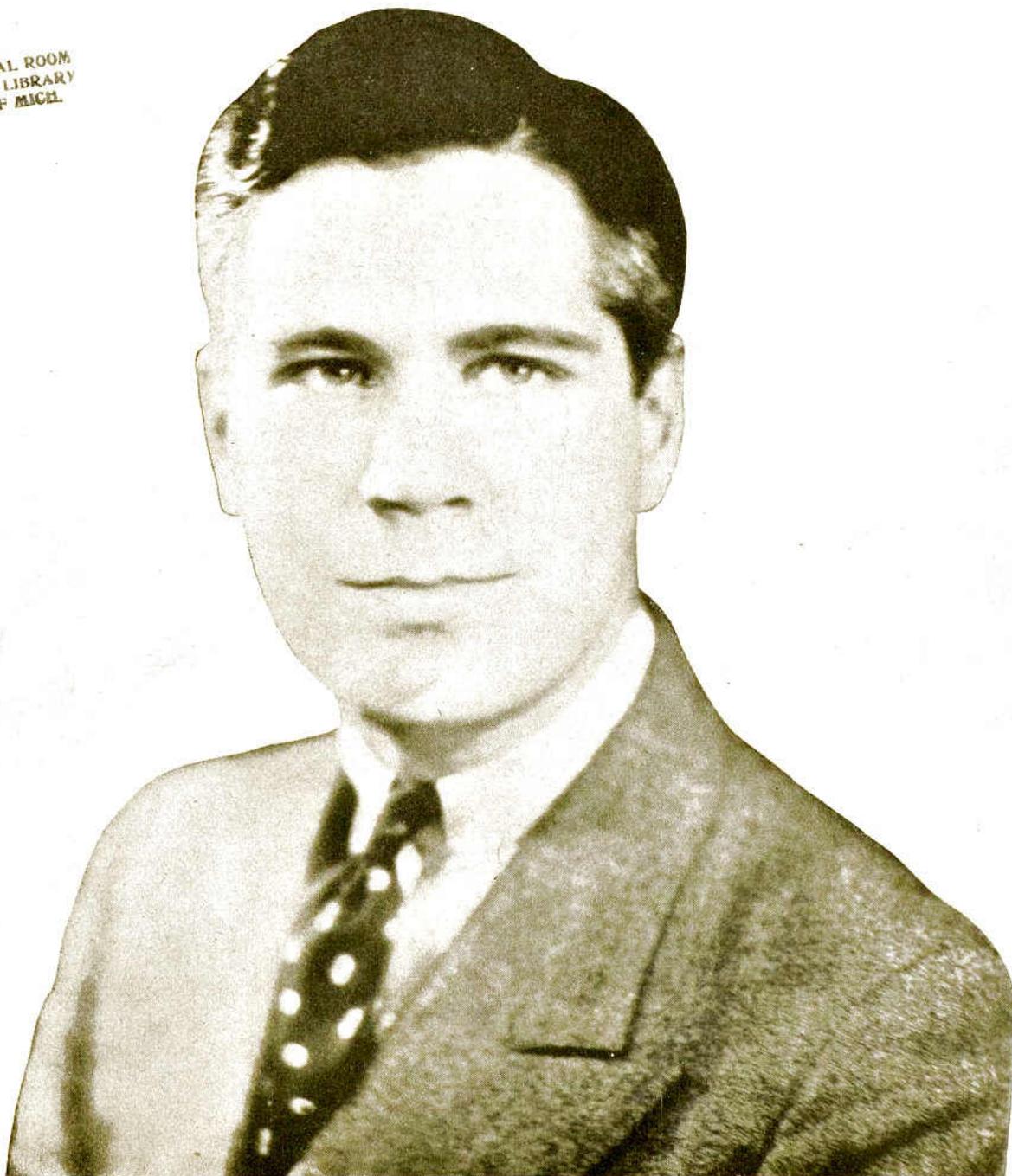
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The Billboard

The World's Foremost Amusement Weekly

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The Billboard

Vol. XLVII
No. 11

The World's Foremost Amusement Weekly

March 16,
1935

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CODE PRINCIPLES TO STAY

Maria Rasputin "Name" Feature For Hagenbeck-Wallace; in U. S. A.

SARASOTA, Fla., March 9.—Headquarters of the Ringling Circus interests here were all aflutter this afternoon following announcement that Maria Rasputin, daughter of Russia's mad monk, had arrived in New York en route to Peru, Ind., to join Hagenbeck-Wallace-4-Paw-Sells Bros.' Combined Circus. She was discovered in London last winter by Pat Valdo and was brought here as a "name" feature for the show, altho the nature of her act has not been announced. In London she worked a group of lions.

A handsome fair-haired woman whose family name will go down in history, she is working to obtain money, she said in London, to finance a book which will tell "the truth" about her father. She is quoted as saying "what has been written up to now is not the whole truth; my book will tell the whole story."

Before going to Liverpool to take over the lion act Mile. Rasputin gave dancing exhibitions in Europe. She was imprisoned in Russia during the revolution and escaped to Paris.

Press department of the Ringling interests has been working on paper and publicity material for the new name for several weeks and not until she arrived in New York on Friday was anything said publicly about her engagement for the Hagenbeck season.

NRA Idea Being Extended But Codes May Be Curtailed

Amusement industry affected by Congress probe into two-year extension of NRA—administration favors maintaining labor provisions—show biz apathetic

WASHINGTON, D. C., March 9.—Altho the future of the NRA is not definitely set, it appears that NRA principles will be continued at least another two years. This means that the six amusement fields covered by NRA codes will remain under NRA guidance, altho the codes will probably be shorn of much of their present

power over trade practices. It is generally agreed, however, that the code labor provisions will be maintained. There are codes now covering the film industry (including exhibition, vaudeville, production, distribution and laboratory), the legitimate theater, music publishing, radio, burlesque and bowling. The bulk of the amusement industry is under these codes and would be affected by whatever action the government takes on revising the NRA. President Roosevelt has virtually dumped the problems of continuing the NRA into the lap of Congress, which is now conducting hearings thru the Senate Finance Committee.

The picture code authority has been under fire lately and will undoubtedly be wallowed during the current Senate hearings. The burly code authority is now operating without an appropriation. Vaudeville has not been given much attention by the picture code authority (See CODE PRINCIPLES on page 16)

Showmen's League Theatrical Night Overwhelming Success

Notable array of talent in second annual spring show—attendance passes 600 mark—net profit expected to beat last year's—show exceptionally well handled

CHICAGO, March 9.—The second annual spring Theatrical Night of the Showmen's League of America, held Monday night in the College Inn of the Hotel Sherman, was an overwhelming success from every standpoint. Attendance passed the 600 mark and the show presented was probably the biggest ever seen at the Inn. Final check on the receipts has not yet been made, but indications are that the net profit to the league will exceed that of last year's affair. The theatrical profession responded nobly to the league's request for co-operation, with the result that there was a tremendous array of talent. A number of well-known acts present were unable to go on for lack of available time. From eight o'clock until three in the morning the festivities continued almost uninterruptedly, and patrons were loud in their praise of the show.

This year's show was exceptionally well organized, league officers and committees having profited by the knowledge gained in handling the initial Theatrical Night last year. J. W. (Paddy) Conklin, president of the league, worked unremittingly on advance arrangements, altho he was out of the city until a week before the show. Sam J. Levy, chairman, and Jack Nelson, co-chairman of the committee on arrangements, were in charge of the entire affair and for weeks gave generously of their time and efforts, directing the work of other committees and attending to the thousand and one details that meant success. They had the fullest (See OVER 600 ATTEND on page 52)

"Stage Unity" Formed To Take Theater Out of Broadway Control

NEW YORK, March 9.—An organization to bring back the road—but in a new form, and with its sponsors insisting on the angle of a complete breakaway from all accepted Broadway production schemes—was formed this week to "take the legitimate theater out of Broadway and redistribute it over the entire nation wherever it is wanted." Plan would include the establishment of 10-city circuits thruout the country, wherever public response indicates, using permanent companies playing in new plays, with occasional revivals. Emphasis is laid on the fact that shows would not be aimed at New York—nor would they even play it. Idea is to break away completely from

Broadway control and methods, and let the rest of the country in on legit. Outfit is known as Stage Unity of America, and R. Paulding Steele is listed as Director of Assessors. Offices are at 112 East 19th street.

Present campaign confines itself entirely to lining up public support, with nothing in production line contemplated until there is a guarantee of audiences in at least one 10-town circuit. No one directly connected with Broadway is at present in organization, in effort to emphasize to rest of country that movement represents a complete breakaway. Financial backing not divulged, but actual promoters are understood to include several nationally trained publicists and organizers.

Movement, according to Steele, has been quietly forming for the last two years. Present plans include working thru chapters in each of the cities included in the proposed circuits. Litera- (See "STAGE UNITY" on page 16)

Bee Jung Asks 75 G's for Injuries

NEW YORK, March 9.—Bee Jung, vaude and circus trapeze aerialist, is suing the mayor and city council of Baltimore and the Bauml Temple AAOHM Shrine for \$75,000, claiming permanent injuries sustained when she fell 40 feet to the ground in the Baltimore Stadium on June 2, 1934. Miss Jung broke her left arm, suffered ankle and internal injuries and will never be able to do her act again, her attorney, Irving Schneider, claims.

Miss Jung, appearing for the Shrine, climbed up to dismantle her apparatus (See BEE JUNG on page 66)

Moore Out as N. Y. Garden P. A.; Post May Be Vacant

NEW YORK, March 9.—One of Madison Square Garden's hot seats, the press-agent post, is vacant again. L. Porter Moore, erstwhile publicity counselor, is out after serving less than two years, during which time he was in difficulty with the rodeo and other functions. The announcement says he is going with a brewery company. Inquiries (See MOORE OUT on page 66)

Mix Straws 'Em at Opening

Bad Weather No Bar at Compton

Performance over big—parade attracts thousands—PCSA sends floral pieces

COMPTON, Calif., March 9.—Tox Mix Circus and Wild West opened its season here Wednesday, and while it was decidedly chilly during the day and unseasonably cold at night, show had a straw matinee and near capacity at night. General admission sale was closed at night as the blues were all "strawed down" and money refunded to many who did not care to sit on the ground. The street pageant was witnessed by (See MIX STRAWS on page 31)

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Tenn. Tax Is Protested

Showmen rally against proposed amusement levy—Sunday shows may go thru

MEMPHIS, Tenn., March 9.—Jubilant in amusement circles over introduction of a bill legalizing Sunday theatrical performances by local option turned to dismay when it became known two days later that the joint legislative committee on finance is framing a measure to tax all forms of amusements.

Details of the proposed tax measure are (See TENN. TAX on page 16)

Actors Dinner Club To Fold

Long battle against heavy odds ends with announced closing set for Saturday

NEW YORK, March 11.—The Actors' Dinner Club, which has been serving free meals to the needy of the profession for the past three and a quarter years, will shut down on Saturday unless unexpected aid is forthcoming. In an uphill battle against increasing costs and decreasing revenue, the club was finally beaten, Bessie Beatty, president, announcing the coming closing in a statement issued yesterday.

The club had many homes during the years of its existence. Started by Selena Royle late in 1931, it opened at the Union Church. Later it moved to a variety of rooms, and for the last year and a half it has been at the Hotel Woodstock. According to Miss Beatty, James Knott, of the hotel management, has co-operated with the executive committee in every way in an effort to find some means to keep the club going.

The club was open to the public, a dinner and floor show being offered for a dollar. Of that 50 cents went to feed the jobless. Arrangements were so ordered that diners never knew who was paying and who was eating free. Floor shows were contributed by members of the profession.

About 300 meals a night were served when the club was at its height, about half of them being paid for. Of late, however, the number has fallen greatly. One night last week there were 148 diners served, of which 136 were free. Another night recently 159 dinners out of 195 were free.

Miss Beatty in her statement said: "James Knott and the club's executive committee have done everything possible to try to make some arrangement, but we find that all other hotels are reluctant to serve meals at a figure we can afford to pay. There seems to be nothing we can do but close the Dinner Club on Saturday, March 16. Its future will then be in the lap of the gods."

To the end of last week the club has served a total of 331,653 diners, of which 239,905 were free.

"Hamlet" Wins Poll

NEW YORK, March 9.—The poll conducted by Ward Morehouse, of *The Sun*, in an effort to find the 10 most popular plays on a "the-favorites-of-your-life-time" basis, was tabulated today, and *Hamlet* emerged as a clear winner. Edwin Booth was the actor whose name was most frequently mentioned in the poll, the John Barrymore version of the Shakespearean tragedy ran him a close second.

The first 10, with their votes, were as follows: *Hamlet*, 80; *Rain*, 64; *What Price Glory*, 46; *Cyrano de Bergerac*, 44; *Peter Pan*, 41; *The Jest*, 40; *The Green Pastures*, 40; *Journey's End*, 36; *Reunion in Vienna*, 30; *The Cherry Orchard*, 25.

Others well up in the running included *The I Sing* (the most popular musical), *Broadway*, *The Barretts of Wimpole Street*, *Liliom*, *The Circle*, *Canada*, *The Music Master*, *Romance*, *Street Scene*, *The Great Divide*, *What Every Woman Knows*, *Romeo and Juliet*, *Berkeley Square* and *The Wild Duck*. *Abie's Irish Rose* failed to get a vote.

Coffey Sues Biz Manager

CHICAGO, March 9.—Joe Coffey, theatrical agent, has filed suit for an accounting against Mrs. Alma E. Pritchard. Coffey in his bill alleges that Mrs. Pritchard, whom he engaged as business manager, took over the agency while Coffey was in Florida and that she hired relatives and did him out of his share of profits. Mrs. Pritchard is known on the stage as Alma E. Clausen, singer.

N'Orleans "Drag" Ban Lifted in Streets

NEW ORLEANS, March 9.—While Mayor T. Semmes Walmsey objects to female impersonators and would outlaw their stage acts by ordinance, regardless of whether they are legitimate impersonators or not, city police apparently have no objection to impersonators appearing in female garb on the streets during Mardi Gras to advertise one of the spots which employs them. The "impersonators" were parading the streets handing out circulars advertising a spot in Jefferson Parish and coyly inviting men to "come up and see them some time."

Musicians Change Ten Per Cent Rule

NEW YORK, March 9.—American Federation of Musicians has changed its interpretation of the 10 per cent tax on traveling bands passed at the June, 1934, convention of the union. Under the new meaning any band engaged directly by an employer, regardless of the length of the engagement, to play at any amusement center or dance floor attached thereto must pay the 10 per cent tax. Makes no difference whether the date is a one-night stand or a season booking. Tax is split between the local in the territory and the AFM.

AFM has also placed several steamship lines on its unfair list. Included are the Albany Day, Clyde, Colombian, Bernstein, Savannah, Munson, Furness, Withy and American Export Lines.

Jones Market Receiver

CHICAGO, March 9.—Aaron J. Jones, operator of the State-Lake and other theaters here, was appointed temporary receiver for the \$8,000,000 Chicago Produce District Market yesterday pending the working out of a plan for reorganization requested by the bondholders.

Attempt To Inject Politics Into Chicago Relief Situation

CHICAGO, March 9.—There is not a little concern among the bona fide actors now on the State relief rolls here over an attempt that is being made by a few malcontents to inject politics into the situation. The attempt, regarded by the wiser heads as certain to be abortive, is being fathered by an organization recently formed known as the Actors' Political Association. Its avowed purpose is to obtain more consideration from the Illinois Emergency Relief Commission thru political channels. Those thoroly familiar with the situation brand the proposals as grossly impractical and likely to do the actor's cause more harm than good. They point out that the AFA, Equity and other established and recognized organizations are doing all that can be reasonably expected to promote the interests of performers, and that the new association, composed of a handful of small-time performers, can accomplish nothing.

Heading the Actors' Political Association is Mike Kelly, who was connected with the now defunct actors' union and with other union movements. G. M. Hayes, Frank Shannon and William Bennington are vice-presidents and Mrs. Iva Evelyn Maida is secretary.

At a meeting of the association held last Sunday at the Performers' Club some 32 persons were present. President Mike Kelly presided. During the meeting several actors took the floor and told the officers they were taking the wrong attitude toward trying to change the relief situation. They were told by Guy Hickman to "shut up and sit down, you're yellow." As far as could be learned the association is demanding that performers be put back on the

ABC in Turmoil After Storer Quits Management

NEW YORK, March 11.—American Broadcasting Company remained in a state of suspended animation during the last few days following the resignation of George Storer as ABC's general manager and the shrinkage from a 23 to 8-station network. Neither Storer nor Arde Bulova, vice-president, who is expected to succeed Storer as general manager, could be reached. Storer, who retains his stock interest and president's title, is leaving in a few days to return to his Detroit tube factory.

It is expected that ABC will shortly vacate the temporary headquarters recently taken at 711 Fifth avenue, probably centering at 501 Madison avenue, where WNEW, its New York station, is located.

ABC is now working with a skeleton staff. Kitty Crain has succeeded Leah Rule as traffic manager. Mrs. Rule returning to Detroit. No one with the network seemed to know just where matters stand.

Reports from the Western stations affected by the ABC shrinkage were that the stations were plenty peeved at the action. Some of them, it was stated, received scant notice that their program service was to be ended, leaving the broadcasters high and dry when the breakup took place.

Testimonial to Coulcher

NEW YORK, March 11.—A testimonial dinner is being given to Paul N. Coulcher, secretary-treasurer of Local 16 of the Restaurant Workers and Bartenders' Industrial Union, Tuesday evening, March 26, in the Hotel Commodore. Coulcher is celebrating his 25th year in the labor movement. Jack Dempsey is honorary chairman of the arrangements committee and Dr. Miron Filurin is the chairman, Morris Reiff the treasurer and Harry S. Koenig the secretary.

Report Made On Tickets

Question of enforcement of broker clauses up to legit code body

NEW YORK, March 9.—The question of enforcement of the ticket broker clauses in the legit code will be thrown squarely up to the code authority, according to present indications. The committee appointed to investigate enforcement made its report, which was made public this week, its chief recommendation being, in effect, that the code authority be put flatly on the spot. The authority has as yet had no official notification from Washington, but it will consider the question as soon as word is received. Current betting favors abandonment of the ticket clauses, it being figured that rigid enforcement would cost too much in both time and dough. The ticket clauses have been a major bone of contention, off and on, for the last two years, and have precipitated more crises in legit's NRA setup than any other eight causes combined.

The committee was originally appointed when the revised code went into effect, but it postponed action until the ticket clauses became operative. They were delayed because a few weeks of grace were given brokers to sign up. Then they were further delayed because of suits by the brokers. When the decision finally went in favor of the code authority some sort of enforcement theoretically got under way and the committee went into its huddle.

The committee is composed of Lee Shubert, chairman; Brock Pemberton, William McBride, Philip Wittenberg, Paul Shields and Morris Rosenstein. The report was signed by all except the two last named.

It recommends:

"A.—The code authority should be requested to immediately notify the board (NIRB) as to whether or not it intends to enforce compliance and to provide an adequate budget for the enforcement thereof.

"B.—That should the code authority notify the board that it is unwilling or unable to enforce compliance, then Article VIII should be deleted from the code."

In its survey the committee found that attempts to regulate the sale of seats by statute have failed because of the holding that it was a private business, but that the managers could regulate sale thru agreement with the brokers.

"Responsibility for enforcement rests primarily on the managers," the report read, "and since it is thru themselves and employees that the tickets are distributed to the general public and the brokers, any attempted enforcement must have the closest co-operation of the managers. That co-operation has not been had, and the evils of the 'buy,' (See REPORT MADE on opposite page)

CLIVE SHERMAN

This Week's Cover Subject

CLIVE SHERMAN, now leading his own Riviera orchestra, is unique in the ranks of dance band leaders in that most of his schooling has been in the symphonic and operatic fields. This background is stressed by Sherman and featured in his arrangements. Playing under such noted conductors as Leopold Stokowski, Eugene Goossens, Alexander Smallens, Emil Mylnarski, Freddy Stock and Ossip Gabrilowitch, he has been a member of both the Philadelphia Symphony and Philadelphia Grand Opera orchestras, with which organizations he has also appeared on the air and made recordings. His musical education includes four years at the Curtis Institute of Music, Philadelphia, and leading European schools, resulting in a thoro classical education.

With his own orchestra Sherman has appeared at the Hotel Statler and Chez-Ami in Buffalo; the Hotel Syracuse in Syracuse; Hotel Bethlehem in Bethlehem, Pa., and many college, fraternity and Junior League balls.

A typographical error in the biographical sketch of Eddie Peabody on this page in the March 2 issue accounted for the statement that banjo showman was married to Maude Kelly in 1934. This should have appeared as 1924.

Our sincere apologies to Mr. and Mrs. Peabody and to those who might have gleaned the wrong impression from the error.

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Mardi Gras Best In Ten Years

NEW ORLEANS, March 9.—With theaters, night clubs, side shows, pitchmen and beer gardens doing capacity business, this city brought the greatest Mardi Gras in 10 years to a close somewhere around 6 a.m. on Ash Wednesday (6) when the night clubs turned out their last patrons.

It was one of the gayest carnival celebrations in years, marked by a large and enthusiastic attendance. A leading hotel here put a checker to check the mobs passing thru the lobby and before noon over 250,000, including repeats, had passed thru. With this rate holding, close to a million would have passed thru that lobby before midnight.

Theaters, which had been finding the going tough, had standees exceeding the pre-depression era. *Roberta* at the Orpheum had a steady line; so did *Vanessa* at Loew's State, *Gold Diggers of 1935* at the Saenger, *White Lies* at the St. Charles, *Little Colonel* at the Tudor (holdover) and *Babooza* at the Globe. Even the Liberty, whose business is way off, took a jump with *Murder in the Clouds*, and the subsequent-run houses in the commercial area played to standees.

Night clubs had been turning them away for the week. Despite weak shows in most spots the patrons kept coming, and the Bourbon street group—Prima's, Village Barn, Vanity Club and Nut Club—were running almost all day Mardi Gras.

Stagehands and musicians got a break in the carnival balls, which gave added employment.

CHICAGO, March 9.—Ted Cook, orchestra director of the Oriental Theater, had to leave the show yesterday due to a badly infected right hand that will keep him from waving the baton for at least a week.

Princess YVONNE
PSYCHIC WONDER
OPEN TIME—DOC. M. IRVING
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HARAD, Terre Haute House, Terre Haute, Ind.

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INGENUITY, some Leads. Must do Singing Specialties. Preference those who dance. Also General Business Man to double Trumpet in Orchestra. Also Novelty Vaudeville Acts. Prefer those doing Singing Stage Bands. Write at once. Junction, Tex., this week; Jacksonville, Tex., starting March 10. Those who wrote before, write again. Silence polite negative. J. DOUG MORGAN, Neale-Helvey Show.

WANTED

Blackface Comic, Dance Team preferred. People in all lines answer. Long season on Platform Med. Show. State all in answer. CONNIE & DOLLY SHOW, Tallahassee, Fla.

TELEPHONE SALESMEN

Year-round work. No layoffs. Fraternal setup. Travel. Commission 30%. Must be sober, industrious. Harold Newton, Buz Zimmerman, Barney Barnett come on.

ART HULL, Hotel Campbell, Moline, Ill.

WANTED—For 2 Circle Stocks, Rep People with Specialties, also Short Cast Scripts, and used Tent Equipment. Write, don't wire, and allow time for mail forwarding. WALDO ALLEN, Mgr. Allen Stock Co., 1801 E. 12th St., Des Moines, Ia.

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FOR SALE LIGHT PLANT

New Condition. 7½ Watt. Full \$50.00. Sound Equipment. First \$25. RICHSON, Scotland, Ga.

WANTED, STOCK LOCATION

For 20-people Musical Revue. A-1 Attraction and Equipment. Wire JOE MARCAR, Kansas City, Mo.

CHIC MYERS WANTS

ACTS for International Revue. This is a Band Fish Revue. Must be high type Acts with punch. Good Novelty Acts answer. Zarah and Collecte answer. Booked eight weeks ahead. State all.

PANTAGES THEATRE, Birmingham, Ala.

WANTED—Used Dramatic Tent and Will only. Must be in excellent condition. Dirt cheap for cash. State particulars and where can be seen. Rep People doubling Instruments and Specialties write. Opening April, please show. Address G. H. WILLIAMS, Gen. Del., No. Wilkesboro, N. C.

Revenge

DETROIT, March 9.—Anxiety of an audience at a stag smoker to see the show acted as a boomerang last week. The show was a political affair. A candidate for office, who was booted off the stage because the audience was impatient for the entertainment, got resentful and called the police. A police raid on the smoker resulted in arrest of four nude dancers and their subsequent fining of \$50 by Judge John Scallen in Recorder's Court. The women had police records for previous strip and other offenses, according to Lieutenant Lester Potter, police censor, who was called in on the case.

Caroline Chew Gives Interesting Dance Program

NEW YORK, March 9.—Caroline Chew, Oriental dancer, gave a successful recital last Friday night at Town Hall, in which she combined both Oriental and Occidental numbers. Her performance was interesting but not exciting. There is no doubt of her ability to hold her audience—her designs are very pleasing and she has a technique that allows you to forget it—but there seems to be no great depth to her work. It is a series of smooth patterns—satisfactory to the eye.

The first part of the program was entirely Eastern. *Mu-Lan*, a masculine dance, was done with a strength and directness that made one feel that a man was dancing it. *Old Prints* and *Two Japanese Sketches* were negligible.

It is rather unusual to see an Oriental do both Eastern and Western movements, but Miss Chew is not at all out of the picture in Western dancing. *Phantasm* was a black specter in jazz rhythm; *Languor* too touched by small nervous movement to carry its name; *Dynamic*, tho not forceful, covered space and was fairly strong. *Nocturne* left you feeling arm-conscious, and the costume was entirely against the dancer.

Corcovado and *Nautch*, from *Scenes of India*, proved the two most popular numbers.

Yank Ballet Extends Again

NEW YORK, March 9.—The American Ballet, which is meeting with unexpected and great success in its premiere engagement at the Adelphi here, has again extended its New York run, this time for an extra week, running thru Sunday, March 17. This is the fourth extension forced by public demand. The engagement was originally scheduled for only five nights.

Equity Nominations Made

NEW YORK, March 9.—The nominating committee of Equity met this week and a slate of councilors for the regular ticket, to be voted upon at the coming general election meeting, was made up. Acceptances have not all come in as yet, however, and therefore the names have not been reported back to the organization. They are expected next week.

The committee was named at the turbulent meeting last Friday, in which the administration group voted down the Actors' Forum, which had put up a slate of nominators in opposition to the administration candidates.

Music Publishers' Code Finally Approved After 2-Year Squabble

NEW YORK, March 11.—John G. Paine, chairman of the board of the Music Publishers' Protective Association, was optimistic upon his return from Washington in regard to the workings of the music publishers' code, which was approved by the NRA after a delay of nearly two years. Following the approval last week, Paine went to the capital to confer with NRA officials for the purpose of clarifying certain situations that have come up in connection with the interpretation of some of the clauses. Code becomes effective March 18.

Code in the main contains all of the teeth the publishers sought to have retained and includes the bribery clause forbidding the furnishing of special arrangements to radio and other artists and any other form of payment, indirect or otherwise, for the rendition of songs. The \$15 per week minimum is main-

ASCAP Tops in 27 Infringement Suits

PHILADELPHIA, March 9.—American Society of Composers, Authors and Publishers won another sweeping copyright infringement series of suits here in the United States District Court before Judge Welsh, who handed down decisions in favor of ASCAP in 27 cases which came to trial here early this week after a considerable delay. Defendants involved included night clubs, theaters, hotels and other users of music. Federal Judge Welsh allowed ASCAP the usual \$250 damages for each infringement charged and \$100 attorneys fees. It is presumed that, as in the past, the composers' society will make a deal and not collect the full amount of the minimum allowed for each infringement under the copyright act.

George E. Beechwood, representing the Society, was told by Judge Welsh that it was peculiar that the defendants filed dissenting answers to the ASCAP charges but failed to take a similar stand when the case came to trial. Thus the court believed that the intent of the copyright act was being frustrated by long delays incurred at the expense of the copyright owners.

In the future the court stated that he would see that infringement suits would be brought to trial more speedily, and he will not consider a dissenting answer sufficient to drag a case thru the courts for two years or more.

Eclipse Opens Chi Office

CHICAGO, March 9.—The Eclipse Rental Department, Inc., a subsidiary of the Eclipse Studios of New York, has opened offices and a completely equipped warehouse here under the direction of Charles Telchner. Syd Clifford, formerly of the Eastern office and previously with the Paramount studios, Hollywood, is studio manager. The Eclipse organization is affiliated with the Joseph Telchner Studios, Inc., of New York, whose staff of artists are responsible for the beautiful settings furnished by Eclipse and being used in this territory by such producers as Will J. Harris, Ernie Young, Jack Pine and others, and the State-Lake Theater; Riverside Theater, Milwaukee; the Warner chain and the Tri-State Theaters of Iowa.

Peabody to N. Y. Palace

CHICAGO, March 9.—Eddie Peabody, banjo king, opens at the Palace, New York, March 29 for two weeks.

REPORT MADE

(Continued from opposite page)
of premiums and of corruption in box offices still exist."

The committee does, however, state that as yet the code authority has drawn up no budget, and that therefore there have been no funds with which to enforce the rules.

As soon as the NIBB shunts the report over to the authority, the latter will have to take a definite stand. The report was read at the last authority meeting, at which sentiment for enforcement seemed to predominate. A committee was appointed to consider ways and means of raising money to enforce the ticket clauses.



Don't Worry Over High Costs - Get a Split-Coach and Keep Your Nut Down!

Say "good-bye" to excessive costs and the sleepless nights they cause.

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MONTHLY TARIFF from FIFTY
GEORGIAN ROOM
For Matinee-Luncheon, Theatre-Dinner! After Theatre Supper, Dine-Dance Until 2 A. M.—to

LARRI'S CONTINENTALS
(WHCA) Entertainment to 2 A.M. No Cover Charge.

SILVER LINING LOUNGE
For Those 4-STAR Cocktails.

Ask for a "Courtesy Identification Card"

24 FLOORS · 706 ROOMS
45th STREET JUST WEST OF TIMES SQUARE
PERSONAL DIRECTION OF JOHN F. MURRAY

It Helps You, the Paper and Advertisers to Monitor The Billboard.



IN THE years that we have been trying to point the way to a revival of interest in vaudeville we have never deluded our suffering audience by indicating success could be attained by prayers, incantations or arguments stuffed with nostalgic sentiment rather than plain horse sense. Our frequent appeals to exhibitors who had deserted "flesh" for straight picture grinding and double-features were based almost entirely on the hypothesis that "flesh" exploitation is good business; that continuous and exclusive attention to films is a tempting, treacherous way of running one's self out of the race for the elusive dollar.

We have never insisted that vaudeville can come back thru the efforts of the performer alone. We have acknowledged, too, that in the final analysis it is not entirely in the hands of the exhibitor, this matter of vaudeville's future. The performer, unfortunately, is not cast as the protagonist in the revival movement. His role is to play up to the leading actor of the piece, catering to his whims, making himself inconspicuous when the star is having his big moments—and swelling the chorus with heaven-resounding bravos when the hero takes his bows. The hero, of course, is the exhibitor—the bizarre fellow who accomplishes the rare feat of stumbling all over himself at every performance, but who listens not to the still, small voices that tell him he is pediculous.

You can go on for years, it seems, telling an exhibitor that certain of his pet, chronic policies are wrong. As long as you are so ignorant of exhibitor nature as to avoid concealing the source of your admonitory counsel it will be as if naught has been spoken. But leave your message lying around in the escritoire of Mr. Exhib. have him pick it up one day and imagine that its words are his own—let this happen and then watch the fun.

Exhibitors of the South and Southwest who are now reporting success with several acts of vaudeville each week (not amateur nights) seem to point to this phenomenon with the pride of one who has made a rare and astounding discovery. They have catered to their gregarious instinct and their vanity by writing to us, telling of their achievements and employing—in most cases—the tone of one who has unearthed a new form of entertainment.

This is excusable and, to some extent, commendable. A large

proportion of the theater men now playing around profitably and enjoyably with midget vaudeville policies have been out of the "flesh" business for so long that the buying and presentation of acts is to them a novel experience. There are among them, too, men who entered the theater business after vaudeville's best days—when the process was definitely a waning one and when managers were shedding vaudeville with the same verve that Main Street bucks were flinging away mustache cups and red underwear.

Vaudeville is creeping back into the show business scene under the gentle escort of the men who legislated it out of existence some five years ago. This is as it should be. Better that it should return slowly—at a snail's pace but headed in the right direction—than be forced on unwilling hands and thrown into a gulley when nobody is looking.

The managers flirting warily with vaudeville in the hinterlands have found public response entirely satisfactory. In several instances they have turned to vaudeville as a powerful ally in fighting the opposition and in making better deals with film exchanges. Vaudeville represents to the boys on our side of the fence an end in itself—a self-sufficient entertainment medium. But to the men who spend much of their time in exchanges and checking the opposition vaudeville will, perhaps for years to come, represent merely a means to an end, a mere auxiliary weapon in the fight for bigger grosses and a ledger sheet bereft of red figures.

It depends to a large extent on the men who set up booking agencies in the reviving areas whether the cautious, untried talent contractors will be steady, satisfied customers or depart, after a few weeks, never to be seen in a vaude booking office again. In several of the new booking situations that have come to out attention contact is made by the theater men direct with acts traveling thru their territory. In such cases a grave responsibility rests with the wild-cattling acts. They can uncover a new field for themselves and their colleagues by giving of their best—in talent, scenic investiture and incidental co-operation. Or they can kill what might have been a good thing by thinking only of immediate results of the date in the form of a few dollars and turn in shoddy performances, cheat on scenery and wardrobe and move not a finger to work up public enthusiasm for vaudeville by cooperating in tieups with service club luncheons and the like.

From the provinces the move to revive vaudeville will spread to the larger cities. It will revert back to the original starting points in the form of better organized shows, booked by large offices at savings effected by the breaking of jumps and the ability of these offices to keep acts working steadily the greater part of the season.

All of this, combined with the current aborted activity of major circuit booking offices, will bring vaude back to more than a semblance of its former glory. But it takes one with a more prophetic leaning and perhaps with less regard for facts than this commentator to pin the process of progression down to dates.

The Broadway Beat

By GEORGE SPELVIN

WILLIAM HARGRAVES sneaked in a bit of propaganda for the actors when he sang the official AFA song at the Frank Crosswaith testimonial dinner. . . . The affairs given by the German White Rats are the liveliest and most homelike of all theatrical functions. . . . Practically everybody either entertains or drinks beer or both. . . . Harry Goldson, CHI theater operator, sailed from New York Friday for a cruise to Jerusalem. . . . Mrs. John Reinhardt, Fox writer, has returned from Hollywood to join her husband, the Para director, now working at the Astoria studios. . . . The members of Local 306 of the pix machine operators' union are throwing a benefit for an ailing member at the Freeman Theater, Bronx, the midnight of April 6. . . . Edna Sedgwick writes from Hamburg (Germany, in case you don't know) that she'll wind up her 12 weeks soon and wants to head back home, altho she's been besieged by offers to remain much longer. . . . Two thrills she got were dancing for the Duke and Duchess of Kent in London and for the King and Queen of Denmark at Cannes. . . . Ben Stein, who together with Col. Arthur J. Benline, has been operating *Revenge With Music* for H. S. Franklin, has been made a Kentucky colonel. . . . As who hasn't? . . . Campbell Productions plans a series of colored pictures for the 14,000,000 colored people of the country. . . . The busiest Broadwayites these days are the boys who paint names on doors in the theatrical buildings. . . . Hollywood should keep its eye on the heroine in the Russian film *Chapayev*. . . . A real beauty, despite the peasant costume and lack of makeup. . . . Leo Mishkin seems to have started a new mode in theatrical reporting, somewhat akin to the candid camera stuff. . . . It's candid interviewing, and the first was the piece on Sam Goldwyn this week. . . . He got kicks from the p. a.'s, too. . . .

Alex Hyde is one performer who knows the value of do-re-mi. . . . He sinks it all into the bank and insurance. . . . Which isn't a bad idea when you stop and think it over. . . . He's a bug on insurance anyhow, and sidelines by selling it. . . . Lester Hammel, of the Morris Agency, has joined the Holland House gym. . . . Louis Epstein, of the same office, is kidding him about his cerise shorts. . . . According to reports, Vic Oliver had an offer to stage the vaude shows at the Palace here. . . . All concerned are in favor except one RKO exec. . . . RKO, incidentally, cut *Man of Aran* down to 35 minutes and ran it in its nabe houses as an added attraction. . . . Sam G. Harris, who is casting the Spanish pictures being filmed in the Astoria studios, needed talent for a 1914 music-hall scene—so he just went over to the Bond Building lobby and practically cast the scene right there. . . . Among those signed were Archie Onri, Roma, Gardner and Gardner, Jack Sully, Redford and Wallace and Prevost. . . . Sid Bernard Jacobs, head usher at Loew's Orpheum, is being touted by friends for the handsomest usher in town title. . . . Tall and blond and has a Southern accent, suh! . . . The Orpheum's femme trade is reported exceptional. . . . As for a cutest usherette title, what about the Titian-haired and striking lass right here at the Palace, who doubles in the booth. . . . A strong-string legit critic who happens to know labor movements pretty well has recently been assigned to all the left wing or even slightly proletarian shows that came along. . . . He objected. . . . When handed his last assignment, that for *Awake and Sing*, he chirped: "What are they trying to do—make a type of me?"

Nate Blumberg's secretary, Larry Waterman, is a cataloging expert on the side. . . . One of the prettiest cocker spaniels in town is owned by Bill Mohr, of Equity headquarters. . . . What accountant at what night spot was embarrassed plenty last week? . . .

Chicago Chat

By NAT GREEN

THE DEATH in Leadville, Colo., of "Baby Doe" Tabor, found frozen in her shack at the Matchless silver mine, recalls the death of her daughter, Silver Dollar Tabor, here in Chicago a decade ago under mysterious circumstances. . . . Both daughter and mother lived spectacular lives. . . . "Baby Doe's" husband, the late U. S. Senator H. A. W. Tabor, gave Denver the magnificent Tabor opera house. . . . There are just two owners of the Ripley Believe It or Not show which will play the San Diego Exposition—C. C. Pyle and Frank Zambrino. . . . Unless, perchance, some other members of the corporation that operated the show at a Century of Progress make good their contention that they're still "in." . . . Raymond Ickes, son of the U. S. Secretary of the Interior, has a car entered in the midget auto races, and he's not in the least superstitious—his car is No. 13. . . . Jacqueline Knip Wieland, Northwestern University freshman and former swimming star, who recently wed the heir to the Welland dairy fortune, is going west to enter the players' school in Pasadena with a view to entering the movies.

Looks as if it might be wedding bells for Claire Powell, night-club dancer, and a wealthy Loop chain business operator. . . . Illustrated circus book by Klara E. Knecht is now on sale in the Woolworth stores. . . . Whitford Kane, who used to be with the Goodman Theater and is now playing here in *The First Legion*, busy attending functions arranged in his honor and addressing dramatic classes at local educational centers. . . . The p. a. of Alfred and Aline Marfield, dance team, at the Blackhawk, says the team is making a tieup with an airline that plans a Coast-to-Coast publicity buildup of the Marfields' latest dance creation, Night Flight, because the dance makes one air-minded. . . . Which may or may not be airy persiflage. . . . Rosemary Ames, CHI society gal now in the movies, is reported about to embark on her third matrimonial venture—this time with A. J. Stillwell, local banker. . . . Miss Ames is the daughter of Knowlton Ames, famous Princeton fullback.

Elsie Cole, of the William Morris Club department, celebrates her 25th year in show biz Easter week. . . . She made her debut singing *The Holy City* in CHI picture houses. . . . Charlie Althoff may be Hollywood-bound shortly. . . . Eleanor Holm (Mrs. Art Jarcett) ditto. . . . Advance crews of Hagenbeck-Wallace and Cole Bros. Circus are keeping close tab on each other, and the fun is likely to start any day now. . . . New ruling that patrons can't wait in theater lobbies accounts for some of the sidewalk lines that make it appear the theaters are doing turnaway biz. . . . Too many "5 and 10-cent" floor shows are hurting business in local cafes. . . . It's surprising how many of the spots that would have the public believe they are high class are paying their entertainers a pittance or nothing at all, tips being the only source of revenue to the performer in many places. . . . Some of the local showmen are already eying that Johannesburg expo. . . . Wonder how many of the prime movers in the Actors' Political Association are bona fide actors. . . . Bert Lytell, a splendid actor, is at his best in *The First Legion*, and local critics have handed him plenty of bouquets. . . . Attendance indicates the play has plenty of feminine appeal in spite of its all-male cast. . . . We'll miss the grand music of Ted Weems and his orchestra when they conclude their 59 weeks at the Empire Room of the Palmer House April 17.

Texas Networks Reveal Progress

DALLAS, March 9.—Southwest Broadcasting System picked up one and three-quarter hours of weekly network commercials for February, 1935. Lee Armer, president of the web, said this week. Net broadcast 85 hours of sustaining and commercial shows during February, with KTAT, Fort Worth, originating most with 25 hours, others being KNOW, Austin; KTSB, San Antonio; KTRH, Houston; WRR, Dallas; WACO, Waco, and KOMA, Oklahoma City. KNOW took the prize on individual business, with the station's sales staff victims of a banquet given by WACO.

DALLAS, March 9. — Texas Quality Group network is carrying 43 15-minute and 30-minute commercials weekly, it was stated after a semi-annual meeting of the Group here this week. Several more shows start by April 1, with two advertisers taking time on an "if and when available" basis.

Attending the meeting were Hugh Hall, WOAJ, San Antonio; I. S. Roberts, KPRC, Houston; Harold Hough and George Cranston, WBAP, Fort Worth; J. M. Moroney, Martin B. Campbell and Alex Keese, WFAA, Dallas.

Most important action at the meeting was the change of name decided, whereby the chain will be known as Texas Quality Network. Chain also planned to exchange sustaining shows, in addition to those commercials now on.

WBBM Steps Up To 50,000 Watts

CHICAGO, March 9.—The Federal Radio Commission early this week granted the WBBM Broadcasting Corporation's application to step up its wattage to the highest power used for commercial station operation—50,000 watts—it is announced by H. Leslie Atlass, vice-president of the Columbia Broadcasting System in charge of the Western division headquarters here.

This pioneer station was started as a 200-watt "wireless" in Lincoln, Ill., in 1923 by Mr. Atlass and his brother, Ralph, present operator of Station WJJD, Chicago, and WIND, Gary, Ind. When he moved to Chicago in 1924 he continued to operate the amateur transmitter in the basement of his home, and it was that same year the call letters WBBM were assigned by the Department of Commerce. In 1925 the slogan "WBBM Air Theater" was adopted and shortly thereafter studios were established in the Broadmoor Hotel, later moving to a Loop location, Kimball Hall. In 1928 WBBM erected the largest transmitting antenna in the Middle West at its Glenview transmitter and moved its studios and offices to the Wrigley Building. This original space is now Chicago's oldest broadcasting studio—WBBM studio 3—and still boasts the original carpet laid when the plant was first opened. The station was acquired by the Columbia Broadcasting System in 1931 and is today a major unit of the network.

Frank Falkner, WBBM chief engineer and engineering head of the CBS Central division, estimates the new equipment will be installed and ready to operate by April 1. Synchronization experiments carried on between WBBM and KFAB, Lincoln, Neb., will continue with the power of KFAB increased to 10,000 watts. Both stations operate on a frequency of 770 kilocycles.

Birconjel on Air Sets a Precedent

NEW YORK, March 9.—Radio trade is doing considerable talking about a new account, Birconjel, now broadcasting five times weekly on WMCA, New York. Account, which started last week, is a contraceptive, first case of such a product using the air waves.

One report was that the American Birth Control League was opposed to the broadcast, but that organization stated yesterday nothing could be said about the program other than that it would be discussed at the League's next executive meeting.

Particular interest is aroused in view of some of the medical products radio has turned down.

No Like Mountain Music

CHARLOTTE, N. C., March 9.—WBT is cutting down on the amount of hillbilly music going out over its transmitter, limiting the number of hours the nasality can be broadcast and barring it completely from 7 p. m. to midnight every night but Saturday. Station has also cut out the hillbillies completely as sustainers, with only commercial groups of that type now being allowed. Station says it doesn't mean that it wants to "crush" hillbilly performers, but is seeking balance on its programs.

Crazy Water Crystals, large WBT time buyer and long time mountaineer music sponsor, likewise started away from that trend a few weeks ago.

New MBS Commercial To Use Sound Track

NEW YORK, March 9.—Emerson Drug Company, maker of Bromo-Seitzer, is starting a commercial April 8 on Mutual Broadcasting System and is using Pathe pictures film newsreel sound track on its broadcast. No live talent will be used.

Pathe newsreel, as a radio program, has been pending over a year. Program consists of the recorded sound track made at the time Pathe's camera and sound men take shots of a particular news story, with the radio show edited and recut to desired length and continuity. Selling point is that the fizzle-water program will be one step ahead of dramatized news programs by presenting the actual event.

Technically the program is considered a transcription, altho MBS execs stated they felt it did not come under this category. Previously both NBC and CBS had turned down the reel, since they claimed it was a transcription and neither will use transcribed shows on their chains.

Himber AFM Hearing

NEW YORK, March 11. — Richard Himber, orchestra leader, will go before the trial board of Local 802, American Federation of Musicians, this week. Himber was subjected to an "interrogation" by the local about a fortnight ago, the trial being the outcome.

Principal charge, it was stated, is that Himber played and paid under scale. If found guilty, decision can include fines, suspension or expulsion, local execs said.

Kobak Reviews Radio as Medium In Talk Before Cincy Ad Club

CINCINNATI, March 9.—Edgar Kobak, National Broadcasting Company vice-president in charge of sales, and chairman of the board of the Advertising Federation of America, analyzed the field of broadcasting as an advertising medium in a talk here on Wednesday before the Advertising Club of Cincinnati. Kobak contended that radio doesn't replace other advertising but rather supplied an ideal eye-ear combination. He pointed out that radio had developed a new technique in advertising comparable to the introduction of photographic illustrations or color plates.

Broadcast advertising, said Kobak, has helped to make advertising more entertaining, and consequently more palatable and effective. The personal friendship between manufacturers and consumers developed thru the human voice in radio has increased confidence and reduced fear, with the result that radio has played an important part in returning better times at a faster pace than would have been possible before.

Kobak maintained that radio has developed new accounts for other advertising mediums by successfully launching new products. Examples quoted included Lady Esther Face Powder, Kraft Miracle Whip, Peppodent Antiseptic and Tastyest. From past experience in other advertising mediums, Kobak played up the importance of co-operative activity by all groups in the advertising business for the benefit of all. Chief among the important contributions that radio made to advertising, he believed that uppermost was the encouragement of more exact circulation meas-

Drawn-Out Battle Indicated On N. Y. Musicians' \$3 Tariff

First week of the new impost finds hotel men still adamant in determination to stay off air—musicians meet and vote to uphold Local 802 action

NEW YORK, March 9.—A long-drawn-out deadlock seemed in view today as local hotels and night spots ended their first week of the air after refusing to pay the \$3 tax per man for each remote broadcast as ordered by Local 802, American Federation of Musicians. Local executives several times reaffirmed their position during the week, while the Hotel Men's Association, which made the decision keeping the bands off the air, likewise repeated its decision to stay off until the tax was rescinded. Musicians were backed by the greater part of the local membership, as well as the orchestra leaders affected. For a while it looked as tho the bands might go on again from some spots, with the leaders paying the \$3 tax, but the hotels refused to okeh this plan and the condition remained status quo.

ET Biz Continues On Upward Swing

NEW YORK, March 9.—Transcription business continues going up the graph, with World Broadcasting picking up several new accounts. Included in the list is the Bayer Company (aspirin); Soap Products, Ltd., using Dale Wimbrow on a musical program; Studebaker autos, increasing its number of announcements; B. Kupfenheimer Company (clothes) using announcements.

Bristol-Myers Company has recorded a series of Spanish programs for use in Mexico. Chevrolet autos is reported preparing a large transcription splash, similar to Ford earlier this year.

News-Week, weekly news magazine, is submitting a series of recorded news dramatizations to various stations. Weekly plans to pay for the time itself, in accordance with Code Authority rulings.

WOR Sells Transradio; Mennen News Sponsor

NEW YORK, March 9.—WOR has succeeded in selling its 8 a.m. Transradio news broadcasts clear across the board, every day but Sunday. Two accounts are sharing the news periods, both accounts starting next week.

Mennen shaving products, which tested the program about a month ago, takes Monday, Wednesday and Friday, while Fischer Baking Company is taking the other three days.

Mark Hawley does the speling.

He pointed out that during the past several years, program checking has made it necessary to not only analyze the circulation of a medium but also the number of families definitely reached. Radio was now equipped, Kobak stated, to offer facts and figures as thoro as those available thru the older advertising mediums. He then referred to NBC's recent *Network Areas* and its base figures of potential radio circulation.

Installation of a continuity acceptance department by NBC is indicative, said Kobak, of the positive action now being taken to regulate and improve radio advertising copy as regards good taste, simplicity, truth and freedom from competitive disputes, etc. Necessity of extreme care in copy preparation was due for one thing to the swiftness of any unpleasant reaction being wafted back to the sponsor.

Kobak also mentioned the fact that radio circulation is voluntary and that no listener stays tuned in unless the program meets with his approval. This has forced advertisers to consider the tastes and preferences of customers potential and otherwise and this re-emphasizes the importance of good will as an advertising asset. Dealer acceptance was another point brought out by Kobak, since recent surveys indicated that the dealer is quite conscious of radio's influence on purchasers. Thus the advertiser not only reaches his potential customer, but sells his dealer at the same time, thereby increasing the effectiveness of other forms of advertising.

Local stations, naturally, were hardest hit. Network stations, WEAJ, WJZ, WABC and WOR, immediately started piping in bands from out of town. WMCA, as predicted, took to a midnight curfew, as did WHN, while WNEW cut its dance parade several hours. During the week some of the stations took remedial steps to end the somewhat makeshift programs that were being substituted.

Some of the New York night spots are returning to their spots on WNEW, but without the dance music. Instead, the spots are broadcasting 15-minute portions of their floor shows. Included in the WNEW broadcasters are the Hollywood, Evergreen, Delmonico's, Nut Club, Village Barn, Four Towers (New Jersey) and King's Terrace. Arrangements were set by Bobby Feldman, with WNEW getting its dance sessions from towns and cities outside of the Local 802 jurisdiction. Schedule was not definitely set yet today.

WOR increased its studio broadcasts, giving increased time to *Moonbeams*, studio program, among others, while getting dance bands from its Mutual Broadcasting System stations WLW, Cincinnati; WXYZ, Detroit, and WGN, Chicago.

New York's daily papers have been giving considerable play to the fight between musicians and hotels. Dailies have been carrying stories regularly, first detailing the causes and then the remedial steps taken by the stations. Obviously the canceled broadcasts mean increased advertising for the dailies. Most of the night spots on larger size maintained business was not affected as yet by the departure of the bands. Only one hotel, according to the local, was broadcasting, that being the Waldorf-Astoria. Hotel spokesmen said today they intended to stick to the decision of their organization.

Criticize Hotel Men

During the week a group of orchestra leaders met at the offices of Local 802 and went on record as favoring the tax. A statement was issued by the local, criticizing the stand taken by the hotel men in refusing to arbitrate, it being said by the local that several invitations to meet having been rejected by the hotelites. Local is due to have a mass meeting March 15 on the tax problem.

Claim that musicians' unemployment might increase is generally not credited in radio circles, since the larger places cannot afford to cut down or get rid of bands, due to overhead and investment. Only smaller spots, most of which are not believed to be living up to scale anyhow, are figured to cut.

American Federation of Musicians is adopting a hands-off policy, refusing to make any comment officially, as the question has not been brought before the national body. It was said that any possibility to make the remote tax a national affair would have to be decided at convention. Unofficial sources of the AFM state that the national body is completely in favor of Local 802's fight.

Important fact to remember is that shortly after the new officers came into 802, it was stated that one of the first moves that would be made would be to obtain a contract with the hotel group. Local 802 has never had this contract.

Robert Hall, radio editor *San Francisco Call-Bulletin*, after a siege of the flu, has returned to his desk. During his absence Luther Meyer, in charge of educational broadcasts, pinch-hit for Hall.

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

LEE BARTON AND HIS MUSIC.
Twelve Artists. Now on Tour.

TEDDY BREWER
AND HIS TWELVE RADIO STARS.

FREDDIE KAY
AND HIS ORCHESTRA.

CLIVE SHERMAN
AND HIS RIVIERA ORCHESTRA.
First American Tour.

ANNE BOLAND
"Songs of Love"
NOW ON TOUR

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

★ EDDIE PEABODY
THE INSTRUMENTAL STYLIST
Week of March 15,
ORPHEUM THEATRE, MINNEAPOLIS.
Exclusive Direction **SIMON AGENCY**
R. K. O. Bldg. Radio City, New York

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

★★★★★ FREDDY BERRENS AND HIS MUSIC
Now Playing at the **FLYING TRAPEZE**
New York's Smart Restaurant and Cafe
87th St. at 8'way
Fred Berrens Flying Trapeze Orchestra, Inc.,
217 West 57th St., New York, N. Y.

PAUL TREMAINE
AND HIS BAND
FROM LONELY ACRES

Little Hope for Amateurs Now Crowding the Studios

Scarcity of sustaining spots for professional talent plus the very small percentage of amateurs that make good leaves nought except a "chance" and vaude date

NEW YORK, March 9.—Radio men in New York City see scant future for talent now being given the mike in the countless amateur shows being aired in the country. There are two principal reasons, first being the paucity of available time for sustaining shows on the networks, combined with the very small percentage of satisfactory talent developed. Such employment as is found for the amateurs is mainly short-lived vaude work. Only one station in New York really uses prize-winning amateurs, this being WHN, which started the tyro parade. At the same time, while there is some theater work available for the various amateur winners, even that seems to have been cut down. Typical instance is the case of Loew vaude. Loew's, owners of WHN, had been giving WHN's weekly best five days in local theaters, playing neighborhood de luxers. That has now been reduced to one day. Bristol-Myers, sponsoring Fred Allen, guarantee winners a week at the Roxy, New York, and while one or two of these winners have gotten further dates, the time is so inconsequential it doesn't pay. Obvious answer is that the novelty has already worn off. Percentage of talent that even gets these slim dates is small, especially in view of the number of amateurs auditioned but not heard. In 12 weeks the Peenamint amateur program has turned out only one radio possibility, the Four Blackjacks, colored harmony team, that played some vaude and is on WHN and WNEW, Newark. Kate Smith's amateur session is claimed to have been productive of more employment, two cases being cited in Johnny Farrell, now vocalist with Johnny Green's Orchestra, and the Harmoners, singers, who landed a Columbia network job on WCAU, Philadelphia.

West Coast Notes

SAN FRANCISCO, March 9. — The *Woman's Magazine of the Air*, a morning feature over NBC's Western air lanes since early 1928, takes an afternoon spot on March 18, to be heard Mondays to Fridays, inclusive, from 2 to 3 p.m. The feature, which replaces Al Pearce and His Gang, on the afternoon spot, is to be known as the *New Woman's Magazine of the Air* and will retain most of its present talent, with Bennie Walker, master of ceremonies, and Emil Polak, musical director. Harry Anderson, NBC sales manager, in announcing the new setup, stated that all sponsors on the morning broadcasts will switch to the afternoon time. Those with 20-minute periods will continue with the same thru April 12, reverting to a new 15-minute schedule each on April 15. Anderson also pointed out that a recent survey established the fact that the afternoon audience at that particular hour is approximately 25 per cent greater than the morning—an excellent selling point to the sponsors. Al Pearce and His Gang, one of the most popular features on the Western network, will stage their last broadcast from here on March 15. They will leave here shortly after for the East, where the troupe is to be sponsored in a new network show. In a general shakeup John Hobart has become radio editor of *The San Francisco Chronicle*, replacing James Adam. Charles Alexander, who assisted Adam, has been assigned to other duties. The publication, with an NBC-KPO affiliation, on March 1 closed its remote control studio in the Chronicle Building and is now broadcasting its daily features from NBC's studio. KTAB's new studios on the 31st floor of the Russ Building are said to be the highest in the country, towering even above those of Radio City. KGGC has discontinued its press radio news service.

Keystone Web Elects

WILLIAMSPORT, Pa., March 9. — Dwight Mathis was elected president of the Keystone Network this week at a meeting of the new group. Paul Hoffer, of Lancaster, was chosen as vice-president and treasurer and Herbert B. Carroll secretary. Mathis is manager of WRAK, Williamsport. Hoffer, until recently was director of WKJC, in Lancaster, resigning to devote full time to the new co-operative chain. Carroll is a well-known Williamsport lawyer. Keystone will have its headquarters in this city. Operation starts soon, with sales and other policy questions being settled at the meeting.

SPIEGLE WILLCOX and his band are now on the air thru WESG, Cortland, N. Y.

Thomas Boosts WROK Audiences 400%; Goal "Model Local Station"

ROCKFORD, Ill., March 9. — WROK estimates that its listening audiences have increased 400 per cent since Lloyd C. Thomas, formerly manager of National Broadcasting Company's Local Sales, took over the reins five months ago. As president and general manager of WROK Thomas has concentrated on improving the station's daily listening audience, and with 12 years of practical broadcasting as his background, is directing his energies in the main toward making this outlet a "model local station." Aside from his station duties, Thomas is averaging three to six talks per week for various organizations, using his pet subject, *The Romance of Radio*. Series of surveys by WROK reveal the fact that 91.25 per cent of Rockford radio homes listen to this outlet. Based on the last U. S. Census, there is a total of 90,979 families with radio sets in the primary territory served by WROK. In other words this number of families is its potential audience. Coverage of the outlet (on keyed map) shows 10 counties within the normal coverage of WROK, with 10 adjacent counties, some of them outside of Illinois, where reception has been noted. Additional counties show the probable reception points. From the sales-promotion angle station has broken down its potential radio

audience into figures which include the rural element, plus the Rockford city bank deposits, bank clearings, average weekly earnings of the population, number of building permits, carloadings, vacancies from the real estate angle and various other pertinent facts of interest to national advertisers. Figures on the potential audience by counties and number of sets owned is also broken down, showing the basis of the WROK claim as to its potential audience. Leading daytime program called *The Man on the Street*, heard daily except Sundays at 12:30 noon, draws as high as 71 per cent of the WROK audience, while the leading evening program shows an average of better than 40 per cent. Leading Sunday evening program at the same time (7:30 p.m.) shows a listening audience of over 41 per cent in its primary territory. Organization built up by Thomas in regard to personnel includes men who were associated with him during his Westinghouse days of over 10 years ago. They are John McCloy, program director, formerly of KDKA, Pittsburgh; Denman Arnold, in charge of station promotion, formerly with NBC in Chicago, and Al Triggs, active for years on Chicago and other Midwest stations, who is now acting manager of the outlet's sales department.

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

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

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

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

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

EMIL VELAZCO and his ORCHESTRA Dir. CBS
Now Playing Waldorf-Astoria, New York City.
The World's Only Dance Orchestra Using a Full-Toned \$15,000 Portable Pipe Organ.
Personal Management CHARLES E. GREEN,
1619 Broadway, New York, N. Y.

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

Broadcasting Via WTIC-NBC.
ERNIE AND HIS ANDREW'S ORCHESTRA
19th Week THE PATIO, Hartford, Conn.
Dir. CONSOLIDATED RADIO ARTISTS,
1619 Broadway, New York, N. Y.

MRS. **LOUIS ARMSTRONG**
AND HER KINGS OF RHYTHM.
Featuring KING LOUIS II.
Now Playing Hotel Commodore, Buffalo, N. Y.
Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

Personal Direction WILLIAM MCKINNEY.
Now Appearing GREEN MILL, Cincinnati, O.
Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

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

NEW YORK BOSTON ALBANY MIAMI
MARVELO BURIED ALIVE IN FLAMES
Now Touring Cuba Through **STANLEY H. WILLIS**
MIAMI OFFICE,
419 Olympia Building.
AVAILABLE APRIL 1.
Wire—Write—Phone.

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

PROGRAM REVIEWS

Tasteyest Amateurs

Reviewed Sunday, 12-12:30 p.m. Style—Orchestra, m. c. and amateur talent. Sponsor—Tasteyest, Inc. Station—WJZ (NBC network).

Sponsors of this show have their own ideas on keeping their ears to the ground and have an unfettered manner of making changes accordingly. Replacing the Gigantic Pictures, Inc., comedy that featured Sam Hearn, is a master of ceremonies and a selected group of amateurs. Reggie Childs' Orchestra is retained and offers both accompaniments on occasion and selections between the dolings of the amateurs. Entertainment naturally lies in the interest that may be aroused in the efforts of the guests. Method appears to be a safe and sane procedure—there is no gong, the acts are picked beforehand and allowed to complete their numbers. Each act is paid a small sum and thus they become "professionals" after a fashion. Tasteyest claims to have helped bring out some talent in the past and states that if anything hot is developed it is possible a steady assignment will be handed out. First show, which did not have the benefit of something to bring on the horde of trekkers toward the end of the proverbial rainbow, such as a preceding show which advertised itself, offered a fairly good lineup of newcomers. Subsequent shows should have a greater variety. Perhaps something with a few laughs attached will not hurt.

Usual Tasteyest credits were heard, mostly as a food for building up run-down and growing youngsters. Chubby, the "living testimonial," was also on tap and his conversation with the announcer is another form of credit. All three network outlets here will have at least one amateur show on Sunday, but Tasteyest will at least have its Opportunity Matinee in first. Applicants between the ages of 16 and 20 are sought. Horace Fox directs the program.

M. H. S.

"Lilac Time"

Reviewed Monday, 10:30-11 p.m. Style—Bartone, string ensemble and talk. Sponsor—Pinaud, Inc. Station—WABC (CBS network).

Pinaud's changes its show and switches its time from early Saturday evening to the time indicated above. Former show had Arthur Murray, dance instructor; Earl Oxford, tenor; an octet and orchestra. Current production has the Night Singer, anonymous baritone, and a string orchestra conducted by Baron Sven von Hallberg, of Swedish nobility and an expert mandolin player. Altho Pinaud's may be noted for its hair tonic and after-shaving lilac lotion, this program is aimed at the womenfolk, with the Lilac Parfum and other products being sold for numerous uses from perfuming the bath to refreshing a fevered brow and spraying the gown.

Credits are handled by a woman whose voice and manner seem well fitted for the job. Continuity rings in a poetic announcer who enhances the "romantic" atmosphere woven around the anonymous singer leaning toward popular and semi-classical ballads. Along with the orchestra the entertainment thus offered is pleasing, while the copy on the sales end, if this reviewer remembers rightly, had more of a habit of imparting information on uses of the product rather than harping on the quality, which may be taken for granted considering the length of time Pinaud's has been associated in the mind of the average grown-up person.

Program follows Wayne King on the Lady Esther half-hour period, and off-hand it might seem that the fact that both shows use a woman on the selling angle might be a drawback. On the other hand, perhaps it is a perfect setup for Pinaud's. Shows are certainly dissimilar otherwise and if King has the

EDITOR'S NOTE: "Circus Nights in Silvertown," which got under way on NBC-WJZ network Friday night March 8, with Joe Cook, B. A. Rolfe, Modern Choir, Phil Duoy, Tim Ryan and Irene Nobilett, Peg La Centra, Lucy Monroe and others, will be reviewed in these columns next week.

Reviewer found this production obviously bad despite good individual efforts by some of the talent and believes that the show should have an opportunity to put its best foot forward before passing definite judgment.

vast feminine following generally credited to him there is no reason why this program shouldn't be benefited. There is no special opposition on either of the two competing chains at this hour.

M. H. S.

New Biz, Renewals

NEW YORK, March 9.—National Broadcasting Company has two renewals. They are:

JOHN MORREL & CO. (Red Heart brand dog food), thru Henru, Hurst & McDonald, Inc., Chicago. RENEWS effective March 31 on WJZ and 15 stations. Sunday, 2:15-2:30 p.m. Program is Bob Becker's dog talks.

MOLLE CO., thru Stack-Goble Advertising Agency, Chicago. RENEWS effective February 7, Thursday, 7:30-8 p.m., on WEAF and 14 stations. Program is a minstrel show.

Columbia Broadcasting System has one renewal.

New business on WMCA, New York, includes:

FORD MOTOR CO., thru N. W. Ayer & Son, New York. RENEWS effective April 7, Sunday, 8-10 p.m., on WABC and 89

stations Coast-to-Coast. Program is Ford Symphony Orchestra.

TEXTILE REFINISHERS' ASSN., thru Philip Ritter Company, starting March 13, Wednesday, 11:15-11:30 a.m. Program is a dramatic sketch.

Mutual Broadcasting System has one new account. It is:

BARNEY CLOTHES, thru Bess & Schillin, starting March 3. RENEWS its Monday to Friday spot, 8:15-8:30 p.m.; Sunday, 8:30-9 p.m. Program is Five Star Final.

SSS COMPANY, thru Johnson-Dallis Company, Atlanta, Ga., starting March 8, Friday, 8:30-9 p.m., on WOR, Newark; WGN, Chicago; WLW, Cincinnati, and WXYZ, Detroit. Program is The Music Box.

Chicago

CHICAGO, March 9.—New business reported by Station WGN includes the following:

SIDNEY WANZER & SONS, thru Needham, Louis & Brorby, Inc., 13 weeks, 1 to 1:15 p.m., Tuesday, Thursday and Saturday. World transcriptions and live talent.

SELF-LOCKING EGG CARTON CO., thru Needham, Louis & Brorby, Inc., local commercial, 13 weeks beginning March 12, 9 to 9:15 a.m., Tuesday, Thursday and Saturday. World transcriptions and special announcements.

STERLING PRODUCTS, thru Blackett,

MBS Network Five Months Old; Looks Like \$1,500,000 Year

NEW YORK, March 9.—Mutual Broadcasting System, about four or five months old, is headed for a first year's income of at least \$1,500,000. For a four-station network that's going plenty and is figured far in excess of either NBC or CBS in their first years, especially since those networks had more stations. However, when NBC and CBS made their debuts radio rates were far from their present position.

MBS has been picking up accounts steadily since its inception. In the past few weeks, especially, at least one account has been signed per week. This, as compared to NBC or CBS new biz or renewals may not sound so hot, but it must be remembered that MBS is still a youngster. Latest account to take the four-station web is Emerson's Bromo-Seitzer. Evening rate, per hour, on MBS is \$2,640.

Accounts now on Mutual include Wasey Products, taking a half hour Sunday afternoon; Horlick's Malted Milk, taking five weekly 15-minute spots; General Mills, Inc., taking five 15-minute periods afternoon; Scholl Mfg. Co., with three 15-minute sessions; Philip Morris & Co., with one 15-minute period; SSS Company, starting shortly with a weekly half hour; Consolidated Cigar Co., using three 15-minute spots; H. Hohner, once weekly for a quarter

hour; Pittsburgh Plate Glass, with a 15-minute show five times a week, and Bromo-Seitzer, which will start April 8 for two 15-minute broadcasts. Wasey has another program for Barbasol on MBS.

Four stations are WOR, Newark; WGN, Chicago; WLW, Cincinnati, and WXYZ, Detroit. Rate card will probably be increased soon, when WOR uses its night rate from \$750 to \$1,000 per hour. It is considered a question of time before WLW will have to make some decision concerning its NBC and MBS affiliations, since time clearance is bound to come up as a problem. MBS is likewise vitally interested in the outcome of WLW's fight to retain 500,000 watts, since the web's coverage is affected by the station's drop back to 50,000.

While the MBS \$1,500,000 estimate is on gross, net will be higher than usual since MBS has none of the heavy overhead other webs have. Principal MBS cost is its wire charges, which the stations absorb, while the network has no special offices or staff of any great size. Stations on the chain would be operating regardless of the existence of the network, with the local sales departments of the outlets handling Mutual sales as well.

STATION NOTES

Address All Communications to the New York Office

WDSU, New Orleans, has done away with the title of program director and has substituted a five-man program board in the position. Move was made by J. K. Uhalt, president of the station, who is on the new board with P. K. Ewing, Fred Castle, James McGowan and Lionel Ricau.

JOHN W. BRICKER, Ohio's attorney general, will speak on WHK, Cleveland, March 22.

GRADY COLE, news commentator for WBT, Charlotte, N. C., who recently went commercial three times a week for Chatham Blankets, has been boosted to double that number by the client. Cole is also on the air six times a week for Stewart Warner and six times per week for B-C Remedy Company. Two of the sessions are for 15 minutes, the other being a five-minute shot.

WBIG, Greensboro, N. C., is sponsoring a talent search for the best voice in the Piedmont section. Winner gets a 26-week contract on the station.

BROOKS G. CONNALLY, former chief announcer at K TSA, San Antonio, Tex., has been made program director and

studio manager. Connally has been with Southwest Broadcasting System since 1933. James Crocker, of the K TSA staff, is the new production manager for the station. Walter Beck, from KRLD, Dallas, is a new K TSA announcer.

J. V. VAN VOLKENBURG, president of KMOX, St. Louis, is back at the station after a week in New York, spent mainly at CBS headquarters. Bill Cherry has rejoined the station as an announcer.

FAULTLESS STARCH COMPANY has renewed Glem and Tina for another 17 weeks on WSM, Nashville. Time for the team was about to expire when the advertiser tested the program's pull and results were so satisfactory the renewal was put thru.

THE GARDEN PATCH, program on KOMO, Seattle, KHQ, Spokane, and KGW, Portland, which has been off several years, is on again, starting March 8, sponsored by Nalley's, Inc., food manufacturer.

ONE OF THE most popular shows in the South, Clair Shadwell's minstrel program, for years on WBT, Charlotte, N. C., (See STATION NOTES page 11)

Sample, Hummert, Inc., Chandu the Magician, 8 to 8:15 p.m. daily except Saturday and Sunday, if, starting March 11. Also to be recorded for broadcast on other stations.

W. F. McLAUGHLIN CO., thru Cramer-Krasselt Company, The House Party, local commercial, beginning March 9, from 10:30 to 11 a.m., 52 weeks.

RUUD MFG. CO., thru Ketchum, MacLeod & Grove, Inc., one-minute sponsorship participation in Home Management, taking Monday, Wednesday and Friday for two weeks starting March 18.

Newark

WOR's new accounts and renewals include:

LARUS & CO. (Edgeworth tobacco), starts March 11, Monday, 10-10:30 p.m. Program is Corn Cob Pipe Club.

RESTLAND SALES & MANAGEMENT CO., thru Hudson Advertising Company. RENEWS effective March 24, Sunday, 1:30-1:45 p.m. Program is religious music.

MENNEN CO., thru H. M. Kiesewetter Agency, starting March 11, 6-8:15 a.m., Monday, Wednesday, Friday. Program is current events talk by Mark Hawley.

NEW YORK HERALD TRIBUNE, thru Batten, Barton, Durstine & Osborn, New York, taking one five-minute spot March 9, 6:45-6:50 p.m. Program will be talk and music.

C. HOUSTON GOUDISS starts March 14, Thursday, 2-2:30 p.m. Program is food talks.

M. J. FUR CO., thru Sternfeld-Godley, Inc., starting March 17, Sunday, 12:45-1 p.m. Program is Vince Calendo and Joanne Edwards, singers.

New business on WNEW, Newark, includes:

GOLD RECLAIMING CORP. taking six half-hour programs weekly, daily except Sunday, 7:30-8 a.m., with a musical program.

PULASKI PRODUCTS, thru Bess & Schillin, starting March 5, two announcements daily.

DIOXOGEN CREAM, thru Small, Kleppner & Seiffer, starting March 4, three 15-minute programs weekly, Monday, Wednesday, Friday, 10-10:15 p.m.

Southwest

ARMAND CO., thru Heath Beshoff Agency, Chicago, taking five 15-minute programs weekly on WFAA, Dallas, Tex.

HORSE & MULE ASSN. OF AMERICA, thru Carpenter-Rogers Agency, taking 13 one-minute announcements on WFAA, Dallas.

CALIFORNIA PERFUME CO., thru J. P. Dewey Agency, taking two fifteen-minute (See NEW BIZ on page 10)

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

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

EDDIE ELKINS AND HIS MUSIC. Personal Direction HARRY BESTRY, Paramount Building, New York, N. Y.

FRANK FISHMAN Presents NBO and ABS Networks. ARCHIE BLEYER and His Orchestra

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

RUDY BUNDY
Now Playing **CASA MADRID**, Louisville. Broadcasting Nightly Over **WHAS**, Featuring **MARLINE GILBERT**.
Personal Management **E. D. PERKINS**, 7418 Dellenbaugh Ave., Cleveland, O.
RUDY BUNDY and His Sizzling Clarinet.

ANSON WEEKS
Now on Tour
NBC Coast to Coast **WJZ—WEAF**

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

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

★ THE 4-STAR DANCE SENSATION ★
PAUL MARTELL
AND HIS ORCHESTRA
FEATURING BILLIE STAR.
ARCADIA BALLROOM
65th Week.

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

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

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

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

AIR BRIEFS

By **JERRY FRANKEN**

LUCKY STRIKE cigarets return to the air on NBC shortly with Lennie Hayton's Orchestra and a guest star policy. Hayton recently auditioned with a variety show for the account and, although the rest of the program was rejected, the tobacco firm bought him. Up to writing time, time hadn't been cleared, with Lucky, according to legend, just losing out on the Saturday night spot *The Gibson Family* vacates at the end of this month. Shell Oil bought the time in question. Harold Hackett, of Music Corporation, will handle the talent for the ciggie show.

The Shadow laughs his last laugh, for this season anyhow, March 27. Story trouble believed to be one of the reasons for the departure. . . . *News-Week*, weekly news magazine, is taking to the air with dramatized news events on transcription. . . . Phil Spitalny's all-girl show for Linit moves to a Tuesday night spot, instead of his opposite Rudy Vallee period on Thursday nights, on April 9. Spitalny takes the Isham Jones Chevrolet spot following Bing Crosby, with the auto firm arranging a large spot broadcasting deal. . . . Arthur Bagley will sleep late, probably, soon, since he ends his 10-year morning exercise run for Metropolitan Life Insurance Company. . . . John Tunis joins NBC as sports commentator. . . . As reported, Gladys Baxter is off the *Outdoor Girl* show, Connie Gates being the replacement. . . . Another change of time moves Edgar Guest back one hour, effective March 28.

HINDS Honey and Almond Cream goes off the air with its half-hour musical show following Eddie Cantor Sunday nights on CBS March 30. The account may do some spot broadcasting. . . . And Everett Marshall will miss several programs within the next few weeks to play vaude, leaving permanently in May for a Warner Bros. picture. . . . Elmer Rice is adapting *Street Scene* for a 13-week air series. But Rice wouldn't touch a typewriter until he drew \$1,000 ad-

vance, which he did, Harry Lenetska getting it on the line. . . . Mildred Monson replaces Carol Deis as soloist with the Modern Choir. . . . WOR broadcasts part of *The Great Waltz* March 17. . . . WMCA has the largest sales staff in its history, with 13 men. . . . Theodore Streibert, general manager of WOR, is celebrating his honeymoon in Florida. Other members of the radio contingent down south include Harold Hackett, Sonny Werblin and Mack Millar. . . . With all the room in Radio City, NBC is starting to get crowded there, with at least one commercial show being forced to rehearse in an outside studio last week. . . . Sheffield Farms, milk dealers, have bought Leonard Bercovici's kid script for a five times a week local NBC show. Story deals with several youngsters who publish their own newspaper. . . . Norman Brokenshire becomes permanent m. c. on the Carlsbad salt program on WHN, with Morton Downey singing regularly on the same show. . . . And besides those listed above, other shows that leave the air soon include Lawrence Tibbett, Willard Robison, Grace Moore, Tom Mix serial; *Peggy's Doctor*, script show, and Lily Pons and Lucrezia Bori.

Friends of Beverly Furber threw him a farewell luncheon last week, occasion being his departure on a month's leave of absence from NBC's sales promotion department. Attendees included Edward de Salsbury, William Webb and Gar Young. . . . Camel cigarets has renewed Annette Hanshaw, Walter O'Keefe and Glen Gray for another 13 weeks. . . . Harry Stockwell, who sings with Paul Whiteman and at the Casino de Pares, leaves soon for picture work with MGM. . . . And radio and music celebrate Paul Whiteman's 20 years as a leader this week.

Al Rose has joined WMCA, New York, as sales promotion manager. Rose previously held that position at WOR.

CHI AIR NOTES

By **NAT GREEN**

Phil Baker and the Armour show will be shifted from the New York to the Chicago NBC studios five weeks hence, and Tony Wons and his *House by the Side of the Road* program move to New York April 14. . . . Johnson Wax Company, sponsor of the Wons show, will launch a second half-hour night show some time in April. . . . Talent not picked as this goes to press. . . . *Kaltemeyer's Kindergarten* sold to Sinclair Refining Company for a local over NBC. . . . Hal Hudson is the new continuity head of the CBS studios. . . . Wesley Fox, formerly of WGAR, Cleveland, has joined the commercial department of WLS. . . . Alexander Woolcott, the "Town Crier," has been doing his rehearsing here for his broadcasts over CBS March 10 and 17. . . . Ira Latimer, educator and news commentator, will inaugurate a special series of programs over WCFL March 15. . . . Stan Myers, ork leader, flew to Buffalo to be treated for laryngitis by his brother, who is a physician. . . . Dorothy Page back from Hollywood by plane after taking screen tests, and she's flying right back for more. . . . Dorothy celebrated a birthday March 4.

10. . . Miss Georgiana, new radio personality, was introduced on the *Little Cafe of the Air*, which started March 6 on WCFL in the *Happiness Ahead* series. . . . Lillian Gordoni writes the show in which appear the Four Knaves, Don Gordoni, Gerda Young and Bill Shaw, Jack and Janet and Helen Hansen.

Little Jackie Heller flirting with the movies. . . . Harry Kogen will introduce his new song, *Cinders*, on the air March 18. . . . Pat Barrett and his wife, the former Nora Cunneen, celebrated their 25th wedding anniversary March 5. . . . Joan Blaine, "woman of many voices," has perfected a grandmother characterization that is being fought for by several prospective sponsors.

NEW BIZ

(Continued from page 9)

transcription programs weekly on WFAA, Dallas.

CHRYSLER CORP., thru Ruthrauff & Ryan, New York, taking 20 one-minute transcription announcements on WFAA, Dallas.

West

MAY CO. (department store), thru Roy Alden Associates, taking announcements and various program participations on KNX, Los Angeles.

INNES SHOE CO. has RENEWED for month of March, taking 100-word announcements three times weekly. On KNX, Los Angeles.

GIBRALTAR CASUALTY ASSOCIATION, thru Logan & Stebbins, taking series of 100-word announcements. On KNX, Los Angeles.

NUMISMATIC CO., thru Guenther-Bradford, Chicago, starting March 5, 7:15-7:30 p.m., on KNX, Los Angeles. Dramatic sketches make up the program.

VENUS HEALTH CORP., thru National Advertising Agency of Los Angeles, starting March 6, 8:15-8:30 a.m., on KNX, Los Angeles. Musical program.

GENERAL MILLS, INC., thru Westco Agency, starting March 18, 8-8:15, Monday to Friday, inclusive. Program is *Jack Armstrong*, sketch.

GENE AUTRY
Oklahoma's Yodeling Cowboy.
RADIO, RECORDS, STAGE AND SCREEN.
Now Making Personal Appearances.
Personal Representative, **J. J. FRANK**, Care The Billboard, Chicago.

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

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

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

Now Appearing **SAVARIN CAFE**
Buffalo, N. Y.
ROBERT CELTMAN
AND HIS ORCHESTRA
"THE ROMANCERS"
On the Air Daily Via **WKBM-WGR**
R. W. STEVENS, Mgr., Belmont Hotel, Cleveland

? FRA ?

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

JERRY JOHNSON
AND HIS ORCHESTRA
Floridian Hotel, Miami Beach, Fla.
ORCHESTRA CORPORATION OF AMERICA.
1619 Broadway, New York, N. Y.

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

PROGRAM REVIEWS

Tastyest Amateurs

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M. H. S.

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Credits are handled by a woman whose voice and manner seem well fitted for the job. Continuity rings in a poetic announcer who enhances the "romantic" atmosphere woven around the anonymous singer leaning toward popular and the semi-classical ballads. Along with the orchestra the entertainment thus offered is pleasing, while the copy on the sales end, if this reviewer remembers rightly, had more of a habit of imparting information on uses of the product rather than harping on the quality, which may be taken for granted considering the length of time Pinaud's has been associated in the mind of the average grown-up person.

Program follows Wayne King on the Lady Esther half-hour period, and off-hand it might seem that the fact that both shows use a woman on the selling angle might be a drawback. On the other hand, perhaps it is a perfect setup for Pinaud's. Shows are certainly dissimilar otherwise and if King has the

EDITOR'S NOTE: "Circus Nights in Silvertown," which got under way on NBC-WJZ network Friday night March 8, with Joe Cook, B. A. Rolfe, Modern Choir, Phil Ducey, Tim Ryan and Irene Nobilette, Peg La Centra, Lucy Monroe and others, will be reviewed in these columns next week. Reviewer found this production obviously bad despite good individual efforts by some of the talent and believes that the show should have an opportunity to put its best foot forward before passing definite judgment.

vast feminine following generally credited to him there is no reason why this program shouldn't be benefited. There is no special opposition on either of the two competing chains at this hour.

M. H. S.

New Biz, Renewals

NEW YORK, March 9.—National Broadcasting Company has two renewals. They are:

JOHN MORREL & CO. (Red Heart brand dog food), thru Henry, Hurst & McDonald, Inc., Chicago. RENEWS effective March 31 on WJZ and 15 stations. Sunday, 2:15-2:30 p.m. Program is Bob Becker's dog talks.

"MOLLE CO., thru Stack-Goble Advertising Agency, Chicago. RENEWS effective February 7, Thursday, 7:30-8 p.m., on WPAF and 14 stations. Program is a minstrel show.

Columbia Broadcasting System has one renewal.

New business on WMCA, New York, includes:

FORD MOTOR CO., thru N. W. Ayer & Son, New York. RENEWS effective April 7, Sunday, 8-10 p.m., on WABC and 89

MBS Network Five Months Old; Looks Like \$1,500,000 Year

NEW YORK, March 9. — Mutual Broadcasting System, about four or five months old, is headed for a first year's income of at least \$1,500,000. For a four-station network that's going plenty and is figured far in excess of either NBC or CBS in their first years, especially since those networks had more stations. However, when NBC and CBS made their debuts radio rates were far from their present position.

MBS has been picking up accounts steadily since its inception. In the past few weeks, especially, at least one account has been signed per week. This, as compared to NBC or CBS new biz or renewals may not sound so hot, but it must be remembered that MBS is still a youngster. Latest account to take the four-station web is Emerson's Bromo-Seltzer. Evening rate, per hour, on MBS is \$2,640.

Accounts now on Mutual include Wasey Products, taking a half hour Sunday afternoon; Horlick's Malted Milk, taking five weekly 15-minute spots; General Mills, Inc., taking five 15-minute periods afternoon; Scholl Mfg. Co., with three 15-minute sessions; Philip Morris & Co., with one 15-minute period; SSS Company, starting shortly with a weekly half hour; Consolidated Cigar Co., using three 15-minute spots; H. Hohner, once weekly for a quarter

hour; Pittsburgh Plate Glass, with a 15-minute show five times a week, and Bromo-Seltzer, which will start April 8 for two 15-minute broadcasts. Wasey has another program for Barbasol on MBS.

Four stations are WOR, Newark; WGN, Chicago; WLW, Cincinnati, and WXYZ, Detroit. Rate card will probably be increased soon, when WOR ups its night rate from \$750 to \$1,000 per hour. It is considered a question of time before WLW will have to make some decision concerning its NBC and MBS affiliations, since time clearance is bound to come up as a problem. MBS is likewise vitally interested in the outcome of WLW's fight to retain 500,000 watts, since the web's coverage is affected by the station's drop back to 50,000.

While the MBS \$1,500,000 estimate is on gross, net will be higher than usual since MBS has none of the heavy overhead other webs have. Principal MBS cost is its wire charges, which the stations absorb, while the network has no special offices or staff of any great size. Stations on the chain would be operating regardless of the existence of the network, with the local sales departments of the outlets handling Mutual sales as well.

STATION NOTES

STATIONS Coast-to-Coast. Program is Ford Symphony Orchestra.

TEXTILE REFINISHERS' ASSN., thru Phillip Ritter Company, starting March 13, Wednesday, 11:15-11:30 a.m. Program is a dramatic sketch.

Mutual Broadcasting System has one new account. It is:

BARNEY CLOTHES, thru Bess & Schill, starting March 3. RENEWS its Monday to Friday spot, 8:15-8:30 p.m.; Sunday, 8:30-9 p.m. Program is *Five Star Final*.

SSS COMPANY, thru Johnson-Dallis Company, Atlanta, Ga., starting March 8, Friday, 8:30-9 p.m., on WOR, Newark; WGN, Chicago; WLW, Cincinnati, and WXYZ, Detroit. Program is *The Music Box*.

Chicago

CHICAGO, March 9.—New business reported by Station WGN includes the following:

SIDNEY WANZER & SONS, thru Needham, Louis & Brorby, Inc., 13 weeks, 1 to 1:15 p.m., Tuesday, Thursday and Saturday. World transcriptions and live talent.

SELF-LOCKING EGG CARTON CO., thru Needham, Louis & Brorby, Inc., local commercial, 13 weeks beginning March 12, 9 to 9:15 a.m., Tuesday, Thursday and Saturday. World transcriptions and special announcements.

STERLING PRODUCTS, thru Blackett,

Sample, Hummert, Inc., *Chandu the Magician*, 8 to 8:15 p.m. daily except Saturday and Sunday, starting March 11. Also to be recorded for broadcast on other stations.

W. F. McLAUGHLIN CO., thru Cramer-Krasselt Company, *The House Party*, local commercial, beginning March 9, from 10:30 to 11 a.m., 52 weeks.

RUUD MFG. CO., thru Ketchum, MacLeod & Grove, Inc., one-minute sponsorship participation in Home Management, taking Monday, Wednesday and Friday for two weeks starting March 18.

Newark

WOR's new accounts and renewals include:

LARUS & CO. (Edgeworth tobacco), starts March 11, Monday, 10-10:30 p.m. Program is *Corn Cob Pipe Club*.

RESTLAND SALES & MANAGEMENT CO., thru Hudson Advertising Company. RENEWS effective March 24, Sunday, 1:30-1:45 p.m. Program is religious music.

MENNEN CO., thru H. M. Kiesewetter Agency, starting March 11, 8-8:15 a.m., Monday, Wednesday, Friday. Program is current events talk by Mark Hawley.

NEW YORK HERALD TRIBUNE, thru Batten, Barton, Durstine & Osborn, New York, taking one five-minute spot March 9, 6:45-6:50 p.m. Program will be talk and music.

C. HOUSTON GOUDISS starts March 14, Thursday, 2-2:30 p.m. Program is food talks.

M. J. FUR CO., thru Sternfield-Godley, Inc., starting March 17, Sunday, 12:45-1 p.m. Program is Vince Calendo and Joanne Edwards, singers.

New business on WNEW, Newark, includes:

GOLD RECLAIMING CORP. taking six half-hour programs weekly, daily except Sunday, 7:30-8 a.m., with a musical program.

PULASKI PRODUCTS, thru Bess & Schill, starting March 5, two announcements daily.

DIOXOGEN CREAM, thru Small, Kleppner & Seiffer, starting March 4, three 15-minute programs weekly, Monday, Wednesday, Friday, 10-10:15 p.m.

Southwest

ARMAND CO., thru Heath Beshoff Agency, Chicago, taking five 15-minute programs weekly on WFAA, Dallas, Tex. HORSE & MULE ASSN. OF AMERICA, thru Carpenter-Rogers Agency, taking 13 one-minute announcements on WFAA, Dallas.

CALIFORNIA PERFUME CO., thru J. P. Dewey Agency, taking two fifteen-minute (See NEW BIZ on page 10)

STATION NOTES

Address All Communications to the New York Office

WDSU, New Orleans, has done away with the title of program director and has substituted a five-man program board in the position. Move was made by J. K. Uhalt, president of the station, who is on the new board with P. K. Ewing, Fred Castle, James McGowan and Lionel Ricau.

JOHN W. BRICKER, Ohio's attorney general, will speak on WHK, Cleveland, March 22.

GRADY COLE, news commentator for WBT, Charlotte, N. C., who recently went commercial three times a week for *Chatam Blankets*, has been boosted to double that number by the client. Cole is also on the air six times a week for Stewart Warner and six times per week for B-C Remedy Company. Two of the sessions are for 15 minutes, the other being a five-minute spot.

WBIG, Greensboro, N. C., is sponsoring a talent search for the best voice in the Piedmont section. Winner gets a 26-week contract on the station.

BROOKS G. CONNALLY, former chief announcer at K TSA, San Antonio, Tex., has been made program director and

studio manager. Connally has been with Southwest Broadcasting System since 1933. James Crocker, of the K TSA staff, is the new production manager for the station. Walter Beck, from KRLD, Dallas, is a new K TSA announcer.

J. V. VAN VOLKENBURG, president of KMOX, St. Louis, is back at the station after a week in New York, spent mainly at CBS headquarters. Bill Cherry has rejoined the station as an announcer.

FAULTLESS STARCH COMPANY has renewed Glem and Tina for another 17 weeks on WSM, Nashville. Time for the team was about to expire when the advertiser tested the program's pull and results were so satisfactory the renewal was put thru.

THE GARDEN PATCH, program on KOMO, Seattle; KHQ, Spokane, and KGW, Portland, which has been off several years, is on again, starting March 8, sponsored by Nalley's, Inc., food manufacturer.

ONE OF THE most popular shows in the South, Clair Shadwell's minstrel program, for years on WBT, Charlotte, N. C., (See STATION NOTES page 11)

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

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

EDDIE ELKINS AND HIS MUSIC Personal Direction HARRY BESTRY, Paramount Building, New York, N. Y.

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

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

Amateur Craze Hits Leading Pitt Spots

PITTSBURGH, March 9.—Not to be outdone, leading spots here and in neighboring towns are instituting "amateur nights" which are now in vogue in combo theaters in this territory. This time, however, amateurs do not replace professional floor shows. They are usually billed as added attractions and in most cases result in increased patronage.

Of the latest to join this parade are the Evergreen Gardens, which offers cash prizes to the winners, and the Spaghetti Tavern, where similar awards go to the newcomers earning the heaviest applause.

The springlike weather, which has been drawing fans outdoors for the last week, is also helping night-spot grosses. The Italian Gardens brought in a new floor show this week, which is emceed by Joe Succop. The featured performers include Eloise Rutter, songstress; the DeVoe Sisters, dance team; Gall Garber, dancer and singer; Art Bryson, tap dancer, and Betty Le Vone, "original shawl stepper."

Billy and Betty, popular dance twins here, and the Hollywood Blondes opened at the Roosevelt Hotel's Blue Room. . . . Dorothy Ray introduced at the Show Boat a new parol and bubble dances. . . . Burt Wydener and his band, after a seven-month road tour, returned to the New Penn yesterday for an indefinite stay. . . . Tommy Flynn's Band returns to the Show Boat on Wednesday. Ray Russell will be the new mistress of ceremonies.

London Club News

LONDON, Feb. 23.—Savoy Hotel, booked exclusively by Eric Wollheim, has a grand floor show this week. Dezzo Retter, premier exponent of solo "all-in wrestling" and a corking acrobatic comedian, assisted by Polly Day, a looker and okeh dancer, is held over for a fourth week, which means he's a big hit. The always popular Joe Jackson, pantomimist and droll, returns after a long absence and clicks solidly. Third act is Ralph Olsen and Alma Louise, swell dancers, who play here prior to a season at the Palladium.

Dorchester Hotel floor show closes next week, despite the fact that it is one of the best that Felix Ferrey has put on. The outstanding attraction is the act of Betty Jane Cooper and Lathrop Bros., refreshingly new ideas in the art of tap dancing. The act doubles at the Mayfair Hotel and is enormously successful at both spots. Other hits at the Dorchester are scored by Roszelle Roland, the golden girl, clad only in a coat of gilt paint; Eddie Vitch, funny pantomimist, and Diana Ward, a striking and fascinating singer.

Daro and Costa, Latin-American dance team, are well liked at the Piccadilly Hotel.

Gomez and Winona continue to score with their elegant dancing at the Grosvenor House, where they get a huge reception at every performance.

Ben Dova, the acrobat on the lamp post, joins Charles B. Cochran's "Jollity" cabaret at the Trocadero, where the Dolinoffs and Raya Sisters, Europe's most original dance flash, play their 23d consecutive week.

2 More Weeks for Johnson

DETROIT, March 9.—Herschel Johnson, of the Amusement Booking Office, Detroit, added two full weeks to his books this week. New spots are the Moonlight Gardens at Springfield, Ill., and the Delaware Hotel at Muncie, Ind. Johnson, after adding four full weeks last week, now has 11 consecutive weeks of class night spots on his books.

THE CASINO, 81st and Halstead, Chicago, is installing a new show that will be a departure from the revue style. It will be an all-specialty show featuring several well-known artists. "Rocky" Ellsworth, singing emcee, and Belle Howard, songstress, are being held over.

Joyce Dance
DONNA Stylists
AND Jack
DARRELL

Now Appearing
Hotel Syracuse,
Syracuse, N. Y.

"Progressive" Dinner Try No New Licenses For N. Y. Places

PARIS, March 4.—In an effort to stimulate business many of the de luxe restaurants and cabarets of Paris are offering a novel combination night out under the auspices of the "Saisons de Paris," a committee of well-known celebs whose object is to liven up Paris. On an average of once a week this committee offers a gala dinner at one of the high-end restaurants or hotels and liquors or champagne at one of the de luxe night spots, all for a fixed price of 40 francs, or about \$2.70. The idea has been meeting with considerable success.

New Chi Shows

CHICAGO, March 9.—Hal Young, "The Poet of the Song," tenor who appeared in *The Student Prince* and played leads in many other shows, opened at the Continental Room of the Hotel Stevens, Chicago, March 8, singing with Keith Beecher's Orchestra. The occasion marked the 100th nightly program of Beecher's Orchestra at the Stevens. On the same night Wes Adams and Lisa, ultra-smart dance duo, returned to the Stevens after a successful tour of the East.

Eddie Elkort, of the MCA, has booked Alfred and Aline Marfield, dance team, into the Blackhawk Cafe, Chicago, for a return engagement and they are being featured with Kay Kyser's Band. They are doing the carloca, a new waltz schedule, and their new dance Night Flight. Jay Howard is handling their publicity.

A new *Springtime Revue* will open in the Empire Room of the Palmer House, Chicago, March 15. Raphael, concertina genius, late feature of the *Continental Varieties*, will be featured, along with Peggy Taylor and Company, adagio dancers; Bernhard and Graham, ballroom dancers; Stanley Morner, tenor; the Abbott Dancers and Ted Weem's music.

Cross and Dunn, comedy songsters, replace Al Trahan at the Chez Paree March 10. They recently completed a lengthy engagement at the Hangar in Miami Beach, Fla. Trahan is leaving for an extended vacation in South America before trying his luck on the concert stage in New York.

A new floor show opened at the Terrace Garden in the Morrison Hotel Friday, featuring Stam, La Rue and Royce, sensational adagio trio. Vernon Rickard, singing star, and the Virginia O'Brien Girls complete the show. Stan Myers and his orchestra continue to provide the music.



'ROUND THE TABLES

DICK BAUER is emceeding this week's show at the Club Cassano, Cincinnati. Included on the floor are Ricardo and Enid, featuring their Blue Fantasy and Merry Widow waltz dance interpretations; Ann Gullfoyle, blues, a recent addition from the Club Greyhound; Bill Hudson, vocalist, and Forrest Bradford and his orchestra in their 26th week.

DORYCE AND FREDDIE DREW, flash ballroom team, are on an extended engagement at Paradise Inn, Troy, N. Y. Sammy Kaye and ork still going strong.

DON CORAY is going over at the Club Montmartre, Salt Lake City, where Clay Kirkham not only leads his own band, but also manages the pop night club.

MARVE SCOTT and Dick Forscutt are still at Club Dorado in Salt Lake City, with Manager Walley Stewart featuring these same artists, who for years made his Green Dragon Cabaret popular.

THE GROVE, Houston (Tex.) swanky spot, currently features *California Capers*, with Dorothy Ates, Billy Taft and Peggy Neary, Jimmy Ray, Hills and Flint, Ding Bell and the Eight Sunkist Senoritas. Mark Fisher and his ork are furnishing the numbers, with Peerson Thal featured on the ivories.

LEE MORSE is current with her torch songs at Villa Rosa Club, Houston, Tex. Others in the show include Joe Wallace, Daniel and De Laine, Connie Hill and Gretchen Lee. Gray Gordon and his orchestra and singers are continued.

ELLSWORTH AND CORDERO, novelty and interpretative ballroom dancing, are

NEW YORK, March 9.—New York State Liquor Authority, in announcing this week that no further liquor licenses will be awarded, has thereby put an effective stopper on any possible future cabarets or night spots opening for some time. Obviously no small operator will try to make the grade without potables. Big new places may get a break however.

Announcement explained the LA believed that "the social needs of the people of . . . New York are being adequately served with the number of existing on-premises licenses now in effect." Reactions vary along Broadway, depending on the interests of those affected. Naturally, spots now running figure the dictum to be okeh, since it holds down further competition, while those operators who had planned spots or who were working out of town, but figuring on coming in when the resort season is over, are checked. Theater owners who were campaigning for bars in theaters are likewise out of luck.

It was also shown that the State has taken in \$33,536,689.48 from April 12, 1933, up to December 31, 1934.

Top Cafe Salary for Veloz and Yolanda

CHICAGO, March 9.—Veloz and Yolanda, noted ballroom dance team, will return to the Empire Room of the Palmer House on or about June 1 at what is claimed to be the highest salary ever paid a dance team for a cafe engagement. Figure is understood to be \$2,000 a week or over. Exact date of opening depends upon the completion of the team's motion picture (Fox) *Argentina*, for which they are to receive \$4,000 a day while on the lot for a minimum of eight and a maximum of 30 days.

Veloz and Yolanda were introduced to Chicago two years ago by the Palmer House and their engagement ran for 22 weeks.

CONGRESS RESTAURANT, New York, is being redecorated and renovated for the new show opening there March 14. Rosita Royce, bubble dancer, is already set for the show, while Sid Austin's Orchestra will be held over. Johnny Pierce is staging and directing the review, Billy Dawson and Lionel Shapiro writing the score.

working on an indefinite engagement at Coral Gables Country Club, Coral Gables, Fla.

KEN LANE and Edith Carroll, hotcha dancers, recently featured in Mentone shorts, are in their fourth week at Weber's Restaurant, Baltimore. Team specializes in dances from current films and is clicking nicely.

AL PRICE, accordionist, now current in Pennsylvania night spots, is a Huntington (W. Va.) boy with a record of playing many extended engagements. His list of spots includes Berghoff Gardens, Fort Wayne, Ind.; Ventura Hotel Roof, Ashland, Ky., and a season at Club Riviera, Ironton, O.

MAURINE AND NORVA opened at the Plaza Hotel, New York, March 10 after a run at the Central Park Casino.

JIMMIE PARRISH, who has been playing Chicago clubs with his unit, has left to fill a six months' engagement on the West Coast.

MARIO AND FLORIA, dance team, started at the St. Regis Hotel Roof, New York, March 8, coming from a run at the Chez Paree, Chicago.

PEARL PERRY is now singing with Don Costello's Orchestra at Mori's, New York.

BUD HOLLOWAY, Cincinnati harmonica player, emceeding at the 4444 Club, was one of the two sectional winners selected from the Southwestern (See 'ROUND THE TABLES on page 27)

Night Club Reviews

Old Rumanian, New York

Jack Silverman, operator of the Old Rumanian for some time, is conducting an experiment in lower East Side night spot entertainment. For the first time, one of the downtown places has installed a production unit floor show. Revue is a somewhat strange mixture, combining the usual East Side features of Yiddish singers and the usual Broadway dance acts and line of girls. Reason, of course, is obvious, in that the East Siders draw crowds that represent a mixture similar to the show. Customers are uptowners going downtown and downtowners out for a good time.

Feature of the show is Thais, a fan and veil dancer. If word gets around that the girl is playing the Old Rumanian no doubt but that the regular Broadway trade will be taking the downtown trek in large numbers, since the girl's veil routine is a night club standout. It goes the usual fan or glided girl number one better. Thais uses just the aforementioned veil and nothing else in her number, with occasional spots where the veil is practically unused at all. Act is a valuable theatrical item that should go far in after-dark entertainment.

Rest of the show is closer to routine. Girls have several okeh numbers, with Ronnie de Kamp stepping out for a good acrobatic tap number and Lila Revel ditto for a straight acro routine. Sadie Banks, Ethel Bennett and Jack Hirsch are each established East Side favorites. Miss Banks and Hirsch splitting the m. c. chore and Miss Bennett warbling in Yiddish. Band is Abrasha Grabowsky's four-piece unit. Al Davis and Mildred Raye produced and staged the show.

Dinners start at 90 cents and go to \$1.50, with drinks moderate and no cover. Ample return for any customer's money. Franken.

Terrace Garden, Chicago

Established some 15 years or more ago, Terrace Garden, in the basement of the Morrison Hotel, has been one of the colorful night spots of the Loop and in its earlier days saw the premières of some very elaborate revues. During the last few years its floor shows have been less elaborate but none the less entertaining. Its orchestras have been outfits with established reputations. A year or so ago the place was entirely remodeled, a new band shell was constructed and the garden was transferred into a coconut grove, with coconut trees surrounding the dance floor and scattered about the terraces with telling effect. No other cafe in Chicago surpasses Terrace Garden in the matter of convenience and comfort, the terraced arrangement being ideal from the standpoint of visibility and there being ample room about the tables. Cuisine has always been excellent. The established clientele is of the substantial sort.

Stan Myers is the maestro at present and his music leans to the restful sort rather than the novelty tunes heard at so many of the night spots. The new show that opened Friday night also is of the restful sort: not garish nor spectacular, but thoroughly entertaining. It opens with the 10 Virginia O'Brien Girls in flowing chiffon costumes doing a graceful routine, followed by Stam, La Rue and Royce in pleasing adagio. Stan Myers next does a sax solo, playing *Smoke Gets in Your Eyes*, and Vernon Rickard does several vocal numbers — *Isle of Capri*, *When Irish Eyes Are Smiling* and *You and Tonight* and *The Music from the Broadway success Revenge With Music*. Rickard has a pleasing personality and an excellent voice. Concluding the show is an Undersea Ballet in which the Virginia O'Brien Girls go thru a colorful routine, two of their number doing a pretty specialty with a huge iridescent "bubble," while Stam and La Rue offer an adagio routine, finishing with a sensational spin. Show went over very nicely on opening night.

Leonard Hicks, managing director of the Morrison, and himself a former showman, is giving the patrons of Terrace Garden a pleasing brand of entertainment and music that should increase the popularity of the spot. N. S. G.

CECILE BLAIR, acrobatic dancer, and Lisheron and Adams, ballroom dancers, are featured in the new show at the Royal-Frolics cafe, Chicago.

NVA Drive Endangered

Only six weeks to annual drive week—Chesterfield suit irritates NVA Fund

NEW YORK, March 9.—With Easter Sunday only six weeks away, the circuits have not yet decided to run the annual NVA drive for funds. Reason for the uncertainty, according to a circuit spokesman, is the pending suit against the NVA Fund by Henry Chesterfield and his NVA social club. The suit is expected to be heard in the Supreme Court early next month.

If the annual drive is not held, the NVA Fund will either have to raise money thru other means soon after or it will have to abandon its various charity activities. These activities include the NVA sanitarium in Saranac Lake, with its 57 patients; weekly emergency doles now being handed out to about 100 performers; the 90 dinners being served nightly; the NVA Ward in the French Hospital here, which is now filled, and the cemetery plot available for NVA burials.

Of course, if the NVA Fund gave up its activities and managed to liquidate the properties, it is expected that the Actors' Fund would not let needy vaude performers suffer. The city emergency relief administration would undoubtedly take care of those cases eligible for aid. However, the rule that recipients of relief must have been residents of this State the last two years will undoubtedly be a bar to many performers seeking government aid.

At present, the NVA Inc., is operating a social hall at 752 Eighth avenue, with Henry Chesterfield and John M. Liddy in charge. The rest of the NVA "officers," whose terms expired two years ago and who have never been re-elected, are not active in the NVA in any way. Their names are still being used by the organization, however.

Willis Books A Cuban Tour

MIAMI, Fla., March 9.—The Stanley H. Willis office here is booking attractions into Cuba, with Mexico, Panama and Venezuela lined up to follow. First attraction is Marvelo (Lester Lake), who opens tomorrow in Cuba. Marvelo is doing his burned-alive stunt and has also tied up with a Cuban National rumba contest, the winners of which will be brought into Havana at the conclusion of Marvelo's tour.

Willis has also booked *Broadway on Parade*, opening in the Campomoro Theater, Havana, about April 1. It is the first American unit to play Cuba in two years. Carries \$6,000 worth of scenery, and cast includes the 18 Manhattan Rockets, produced by Nat Harris and Flo Kelly; Medisco and Michael, and Virginia Harvey.

London Alhambra to Vaude

LONDON, March 2.—The Alhambra. Stoll's ace house, now dark after a 12-week season of *The King Boys*, war-time revue revival, will definitely go back to vaude March 25. A four-week run of *The National Ballet of Lithuania* opened Monday.

Ambassador, St. L., Goes Pix

ST. LOUIS, March 9.—The Ambassador Theater here dropped its stage shows last week and went into straight pix policy, leaving F. & M. without any stage-show representation in town. Its Missouri Theater here dropped vaude two weeks previous. The Ambassador had been in a de luxe policy.

AFAs' First Annual Ball

NEW YORK, March 11.—AFAs' first annual dance and entertainment at Mecca Temple Casino March 30 will feature a dance contest, open to all. The winner gets \$100 cash and a week's engagement at the Roxy Theater, thru a tie-up with F. & M. Stageshow. The judges for the contest will include Sophie Tucker, Bert Lahr, Ray Bolger, Frank McIntyre and Abe Lyman. Ducats are \$1.50.

Chorus Producers Get Break; Girl Troupes in Demand Again

NEW YORK, March 11.—Producers of chorus lines are beginning to get a break once again. With the demand for units booming and the trend toward stage band and presentation ideas increasing, girl lines are enjoying a lively demand. Most of the units out now carry girl lines.

In addition there is a tendency by the bigger houses to use girl troupes to give their regular vaude a revue appearance by spotting the troupe between the acts. The Paramount, Newark, for example, has been using a new girl troupe each week the last two months and this week has the 32 Roxettes, just out of the Roxy-Mastbaum, Philadelphia. Warner has just put out Allan K. Foster's 16 Vitaphone Girls, taken out of the Vitaphone Brooklyn studios during the studio's two-month shutdown.

Loew is currently using three girl troupes: one 16 and one 12-girl Danny Dare line, and a 14-girl Fanchon &

To Try Weisgal On Code Claim

NEW YORK, March 9.—Chorus Equity's suit against Meyer W. Weisgal and the M. W. W. Productions was heard by Magistrate Guy Van Amringe in Commercial Frauds Court Thursday. The court held Weisgal for trial on violation of the minimum wage provisions of the vaudeville code.

Eileen Shannon, speaking on behalf of 32 chorus girls who appeared in Weisgal's *Romance of a People* at the Roxy Theater in September, said she was compelled to sign a contract which declared she was volunteering her services and accepting \$10 a week as lunch money. Later, when the girls threatened to strike, according to Miss Shannon, they were given an additional \$2. The code provides for \$30 a week for chorus people in Class A presentation houses.

Sam Shayon appeared in behalf of F. & M. Stageshow, which booked the show, and testified the theater had been assured by Weisgal that he was paying code salaries. Weisgal's attorney protested that Weisgal was not financially connected with the M. W. W. Productions.

Chorus Equity has also filed a complaint with the NRA Labor Board against Jack Maggard's *Spices of 1935* unit, claiming 12 chorus girls played only one week at \$15, whereas they should have played two weeks at the code \$35 minimum salary.

Acts Held Up by Car Drivers; Legal Angles in Auto Jumps

NEW YORK, March 11.—Acts are virtually held up by unscrupulous car owners who transport them on cheap dates. Also most of these owners sign contracts guaranteeing to carry an act and baggage to specific towns for a certain sum, many of them demand extra money just before making further trips out of isolated towns. Producers complain that these car owners wait until the very night the act closes and then reveal they have no money for gas and repairs. In desperation the act must pay or take the chance of being delayed and missing the next date.

Producers complain this is getting to be a regular racket. As they are forced to use this cheap transportation because of salary conditions, there is nothing to do but pray and hope the car owner lives up to his contract and doesn't try to pull any fast ones.

Another angle is the misleading ads in the dailies which usually read: "Traveling to the Coast and would like someone to share expense." Performers sometimes take advantage of these offers and find themselves abandoned far away from their destination or forced to pay extra money for car repairs in case of accidents.

Because many of these drivers are irresponsible and do not know the roads well acts are often delayed in getting to their theaters. It is the act that

suffers in such instances, as most vaude contracts specify that the "usual transportation" (railroad) be used and that the act should not use a car. This clause protects the theater and puts the blame for late arrival on the act. It also enables the exhibitor to deduct damages from the act's salary for late arrival. The exhibitor may even cancel the act.

If the act traveled by railroad and the train arrived later than schedule the exhibitor cannot very well cancel or even ask damages because the act can claim the delay was beyond its control. In other words, making the jumps by railroad affords the best protection for an act. But, unfortunately, salary conditions are such that many are forced to travel in their own cars or in private cars owned by others.

Basy Returning With 56 Contracts

NEW YORK, March 9.—Alexander Basy, head of the Amsov Agency, will return here from Soviet Russia the end of this month. He left Moscow Wednesday for Paris, where he will attempt to sign Josephine Baker for an American tour.

Basy cables his local office that he has arranged to charge acts only 5 per cent commission for Soviet bookings, the government paying him the other 5 per cent. He is returning with 56 contracts, according to his last cable before leaving Moscow.

Shows for Taft, Cincinnati

CINCINNATI, March 9.—Larry Sunbrock and Jimmy Walker, promoters, who recently put the Duke Ellington Band and several acts in at the Shubert Theater here for a week to excellent returns, have taken an eight-week option on the Taft Theater, this city, and will put in "name" attractions each week, beginning this week with Thurston the Magician. Joe Penner and a company of 45 are slated to follow in next week. Cab Calloway is another feature already signaled by Sunbrock & Walker. Stage shows will work in conjunction with pictures.

Acts in Detroit Accident

DETROIT, March 9.—Five vaude performers were riding in a car coming in from Saginaw when it struck a pedestrian, Charles Mygaki, Sunday night. Mygaki has a fractured skull and leg and is not expected to recover. The vaudevillians in the car were Joe Baldwin and Wally Bristol, Jean Matthews, Marilyn Gilbert and Sylvia Connie. Baldwin was driving.

New Grayson Office

NEW YORK, March 9.—The Irvin Z. Grayson Company has opened new offices on East 48th street. Augmented staff now consists of Grayson, handling radio; Samuel G. Harris, pictures; William Wayne, production; Mack Raymond, vaudeville, and Michael Green, clubs.

Doubling as Booker-Agent

Three agents book house apiece—one booker now agents also—others, too

NEW YORK, March 9.—The vaude field today stands for a lot of things which it never would countenance in the old days. An example is that of agents doubling as bookers, and in some cases bookers doubling as agents. One firm has a three-way tie, under different corporations, however, taking in theater operating, booking and agenting.

Among the agents now booking a theater apiece are O. L. Oz, who has been sending the shows to the Alvin, Pittsburgh, for quite a stretch; Max Richard, who last week started to book the Roosevelt Theater on the East Side as a three-day stand, and now Ferd Simon, who is again to book "name" shows into the Rialto, Louisville. Simon's first show will be Thurston, opening March 22, following with Ted Lewis April 5 and *Anatol's Affairs* two weeks later.

Recently Arthur Fisher, indie booker, took to representing acts on the side, among them being the Diamond Boys. Alex Hanlon has been an indie booker and a Loew agent for a long time, but he has the permission of the Loew office, with which he holds a franchise, to book the Grand Opera House and Tivoli.

Fanchon & Marco has both booking and agency subsidiaries. Its F. & M. Stageshow here, the booking office, has been running a long time, but it was only recently that John Schultz stepped into the fold to run the F. & M. Agency. The William Morris Agency has Lawrence Golde, booker, in its office space, but it was about a year ago that Golde's office was incorporated under the name of Variety Exchange, Inc.

Cautious on Policy Changes

NEW YORK, March 11.—Altho Loew had mulled over the idea of trying a presentation policy in several de luxers, it has decided to be more cautious and feel its way slowly. The presentation idea in Jersey City is being extended, with Mort Harris having replaced Ted Adolphus as stager and Johnny Perkins remaining as emcee.

The Paradise, Bronx, was to go into a presentation policy beginning April 5, with Ed Lowry as emcee and Bill Powers as stager, but this deal was called off. Other houses remain as is.

Louis K. Sidney, production head, says Loew prefers to alternate regular vaude with occasional units and to embellish the vaude with occasional girl troupes or emcee and at times to switch the orchestra to the stage. Loew doesn't like to tie itself down to permanent vaude or presentation policy, says Sidney.

Loew's Gates, Brooklyn, resumes last halves next week. It has been running vaudefilms first halves and double features last halves.

Loew is giving Worcester two more shows, the Blanche Calloway unit this week and *Broadway Jamboree* next week.

"Hello, Paris" Will Stay Three Weeks at Chi Palace

CHICAGO, March 9.—Engagement of the French Casino show, *Hello, Paris*, now playing at the Palace Theater here, has been extended another week, making a three-week run in all, after which it will play several weeks before going into New York. The show opens at the Fox, Detroit, March 22, and the Palace, Cleveland, March 29. The *Roberta* film goes into the Palace here March 22 for at least four weeks. With it will be a specially produced vaude unit composed of Ella Honan, John Fogarty, Vic Oliver, the Beth Berri Dancers, featuring Petch and Deville, Large and Morgner, and Paul Syddell and Spotty. Negotiations are being conducted for a well-known feminine motion picture star to head the bill the following week.

CARMELA PONSILLE is being offered to vaude by Matty Rosen.

Palace, New York

(Reviewed Friday Afternoon, March 8)
(First Show)

ANATOL'S AFFAIRS

For its current fare the Palace offers Anatole Friedland's unit, *Anatol's Affairs*, on the stage, and Warner Baxter and Janet Gaynor in *One More Spring* on the screen. Doesn't look like very much box-office either way, but it's enough to entertain the customers who make it a habit to visit the house. Friedland's unit runs a snappy 58 minutes, and is a commendable show. Not one of those things thrown together any which way, but one that shows thought, effort and investment. The customers liked it and so did this reviewer.

The unit has a grand line of 16 girls, with a couple of them stepping out for specialties. They are a cute group of youngsters, all the same size, and tackle their work earnestly and not in the slipshod manner of most chorus kids. Anatole has them dressed excellently and he provided them with sterling routines.

Charlie Melson heads the unit, and he certainly does a swell job. He emcees it and works on his own also. His gift of

gab is good and he employs a nice stock of chatter, with the value doubled by his personable selling. Irmanette is with him, getting solo spotting with her very good violin playing and also playing a production number. She then works the act with Melson in which they use the young Evelyn Oakes, whose hare-lip comedy is good for laughs.

Harry and Frank Seamon go big also with their burlesqued acrobatics. These boys, veterans of the knockabout, certainly take it out on themselves, providing a good round of laughs, but when they work straight pull big mittings for their cleverness. One marvels at the strength of the understander. Then there's Jean Boydell, who does a fair enough job of comedy singing and dancing. She's on early in the show and sings a King Tut number, does an old-time dance impression and winds up with a wooden soldier dance.

Among the kids who double from the chorus are Peggy Alexander, Dorothy Shanahan, Frances Black and Connie Lusby. Miss Alexander is a cute little trick, who does a very graceful and clever toe number. Miss Shanahan is a good rhythm tapper who oozes personality, and Miss Black, a blonde, gets several spots with corking acro dancing. Miss Lusby's bit is a fast piece of syncopated hoofing and done well.

Opening production number is a humdinger, in which Melson as a labor agitator disrobes with the girls as a protest against various industries which are unfair to labor. It's novel and clever. Another good number is the one in which the chorus kids are the Roxy Usher Corps and then make a lightning change to come out as the ballet. The Oriental number is a beautiful piece of staging, calling for tasteful scenery, costumes and lighting. Finale is a penthouse setting, with the whole cast on the wind-up bows.

SIDNEY HARRIS.

Capitol, New York

(Reviewed Friday Evening, March 8)

Walter Winchell's alleged feudist, Ben Bernie, is back in town, holding down a half-hour stage show at the Capitol. Bernie's show hasn't changed, except for the song selections and some of his gags, since he played Loew's State late last year. Only name on that date that didn't show at this performance was Whistling Pullen. Other names remain the same, including Billy Severin, a very good acrobatic and tap dancer, and Manny Prager, Billy Wilson and Frank Prince, vocalists. Wilson doubles from the piano and Prager from the sax division.

The shortness of Bernie's act can be attributed to the program of a Charlie Chase comedy; the feature picture, *After Office Hours*; the newsreel, Capitol Grand Orchestra overture and *The March of Time* news dramatizations.

To the majority of people, Bernie and company will be enough entertainment, altho this reporter found the show lagging in several spots. This despite some good Bernie-style gags and some good special numbers, all singing except for Severin's dancing show-stop at the close. Bernie has several good comedy numbers, best of which is *Tallyho*, a good laugh provoker. Frank Prince, one of the singers, still shows the same drawback in his noisy breathing. Voice is good and ditto for his looks. Wilson does all right on his warbling, too.

Bernie's music, as always, is dependable, but when the curtain first goes up the outfit looks kinda small on the big Capitol stage. Especially with the memory of the Grand Orchestra, on a few minutes before, still fresh. Bernie carries 13 men, besides Prince and Severin. JERRY FRANKEN.

Loew's State, New York

(Reviewed Friday Evening, March 8)

Al Shayne and the Charlie Davis Orchestra are sharing headline honors this week, the picture being *Clive of India* (20th Century). Business today was weak.

Felovis got the show off to a great start with his masterful juggling of clubs, balls, cigars, hats, lamps and whatnot. He works fast and never permits a letdown, altho he missed a couple of times—possibly to prevent his work appearing too easy. Felovis remains among the greatest in his line.

Fred Sanborn, heavy eyebrows and everything, is assisted by Jeff Sayre and a stooge in an amusing comedy turn. Sanborn works in pantomime, and his quaint style of comedy is a pleasure to watch. Sayre makes a capable straight, and Sanborn's xylophoning perks up the turn considerably.

Al Shayne, accompanied by a male pianist, won himself a good hand with (See LOEW'S STATE on page 16)

State-Lake, Chicago

(Reviewed Saturday Afternoon, March 9)
(First Show)

Maximo, Cuban wire walker, opened the bill. Proved a good opener with his work on the slack wire, which included balancing on a board across the wire, a rumba and a drunk bit and picking up a handkerchief by his teeth while kneeling on the wire. Two bows and a good hand.

Elmer Cleve and Company deuced. Opening with a song by Marilyn Keller, *You Can Be Had*, and a parody by Cleve, the act goes into a variety of gags and bits. A stooge plays a musical hand-saw to Cleve's xylophone accompaniment, and Cleve plays a part of the *Grand Canyon Suite* and *Light Cavalry* alone. Finale has girl dancing, Cleve at xylo and the stooge playing the accordion. Good hand.

Bud Harris and Bert Howell were next. Howell acts as straight to Bud's comedy talk, which is very funny. Starts off slow but works up to heavy laughter and guffaws. Plenty of good chatter in the act. Bud fools around the mike for more laughs, and Howell sings *Blue Moon*, strums the uke and plays the violin. Paul Harris' fast tapping was a sock finish to the act, which was the hit of the bill.

The Stage Revue opened with the State-Lake Sweethearts doing a tap routine, followed by Ted and Mary Taft, whose high kicks were perfection in their line. After the girls danced off the Tafts returned for some more work that included high back kicks, head kicks and acrobatic stuff. Gathered a heavy hand for their efforts. Olive Olsen, blond comedienne, with her bur-

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foony and eccentric dancing and her three talking-singing numbers, *I'm the Talk of Broadway*, *Guess Who I Am* and *I Want To Be Dramatic*, delighted the audience, which sent her off to a nice hand. Eddie Hanley, with Louise Gay and an unbilled stooge, did about everything. Ran the gamut of comedy stunts, talking, singing and dancing. Louise Gay is a dainty little trick and her toe dance was a delight to watch. Act closed with a comedy adagio and got a good hand. Verne Buck, popular house orchestra director, showed his versatility in the next spot by playing in succession the violin, sax, clarinet, trombone, piano, trumpet and bass viol, the State-Lake Girls coming on at the playing of the last instrument for a dancing finale.

E. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, March 8)
Radio has its innings at the Roxy this week, with two feature acts from the air holding down the spotlight. They are Col. Stoopnagle and Budd, with their zany comedy, and Martha Mears, with her singing. The stage show is short and it's top-heavy with warbling for its size.

The colonel and Budd, those two madcap mimes, headline — and do a lovely job of it. Their comedy is as wild and woolly as anything this side of a strait-jacket, but for the delectation of those customers who happen to have brains (or even a single brain) it also manages to make sense. It accomplishes that thru its satire. It is, as a matter of fact, satire rather than comedy—satire that's bludgeoning, smart and hilarious. And cockeyed enough to insure socking over in any house they play.

Miss Mears scores nicely with her charming personality, her diction thru-out her repertoire of pops being far above that of the average pop singer. She does *I Believe in Miracles*, *What a Difference a Day Makes*, *Object of My Affections* and *Dancing With My Shadow*, the latter as background for a routine from the Gae Foster Girls.

Park and Clifford, slow-motion gymnasts, open the show in excellent style; Tom, Dick and Harry, a routine rough-and-tumble comedy threesome, go thru their antics, and the winner of the last Town Hall Night amateur radio contest, Bob Eberle, sings two numbers over the mike, accompanying himself on the guitar. At any rate his style is individual.

The Foster Girls do a mirror dance in fine style and close the show with a duelling number that's a standout. Freddy Mack leads the pit band and emcees pleasantly.

The show runs only about three-quarters of an hour. *Enchanted April* (Radio), with Ann Harding, is on the screen. House was nicely filled at the supper show opening day.

EUGENE BURR.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, March 7)
With a pix like *Roberta*, starring Fred Astaire, Ginger Rogers and Irene Dunne, the ace of the de luxers is sure of a healthy week, probably a couple of healthy weeks. House was packed opening night. The current stage show is *Cavalcade of Color*, a 22-minute layout that shouldn't have paid so much attention to dancing, especially after the film affords such sterling hoofing. Still the show is unusually colorful, but as ever lacks the punches which a vaude act or two could lend.

After Dick Leibert's nice work on the console and the newsreel session, the symphony ork picks up the going with a 10-minute display of Ravel's *Bolero*, the fascinating number which has been played to excess. With handling by the symphony crew, tho, it's something worth while. The male singing ensemble are in the pit, accompanying frequently thru-out the show.

Opening portion of the stage show is

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Rhapsody in White, and is but a fair opener. Crowds the stage all right, with the ballet corps cavorting effectively. Nicholas Daks gets solo spotting with his nimble dancing.

Next is *Tango in Scarlet*, and the set used is certainly an outstanding color affair. Number 15 is a beaut, too, because of the sterling work of the Rockettes. These kids deserve plaudits all the time for their ever brilliant precision. Anne Roselle is in the opening of the number with a brief but good job of soprano warbling. Julio Martinez is in the number also.

Closing number is *Lament in Blue*, using the same set as ahead but with blue lighting. Feature of it is Natacha Nattova, Allen Noyes and Victor Ladd, who provide adagio dancing in a modernistic vein. They do nice work of their one spot. Rockettes come back again for a grand tap number, and then there's the ballet corps again. Glee Club handles a special tune from the pit, with Don Cortez soloing. Tune is *Cavalcade of the Blues*, a nice number written by Billy Dawson and Lionel Shapiro.

SIDNEY HARRIS.

Orpheum, New York

(Reviewed Wednesday Evening, March 6)

Two new turns on this bill, the new combo of Russ Brown and Harold Whalen and a new mimic, Ray Janis. Others on the bill were standard turns. The vaude was followed by the presentation of four winners of the WHN Amateur Contest the evening before. This is a regular Wednesday night feature here and is a genuine business-getter.

The bill was opened by the Pive Elgins, jugglers. Three men and two women juggling hats, hoops and clubs. Fast and novel stuff, and, as usual, an easy clicker.

Ray Janis, a recent amateur contest winner making his vaude debut here, shows strong possibilities. Did six short imitations of movie stars, with the Ned Sparks and Groucho Marx bits outstanding. Lack of good talk material handicaps his work, but this could probably be straightened out.

Russell, Marconi and Jerry rang up a show-stop with their novelty musical turn. Russell contributes sweet violining and crooning, while Marconi handles the comedy and trick accordioning and Miss Jerry contributes legwork and also accordion playing. Have a smooth routine binding the act together and had no trouble pleasing.

Brown and Whalen have a punchy little comedy turn. Their clowning is highly amusing and their burlesque radio amateur program is a nifty laugh-getter. A blonde assists at comedy and singing, while a boy tenor comes thru with one strong number. Act could stand tightening up a bit, however.

Gracella and Theodore are assisted by Pauline Turso, John Harris and Herman Williams in a three-scene flash that has color and talent. The standard-bearers are polished performers, of course, while the act as a whole shows careful staging. The flashy high-leap finish brought a solid hand.

The WHN winners presented tonight were Alexander Madoff, who has a rich booming baritone; Romeo Plan, applause-getting cellist; Barney Cohen, whose yodeling drew a heavy hand, and Richard Thornton, a promising baritone. Picture was *Carnival*. PAUL DENIS.

Chicago, Chicago

(Reviewed Friday Afternoon, March 8)

The overtures, which for a long time distinguished this house from the others in the Loop, are still missing after several weeks. This week again the time usually allotted for the overture is taken up by the second issue of *The March of Time*. To this reviewer, and I suspect to many others, the elimination of this

feature of the program makes an incomplete show.

Artist's Sketch Book, a production number showing an artist's studio, opened the show. Edward Davies, local NBC baritone, is seen at an easel singing *Sylvia*. Powell and Nedra, man and woman, follow and produce several pictures with colored sand, proving a novelty that was well liked. The Evans Girls in a waltz ballet, with another chorus of *Sylvia* by Davies, closed the act.

The Three Swifts, standard juggling act, were next with their comedy talk interspersed between Indian club tricks that are as good as you'll see anywhere. Gathered a nice hand. Vivian Della Chiesa, winner of a local radio station discovery audition, proved a soprano of very good voice. She did *The Kiss* and *Love Everlasting* over the microphone and p.-a. system and got a good hand. Marian Bellet and Gil Lamb were next and held what was virtually the next-to-closing spot. Act is well known and is a mixture of comedy talk, a bit of singing, the eccentric dancing of Lamb and the acrobatic stuff of Bellet. Lamb has a particularly funny piece of business with his hand that was good for loud laughs. Took two bows and much palming.

Springtime, another production number, closed. Scene shows a countryside view, with Edward Davies and Miss Chelsea seated on a bench on a small hill singing *Sweetheart* from *Maytime*. Between verses the Evans Girls, in pink and blue costumes, did another routine.

F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, March 8)
(First Show)

The Earle orchestra cues the stage program, billed as the *Hollywood Follies*, with selections from *42d Street* and *Gold Diggers*. Curtain rises to show the Vitaphone Girls, who come down to the footlights and chant a patter song about their work in film musicals. Gals step out in pairs to do tap dance, waltz and Lotcha numbers. One of 15 goes off stage and returns in pajama costume for

a tap number. Finale a precision number, not very well received by the patrons, who were trained to look for something better recently by the Roxyettes at the Roxy-Mastbaum, now dark. Chorines seemed out of practice, even breaking up their hand-on-shoulder line as they dance off stage.

Girl tap dancer returns for a good precision tap number to the tune of Mendelssohn's *Spring Song*, breaking into fast tap at finish.

The Stewart Sisters, a trio, filled the next spot with crooning versions of *Blues Moon* and *Rhythm*. Getting a nice hand, they came forward to footlight mike to sing *Here Come the British*. Bubbies Stewart steps out in a single with impersonations of Mae West, Stepin Fetchit and Joe Penner. Latter imitation scored with patrons, who unwrapped their hands. Trio ended with *Runnin' Wild*.

Joe Besser did his patented routine with a stooge, using regular high voice, touches and holding a slapping fight with stooge. Repetition of his "Are You Crazy?" line won increasing laughs each time.

Vitaphone Girls return to put on a spider dance on a vertical web. This number seemed like an attempt to present a stage version of Busby Berkeley's film dance creations, giving audience impression of looking down on scene. With chorine in the center of web leading, the gals swung out in varying patterns. This routine went slowly, several of the movie dancers seeming more interested in not falling than in keeping in time with the others.

Roscoe Ates, stuttering film comedian, appeared with a girl stooge, Pauline Milam. By twisting words, clowning with orchestra and borrowing instruments from them Ates got a good hand. Best number was in playing violin and making the bow stutter.

George Tapps, preceded by three taping Vitaphone Girls, warmed up the cash customers with his sophisticated tap routines, danced to the music of *Night and Day* and *Crazy Rhythm*. Chorines returned for the finale, a re-introduction of the star performers.

The screen feature is *Night Life of the Geds*.
H. MURDOCK.

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JOHN ★ — ★ — EDNA ★

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Roxy, New York
(Reviewed Friday Afternoon, March 1)
(First Show)

What Eugene Burr in The Billboard had to say of their engagement at The Roxy, New York.

John and Edna Torrence, who are really fine dancers, appear in two production numbers. In the first (one of the loveliest productions the Roxy has had in quite a while), they do a beautiful waltz routine to the tune of *Vilna*, *Dear Vilna* from *The Merry Widow*, following it with a highly amusing characterization that looks like a John Held Jr. cartoon come to life. In the "Miami" finale they do a third number. All of them are suave and excellently executed, with finesse and real ability.

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From The Billboard March 9

★ — ★ — ★

3 WIERE BROS.

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After 11 Weeks at FRENCH CASINO, CHICAGO.

Due to an error in telegraphic transmission of the Capitol, New York, review last week, mention of Jack Powell's act was omitted. We apologize for this inadvertent error. The Powell review read as follows:

Jack Powell followed a Bob Hope comedy bit and entertained the customers with his fancy drumming. With his two little drum sticks, he does everything but stand on his head. Opening with a drum outfit, he winds up working on a lone wooden chair and extracting remarkable rhythms. Went over big.

This is printed for the record and in justice to Powell.

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NEW ACTS

In Old Mexico

With Linda and Drigo

Reviewed at the Orpheum, New York. Style—Flash. Setting—In one and full stage (specials). Time—Fourteen minutes.

A colorful and thoroly pleasing seven-people Spanish flash. Costumes and set are neat and tasteful, while lighting and music are just right. Altho the talent, except for the spectacular Linda and Drigo team, is not of the show-stopping kind, it is nevertheless solidly entertaining.

The cast includes a male guitarist, Felin Garcia; Criollita and Mabel Maya, castanet dancers; Opal Randolph, accordionist; another girl at the piano, and the featured team, Linda and Drigo. The latter are on for a fast and furious apache and later for a Mex ballroom dance. Okeh except for the bit in the apache when the girl tears the shirt front off her partner's costume. No reason for it, and the audience snickered.

Act closed the show and drew a good hand. It is a class flash that could play the best. P. D.

Brown and Whalen

Reviewed at the Orpheum, New York. Style—Comedy, singing and dancing. Setting—In one and in two. Time—Sixteen minutes.

Two standard comedians in this one. Make a smooth combo and get strong assistance from a girl straight and a boy singer. Act gets a load of laughs and is kept moving by plenty of fast hoke by Brown and Whalen. Tightened up a bit and given a punchier finish, it should have no trouble clicking anywhere.

Turn opens with Brown and Whalen in comedy crossfire, interspersed with comedy bits with the cute blond girl. Switches into "two" for a burlesque on the radio amateur programs. Brown does the announcer and the other three come on as amateurs. This gives the boy singer a chance to display a swell tenor voice. The act finishes in "one" with a song and dance.

Act is a snappy affair that not only includes timely comedy but also throws in a bit of nice singing and dancing. It had no trouble pleasing here. P. D.

LOEW'S STATE

(Continued from page 14)

Three songs: *My Wonderful One, I've Got an Invitation to a Dance and Blue Moon*. His tenor voice comes over the mike nicely and his delivery is more than okeh. His attempt at banter between songs, however, is a bit annoying.

Harry Burns provided plenty of amusement with his Italian dialect and hoke comedy. The act is a loose array of comedy bits, with Tony De Lucca, Helen Lockwood and Virginia Sully assisting. Burns' ingratiating style does much to put over the hoke and the act had no trouble scoring.

Charlie Davis and orchestra of 13 gave the customers a band act that is refreshingly different. Davis is a pleasant and unobtrusive emcee and has his boys lounging informally in a clubroom set. In this informal atmosphere, the boys do glee club and regular band numbers and also indulge in comedy specialties. Specialty people billed are the Rusty Hinge Trio, apparently the vocal trio; Blubber, obviously the fat comedian, and Frank Parrish. Sally Gay is the only femme and she is on to sing *I'm the Latest Gal in Town*, a spicy number. All in all, a swell act. It gets away from the conventional, and that's something.

Ruby Zwierling's pit orchestra handled its end of the show in its usual capable manner. PAUL DENIS.

CODE PRINCIPLES

(Continued from page 3)

because the latter has no appropriation to finance a vaude administration. The legit code authority has been functioning right along, and Dr. Henry Moskowitz is one of the NRA's most ardent supporters.

Altho the battle over the NRA is raging furiously here, show business has not made itself articulate. Division Administrator Sol A. Rosenblatt recently urged the Motion Picture Theater Owners' convention to back continuation of the film

code, and it is taken for granted that he is in favor of extending all amusement codes. But, excepting Rosenblatt, there have not been any important showmen taking the trouble to give Congress their views on the amusement codes.

TENN. TAX

(Continued from page 3)

being worked out by the committee from the General Assembly's two houses, but sentiment is known to be strong in the committee for imposing a special tax on all amusements, soft drinks and cosmetics in lieu of the proposed general sales tax. Senate Speaker Moss, chairman of the committee, confirmed the report that the powerful finance committee is practically committed to the amusement tax.

The proposal came like a bombshell in show circles. The State already has unusually heavy license and privilege taxes, in addition to the normal taxation paid by any form of business, and circus folk have complained of Tennessee levies for years. It is understood that the proposed tax would apply particularly to all traveling companies, circuses, minstrels, etc., as well as to motion picture theaters.

First to protest were theater owners. Informed of the announcement by telegram in New Orleans, M. A. Lightman, MPTOA vice-president, made public a protest and prepared to seek action by the national exhibitor organization. He declared that any additional taxation upon movies would have to be passed on to the ticket buyers, and that it would ultimately cause the closing of dozens of small theaters thruout the State.

The Sunday show bill, long delayed, made its appearance just before the Legislature took a 30-day recess to permit the finance committee to attack the revenue problem. Introduced by Charles Brown, of Memphis, it provides for Sunday theatrical exhibitions wherever a three-fourths majority of the local city commission approves. Sunday shows for charitable purposes would be permissible

by a bare majority vote of the local authorities under terms of this bill. Showmen generally expressed approval of the bill, altho it is not anticipated that the theaters will make any active fight for its passage. Reports from inner political circles are that the Sabbath amusement measure has an excellent chance to become a State law this time, provided it does not get side-tracked in the maze of financial matters perplexing the legislative body.

"STAGE UNITY"

(Continued from page 3)

ture and organization are now ready, and within the next fortnight chapters in at least six Eastern cities will be launched. From them it will spread, if and when demand warrants. Organizers in each of the cities selected are out to line up members of the general public who want the theater back, with its advantages to local business and its entertainment value, without the domination of Broadway.

If the campaigns warrant 10 companies will be lined up for the first circuit late this spring, with actual playing to start in the fall. New plays are wanted. Each company eventually, according to plans, will be permanent and will have a repertory of its own, touring each season thru the cities of its circuit. Thus, the authors with new plays will be limited to royalties for a minimum of 10 weeks the first season (instead of an indefinite Broadway run) the plays will remain in the rep permanently, instead of dying as soon as the Broadway run is over.

As for actors, Unity, according to its plans, will offer a minimum of 10 weeks a season at regular Broadway salaries, with place in the permanent stock companies year after year. Long-term contracts can thus be offered. In addition, according to Steele, a pension fund will be established, starting the first season, and actors dropping out will have its benefits.

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VAUDEVILLE NOTES

WILLIAM FLECKENSTEIN is the correct name of Mildred Harris Chaplin's husband, who was recently involved in a payoff jam with the American Federation of Actors in Boston. A story in the March 2 issue of *The Billboard* referred to him as G. Finkelstein.

IRVING KAUFMAN (*Lazy Dan*) makes Loew debut at the Orpheum and Gates, New York, next week. Only other vaude appearance was at the Roxy, New York, last year.

DAVE APOLLON will follow the Bernie Band into the Capitol, New York. George Olsen's Band has been penciled in to follow Apollon.

GERTRUDE AVERY writes that her band was not replaced with a union orchestra when it played York, Pa., last month, but that the house was non-

union and both her union electrician and union band were called out by their organizations.

MURRAY BARTON, formerly of Barton and Young, is now agenting out of the Max Richards Office.

JACK LEWIS has gone to Boston, where he is producing floor shows and vaude units for the Metropolitan Vaudeville Exchange. His first show goes into the Brown Derby Restaurant, Boston.

RUFÉ DAVIS says that as soon as his contract with Tom Kennedy expires he is going on his own.

JOHN J. QUIGLEY, who operates a Boston agency, writes that the Quigley Bill for State control of theatrical agencies was filed by himself and not (See *VAUDEVILLE NOTES* on page 27)

Spring Prospects Dark, Despite Prosperous Year

Few shows on schedules—meager pickings promised—only 78 now on books for this season and next—biz good, but producers are announcing with caution

NEW YORK, March 9.—Altho there have been more shows produced this season than last, and the business in general has been better than at any time since the depression's start, from present prospects the New York legit stage is in for the toughest spring in its modern history. Altho, even so recently as three years ago, late March was considered a pretty heavy spot for openings, and the first-line premieres went all the way thru April, at present writing only 15 shows are scheduled with any sort of certainty for the remainder of the season. That takes in all the time until July 31. Plenty of those are probably doubtful, and there are only 15 other maybe shows to take their places. Chances of the latter 15 being produced this year are practically nil. Surprising if five of them go on.

Even the lists for next season, usually swelling at this stage of the game, are sparse. Only 22 are definitely on the schedules, with 16 more on the lists. But just on the lists. In addition, there are 10 more prospects for either this spring or the coming fall, figured even vaguer than the others. That makes a grand total of 78 shows theoretically on the books. Formerly, around the middle of March, it was no phenomenon to find around 300.

Mortality rate formerly, with the heavy schedules, was high. Figured as lower now, but even so the lists look sick. Unless there are sudden reinforcements, 20 more shows in the four and a half months left to the season will be about all expected.

Despite generally low production rate, the season has been comparatively successful. Takes were uniformly better than previous semesters, with even intermediate shows getting by better than in recent years. Hits have done well, far better in general than last season.

None the less the boys are cautious. General lack of announcements is more acute now than ever before. Figured partly on increased caution taught by the depression, with producers picking only those they consider surefire and not cluttering the books with their former hopefuls, which were only a lick and a promise. Partly, too, because of acute death of good plays, with Hollywood talent raids in the writing department raising more squawks now than ever. Good plays are at a premium as high as an Alp.

Of the shows more or less definitely scheduled for this season, one (a limited, two-performance engagement of *Panic*) is due next week. Two more follow the week after, and three the week after that. In April, Katharine Cornell's production of *The Flowers of the Forest* (almost in permanent stock category) is scheduled, along with five others. In May only one and in June two.

Among the vague—very vague—hopes are *Saratoga Chips*; musical called *Moon in E Flat*; Louis Bromfield's *Here Today, Gone Tomorrow*; revue promised by Tom Weatherly; Laurette Taylor production of *Mother of Christ* around Easter; Margaret Anglin in *Fresh Fields*; William Boehnel's *Two Doors Apart*; a Curtis-Hoagland-Caesar summer revue, and *Sweet Mystery of Life*, which Warners want Herman Shumlin to produce. Charles Harris is also looking for a spring show.

Chance that sudden announcements may come in and, possibly, clean up. It's a spot for them.

Moscow Art Theater Kicks

NEW YORK, March 9.—Oliver Saylor, American representative of the Moscow Art Theater, was in receipt of a telegram this week in which the Moscow group kicks against the use of its name made by the players under Michael Chekov, who are at present playing at the Majestic here. They call themselves the Moscow Art Players.

In their advance publicity the Majestic actors clearly announced that they had no connection with the Moscow group, having played around Europe for years and having been permanently located for several seasons in Prague. Dram editors and critics, however, insisted on getting the two groups mixed up, and it was this that drew the Soviet squawk. Chekov joined the company for the American engagement only.

Rehearsal Pay Comes Up

NEW YORK, March 9.—The council of the Actors' Equity Association considered the question of pay for rehearsals at its meeting last Wednesday. The Actors' Forum group is sponsoring a demand for rehearsal period salaries. The question was discussed and then postponed until conferences could be held with the League of New York Theaters.

Radio Squawk Postponed

NEW YORK, March 9.—Dr. Henry Moskowitz, vice-chairman of the Legit Code Authority, expects to leave for Washington shortly to confer with the Interstate Commerce Commission on the allegedly unfair trade practice of free air broadcasts. He has held up the trip until the Sunday show question is settled.

Le Gallienne Does Another Bennett

PITTSBURGH, March 9.—Eva Le Gallienne shocked a small audience at the Nixon Theater here Wednesday night by making an unscheduled appearance after the final curtain, asking them to "go out and get more people to come here and see our show."

She closed tonight a week's engagement of *L'Aiglon*, which she brought

BROADWAY RUNS		
Performances to March 9, inclusive.		
Dramatic	Opened	Perf.
Accent on Youth (Plymouth)	Dec.	25... 91
Awake and Sing! (Belasco)	Feb.	19... 23
Barrett's of Wimpole Street	Feb.	25... 11
The Reviver (The)	Feb.	20... 22
Bishop Mighelavon, The (Cort)	Feb.	20... 22
Children's Hour, The (Elliott)	Nov.	20... 133
De Luxe (Booth)	Mar.	5... 7
Distaff Side, The (return one) (Hartmore)	Mar.	5... 8
Escape Me Never! (Shubert)	Jan.	21... 56
Fly Away Home (48th St.)	Jan.	15... 65
Green Pastures, The (return 24th Street)	Feb.	26... 15
Laburnum Grove (Booth)	Jan.	14... 65
Moscow Art Players (Majestic)	Feb.	16... 25
Poverty Is No Crime	Feb.	20... 5
Revisor	Feb.	18... 8
Strange Child	Feb.	25... 6
White Guard, The	Mar.	4... 6
Noah (Longacre)	Feb.	13... 30
Old Maid, The (Empire)	Jan.	7... 74
Personal Appearance (Henry Miller)	Oct.	17... 173
Petticoat Fever (Hix)	Mar.	4... 8
Petrid Forest, The (Broadhurst)	Jan.	7... 71
Post Road (Ambassador)	Dec.	4... 114
Rain (revival) (Music Box)	Feb.	12... 31
Rain From Heaven (Golden)	Dec.	24... 91
Simpleton of the Unexpected	Feb.	18... 24
Sings, The (Guild)	Feb.	18... 24
Three Men on a Horse (Playhouse)	Jan.	30... 47
Times Have Changed (National)	Feb.	25... 16
Tobacco Road (Forrest)	Dec.	4... 553
Musical Comedy		
Anything Goes (Alvin)	Nov.	21... 128
Great Waltz, The (Center)	Sept.	22... 193
Life Begins at 8:40 (Winter Garden)	Aug.	27... 230
Revenge With Music (New Amsterdam)	Nov.	28... 102
Thumb Up (St. James)	Dec.	27... 84

Sunday Bills Forge Ahead

NEW YORK, March 9.—The bills to legalize Sunday showing of legitimate attractions in New York State, with provisions for local option and one day in seven off for the actor, forged ahead in the State Legislature this week. The Berg bills in the State Senate were advanced from second to third reading and they are now on the calendar for immediate action. They may come to a vote this coming week.

The similar Neustein bills in the Assembly are figured as waiting for the action of the Senate. There is little doubt that Governor Lehman will sign the bills if both houses pass them.

After the bills become State law the managers still have the local option question to run up against. Sunday legit shows must then be approved by the board of aldermen here. That, however, is considered merely a matter of routine.

Sentiment along the street is unanimous in figuring that this time, after five years of fighting, the bills are practically certain to go thru.

Dr. Henry Moskowitz, adviser to the League of New York Theaters, will debate the Sunday show question on the air tomorrow afternoon over Station WEVD. His opponent, speaking against Sunday shows, will be Dr. Henry F. Bowlby, general secretary of the Lord's Day Alliance.

Gillmore Takes Trip

NEW YORK, March 9. — Frank Gillmore, Equity president, left this week on a five-week cruise, accompanied by Paul Turner, counsel for the actors' organization. Paul Dullzell, executive secretary, is in charge.

Before he left, Gillmore sent communications to all members of the State Legislature asking them to vote against the Sunday show bills which are now on the fire.

Work on the revised Equity contract is still going on, with members of the legal department ironing it out, but any final report on the revisions will wait until Gillmore and Turner return.

American Academy Students Present Coward's 'Hay Fever'

NEW YORK, March 9.—Noel Coward's zany farce, *Hay Fever*, was the choice for the American Academy seniors' 10th matinee of the season. They gave the play a rollicking and generally good presentation at the Empire yesterday afternoon.

Rose McGehee, to whose lot fell the part of Judith, which is a romp for any actress, failed to suggest the necessary maturity—which, of course, was only natural, since Judith's maturity, with its surface coating of cock-eyed girlishness, is far harder to suggest than that of an out-and-out character role. There was also a lack of the spicuousness so necessary to the part, but, all things considered, it was a nice enough interpretation for any youngster. It carried the comedy prettily, if not the wilder fireworks.

Standing out were John Raby, John Neill, Sarah Clifford and Joan Oates. Raby played the father splendidly, giving a really fine interpretation — as a matter of fact far better than the one given by Eric Blore in the last professional presentation. Blore played it as a routine silly-as-Englishman. Neill was buoyant and amusing as Simon, catching more fully than anyone else the spirit of the cock-eyed Coward lines. Miss Clifford did an outstanding character bit as Clara. And Miss Oates contributed a grand performance as the little cockney, making the part far more effective than it is usually.

Hall Kennedy did his best playing of the season as Sandy, Daphne Bayne was pleasant as Sorel, Janet Watkins was easily adequate in the ungrateful part of Myra and Lynn Hampton overburlesqued Richard somewhat painfully.

William Korn, Dorothy Sparks, Miss Bayne, Mary Dewing, Frances Brett, Juliet Lake, Lois Leng, Robert York, Kennedy, Ezra Stone and Jane Walsh appeared in the first act of *Autumn Crocus*, which was used as the curtain raiser. Stone contributed still another of his excellent character sketches.

EUGENE BURR.

FROM OUT FRONT

By Eugene Burr

And so, according to the outlook at present writing, the latest attempt to do away with ticket gyping and to regulate legitimate speculation has ended in failure. That, in spite of the hullabaloo and the earnest efforts, was only to be expected. On the basis of past performances it was a foregone conclusion.

When this corner was delving deeply into theatrical files, gathering material for the 40th Anniversary Issue (you know, the book that's four inches thicker than the family Bible), it was amusing to list the various attempts to curb ticket speculation. There must have been at least 20 in the last 28 years. Occasionally a season or two would pass with the ticket brokers unmolested, and then three or four attempts (all failures, of course) would be made in the space of a single year. Sortie after sortie battered against the brokers' walls, and attempt after attempt fell back in confusion and defeat.

The latest storming party was backed by all the strength of the National Recovery Administration—that is, all the strength that was left after the courts had had their pretty say. A previous effort under the Blue Eagle banner had failed dismally the season before, because the Eagle took it into its head to peck at the perspiring brows of its own followers. This season the Eagle was on its good behavior; it promised unlimited aid. The auguries were all auspicious. Bravely the little band of codists started out.

Yet anyone conversant with old theatrical files must have doubted ultimate success. The broker-beaters, like the gentlemen in the poem, went forth to battle but they always fell. Despite the blue shadow of governmental aid, there was little reason to think that the result, this time, would be different.

It was not different—unless some fortunate and unforeseen events turn the complexion of the fray. Even tho the government does enter in, as is hoped, with all the reinforcements of its departments of internal revenue and of justice, there is small likelihood that the fight will be won.

For the cure of the ticket situation must come, not from the managers, but from the public. So long as there are patrons willing and even eager to pay premiums in order to receive choice locations on specific dates, just so long will the ticket broker remain. Nothing that the managers can do will dislodge him.

It is all very well to make rules regarding the allocations of seats and the percentage to be sold thru brokerages. But a manager, as a couple of people once suspected, is only human; he has an investment on his hands, and if that investment can be safeguarded and guaranteed thru the sale of large blocks of seats to brokerages, who can blame him for taking advantage of that chance? Perhaps the majority of managers, despite this, are willing to live up to the rules. Two managers who break them—humanly and understandably—are enough to disrupt the entire system.

There is only one way to dislodge the specs. The public must decide that it doesn't want to pay premiums. It must take the small additional trouble of calling at the box office. It must be willing to wait for a while if it wants choice seats. It must get into the habit of ordering well in advance. Then, of course, when large blocks of brokers' seats remained empty night after night, the back of the brokerage business would be broken.

It is the only way. But, the public being what it is, it seems more than mildly Utopian.

MAJESTIC
Beginning Monday Evening, March 4, 1935
THE WHITE GUARD
(DAYS OF THE TURBINS)

A play by Michael Bulgakov. Directed by Vera Gretch. Starring the Moscow Art Players and featuring P. Pavlov and Vera Gretch. Settings by Andrei Hudiakoff. Presented in the Moscow Art Players' repertory engagement, by S. Hurok. Alexei Vassilievich Turbin, an Artillery Colonel. A. Jilinsky. His Younger Brother, a Military Student. A. Bogdanov. Elena Vassilievna Turbin, Their Sister. Vera Gretch. Vladimir Robertovich Talberg, a Colonel of the General Staff. M. Rasoumov. Victor Victorovich Mishlaevsky, Captain of Artillery on the General Staff. P. Pavlov. Alexander Granitsky Studzinsky, a Captain of Artillery. V. Zelitzky. Larion Sourjansky, "Lariosik," the Turbins' Cousin. B. Alekine. Hetman of the Ukraine. A. Naletov. Lieutenant Leonid Yurevich Shervinsky. Personal Adjutant to the Hetman. T. Swoboda. Fyodor, the Hetman's Valet. B. Kremenezky. Von Schraft, a German General. T. Zagrebelsky. Von Dust, a German Major. B. Alekine. Maxim, Watchman at the School Building. S. Strankovsky.

The Action of the Play Takes Place in Kiev, the Capital of the Ukraine, in 1918. ACT I—Scene 1: The Living Room of the Turbins. A November Evening. Scene 2: The Same. Later That Night. ACT II—The Hetman's Headquarters. December 16. ACT III—The Assembly Hall of the High School. The Same Day. ACT IV—Scene 1: The Living Room of the Turbins. Evening of the Same Day. Scene 2: The Same. Christmas Eve.

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

Of the several plays seen in the repertory being contributed by the Moscow Art Players, Bulgakov's *The White Guard* is the least enjoyable, to the American playgoer, of the lot. It may be the same to the host of Russians who have cast their favor with the Soviet experiment, while to those opposed to Stalin et al. it is undoubtedly a nostalgic and jingoistic souvenir of Russian czarism. Judging from cheers from some in the Russian audience, when the czar was mentioned or militaristic songs sung by the players that is undoubtedly true. Advice is that *The White Guard* has evoked considerable talk. Possibly this may be because in the current crop of Russian dramas it is unlike all the other writings, being practically bereft of Soviet propaganda. Be that as it may, to the Americans seeing it its only

advantages will be the expert acting of the Moscow troupers and the occasional spurts of Russian singing which are so enjoyable.

In brief, the story concerns the last stand of a group of militaristic Russians just before the Bolsheviks swept to power. The Turbins are uneasy at the reports of the advance being made by the Reds and await the return of Colonel Talberg, husband of Elena Turbin. When he does arrive he informs his wife and brothers-in-law that he has been "ordered" to Berlin—his way of saying he is taking a run-out powder. He leaves, with the contempt of the Turbins directed toward him. Shervinsky, personal adjutant to the Hetman (headman) of Ukraine (then part of Russia), comes in and, pleased with Talberg's departure, makes love to Elena. The Turbins and their visitors hold a party, the principal discussion of which is the imminent collapse of Russian militarism. Shervinsky later reports for duty at the Hetman's headquarters, learning when he gets there that the other adjutant has already escaped. When two German generals—admirably played by B. Alekine and T. Zagrebelsky—enter to talk over the situation with the Hetman, who is expected to save the day, he arranges to make his escape by making believe he is wounded and leaving in the uniform of one of the German generals. Shervinsky leaves soon after, first telephoning Alexei Turbin of the Hetman's act. Turbin gathers his men to tell them the division is to disband and, charged with being a traitor, tells them the Hetman has deserted. As the men leave Alexei and his brother, Nikolai, remain and the elder (Alexei) forces Nikolai to jump from a window just before he is shot by the invaders.

Elena, home with Shervinsky and Studzinsky, is worried about her brothers, and as Nikolai, injured, is brought in she learns about the death of her other brother. She charges the officers with deserting Alexei but apologizes soon after. Later Talberg returns home but is driven away after Shervinsky, who says he has become an opera singer, pleads with Elena to marry him. As the sound of approaching Bolshevik music and guns are heard Mishlaevsky, one of the White Russian officers, proclaims: "The White Guard is finished!"

Details of the story obviously show its interest to Russians of certain political tendencies. As to the acting and direction, both are excellent, Miss Gretch, who also directed, turning in an excellent performance. P. Pavlov again shines, while the others are up to the usual high standards set by the company. JERRY FRANKEN.

RITZ
Beginning Monday Evening, March 4, 1935

PETTICOAT FEVER
A farce by Mark Reed, starring Dennis King. Staged by Alfred de Liagre Jr. Setting designed by Robert Barnhart, built by Amend Studio, and painted by R. H. Bergman Studios. The song, "Love Tiptoe Thru My Heart," has music by Frederick Loewe and lyric by Irene Alexander. Presented by Richard Aldrich and Alfred de Liagre Jr.

Dascom Dinsmore. Dennis King
Kimo. Goo Chong
Sir James Fenton. Leo G. Carroll
Ethel Campion. Doris Dalton
Little Seal. Naoe Kondo
Snow Bird. Frances Hogan
Rev. Arthur Shapham. Joaquin Southern
Captain George Landry. Leo Curley
Scotty. Robert Bentzen
Clara Wilson. Ona Munson

ACT I—A Wireless Station on the Coast of Labrador on a November Afternoon. ACT II—The Same. Four Days Later, Evening. ACT III—The Same. The Next Afternoon.

Advertised curtain time—8:40
Curtain rose at showing caught—8:54.

The blindest little farce in seasons babbled shatter-patedly on its course Monday night at the Ritz. It is called *Petticoat Fever*; it is produced by Aldrich & De Liagre; it has Dennis King

as star, and it is the work of Mark Reed, whose *Skycrocket* spent a dismal week sputtering fitfully at the Lyceum about six years ago. *Petticoat Fever* possesses neither rhyme nor reason, neither sanity nor sense; it is crazy, moonstruck, delirious and mad. It is also, as might be predicted, hilarious—but not quite so hilarious as its general idiocy would lead one to expect.

None the less, there is hilarity enough for a giddy and amusing evening. It tells, as does Major-General Stanley in *The Pirates*, the sad, sad story of the lonely orphan boy. The orphan boy in this case has quarreled with his uncle, a British peer, and for two years has been busily occupied in being extremely lonely as the radio operator in a deserted outpost of Labrador. It has been five months since he has seen a woman of any sort, seven months since he has seen a white woman and two years since he has seen a beautiful woman.

Naturally, then, when Sir James Fenton and Ethel Campion, his beautiful fiancée, are forced to seek hospitality because of a plane crackup Dascom, the radio operator, conducts himself like a Kalkkaek on the loose. He seeks to detain the couple for the winter, entertains them at formal Arctic dinner, and in general acts almost as maniacal as the play. Just as Ethel is about to succumb Dascom's fiancée, who has carefully neglected him for two years, arrives. She is, like the legendary sailor, fresh from a whale—which she hired the day after the death of Dascom's uncle, with Dascom the only heir.

An imbecile last act is chiefly concerned with getting the couples switched in the silliest possible manner. It achieves its objective with something to spare.

Dennis King, who last year strutted in the robes of *Richard of Bordeaux*, offers farce playing that is perhaps a shade too determinedly farcical. But it is, on the whole, a good performance—and it does one important thing. It definitely suggests that Mr. King is potentially one of the finest high comedians on our stage. When the run of *Petticoat Fever* is over (in the far distant future, one hopes) a change from farce to high comedy might be interesting—and highly successful.

He is given excellent support by Doris Dalton as Ethel. She does a restrained, charming and excellent job of a part very hard to make bearable, contributing many amusing touches and aiding the play and all its effects tremendously. Ona Munson has little to do as the returning fiancée; Leo G. Carroll is hilarious, tho largely wasted, in the part of the silly-ass Sir James, and Peter Goo Chong is excellent as an Eskimo butler. So, for that matter, is the orchestra which Messrs. Aldrich and de Liagre have installed in an upper box for intermission amusement.

Petticoat Fever is as thoroly zany a piece as you can well imagine. There is dressing for Arctic dinner and a hilarious cooch by Eskimo dancing girls. Even the ticktacktoo game on the wall has six circles and only two crosses—which is obviously cockeyed.

What can you do with a play like that? EUGENE BURR.

BOOTH
Beginning Tuesday Evening, March 5, 1935
DE LUXE

A "play about the end of an epoch" by Louis Bromfield and John Gearon. Staged by Chester Erskin. Settings designed by Joe Meisler, built by Vail Scenic Construction Company, and painted by Triangle Studio. Presented by Chester Erskin.

Pat Dantry. Melvyn Douglas
Fanny Altemus. Cora Witherspoon
Janny Travis. Claudia Morgan
Sabine Brandon. Violet Heming
Gader Travis. Clyde Fillmore
Marie. Beverly Sitgreaves
First Porter. Tabor Von Jany
Second Porter. David Hughes
Lady Daisy Dantry. Ann Andrews
Lottie Moore. Elsa Maxwell
Sophie Bashly. Blanche Ring
Hank McDonald. Alan Bures
The Grand Duke Sacha (Zizi). Pierre DeRaney
Tony Acolla. "Peppy" DeAlbrow
Princess D'Orbelli (Ena). Ivy Troutman
Lady Dextries. Florence Edney
Bobby Triplett. Maurice Sommers
Mons. Du Pont. Robert LeSuer
Walter. Tom Ewell

PART I—Scene 1: Pat Dantry's Flat, Paris, November 11, 1934, Morning. Scene 2: The Salon of Sabine Brandon's House Near the Invalides. Immediately Following. Scene 3: The Salon, Two Hours Later. PART II—

Scene 1: The Ritz in Paris. That Evening.
Scene 2: The Salon Again. Early Morning.

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

The sorrows of the socially elect are gone into somewhat distressingly by Louis Bromfield and John Gearon in *De Luxe*, the second item in what seems to be the Bromfield one-man season that is opening along Broadway. Chester Erskin, returning from cinematic fleshpots, directs it under his own banner, and the cast he has provided lives up to the title far more than does the play.

Messrs. Bromfield and Gearon subtitle this mournful maunderings "a play about the end of an epoch." In it they tell the sorry tale of the post-war generation, now grown to middle age, as its sins creep stealthily upon it. The older generation maintains its original standards; the younger generation has run breezily and cleanly by. The middle-aged oldsters of the imagist-neurosis-and-row-dl-dow period are vacant in a vacant world. The youth that lent glamour to their cheaply publicized sin has past. Their mental sterility has lost its high-blown and comforting contempt. The hard, brittle shells with which they brightly clothed themselves in the synthetic cynicism of their youth has eaten deeply into the human flesh beneath. That flesh has corroded it away until the shells, empty, hollow, weary and battered with seamy flaws, are all that remain.

Messrs. Bromfield and Gearon present a group of such folk, sympathetically yet devastatingly. They are the flower of European society, but, as the authors suggest, they are at heart merely a bouquet of stinkweed. The keynote is struck with a Wilde epigram, "They know the price of everything and the value of nothing." Incidentally, the epigram is uncredited and the line drew one of the best reactions of the evening.

As a means to their end, the playwrights introduce a wealthy American dowager, whose past is buried deep in chorus lines, who tries to crash the sacred but unsavory portals and who gets drunk at her own launching party. While drunk she tells them all where to get off—and in no uncertain terms. One of the major characters shoots herself at the party. Two of the others, broken and beaten, decide to marry in a last wistful and desperate effort to untangle again the threads of their lost selves and to work them out in an understandable pattern. The girl who represents the younger generation chooses decency rather than wealth. That is probably symbolic—but if it is it's all wrong.

The play—if it is a play at all—has many and glaring defects. Tho it is at times vigorous and at other times effective with pastel shadings, it frequently loses itself in its own turnings. The party scene, which slowly gathers together the mixed lives, wastes time infernally in so doing. Much of the dialog is disconnected and false. More of it is silyly dirty wisecracking and self-conscious smut.

Mr. Erskin directs it all in a sort of mannered vacuum, creating a rarefied atmosphere of posing and disbelief. In the thin air of the dialog and direction even fine performers—and there are many of them in the cast—seem stilted and false. Notable exceptions are Melvyn Douglas, who rings true as one of the leading lovers; Blanche Ring, who plays the drunken dowager viciously and with fine comic effect, and Alan Bures, who, as the white hope of the younger generation, is like a breath of fresh air. Elsa Maxwell plays a thinly disguised Elsa Maxwell with, naturally enough, belief.

To enumerate all the things wrong with the play and production would use up at least four columns—and yet somehow there is the disconcerting feeling that, in spite of everything, it measures up as a good show. The authors are tilting at windmills (only devout readers of Cholly Knickerbocker and Elinor Glyn need the vicious unwelling in which they so zestfully indulge)—but their play may still go down as a historic document of the end of an epoch. Which, judging from their subtitle, is precisely as they would have it.

EUGENE BURR.

NEW YORK, March 9.—Cosmopolitan Entertainments, of Utica, N. Y., has contracted for the presentation here during the coming season of the Kassoif Ballet, a 14-piece Russian group. The company, headed by Kesslova Karanacoff, will open here about June 15. It will be its first American tour.


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NRA FACING HARD FIGHT

Patent Ruling Against Fox Is Relief to Picture Industry

NEW YORK, March 9.—The ruling of the Supreme Court in *Tri-Ergon* patents has caused the industry to breathe a sigh of relief. The court ruled that the patents were invalid and that William Fox was not entitled to damages on alleged infringement.

In a former lower court ruling Fox stood to collect at least \$100,000,000 from the major producers and exhibitors and would have dominated the industry had the Supreme Court upheld the decision.

In rendering his decision Judge Stone said: "The bare fact that the several inventors, in the early stages of sound reproduction, working independently, of whose knowledge and skill in the photographic art we know little or nothing, failed to resort to a method well known

to that art, for printing a combination film for which there was then no generally recognized need, does not give rise to the inference of invention."

At the time the lower court decision was made known the industry was thrown into an uproar. Fox applied for an injunction to restrain the studios from using the patents, which, if granted, would have completely stopped production. The injunction was denied.

It is now evident that producers will have no further trouble thru patent rights and exhibitors will have no difficulty, altho they were protected by contract clauses against suit for patent infringement.

It is understood that Fox will make an effort to regain his power in the production field soon.

Theater Owners Confident That Changes Will Be Made in Code

Major demands are for 20 per cent cancellations and more equal representation on Code Authority board—most exhibitors in favor of code with minor changes

WASHINGTON, March 9.—With the NRA occupying the chief topic of conversation here, exhibitors are wondering just what is going to happen. There is a strong likelihood that many existing codes will be modified and some scrapped entirely. Practically every exhibitor organization, both national and local, are for changes in the picture code. The chief demands are for better representation on the Code Authority and Grievance Boards and the right to cancel 20 per cent of contracted pictures. It is expected that the producers will fight both demands if a revision comes about. Practically every exhibitor is for the code with changes, and if the right to scrap the code should be given, it is likely that exhibitors would vote to retain it, for it is considered by most theater men that the code, in spite of its minor flaws, has proven its worth.

There is considerable opposition in both the Senate and Congress to the NRA, and Donald Richberg, representing the administration, is fighting hard to permit the setup to carry on for at least another two years. The next few weeks will decide the fate of the complicated setup.

The Code Authority of the Motion Picture Industry is now busy trying to straighten out the clearance and zoning situation. John Flinn, executive secretary, is now in Los Angeles to set up clearance and zoning rulings for that territory.

Block Booking Bill Is Before Congress

WASHINGTON, March 9.—Congressman Pettengill, of Indiana, introduced a bill in the House this week that would ban block booking. The bill, according to the author, does not mean censorship, but gives the exhibitors the right to choose the films most adaptable to their own audiences.

The bill would provide that an accurate synopsis of films be furnished the exhibitor at the time of leasing the film and would be comprehensive enough to permit the exhibitor to determine whether or not the film was adaptable to his patrons.

In event there were substantial changes in the film from the synopsis presented the exhibitor would be permitted to cancel without liability and to recover damages for such variations.

The enforcement provisions of the bill provide for criminal penalties and injunction relief. The bill would prohibit interstate shipment of films intended to be released in violation of the provisions of the bill.

Detroit Censor Puts Thumbs Down on Pix

DETROIT, March 9.—The first motion picture ever recalled in Detroit after it was originally licensed was banned this week by Lieut. Lester Potter, Detroit police censor, who stated that he instructed Sergt. Joseph Kollar, in charge of films, to recall the license granted for *Tomorrow's Children*. The picture was originally passed, but the way it has been used in some theaters was considered objectionable by Potter.

At the Blackstone Theater No. 2, operated by the Jacob Schreiber Circuit, a wax dummy of a nude woman was used as an exhibit on the theater front, and it was this display which provoked the revocation.

Sergeant Kollar, who replaced Lieut. Royal Baker as film censor a month ago, has won a reputation as being very strict in reviewing films among theater men. The present case, rescinding a former decision, is considered unprecedented, except in the case of *The Birth of a Nation*, which was recalled years after its original release upon racial rather than moral grounds.

Pennsylvania Showed 7 Reopenings in February

PITTSBURGH, March 9.—According to the Film Board of Trade, Pennsylvania had seven reopenings in February. The houses were New Grand, Fredericks-town; Kayton, Grove City; Manor, Manor; Victor, Meadville; Liberty, Mercer; Romy, Monaca, and Strand, Orbisonia. There was one closing, the New Arnold, Arnold.

This is the largest number of openings in the State in months and is encouraging. It is particularly interesting to note that the reopenings are taking place in the smaller cities.

"Bank Nights" in Hammond

CHICAGO, March 9.—Warner Bros. will start "Bank Nights" at their Parthenon Theater, Hammond, Ind., March 25. This will be the first time in the Hammond territory that they have been used.

Michigan Appeals to Campi To Permit Local Zoning Schedule

MILWAUKEE, March 9.—A brief petitioning the Code Authority to permit operation of the clearance and zoning schedule adopted by the local board last July and which was turned down by the New York Code Authority, has been drawn up by the Independent Theater Protective Association of Wisconsin.

The schedule was voted out by Campi because it penalized playing of vaudeville, dual features and giving of premiums by cutting availability on film. At that time it also met with heavy opposi-

Papers Praise Cleanup

NEW YORK, March 9.—According to information gathered by the Hays office, more than 100 publications thruout the country have signified their satisfaction with the film cleanup. The excerpts from the various sheets indicate that the general public is in full accord with Breen and his efforts.

In addition to the praise from newspapers, censorship boards claim they now have practically nothing to do but view pictures and give them an okeh. Even Pennsylvania, the toughest State, is satisfied.

Warner-U Deal Is Said To Be Hot

HOLLYWOOD, March 9.—Altho it has been repeatedly denied by Carl Laemmle, the report here persists that within the next two weeks there will be an announcement of the sale of U.

It is now reported that Jock Whitney has withdrawn from negotiations and that Warners have stepped into the picture. It is claimed that the deal is all signed, sealed and delivered and that Warners made a bid of \$7,000,000, which was accepted.

Warners, it is said, want the Universal plant to house Metropolitan Productions, Hearst interests, which came over to Warners from Metro.

It is claimed that the deal provides for Laemmle Senior and Junior to be carried along under contract and that Junior would have a production unit such as he now has under his father's guidance.

There is considerable worry on the Universal lot despite Laemmle's statements that the company is not for sale.

Kid Shows Click

PITTSBURGH, March 9.—With the Saturday morning kiddie shows here proving a huge success in neighborhood theaters, the Harris Enterprises are following suit and instituting "kiddie matinees" in their houses. The Harris Family in East Liberty and the Mt. Oliver are showing specially supervised shows approved by the State Federation of Women's Clubs. It is estimated that over 10,000 kiddies are in attendance during these Saturday morning shows.

Westerns Are Staging Pittsburgh Comeback

PITTSBURGH, March 9.—Westerns are coming into their own here and neighboring territory. A checkup reveals that neighborhood theater managers reap high box-office figures with cowboy films.

Among the number of factors which helped boost the popularity of the horse operas, managers advance the recent clean-up campaign which helped build dozens of Saturday morning kiddie clubs whose sole diet is Western pictures; favorite stars willing to play heroes, such as Randolph Scott, Jackie Cooper, Jackie Coogan and Richard Dix, and the overproduction of so-called "sophisticated" fare which drives the fans to see outdoor productions as a change of menu.

Name Westerns play leading first-run houses here. Such theaters as the Warner and the Harris-Alvin always welcome outdoor dramas headed by box-office performers. A number of typical Westerns playing these houses included *Home on the Range*, with Randolph Scott and Jackie Coogan; *Richard Dix*, in *West of the Pecos*; and *George O'Brien*, in *When a Man's a Man*.

AMPA Luncheon Attracts Host of Celebrities

NEW YORK, March 9.—The Associated Motion Picture Advertisers, under the guidance of Bill Ferguson, outdid itself Thursday, when many stage, screen and radio personalities were present to do their stuff at the weekly luncheon.

Among those who made an appearance were Teddy Bergman, radio artist; Walter Connolly, George Bancroft, Noah Beery and Buster Collier, of the screen; Adele Ronson, radio star; Mickey Harmon, newsboy singer, and the Dixie Four, of the Cotton Club.

United Artists Must Permit Cancellation

NEW YORK, March 9.—The Code Authority this week decided that exhibitors may cancel United Artists pictures. United Artists has contended that inasmuch as its product is sold as individual pictures it did not come under the general cancellation ruling.

United Artists was ordered to cancel *Catherine the Great* at the Egyptian Theater, De Kalb, Ill., following a complaint by F. W. Anderson, operator of the house. The exhibitor claimed that the producing company had refused to comply with the 10 per cent cancellation clause of the picture code.

Pittsburgh GB Active

PITTSBURGH, March 9.—The Grievance Board of the local Code Authority disposed of two cases last week. In one, Warner's Plaza complained that the Metropolitan instituted "coupon nights" during which a five-cent reduction in admission was in effect. A cease and desist order was issued against the Metropolitan.

In the second case, Peter Pegadiotas, of the Capitol and Colonial theaters in Farrell, Pa., charged Warner's Columbia Theater in Sharon, Pa., with failure to carry out the existing clearance of 28 days. The board ruled in favor of the complainant; the defendant, however, appealed the case.

Giveaways in Pittsburgh

PITTSBURGH, March 9.—Give-away nights in straight-picture neighborhood houses are coming back. This biz stimulant has been prompted by the opposition, who insist on "amateur night" affairs, and the dreary period of Lent. Tableware for ladies, custom-tailored suits for men and free tickets for the general public are among the come-and-get-them features.

Koenig Joins Mascot

MILWAUKEE, March 9.—Granted a temporary leave of absence, Ben Koenig, secretary of the local code boards, will leave Milwaukee tomorrow to work with Nat Levine in the organization of Mascot Pictures' new studio in Hollywood. The local boards have passed resolutions asking the Code Authority to permit B. J. Miller, associate of Koenig's, to serve as secretary during his absence.

JOE SCHENCK EYES FLORIDA

Threatens To Leave Hollywood If California Tax Goes Thru

Claims Fox and Metro would follow suit—Florida natives would have to produce \$10,000,000 to attract studios—looked upon as a gesture against proposed 35% tax

MIAMI, Fla., March 9.—Despite the statement of Joseph M. Schenck, head of United Artists, that Hollywood producers will move their plants to this city should the California Legislature pass the 35 per cent industrial income tax, it is taken with a grain of salt. Schenck arrived here this week and in an interview said that his company and probably Metro and Fox would desert the film capital if the tax is applied. There was considerable commotion among the natives and the local papers gave it a great play, but the film people wintering here believe that statement was made to throw a scare into the California lawmakers and forestall any additional taxes.

It was Schenck's suggestion that the people of Florida raise \$10,000,000 by popular subscription to cover the cost of building studios and rent them at a stipulated price of \$250,000 per year. He also suggested that the producers be given assurance that unduly high taxation would not be applied.

The threat of moving production from Hollywood to Florida has come to be an annual event, but observers feel that there is too much money invested in Hollywood plants to consider such a move.

Schenck, in his statement to the press, stated that Sidney Kent, head of Fox, would visit him in Florida and they would go over the situation. He also said that Metro would, in all probability, leave the Coast city if the proposed tax is applied.

It is considered very unlikely here that local capital would provide the necessary \$10,000,000, for many investors in this State have been burned in motion picture investments and, also, they would like to see the State become the picture center, they are not too hasty in providing funds.

Whether or not Schenck's statement will have any effect on the California legislators is a question. The lawmakers no doubt are aware of the fact that moving the studios from California is little more than a gesture, but it is believed some concessions will be made when the bill is brought out for vote.

Flint Will Ban Duals April 1 Instead of November

DETROIT, March 9.—The agreement to outlaw double billing in all theaters in Flint was given a new impetus this week when theater men there agreed further to make the effective date of the agreement April 1 instead of November 1, as originally announced.

Excessive kidding by Detroit theater men was partially responsible for the move, it is assumed, since the move, the result of two years' work, was considered as being shelved for the future.

No other changes were made in the agreement as previously reported.

Broadway Players to Coast

NEW YORK, March 9.—Slowly but surely Broadway is losing its legit players to pictures. The Selma Alexander Agency, Palace Theater Building, has signed the following players to Hollywood contracts: William Harrigan, Phoebe Foster, Andre Tomes, Anna Bryant, Pearl Guilford, Donald McDonald and Herb Rawlinson.

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Milwaukee Board Orders Price Tilt

MILWAUKEE, March 9.—Because contracts entered into between Warner Bros., predecessor operators of the Kenosha Theater, Kenosha, and Columbia and Vitagraph specified admission prices of not less than 35 cents at night and 25 cents at matinees, the Kenosha was ordered March 4 by the local grievance board to discontinue charging 15-cent matinee and 25-cent evening admissions.

The distributors contended that no new contracts were entered into with Standard Theaters and that their contracts are with Warner Bros.' Circuit Management, Inc., and that the Kenosha Theater charged lower admissions than it agreed upon.

The board also ordered the Standard Theaters to discontinue bank nights at their Kenosha Theater and Screens at their Bay Theater in Green Bay and their Strand in Oshkosh.

Columbia Profits Take Sensational Up Swing

NEW YORK, March 9.—Columbia Pictures Corporation announces that its net profits for the six months ended December 29, 1934, are \$919,184.81, which, after all charges and provisions for Federal Income Tax, is equal to approximately \$5.15 per share on 173,593 shares common stock outstanding after deducting preferred dividend, which compares with \$404,562.93 or \$2.25 for the corresponding period last year on 169,359 shares outstanding.

The company has declared a quarterly dividend of 25 cents per share on the common stock and voting trust certificates for common stock, payable April 1, 1935, to stockholders of record March 13, 1935.

Warwick Film Organized

NEW YORK, March 9.—Jerome H. Wolf, formerly sales manager and director of publicity for Rospin Productions, Inc., has formed Warwick Film Enterprises. The new company will be engaged in representing producers in the distribution of their product in this country and the foreign market. The company will make its New York office in the RKO Building.

Michigan Exhibitors To Fight Non-Theatrical Competition

DETROIT, March 9.—The Industrial Mutual Association, automobile plant employees' welfare association at Flint, is the object of attack by united action of exhibitors and exchanges. The IMA Auditorium has been playing pictures in advance of the first runs in the town and has played to Sunday audiences of 20,000, killing the theater business on pictures.

Exhibitors will claim that they have lost as a result of this competition and will demand substantial damages in a court action. The exchanges come into the picture on the ground that their

NBR Would Replace Publicity For Motion Picture Censorship

NEW YORK, March 9.—The National Board of Review, in session here, has gone on record as favoring publicity to censorship of pictures. Dr. Worth Tippy, of the Federal Churches of Christ in America, stated that the moral code of pictures should be not left alone to the Catholic Church, but should include all denominations. He pointed out that there is wide variance in the viewpoints of churches and altho the Protestant churches are not opposed to divorce and find no evil in showing it in pictures, the Catholics are opposed to it.

Dr. Tippy said that it is foolish to believe that adults are not affected by pictures. "I have seen many a man of 40 or 50 go all to pieces. Adults are susceptible to degradation and immoral influences," said Dr. Tippy.

Howard Cullman, of the Roxy Theater, stated that it is impossible to produce different films for different classes of audiences. He holds that motion pictures are not art, but occupy the same field as popular novels. He further stated that censorship, if rigidly applied, would ruin the picture industry. He pointed out that producers have found that the so-called "uplift" films have not large enough audiences to make production possible.

Professor Frederic Thrasher, of New York University, found thru research that the average movie fan spends from \$10 to \$100 per year for film entertainment. He claims that any group can get together and produce their own type of pictures at an annual cost of \$5 each.

First Division Lines Up Season's Features

HOLLYWOOD, March 9.—First Division will produce six features next season and in addition will have two or three producers, each making several pictures for First Division release, according to a statement issued by William M. L. Fiske III, vice-president of First Division Exchanges, just arrived from London and now in Hollywood to line up producers and confer with First Division Production executives there in working out other details of the program.

The balance of the pictures to be released by First Division next season will be supplied by Associated Talking Pictures, the British company with which First Division has just become associated. Reginald Baker, joint managing director of A. T. P., A. T. P. Studios, and British Film Distributors of London, England, also in America for a few weeks, is now in Hollywood with Fiske.

Among the pictures to be supplied by A. T. P. would be two starring Clive Brook; three with Gracie Fields, famous English star whose contract with A. T. P. calls for \$750,000, and a number of other productions by Basil Dean, production head of A. T. P., Baker said.

Censors Still Cutting "Notorious Gentleman"

CHICAGO, March 9.—Universal is still having trouble in getting its production *Notorious Gentleman* thru the censor board here. Film was screened for the third time this week, after having been rejected twice before, and the board ordered plenty of cuts, which will probably kill all chances of the picture being released in Chicago.

Gibraltar Expands

DENVER, March 9.—The Gibraltar Enterprises, Inc., a theater holding and booking concern, has entered two more towns thru purchase. They have bought the Rialto at Loveland, Colo., from J. J. Goodstein, and the Rex at Gillette, Wyo., from J. T. Morgan. After extensive improvements, including installation of Western Electric wide-range sound in the Rex, both were reopened, the latter as the Fiesta.

Pittsburgh Price War Is Abating

PITTSBURGH, March 9.—The price-cut war here, which has been creating havoc among local independent exhibitors in trying to compete with the chains, is at last losing ground after four weeks of continued fighting.

The Fulton was the first to break up the price slashings by returning to its former price scale with Shirley Temple's *The Little Colonel*. It restored its 40-cent top after a month's operation with a 25-cent high. At the same time the Harris-Alvin returned to its 25-cent matinee price, which has been reduced the last few weeks to 15 cents.

It is expected that both Loew and Warner houses, which started the price battle here, will come to peace terms and resume the old admission-scale policy.

Delaware Favorable Sunday Bill Recalled

DOVER, Del., March 9.—On motion of Representative Walter J. Paskey, of Harrington, the House of the Delaware Legislature voted to recall the favorable report on Representative Joseph M. Brogan's bill to legalize Sunday motion pictures in the State. The bill, which would permit Sabbath shows after 1:30 o'clock in a municipality where the voters have approved at a referendum election, was referred back to the miscellaneous committee.

Paskey stated he had signed the favorable report by mistake.

Lincoln Dual Battle

LINCOLN, Neb., March 9.—In keeping with the Westland decision to run one dual bill house here in competition to J. H. Cooper's one, L. L. Dent has sent Johnny Sanders, formerly of Pueblo, Colo., in here to take over the management of the Kiva, the two-feature spot. This leaves Milton Overman, city manager, with only the Varsity on his hands. Sanders, who had been in Pueblo three and a half years, was for a long time identified with the Griffith Bros.' string. He is well qualified to take part in the bargain-featuring dog fight which may be about to ensue.

Michigan City Merger

MICHIGAN CITY, Ind., March 9.—The Tivoli, Lake and Uptown theaters here were merged this week into a joint ownership known as the Dunes-Lake Corporation. Maurice Rubin, owner of the Lake and Uptown theaters, is president and general manager of the new company, and Alex Manta, who recently acquired the Tivoli Theater, is vice-president. Other officers are: Harry Rubin, secretary, and Jack Rose, treasurer. R. W. Waterson, present manager of the Tivoli, will be retained in that position, while Harry Rubin will act in a managerial capacity for the Lake and Uptown. The new arrangement went into effect yesterday.

GROSSES SHOW DECIDED IMPROVEMENT THIS WEEK

NEW YORK, March 9.—Reports from the key spots this week show much better grosses than in the past three weeks. Better weather conditions and good pictures turned the trick. Almost every spot had at least one hit, while the average fare was the best in months.

There is more optimism shown throughout the country than at any time during the season. The killing of many State tax bills is partly responsible for the return of confidence among exhibitors. This coupled with the fact that in many cities price wars which have been waging are being settled and increased grosses will result.

New York

Broadway showed a spurt this week and grosses were above the average. The Music Hall with *Talk of the Town* showed the best results. Paramount, with Margo in person, piled up a neat take. The other houses did well. The Capitol is expected to reach a high score next week with Ben Bernie and his gang as the stage attraction. Nabes had no complaint this week.

Philadelphia

In spite of the price war which is still going on, business in practically every house showed a decided improvement. The lineup of pictures was excellent and the fans came out in force. Every effort is being made to settle the price war, but exhibitors are leaving it up to Warners to take the initiative since it was this company that started cutting.

Chicago

Loop houses came in for a good play this week, while the nabes also report better than average grosses. The weather brought the fans out and box-office names drew them to the theaters. Next week looks good with a swell lineup of films on tap.

San Francisco

Average business here this week. No outstanding hits in the downtown sector. The neighborhoods did well enough and there is no need for complaint.

Lincoln

Devil Dogs of the Air is blazing away this week at the Stuart, topping the other grossing paces by a considerable margin. It's doing the same in several of the State's keys. *Whole Town's Talking* was held over a second week at the Varsity not because the pace of the first stretch demanded it, but because competition was so great the picture didn't start

until the week was half gone and then began a build. It's running about average on the second canto. The Lincoln's *One More Spring* is running pretty badly, but the Orpheum is catching up the slack with three days of vaude and *Ready for Love*, then four days of *President Vanishes*. Business as a whole is good enough.

Providence

Good weather and exceptionally good attractions are giving first-run houses a continued break. RKO-Albee, which set a season record last week with *Bowery Music Hall* unit on its stage, will almost equal that high this week with Blackstone and his Magic unit. Fay's also will get about 225 per cent with the all-girl *Platinum Blonde Revue* on its stage. Strand, with George Raft in *Rumba*, will double usual week's take and State will turn in a similar report with *Vanessa*. *Majestic* should go 50 per cent over usual gross with Janet Gaynor in *One More Spring* and *Baboona*. Modern satisfied with *Unfinished Symphony* and is holding it over another week. Victory hit the 225 per cent mark last week with heavy play on "Westerns" in its bookings.

Pittsburgh

Business has been very favorable this week, both in first-run and neighborhood houses. Good product and spring-like weather brought the customers in droves to the theaters. Downtown, the Stanley registered a solid hit with *Roberta*; the Alvin, with *The Good Fairy*, and the Fulton was not far behind with the English-made *Evergreen*. George Jessel's stage show helped boost the box-office returns at the Penn, which featured *After Office Hours* on the screen. The big biz in the neighborhoods is mainly due to *David Copperfield* and *The Lives of a Bengal Lancer*, which are making the rounds and playing extended engagements.

Detroit

Musical comedy films held the center of interest at first-run theaters here this week, with all three major houses presenting musical bills. *Roberta*, at the Fox Theater; *Sweet Music*, at the Michigan, and *Folies Bergere*, at the United Artists, gave Detroit the first all-music week in the records of local houses since the advent of talkies. Film men are watching the competition between the three theaters with keen interest and a good many bets have been placed on the outcome.

Good Work

When State legislatures convened a few months ago almost every State had a pet tax bill with which to sock exhibitors. Many of the bills were of such a radical nature that had they passed they would have forced wholesale closings, with the resultant dismissal of thousands of employees.

In most States the legislation was aimed directly at theater owners and not at producers and distributors. It was exclusively an exhibitor battle. Unlike other times, theater men rolled up their sleeves and went to work. The result has been that in most instances the taxes have remained as they were or with slight increases. In no event has disastrous taxation been applied.

Independent units deserve great credit in winning their fight. In most cases they asked their employees to send letters to their legislators pointing out that increased taxation would result in loss of jobs for thousands and the revenue expected by taxation would be lost, due to closings. This turned the trick.

There are still several States with tax bills pending, but pressure is being applied in the right direction and it is expected that when legislatures adjourn, there will have been little adverse legislation directed exclusively at theaters.

In their fight for the right to exist, theater owners have waged a quiet but persistent battle. They have shown that by concerted action they can get somewhere and with this knowledge they will be able to apply the same measures in the future should the occasion arise.

In Washington, however, the situation is different. At the national capital bills are aimed directly at the producers, and whether or not the big shots will be able to stave off adverse legislation remains to be seen. Undoubtedly some laws may be passed in Congress against the majors that will indirectly affect the exhibitor, but they will hit the producers the hardest blow.

The exhibitors in their State fights have had the backing of the general public, but the majors seem to have no friends in Washington to come to their rescue. On the contrary, the public at large is pretty well fed up with some of the roughshod methods used by the producers against the theater owners and it will be an uphill fight to keep adverse bills from passing.

There is no doubt but what the anti-block booking and other bills pending in Congress are the result of exhibitor propaganda. They have done their work so well that it is doubtful if they could now do anything to prevent a vote on bills aimed at the majors. There will be much weeping on the part of the big shots if any adverse legislation is passed. But exhibitors should shed few tears. It will only be necessary to remember the continued runaround handed out by the majors to counteract any softness of heart toward them.

You exhibitors have done good work with your State legislators and you are entitled to sit back and let the majors handle their own situation in Washington. There will probably be an effort to lobby the bills and keep them from coming on the floor, but public demand has reached the point where it is doubtful if anything can be done about it. It is not likely that any bills will be passed that would cripple the industry, but there is every likelihood that something will be done to give the independent exhibitor the break he deserves.

Len Morgan.

PERSONALS

Earl Harris has been named manager of the new Mayfair Theater, Seattle. The house was formerly known as the Rex, and years prior to that as the old Pan-tages. Sam Sax continues as general manager.

Another new theater chain now looms in the great Inland Empire, that of the Eckersley Brothers, now operating the houses in both Kooskia and Kamiah, Ida. They have recently opened a new house at Winchester, Ida. These houses are operated also in conjunction with the Wigwam Theater at Nez Perce, Ida.

John Gray, formerly manager of the Mecca Theater, Enid, Okla., is contemplating the erection of a modern theater there in the near future.

Joseph Adelman, who has been with the Cohen Circuit several years, has been made day manager of the Norwood, Detroit all-night theater, while Anthony Guerlero is new night manager. Dan Drozan has been transferred to the Mayfair Theater.

C. C. Perry, manager of the Adams Theater, Detroit first-run house, was operated on for appendicitis this week. His condition was reported as serious. Elmer Balaban came on from Chicago to supervise the house for him.

Mack Lewis, formerly head usher of the Tennessee Theater in Knoxville, has been named assistant manager.

Elmer Zulke, general manager of the Cassidy theaters, Michigan circuit, with headquarters at Midland, is leaving for Florida this week. J. C. Peck, of the

Rowena Theater, Fenton, is also Florida bound.

The Tivoli Theater, Michigan City, Mich., will begin a new policy immediately of showing a regular stage show each Sunday. A trial show was staged recently, Ernie Young's *Revue* from the Italian Village at the World's Fair. The reaction was so favorable it was decided to make Sunday stage shows a permanent feature.

Citadel Theater, Bloomfield, Ind., has been completely remodeled. Added sound equipment, a new screen and other improvements were added. New upholstered seats and new carpets and redecoration completed the work.

Olan Fikes is manager of the new R. B. Wilby movie house, the Dexter, in Montgomery, Ala. Connected with the Wilby chain in Birmingham for several years, Fikes has been assistant manager of the Tennessee in Knoxville for the past six months.

St. Cloud Theater Corporation filed articles of incorporation at Dover, Del., to conduct theaters, amusement parks and opera houses. The corporation lists a capital of \$100,000. The incorporators are M. E. Pinder, M. C. Swearer and A. G. Foulk, of Wilmington.

Hamilton Stuart Productions, Inc., was chartered at Dover, Del., to deal in motion picture machines. The company lists capital stock of 2,000 shares, no par value. Bernard O'Connor, Ridgewood,

(See PERSONALS on page 22)

FROM THE BOX-OFFICE POINT OF VIEW

"Laddie"

(RKO)

Previewed at the Alexander, Glendale, Calif.

Time—85 minutes.
Release Date—March 29.

Destined to be a box-office knockout, this film version of the book by Gene Stratton Porter is made to order for family trade. It's as sweet a story as has ever been spun on the screen and also introduces another bright youngster who will make her mark in films before many a month—Virginia Welder. The child is a demure little rascal, clever and cunning, capable of spilling big sparkling soul-winning tears and equally as eager to win you with her elfin laughter and dignity. The preview audience went for the lass in a big way and practically mobbed her as she left the theater.

Laddie adheres closely to the Porter classic. Against the background of the Indiana farmlands, Ray Harris and Dorothy Yost have accomplished miracles with their adaptation of the original for the screen. The sincere and sympathetic direction of George Stevens is responsible for the charm, moving tenderness and homeliness of the picture.

John Beal, who scored so heavily in *The Little Minister*, has the role of Laddie. Glorious Gloria Stuart is Pamela, the daughter of the English neighbor whose bitterness toward the American farmer is only intensified by the belief that he is a forelock-pulling idiot. Donald Crisp has the role of the farmer and presents a typical character of the old sod. Willard Robertson is Laddie's father and Dorothy Peterson wins plaudits as the mother. Gloria Shea, Greta Meyer and Harry Forbes are also in the cast.

Photography of Harold Wenstrom is of first rank and musical score of Roy Webb provides a musical background befitting the idyllic nature of the story.

Blackford.

"Car 99"

(PARAMOUNT)

Previewed at the Westwood Village, Calif.

Time—75 minutes.
Release Date—March 1.

A snappy, fast-action picture that is mighty interesting to look at but lacks just enough punch to put it over in the deluxe. As is, *Car 99* is swell screen fare for the subsequent runs and should do well at the box office.

Paramount assigned the direction of this picture to Charles Barton, a director with a long string of Western successes to his credit. It's just the type of a picture for a Western thriller director, and, although horseless, Barton has put his players thru their paces in top-notch fashion and comes thru with a first-rate slap-bang program.

Studio has used a large number of its younger stars in this picture. Sir Guy Standing, Fred MacMurray and Ann Sheridan head the cast, with Frank Craven, William Frawley, Marina Schubert, Dean Jagger, John Cox, Douglas Blackley, Alfred Delacambre, Nora Cecil, Joe Sauers, Mack Gray, Eddie Dunn, Peter Hancock, Howard Wilson and Russell Hopton in lesser roles. On paper these names don't mean a thing, but the picture is an excellent trailer advance for future appearances of these comers.

Action of the picture is around a bank cracking. A recruit in the Michigan State police loses his badge after a prisoner runs out on him and "cracks" a bank. The workings of the State police in

tracking down the desperado is the major portion of the film, with the young recruit redeeming himself by catching the "cracker" single handed after a chase that will put the old Western chases to shame.

Sir Guy Standing does an excellent bit of work as the head of the bank-cracking mob. Fred MacMurray offers a dandy characterization as the young recruit, and Ann Sheridan, as his sweetheart, is nice to look at. Craven and Frawley handle the comedy in ship-shape fashion.

Blackford.

"Sunset Range"

(FIRST DIVISION)

Previewed at the Stadium, Los Angeles

Time—56 minutes.
Release Date—Not set.

This is First Division's first Hoot Gibson picture and as such it's nothing to get high blood pressure over. It is far less than average Western screen fare and will stand its best chances to please in the cattle territory, where they still tear up the seats when the Western boys put it over on the Eastern gangsters.

Picture doesn't even have beautiful scenery shots to recommend it to the average fan. Story is the stereotyped type of Western with the city gal from Chicago this time, getting an Arizona ranch in a will. Leaving behind a weak-kneed brother who is the pawn of a bunch of bloody gangsters, the gal sets sail west to look over her property. Thugs load the gal's trunk with hot money and the fun starts when they

Field. His son, played by Robert Young, finishes at West Point and goes to Randolph Field along with his school buddies, Russell Hardie, Robert Taylor and Henry Wadsworth, to train for the air service. Beery is appointed instructor of his smart-cracking son, and altho the lad plays a few pranks on him, sticks with him until it means his dismissal from the school. Lad repents and in the end Beery gets his post back and everything's jake.

Some dandy air shots of planes flying, cracking up and the like provide a few thrills, but the story running thru the picture is wishy washy. Maureen O'Sullivan has the role of the girl in love with Young and she stands by him thru thick and thin. Beery is too mushy for a big he-man and Young manages to get himself beautifully despised before the story is half told. As General Carter, in charge of Randolph Field, Lewis Stone is outstanding. He has the dignity generally associated with a general and handles his part in true trooper fashion. James Gleason, who believes in astrology, gives out a few laughs badly needed.

Blackford.

"The Devil Is a Woman"

(PARAMOUNT)

Previewed at the Westwood Village, Calif.

Time—92 minutes.
Release Date—March 15.

Another complete washout and flop starring Marlene Dietrich and directed by Josef von Sternberg. Picture fans will find this the dulllest 92 minutes they've

CURRENT BROADWAY FILMS

	Issue Reviewed.
After Office Hours (MGM)	Capitol February 9
Roberta (RKO)	Music Hall February 23
Shadow of Doubt (MGM)	Mosby February 9
Enchanted April (RKO)	Roxy January 26
Transient Lady (Universal)	Astor February 23
Living on Velvet (MGM)	Capitol Next issue
Ruggles of Red Gap (Paramount)	Paramount February 23

Holdover

Folies Bergere (UA)	Rivoli February 23
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follow her to Arizona to pick up their loot. Then comes the chase, a necessary essential to all Westerns. Gibson, as the top cowhand for the gal, played by Mary Doran, plays a prominent part in heading off the crooks at Devil's Gap and wins the hand of the fair lady.

Ray McCarey is responsible for the direction.

Blackford.

"West Point of the Air"

(METRO-GOLDWYN-MAYER)

Previewed at the Uptown, Los Angeles.

Time—100 minutes.
Release Date—March 15.

Another of John Monk Saunders' air stories reaches the screen, this time with Wallace Beery, Robert Young, Maureen O'Sullivan, Lewis Stone and James Gleason starred. While an above the average picture, *West Point* is far from being an exceptional piece of entertainment and the names of the principals will be your strongest selling points.

Story is another of the father protector type, with Wallace Beery cast in the role of an aviation instructor at Randolph

ever spent in a theater seat and cobwebs are destined to decorate your box office when this picture hits your screen. Paramount would be wise to shelve it and charge it off to exhibitors' good will.

Von Sternberg, still a cameraman at heart, devotes the entire action of the picture to magnificent camera work. Dietrich is completely buried in an avalanche of angle shots, trick camera stunts, etc. Story theme offered unlimited possibilities but has been cast aside for sheer spectacle at the hands of Von Sternberg.

Story opens with Cesar Romera, wearing the smile of satisfaction, meeting Marlene Dietrich at a Spanish shindig—a fiesta. Later he bumps into Lionel Atwill, an old friend, and for the next hour he listens to Atwill's story, told in flashbacks, of how the great Dietrich set him out in the cold again. He follows their affair from the day he met her in a cigaret factory, educated her, set her and her mother up in luxury and taught her culture preparatory to the day he would claim her hand in marriage. In return she spit on him, defied his every wish, spent her nights with other men, boasted of her infidelity, and, in short, was a bad wench. Romera promises never to see her again only to forget his promise when he meets her at a party. The balance need not be told. Romera and his dear friend Atwill finally end up dueling for the hand of la Dietrich.

Don Alvarado, Alison Skipworth, Edward Everett Horton and Tempe Pigott are everesting in supporting parts. The music by Rainger and Robin is pleasing but there is nothing to the picture that would be worth crossing the street to see.

Blackford.

"McFadden's Flats"

(PARAMOUNT)

Previewed at the Uptown, Los Angeles

Time—53 minutes.
Release Date—March 22.

The talkie version of the silent picture that coined a barrel of money for the producers back in the early days

should prove just as profitable a picture for the producers and exhibitors today, for *McFadden's Flats*, as produced by Charles R. Rogers, has the sort of material audiences will eat up. It's the old story of the bickering and bantering between the Irish *McFaddens* and the Scotch *McTavishes* in *McFadden's Flats*. Walter C. Kelly is *McFadden* and Andy Clyde is *McTavish* and both are ideally suited for the roles.

Director Ralph Murphy keeps things moving at a fast clip and with a wealth of new gags the picture is highly entertaining. While lacking any outstanding film names, the picture will have to be sold entirely on its name and the outstanding work of Kelly and Clyde.

Jane Darwell, as Mrs. *McFadden*, gives a clean-cut characterization of the hard-hearted old woman. Betty Furness, as the daughter, is as sweet and demure as one would want to look upon. Richard Cromwell has a minor role and George Barbier, as the contractor who started as a bricklayer, is topnotch.

Casey Robinson, Arthur Caesar and Edward Kaufman, who handled the adaptation, deserve a cheer for their grand screen play and the spicy gags they have injected into the old script.

Blackford.

Rosenfield Promoted

SPOKANE, Wash., March 9.—Joseph Rosenfield, of Seattle, has been named city manager for Evergreen Theaters, which includes the Fox and Orpheum and smaller houses. He succeeds H. D. McBride resigned.

Rosenfield is former advertising manager for John Hamrick theaters, Seattle, and prior to that was with Paramount-Public in the East. There will be no change in personnel of the various houses. Al Baker will continue as manager of the Fox, Russell Brown at the Orpheum and E. A. Rose at the State.

Co-Operative Expanding

DETROIT, March 9.—The Hollywood Theater at Petoskey and the Ferndale Theater in Ferndale, Detroit suburb, were added to membership in Co-Operative Theaters of Michigan last week, making a total of 78 members. Co-operative has added the service of direct payment for films for members and is enlarging its offices this week to accommodate an enlarged staff required by the additional bookkeeping and other work involved. Carl Burnele, assistant manager, is in charge of alterations in the absence of Ray Moon, general manager, who is in Florida.

S. C. Censorship Dead

SPARTANBURG, S. C., March 9.—The judiciary committee of the South Carolina House of Representatives returned an unfavorable report on the motion picture censorship bill sponsored by Representative D. A. Ouzts, of Greenwood.

PERSONALS

(Continued from page 21)

Queens, N. Y.; William Miller, Astoria, L. I., N. Y., and A. M. Docken, Sunnyside, L. I., N. Y., are the incorporators.

The Kiwanis Club, of Dover, Del., sent copies of a petition opposing block booking to Delaware representatives in Washington. The petition was passed and accepted by the Kiwanians.

Dwight Van Meter, manager of the Aldine, Warner first run in Wilmington, Del., has been promoted to manager of the Astor, first-run house in Reading, Pa. The Astor carries vaudeville and has a seating capacity of 3,500.

Robert Peltier, Mt. Clemens, Mich., theater owner, has returned from a hazardous trip to Florida. Returning by boat, the ship caught fire and later was declared in peril in a hurricane. On the way back from New York Peltier's auto was wrecked.

Eddie Lane, formerly writer for various theatrical papers, is now assistant editor of the *Michigan Film Reporter*.

Joseph A. Smith and Mrs. H. R. Moore have opened offices on the third floor of the Film Exchange, Detroit, for Exhibitors' Truck Service.

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Manhattan Players Set for Worcester

WORCESTER, Mass., March 9.—In the cast of Guy Palmerton's Manhattan Players, who open at the new dark Worcester Theater here Monday, will be Frank Lyon and Marjorie Clarke, leads; Byrd Bruce and Richard Bishop, second business; J. Harrison Taylor and Gertrude Dion McGill, characters; Helen Arian, ingenue; Philip Truex, juvenile; Guy Palmerton, juvenile-director, and Roy Elkins, general business. Roy Berkeley will be stage manager.

Company will operate at popular prices, with *Your Uncle Dudley* as the opening bill, to be followed with *Mrs. Crane Steps Out*, *The Wind and the Rain*, *The Late Christopher Bean*, *Up Pops the Devil*, *Best Years*, *Her Master's Voice*, *The Pursuit of Happiness* and others. There will be six union men on the stage and a union trio in the pit. Worcester was once one of Poli's ace stock locations.

The Manhattan Players' record includes a run of 25 weeks in Bridgeport, Conn.; 10 weeks in Waterbury, Conn.; 12 weeks at Whalom Park, Fitchburg, Mass., and eight weeks in Newburg, N. Y.

Palmerton is negotiating for Blanche Ring as guest artist for *Her Master's Voice* and Glenn Hunter as the feature for *The Pursuit of Happiness*.

Dayton May Get Stock; 'Drunkard' Opens March 25

DAYTON, O., March 9.—Judge Frederick W. Howell heads a local group of influential citizens which is endeavoring to raise funds and interest for an eight weeks' stock season here beginning Monday after Easter. Plan would be to form a regular company and engage guest stars from week to week, with Harry Gresham, director of the late Dayton Players, in same capacity.

The George Sharpe Players will begin a run in *The Drunkard* at the Van Cleve Hotel here the week of March 25, opening with an invitation performance to newspaper men and leading citizens. For the occasion the hotel will convert its main dining room into an old-fashioned beer garden, with stage at one end. Play is expected to run here for not less than three weeks.

Seek Hambleton Cline

CINCINNATI, March 9. — Cincinnati Police Department has been requested by H. W. Grant, 19 Skipworth street, Highfields, Leicester, England, to locate one Arthur Robert Grant, born in 1867 at Glenfield, England, and known on the dramatic stage as Hambleton Cline. Latter was last heard of in Cincinnati in 1920 and 1921. He is said to have a daughter, born in Texas and known as Texie. According to Mr. Grant a sum of money is awaiting Arthur Robert Grant, known as Hambleton Cline, in the Bank of England from an estate left by his father.

Billroy Show Briefs

VALDOSTA, Ga., March 9.—News is getting mighty scarce, as the gang is always on the go with the hammers and saws. Just can't seem to get much out of them but work, and they sure are putting out plenty of that.

I can't help raving about the way the show is being built and painted this season. Those who have seen it are all praise. What a flash.

Bob Heidelberg postcards from home that he is getting ready to go to New Orleans to share his "roll" with Huey Long and take in the Mardi Gras. We're wondering which "roll" he is referring to.

"Buzz" Browne, congenial young gentleman who bills all the towns like a circus, wants it known that he hasn't taken the veil, but that he's at home enjoying himself to the utmost.

Mrs. Ed Butler (Cora Mae Davis) is at home in Clewiston, Fla., says she is mighty proud of her home and wants it known that trouper are welcome any hour of the day or night.

Cal (Playboy Champion) West is in the Everglade country producing minstrels for different civic organizations. Yes, Bonnie is also there.

Eddie Mellon just drifted in to advise that five new trucks have just arrived. So once again the boys will be early to bed and early to rise, and that means plenty of work. TOM HUTCHISON.

Rep Ripples

HOWARD VAIL, who has been working occasional club dates around New York this winter, breezed into Cincinnati last Thursday. Howard, in a visit to the rep desk, stated that he was en route to Kansas City, Mo., to line up with a tent rep for the forthcoming season. He will work a few dates around the Queen City before departing for the Missouri village. Vail says work was anything but plentiful around the Big Town this winter.

CHIC AND ESTELLE PELLETTE, who have been wintering at their home in Lake Helen, Fla., will leave there late this month to join the Frank Smith Players, opening soon in Arkansas. Company will jump immediately into Illinois to play its old established territory. Jack Pellette, juvenile, is now working in the blue-print department of the Chrysler Corporation in Detroit and attending the company's college at Highland Park, Mich.

DAN F. ROWE, of the team of Rowe and Walsh, is now at home in San Antonio. Rowe says he has just completed a new script on *Bringing Up Father*, which he will present under canvas thru Texas this season.

CHRISTINE SANDERS is the new leading woman with Harvey's Comedians, now playing Western Nebraska towns. Mr. and Mrs. Harvey Brandon are the owners of the show.

BOYCE BAKER did a black-face act on the concert recital and dance program presented by L. Chavana at the Russian Art Center in Steinway Hall, New York, March 3. His accompanist was Clyde Vickery, former tab and tent show trouper. The two are breaking in a new act and expect to be back on the road again this season. Baker did his last trouping with Bob Grand's rep show. Writing from New York, Baker says: "See quite a few troupers from rep along the main stem. Marjorie Garrett, formerly Harley Sadler's leading woman, is understudy for Jane Wyatt in *Bishop Misbehaves*. Her husband, (See REP RIPPLES on page 25)

California Players on Circle Around Salt Lake

SALT LAKE CITY, March 9.—California Players are back on the road, working a two weeks' circle in the small towns around here, with Salt Lake City as the headquarters. When the weather breaks the company will move under canvas.

In the California cast are Richard Allen, director; Tommy Mullaey, comedian; Keith Park, juvenile; Clara Forman, ingenue; Mrs. Richard Allen, leading woman; Dick Bunzell, characters; Wonda Wolters, soubret, and Mrs. Wolters, characters. Mrs. Christensen, whose husband, now deceased, formerly operated the company, is also in the cast.

Green Players in Arkansas

WYNNE, Ark., March 9.—J. Greenfield is slated to open his Judy and Mac Green Players here Monday. Show will feature Greenfield's daughter, Julia, blues singer, formerly with the Texas Rangers, and his son, Max. Company will work this territory under canvas. Greenfield in recent years has been engaged in the merchandising business, but had experience in operating a tent show in his earlier days. Company will make the jumps in three cars and three house-car trailers.

A. B. Gurtler in East To Line Up Plays and Players

DENVER, March 9.—Arnold B. Gurtler, president of Elitch Gardens here, has left for New York on his annual trip to obtain plays for the summer stock season at Elitch's Theater. He will be gone for a month or six weeks and plans to visit Chicago, Cleveland, Washington and Philadelphia to see plays and to interview players.

In addition to lining up plays and players for the Elitch Theater, Mr. Gurtler will arrange for the appearance of several "name" bands at Elitch's Trocadero Ballroom this year. He will also look over the newest amusement park features and will negotiate with an Eastern manufacturer for a new ride for Elitch Gardens.

Twister Demolishes Hal Stone's Canvas

WINNFIELD, La., March 9.—Hal Stone's Comedians, booked and billed to open under canvas here Monday, was hit by a twister at noon of the opening day, which demolished the Stone tent theater.

Manager Stone was hit by a pole, and one of the canvasmen was cut about the face and arms, altho neither was injured seriously.

Company moved immediately into the local high-school auditorium and finished out the week without losing a performance. Manager Stone has not made known his plans for the future.

Drury Lane, Detroit, Resumes With Stock

DETROIT, March 9.—The Drury Lane Theater, closed two weeks, is scheduled to reopen tomorrow under the general management of Erwin P. Lang, who was in charge of the original seven-week season of dramatic stock at the house. Nat P. Burns, who was producer of the show, has left and a permanent director is still being sought. Arnold Daly, member of the cast, is producing the opening bill of Mary Boland's *The Vinegar Tree*. In addition to Daly, leads in the new company will be taken by Doris Rich and Josephine Dunne.

The original promoters of the Drury Lane Company are still backing the theater, Lang stated. Rumors of losses up to \$20,000 in the seven weeks were countered by the statement of Burns that the house closed in order to allow selection of a larger theater. The 400-seat house allows only a small margin for seat sales above a fairly lavish scale of production costs.

Houston Pickups

HOUSTON, March 9.—Powers Players have closed their local engagement and taken to the road.

Robert LaThay and wife passed thru here last week en route to the Jack Walker Show at Kingsville, Tex.

The Phil Duncan Players are appearing in this vicinity under fraternal auspices. Show is working in houses.

Hila Morgan is directing the current bill at the Monroe Hopkins tent show here.

Mr. and Mrs. C. M. DeVere, who in 1930 forsook the rep field for circus life, arrived here last week and opened with the Schell Bros.' Circus last Saturday. The Deveres have the banners on the show.

Toby Young and Frank Capp were recent visitors in the city.

Don Null and wife, of Ed Ward's Princess Stock Company, were recent visitors to Mrs. Null's mother here.

Kelly Stock Has New Top

MIAMI, March 9.—Mr. and Mrs. Jack Kelly, spending the winter here, announce that their Jack Kelly Stock Company will open in Michigan early in May under a complete new tent theater outfit. Company will play the established Kelly route thru Michigan. Work will start at the show's headquarters April 1 under the supervision of Boss Canvasman Billy Crittenden and four assistants. Outfit will be transported on five large trucks. All equipment will be painted in cream and red. The top will be khaki with red trimmings. Company will play three and four-night stands, using a new line of bills with vaude specialties between the acts.

Kansas City Jottings

KANSAS CITY, Mo., March 9.—Allen Klassen is a recent arrival, coming from his home in Hillsboro, Kan.

Jack Hart, manager of Hart's Comedians, has repainted his outfit and trucks (See KANSAS CITY on page 27)

Stock Notes

THE PLAY HOUSE, Cleveland, is currently doing Sidney Howard's *Yellow Jack*, which opened March 8. It follows a five-week run of *On Stage*, new comedy by Benjamin Kaye. *Yellow Jack* is being played for the first time in Cleveland and is attracting attention. Cast includes K. Elmo Lowe, who spent last season in Boston and New York, and S. Thomas Gomez, who has been absent on leave for the last five months playing with Walter Hampden's Company on tour.

FRANCIS GREENE, formerly owner-manager of the old Francis Greene Stock Company years ago, is now day clerk at the Harding Hotel, Iron Mountain, Mich. *The Iron Mountain News* recently devoted a full column to telling of Greene's 45 years' experience in show business.

LAWRENCE LANGNER, playwright and owner of the Westport Country Playhouse, Westport, Conn., announces that he expects to produce a series of plays at Westport the coming summer with a resident company. He is limiting the season to five weeks. Heretofore there has been a season of from 8 to 10 weeks at Westport.

WARREN P. MUNSELL JR., son of the business manager of the New York Theater Guild, wrote *Rich Man, Poor Man*, which opened for a week's run in Pittsburgh March 9. The Carnegie Players are presenting the production, which is directed by E. W. Hickman. Settings and costumes designed by Lloyd Weininger and Elizabeth Schrader. The cast includes Regis Joyce, John Kennedy, Benjamin Yaffe, Carl Dozer, William Davis, Brinton Turkle, George Lloyd, Ralph Nason, Milton Goldbloom, George Kittridge, Malcolm Milligan, Thomas Koehler, Barry Mulligan, Patti Littell, Sarabel Browarsky, Janet Patrick, Kathryn Bauer, Mary Cheffy and Dorothy O'Donnell.

PLAYS—CIRCLES, \$3-\$10. REPS., \$10-\$20.

Imagine PROVEN SUCCESSSES like GRAUSTARK, UNWANTED, WITTED, DISCARDED WIVES, UNMARRIED MOTHER, REVELATIONS OF A WIFE, HER UNBORN CHILD, New, Short Cast Two-Set Versions of ST. ELMO, CAMEL, et al. above listed. And NEW Plays like MILL ON THE FLOSS, ROAD TO HOLLYWOOD, COST OF LOVE (Great Toby Part), dozens of others. Short Caste, 1-2 Sets. SEND FOR LIST. UNITY PLAY CO., Little Neck, N. Y.

FOR SALE—Complete Dramatic Tent Outfit, 50x 80 Ft. E. Top and Side Wall, Marquee, Folding Chairs and Benches, Blues, Piano, Stage complete, Parlor and Kitchen Set, All Props, Drapes, Switch Board, Wiring and Bulbs, Dressing Rooms. Outfit in first-class shape and ready to set up and go. Cheap for cash only. H. S. REIGLE, Smithville, Tenn.

WANTED—For MRS. L. SKEETER KELL and Her Gang, People in all lines who double Orchestra and Specialties, Feature Dancing Act, Youth, study and ability essential. Fifty-two-week season, no name salary accordingly. Open April 1, Jefferson, Tex. Prepay all communications to MRS. L. SKEETER KELL, Cotton Plant, Ark.

WANTED People All Lines. MANAGERS FEATURE PLAYS. SEND SEASONS. WAYNE THEATRICAL EXCHANGE Chambers Bldg., Kansas City, Mo.

AT LIBERTY JERRY AND VIOLA BRUCE—Man General Business; wife Ingenue or Second Business. Good line of Singing and Dancing Specialties, Six Styles Dancing, Ukelele, Banjo and Harmony, Singing Man Tenor Banjo Orchestra; wife fair Piano. We have car. 3909 42d Ave., So., Minneapolis, Minn.

WANTED PIANO PLAYER To double Parts, male. Write, don't wire. Will trade Scenes, Electrical Effects, Scripts, Wardrobe for old-time Illustrated Song Slides. BRYANT'S SHOWBOAT, Pt. Pleasant, W. Va.

1,500 FEATURES (List). CIRCLES \$3.00-\$10.00. Week. Rep., \$5.00-\$20.00. Season. World's Largest Low Royalty Play Brokers.

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BRUNK'S COMEDIANS WANTS

Agent, also modern Trumpet. State if can double Piano. Opening March 18. Jerry Katchum wire. Address L. P. DAVIS, Jasper, Tex.

AT LIBERTY for STOCK » » DRAMATIC » » MUSICAL » » BURLESQUE Closing Two-Year Run at Playhouse Theatre, Salt Lake City. (Two Bills Weekly.)

FEATURE SCENIC ARTIST Unusual Novelties—Brilliant Ideas—Modern Settings That Are Always Different, Plus FLASHY LOBBY DISPLAYS.

WARREN THOMAS, Playhouse Theatre, Salt Lake City.

SOLICITATIONS FROM RELIABLE MANAGERS ONLY

Eltinge-Apollo Complaint Regarding Code Violation

NEW YORK, March 9.—Complaint has been made against the Eltinge and Apollo theaters here to the Regional Board of the N.R.A. Allege violation of Article VIII, Section 3, of the burlesque code, in that they are charging admissions below that specified in the code.

Hearing of the complaint has been set for this Tuesday at 10 a.m. before Mrs. A. M. Rosenberg, regional director.

COUNTESS NADJA

"A ROYAL SURPRISE"

To Both the Box-Office and Audience, Now Featured for 10th Consecutive Week 42d Street Apollo and Irving Place. Booked by DAVE COHN.

CHARLIE GOLDIE

KOMIKING FOR THE WILNERS.

TOMMY LEVENE

Re-engaged by MINSKY-WEINSTOCK for Greenman & Field's Unit on the Supreme Circuit.

JEAN BODINE

THE TALENT TOPS OF BURLESK.

TINY HUFF

THE PERSONALITY GIRL.

Gaiety Theatre, New York City, Indefinitely. Personal Management JACK BECK.

Margie—BARTEL & FRANCIS—Jimmie, Jr.

Exotic Dancer—Stripes—Singing—Straights. Phil Rosenberg, East, and Milt Schuster, West.

KARL BOWERS

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

CHARLEY LAFORD

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

BERT SANDERS & DOROTHY De Haven

Straight. (IND. BUR. CIR.) Soubrette.

Joan—Carroll Sisters—Jean

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

"YEAH, MAN"

HELEN GREENE

THE RED-HEADED CYCLONE.

BOB SNYDER

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

JESS MACK & LEE JEAN

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

HARRY CORNELL

STRAIGHT MAN. Irving Place Theatre, New York City. Stock. Management DAVE COHN.

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THE "IT" GIRL.

Playing Independent Circuit.

EDDIE INNIS

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

RAE HOLLAND

SINGING AND TALKING INGENUE. With Supreme Circuit.

Foster and Kramer

KINGPINS OF BURLESQUE.

Georgia Sothorn

BEGINNING 2ND YEAR WITH WILNERS.

BILLIE DIAMOND

ALWAYS CHARMING.

JOHN DIAN

HEAD & ROWLAND

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

BILLY "RED" CONNIE

EGAN & MARTIN

Light Comedian. Strip Extraordinary. Repts., PHIL ROSENBERG AND DAVE COHN.

SYLVIA

ASSORTED INTERPRETIVE DANCES.

Burlesque Review

People's, New York

(Reviewed Tuesday Afternoon, March 5)

Burlesque on the famed Bowery at the historic People's Theater is strictly a scratch proposition, but suitable, nevertheless, for East Siders who want to kill a couple of hours. For 15 and 25 cents in the afternoons and a 30-cent top at nights, with boxes going at 45 cents all the time, the house affords an hour and 21 minutes of burly, plus amusing horse opera pictures. Do four shows week days, five on Saturdays and an Italian show on Sundays. Abe Held manages the house for the Wilners, who hold a 99-year lease on it. A four-piece ork plays the show.

The burly show is one of those things where the operator seeks as small a nut as possible, the production involving a couple of holding pieces any stage carpenter can turn out in short time. No special scenery either, but the Bowery's the Bowery. Only seven principals in the show, taking in three strip women who double as talkers. Besides, there are 12 chorus girls, not such good lookers or steppers but showy enough for the flesh seekers. Bob Nugent, comic, produced the book, while Reggie Windsor looked after the rest of the production.

Comics are Nugent and Joe Stanley. Both work okeh with a lot of old-timey material which they spice up considerably, this getting the laughs from the patrons. Stanley has a nice comedy style, bearing a sad kisser, which is always a good laugh-getter. Nugent works hard and often, as does Stanley, and he gets by. Their straight is Frank O'Rourke, and he could do a little more serious handling of his feeding job. He doubles at singing, which is but fair. The juve is Sid Green, and he's not much of a singer, altho he makes an earnest attempt at it. He helps capably, tho, as a talker.

The principal women in the show are the three strippers, and in the order of their appearance they are Ritzy Phillips, Jerri Sargent and Kenza Vinton. The red-haired Miss Phillips shows up as an effective enough stripper, having the edge on the other two. Miss Vinton, however, takes the edge, inasmuch as she's the best costumed of the three. She does a good parade strip herself. Miss Sargent gets by with her disrobing, too. The three manage to turn in good jobs of their talking assignments.

SID HARRIS.

BAA Gathers In Full Force

NEW YORK, March 9.—At what was acknowledged to have been the largest meeting in the history of the organization, members of the Burlesque Artists' Association voted Monday night in Union Church to uphold the action of the executive board that a committee be appointed to meet with representatives of the International Alliance of Theatrical Stage Employees with reference to drawing up a working agreement of mutual benefit to both organizations. At the same time the members of the burly union discussed many other matters now confronting them.

A recent article in *The Billboard*, regarding the BAA's intention to clean up burly theaters and restore its performers into the good graces of the public, was read at the meeting, and the members wholeheartedly indorsed this move. The recent pinch at the Gayety, Buffalo, was cited, and a move is to be made to stop the practice of arresting performers in these censorship raids. It was brought out that the operators are responsible for the dirt in burly theaters. In this connection, the organization is drawing up a bill of particulars and a plan to be submitted to Paul Moss, license commissioner, to prove that the industry is one that has standing and is not to be looked upon in a disparaging light.

Further discussion at the meeting was (See BAA GATHERS on opposite page)

N. Y. Operators Hold a Meeting

NEW YORK, March 9.—Local burlesque operators met a week ago last night at the Hotel Astor, the nature of the meeting reported as being with reference to those houses paying a certain sum each week to be looked after. Among those in attendance were Max Rudnick, Eddie Madden, Max Wilner, H. K. Minsky, I. H. Herk and Charlie Schwartz.

It is understood that those present agreed to pay \$10 a week each, the money to go to Col. J. Q. Tillson and Paul Weintraub. They will represent the theaters in any matters with which they are confronted by authorities.

Burly Briefs

I. H. HERK is reported as seeking a 25 per cent partner with five grand for the Gaiety, N. Y. . . . That might explain his huddle with Abe Minsky last week.

. . . Tommy Levene and Mervin Harmon, holding stagehand cards, were called out by the stagehands two weeks ago in Boston. . . . Tommy went back into the cast, but Mervin stayed out.

. . . Jimmy Allerton went to the Howard, Boston, over the week-end to produce the numbers. . . . Millie Convey is the Silver Girl at the Congress Restaurant, New York.

. . . Billie Holmes, Buffalo's contribution to burly, is going into the Star, Brooklyn. . . . Maxine Holman, known as Maxine the Radium Girl, jumped into Minsky's Brooklyn a week ago Monday on a hurry call from Nat Morton to replace a dancer who breezed suddenly. . . . Maxine went into the Republic, New York, Sunday. . . .

ADRIANNE, the dancer, will open this Sunday at the Republic, New York, as the Girl in Jade, booked by Nat Morton. . . . Artie Lloyd opens there also the same time. . . . Harry Cornell closed a week ago Saturday for the Wilners and Fred Binder closed this last Saturday. . . . Georgia Sothorn opens Thursday at the Palace, Buffalo, for a two weeks' run as added attraction. . . . Booked by Dave Cohn in conjunction with Milt Schuster. . . . Virginia Greene is retired from show biz and happily married over in Paterson. . . . Memory Lane, chorus kid, didn't take the government exams as intended and is again tramping over the Indie Circuit. . . . Yvonne Novak is being visited by her sister, who came all the way from Vancouver. . . . Rose and Eva Hale are mourning the loss of their mother, who died last week at their home in Gloversville, N. Y. . . . Betty Shannon, of Texas, is back in New York for work. . . .

PHIL ROSENBERG'S recent placements include Johnny Barry, Evelyn Brooks, Leo Lee, Sid Stone and Irving Selig, with Supreme; Tiny Fuller, Lou Petell, Sam Weston, Madge Carmile, Billie Holmes and Charles Kane, Star, Brooklyn; Jimmy Francis, Mary Brown, Sam Mitchell, Gladys Fox and Billy Elliott, Oxford, Brooklyn, and Harry Clexx, Marie Voe, Tex Chapman, Mickey McNelly, Bubbles Yvonne, Hilda Allison and George Kin, near, Gaiety, New York. . . . Jack Beck's recent placements include Gloria Gayle (formerly Vic Garrett) and Charlie Goldie, Bijou, Philly; Mickey Markwood, Lee Hickman and Virginia Jones, Garrick, St. Louis; Foster and Kramer, Harry Stratton, Lew White, Kay Johnson, Margie Bartel, Jimmy Francis Jr., Lola Pierce, Eddie Innes and Billie Diamond, Indie Circuit, and Countess Sonia and (See BURLY BRIEFS, opposite page)

U-NOTES

By UNO

JOHANNA SLADE, visiting her folks in Cleveland, threw a most successful and brilliant costume party in her apartment last week. Each one dressed to represent a different nation.

DOROTHY DENISE, "the Black Panther Girl," and L. W. Burns, her manager and whip snapper in the act, following their three weeks for the Supreme Circuit, go to the Lido Club, Paris, for M. Voltaire, with a year's contract, arranged by their European agent, Gino Arbib. Act, dance and title copyrighted. Recently closed at the Troc., Philly, where the act scored record performances thruout the entire week.

HERBERT FAYE, comedian, re-engaged for four weeks more after March 10, making nine weeks in all at the Wilner houses. Barbara Janis Faye will rest up after a run of five weeks for the same operators. A record run for any talking woman with the Wilners.

TOMMY GERMAN, promoted from house detective to assistant manager at the 42d Street Apollo, New York, was a transfer in the office of Recorder of Deeds, Philly, for 15 years.

HAROLD RAYMOND has installed three special nights to draw patronage at the Star, Brooklyn. Amateurs, Tuesday; Country Store, Wednesday, and wrestling, Thursday.

FOSTER AND KRAMER, with Billie Diamond, play one week, March 11-16, in vaude at the Bowdoin Square, Boston, while rehearsing for a return to an Indie circuit show. In Boston, too, Leonard Kramer was visited by his wife, Evelyn Fox, from the family home in Youngstown, O.

GLADYS CLARK, doubling these days between the Gaiety, New York, and an engagement on the air over WMCA, 7 p.m. hour.

SYLVIA, dancer with the Supreme, was gifted March 2 by her husband with Kiki Brown, a wire-haired terrier pup.

MR. AND MRS. MAX RUDNICK left the Eltinge March 3 for a three weeks' vacation in Miami, Fla.

JOE BOB MACK, of Baltimore, visiting brother, Jess Mack, straight man. Joe's last burlesque show was Al Singer's on the Mutual wheel. Expects to be back on the boards straightening after seven years' absence.

BOOB BLAKE and Ruby Lang, who have been playing night clubs thru Pennsylvania the last several months, opened with Matt Kolb's new burly company at the Empress, Cincinnati, last Saturday. They jumped into Cincy from Altoona, Pa., where they played three weeks at Venetian Gardens.

MARGIE HART'S change of mind resulted in a smashed car, and fortunately only a few bruises. She had an auto accident near Albany. Originally she had planned on a week's vacation to Bermuda. Later the plans were changed, first for a visit to friends in Albany with the Bermuda trip to follow.

WILMA HORNER sends word from the Audubon Hospital, Boston, that she has been in a cast, as the result of a fall (See U-NOTES on opposite page)

WHAT A SENSATION!!!

IF YOU WANT BUSINESS GET THE BEST

There Is **BLACK PANTHER GIRL** **DOROTHY DENISE**
Only One **BLACK PANTHER DANCER**
BLACK PANTHER

Managers and Imitators, Beware—Act, Title and Dance Fully Protected by Copyright

Opening at LIDO CLUB, Paris, France, April 4, 1935.

Thanks to JACK DALY and GINO ARBIB.

Personal Manager, L. W. BURNS, Somerset Hotel,

150 West 47th Street, New York City.

Members of A.F.A. and B.A.A.

Moore Tab on Mexican Tour

30-people revue is set for 10 weeks in Mexico by F. & M.

MACON, Ga., March 9.—Marsline K. Moore's All-American Beauty Revue, with cast of 30, left here Thursday for Neuva Laredo, Mex., to start a 10-week tour of that country. Tour was arranged by Fanchon & Marco, Inc., of Los Angeles. Moore announced, and begins March 12 at the Arroya Theater, Neuva Laredo.

Featured with the unit are the Naro Lockford adagio troupe (five people); Miss Sidney Del Dees, mistress of ceremonies; Euel Ratliff and Odessa Gibson, dancers; Blanche Carr, Madeline Parmer, Winnie Mack, Helen Lee and Clifford Carr. A chorus of 10, billed as the Platinum Blond ballet, is carried. Josh Davis' Georgians, eight-piece stage band, plays the show.

Moore is personally managing the show on the Mexican trip. He has as secretary and interpreter Rene Gulm, native of Havana. Cities to be played in Mexico are Neuva Laredo, Monterey, Tampico, San Luis Potosi, Queretaro, Mexico City (two weeks), Vera Cruz, Durango, Agua Caliente and Chihuahua. A special Pullman has been chartered for the Mexican trip. It was stated. Production headquarters for Moore will remain at Macon. One of his units, *Garden of Girls*, is now playing in Georgia.

Matt Kolb at Empress, Cincy

CINCINNATI, March 9.—Matt Kolb's new burlesque company, which rehearsed here all week, opened at the Empress Theater today for an indefinite stay. Included in the Kolb cast are "Boob" Blake and Hal Rathburn, comics; Ray Kolb, straight; Milt Wolf, dancing juve; Ruby Lang, prima donna, and Frances McEvoy, Paula Lewis and Maxine Elliott, featured strip women. There are 16 girls in line. Company will do four shows a day in conjunction with pictures.

Buffalo Burly Pinch; Also One in Ft. Wayne

BUFFALO, March 9.—The burlesque show at the Gayety Theater here was raided by police last week and some 20 members of the cast taken prisoners. Among those booked at headquarters were Warren Irons, the operator; Ed Miller, manager; Billy Arlington, Lou Powers, Morris Bair, Harold and Reeves, Gaye LaBar and 14 chorus girls.

Police Commissioner James W. Higgins compelled every one of the girls to go up to the identification bureau and pose for official photographs in the exact apparel they wore when they were taken from the stage.

The town has another burlesque house, the Palace Theater, operated by Dewey Michaels.

FORT WAYNE, Ind., March 9.—Police swooped down on Jack Ballard's burlesque troupe at the local Strand Theater last week, arresting two principal women on public indecency charges. The two principals, Paula Lewis and Min Bennett, were fined \$5 and costs and went back to work immediately.

The show now consists of the following cast: Buddy Kane, Billy Baud, Phil Hart, Date Curtis, Fannie McAvoy, Paula Lewis, Min Bennett, Lupe and the following chorines: Peggy Black, Goldie Corrine, Fay Curtis, Bea Arlen, Marie Dietz, Lell Willison, Lois Kelly, Smiles Rodgers and the Sparks Sisters.

HARRY CORNELL, straight man, celebrated a birthday March 1. George Vincent tendered him the party in New York. Among those who called to wish Cornell many happy returns and help him celebrate were Rex Weber and Lee Leonard Weber, Kay Johnson, Joy St. Clair, Ethel Lee, Lou Dolgoff, Charles (Center) Wolff, Jack Miller, May Belle, Marian Bell of the Red Mill, Dr. Cornelius Murphy, June Gardner, Charlie Goldie, Jimmie Grosso, Sam Kushner, Al Wilnick, Duncan Moran, Kage Alves and Bob Nagel.

Tab Tattles

A. B. MARCUS' Continental Revue pulled terrific business to the Shubert, Cincinnati, last week. It was the house's first week with the policy of stage shows and pictures under the RKO banner with a 42-cent top. It was the most show for the money Cincinnati theatergoers have received in a long time. . . . George Hall, of the former Margaret Lillie show, is confined at a Cleveland hospital with double pneumonia. His condition is grave. . . . Cotton Watts has been carrying his hand in a sling the past week. He was examining a prop gun to see if it was loaded when the dern thing went off in his hand, causing quite a nasty mess. He was out of his show for a few days as a result of the accident. . . . Jack White is appearing several times daily over Station WMAZ, Macon, Ga. One of the programs he's billed as "Ye Olde Timer, the South's premier Hawaiian guitar player." . . . Marvin A. Boone, formerly of the male dance team Winton and Boone, and his new partner, Helen Taft, are touring the South with a unit show. They were at the Princess, Nashville, for three days last week. . . . Jimmy Regan, until recently at the Ohio Theater, Dayton, O., is set indefinitely at a Grand Rapids (Mich.) night spot. He is accompanied by his new bride, Eileen Yager, dancer. . . . Jack Hudson—your dad passed away February 23. You are asked to communicate with your home immediately. . . . Billy Binns' Cowboy Aces, made up of former tab and rep folk, are playing the Griffith theaters thru New Mexico, doubling on club dates on the side. In the roster are Eddie Graves, Billy Binns, Betty Lee, Edna Allen, Little Baby Graves, Jack Graves, Joe Leavelle, Roy Harrell and Dick Munn. . . . "SeaBee" Hayworth grabbed off two and one-half weeks of Warner time as the result of his company's recent showing for that firm at Hagerstown, Md. . . . Charley (Joy) Gramlich pulled out of the Empress, Cincinnati, last week and set sail for Knoxville, where he is slated to put a small show in at one of the houses there. . . . Boots Joyce, who was forced to quit the line of Cotton Watts' *Temptations of 1935* recently due to illness, is still under a physician's care at her home, but is mending nicely and expects to resume her place in the "merry-merry" at an early date.

ARTHUR HAUKE, widely known tab manager and producer, who with Dean Metzger, Lima (O.) theater man, was killed when the auto in which they were riding crashed into a bridge rail at Hawkinsville, Ga., March 2, was buried in Springfield, O., where he had made his headquarters for many years. He is survived by his widow, Lois; two brothers, Wilbur, of Springfield, and Harry, of Russell's Point, O., and a sister, Mrs. Olive O'Donnell, of Springfield. When tabloid lost Arthur Hauk it lost one of the most lovable personages. He had a host of friends in the business who will long mourn his passing. . . . Marshall Walker, tab old-timer, whose *Whiz-Bang Revue* opens at the Elks' Theater, Huntsville, Ala., March 11 for an indefinite stay, offers the following tribute to his friend, Arthur Hauk: "As Shakespeare wrote: 'We come not here to praise Caesar, but to bury him.' I am far away from Arthur, but I am trying to do both. His sudden death stunned me. Arthur Hauk helped me so much; did me so many favors. Always helping and asking nothing but fellowship. He was always glad to give by his experience what I needed most—advice—and I loved him. It's hard to express what I think of his passing."

MERRILL (RED) SEVIER is in his 62d consecutive week as emcee at the Cotton Club, Joplin, Mo. . . . The folks on Clifford's *Manhattan Revue* made merry March 4 when Lodell G. Raquet, one of the band boys with the show, and Mae Ashbey, chorine, middle-aged it on the stage of the Royal Theater, Wilmington, N. C. One of the local eating places threw a grand feed for the entire company and a rip-roaring time was had by all. Bunny Rheinhardt, of Buffalo, N. Y., was bridesmaid, and Joe Sterling, also of Buffalo, was best man. . . . With the Marcuss show in Cincinnati last week was Demerese Christy, a youngster, who is getting her first chance with a real show. Miss Christy

Pennsylvania Good For Arnott Troupe

ALTOONA, Pa., March 9.—Despite the opposition of Rudy Vallee's new picture, *Sweet Music*, and the Boswell Sisters at another house, Jack Arnott's *Odds and Ends Revue* drew unusually good business to the Mishler Theater here Wednesday and Thursday of last week. At the Lyric Theater, Endicott, N. Y., last week, with the weather in its favor, the show played to four full houses Sunday and three on Monday.

Incidentally, the latter spot proved the one to break the Arnott company got in New York State. In the main, the New York State dates were "lousy," as Arnott describes them. He says the dates thru that State cost him plenty, not only in money, but headaches as well. During the time the show was in the State the thermometer ranged anywhere from zero to 22 below, and with snow, blizzards and ice to combat the show had a tough battle.

Since moving into Pennsylvania, however, things have been breaking nicely for the *Odds and Ends*, Arnott announces. "Things look very good in Pennsylvania," Arnott states, "as some of the big boys like Warner and the Harris combine are getting ready to fight each other with flesh shows. You know what that means. If one has the show he can get the dough."

"I am warning all the boys to stay out of New York State tho. If any of them are doubtful let them write to me and I will tell them the truth about conditions up there and how things are misrepresented."

The 25-people *Odds and Ends Revue* features such names as Beth Basara, Jean Bedini; Wagner and Lela, hoke act; Charles and Libra, dancers; the Delmar Sisters, the Six Rhythm Girls and the 10 Kings of Jazzmania, comprising Mush Levy, pianist; Tony Vastola, Kemptie Kempton and Mike Perry, trumpets; Russ Phillips, trombone; Al Lester, George Nodza and Danny Cush, saxes; John Valcar, bass, and Bud Ross, drums.

Company carries its own special scenery and travels in five sedans and a one-ton truck. Show is billed with a line of special paper and movie sound trailers.

Barger, Schuster to N. Y.

CHICAGO, March 9.—Milton Schuster, burly booker, and N. S. Barger, operator of the Star and Garter Theater, left Friday for New York to spend a week engaging talent for the Rialto Theater here, which Barger will open March 29. Walter Reichtin is in charge of the Schuster office while Schuster is away.

Candler to Chattanooga as Watts Returns to Knoxville

KNOXVILLE, March 9.—Cotton Watts' *Temptations of 1935*, now in its 28th week of the season, after seven weeks at the Bonita Theater, Chattanooga, returns to the Roxy Theater here Monday for another indefinite run. Att Candler's *Merry Gang*, current at the Roxy, moves to the Chattanooga house.

The Watts roster, with one or two exceptions, is the same as opened at the Roxy here November 5 last. It includes Cotton Watts, owner-manager and featured comedian; George D. (Tramp) Bartlett, comic; Billy Armond, straight; Margold Lawrence, song-and-dance specialties; Chick Moreland, blues singer; Helen Henry and Ruth Ritzel, song-and-dance team; Montine Vincent, strip dancer, and an attractive line. Art (Mother) Almond has charge of the four-piece orchestra.

inherits her love for the stage from her dad and granddad. She is a granddaughter of the late George Wolfe Christy, who years ago was associated with the late Tony Pastor, Dan Emmett, Rice, Lolo and others, and is the daughter of Taz Christy, of the old team of King and Christy and featured comic with the *Aeroplane Girls* a few seasons back. Miss Christy is climbing the rungs of show business strictly "on her own." The spunky miss is determined to make a name for herself on the stage thru her own merits, for which we congratulate her and wish her the best of luck.

BOBBY BURNS, singing juve, formerly in burlesque, is now emceeing the floor show at the Club Cassano, Cincinnati. He is set there indefinitely.

BURLY BRIEFS

(Continued from opposite page)
Nora Ford as added attractions in Indie houses.

CHARLIE LAUK, manager of the Eltinge, New York, suffered a broken hand. . . . Park, Boston, hasn't dropped the Supreme shows yet. . . . Another show went there over the week-end. . . . Cress Hilliard closed at the Republic, New York, Sunday, and opens March 17 at the Variety, Pittsburgh. . . . Joe Stanley moved from the People's to the Irving Place, New York, Sunday. . . . Harry Abbott, former burlesquer, got into a jam last week with the Attorney-General's office in New York over his Reporters' Press Association. . . . Bower Sisters went into the K. E. P. Club, Buffalo, last week after a four weeks' run at the Palace in that city. . . . Charlie McNally has returned to burly after a vaude tour. . . . Iris Conrad, BAA secretary, raises the dickens when anybody attempts to sit in Tom Phillips' chair. . . . That's loyalty.

U-NOTES

(Continued from opposite page)
backstage of the Park Theater there, six weeks, and that the doctor's latest report is that she will be out of the cast by March 15 and out of the hospital about April 1. Wishes to thank all letter writers and well wishers.

BAA GATHERS

(Continued from opposite page)
with regard to the burlesque code. The organization intends seeing that the labor provisions are observed to the letter and will take definite steps to bring this about. Furthermore, as a warning to operators who open and close theaters without paying off, the BAA will keep a close watch on these fly-by-night operators and inform authorities of their standing whenever they attempt to open other theaters. Among other things a suggestion was made to send Tom Phillips, president, west to every town playing burlesque and to stay there until it's 100 per cent BAA and until evils are wiped out.

REP RIPPLES

(Continued from page 23)
Bob Burton, is stage manager with the same company. Bob has had his own rep and stock companies on the road. See several faces from rep around the Public Works Association, which puts out the shows for the OCC camps around here."

GEORGE GORDON, veteran character man, has acquired Fred Gordon's rights to the Gordon Players show, which will open at Crown Point, Ind., about May 15. They will play their usual territory thru Indiana and Southern Michigan. George Gordon, who is no relation to Fred Gordon, recently concluded an engagement as lecturer with Mr. and Mrs. Dionne, of quintuplet fame, during their theatrical tour in this country.

DAVE E. REESE, of the J. B. Rotnour Players, writes from the show's headquarters in Richmond, Ill.: "Show is going on in true spirit and working to good business, despite the weather handicaps and the passing of our beloved member and friend, Ruth Eloise Stone."

THE M. & M. TENT SHOW will begin rehearsals at its winter quarters in South Sioux City, Neb., the latter part of April and will open its canvas season early in May. Montgomery E. (Skip) Dean will be back for his 17th season as advance agent and assistant manager. Mr. and Mrs. M. L. Mitchell are spending the winter at their home in Hot Springs, Ark.

MRS. WILLIAM THEBUS, Bess to all of you, of the Old Town Hall *Drunkard* Company, Kansas City, Mo., is visiting relatives in Little Rock, Ark. She will return to the cast in the next bill. Bill Thebus is still in the *Drunkard* cast.

ROY E. HOGAN and wife, Eva Thomas, after spending the winter with their old friends, Gill Johnston and family, in Houston, have joined the Darr-Gray Company under canvas in Texas.

WANTED

Singing and Dancing Producing Straight Man, also Chorus Girls that Lead Numbers or do Specialties. Salary \$18. Specialty Teams or Acts passing thru Knoxville get in touch. Money sure. Show now in 23th week. Stock. Address COTTON WATTS, Roxy Theater, Knoxville, Tenn. Jimmie Doss, Roy Cowan, get in touch.

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

Sprints Cut Swartz Show to 18 and One

CINCINNATI, March 9. — Of the 42 starting teams, 18 couples and one solo were still going today in the Guy Swartz Elmwood Place show. Clyde Earle has been added to the emcee staff to help out the hard-working Eddie Brown.

This is a one fall and out show and the sprints are already stirring up considerable enthusiasm, with patronage steadily climbing toward capacity. Contestants on the floor at noon today were Billy Steele and Dolores Englehart, Jackie and Rose Sellers, Matthew and Bernice Nels, Jerry Mott and Juanita Pierce, Lloyd Hackler and Marie Harlow, Jack Parr and Gladys Yockstick, Curley Worthy and Charlotte Snow, Arnold Ehling and Jewel Yockstick, Tommy Gardner and Billie Farmer, Everett Bonnet and Mary Lenss, Joe Solar and Dot Miller, Bing Bang Bixie and Frenchie De La Barthe, Cal DeVilliers and Vonny Kuckinski, Johnny Martin and Millie Sweet, Phillip Scott and Mildred Fohl, Buddy Atkins and Dorothy Akam, George Grant and Clara Korbel, Eddie Richards and Toni Charles, and Marvin Mason, solo.

Show is aired three times daily over WFBE.

Fort Smith Nears End

FORT SMITH, Ark., March 9. — The General Amusement Company's walkathon has passed the 1,152-hour mark and is playing to good houses since the installation of the new 112 by 272 foot top. The remaining couples and solo boys on the floor are Tille and Duffy Tarrantino, Emery Hanby, Ruth Keller, Harry Hanby and Van Mills.

This show has proved that, regardless of opposition from competitive amusements, public opinion can be molded favorably for a walkathon if the show is operated in a clean, wholesome manner. Charles F. Nottmimer had objections from every angle upon opening the show. However, there has been a complete change of public sentiment. Several fraternal orders have invited the show to return under their auspices on a later date.

Jack Hayes has been doing a great job on the air. Alto Locke and Kenny Nieldel have made a lot of friends from the platform.

BOB TAYLOR is doing a swell contest-directing job for Hugh Talbott at Taamo Gardens, South Bend, Ind.

The General Amusement Co.

Announces the Opening of

PONCA CITY, Okla.

"THE GOLD SPOT OF THE WORLD."

THURSDAY, MARCH 21

\$1,000 PRIZE MONEY

Al Larson and Partner, Carlos Cooley, Mickey Groves, Eddie and Peggy Tullis, Johnny Reid, French Lehman, Doug Mills, Hazel Shami, Ruth Woods and Partner, Teddy Webb and Partner, and all other Contestants who know me, come on.

Don't arrive until March 19. No collect communications.



GENERAL AMUSEMENT COMPANY,

JACK HAYES, Master of Ceremonies.
Arcade Hotel, Ponca City, Okla.

Contestant Notes

MURRAY SWARTZ is resting between shows in Lexington, Ky., and info he is scouting about for a good partner.

MAXINE MILLS, with the Jackson, Mich., walkie, would like one from Eddie Jamison and Betty Levine.

CURLY COHEN, resting between shows in New York, can be reached by letter thru the New York office of *The Billboard*.

EDDIE WORTHINGTON is "laying on pounds" between shows at Miamisburg, O., and would like notes from Herman Bearzl, Joe Purtell, Mickey Brennan and Gordon Whitney.

TONY MERLINO is operating a filling station at Daytona Beach, Fla. A letter in care of *The Billboard* Letter List will always reach him.

Maywood Setting Fast Pace at 380 Milestone

MAYWOOD, Ill., March 9.—The Maywood "Congress of Endurance" show turned the heavy heat on this week at 380 hours, with eight couples still going strong. Those on the floor include Chuck Wilson and Jean Matlak, Pa and Ma Shelton, Dick Lanac and Marie Goocher, Al Lipper and Evelyn Kisilka, Mickey Mandel and Ann Miller, Frank Mahr and Jenny Costello, Noel Hale and Laura Palmer, Frenchie and Betty Pouliet.

The wedding of Bob Paternoster and Jennie Payne February 25 was held before a turn-away house, the happy couple later dropping out of the contest. Head Emcee Pat O'Day has the show moving along at a fast pace.

WALLY BLAIR, New York comedian, who is wintering in Florida territory, has been a steady visitor at the Tampa walk with his wife and part of his company.

OPERATORS NEED NEAA

By RICHARD S. KAPLAN, General Counsel-Secretary

Operators of endurance shows who have not as yet joined the swelling ranks of members of the National Endurance Amusements Association, Inc., may be interested to know how the organization is already helping its members.

In mentioning the following cases letters will be used to hide the identity of the actual operators.

Operator X owed Operator B a sum of money in settlement for a show they were jointly interested in. They submitted the matter to the General Counsel's office. Within 10 days the matter was satisfactorily adjusted.

Operator G discovered that his contestants, then on the floor, were receiving telegrams and transportation asking them to join another show. A plea for help was sent to the home office. A wire from the office to the contestants stopped the turmoil and the contestants REMAINED on the floor.

Operator C was in a jam. An attachment had been placed on his box office and his funds were tied up. Forty-eight hours after his wire for help reached this office his funds were released and his show was running.

Operator L was about to open his show when the police stepped in and stopped him. Twenty-eight hours later,

Seltzer Doing Well With Two Chi Units

CHICAGO, March 9.—Despite frigid weather visiting the Windy City and surrounding territory the Seltzer shows here are still enjoying splendid business. The two contests are still vying with each other for the honors in putting on the best entertainment as well as the best contest.

Eddie Snider is back on the job at the White City show, which has 20 couples still going thru four dynamite sprints every day. One sprint each for the kids at White City, while the North Side show has inaugurated four sprints, with one-third of the field going thru two 13-minute sprints every day. This means that every third day each contestant has to go thru 25 minutes of dynamite sprinting.

Jimmy Bittner and Chic Snider have started something in Chicago with their Dunkers' Club. They have several hundred members now, and the other two shows in the vicinity have established a similar organization for the early morning dropper-inners.

Only 11 couples remain at the Arcadia show.

Waterbury Passes 2,900

WATERBURY, Conn., March 9.—Fred Crockett's show here, under the direction of Lew (Pop) Watson, last week reached 2,900 hours, with two couples and one boy solo remaining.

Putting the SRO sign out has been practically a nightly occurrence as this contest draws to a close. The heat is still being applied in great style by Tiny Epperson, while Freddie Hall handles the platform.

The remaining contestants were Johnny Hartman and Anle Rymut, Tony Tallere and Sylvia Doria, with Billy Smith, soloing.

The Victory Ball, plans for which are under the personal supervision of Howard Evans and George Watson, promises to be a big event here. Advance sale of tickets is good with a capacity crowd of 6,000 expected at the Armory.

Staff Briefs

G. E. MICHAELSON, with his wife, two small children and maid, have taken a cottage at Madeira Beach, Fla., and will stay until the end of the Tampa show, enjoying sunshine and the beach in between Mike's rush visits to the Tampa show. He drives back and forth (150 miles a day) to get a little vacation. With the temperature 20 to 30 below in Minneapolis, he says he is mighty glad to be in the Southland.

SMACK BOWERS, who was with Hal J. Ross for a long time and has been spending some weeks vacationing on the West Coast of Florida, was a recent visitor at the Tampa show. Bowers is now a big-time football coach and is just resting between seasons.

JIMMY SWEENEY, concession man and dietitian at the Tampa show, is planning a vacation in Miami after the show ends.

GENE MONTGOMERY is purchasing agent and concession manager on the Fort Smith, Ark., show.

MAE PARISH, cute eight-year-old "mistress of ceremonies" with the Charlotte, N. C., show, is now on tour with Jack Wardlaw's Orchestra.

VIC PUREE (The Parisian Clown) is working with the Harry H. Cowl Tampa show.

GEORGIE GROW has been added to the North Platte, Neb., staff and is assisting Nick Winick on the mike.

BILLY BALDWIN writes from Chicago that he is en route to join the Deadwood, S. D., staff.

Two Couples, One Solo Still on Charlotte Floor

CHARLOTTE, N. C., March 9.—The local walkathon, now well past the 2,000-hour mark, is nearing the finals with Leona Michol, solo; Val Ryals and Virginia Laux, and Eddie Lensky and Ann Brown still going strong.

Moon Mullins heads the emcee staff, which also has Sam Gore, Johnny Morgan and Charles Kay. Shorty Meyers and Pinky Fenchell are floor judges; Buela Capps and Donna Giant, nurses; Emma Garrison, maintenance; Jimmie Hatton and Eddie Carroll, doormen; H. D. Singletary, publicity; John O'Shea, commissary. Lew Caskey and his Melody Boys are handling the music in great style.

WANTED CONTESTANTS

For Anderson, Indiana

One Fall, Short, Fast Show

OPENING MARCH 21

Green Lantern Ballroom

Good Sponsors and good Floor Money and a chance to get in with a real organization. If you have a good wardrobe, can entertain and can take it, come on! But not before March 20.

Hotel marshmallows, don't waste your time. No collect wires or phone calls.

This show will be followed by two Canadian Shows.

WANT Emsees. Al Lyman writes.

FRED SHELDON

Grand Hotel, ANDERSON, IND.

CONTESTANTS—RACE OF THE NATION

OPENS WEDNESDAY, MARCH 13, SALINEVILLE, O., VIRGIN SPOT, In the Heart of Town.

Teams that can take it and have wardrobe. No collect wires or transportation. In coal region. Good Floor Money and Sponsors assured. Will hold show open 48 hours. Stoozes, M. C., Judge and Attendants wanted. Wire immediately. AL GODAR, Addison Hall, Salineville, O.

\$25.00 Per 100 — Government Flags, Slightly Used, Write for List. WEISS CURIOSITY SHOP, 20 S. Second Street, Philadelphia, Pa.

Here it is!

RED LEINEN'S OWN WALKATHON

in Downtown CLEVELAND, OHIO,

the last virgin city in the U. S. with over a million population. Plenty of floor money. Entertaining contestants with good wardrobes, and able to take it are invited to write only to RED LEINEN, Allerton Hotel, Cleveland, Ohio. Those accepted will be notified exact opening date. No wires—no phone calls—no transportation.

Mesle Mass. Walk Off to Fast Start

DEDHAM, Mass., March 9.—An enthusiastic audience witnessed the opening of Ernie C. Mesle's show at Moseley's-on-the-Charles. Sixty couples started. Talent is excellent and some outstanding teams are among those present. Ernie Mesle is managing the show.

Bernie Marr returns to Massachusetts to handle the emcee platform and the daily broadcasts over WHDH, Boston. He is ably assisted by Syl Reilly, Music by Clemans' Orchestra. Comedy by Jimmy Joy and Joe Palooka.

Others on the staff are: Judges, Pierre (Frenchy) Noni and Joe Brandi; trainers, Jimmy Slater, Dick Willing, Jack Allen and William Dennison; nurses, Nellie Richards and Reka Hamerschmidt; matrons, Mrs. Powers and Miss Smith; doormen, Bill Spracklin and Frank Doran; cashiers, Annette Reilly, Irene Noni, Dorothy Gerlack, Miss Clancy and Miss Fellow; ushers, Charles Johnson, Arthur Volk and John Powers; lot men, William Blisnow and Peter Peterson; maintenance, George Daken; Eyo B. Cirrito, auditor.

The commissary department is headed by Leo (Red) Brown, dietitian; Joe Connors, chef; Miss Draper, cashier; Dell Oulett, Charley Richards, Nate Baker, Frank McDermott, Pete Chaisson and Don Blair; sound wagon, Jack Witche; sign artist, "Marvo"; publicity and promotions, George Almond; dope sheets by Jimmy Scott.

Mich. Supreme Court Rules Anti-Walk Ordinance Void

LANSING, Mich., March 9.—The State Supreme Court March 9 issued an order declaring void the walkathon ordinance with which the city of Grand Rapids had sought to prohibit the staging of endurance shows in that city.

The court held the city ordinance was in conflict with the State statutes which permit such entertainment. The opinion was handed down in the case of the National Amusement Company and George B. Zindel vs. C. Sophus Johnson, as public safety director, and the city of Grand Rapids, as a municipal corporation.

"It would seem clear that the Legislature intended to permit continuance of the amusement subject to statutory condition," the opinion read. "The statute makes it unlawful to conduct a walkathon only in violation of certain conditions. This is merely a common legislative manner of saying that it is lawful to conduct it if the regulations are observed. Assuming that the city may add to the conditions, nevertheless, the ordinance attempts to prohibit what the statutes permit. Both statute and ordinance cannot stand. Therefore, the ordinance is void."

This action brings to a close the attempt made by the Grand Rapids city commission last summer to prohibit the operation of a walkathon there.

The Supreme Court order reverses the decision of the Grand Rapids Superior Court, which upheld the ordinance.

Nalty and Knox Take Marion, Ind., Walkie

MARION, Ind., March 9.—Fred Sheldon's show here ended March 6 after 2,546 hours. First honors went to Joe Nalty and Mildred Knox, Mildred being a local girl in her first contest. Runners-up were Danny Bramer and Ruthie Booth, while third money was taken by Billy Cain and Millie Bramer (Helsene).

The windup was between Mildred Knox and Ruthie Booth, who battled it out on a 48-hour point system. Tremendous interest in the show was shown by Marionites and the SRO was much in evidence during the closing days. Uncle Joe Purcell finished the show in fine style as top mike man, ably assisted by Bert Evans, while Joe Palooka handled the matinee and midnight crowds.

RICHARD S. KAPLAN, general counsel-secretary of the NEAA, flew to California last week on a rush job for some of the boys operating in that section. Good luck, Dick. Hope you didn't have to "feed the birds."

Opposition Publicity Aid to North Platte

NORTH PLATTE, Neb., March 9.—The show here, under management and emceeing of Nick Wirrick, was down to seven couples and one solo at the 700-hour mark. Contestants remaining are Junior Jack Kelley and Peggy Quinn, Skip and Marie Sheffield, Tommy Limpo and Jackie Anderson, Ed Tussell and Pearl Mitchell, Benny Van Wart and Millie Manners, Don Hamilton and Jerry Sharp, Chick Edwards and Frenchie LaRue, and Mary Stevens, solo.

Considerable opposition to the show, fostered by "certain interests," has created considerable publicity that has been a big boost to attendance figures. Novelty and gift nights and the comedy of Jack Kelley are features of the show. Joe Matlick is assistant manager of the unit.

Saranac Lake

By BETTY HUNTINGTON

Dr. Fischel arranged for Mr. Bartz, local dairyman, to talk to us on the value and process of milk. It was an interesting subject and we found out many things about this calcifying food that were somewhat vague in our minds.

We're getting plenty of diversion these days, with the Emergency Relief Bureau shows every two weeks, our weekly movies, Bible classes, lectures, etc. Thanks to Mother Morris' and Dr. Fischel's efforts, this is a mighty fine "health resort."

That brave man Tommy Abbott took an awful licking with his second rib operation at General Hospital last week, but we're happy to say he's coming around okeh, as is his "rib pal," Ray Ketcham.

It's about time we mentioned Alice (Sunshine) Carmen again. How she stays in bed all day and creates pretty things with her dexterous hands in the line of crocheting is simply beyond me.

Dr. Farrington last week removed some of George (Happy) Harmon's molars. But he still likes his rice and gravy, even though he is minus a few choppers. Did he get a second order?

Thanks to the efforts of the New York office, we were all supplied with new tubes for our radio sets, from which we derive a great deal of pleasure.

Marion (Clothes) Green eats candy and potatoes and then takes her exercises up and down the corridors trying to reduce.

Tommy (Hooper) Vicks plans to leave us for good shortly. Right now he is in bed with a heavy cold, but it won't be long before he'll be hitting the main stem. "Good luck, Tommy, old boy."

Frisco Devere had a good X-ray report. She is now up for one meal and still showing improvement.

Fifi Ollmas had a birthday and like all the other patients had a birthday cake made especially for the occasion by our able chefs.

Please write to those you know in Saranac Lake.

KANSAS CITY

(Continued from page 23)

and will open the tent season about April 1 in Arkansas.

Jimmie Jukes, with the Fagin Stock Company, on a circle in Missouri and Kansas, was in town for a day on business and pleasure. The Fagin Company is now in its 48th week, he reports, and business is still good. The roster includes Bob (Slats) Fagin, Gladys Harrington, Danny and Lola Hendricks, Louise Allen and Jimmie Jukes. Plays presented are written and directed by Bob Fagin.

Roscoe Patch spent a pleasant week here en route to his home in Iowa. Patch was director for the MacEwen Stock Company in Topeka, Kan., last season.

Fred Vance, Midwest rep comedian, has forsaken the road for the present and is now engaged in commercial lines.

Jack Vivian, manager of Allen's Comedians, is a recent arrival. Vivian is looking over plays and people and making arrangements for a new tent from one of the local manufacturers. He will open the season at an early date.

Mr. and Mrs. Emil Olesen are recent arrivals, having closed with the Dodd Bros.' Company, which has been operating a circle out of Sheldon, Ia.

Mal Murray, manager of the Mal Murray Players, was in town for one day this week on business.

P. Agar Lyons has closed with Ed Ward's Princess Stock Company in Texas, and is here to sign for the summer season.

Mr. and Mrs. Wally Stephens, well

known in Midwest rep circles, are recent arrivals, having closed their show in Arkansas.

Ned Wright, now at the Leeds Sanitarium, was in the city for a couple of days this week on business.

Mickey Roscoe has forsaken the business and is now connected with the Hudson-Brace Motor Company here.

The Wayne Theatrical Exchange here reports that it has placed more people and leased the greatest number of plays during the past month than at any time since it established its offices here. Looks like a promising season.

National Theater Players To Tour Michigan and Ohio

GRAND RAPIDS, Mich., March 9.—National Theater Players, under the management of Carl A. Myers, will open their season soon with *The Drunkard*. Company will play a week at the Armory here and will then hit the road for a tour of one-nighters thru Michigan and Ohio.

Ione De Vore will direct all the company's plays. Donald Drummond, formerly with the G. J. Lanshaw Players, has joined to portray the villain. The leads will be handled by Robert Dehler and Margaret Robinson.

Company is set for a season of summer stock at one of Michigan's leading resort theaters, beginning in June.

Fire Destroys Hull Tent

CARTHAGE, Tex., March 9.—Jimmie Hull Players lost their tent theater in a fire here last week. Show's canvas caught fire from an adjoining two-story building, which was completely destroyed. The Hull wardrobe, scenery and chairs were saved, and the show is waiting in Henderson, Tex., for a new Baker-Lockwood tent. Carthage is Jimmie Hull's home town.

VAUDEVILLE NOTES

(Continued from page 16)

by any representative in the Massachusetts Assembly. The bill was heard Thursday and referred to committee.

DAVE WINNIE has teamed with Bobbie Atree, formerly of Stanley Brothers and Atree, in a new aerial novelty.

LITTLE ANN HOWE and Company, playing vaude in the East, expect to be back at the Steel Pier, Atlantic City, for the new season. Still doing her high diving act.

BILLY SIEGRIST, wire act now appearing at the Roman Pools in Miami, has signed to be featured with the Downie Bros.' Circus next season.

PLATO, "Swedish Iron Man," has been playing his novelty strong man act in theaters and night spots around Chicago and the Middle West since January. First time in this territory in 10 years.

JACK McBRIDE is doing the same act he has always done on the RKO, Fox and Public time, with Billy Walsh, Florence Tivoli and Flo Clark, and not a double act as has been reported. Act is headed east from Midwest territory.

THE PARAMOUNT, NEWARK, is now using big girl troupes each week. Peter Adams, the owner, thinks they're swell as show builder-uppers.

CHICK YORK will team with the missus, Rose King, for another Educational comedy, filmed in the East.

MARTY MAY is winding up his tour as a feature in *Roberta* on the road. Plays a few vaude dates before going into a Max Gordon musical.

THE NEW AL JENKINS BAND unit, now rehearsing, has the Leonard Reed Girls, Bits Turner, Mabel Scott, Four Pope Sisters and Hunter and Higgins. Tom Paton is stage manager, Billy Creedon the manager, and Billy Jackson and Jack Hart the producers.

HERMAN SCHOENBRUN, formerly with RKO, has returned to New York from Hollywood.

MRS. LORA VALADON, of the Les Valadon Trio, Parisian wire cyclists, is ill at the Rhode Island Hospital, Providence, and would appreciate hearing from friends.

CHARLES (KID) FOSTER has left the West Coast, where he was piloting the *Moody Vanity Fair Revue*, and is now

doing advance for the *Follies de Paris* unit. The show is playing RKO dates in the Midwest.

J. K. JEROME has taken over the Park, Woonsocet, R. I., and may install a vaude policy.

THE AFA is celebrating its first anniversary with a special membership offer. The \$5 initiation fee carries with it five months dues free. Offer open during March only.

STANLEY WILCHEFF, assistant to Johnny Cassidy, p. a. at the Albee, Brooklyn, will listen to the wedding bells in June.

ALEX GERBER, with the success of his *Radio City Follies* unit under his belt, is busy on another one now, Ned Wayburn's *Varieties*.

'ROUND THE TABLES

(Continued from page 12)

Ohio (dictated by Kate Smith last week. Holloway and Ralph Hauptman, the other lucky aspirant out of some 450 auditions over WKRC, local Columbia outlet, will have all expenses paid to New York to appear on the Kate Smith network program March 18. Hudson-Terraplane, sponsoring account, is conducting the auditions in various sections of the country in an effort to uncover new radio talent.

THE MAYFAIR CLUB, Flint, Mich., is featuring Johnny Yulasz, favorite Michigan songwriter and maestro. From the Mayfair Johnny goes to the Grosse Pointe Yacht Club.

"HAPPY" BILL COPE, once reported dead, writes in to deny the allegation and to tell us he is still alive and kicking and having a whale of a time doing it. Bill is a featured entertainer at Casa Madrid, Sarasota, Fla., and is still very much the versatile Englishman of old. He is set for a summer's engagement at a Cape Cod (Mass.) spot.

ELOY'S TAVERN and night club at Sigtal, Ill., is in process of redecoration and will be opened around March 16. L. C. Siemer, formerly of the Hi Hat Club, Decatur, Ill., and well-known entertainer in that section, is the proprietor of Eloy's. Gene McCormick and his orchestra will furnish the music.

THE FOUR STAR REVUE is current at the Occidental Grill in Charleston, S. C. The "Stars" recently played a week's engagement at the Roxy Theater, Knoxville, Tenn., and three weeks at Riviera Club, Daytona Beach, Fla. Line-up includes Edgar Veron, emcee; Corita and Florita, Verne and Aridine, Sam Marlow and Willis Harvesty's 10-piece band.

JOHNNY AND FRANKIE DILLON are playing gardens in the Greensburg (Pa.) locale.

ART PRENTZEL, appearing in Jamestown, N. Y., compliments the town and its people but complains of the snow and cold weather. Art, who presents accordion specialties, took on Violet Rulette, femme violinist, as a partner after he left Cincinnati, where he worked the New Lookout House, the 4444 Club and the Club Orpheum.

EDNA RAE, prima donna using semi-classics and ballads, is working special dates thru Michigan. She recently closed at the Palm Beach Club, Detroit.

J. FRANK BURNS and Irene have spent the last month in the Hollywood Club, El Paso, Tex. Burns is managing the spot and handling the emcee work. The current show consists of Billie Fair, taps; Bill Gillespie, boy singer; Alex and Bertha, dance team, and Sara Ve Agees, singer. The music is furnished by Napo and his Ten Boys of Rhythm.

EDDIE MORTON, "singer of sweet songs" is now at the Powder Puff in New Orleans.

JOSEF URBAN ROOM of the Congress Hotel will be open only on Friday and Saturday nights during Lent. George Devron has succeeded Josef Cherniavsky and his orchestra. Cherniavsky chalked up an enviable record during his run there. Originally engaged for four weeks, his options were taken up three times and he stayed 14 weeks. Many name bands preceded him, but none was strong enough to last more than four weeks at the most.



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

FAAY FULLER, known to the magic world as Wizardo, is still conducting the Wizardo Magic Club thru a tieup with *The News-Telegram*, of Portland, Ore. Wizardo is specializing in exposing card tricks to *The News-Telegram's* readers. All one has to do to become a member of the Wizardo Magic Club and to receive the weekly lessons is to "fill out the pledge card (which appears daily in *The News-Telegram*) and mail it to Wizardo. Inclose 15 cents membership fee, which is all you have to pay to receive Wizardo's weekly lessons, your official membership card and the key to Wizardo's secret code." In addition each applicant is requested to uphold the club slogan: "A Magician Never Tells." *The Mystery of the Hindu Bands*, *The Rising Card Trick*, *One-Way Deck Secret* and *The Mystery of the Three Queens* are among the tricks the WMC members have already mastered. A magician never tells.

CHEFALO, European illusionist, with a big troupe of assistants, heads the bill at the Empire Music Hall in Paris.

FROM RELIABLE SOURCES comes the interesting report that the Reynolds Tobacco Company, manufacturer of Camel cigarettes, has invited the International Brotherhood of Magicians to hold its convention in Winston-Salem, N. C., in 1936. The Reynolds firm, according to the report, has offered the IBM the sum of \$10,000 to defray the convention expenses. All of which should create no little discussion at the forthcoming IBM Convention, in Lima, O., in June.

MARQUIS THE MAGICIAN has under construction in his workshop at Lima, O., an illusion production which will be featured this season with the Rubin & Cherry Exposition. He will jump to Montgomery, Ala., soon to put the finishing touches on the illusion at the Rubin & Cherry quarters there.

MEL-ROY, magician-mentalist, writes from Ellensburg, Wash.: "Business has been fairly good thru this section. Of course, it has been spotted, about one spot out of three turning out extra good. The weather has been against us to a certain extent, mostly rain. I find at the end of each month that the cash-in-hand is greater with this type of set-up than with the larger outfit and the larger overhead. Bookings are easier and the nut is cut more than half."

DJEL-TAGEM, fakir, and Mme. Nita, mentalist, are at the Gate in Taverny, Paris suburb.

WILLIAM W. LORD, mentalist, who bills himself as the "Juggernaut of Thought," has been playing clubs and social events in the Buffalo, N. Y., area this winter. He reports business good.

LESTER LAKE (Marvel) sailed from Miami March 8 for Cuba, where he will work a series of six outdoor events with his buried alive and burned alive stunts. Booking was arranged by Stanley H. Willis, thru his Miami office.

DR. FREDERICK KARR, mentalist, and Murdock, magician, were visitors at the magic desk Monday of last week. The boys took off a few days to make a leisurely swing thru the Ohio country, visiting friends and scouting around for any likely looking bookings. Since closing a 19-week run at WBBU, Anderson, Ind., early in February, Dr. Karr has been working theaters thru Indiana and is set for another string of theater dates in that State beginning this week. Mur-

dock, who has been playing school auditoriums thru Indiana all winter with his magic turn, is now working in advance of Dr. Karr.

LEWIS McBRIDE is presenting his *My Friend, the Devil*, Company in theaters and high schools thru Missouri, giving a two-hour show of magic, ventriloquism, shadowgraphing and illusions.

PATRICOLA, the "Aristocrat of Magic," writes from Cleveland: "Following a poor start in September, I am now experiencing the greatest success of my career. Not necessarily financially, but the way magic is being received by Mr. John Public. Magic is coming to the fore. I am confining practically all of my efforts to the night clubs in and around Cleveland. More than one night club manager has confided that he wished magic were twins, because it is sure-fire entertainment when everything else fails. Only this morning the radio critic of *The Plain Dealer* writes of his bewilderment at the number of magic and juggling acts (and even dog and pony shows) playing the night clubs.

"I am working cards, silks and cigarets, a routine on which I spent two years in anticipation of what repeal of prohibition would bring. I specialize in close-up work, performing in the middle of the floor. Yes, magic acts are doing very well around here, except for a few who leave a sour taste here and there. But what can be done about it?"

MELIOSKA and Professor Sancedis, illusionists, are at the Casino Municipal in Aix-en-Provence, France.

FRED CARL LANDRUS, who carries the billing the "Prince of Mystery," entertained the members of the Young Democratic Club of Greater Harrisburg, Pa., March 4. Landrus has been working steadily during the winter and says he has bookings to keep him busy for the next few months.

TOMMY MARTIN, one of the younger sleight-of-hand artists, played his second engagement in four and a half months at the ace Chicago Theater, Chicago, last week. This is the first time a magician has been brought back in so short a time at this house. Martin has worked steadily 18 weeks out of 20 around the Middle West, 16 of them in Chicago, where he had a run of 12 weeks at the Palmer House. He is headed east and opens at the Capitol, New York, March 15.

GOODLETTE DODSON, who has just completed his book on card fans, was guest of honor Saturday night, March 9, when the three Atlanta magic organizations combined for their annual blow-out.

OHIO AND TOTO, comedy magicians, are at the Casino, Lille, France.

DON WHITE, who offers a bit of "white magic" with the Olsen and Johnson-Gene Austin Goin' Places Company, writes from Tallahassee, Fla., under date of March 6: "Had a pleasant chat with John Northern Hilliard, Thurston's right-hand man, during our engagement in Cincinnati last week. Evansville, Ind., was disappointing to me, as I found no magi there. But, believe me, Nashville was a different story. Spent almost the entire day with T. J. Crawford, and never have I seen more beautiful coin work. Jimmy Saunders was our host in Nashville, and a splendid host he was, too. At night we visited the Cercle Magique, the local club, and were completely bewildered by the marvelous work of Cerruti, a wizard with the cards. Then, too, Sadler, Pink Lawrence, Grigsby and others contributed to the entertainment of the evening. Called Dr. Van Der Veer in Atlanta last night, but as we arrived too late to see anyone between shows and as we left immediately after the show, I had to be satisfied with the good Doctor's outline of what Atlanta was and is doing. Wanted to see Julian Boehm in Atlanta, but couldn't locate him. I hate to close this with the old and time-worn controversy about magic being dead, but just in case someone should still be asking tell them for me (See *MAGIC* on page 31)

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 LEGIT MUSICAL

GRACE DU FAYE—dancer seen last week at the Palace, New York, whose acrobatic ability is eminently worthy of Broadway legit recognition. Has many exceptional routines, including tapping while doing a split, her work standing out as sensational. Would be a certain sock if spotted in a revue.

For VAUDE

RAY JANIS—youth who won a recent WHN amateur radio contest. Does imitations of film stars that are really good, altho he still lacks polish. Given special material to string the imitations together, he should be first-rate as a single, or even heading a comedy flash.

BARNEY COHEN—a lad of mixed nationalities, being an Irish-Jew who excels at Swiss yodeling. Was a recent winner of a WHN amateur radio

contest. His singing voice is fair, but it's the yodeling that makes him stand out. A good novelty specialist for a flash act.

For FILMS

OWEN DAVIS JR.—son of the playwright and a well-known legit actor in his own right. At present appearing in *Times Have Changed* at the National, New York. Enough acting ability to get him by with ease, a pleasant personality and good looks. Should go over in films with plenty to spare.

For RADIO

ALEXANDER MADOFF—Russian amateur who won the last WHN radio contest. Has a booming low baritone voice with unusual tone and range. With some training he should be a good bet for radio and vaude work. Voice is arresting enough to hold attention even now.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

SPEED BAYS, minstrel vet, pipes in: "Have been reading Al Tint's 'Do You Remember.' I wonder if he remembers when he quit Max Trout's Minstrels at the Colonial, Detroit, and Sol Burns made him go back to work."

FRANK BORLAND presented *Minstrel Varieties of 1935* in Vandergrift, Pa., March 1. John Thomas, J. Rising, David Burked and Howard Hall were featured.

AL TINT postcards from the Windy City: "Note that Sam Gill says my given name is Albert Morris Tintoski. He's wrong. It's just plain Albert Tint and is registered with the government in the World War records, and you can't fool the government. I started something when I started 'the remembers.' Want to correct Sam Gill on another thing. It was not on Homer Meachum's Minstrels that I was cut off from the rest of the band by a freight train, leaving me playing a bass drum solo. It was Vogel's edition of the Honey Boy Minstrels, and Meachum was on the show at the time. Wonder what Sam Gill's right name is."

PROF. WALTER BROWN LEONARD writes from Ithaca, N. Y.: "Was delighted to see that our mutual and capable friend, Robert Reed, has returned to his sorrowing collaborators and I for one extend to him a joyful welcome. I trust that he will furnish us poor dependents the advice necessary to proceed with our unfinished efforts in behalf of the National Minstrel Players and Fans' Association. Am glad to see the minstrel columns of *Billyboy* taking on additional news of interest."

CAPACITY HOUSES greeted the Elks' Minstrel Show, February 19 and 20, at the Penn Theater, Uniontown, Pa. Old-time minstrel men and newer talent recruited from the younger ranks participated. Among them were Emil Tricot, Joe Laurent, Henry Brooke, Essie Sutton, Joseph Sansone, Sam Flenniken Sr., George B. Kirk, Jimmy Curl, Walter Whaley, William Inks, Vernon Wilkins, William Strickler, E. E. Tricot, Joe Simeon, Charlie Morris Jr., Albert Coffman, "Tiny Tim" Smith, Sidney Semsey, Jim-

my Garrow, Bebe Phillips, M. J. Tupta, Andrew Bendix, Joseph Basta, De Beaver, Jess Buck, S. J. Ache Jr., Thomas Leasher, George McClelland, Jack Maslan, Oran Smith, William Hankins, Harold Wilkins, H. Wendell Sigafos, Robert Flsey, Fred Watts Jr. and George Silver's musical gang. Fred Barbee directed.

THE AMERICAN LEGION Minstrel Revue at Du Bois, Pa., March 4 and 5, was a huge success. Featured were Frank Sheffler, Walter Shenkle, Ross Dentz and Bob Weaver.

THE WLW Minstrel Show will be presented in Buchanan, Mich., April 25 and 26, under the auspices of the Buchanan Lodge, No. 75, IOOF.

National Minstrel Players and Fans Association

By ROBERT REED, Secretary

Last week the executive board set September 1 and 2 as the annual meeting dates for this year, so it is thought advisable that we inform our members why no meeting was held last year. It was the unanimous conviction of the executive board that it would have been an impossibility to have assembled a representative number of our members

(See *MINSTRELSY* on page 31)

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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.

Says Federal Hand in Show Biz Is Needed

Chicago. As much as I dislike governmental bureaucratic meddling into private industry, I can't help wishing for a little bit of government meddling in the show business to the following extent: Compel all promoters to post "bond in escrow" on their assets, comparably equal to the amount of their salaries, transportation and other incurring expenses.

I am referring mainly to promoters, owners and would-be angels of shabby cafes (alias renovated beer taverns, etc.) units, night clubs and summer resorts. Old die-hards undoubtedly will yell murder, but it's about time that these "glorified" racketeers be confronted with the truth. Times are changing; the "romantic pirating and pillage" era is about over, and performers and musicians must be paid off. With the exception of the entertainment industry, all other industries are rigorously practicing the use of the sane and scientific principles of business efficiency. Those few branches in the show business that do practice these principles are faring best.

All promoters and owners of spots should be registered by the federal government, together with a list of their proven convertible assets, so that when a "wrong guy" comes along in the guise of promoter or angel he can be prevented from doing any damage. In addition, the guarantee of a minimum, decent, living wage should be rigorously enforced by the federal government. This procedure will automatically force the overcrowded shoe-string outfits to go out of business, as they should. The opposition may retort, "That's monopoly! It's unconstitutional, etc." This is mere subterfuge to create a loophole excuse to continue their abominable practices.

SHELDON KRIM.

Minting's Act Was With Main Season of 1906

Geneva, O. In The Forum of March 2 E. W. Adams, referring to the Spiral Ball Act, spoke of the Minting bicycle act. Minting the Marvel did the act in an open arena with the Main & Cummings Wild West in the season of 1906. Regarding circus train wrecks, my circus experienced three of them on the Pacific Coast in 1897. Charles Bernard, of Savannah, knows the details. WALTER L. MAIN.

He Hopes for The McCoy in Circus Film

Kalamazoo, Mich. The letter from Ma Belle Chipman in The Forum of March 9 in regard to the wonderful good gone and the co-operation of the Circus Fans in making life easier for the trouper away from home was well written and true in every respect. During the last three years Kalamazoo has been my home and, while I have been away on the road in the summer, I have kept in touch with the Fans' operations thru the only Circus Fan in the city, Hal Stratton, of the Park American Hotel, who is always ready with help of any kind and on hand with the arrival of all shows, willing to do all in his power to make their stays pleasant and profitable.

Miss Bennett's reference to The Mighty Barnum wasn't half strong enough. Having been in the amusement business all my life, the utterly absurd and disgusting abortion on the life of Barnum and other great personages of the circus world was mighty hard to take. I was surprised that a man like Wallace Beery, who professes to be an ex-circus trouper, would lower himself in the eyes of the great American public by portraying Barnum in the light that the would-be author painted him. Having worked with Beery many years back in the old Woodward Theater stock

days at the Willis-Wood Theater in Kansas City and knowing him as I did, I was somewhat shocked, to say the least, to think that he could paint Barnum doing a cakewalk ahead of his parade. Can you, my dear circus friends, IMAGINE P. T. Barnum doing a cakewalk and followed by his big attraction, Jumbo? Some parade! Will someone who knows what it is all about give us a circus picture that is the real McCoy? JOHN ELLIS.

Book Tells of Spiral Ball Act 50 Years Ago

Pontiac, Mich. In The Forum of March 2 Peter J. Shea gives Detroit credit for James A. Bailey, the partner of P. T. Barnum. Bailey was living in Detroit when he left home and went to Pontiac, Mich., where he worked in a hotel, first as a general employee and then as night clerk. While working in that capacity he was befriended by an advance agent for a circus, probably the old Cook & Whitby Circus, who was staying at the hotel, and he persuaded Bailey to join the show, where he worked the first season as billposter.

Bailey Rules Still a Guide For Showmen

In *The Life of P. T. Barnum*, written by himself, these facts can be read, also that Barnum gave Bailey a great deal of credit for the success of "The Greatest Show on Earth." It might be of great benefit to present-day showmen to read in this book the rules and regulations of the big show as written by Bailey at the time of Barnum's death, when he became sole manager of the show.

ROBERT J. GREEN.

When Frederick Warde Appeared With the Great

Utica, N. Y. The obituary on Frederick Warde in *The Billboard* of February 23 may not have interested many in this age, but it made some of us recall his appearances with the great of his younger days before the machine age. Frederick Warde is remembered by some in this city as appearing here on November 11, 1879, as Marc Antony in *Julius Caesar*, supporting Laurence Barrett. On January 9, 1879, he appeared in our opera house with Maurice Barrymore in *Diplomacy*. On September 6, 1880, he appeared with John McCullough. On December 30, 1892, he appeared with Louis James in *Julius Caesar*, and on September 18, 1894, with Louis James in *Othello*.

L. B. JOHNSTONE.

Recalls Barnum Train Wreck in September, '89

Rochester, N. Y. I have been reading letters in The Forum regarding numerous circus train wrecks and they made me recall the wreck of the Barnum & Bailey Circus in September, 1889, at Potsdam, N. Y., on the Rome & Watertown Railroad, just as the show was returning to the States from a tour thru Canada. A number of cars were wrecked and a fine lot of ring and baggage stock were killed. This was the season that the show went abroad. I was a visitor on the Frank A. Robbins show at Lyndonville, N. Y. I bought a

copy of *The New York Clipper*, giving an account of the wreck, and this was the first news that the show had received about the wreck. W. H. WARREN.

Nice Posies For Anderson On Show Biz

Syracuse, N. Y. Articles pertaining to the show business by Ernest Anderson surely do hit the nail on the head. Those who have not read his stirring truths in *The Billboard* of February 23 and March 2 should get these issues and read from this storehouse of knowledge. AUBREY M. FRANKLIN.

Offers Details About Several Circus Wrecks

Dunkirk, N. Y. Referring to Mr. Campbell's letter in The Forum of March 2, I have copies of newspaper writeups on the Nathan & Company Circus at Wolcott, N. Y., on September 23, 1882; P. T. Barnum Circus at Bangor, Me., on July 6, 1882; John Robinson at St. Louis on November 4, 1887, and at Brazil, Ind., on November 5, 1887; Walter L. Main at Tyrone, Pa., on May 20, 1893; Buffalo Bill at Altoona, Pa., on June 1, 1901; Great Wallace Shows at Durand, Mich., on August 7, 1903; Norris & Rowe at Saskatoon, Sask., on July 1, 1906; Hagenbeck-Wallace at Gery, Ind. (Ivanhoe), on June 22, 1918; Braes Circus at Guadalupe, Mex., on November 19, 1930. Also have *The Billboard* writeups on the Carl Hagenbeck wreck at Hot Springs, Ark., on October 25, 1906; Cole Bros. at Ashburn, Ga., on November 10, 1906; James Patterson at Girard, Kan., on May 6, 1922; Al G. Barnes at Moncton, N. B., Can., on July 20, 1930.

In the Nathan & Company wreck one man was killed. In Barnum's July 6, 1882, wreck John Shaughnessy, a cook, had his leg broken. That was the third wreck in Maine to hit the Barnum train that season. In the Robinson November 4, 1887, wreck two men were killed, ten injured and several animals escaped. In the November 5, 1887, wreck no lives were lost, but several were injured and four coaches demolished and burned. In the Main wreck at Tyrone five men were killed instantly and 14 badly injured, some fatally.

The circus was a complete wreck; several lions and tigers escaped but were recaptured with exception of a tiger that was shot by a farmer. The bulls and camels were uninjured; 49 horses, nearly all the ring stock, were killed. In the Buffalo Bill wreck at Altoona one man was killed and several injured. In the Wallace wreck at Durand, Mich., on August 7, 1903, 26 people were killed and 70 injured. One bull, two camels and a bloodhound were also killed. In the Shelbyville (Ill.) wreck of the Wallace Show two people were killed and four injured and four horses shot. In the Patterson wreck at Girard, Kan., one

man was killed and seven injured. On November 19, 1930, while being switched at Guadalupe, Mex., the Braes Circus train was slammed into a tank car of gasoline, which was splashed over the end of the train and then ignited, killing 14 and injuring 35, of whom several later died. In the Sells-Downs wreck at Choctaw, Okla., two were killed and twenty injured. In the Barnes wreck at Moncton on July 20, 1930, the toll was five dead and ten injured.

Who knows the date and details of the John Robinson wreck at or near Xenia, O.? Or the date when Sig Sautelle arrived in Dunkirk, N. Y., found the lot under water, set his ring up in the opera house and gave a performance? When did Ringling Bros. and the 101 Ranch day and date at Erie, Pa.? When were the Forepaugh and Sells Bros.' shows consolidated and when did the Ringlings take them over? FRANK R. NORTON.

Los Angeles. In The Forum of March 2 Charlie B. Campbell, of Sylva, N. C., had a letter on "Some Circus Wrecks Since 1892." On April 24, 1906, I joined the Hagenbeck Circus in Baltimore, showing there two days; then to Philadelphia for a week and to Washington for a week. I remember that President Theodore Roosevelt brought his family to the circus on Tuesday, May 5. After two weeks in Chicago we made Minneapolis, and on July 4 were in St. Paul. It was a glorious Fourth, with a regular feast in the cookhouse, everything from soup to nuts.

Some of the oldtimers may remember the thrilling free-act feature attempted on that day. A car descended an incline, turned a somersault in midair and landed on a platform having coil springs under it. Well, the performer did not make a happy landing and the crowd got more of a thrill than they expected. To my recollection, he died that afternoon.

About September, while en route to Little Rock, Ark., I was riding on the rear platform of the privilege car and at about 2:30 a.m. I saw a drunken canvasser pull the coupling pin from the drawhead and release three sleepers and the cab. As we were on a down grade, the engine made a quarter of a mile before coming to a full stop. In a couple of minutes the three sleepers and the cab, drifting on the grade, slammed into the rear of the privilege car, most of the occupants of which had made a hasty exit. Many in the other cars were hurt and the impact was so great that some of the baggage wagons and animal cars were knocked from the flat cars.

Tom McAvoy was boss canvasser and Slim Hill assistant. Blackie Logan was seat manager of the blues, and the show was managed by Lorenz Hagenbeck. I imagine there are others who witnessed this wreck and who remember other details. BERNARD L. ELAM.

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ALBERS—August Wilhelm, 45, musician, March 2 at Los Angeles of heart trouble. He was formerly a member of the Boston Symphony Orchestra. Funeral services March 5. His widow, Mae Albers, singer, and a daughter survive.

ANDERSON—F. Richard, 60, architect and designer for many years and the late A. L. Erlanger and Pincenz Ziegfeld, at his home in New Rochelle, N. Y., March 4. He was regarded as one of the leading costume designers in the country and, altho associated with Erlanger for 35 years, kept his own firm, Schneider & Anderson, functioning. He is credited with designing several New York theaters, including the New Amsterdam, and the legit show business regarded him as an important influence in the Erlanger activities. When Erlanger died Anderson became general manager of the organization and was active until recently. He also designed some of the costumes and scenes in *Show Boat*. His mother, widow and two sons, Norman and F. Richard Anderson Jr., survive.

AXSON—Stockton, 67, Shakespearean authority, recently at Houston from a paralytic stroke. His sister, residing in Los Angeles, survives.

BELGRAVE—Jack, 45, dramatic stock and vaudeville actor, at the Long Beach Community Hospital, Long Beach, Calif., recently. He was forced to retire from the stage seven years ago, when he suffered a stroke. Death was caused by a blood clot on the heart. Deceased was in dramatic work for 30 years. He worked for seven years for Oliver Morosco at the Morosco Theater, Los Angeles, and appeared in support of such stars as Nat Goodwin, Margaret Illington, Leo Dietrichstein, Marjory Rambeau and others. Later he was in vaudeville with his own act of Bell and Belgrave. His name in private life was Carl Hartmann Schmidt. Funeral services and cremation at the Hollywood Cemetery. Survived by his widow, Florence Bell Belgrave, and a sister, Mrs. Elsie Eldred.

BENYON—Mavis, 8-year-old dancer and daughter of Edgar Benyon, English vaude magician and entertainer, was fatally burned in an accident at her parents' home in London recently.

BERRY—Bcb, English vaude reporter and legit critic, in London recently.

BROWN—Idella P., 81, former Detroit musician, in that city March 2 following a long illness. Survived by a son and a daughter. Burial in Detroit.

BUTLER—Ferrell E., 41, manager of the Temple Theater, Saginaw, Mich., recently from pneumonia. For the last seven years he had been connected with the Butterfield Circuit in Michigan and for the last 1½ years was manager of four other theaters in Saginaw besides the Temple. Prior to going to Saginaw he was house manager of a Butterfield house in Bay City, Mich., and before that handled several of the organization's larger promotion events. Survived by his widow and three children.

BUTT—Linnie L., 38, at Denver February 26 after a long illness. She was well known in show circles and had appeared in several musical shows before her marriage. She was the sister of Ray Glaum, former circus performer and now in the carnival business. Interment in Fairmont Cemetery, Denver, February 28.

CANFIELD—Mrs. Josephine, 48, an employee of Actors' Equity Association for 21 years, in New York March 2. She numbered among her friends many stage people. Equity closed its offices for two hours March 4 as a sign of respect. A daughter, Elaine Canfield, also an Equity employee, survives.

CAPELLA—Jacinto, 55, Spanish playwright and writer, in Madrid March 5. His wife was Tereso Calvo, actress and singer.

CHASE—Henrietta St. Felix, 65, of the Three St. Felix Sisters, internationally known dance team of the Gay '90s period, at her home in Port Huron, Mich., March 6 after a long illness. Mrs. Chase and her sisters, born in New York City, embarked on their stage career at an early age and played nearly half a century before audiences in this country and in Europe. In 1871 the Three St. Felix Sisters were a part of the cast of *The Black Crook*, first musical comedy ever produced. In 1880 they appeared with Tony Pastor's road show and were retained by Pastor five seasons. After this engagement they went to London and played for a year in the Alhambra Music Hall and another year in other English music halls. Survived by her two sisters, Mrs. Clementina St. Felix Culhane and Mrs. Charlotte St. Felix Weston. Burial in the family plot in Evergreen Cemetery, Brooklyn.

COCHRAN—Blaine H., 50, prominent East Liverpool, O., attorney, for many years identified with the East Liverpool

THE FINAL CURTAIN

Driving Association, which sponsored horse racing at Columbian Park there in 1904 and 1905, March 1 following a stroke of apoplexy. He had long been identified with theatricals in the upper Ohio Valley. His widow, four daughters and two sons survive. Funeral March 4 and burial in Riverview Cemetery, East Liverpool.

COE—Edward D., musician, February 27 in Pueblo, Colo., after a brief illness. He was for many years a member of the musical team of Coe and Kessler and a member of the musicians' union in Denver.

CONDELL—Jack, 65, veteran actor, in Dallas recently. Born in England, he toured the vaudeville theaters in that country with his wife for many years. They came to this country and settled in St. Louis, where in 1904 they organized the Jack CondeLL Players, who worked that territory for several years. The CondeLLs also appeared in vaudeville in this country. They settled in Dallas after retiring from the stage 15 years ago. Burial was in Forest Lawn there. His widow, Sybil M. CondeLL, survives.

CONDIT—H. A., 64, at Terre Haute, Ind., recently. He was well known among theatrical people and was a charter member of the Terre Haute Elks, who conducted the funeral.

CORNOCK—Walter, Australian legit actor, recently in Redfern, Australia. He had played in many productions, including C. J. Dennis' *The Sentimental Bloke*.

COWAN—Max, father of Lester Cowan, associate producer with Columbia film studios, March 4 at Los Angeles of a heart attack.

DACEY—William C., actor and former boxer, recently in the East. As a fighter he met the original Jack (Nonpareil) Dempsey and Jack McAuliffe, these being the only fights he ever lost. About 1892 he started in the show business, his first partner being Chris Dalton, now a confidential attache of the Supreme Court, Brooklyn. Later he developed into an Irish comedian. His last partner was Frank Chase, also a former fighter. In 1930 he retired from the stage, opening a filling station on Long Island. He was also a musician. Interment in Kensico Cemetery, New York, under the auspices of the NVA.

DAMBLY—Mme. Germaine, French actress, wife of M. Bazin, actor, in Paris recently.

DAWSON—Tom, veteran English comedian, in London recently.

EMERY—Gilbert, Australian legit actor, recently in Los Angeles. Altho not specifically stated, it is believed the deceased is the same actor who appeared in numerous Broadway productions, including, according to *The Billboard's* files, *The Truth About Blayds*, *Dagmar*, *Chains*, *The New Englander*, *Episode*, *King Henry IV*, *The Thief*, *Paris Bound* and in October, 1932, his last recorded appearance in *Men Must Fight*.

FELMAN—George M., 33, orchestra leader and violinist, March 5 in a hospital at Miami, following a year's illness. A native of Russia, he received his musical education in Chicago and conducted there and in Louisville before going to Miami.

FISHER—Mrs. Ellen K., mother of F. C. Fisher, of Fisher Bros.' Circus, at Mercy Hospital, Jackson, Mich., March 4 after a lingering illness. Survived by two other sons, Charles and Arthur, concessioners, and a daughter. Deceased was known by many showfolk.

FRANCE—Ruby (Phillips), sister of Pearl Mack, of Mack and Daley, roller skaters, at a Chicago hospital March 6, after a year's illness. Deceased formerly worked in the act of Roy La Pearl and Lillian Gonne. Surviving are her husband, a daughter, her mother and sister. Burial in Chicago March 9.

GAFFNEY—Arch, author and collaborator on motion picture scripts, recently at the Queen of Angels Hospital, Los Angeles, from spinal meningitis. Body was taken to Dumont, N. J., for funeral services and burial. He leaves his parents.

GIRIER—Ambroise, 66, French musical comedy star, at his home in Paris recently.

HAYWARD—Frederick C., 53, son of Harry C. Hayward, manager of the Auditorium Theater, Spokane, Wash., for

many years, recently in the naval hospital in San Diego, Calif. He formerly assisted his father in the operation of the old theater.

HOOVER—Watson LeRoy, former president of Nixon Fair Association and the Nixon Chamber of Commerce, Nixon, Tex., and active in civic circles many years, at his home in Nixon March 2.

JACOBS—Lorenza Dow, 58, a member of the Berne, Ind., band and orchestra for many years, February 28 at the Adams County Memorial Hospital, Decatur, Ind. Survived by his widow and mother. Funeral services and burial in Berne.

JACOBS—Max, 59, at a hospital in Houston February 26 after a brief illness. He was head of the United States Billposting plant here. Local showmen attended the funeral.

JOY—Tom, English vaude comedian, at Carlisle, England, recently.

KEARNS—Martin J., 54, father of Tom Kearns, manager of Eddie Peabody, and of Representative P. Joseph Kearns, of Massachusetts, at his home in Lynn, Mass., February 18. Burial was in Lynn.

LETTA—Minnie, wife of Letta, veteran English vaude performer, recently in London.

LOCKWOOD—James (Speedy), 28, race driver, at the Angelus Hospital, Los Angeles, March 1 of injuries sustained in a midget auto car race at Gilmore Stadium there.

LOMBARDO—Carol, wife of Liebert Lombardo, musician with his brother's (Guy Lombardo) orchestra, March 2 at the Cedars of Lebanon Hospital, Hollywood, following an operation. Her husband, mother and brother survive.

LONGGAL—William D., 58, former vaudevillean, March 2 in Providence Hospital, Detroit, from pneumonia. He was formerly of the team of Sampson and Sampson. Survived by three brothers. Burial in Forest Lawn Cemetery, Detroit.

MCCONNELL—E. T., 69, who built the first opera house at Clarksville, Ark., at his home there March 2. He served two years in the State Legislature and was a former mayor of Clarksville. Three daughters survive.

MCCONKEY—Eliza, 77, aunt of the veteran show publicist, Doc Waddell, and daughter of the late Don McKinney, who was well known in circus and horsemen circles, at Denver recently. Body cremated and ashes placed on the grave of her father.

MCFARLAND—Carroll Alson, 50, for a number of years a prominent member of the old Baker Stock Company in Portland, Ore., and later leading man in the Selig Poloscope Company, Chicago, in Portland March 1.

MCKOWN—Frederick W., 41, engineer with the Bell Laboratories and pioneer radio engineer, February 27 at his Englewood (N. J.) home. He had charge of the first broadcast from the Capitol Theater, New York, and together with S. L. Rothafel (Roxy) is believed to have been the first man ever to broadcast symphony music. His widow and two daughters survive.

MAHER—Augustus F., 64, in New Haven, Conn., March 2 after a short illness. He was a former press agent in Connecticut, Boston and New York.

MARION—Mrs. Sabel, 48, president of the Theatrical Wardrobe Attendants' Union of New York, in French Hospital, New York, March 1 after an illness of 14 weeks. She was the wife of Bert Marion, with whom she did the act of Marion and Dean in vaudeville for years. After she retired from the stage she was active as an officer of the wardrobe union for several years.

MASTERS—The father of Kitty Masters, English radio and vaude crooner, in Manchester, England, recently.

MERA—Edith, French comedienne, starring in current revue of the *Folies Bergere*, in Paris recently. Miss Mera was also well known as a film actress.

MORTON—Frank B., veteran vaude actor, in New York March 3. He was a member of the team of Morton and Elliott and appeared both in America and Europe. He also worked with his brother, Fred W., theirs being a paper manipulation act, using the name Morton Brothers. Fred Morton is now doing a single. Surviving are his brother and sister, Mrs. Jennie May Fernandez, for-

merly of the vaude team of Fernandez and May.

MUELLER—John G., 43, Milwaukee musician, recently in Los Angeles. He was a member of the Milwaukee Musicians' Association. Survived by his mother, a sister, a half brother and two half sisters.

MURPHY—Eddie, at the City Hospital, Baltimore, recently after a five weeks' illness. He formerly appeared in burlesque with Frank Harcourt, "Sliding Billy" Watson and others.

MURPHY—Mattie, 40, of Murphy's Comedians, and sister of Myrtle Pullen, of Pullen's Comedians, in San Diego, Calif., March 1. Surviving are three sisters and three children, Patricia, Jerry and Edmonda, residing at 4626 Melbourne avenue, Hollywood.

NELSON—John, known in the profession as Jack Nelson, of the team of Jack and Gussy Nelson, at the Bethesda Hospital, St. Paul, Minn., February 26 of pneumonia. Survived by his widow, the former Gussy Andrews, and four sisters residing in St. Paul and Minneapolis. Burial in his home town of Marshfield, Wis.

NOONAN—John J., 70, in Washington, where he was a pioneer motion picture theater owner and former leader in a fight for reduced street-car fares for children. More than 30 years ago he owned and operated the Lagoon, amusement park in Ludlow, Ky. He was a native of Xenia, O. Survived by his widow and two daughters. Funeral was in Washington.

OLINGER—George Edward, 89, at the General Hospital, Elkhart, Ind., February 28. Olinger was drum major of the National Musicians of the GAR.

ONETTA—Onetta, 55, the "Dervish Whirlwind," vaude and circus performer, at the home of her sister, Mrs. Margaret Richardson, Bremen, Ind., March 5. She was last with Sparks Circus as wardrobe mistress.

PALMER—Thomas (English Mike), recently at Miami.

PEARLMAN—Phillip, 61, father of J. A. Pearl, mailman and *The Billboard* salesman with the Johnny J. Jones Exposition, of pneumonia in Detroit March 5. Interment at Rochester, N. Y. His widow and several children survive.

SCHIMPF—Adolph, 70, music engraver with G. Schirmer, music publisher, for 43 years, in New York March 3. His widow and a daughter survive.

SKELLY—William (Pat), 73, long identified with the legitimate theaters in San Francisco, at a hospital in that city February 26. He served 35 years at the Columbia Theater, under the management of Jacob Gottlieb; the Geary and other Frisco theaters. Funeral March 2, with burial in Holy Cross Cemetery, San Francisco.

SMEDICK—Major John J., 52, in Torrington, Conn., recently, after an illness of more than a year. He was former champion baton swinger of New England and a veteran drum corps man of Connecticut and for many years was a familiar figure at drum corps conventions in Connecticut, Massachusetts and New York.

SMITH—Edward D., theater manager and motion picture personnel director, February 25 at the Hotel Hollywood, Hollywood, after a long illness. Mr. Smith was Boston manager of the Shubert theatrical interests for 20 years and was associated with Klaw & Erlanger for more than 10 years in St. Louis. He also managed theaters in Syracuse, N. Y., and Chicago. In 1920 he opened the Biltmore Theater, Los Angeles, and later became manager of the Mason Opera House there. He at one time managed the El Capitan Theater, Hollywood. For several years he was personnel director with MGM. His widow, brother and sister survive.

SMITH—Joe M. (Popcorn Joe), at Transient Hospital, South Houston, Tex., recently. Was with Vernon Bros.' Shows in 1932-'33 and for some time was with Russell Bros.' Shows.

SPENCE—Ralph, 42, prominent rodeo contestant, was found dead on the desert 10 miles east of Victorville, Calif., March 2. He was riding for a cattleman of Victorville, C. H. Goodshall, rounding up stock. It is thought his horse stumbled and fell and rolled on him.

STONE—Ruth Eloise, member of the J. B. Rotnour Players, February 25 at the Sherman Hospital, Elgin, Ill., following a week's illness of pleural pneumonia. Miss Stone was born in California and trouped for a number of years in repertoire and stock. Her last engagement with the Rotnour Players was in Delavan, Wis., February 17. Body was cremated and the ashes sent to her parents and brother in California. Besides her parents

and brother, Albert, she is survived by a sister, Dorothy Stone, New York actress.

VAN DE KOOLWYK—Ora, wife of Theodore Van de Koolwyk, beach concession operator, recently at her home in Redondo Beach, Calif.

VIZAY—Rudolph, 77, dancing instructor at the United States Military Academy, West Point, N. Y., in that city February 28. He went to the academy in 1883, succeeding his father, Louis Vizay, as dancing instructor. For several years he was president of the American Society of Teachers of Dancing. His widow survives.

WITT—William D., outdoor showman, at his home in Milwaukee of pneumonia February 27. Was contracted as general agent for this season with the Snapp Shows, with which carnival he had previously been connected. Survived by his widow, two sons; a brother, Charles E. Witt, Milwaukee showman, and a sister, Dorothea Downs, Chicago. Interment in Pine Lawn Cemetery, Milwaukee, March 2.

WOLF—Mose, 64, advance agent for many years with the Klmt and Gazzolo shows out of Chicago, in Chicago March 2.

YOUNG—George, member of Don Riching's Orchestra, was killed near Grandview, Wash., recently, when the bus in which he was riding with other members of the orchestra was sideswiped by a truck.

YOST—James Douglas, 14, son of Robert M. Yost, executive in the Fox studios story department, recently at Glendale, Calif., after a long illness. Funeral services and burial at Forest Lawn Cemetery, Glendale, March 1. His parents and two brothers survive.

MARRIAGES

AUSTIN-BRYANT—Jack Austin, director of the orchestra at the Harper House, Rock Island, Ill., and Marjorie Bryant, of Hillsdale, Ill., pianist, in Moline, Ill., recently.

CURBY-WOOD—Lewis Ell Curby and Opal Wood at San Antonio, Tex., March 2. The bride is well known in carnival and circus circles.

FAIRCHILD-LINDBERG—Gerald Fairchild and Louella Lindberg, members of Putt Mossman's Motorcycle Rodeo, recently at Los Angeles.

FAIRCHILD-WYNDHAM—John Fairchild and Eunice Wyndham, members of Putt Mossman's Motorcycle Rodeo, at Los Angeles recently.

GUITRY-DELUBAC—Sacha Guitry, celebrated French playwright-actor and former husband of Yvonne Printemps, and Jacqueline Delubac, French stage star, in Paris recently.

LLOYD-WOOLEVER—Mary Leone Woolever, Fort Wayne, Ind., night-club dancer, and Bernard M. Lloyd, also of Fort Wayne, recently in that city.

MCPHERSON-MOWRY—Hugh Duncan McPherson, orchestra leader, of Charleston, W. Va., and Myrtle Mae Mowry in Chicago recently. Mrs. McPherson, whose home is in Toronto, Ia., will appear as vocalist with the orchestra.

MILLER-COLLINS—Jack Miller, operator of the Pleasance Theater, Chicago, to Beverly Collins recently.

MORIARTY-DAVIS—John S. Moriarty to Viola Davis March 3 at the Congregational Church, Los Angeles. They are members of the John Smallman A Cappella Choir.

POWERS-GAROTTO—Annunciata Garotto and Lawrence Powers, opera singers, in New York March 5.

RAQUET-ASHBEY—Lodell G. Raquet, member of the orchestra with Clifford's *Manhattan Revue*, and Mae Ashbey, chorine with the same company, on the stage of the Royal Theater, Wilmington, N. C., March 4.

REGAN-YAGER—Jimmy Regan, juvenile, and Eileen Yager, dancer, recently in Grand Rapids, Mich.

UGRIN-SEEVER—Anthony Ugrin, cameraman with Fox Film studios, to Marjorie Seever, film actress, March 3 at Agua Caliente, Baja Calif.

VARNER-PEIGHTAL—Erdine Peightal, musician, of Fort Wayne, Ind., and Richard Varner, also of Fort Wayne, in Coldwater, Mich., recently.

WALKER-SEPLER—Magda Seppler, German actress, and Edward S. Walker, non-pro., in Red Bank, N. J., March 2.

WALTERS-HENDRIX—Horace Walters, sound truck operator with Royal American Shows, and Helen Hendrix, of Tampa, in Tampa March 4.

WIDLEY-HIRD—L. H. Widley, prop man for Mervyn Le Roy, film director, and Genevieve Hird recently at Yuma, Ariz.

WOOD-MAXON—Grant Wood, artist, to Sara Sherman Maxon, singer, March 2 in Minneapolis.

A daughter, Hope Evelyn, to Mr. and Mrs. Charles A. RossKam at Homeopathic Hospital, Providence, R. I., March 2. Father has been *The Billboard* correspondent in Providence for several years and is a feature writer on *The Providence Sunday Journal*. Before settling in that city the parents were associated with the Chicago Stock Company for several seasons.

To Mr. and Mrs. K. Riley Mathuze, a 10½-pound son February 27 in Winston-Salem, N. C.

BIRTHS

A seven-pound daughter, Becky, March 2 at the Santa Monica Hospital, Santa Monica, Calif., to Mr. and Mrs. Theron Warth. Father is an assistant cutter with Pioneer Productions.

To Mr. and Mrs. Frank Norris an eight-pound daughter, Kathleen, March 1 in San Francisco. Father is an author and son of Kathleen and Charles G. Norris, writers, whose novels have been made into motion pictures.

A daughter recently at the California Hospital, Los Angeles, to Mrs. Theodore Dahl, wife of the orchestra leader.

A seven-pound son, Michael Spencer, to Mrs. Frank McHugh, wife of the Warner Brothers' studio contract actor, February 26 at the Cedars of Lebanon Hospital, Los Angeles.

A 6½-pound son, John, to Mrs. and Mrs. Andy Clyde, recently at Monte Sano Hospital, Los Angeles. Clyde is a motion picture actor.

A daughter, Doris, to Mr. and Mrs. Clarence Juneau recently at Los Angeles. Juneau is a radio engineer with Station KTM and producer of the floor shows at the Palomar Ballroom, Los Angeles.

A daughter to Mr. and Mrs. Richard Rodgers March 5 in New York. Father is half the song-writing team of Rodgers and Hart.

A seven-pound six-ounce boy to Mr. and Mrs. J. W. Cate at St. Joseph's Hospital, Memphis, February 28. Mrs. Cate was formerly Billie Russell, a sister of Mrs. C. W. Webb, of the Russell Bros.' Circus.

To Mr. and Mrs. N. M. Massaro, frozen custard concessioners, a girl, seven pounds and five ounces, named Constance Ann, at Macon, Ga., February 21.

To Mr. and Mrs. Brayton Seaman an eight-pound girl at the Katherine M. Cold Hospital, Miami, February 21. The parents are concessioners with Lagasse Amusement Company.

A boy to Mrs. Tommy Fields, wife of the English vaude comedian, in London recently. Tommy Fields is the younger (See **BIRTHS** on page 88)

MINSTRELSY

(Continued from page 28)

at that time. It seemed preferable not to attempt to hold an annual meeting then as it appeared certain that such a meeting would have been a failure because of non-attendance. This year we are more encouraged. Conditions thruout the country have improved to such an extent that a successful meeting may be anticipated during the early part of September. However, we hope to hear from our members as to their views and suggestions upon the question, particularly an estimate of probable attendance. Please let us hear from you at an early date.

Merle Evans, veteran minstrel band leader and now bandmaster of the big show, was presented with his membership certificate and emblem pin during the Grotto Circus showing at Cleveland recently. An organized effort to perpetuate the spirit of minstrelsy is truly worth while, Mr. Evans stated.

Let us resolve to take the words of Mr. Evans to heart by placing our shoulder to the wheel for an increased membership during 1935 and by planning to meet our annual dues obligation.

MAGIC

(Continued from page 28)

that magic is more active today than I have seen it in 10 years. Many other shows are featuring magic, too, and I believe the clubs are speaking for themselves."

STARTING WITH its April issue, *Popular Mechanics* magazine will carry a four-page magic section edited by Harry Blackstone.

HOWARD THURSTON and his company of 21 people opened March 8 at the Taft Theater, Cincinnati, to four full houses. The Thurston name is a household word to Cincinnati theatergoers, and there is little doubt that he will

continue to pull 'em into the 2,500-seater thruout the seven-day run. The Cincinnati folk were well aware of Thurston's coming to Cincy, thanks to the good work of John Northern Hilliard, the master magician's personal representative, who was in town a week ahead of the show visiting the newspaper boys and looking after the publicity end. Mr. Hilliard overlooks nothing when it comes to stamping the Thurston moniker on the minds of the populace. The amiable John Northern was a visitor at the magic desk during his stay in the Queen City.

MIX STRAWS

(Continued from page 3)

thousands, *The Billboard* representative riding the parade route. Parade was all that had been promised, new trappings, and trucks done in outstanding colors. Especially was this true of tableaux, seven, with the Progress and Spirit of USA being outstanding in pictorial work and decorations. Four bands and callopo were in parade.

High spot of performance was Tom Mix and "Tony," then double-rigged flying act of Great Arbaughs, Jordan Troupe, Bell Family with trip board, and the Bedouins, a 16-horse menage act. Performance, as a whole, most pleasing. John Agee, equestrian director, stepped show along. First performance ran two hours and five minutes; this will be trimmed down to an hour and 45 minutes.

Many congratulatory wires and letters were received. Pacific Coast Showmen's Association sent floral horseshoes to big show and to Ted Metz, manager of side shows. Side Show on pit order did fine business.

Performance is given in three rings. Big top is 135-foot round top, with three 50s; every pole is painted and festooned; menagerie top, new, is 70-foot round top, with three 40s (red and white striped side wall). There is 1,750 feet of netting (red and orange) to inclose the lot layout. New kitchen trailer is a new idea, noticeably the Madsen range, 14 feet 6 inches, 12 burners, thermostat equipment and uses rock gas as fuel.

The Program

A historical pageant, depicting transition from Covered Wagon days to the present, opened (110 persons, elephants and lead stock on track) and then in order came, in all rings, a colorful idea titled *The Trouping of the Colors*. Performing dogs, by Homer Hobson Sr. and Joe Bowers. Singing girls on swinging ladders—Misses Arbatgh, Brown, Keyes, Johnson, Sallee, Jordan, Cornella and Friegard; cloud swings, Joy Myers and Wanda Bell, and single traps, Inez Arley. Principal acts, Herbert Hobson, Juanita Hobson and Ella Linton. First appearance in program of Tom Mix and horse, "Tony"; gun spinning and fancy pistol shooting. Had to take four bows. Aerial revolves, Miss Zermer and Joy Myers; head balance on trapeze, Charles Arley. Comedy acrobats, Ashton Trio, Jordan Trio and Howard Bell Trio; finish of Jordan Trio, hand stand on 35-foot pyramid tables, chairs, etc., with break-away finish.

Concert announcement, with Duke Lee as announcer. Texas Erms Ward on flying rings and for finish did 100 one-arm throwers. Tremendous applause. Iron-jaw, Joy Myers and Miss Jennier; perch act with hurricane revolve finish, Charles Arley. This spot was to have been for the performing seal, "Buddy," owned by Walter Jennier, but "Buddy" died in morning, just before parade. The mile-a-minute whirl revolves, Miss Asher and Inez Hubbell. Singing and dancing girls and dancing horses—riders, Anna Hall, Joy Myers, Bettie Jordan, Lula Cornella, Wanda Bell, Jessie Thompson, Kaarin Turney, Dorothy Keyes, Harriet Nowlin, Louise Gladstone, Martha Sayers, Edith Hausman, Velma Stone, Eleanor Kaye, Elsie Tims and Helen Henderson. Also in this number were John Agee in center ring, with "Gowan," English hackney to wagon, and Shorty Knapp, with comedy mule. Jumping dogs by Homer Hobson Sr. and Helen Ford. Sahara, large elephant, worked by Inez Arlene. Mix and horses in famous "Brewery Act." Two new horses in act. Jump thru half barrels, then on top of barrels and for finish thru barrels mounted on old-time brewery wagon. A show-stopper. Bill Ash's clown band. Acrobatic and tumbling acts—The Arleys, Julia Arley, Charles Arley, Jimmie Johnson, Boots Sallee, Inez Hubbell; Jordan Troupe, Johnny and Mrs. Jordan, Anna and Jim O'Donnell, Bettie McVeigh, Grenadine Johnson, Omer Stone, Lulu Cordella, Ruth Friegard; Bell Family, Bell Howard and Wanda, Gus Bell, Harry

Jones, Douglas Bell and Mickey McKinley. The acts received a fine hand, especially the doubles from springboard to shoulders three high. Comedy riding act, the Hobsons, including Homer Hobson Jr., Juanita Hobson and Herbert Hobson, Homer Jr. doing comedy. Clown number, Bill Ash, producer. The Joys, Jimmy DeCobb, John Schmidt, Walter Wellington, Bill De Armo, Jack (Shorty) Knapp, Johnny Judd and Gus Bell. Flying act, double rigging, working, lengthwise of top by the Great Arbaughs. The flyers passed in a remarkable demonstration of perfect timing. The flyers flying in opposite directions, in act one, Bud Asher, catcher, and flyers, Julia Asher, Bettie McVeigh, Miss Jordan; Joe Bowers, comedy. Act two, Lillian Arubuckle, catcher; the flyers, Irma Ward, Jimmy Arbaugh, Gus and Wanda Bell and Julia Asher. Closing number, ensemble on track and rings, in number United States Spirit of Progress.

Wild West Concert

Concert, headed by Tom Mix, and including Ed Hendershot, trick roper and rider; Hank Linton, trick roping; Ella Linton, trick rider; Frank and Ruth Gusk, fancy roping and trick riding; Herman Nolan, roper; Tom Privet, trick rider; Augie Gomez, rider and knife thrower; C. O. Leuschne, trick rider and roper; Jack Knapp, comedy rider; Boots Sallee, trick rider; H. Hobson, roper; Helen Hendershot, trick rider, and John Agee, whip cracking.

Big Show Band: William D. Heney, leader; John Slovensky, Joe Rodgers, George Wilson, trumpets; Vernon Arubuckle, Wiley Scott, Charles Lucas, clarinets; Edward Blesse, Chester Espey, trombones; Jose Caballero, euphonium; Louis Talcott, bass; Art Reia, art callopo and piano accordion; Bob Hendrix, bass drum, and Carl Robinson, small drums and manager of band. Ushers' Band: William C. Anderson, trombone; Bob Cromwell, trumpet; William Morgan, bass drum; Dee Dunbar, small drums; Bob Cather, James Dunham, trumpets; Ernest Windisch, solo trumpet; Marvin Harper and James Gault, clarinets, and Dan Fauber, bass.

Privileges: Jack Burslem, superintendent; O. P. Stephens, assistant and cashier; Harry Simonds, buyer and candy stand banners; salesmen, Bob Stevens, Dick Dixon, Harry Peterson, Frank Gilley, Al Rosen, W. J. Lyons, Edward Strong, Kenneth Maps, Arthur Gibson, Mike Silvers, Roy Bowen, Harry Scott, Johnny Kotres, Vernon Long, George Beaumont and Jack Sims. Cookhouse: Jack Burslem, steward; James Curtis, chef; Leroy Rokus, second cook; James Robison, assistant to chef; Charley James, head waiter, and John Lindsey, camp fireman.

The Side Show

Pit arrangement, with all new banner fronts, 16, Mr. and Mrs. Ted Metz, owners; Ted Metz, manager; Mrs. Grace Metz, secretary-treasurer; openings, William Lowery; tickets, L. V. Brown, Red White, George Surtees and Red Lowery. Attractions: Billy Pilgrim, armless and legless man; Jolly Lee, obese woman; Roberta-Ray, Schiltze, pinhead; Frank Stratton, magic and inside lecturer; Mickey Brown, skeleton; Princess Ann, lilliputian; Flip, frog boy; Tad Hazard, tattooed artist; Vada, the Mystic, assisted by Dr. Patrick; Dolores Surtees, three-legged girl; John, Henry, Joe, three-faced, double-bodied in the Annex. Ed Jones, ticket taker; George Hodson, boss canvasman, with six assistants.

The Staff

Owners, the Roundup Amusement Company; Dall Turney, general manager; Robert Brown, treasurer; Miss E. Espy, red wagon; general agent, C. A. Lawrence; advertising manager, Pierce N. Williamson, with following on eight advance cars: Jack Carlino, Jack Lester, S. J. Vogel, Bob Thatcher, B. Radcliffe, Eddie Caupert, Willie Dowd, Henry Barth, Willie Seward, A. Von Pilskie, Clarence Porter; Al Oaks, contracting agent; Raleigh M. Wilson, story man; Harry Paine, contracting press; Duke Lee, press back and announcer; H. C. Baker, legal adjuster; John Agee, equestrian director; Dennie Helms, general superintendent; Howard Payne, boss canvasman, with Tom Dabney and Rags Matthews, pushers; Jack Burslem, superintendent of privileges; Nathan Alberts, superintendent reserved-seat tickets; Joe Ford, superintendent of maintenance; Ed Hendershot, superintendent of stock; Capt. J. Reece, superintendent of elephants; Jeff Barnhart on menage stock; Phay Garrett, superintendent of menagerie; Russell Kelly, boss props; J. C. Schnare, chief electrician, with four assistants, and Ed Lowery and John White, blacksmiths.

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ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. **BALDA ART SERVICE,** Oshkosh, Wis. mh23

COIN-OPERATED MACHINES SECOND-HAND

Notice
Only advertisements of used machines accepted for publication in this column. No machine may be advertised as used or second-hand in The Billboard until a minimum period of 90 days after date of first shipment on order has expired.

A-1 CONDITION, LIKE NEW—SIGNAL, JR., \$20.00; Signal Sr., \$25.00; Major League, Jr., \$20.00; Major League, Sr., \$25.00; Drop Kick, \$21.50; Live Power, \$22.50; Auto-banks, \$40.00. 1/3 deposit with orders, balance C. O. D. **REX NOVELTY CO.,** 2264 Bedford Avenue, Brooklyn, N. Y. tfrx

A-1 BARGAINS—RECONDITIONED CHAM- pion, \$40.00; Auto Bank, \$40.00; Rocket, \$34.00; Auto Count, \$32.00; Criss Cross, \$24.00; Flying Trapeze Sr., \$24.00; Major League Sr., \$24.00; Action, \$24.00; Signal Sr., \$24.00; Drop Kick, \$21.00; Major League Jr., \$19.00; Golden Gate, \$17.00; Register, \$17.00; Contact Jr., \$17.00; Lightning, \$15.00; Dice-O-Matic, \$7.50; World Series, \$7.00; Pontiac, \$6.00; Iig Saw, \$5.00; Silver Cup, \$5.00. **NATIONAL COIN MACHINE EXCHANGE,** 1407 Diversey, Chicago. x

BARGAINS — CHAMPIONS, \$40.00; HELLS Bells, \$30.00; slightly used Diggers, \$100.00; Mills 5c Jack Pot Bells and Mint Vendors, \$25.00; Sportsmen, \$35.00. **CHICAGO AUTOMATIC VENDING COMPANY,** 111 N. Leavitt, Chicago. ap6

BARGAINS—TERRITORY CLOSED. ROCKETS, New Anti-Tilter, in good condition, \$22.50. **CHAS. BRINKLEY,** Henderson, N. C.

BROWNIE JACKPOT VENDER, NICKEL COLOR Wheel, \$30.00; Mills Nickel Twin Jackpot Front Venders, with Pace Jackpots, \$20.00. Third deposit. **LAING,** 2318 Market, Wilmington, N. C.

COMPLETE PARTS—CHANGE MILLS ESCA- lators to Penny Play, \$9.75; Caille Jackpot Bells, \$14.50. Bargain list free. **COLEMAN NOVELTY,** Rockford, Ill.

DON'T DISCARD YOUR USED WORLD SERIES, Major League, Fleets. Equip them with our Automatic Payoff for \$17.50, placing them in the earning class of the highest price automatic machine. Operators, we will equip without extra charge one of the above machines. Use it ten days and if not satisfied return for full refund. **HUNTER NOVELTY CO.,** 1113 N. Water St., Decatur, Ill.

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FOR QUICK SALE—1 PONTIAC, 3 WORLD'S Series, 2 Jigsaw, 1 Autobank, \$60.00 for the lot. **L. BERMAN & CO.,** 123 N. W. 5th St., Evansville, Ind.

FOR SALE — SLOT MACHINE ROUTE, ONE large county, modern equipment. Cash only. Write, phone or come see. **C. TINDAL,** Box 421, Portageville, Mo.

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JACK POTS, VENDING, PIN GAMES—JABL, 1704 Leavenworth, Omaha, Neb.

LATEST TYPE ELECTRO HOISTS, \$100.00 each. Others, STAR, Box 12, Devon, Conn.

LOW PRICES ON PEANUT, BALLGUM, CIG- arette Venders, Games, Diggers. **NOVIX,** 1191 Broadway, New York. mh23

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MERCHANTMAN DIGGERS, \$100.00; MILLS Diggers, \$75.00; Pace Bantam Penny Play Slots, \$20.00; Jennings Duchess 5c Play, \$25.00; Wahooks, \$35.00. **F. HOLLINGSWORTH,** 924 Ardmore St., Grand Rapids, Mich.

NOVELTY MERCHANTMAN, \$100.00; THREE Waiting Doubt Jax Pot Gold Award 5c Play A-1, \$100.00, or \$35.00 each. 1/3 deposit. **H. W. DES PORTES,** Columbia, S. C.

ONE MERCHANTMAN, TWO IRON CLAW Juniors, all in good condition, \$200. **LOBDELL,** Goshen, N. Y.

PENNY GA BLUE FRONT VENDORS, \$40.00. Bargains in Pin Games, Counter Machines and Slots. Write for list. Mention your needs. **D. M. JAMIESON,** 1332 So. Mint St., Charlotte, N. C.

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REMODELED IRON CLAWS, \$30; MODEL F, \$50. Perfect condition. **R. COLLINS,** 1507 N. Collington, Baltimore, Md.

ROCKETS, LATEST MODELS, HEAVY LEGS, newest Tilter, Plug-In or Battery, perfect condition, \$35.00 each; Five Major League Juniors, \$20.00 each; Ten Jennings Dutchess 5c Play Front Venders, \$35.00 each. We buy all makes of slots, 1/3 cash with order. **SPECIALLY SALES CO.,** 101 Commerce Bldg., Sioux City, Ia.

SEND STAMP FOR LIST OF USED MACHINES —Get on our mailing list. You save money on machines and supplies. **GOODBODY,** 1826 East Main, Rochester, N. Y. mh30

SLIGHTLY USED, FIRST-CLASS CONDITION, bargains—Electros, Jack Rabbits, Lightnings, Shooting Stars, Golden Gates, Blue Streets, Big Bertha, Internationals, Marble Jax Sr., \$15.00 each; Drop Kicks, Signals, Safety Zones, \$17.50 each; Contacts, Magic Keys, \$18.50 each; Major Leagues, \$20.00 each; Jennings Foot Balls, \$30.00 each; Large Shyvers, \$30.00; Cannon Fires, Jr., \$45.00; Jrs., \$32.50; Auto Counts, \$35.00. Half cash, balance C. O. D. **YENDES SERVICE, INC.,** 1813 W. 3d St., Dayton, O.

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SLOTS BOUGHT AND SOLD—M. & G. NOV-ELTY CO., Frankfort, Kan.

SLOTS 1c-5c-10c RECONDITIONED YOU must be satisfied. Write for list. We buy and sell. WALDORF EXCHANGE, 129 W. Wood St., Paris, Ill.

TERRITORY CLOSED—ROCKETS, \$25.00; good condition. One-third deposit. K. C. CRAFF, Grand Island, Neb.

TERRITORY CLOSED—MILLS, CAILLE, PACE and Jennings Slot Machines for immediate sale. All machines in good order. Only the best days old. WYNNES COIN MACHINE CO., Washington, N. C.

WANTED—ROCK-OLA, JIG SAW PIN TABLES. SIMON, 118 Dykman Street, New York, N. Y.

WANTED—DIGGERS, PREFER MOTOCOPERS. State year, condition and price. BOX 571, Billboard, 1564 Broadway, New York.

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WANTED TO BUY—NOVELTY MERCHANTS. men for \$125.00. State serial numbers and meter readings. BOX 500, Billboard, 1564 Broadway, New York.

WORLD SERIES, JIG SAWS, AIRWAYS, PENNANTS, Amateurs, \$5.00 each. One free with five assorted. 10 Dice-O-Matics, \$6.00 each; Criss Cross, Drop Kicks, Signals, \$20.00; Pok-O-Mats, \$25.00. 50 Mills Mystery Golden Awards, used 6 months and less, \$60.00; stands free. Territory closed on slots. First come, first served. One-third deposit. AUTOMATIC SALES CO., 191 Second Ave., N., Nashville, Tenn.

1 MILLS MYSTERY SIDE VENDER, USED three weeks, 5c Play, \$50.00; 1 Mills Goose-neck Side Vender, 2 for 5c Play, \$25.00; 1 Mills Goose-neck Side Vender, 5c Play, \$25.00; 5 Watling Twin Jack Pot Venders, 1c Play, \$20.00 each; 1 Watling Gold Reward, Twin Jack Pot Vender, \$25.00; 1 Watling Twin Jack Pot, 5c Play, \$20.00; 2 Pace Bantam Side Vender, Bent Coin Return here, 1c Play, \$20.00 each; 2 Mills Side Venders, with Comic Fronts, \$15.00 each; 8 Folding Stands, \$1.25 Each. One-fourth cash with order. C. C. DICKENS, Fuquay Springs, N. C.

2 BALLY SPARK PLUGS, \$18.50 EACH; 2 Nickel Ponies, \$27.50 each; 2 Mills Lion Head Double Jack Silent Bells, Nickel Play, \$37.50 each; 1 Ball Grand, Nickel, \$18.50; 7 Radio Wizards, \$3.50 each. All above machines are latest models, like brand new. Other bargains. GEORGE D. SCHUTT, 26 Amherst, Charleston, S. C.

6 IRON CLAWS, MODEL E, EXCELLENT, \$25.00 each. F. C. BRINER, 6607 S. Broadway, St. Louis.

30 SEEBURG SELECTOPHONES, LIKE NEW, late style, walnut finish, need room, \$200.00 each. 25% deposit, balance C. O. D. YENDES' SERVICE, INC., Dayton, O.

\$50.00 CASH PAID FOR MILLS BLUE FRONT Mystery G. A. Venders; \$40.00 for regular. Send serials. ROCKPORT NOVELTY CO., Rockport, Tex.

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COSTUMES—WARDROBES

BARGAINS—1 MESS JACKETS, \$2; FLASHY Band Coats, \$2.50. Wardrobe, Scenery, Trunks, Minstrels, WALLACE, 2416 N. Hatsted, Chicago.

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FOR SALE—PARKER BABY Q MERRY-GO-Round, complete, on three International trucks. A-1 condition, paint and mechanically, tires new, has had best of care. LaPeer High Striker, \$35.00. Corn Game, complete, frame, seats, beautiful striped top awning attached. Like new, \$125.00. Light Plant, 10 KW., DC Generator, Universal Engine, Electric Governor and Starter, Switchboard, \$250.00. 160 Pair Chicago Fiber Scales, \$1.50 pair. Tangley Calliophone, AC-DC Motors, also Gas Power, \$225.00. CARL BOHNHOFF, Gettysburg, S. D.

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SEE OUR ADVERTISEMENT CARNIVAL SECTION. WEI'S CURIOSITY SHOP, 20 South Second, Philadelphia.

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BARITONE SAX DOUBLING CLARINET AND Violin. Young, unmarried. No booze or weed head. Also String Bass doubling Sousaphone. Write BOX C-350, care Billboard, Cincinnati, O.

DESIRE 8 OR 9-PIECE ORCHESTRA COMING summer season; commission and salary guaranteed. Want young experienced musicians; no bookies. State full qualifications. ELLIOTT JACOBSEN, Mgr., Marine Ballroom, Box 226, Frankfort, Mich.

FOR STAGE UNIT SHOW—UNION MUSICIANS. Alto Sax, doubling, Trumpet, String bass. Write, wire, AL MANTHE, Plaza Hotel, Indianapolis, Ind.

IMMEDIATELY—SAX DOUBLING TRUMPET or Violin. Location. LEADER, 1021 Sixth, Port Huron, Mich.

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ORCHESTRAS WANTED, UNION, TO PLAY one night dances on percentage basis at Grand Ballroom, Chatsworth, Ill. Address, stating all in first, BOX 173, Kankakee, Ill.

TEACHERS WANTED BY LARGE NATIONAL Musical Organization specializing in the instruction of the Violin, Tenor Banjo and Hawaiian Guitar. Steady position available for New England, Michigan and Illinois. Must be good Violinists, doubling either Tenor Banjo or Hawaiian Guitar. Write F. H. MULLER, 647 Main Street, Hartford, Conn., giving complete details and references, photo.

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WANTED HOT TRUMPET DOUBLING VIOLIN, preferred. Also Girl Singer or recognized dance orchestra. Wire, write, WIT THOMA, Port Arthur, Tex.

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MAKE \$35 WEEKLY IN SPARE TIME CLIPPING newspapers; no canvassing. Course and instructions, 50 cents. TECHNICAL SERVICE, 821 Finance Bldg., Cleveland, O.

MONEY \$3 FOR WISE MEN AND WOMEN—Key; for 3c stamp. ADELE FREDERES, Coldwater, N. Y.

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B Bartell & Hurst (RKO Pal.) Rochester, N. Y. Barto & Mann (Met.) Boston. Barr & Estes (Riverside) Milwaukee. Beavers, Louise (Fox) Philadelphia. Bell & Gray (Maxine Club) Detroit. Bell's Hawaiian Revue (Kenase) Charleston, W. Va.; (Robinson Grand) Clarksburg 17-19; (Camden) Weston 20-21. Berle, Milton (Fox) Washington D. C. Bernie, Ben, & Orch. (Capitol) New York. Besser, Joe (Earle) Philadelphia. Binns, Billy, Cowcoy Aces; Hobbs, N. M., 13-15; Lovington 16-18; Artesia 10-21. Blossom Sisters (State) Newark, N. J. Boswell Sisters (Earle) Washington. Bowers, Cookie (Orph.) New York. Broadway Jamboree (State) Newark, N. J. Broadway Nights (Shubert) Cincinnati. Burns, Harry (State) New York.

C Calloway, Cab, & Orch. (RKO Albee) Providence. Calvin, Al, & Marguerite (Gayety) Minneapolis. Cardini (Earle) Washington. Carr & Dawn Revue (Princess) Ayden, N. C.; (Paramount) Kinston 18-23. Carroll's, Earl, Vanities (Penn) Pittsburgh. Carter & Holmes (Buffalo) Buffalo. Castro de Paris (Fox) Washington D. C. Chess, Vivian Della (Chicago) Chicago. Ching Ling Foo Jr. (Buffalo) Buffalo. Christensens, The (Albee) Brooklyn. Clark's, Harry, Rhapsody in Rhythm (Columbia) Longview, Wash., 18; (Whiteside) Corvallis, Ore. (Indian) Roseburg 19; (Criterion) Medford 20; (Bialto) Grants Pass 21. Cleve, Elmer, & Co. (State-Lake) Chicago. Cobb's, Gene, Rambles in Rhythm (Liberty) Oklahoma City, Okla. Compton, Helen, & Orch. (State) Newark, N. J. Crooker, Dorothy (Astor) Reading, Pa.

D Danville, Seven (Loew's Orph.) Boston. Dare, Danny, Dancers (Paradise) New York. D'Armour, Frank (Scala) Copenhagen March 1-31. Davies, Edward (Chicago) Chicago. Davis, Chas., & Orch. (State) New York. DeRose (Met.) Boston. Devereaux, Jean, & Co. (Nivoli) Chicago. Dormonde, George & Jack (Tower) Kansas City. Drayton Sisters (Imperial) Augusta, Ga.; (Carolina) Florence, S. C., 18-19; (Carolina) Fayetteville, N. C., 20; (Bijou) Burlington 21. Durants, Jimmy (Met.) Brooklyn. Dyer, Hubert, & Co. (Pal.) Minneapolis.

E Enos, Rue, Trio: Peoria, Ill.; Rockford 18-23. F Felovis (State) New York. Fetsch, Stepin (Albee) Brooklyn. Fisher, Bob (Loew's Orph.) Boston. Folles de France (Orph.) Minneapolis. Foster, Gus, Girls (Rox) New York. Foster & Williams (Valencia) Jamaica, N. Y. Fred & Tony (Fox) Evert, Mich. Franklin's Fantasy Follies (Savoy Louisville). Fuller Bros. & Sisters (Lincoln) Lincoln, Ill., 14-15; Clinton 16-17. G Gaby, Frank (Earle) Washington. Gary Jr., Joaquin (Oriental) Chicago. Gibson, Audrey (State) Newark, N. J. Gine, De Quincey & Lewis (Earle) Washington.

H Hager, Clyde (Riverside) Milwaukee. Hall, William (Tower) Kansas City. Hanley, Eddie (State-Lake) Chicago. Harriet & Bert (Tower) Kansas City. Harris, Bud, & Bert Nowell (State-Lake) Chicago. Hayes, Jimmy (State) Newark, N. J. Hayworth's, SeaBea, Broadway Novelties: (Pal.) Lockport, N. Y., 13-14; (Temple) Wellsville 15-16; (Pal.) Marion, O., 17-19. Hello, Paris (Pal.) Chicago. Hollis, Marie (Colonial) Dayton, O. Hollywood Show (Earle) Philadelphia. Howard, Shirley (Met.) Brooklyn. Hutton, Ina Ray, & Her Melodians (Astor) Reading, Pa.

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CHAMBERS AND TRICE DIVING HORSES available parks, fairs, celebrations. E. H. CHAMBERS, Brackenridge, Pa. mh16

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AT LIBERTY PIANO PLAYERS

AT LIBERTY MARCH TWENTIETH—PIANIST. Rhythm, lead, fake, arrange, compose, no booze. RICHARD F. RICKÉ, Doon, Ia. mh10

EXPERIENCED DANCE PIANIST DESIRES position with reliable orchestra. Age 27. Prefer North and East. All communications answered. Letters, my language, not wires. BOX C-348, Billboard, Cincinnati.

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A-1 RHYTHM DANCE PIANIST—Experienced all lines. Union. Read, fake, improvise, take choruses. Plenty swing and ride. Heavy rhythm. Satisfaction guaranteed, etc., etc. Have car. MICHAEL, 173 Kingman Ave., Battle Creek, Mich.

LADY PIANIST—For Rep. or Med. Experienced. Double acts, bits, specialties and script character parts. BESSIE MAE SMITH, General Delivery, Wood River, Ill.

PIANIST WANTS location anywhere; reliable proposition only. Experienced all lines, good reader. State all in letter. LAWRENCE SCHEBEN, 218 S. Sapodilla, West Palm Beach, Fla.

PIANIST—Experienced for dance, presentation, hotel, club. Have car, no anywhere, open immediately. Road or location. PIANIST, 118 E. College Ave., York, Pa. ap6

YOUNG LADY PIANIST doubles Violin. Experienced all musical lines from concert to dance. Colors graduate. Reside, fake, compoises. TALLITHA BOTSFORD, 1718 W. Church, Elmira, N. Y.

AT LIBERTY VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR—JAMES (JIMMIE) PROVINE, Singer, Dancer, clever. 119 N. Brewer, Paris, Tenn.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 13. CLASSIFIED FORMS CLOSE IN CINCINNATI APRIL 4. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

ROUTE DEPARTMENT

When no date is given the week of March 9-15 is to be supplied. In split week houses the acts below play March 13-15.

- H Luneford, Jimmie, & Harlem Express Revue (Mich.) Detroit; (Pal.) Akron, O., 15-17; (Pal.) Youngstown 18-21. Mack, Freddy (Rox) New York. Mangan, Hazel, Girls (Hansa) Germany March 1-31. Marcus, A. B. Show (Marbro) Chicago. Margo (Met.) Boston. Maximo (State-Lake) Chicago. Mears, Martha (Rox) New York. Melody Cruise (Colonial) Dayton, O. Melva, June & Irene (Loew's Orph.) Boston. Melzora, Plying (Fair) Key West, Fla.; (Fair) Pahokee 18-23. Minken, Hal, Revue (Met.) Brooklyn. Meroff, Benny, Revue (Academy of Music) New York. Modern Manikins (Oxford) Philadelphia. Monroe & Grant (Gates Ave.) Brooklyn. Murray, Lee, & Sinclair Twins (State) Newark, N. J. Norman, Duke, Revue (Orph.) New York. O Oliver, Vic (RKO Pal.) Rochester, N. Y. Olsen, George, & Orch. (Pal.) Cleveland. P Park & Clifford (Rox) New York. Perkins, Ray (Plymouth) Worcester, Mass. Platinum Blondes (Boston) Boston. Popeye (RKO Pal.) Rochester, N. Y. Powell & Nedra (Chicago) Chicago. Pursell, June (Pal.) Minneapolis. R Rafael (Met.) Boston. Raye, Martha (RKO Pal.) Rochester, N. Y. Raymond, Dean (Valencia) Jamaica, N. Y.

VERSATILE TEAM—MAN, AGE 49, FIVE FT. 6 1/2 in., 145 lbs. Comedian, Toby, Eccentric, etc. General business, characters, on nights, put on acts or work your Singles for a weeks. Monologues, Songs, Magic and some Dancing. Trombone in balbyhoon band, read only. Do Black if required, but prefer not. Wife, 42, five feet four, 135 lbs. Characters, general business and real hokum doubles, two weeks; some Music, Saxophone, Duets, Brass, Novelties, etc. Sober, reliable and congenial. Lowball material, script faces, bits, etc. House car and sedan. Want a steady job tent, dramatic or med show. Must be sure salary. If you think \$35.00 is too much, make us an offer. At liberty after March 15. Might consider percentage with a reasonable guarantee or good concession as part Explain your proposition in first letter. Address JOHN ALLEN, care of Vaudeville Show, Boling, Wharton County, Tex.

AT LIBERTY—Voc-ell artists. Dancing Trio, nicely costumed, two girls, very attractive, one being Singing, Comedy Sketches, etc. A real added attraction for your club or ballroom. Write now for dates, etc. BOX C-354, Billboard, Cincinnati, O.

AT LIBERTY—Versatile Team. Experienced all lines. Youth, appearance, wardrobe, photos, car. Man: Featured Singer, range, quality, m. c., light comedy, straight, hot Piano, dance with partner. Girl: Dancer, Tap, occur, fast, hard, harmon. Singing with partner. Guitar or Piano accompaniment. Wish early connection for summer season; resort, hotel, cafe, stock, road. Will exchange references. Only reliable considered. BOX C-353, Billboard, Cincinnati. mh23

FIRST-CLASS TEAM—Lady, 27, small parts, specialties, real singer. Wit, no, appearance. Man, Pianist, read, transpo. No specialties. State all. YALIE, The Billboard, Cincinnati.

RENA GARBO'S SINGLE ACT—Hula and Acrobatic Team. Wire or write MRS. ROOKIE HOLCHER, Manager, 1426 Euterpe St., New Orleans, La.

Reolor & Doreen (Paradise) New York. Redding, Earl (Valencia) Jamaica, N. Y. Reynolds & White (Ritz) Elizabeth, N. J. Roberts, "White" (Coxo-P) Philadelphia. Rhythm Redheads (State-Lake) Chicago. Rich, Larry (Shubert) Cincinnati. Rimacs, The (Oriental) Chicago. Rio, Eddie (Oriental) Chicago. Ripa, Bob (RKO Pal.) Rochester, N. Y. Roberts, "White" (Valencia) Jamaica, N. Y. Ronney, Pat, & Pat Rooney III (Valencia) Jamaica, N. Y. Rose, Mel & Bonnie (State-Lake) Chicago. Roth & Shay (Hansa) Hamburg, Germany. March 1-31. Roxy Rhythm Orch. (Rox) New York. Royal Utenos (Earle) Washington. Rudie, Ruth (Capitol) Trenton, N. J., 11-13. Russ & Jerry Trio: Falls City, Neb., 14; Lincoln 15-17; Creston, Ia., 18; Ottumwa 19-21.

S Samuel's, Al, Revue (Loew's Orph.) Boston. Sarnburn, Fred (State) New York. Saxon Sisters (Buffalo) Buffalo. Seed, Dave, & Co. (Tower) Kansas City. Senna & Dean (Pal.) Minneapolis. Shaver, Buster, & Co. (Albee) Brooklyn. Shayne, Al (State) New York. Shultz, Ethel (Pal.) Cleveland. Skelly, Monica & Ann (Orph.) New York. Smith, Bert, Show (Globe) Bridgeport, Conn. Stone & Lee (Gates Ave.) Brooklyn. Stoppagale, Col. & Budd (Rox) New York. Switzer, Theres (Chicago) Chicago. Stephanie, Marion (Colonial) Dayton, O. Sykes, Harry (Imperial) Augusta, Ga.; (Carolina) Florence, S. C., 13-19; (Carolina) Fayetteville, N. C., 20; (Rollins) Burlington 21. St. Claire & O'Day (Strand) York, Pa. St. Onge, Joe, & Co. (Golden Gate) San Francisco.

T Taft, Ted & Mary (State-Lake) Chicago. Tapps, George (Earle) Philadelphia. Taylor & Moore: Playayne, Miss. Thurston (Taft) Cincinnati. Timberg's (Valencia) Jamaica, N. Y. Tranger, Don, & Orch. (Carman) Philadelphia 15-21. Trial of the Century (Valencia) Jamaica, N. Y.

V Vitaphone Girls (Earle) Philadelphia. Vogtes of 1935 (Plymouth) Worcester, Mass. Weaver Bros. & Elvry (Fox) Detroit. White, Thelma (Colonial) Dayton, O. Willis & Davis (Oriental) Chicago.

W Williams, Herb (Paradise) New York. Wilson, Keppel & Betty (A. B. G.) Paris March 1-31.

Y Yacopolis, Great (Albee) Brooklyn. Z Zelaya (Albee) Brooklyn.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Parsons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address Insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS b—ballroom, c—cafe, cb—cabaret, cc—country club, h—hotel, n—night club, ro—roadhouse, re—restaurant, and t—theater.

FEATURE ARTICLES Dated APRIL 13 NEARLY 100,000 COPIES RADIO: "Broadcasting in the Summertime" By Roy C. Witmer VAUDEVILLE: "Vaudeville: Yesterday, Today and Tomorrow" By George A. Godfrey LEGITIMATE: "Economic Problems of the Actor" By George Heller MOTION PICTURES: "Highlights in Film Censorship" By H. F. Reeves WALKATHON: "Prosperity and the N. E. A. A." By George W. Pugh CIRCUS: "Abraham Lincoln and Tom Thumb" By R. Gerald McMurtry FAIRS: "Old and New Methods of Operating Concessions at York" By Herby D. Smyser PARKS: "Illuminating the Amusement Park" By Al Boheman CARNIVAL: "My Idea of How to Put the Carnival on a Higher Plane" By Ben Krause PIPES: "Ann St., N. Y. C., Grade of Pitchdom" By Herb Charles Lomas COIN MACHINE: "Sportland Management" By S. L. Franks "Newspaper Publicity," by W. W. Hurd ALSO 1935 FAIR DATES SPRING SPECIAL!

(Week of March 11) A Aaronson, Irving: (Paradise) New York, ch. Agans, John Q.: (Rendezvous Gardens) Dayton, O., re. Amock, Jack: (Open Door Cafe) Philadelphia, re. (See ROUTES on page 58)

FANS TO CONVENENE MAY 9-10

Will Gather In Cincinnati

Meeting to be held during
appearance of the Cole
Bros.-Clyde Beatty Show

ROCHESTER, Ind., March 9.—The Cole Bros.-Clyde Beatty Circus will be hosts to the Circus Fans' Association at its annual convention to be held in Cincinnati May 9-10.

President Frank H. Hartless of the CFA in announcing the selection of the Cole Show as the tented organization about which the annual gathering will be held, stated that the members of the CFA almost universally have requested it, due particularly to their desire to see the new show.

Managers Adkins and Terrell were greatly pleased with the announcement that their circus has been selected and they stated it was planned by them to give the fans a welcome and entertainment that will be long remembered.

Hartless stated that on account of the accessibility of the Queen City he was confident the convention from an attendance viewpoint will be the greatest yet given. In addition to the delegates attending the show at the different performances, they will also have an opportunity to see and study at close range the plant of *The Billboard*.

Following its Chicago engagement the show will open its canvas season at Rochester on May 6.

"Serenade of Spain" Title of Cole Spec

ROCHESTER, Ind., March 9.—A big spectacle, the *Serenade of Spain*, will serve as a prelude to this season's Cole Bros.-Clyde Beatty Circus. The theme was composed by Rex de Rosselli.

Victor Robbins has composed the music. The wardrobe was designed by Rosselli and has been made by New York costumers and in local wardrobe shops of the show. The newest in the way of startling lighting effects will be utilized.

Messrs. Adkins and Terrell announce that with several exceptions they have completed their big show program. It is planned to move the train in two sections. From the paint shops wagons, cages and other vehicular appurtenances are coming out daily.

Frank Ketrov and daughter, of Kay Bros. Circus, and Cecil LaBelle and wife, Virginia, were recent visitors. They were guests of Frank Orman.

Ellis Signs With Ingalls

KALAMAZOO, Mich., March 9.—John Ellis, who has a wealth of experience both ahead and back with shows of all kinds, has signed with Clyde Ingalls to handle tickets and make openings on the side show of the Ringling-Barnum Circus. This winter Ellis has been booking and managing Walter Z. Harris, magician, and, considering the times, he says business has been very good.

Shrine Show at Pittsburgh

PITTSBURGH, March 9.—The annual Shrine Circus will be held as usual, T. Ralph Barr, potentate, announced. Three performances will be given daily at Syria Mosque from April 29 to May 4. James N. McGrath Jr. is chairman of the general committee.

Morton Scores in Atlanta

ATLANTA, March 9.—Bob Morton's Circus, auspices of Shrine, went over big here this week. Thirty thousand tickets were sold in advance. Business was capacity Wednesday and Thursday. The program included the Dutton Circus unit, Christy Bros.' animals, Mickey King, Ernie White, Edythe Steglist company, the Silverlakes and Harry LaPearl.



MIACHUA, Brazilian wire walker, who has been scoring at indoor circus dates.

Isley Framing 15-Truck Show

TULSA, Okla., March 9.—Barker Bros.' Circus, owned by P. R. Isley, is being organized here. It will be transported on approximately 15 trucks, and management will give a parade. Cleve Pullen, manager, has a crew building semi-trailers, seats, etc., and Billie Patterson and crew are painting trucks and miniature cages. Using plenty of gold leaf.

Capt. Everson is training dogs and monkeys. Fred K. Leonard is working on a Liberty, pony and menage numbers. He will feature the blindfold horse. Mrs. Leonard is still in St. Johns Hospital but is on road to recovery. She suffered severe burns when her clothing caught fire from a gas stove December 6. Mr. Isley and family attended the Mardi Gras in New Orleans.

CHARLIE O'BRIEN has signed with William Newton's Show as contracting agent.

Great Activity at Quarters Of Hagenbeck-4-Paw-Sells Show

PERU, Ind., March 9.—Entire third floor of Wabash Valley Trust Company wardrobe department is piled high with beautiful creations for the Hagenbeck-4-Paw-Sells Show. New spec., ballet and menagerie trappings outdo any former efforts by H-W. Department is in charge of Mrs. Alma Stevens, assisted by Mrs. Jack Biggars, Eda Stewart, Minnie Eckerly, Mary Hebbe, Grace Douglas, Matilda Geberin, Marjorie Williams, Maude Lehman and Stella Geberin.

Dan Fast, chief electrician, had all appliances on back lot getting thoro overhauling past week. New sound equipment will be placed in center of big top. Dan is assisted by Carl Collins, Al Williams, Benny Wallace and W. M. (Heavy) Malone.

Clarence Young is in charge of hay animals in hippo barn. Jiggs, black panther, is off training in Helliot mixed group. Stated arrival of cubs caused canvas to be placed around cage.

Bessie Heisser, Evalyn Cook, Pauline Sylvester and Erna Rudynoff are working menage and high-school equines. Miss Rudynoff is breaking new routine, using two great Dane dogs in doing a Christiana dual mount to speeding horse. Rudy Rudynoff, assisted by Jack Joyce and Gordon Orton, has horses in mid-season form. Virgil, trick mule, is being replaced due to old age by Ajax.

King Baile, side-show manager of Sells-Sterling, renewed acquaintances with Mr. and Mrs. Anthony (Scotty) Dunn. He left for Sells quarters.

Tom Smith and Leon Metzger will be in Arthur De Ford's department. Harry Gates, Circus Fan, was recent guest of

Novel Opening For Engesser

Schell Show starts at
Houston under church aus-
pices—4-day engagement

HOUSTON, March 9.—George E. Engesser opened his Schell Bros.' Circus under church auspices here March 1. For the first time in this vicinity and probably in this country circus posters were seen in the windows of a church house. Show appeared there four days under auspices of Men's Department of St. Andrew's Episcopal Church, Rev. A. E. Airey pastor. Reverend Airey is also National Chaplain of the CFA.

A pleasing, well-balanced program is under direction of Mott Lunich. Presented in three rings, program opened with tournament, followed by riding monks, dogs and ponies, swinging ladders, performing goats; the Moons. (See *NOVEL OPENING* on page 41)

French Show Under Canvas

PARIS, March 4.—The Cirque Amar Freres, which has been playing in Paris all winter, has left for Bordeaux, where it will play under canvas during duration of the Bordeaux Fair. After Bordeaux date the circus will tour the central part of France. Williams, colored lion tamer, was seriously clawed by one of his animals on February 19.

The Bouglionne Brothers, operators of Cirque d'Hiver, in Paris, are also preparing for an early start on road with their motorized tent circus but will continue to operate the Cirque d'Hiver until end of winter season.

Brooks' Third With Seal

KANSAS CITY, Mo., March 9.—C. S. Brooks announced that he and his band have contracted for another season with Seal Bros. Circus, making third consecutive season with show. Band is active in and around Kansas City.

Frank Cook and Ira Watts. Mr. and Mrs. Roy De Lano were here several days, guests of Frank Seibert, privilege car man and owner and emcee Showboat Circus Club. Seibert is working circus musicians and vaude entertainers nightly. Also renewing acquaintances were Teddy Webb and Ernie Tucker, concession men. Were en route to West Coast.

Mart Goodwin, scenic artist for many years on H-W, stopped here. Left for Rochester, Ind., and said to be contracted with Cole Bros. Harry Miller is working at circus railway shops.

Adam Fisher, usher, has arrived and is busy at farm. Others here are Charles Lee and Charles McCurdy, tractor assistant. Cheerful Gardner has a sedan. Has had 35 bulls working out daily in open. Will have some new routines. Is assisted by Lou Clayton, Hurley Woodson, Nick De'Ambrosio, Cliff Forshee, Freddy Wells and J. P. Riley.

Superintendent Jack Biggars has five Pullmans in car shop to complete. Carpenters are relaying all flats with new flooring. Advance Car No. 1, turned out past week, is a work of art. Body is dark blue, with gold stenciling. Car has all facilities of big city repertorial office with private rooms for each member of advance press staff.

William McHintosh, New York magazine and feature writer, was here guest of farm officials. Seventy-five newspaper editors of State and 250 members of Rotary International were at quarters March 6. There were practice sessions in all departments, with four wild animal acts put on by Bert Nelson and John Helliot.

Ark. Tax Levy Proposed

An article in the carnival section of this issue gives some details of a proposed tax levy against shows and other amusements that has been introduced in the House of the Arkansas Legislature. Circuses and other shows are being urged to counteract passage of the bill.

New Trucks For Downie

MACON, Ga., March 9.—Top speed is the watchword at the Downie quarters. New trucks are being turned out at the rate of two per week, the latest being two for the advance. A large camel truck is nearing completion and when finished will be the "last word" in circus equipment.

Howard Ingram, former trainmaster Sparks Circus, will be in city for next few weeks with the Alvis Walkathon, of which he is general superintendent. Tent is pitched in Central City Park, and Downie Bros.' superintendent of canvas had charge of erection of tent.

Rodney Harris, Downie bandmaster, writes from his home in Longwood, Fla., that he lost several hundred citrus trees in the recent freeze. Joe Gilligan and wife are visiting the Harries, en route back to Macon from their Florida fishing trip.

Soldier Lonsdorf handled riggings for the Bob Morton Circus in Atlanta.

Joe Gilligan's ambition has finally been realized. After fishing all winter

(See *NEW TRUCKS* on page 41)

Cleveland Grotto Turns Them Away on Last Day

CLEVELAND, March 9.—Many people were turned away despite fact that the Grotto Circus was held over for an additional day last Sunday at the Public Auditorium here. The entire house for both performances was turned over to general admissions only.

Grotto executives Monarch Charley Johnson and Managing Director William C. Schmidt have informed *The Billboard* representative that the 1936 Grotto Circus will be booked for three weeks instead of the usual two-week period. Official tabulation of revenue and attendance figures have not been completed at this writing, but Grotto officials have estimated that \$30,000 will be added to their welfare fund, and the attendance total will reach approximately 257,000 for a new record.

Otto Griebling presented Mr. Schmidt with a beautiful lamp shade bearing the autographs of performers playing the date.

Picchiani troupe, which will play date at Omaha, Neb., for Rink Wright, will have two more indoor circus dates.

Advance of Seal Bros.

FREDONIA, Kan., March 9.—W. F. (Bill) Wilcox will again be general agent of Seal Bros. Circus, his fourth season with show. George L. Barton will be brigade manager; Al Massey, boss lithographer; Fred (Dutch) Loeber in charge of country billing, with Harry Allen as assistant. Manager Bud Anderson has purchased two new trucks for advance and one will be held over from last season. A special line of paper is being made, and very little, if any, stock paper will be used. Mrs. Jackie Wilcox will again handle press ahead. Show will open at quarters here early in April.

Attention, Dave Morrison!

NEW YORK, March 9.—Mrs. Agnes Harrison, who is ill at her home, 155 South 11th street, Newark, N. J., requests that her son, Dave, also known as Morrison, get in touch with her. Mrs. Harrison says that her son was connected with the Ringling-Barnum Circus.

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 **With the Circus Fans**
 By THE RINGMASTER

CFA.
 President, FRANK H. HARTLESS, 2930 West Lake Street, Chicago, Ill.
 Secretary, W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
 (Conducted by JOHN SHEPARD, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

The Salvation Army War Cry of February 23, published in Atlanta, Ga., contains a photo reproduction of the Advisory Board of the Salvation Army in Beaumont, Tex. In center of picture is a prominent CFA, Sam S. Solinski.

Harry Baugh, CFA in charge of Hotel Cumberland Circus Room, New York, reports following visitors: Gertrude Praster, R. J. Vanderbeek, Doc Crawford, Mr. and Mrs. J. A. Schuerman, "Doc" Cann, Charles A. Davitt, Vern Reaver, Mr. and Mrs. George P. Dorsey, Peter F. Dorsey, A. L. Petry, "Ted" Webb, W. H. Niering, Hal Bogue, H. W. Schofield, Abe Adelman, Billy Walsh, Val Blair. Ed Kelly recently presented Baugh with two old-time circus pictures. Melvin D. Hildreth was a visitor on February 28.

Phyllis Werling, CFA of Passaic, N. J., has been in Miami, Fla., recently.

Andy K. Coffman, CFA of Hagerstown, Md., was recently appointed to the State Board of Undertakers by the new Republican Governor of that State, Harry W. Nice.

John Tetlow, CFA of Peoria, Ill., paid a visit to Fred Schlotzhauer at Oquawka, Ill., recently. John ran thru a stoplight in Fred's town and was arrested. He says that Fred kept him out of the "penitentiary."

The following members of the CFA were in attendance at the performance and dinner given by Showmen's League of America at College Inn, Hotel Sherman, Chicago, evening of March 4: President Frank H. Hartless; chairman of local tent, William S. Sneed; Harry Canceled, Morris I. Kaplan, Gene Whitmore, Burtis L. Wilson and John R. Shepard. Other friends of the CFA at the affair were Clint Finney, Arthur Hopper, Eddie Bitters, Mrs. Frank H. Hartless, Mr. and Mrs. Robert Hartless, Mrs. Morris I. Kaplan and Nat Green.

Newton Shaping Honest Bill Show for Raymond, Ga., Bow

NEW YORK, March 9.—William Newton, manager of Honest Bill Circus and Rex Cole Wild West, is figuring on opening in Raymond (Ga.) winter quarters during the week of March 18, according to Harry M. Strouse, here on business, who is going out as banner man with show.
 Cly Newton will have the kid show.

Wirth Has Many Contracts

NEW YORK, March 9.—Frank Wirth, who returned here this week from a Western trip, states that he will have the best season in 1935 in years and that up to date he has contracts for 17 cities and still further dates are in the making. His season will open week of April 1 in Hartford, Conn., for the Shrine, with Waterbury, Conn., to follow week of April 22. Other dates will keep him busy till well into the fall, with repeat dates at Norwich, Conn., and Pittsfield, Mass., under Grotto auspices in September.

Peru Pickups

PERU, Ind., March 9.—Fred and Irene Ledgett, moving in housecar, left for two weeks' stay at Rockford, Ill., and then go to Russell Bros.' quarters.
 Mrs. Fred Young is convalescing from major operation. Stated with ultimate recovery troupe will work fairs and parks.
 Lyman Keyes, former head United Indoor Circuses, is wintering here.
 Benchy Hand and wife arrived from New York City. While here purchased housecar and left for Downie Bros.' quarters, where Hand will handle pasteboards and Mrs. Hand will work Annex.
 Mr. and Mrs. Harry La Pearl and Shorty Syddell stopped here for several days.
 Info here states Allen and Emma King, lions, Lincoln Park, Chicago, gave birth to quadruplets. Cats were worked by A'Len King and named after trainer and wife.
 Mrs. Ernie Sylvester will again do aerials and menage on Hagenbeck Show.

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Cole To Present Show At Chicago Hospital

ROCHESTER, Ind., March 9.—The Cole Bros.-Clyde Beatty Circus has been selected by Medinah Shrine Temple, of Chicago, to stage its annual performance for the patients at Crippled Children's Hospital and children of its members morning of April 27. It will be given in the Coliseum while the show is playing there.

In seeking the special Shrine performance, which is an outright buy, there was a friendly rivalry between the interests representing the circus at the Coliseum and the Stadium show (Hagenbeck). Imperial Potentate Harry J. Gardner and Past Potentate "Sport" Herman made the selection. Representing the Cole show at Shrine luncheon at Palmer House, where contract was awarded, were Zack Terrell, Jess Adkins and Floyd King, of the Cole show, and Dan DeBaugh, of the Stadium show.

Don Moore With Delmore

ST. LOUIS, March 9.—Don Moore will be with Lou Delmore on the Cole-Beatty Circus, and his wife, Ada Mae, will present her snake act. Moore has been here at the midwinter indoor circus. He expects to leave soon with concessions for Sikeston, Mo., for an indoor fair, then go to Chicago to join his wife for the circus season.

Atterbury Engagements

DAKOTA CITY, Neb., March 9.—Among those engaged for the Atterbury Bros.' Three-Ring Circus, which opens in Eastern Iowa April 27, are Mr. and Mrs. Fred Hatfield, six animal acts; Obert Miller and wife and H. Bray and wife, both six animal acts; Charles Dryden, foot juggler; Mahan Troupe, serialists; Babe Woodcock, elephant act; S. Aumann, clown cop; Carl Bohnhoff, electrician and superintendent; William Lorch, boss canvasman; Curly Prickett and wife, in charge dining tent; Al Clarkson, special agent ahead; W. A. Allen, in charge lithographers and billposters.

Cody Stages Police Shows

CHICAGO, March 9.—Joe Cody has become quite a police show impresario this winter, having staged a number of police benefits in towns adjacent to Chicago. Cody has had shows at Maywood, Brookfield and Elmwood Park in the last few weeks, and has several others to follow. Has used mostly circus-type acts.

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Under the Marquee

By CIRCUS SOLLY

PHILIP DOTO will again be with Sells-Sterling band, playing first trumpet.

LOU WALTON will be with the Cole-Beatty Circus.

MURAT TEMPLE (Shriners), Indianapolis, Ind., will sponsor the appearance of the Cole-Beatty Circus on May 7-8.

A PERMIT has been granted to Ringling-Barnum to play Trenton, N. J., June 3.

FRED ASHLEY and Jerry Harrington have opened a tavern on Flagler street, Miami, Fla.

OTHO RAGLAND will handle M. L. Baker's pit show on the Milliken Circus. Baker is building a house-car trailer.

B. D. LINDLEY, of Terre Haute, Ind., recently visited quarters of Ringling-Barnum.

ARTHUR LAKE is asked to get in touch with his folks at Jackson, Mich., as his mother died there March 4.

JACK HARRIS, clown policeman, who is in produce business at Terre Haute, Ind., says that he will not be with a show this season.

J. H. (DOC) OYLER, side-show manager of Russell Bros.' Circus, left his home at Duncannon, Pa. for quarters of show at Rolla, Mo.

DOC BAKER advises that Downie Bros.' Show is breaking some new horse and pony acts, and that Corlas and Howser are training stock.

CASH AND CARRY postcard that they will again be with the Hagenbeck Show. Are now with Joe Marcan's *Surprise Party* stage unit.

EDDIE WOECKENER, band leader with

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MOTORIZED

CHARLES GOSS,
With Standard Chevrolet Co., East St. Louis, Ill.

the Hagenbeck Show, was in Chicago for a day last week on business connected with the show.

MRS. SAM B. DILL, who has been spending a few days in Ohio, has returned to Bloomington, Ind.

JULIUS MEREDITH, of Shamokin, Pa., who had been with the Barnum & Bailey Circus, recently observed his 100th birthday anniversary.

TIGRIS TEMPLE (Shriners), Syracuse, N. Y., which has run indoor circuses for many years, has a show lot a quarter of a mile from heart of city.

P. C. FRANKLIN, former rep agent, recently was in Kansas City in the interest of P. E. Isely, who is organizing a three-ring circus to open in May. Isely is a theater owner in Tulsa, Okla.

M. JACKIE MILLER recently visited quarters of Sells-Sterling Circus at Mt. Vernon, Mo. Says show will open there April 4. Miller, with side show, will join a show in the South.

THREE representatives of the Ford Motor Company, of Detroit, were recently at quarters of the Cole-Beatty Circus completing arrangements for a display which will be given in connection with the show this summer.

HARRY STROIT, old-time performer, who has been out of the business since 1919, is located at 19 Lake street, Owego, N. Y. He would appreciate letters from trouper, especially those who were with him on Frank A. Robbins Circus in 1914.

JACK AUSLET, of the amusement department of the Great Lakes Litho. and Printing Company, advises that he has obtained the contract to furnish posters and dates for the Lewis Bros.' Circus and two other shows.

A MEETING of the directors of Standard Oil Company of Indiana to again consider putting out a show was scheduled a few days ago but the entire proposition is understood now to be cold as far as this year is concerned.

CORINNE HODGINI DEARO played four weeks of Shrine dates for Orrin Dayvort in Detroit and Cleveland, then went to Chicago with her husband, Bert Dearo, to play a date. Will be with Russell Bros.' Circus this season.

RAYMOND MELZORA, flying trapeze clown, who was injured a year ago in an accident, is working with an artificial limb and doing his original falls and bumps and flying with the Melzoras, who are playing Florida fairs.

RUBE CURTIS is still in New Orleans, working the streets, clowning for Loew State and suburban houses. Leonard Danenhauer has joined him and they will leave March 15 for San Diego, Calif., where they are booked for the exposition for the summer.

JOHNNY JUDGE and Reno McCree are working at C. C. Murphy's Furniture Store, Sarasota, Fla., and playing dates whenever possible. Will be at American Legion Society Circus, Sarasota, March 13-14, having played this date for last four years.

MR. AND MRS. JOHN A. STOVER were at Grotto Circus, Cleveland, March 2 and visited friends. Stover will not troupe this year. He was last with Walter L. Main Circus in 1933. He is with Goodyear Zeppelin Corporation, Akron, O.

COLE-BEATTY SHOW, which appeared at Columbus, O., week of March 4, made a fast run to Omaha, Neb., and opened there night of March 11 for week's engagement. Arrangements were made with railroad officials to run the circus train as a special.

HOUSTON PICKUPS — Tom Everett has been down in the valley on a hunting trip. Dr. George D. Mackay, assistant to George Engesser on Schell Bros.' Circus, is still confined to a local hospital. D. H. (Whitey) Rodenberg infers that he will have banners on Barney Bros.' Show.

MR. AND MRS. I. J. WATKINS will be with Russell Bros.' Circus. Will leave Orlando, Fla., for Rolla, Mo., last of month with truck, chimps, dogs, baboons, monkeys and goats. Will work in big show and handle concert. They were at the Orlando Fair with animal acts.

CHARLES SIEGRIST, veteran aerialist, was the subject of a syndicated feature article, which appeared in the leading newspapers of the nation, titled *Circus Folks Never Get Old*, written by A. Morton Smith. The article, profusely illustrated with some good action shots of Siegrist, told of his remarkable comeback after having been informed by physicians that he would never perform again after the fall several years ago in Madison Square Garden, New York, while playing an engagement with Ringling-Barnum Circus.

LUKE SWANK, circus photographer, residing in Pittsburgh, was the subject of a three-column story in *The Pittsburgh Press* March 1. Of the pictures used, in one he himself is seen with his son, Harry, and in another one of his typical circus photographs is reproduced. His son is joining a circus this year.

MRS. SAM B. DILL advises that the late Sam B. Dill was not buried in Ketcham Cemetery, Bloomington, Ind., as stated in a recent issue, but that the body was placed in a crypt in the mausoleum and anyone wishing to visit same may obtain the key at the Louben (Ben Beovitz).

JACK McFARLAND, who again will be with Sells-Sterling Circus, has booked Waxo, mechanical man, for Auto and Food Show and Ozark Exposition, Springfield, Mo., April 8-13, sponsored by *Springfield Leader and Press*. Following this engagement, Waxo will go to San Diego, Calif., and McFarland to Mt. Vernon, Mo.

JEAN KATHRYN WARNER, secretary of Polack Bros.' Circus, is at Mayo Bros.' Clinic, Worrall Annex, Rochester, Minn. Eight weeks ago she had a fall and bruised her right leg. It has been giving her considerable trouble. Miss Warner says: "After observation and consultation five doctors said it was a hospital case. Am coming along fine."

CAPT. LOUIS VAN DYCKE, former animal trainer, who was with Barnum & Bailey, Santos & Artigas and many other circuses and in vaudeville, is ill at 212 East 23rd street, Room 14, New York City. He would appreciate hearing from old trouper friends. Van Dycke has a 44-year collection of animal pictures.

HARRY MACK, who will be back with Downie Bros.' Circus, is at present interested in Plaza Hotel, Augusta, Ga. There are a number of trouper there, including Walter D. Nealand, Elmer Perdue and wife, Mr. and Mrs. Phil O'Neil; Harry Small and wife, of Small-Bullock Shows; Henry J. Zeidman and E. C. Rhodes, who is getting his material in order. Slim Harris recently passed thru Augusta, going to Florida.

Here and There

WASHINGTON, March 9.—Jethro Almond, owner of Almond Circus, is busy at quarters in Albemarle, N. C., getting things in shape.

B. F. Von Pilski is with advance department of Tom Mix Circus.

Vance Kinter is at his home in Harrisburg, Pa.

Mrs. Lucille Rogers, wife of Brownie Rogers, assistant manager of Mighty Haag Circus, who has been visiting her parents here, has left for Marianna, Fla., to join her husband.

Col. Jack Beck, U. S. Deputy Marshal; Harry A. Allen, Circus Fan, and the writer were visitors at National Zoological Park recently and were entertained by Dr. William M. Mann, director, and William Blackburne, superintendent.

Ed Little, for years with circuses and carnivals, is with Loew's Fox Theater here.

Pop Wilson, for years boss canvasman with Hunt Circus, is still employed at Evans Building here, headquarters for circus folk and circus fans.

Ernest Capon is still with the Lorraine Wallace Lion act.

Warner Beckley and wife are spending the winter at their home in Fredericksburg, O.

Richard G. Paine, Circus Fan, recently celebrated his birthday anniversary at his home near here with a dinner for his friends. The writer was one of the guests.

REX M. INGHAM.

Acts at Houston Show

HOUSTON, March 9.—W. L. Cheney produced the grand-stand acts for the Houston Fat Stock Show. Show had a 50-cent gate, 50-cent reserve seat and

Fireside Ballyhoo

NEW YORK, March 9.—The radio is doing much to keep the circus business in the public mind during the off-season periods. Altho no survey has been made on the subject, there are half a dozen circus programs in the East alone. They vary from the animal approach to the straight circus adventure stories. Altho some of the other sketches have been described as far-fetched insofar as accuracy is concerned, most of them manage to work up the proper atmosphere. They are intended for kids in the main and from that point of view are quite successful.

Johnny Grady, clown of the Ringling-Barnum Show, has been directing a children's program over WMEX, near Boston, since the first of the year. He has two 15-minute periods a week, on Tuesdays at 6 p.m. and on Fridays at 5:45 p.m. It's called "Circus Days" and is tied in with Johnny Grady's Big Top Club. Grady mentions the Big Show frequently in his wild animal talks.

A popular broadcast is Joe Cook's "Circus Nights in Silvertown" on Friday nights over WJZ. On Saturdays at 2:30 p.m. over the Columbia network there's "Mickey of the Circus."

\$1.50 box-seat charge. Program was under direction of Frank J. Walter Jr. Music furnished first half by the FFA 90-piece band and second half by the Alessandro 50-piece band.

Colonel Walters was equestrian director. Program: Capt. Burk Briggs' canine revue; Leola Thompson, aerialist; clowns, Rube Egan, producer; Walters' manage horses; Madam Briggs presented Black Diamond, educated horse; wire act, Miss Lee; clowns; Rube Egan, rope spinner; Mme. Walters' black and white Liberty horses; Cherokee, hind-leg horse; Dave Behee, performing blindfolded on an 80-foot wire 40 feet above the ground without a net.

Old-Time Showmen

By CHARLES BERNARD

The average reader of today's copy of *The Billboard* is so thoroly educated to the motor method of transportation that the horse and wagon is an unusual sight. This number of "Old-Time Showmen" proposes to give you a mental vision of a circus reality of 34 years ago. "Sun Bros.' World's Progressive Shows" at the beginning of the year 1901 made their announcement by conspicuous display ads in leading amusement publications that their 10th annual tour would begin early in April at Norfolk, Va. Their advertisement was headed "The One Real Wagon Show of the World." The grandfathers of this motorized generation can remember and give a lucid description of a "Real Wagon Show."

Sun Bros.' World's Progressive Shows had ended their 1900 season at Lawrenceville, Va., on November 24, had opened at Raleigh, N. C., on April 5, had exhibited in over 200 towns, in eight different States, and to patronage that was highly satisfactory financially to the management and equally so to their patrons as clean and pleasing entertainment. It was what the name implied, strictly an old-time wagon show, all equipment loaded and transported on horse-drawn wagons. The owners were George and Peter Sun; George as manager back with show and Peter as general agent, routing, directing operations of advertising crews and contracting agents. Conditions were so pleasing to all concerned that very few changes in the personnel occurred during the 1900 season. Heads of departments included O. R. Stener, treasurer; Otto Gleiser, superintendent of canvas; Harry Mc Bride, chandlers; Otto Muller, detective; Sam Morris, steward; Joseph Malone, blacksmith; Jim Thomas, animal man; John Reynolds, veterinarian; Jack Benson, boss propertyman. Jules Rhodes was leader of the orchestra and Prof. Chass director of the colored band. Jules Van was manager of museum and annex.

The circus program had Wiley Ferris as equestrian director, and the roster of performers included George Sun, Joe Hill and Commodore; Oscar Brewer and his troupe of cake walkers; Mlle. Trévanton, Arthur May, A. J. Wayne, The Hills, Leo Collins, Fred Tryon, Will H. Whiteside, J. S. Ashton, W. Miles, John Parker, Walter Brown, Dave Mitchell, Silas Johnson, Mastic Brown, Albert Jones, John Stewart, Will Gaddis, Barry Crowley, Will Crowley, Joe (See OLD-TIME SHOWMEN, page 54)



The Corral

By Rowdy Waddy

AMONG RODEO folk at San Antonio are Dick and Reine Shelton and their son, Tommy, also J. Nesblitt.

WHILE IN Cincinnati last week, en route to Wisconsin, Tex Sherman had a chat at the Corral desk about rodeos and many rodeo folks.

THE RESULTS of the Rodeo in connection with the Pat Stock Show at Fort Worth could not be received in time for this issue.

CALIFORNIA FRANK'S attractions are being prepared for the season in winter quarters at Darlington, S. C. Col. C. F. Hafey advises that they will play some still dates early in the season and then go into a circuit of fairs.

E. P. STAPLETON, of Stapleton Rodeo, New Berlin, Ill., plans running shows on 20 consecutive Sundays, starting in May this year. The opening will be his 131st show, all at one stand, and his eighth season. He still has most of the help that started with him.

REGINA, Sask.—A big black stallion, dubbed "King of the Range," leader of a band of wild horses, has been giving cowboys of the Wood Mountain section of Southern Saskatchewan lively chases. With about 25 companions he has evaded capture many months.

C. L. (JACK) RAUM, while motoring thru the Queen City (Cincinnati) last week, was a caller at *The Billboard*. Jack is looking forward to a very successful season for his California Jack's Wild West with an amusement organization during the summer and Raum's Horse Acts at fairs in the Central States.

THIS YEAR, with better times, there will be another big scramble for contestants and exhibition workers for the oodles of rodeos to be staged around the Fourth of July. There should be early (official) "calls." By the same token, committees in the various areas should co-operate toward non-conflicting dates, as nearly so as possible.

ACCORDING TO A REPORT, the following, among others, will be with Col. Tim McCoy in the Wild West contingent of the Ringling-Barnum Circus the coming season: Fred Burns (foreman), Tex Cooper, Steve Clemente; the Cosacks, Gabriel Soloduhin, Ludmilla Mishchenko, Trenty Golba, Andrew Gorboushin and Steve Bondareff; Australians Waites, Vern and Myrtle Goodrich, Chief Washington and wife, Alma Canestrelli, Dave Nimmo, Tommy Croffer and wife, Eleanor Hiechock.

A TROUPE of 12 cowboys and cowgirls and Indians and a troupe of motorcycle riders left Los Angeles on the S. S. Rio de Janeiro March 2 for Yokohama, Japan. Will appear in the Yokohama Exposition of Indians and Cowboys as a Wild West show March 26-May 27. Hugh Fowler is manager and Art Boda (the well-known trick rider), arena director. Trick riders and ropers, Frank Dean, Glenn Porter, Chet Howell. Girl riders, Bernice Hoppe and Hazel McCart. Indians in the troupe are Bobbie Dyer, Two Eagles, Bill Provost, Dick Masters and Charlie Harris.

HOLLYWOOD PICKUPS—The eighth annual Baker Ranch Rodeo will be staged in the Rose Bowl, Pasadena, late this month, according to announcement of Roy Baker and Bob Anderson. . . . Art Manning was arena director, Abe Lepton announcer and Montie Montana trick rider at the Circus and Rodeo staged at Palm Springs. . . . Hoot Gibson has just finished his first picture under the banner of First Division Pictures. . . . Minnie Chenette prefers home life in Burbank to Hollywood and has moved back to the growing city across Cahuenga Pass. . . . Henry Isabell, Frank Brown and George Huggins are now in San Francisco, where they all have jobs. . . . Bertha Blancett, after several years' residence at Burbank, has moved to Newhall. . . . Yakima Canutt and Bert Dillard, who are doing stunts with Monogram Pictures, have returned from a two weeks'

location trip with John Wayne to St. George, Utah. . . . Dan Dix has returned from Truckee, Calif., where he was on location with *Call of Wild* company. . . . Tommy Douglas and his mule, Bert Troub, George Williams and Walter Cameron are working in the same picture at RKO ranch. . . . The late Ralph Spence, rodeo contestant, of Victor Valley, fell from his range horse as it stumbled while he was searching for snowbound cattle in the Victorville Hills March 2. Three fellow riders found the body with the faithful horse standing beside it.

LAKESIDE, Calif. — Lakeside Rodeo Association and Scouts Pyramid No. 32, San Diego, recently staged a two-day rodeo here, the third semi-annual of Lakeside. There were large and enthusiastic audiences. Lakeside owns its own grounds and stock and is building up a fast and snappy show. Tom LaMadrid is manager; LaMadrid and A. P. Immen-schuh, arena directors; Walter Clapham, announcer; Juan Puentez, starter; Earl Fankhanel, clerk; George Sawday, Jeff Waters and Bert Moore, judges; Claud Kettle and W. Phillips, timers; Charley Brown clown with his trick mule. Trick roping, Sam Garrett; trick riding, Garrett, Paris Williams and Nick Nichols. Winners: First day, Bronk Riding—John Slater, Clay Carr, Leonard Ward; Steer Decorating, Leonard Ward (2.3), Holloway Grace (3), Clay Carr (4), Calf Roping, Carr (18.2), Ward (21), Holloway Grace and Hugh Strickland (21.1); Team Roping, Jess Byrd and Bert Dillard, Hugh Strickland and Clay Carr, Slim Mackey and Bill McFarland; Bull Riding, Leonard Ward, Fox O'Callahan, Canada Kid. Second day, Bronk Riding—Carr, Ward, Turk Greenough; Steer Decorating, Ward, Carr, Joe Edwards; Calf Roping, Grace (19.2), Bill McFarland (20), Strickland (20.1); Team Roping, Bill McFarland and Al Skelton, Strickland and Carr, Sagie Cornett and Lem Perkins; Bull riding, Fritz Truse, Bud Cook, Shorty Fitch; Wild Horse Race, Dave Fernandez, Alec Barron; Men's Relay Race, Eldridge Betts, Karl Hollingsworth, W. C. Warren; Finals, Bronk Riding—Carr, Ward, Pat Woods; Bull Riding, Shorty Fitch, Ward, Pat Woods; Calf Roping, Holloway Grace, Bill McFarland, Ward; Team Roping, Al Skelton and Bill McFarland, Carr and Strickland, Sagie Cornett and Lem Perkins; Steer Decorating, Ward, Carr, Edwards; Cowboy Pony, Betts, Lee Ferris, Ward.

White-Top Gossip

NEW YORK, March 9.—Ed McKnight, circus fan of Gardner, Mass., and who will have a tabloid show under canvas in New England this summer, has returned from a visit to Macon, Ga., and Downie Bros' Circus, which he states has a lot of new equipment, including two advance trucks and a new camel truck. Jean Belasco goes with show as story man ahead, and F. P. Bowman will be the new local contractor. George



Circus Saints and Sinners Club

For the Troupers—and a Home

The following is clipped from the March issue of *Motor Boating*: "At the monthly council meeting of the American Power Boat Association, held recently in New York City, Major-General J. Leslie Kincaid, lawyer, World War veteran and president of the American Hotels Corporation, was elected treasurer of the American Power Boat Association to fill the vacancy caused by the death of the late Capt. John Wasmaker." J. Leslie is an ardent CSSCAer.

Each member of the Dexter Fellows Tent, New York, will receive 50 copies of a "neighborhood" letter which Fellows is to send to his neighbors. The letter mentions the fact that each year everyone goes to a circus and asking the recipients to make their Circus Night April 11 because that is the night of the big benefit. Big things are expected from these letters as 10,000 of them will be put into circulation. We would like to urge every member of the CPA who is coming to New York City to see the Big Show some time during its stay here to make his visit, too, the night of April 11, for in that way every CPA member who loves the circus and those who make it

Kanneford, Rodney and Ella Harris and the Larkins, he says, will be back.

Circus fans of Paterson, N. J., recently sent to the hospital in Trenton, where Myron Orton is convalescing, flowers and expressions of sympathy.

Ray Swan will be with Russell Bros' Circus.

Harry Strauss, advertising banner man, will leave shortly for Raymond, Ga., to join the William Newton Honest Bill Circus.

"Doc" Crawford, former banner man, is spending the winter here and is a frequent visitor at the Cumberland.

John G. Sweeney, side-show orator and ticket seller, is spending the winter at Kingston, N. Y.

Margaret Thompson is breaking a big chimpanzee which she will have with the Russell Show.

Rex Cole is at Raymond, Ga., and will open with Honest Bill show. Jimmie Magee, ticket seller, will also be with the show and Jimmie Dugan, as assistant banner solicitor.

Roger Barnes will again be general agent of Beers-Barnes Circus.

R. F. McCracken will be with the Kay Bros' advance, working under Frank Kretow. "Bud" Robbins will leave his buddy, McCracken, shortly and will be on the advance of the Ringling Circus.

Pete Staunton will again be with Ringling-Barnum Circus Side Show.

James Beach will be general agent and Lester Buckley in charge of the advance with Famous Robbins Circus.

Captain Pfeifer, animal trainer, is working Bridgeport and other Connecticut cities with his animals on a truck advertising the new animal picture, *Sequoia*, which is being exhibited in the Leow houses.

"Deafey" Denman, of Bridgeport, Conn., expects to be on the road again this spring after being off road for several seasons. States that the old winter-quarters site of Barnum & Bailey Circus has been taken over by the city and will be used as an athletic field.

Tom Lynch is expected in Bridgeport shortly from Los Angeles and will make his future home in that city.

Jack Connors will be on advance of Famous Robbins Circus.

FLETCHER SMITH.

Miniature Circus Train

NEW YORK, March 9.—Harry Baugh, of the Circus Room at the Cumberland Hotel, has placed on exhibition a large photograph of the mechanical circus train that has just been completed after four and a-half years of leisure time by Bert Backstein, circus fan of Decatur, Ill. The train, which is lettered Ringling Bros. and Barnum & Bailey Circus, permission having been given by the circus for use of name, consists of a locomotive, seven flats loaded with 26 wagons, one coach and a caboose. The scale is one-half inch to the foot and the train is perfect to the last detail. The train will be sent to this city later on for exhibition here and will also be seen at the Illinois State Fair.

Paris Pickups

PARIS, March 4.—Flying Concellos have completed their return engagement at Cirque d'Hiver and are returning to America. Two good acts on new bill at Cirque d'Hiver are Lepomme, a young wire walker, and the Olympic Sisters, in contortionistic and plastic poses.

The Empire Music Hall features comedy acrobatic number of Miller and Wilson and Liberty horses of Jean Houcke. The Moulin Rouge offers the American foot juggler, James Evans, and the English clowns, the Jovers.

Albert Powell and Con Colleano have left for Germany to fill dates. Miss Tamara is at the Negresco in Nice—opens shortly at the Cirque d'Hiver in Paris. Manning and Class, American wire walkers, are at Thalia Theater in Elberfeld, Germany. Kanichka, the "Human Ostrich," opens at Cinema Royal in Amsterdam on March 15.

Jennier's Seal "Buddy" Dies

COMPTON, Calif., March 9.—Buddy, the wonderfully trained seal owned by Walter Jennier, died here at opening of the Tom Mix Circus and Wild West on Wednesday just before the parade. Buddy had been off feed for several days but death was not expected.

NOVEL OPENING

(Continued from page 38)

aerialists; performing horses and clown mule; Schell Brothers hind foot horses; clowns on track, Tony Prince producing; concert announcement, introducing Tommy Burns, former fight champion; aerialists, Miss Gee Gee, Vates Lola and Miss La Buis; pony drill; Schell Brothers' pachyderms; mixed group of animals, worked by Tess Tumble; high-wire goat, dog and monk; Schell Brothers' posing horses; Miss Gee Gee, cartwheels around track; joys in Funny Ford; the De Lamars, aerialists; Vates Lolo, aerialist, in feats of endurance; concert announcement, introducing LeBlanc, dare-devil; feature wire act, Manuel Misaub; Schell Brothers' dancing horses, ridden by Vates Lolo, Tess Tumble, Miss Gee Gee and Ollie Devere, and racing greyhounds.

Side Show, under management of Barney Unrath, includes a minstrel show, has four platforms and menage animals.

The staff: George E. Engesser, owner-manager; Mrs. Engesser, secretary-treasurer; George D. Mackay, assistant manager; Mott Lunich, equestrian director; Milton Herriott, lot superintendent; J. O. Brasher, master mechanic; S. Christenson, transportation manager; Frank Lease, superintendent lights; Ed Mastin, canvas; Bob Hoffman, menagerie and animals; Leon Casteel, props; I. Dietz, tickets; Curly Roberts, dining department; C. B. Crawford, concessions; O. M. Devere, 24-hour man and banners; Mrs. C. M. Devere, banners; Ernest Montague, bandmaster, and Clarence Hidy, utility.

In visitors' section were Mr. and Mrs. Roy Gray and members of Big State Shows; Mr. and Mrs. John Francis and members of Greater Exposition Shows; Hennies Brothers, their families and members of show; Mr. and Mrs. Frank J. Walter, Mr. and Mrs. Gil Johnson, Charles Lillenthal, George and Harold Christy, Tom Everett, Mr. and Mrs. B. C. McDonald and Jake McCorley.

NEW TRUCKS

(Continued from page 38)

In Florida waters he succeeded in landing a big red snapper, which he immediately sent to the Downie cookhouse. Of course, the more skeptical claim it was purchased by Joe.

The Mayme Butters wire act recently passed thru here en route to Los Angeles. Will join the Al G. Barnes Circus.

Irish Horan has been handling Ted Jennings' Band and has placed it at the Hotel Dempsey Tavern (night club) for a two-week engagement, with possibilities of an extension.

F. D. Gardner, back from Sarasota, reports much activity at the Big Show quarters.

William Hamilton and Bill Moore were recent visitors at Downie quarters, as was William Haworth, formerly of Haag Shows. Hamilton and Moore are on a motor tour and expect to visit Honest Bill Show at Raymond Ga., before returning north.

Clint Shuford has purchased a model silver dome trailer for use on the Downie show. It is 13 1/2 feet in length, 6 feet 4 inches in width, and has the latest equipment, including a kitchen, bath, running water, ice box, etc., reports Harry Mack.

The March Fall Guy was to be Admiral Stirling, but we just learned from Henry Havemeyer Jr. that "The Admiral has just decided to take a trip thru the Panama Canal, leaving about March 16, and so will not be able to be our Fall Guy."

F. P. PITZER, National Secretary.

A. C. MODELS STRUT

Preview Shows Beach Fashions

Lace suits and gay garb for Boardwalk cops donned for news cameramen

ATLANTIC CITY, March 9.—First annual preview of Atlantic City beach fashions, for newspaper men and news-reel cameramen only, was staged this week on top floor of the M. E. Blatt Company building, which was completely done over with miniature boardwalk, sand, beach chairs and ocean background.

Beauties in the latest suits approved by the mayor and police department, including the new uniforms suggested for Boardwalk and beach police, new life-guard uniforms and uniforms suggested for the beach department, strutted their stuff while cameras clicked.

Girls who took part were Ethel Farrell, Bunny Hanstein, Marion Markeka, Marion Richer, Muriel Lyons and Evelyn Garrett, and the officers were Sergeant William Beatty and Sergeant Samuel Barab. The South African police uniform suggested for the Boardwalk created a sensation. However, it has since been announced that the new Walk uniform, in accordance with plans to pep up the Walk for summer visitors, will be white flannel trousers, white shoes, blue coat and white cap.

Following the preview, during which the new lace bathing suits and the new South Seas models, which should keep the boys near the beaches this summer, were shown, the Ritz-Carlton Hotel was host to the assemblage of newsmen and newsreel men. Bob Oakley, of the 500 Club, emceed a lively show in the Merry-Go-Round Room.

Bridgeport Mayor Favors Operating Pleasure Beach

BRIDGEPORT, Conn., March 9.—Pleasure Beach Amusement Park here may be taken over by the city of Bridgeport this summer and operated under municipal direction, if Jasper McLevy, Socialist mayor, has his way.

The park, city-owned, is under lease to Pleasure Beach Park Company, with Lawrence Chrisman as general manager. The company, said to be operating at a loss, has paid no rent for two years. The mayor proposes that the city take over management of the park for use of the public, leasing dance hall and bathing concessions to highest bidders along with the other amusements, and he urged that as soon as money is available a large pier be built at end of the park, where excursion boats from New York City could make landings.

He also urged that part of the amusement equipment be put into first-class condition for free use by the public and that needed improvements be made gradually. He believes the spot can be operated at a profit. Officials will make an immediate investigation.

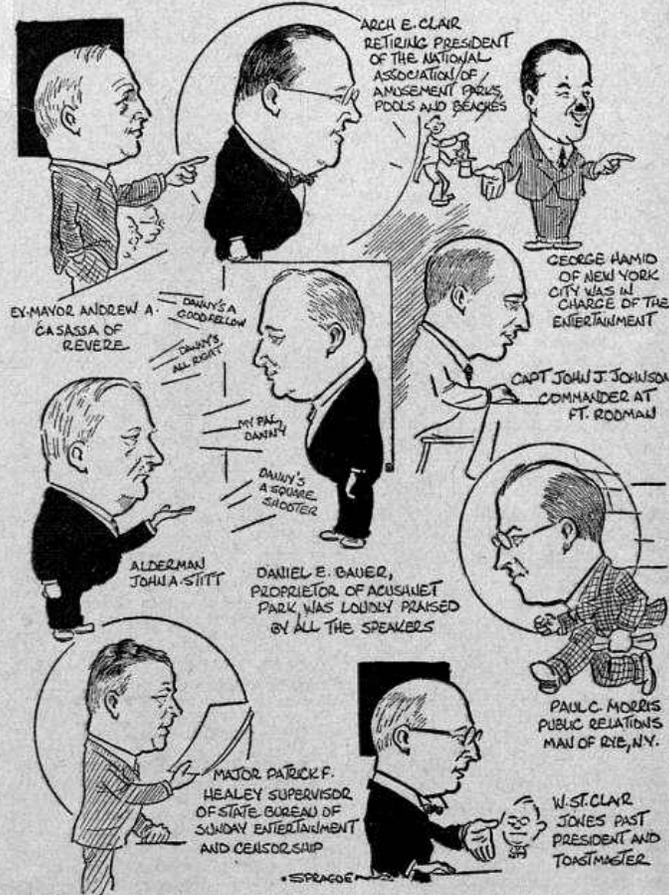
Trier Has New 5-Year Lease On Fort Wayne's Playground

FORT WAYNE, Ind., March 9.—George F. Trier will continue to operate Trier's Amusement Park in this city for the next five years under a new lease approved by the board of park commissioners. He first leased the spot, then Swinney Park, in 1920 under a 15-year contract, which carries a five-year renewal option. Consideration in the new lease was not revealed.

Mr. Trier will repaint and repair many of the buildings and rides this year. Last year he remodeled his pony track, making it a miniature of Hialeah Park track in Florida.

Many coin-operated amusement machines were added during the latter part of last season in his Arcade.

Notables Sketched at Annual Meet of New England Park Men



FROM THE STANDARD-TIMES, New Bedford, Mass., February 27. Artist Sprague did a good job on his visiting subjects. However, he labeled Arch Clair as president of the national parent body instead of as retiring prez of the New England Section of this organization.

Dog Racing--Its Effect On the Park-Resort Biz

A Symposium

The recent annual meeting of the New England Section of the NAAPPB in New Bedford, Mass., brought the dog-racing question to the fore as an industry which threatens to have an undesirable effect on the amusement park-resort business. In the following article The Billboard publishes the opinions of several people whose views were presented at the meeting thru communications requested by the Section. In an effort to give all sides of the picture The Billboard will publish the thoughts of accredited individuals who are in some way concerned with the subject. Address your communications to Dog Racing Survey, The Billboard, 1564 Broadway, New York City.

An examination of dog racing for profit shows that shore resort interests are more nearly concerned with this form of competition than any other field. A letter from T. L. Huselton, executive manager of the Atlantic City Chamber of Commerce, states the problem as follows:

"Atlantic City's experience with dog racing stirs up memories of a very difficult summer. Our Convention Hall, in which the races are held, is a municipal affair and, consequently, anything that is done in it in a promotional way immediately places it in competition with private business.

"There is no question that promiscuous distribution of free passes to the races last summer materially affected other amusement enterprises in the city. Our amusement men's complaint, however, was based solely on the distribution of free passes and we attempted to work out an arrangement whereby these passes would be discontinued and everyone who entered would pay an admission fee of 50 cents.

Experience in A. C.

"Peculiarly, we had practically no complaint from anyone except the amusement men, night club operators and two or three restaurants. Their complaints, however, were quite bitter.

"We made a survey of our restaurants and hotels and so far as we could ascertain they reported that they could see no great harm being done by the races. Indeed, some hotels were heartily in favor of the free pass idea because it gave their guests something for nothing.

"We did have one or two instances of employees appropriating employers' money because of losses sustained in betting on dog races, but these were the great exceptions. It is impossible to say whether betting actually affected our relief work, although we are inclined to doubt

(See DOG RACING on page 44)

Tropical Trains

ATLANTIC CITY, March 9.—Right on top of tropical uniforms for Boardwalk police comes another tropical flurry in announcement from the Pennsylvania-Reading Seashore Lines that plans are to run "tropical trains" into the resort. Idea, prevalent in the South, calls for complete redecoration of trains, screens at windows for maximum ventilation without dirt, electric fans and gay seat covers, cool and practical, and somber interiors to give way to bright colors.

Cross Section Seen in N. E.

Attendance is from kindred fields at annual meeting as shown by registration

NEW BEDFORD, Mass., March 9.—Attendance at the annual meeting of the New England Section of the National Association of Amusement Parks, Pools and Beaches, held here on Tuesday and Wednesday of last week, attracted amusement park execs and kindred personalities from all parts of the East, as well as New England. A detailed report of the convention appeared in the last issue.

The names of park men who registered include Arch E. Clair, Norumbega Park, Auburndale, retiring president of the organization; Richard W. Riemer, Palisades (N. J.) Amusement Park; Hubert Standeven, Old Orchard Beach, Me.; E. E. Foehl, Willow Grove Park, Philadelphia; H. F. Andrews, Old Orchard; Barney J. Williams, Pine Island Park, Manchester, N. H.; Herbert E. O'Malley and Paul Morris, Playland, Rye, N. Y.; David Stone and Joseph Cohen, Nantasket Beach, Boston; Douglas Boyle, Newport Beach, Newport, R. I.; Mr. and Mrs. Daniel E. Bauer, Acushnet Park, New Bedford; Harold D. Gilmore, East Providence, R. I., former manager of Crescent Park; E. R. Enegren, new president of the section, and Mrs. Enegren, Lake Pearl Park, Wrentham; John T. Clare, Crescent Park; Frank S. Terrell, Savin Rock Park, West Haven, Conn.; N. H. Brown, Old Orchard; Charles E. Lake, Sr. and Jr., Crescent Park; C. D. Bond, of Buffalo, N. Y., former manager of Mid-City Park, Albany; Charles Weygand, Crescent Park (which brought the largest delegation); Howard Duffy, Old Orchard; Mrs. Mabel Henderson, White City Park, Worcester, and Dorothy Muldoon, secretary to C. F. Chisholm, treasurer of the section, Revere.

Devisers Turn Out

Device, attraction, service and supply interests present were Fred L. Markey, Dodgem Corporation, Lawrence, section secretary; Herbert P. Smeck, Philadelphia Toboggan Company; Fred Fansher, New

(See CROSS SECTION on page 44)

Capitol Beach in Lincoln Plans for a Bigger Season

LINCOLN, Neb., March 9.—Capitol Beach management, with coming of warmer weather and needed rains in this drought area of last year, is looking for a better season.

Plans are under way to install at least one new ride, and swimming pool beach will be enlarged to twice its present size. Rides came back last year after about four seasons of increasing dullness.

Hoyt E. Hawke will again manage the park, with Ted Cooper in the dance pavilion and Ralph Beechner at the pool.

'Walk Fee Talk Revived

LONG BEACH, L. I., March 9.—Plan to charge admission to Boardwalk promenade has come up again. United Taxpayers' Association has put the plan before the city fathers, pointing out that the tremendous overhead necessary to run Long Beach must be defrayed by others besides residents. Atlantic Beach, where a fee is charged to cover costs of maintaining the Boardwalk, is pointed to as a section where the plan is working favorably.



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

It's been some time since I had a guest column. I usually get some pool manager or newspaper friend to fill the space when I feel I need a rest or when I think the column is getting boring, which I hope it never is. At any rate, spring will soon be here and the well-known fever is upon me. And so I persuaded Michael Slocum, ace sports scribe of *The New York American*, to jot down some of his ideas on swimming-pool publicity. As a reporter on one of Hearst's biggest dailies, Mike is in a position to tell pool men where to get off when it comes to exploiting their tank.

And so, for the time being, I give you Michael Slocum, of *The New York American*:

"The gentle art of getting your name in the paper has reached the point where it is nothing short of a science, plus an advanced form of diplomacy. Getting the name of a pool is tougher, because it has the cardinal sin of publicity written all over it, and the boys on the papers don't like to be obvious—even if they're on the pay roll.

"Consequently the main object of any press notice is to refrain from the obvious—make it sound like it was news, and better still, of course, is to make it BE news.

"You don't figure to make a dime when you hold a swim meet, it's just for the publicity, so you might as well pay a little and get some names that attract notice in a sports department. Bring in one good swimmer and when the advance notices are sent out emphasize the swimmer—not the pool. The pool will get its share of space as the natural result of swimmer's prominence.

"Now most papers today count on the pool to supply them with the result of the meet, and in the metropolitan area this news is supplied by wire. When you wire in a story keep it short, tell what happened, ignore the pool except to mention where the meet was held. At the best, that is all you can figure to get. If the story is well done, short and usable in the form the papers receive it you can be sure it will get a break. It is only when rewrite men are forced from more important duties to write your story into usable newspaper English that a natural resentment is built up in the offices, and the slot man has a tendency to say, 'To hell with it,' and toss it out in the later editions.

"As for the matter of pictures you may be sure that dat' ol' devil 'sex' is still doing all right, and editors go for pictures of pretty gals in a big way. Also remember that a picture of a gal finishing the 100-yard dash is usually just a big splash with a dark spot in the middle of it—the gal.

"The answer is obvious. Get pictures of girls doing simple dives. Or get snaps of one of the prettiest of your group emerging from the water with a fetching smile spread all over her face and, altho it isn't realistic, get her to leave her bathing cap off.

"In other words, don't try to kid the boys, give them what they want and they'll use it. I know I will."

"The prevalence of baldness among swimmers is due to excess chlorine in pools." This is the statement of Leon Taub, Broadway hair specialist, who told this reporter chlorine has a tendency to destroy hair roots. Said Taub: "While I realize that a certain amount of chlorine is necessary to safeguard health, pool operators in my opinion have been going to extremes. A minimum amount of chlorine is adequate."

DOTS AND DASHES—Dave Apollon, Russian comic, got a great kick out of Leonard Spence winning the Apollon trophy at Park Central pool, New York City, last week. . . . Lester Lemonick, former cashier of Jerome Cascades outdoor tank, Bronx, New York, in an auto smashup, and while this is being written he's lying in Mt. Sinai Hospital, New York, unconscious with a fractured skull; here's hoping this grand guy pulls thru. . . . Glad to see St. George indoor tank, Brooklyn, N. Y., took this

department's advice and played host last week at its own swim meet. . . . Lake Huntington, first of the Sullivan County aquatic regions of New York State, to start its ballyhoo for summer—Gotham inclosed natatoriums being propositioned to take due-bill ads in theatrical throw-a-ways, paying so many swim tickets per ad, all of which seems to me to be a new low in advertising and in swimming-pool exploitation. . . . Archie Chesnut entertained Midwestern friends in the Big City last week, only the visitors showed Archie more night spots than he ever dreamed existed on the White Way—Evelyn Page, pretty showgirl on tour, outswam all of the champs in Shoreham indoor tank, Washington, D. C., last week. . . . Benny Fields, dapper manager of Allerton indoor pool, Cleveland, back from his honeymoon, boasting that now he has two things to manage—Eastern States enjoyed a handful of balmy days last week, giving the outdoor pool men an opportunity to get an early start. . . . Dot Weisman, about whom much has been written in this pillar from time to time, has signed with Camp Mitchell, a Pennsy girls' camp, to handle aquatic activities there this summer.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, March 9.—Resort had a taste of spring weather this week, which brought out crowds and, with a checkback on Washington's Birthday, gave amusement and hotel interests a rose-colored view of prospective summer biz. . . . all are predicting a record breaker and preparing with extensive alterations. . . . Charles Osman, divisional passenger agent Pennsy-Seashore Lines, released figures predicting 17,000,000 visitors in '35. . . . during 1934, he said, 14,203,352 visited Atlantic City, 5,300,000 by train and 8,903,352 by auto or bus; this year's figure is based on last year's.

Duncan Sisters came to Steel Pier over the week-end and wowed 'em, bringing a whole flock of curtain calls and packing 'em for SRO at all shows. . . . Young's Million-Dollar Pier basketekers played this week before largest crowd of the season, topping any other like sport event ever held here, with a gate exceeding 2,900. . . . despite new seating arrangement and extra seats there was not room enough. . . . big draw of this game is foundation for a move to bring East-West championship to the Auditorium, with approximate draw of 10,000.

Ray Miller and his punch show rolled in this week and may make it an all-season affair. . . . Capacity crowds are being attracted to Eastern Amateur Hockey League play-off series in the Auditorium. Sea Gulls making a determined bid for Hershey cup. . . . Arthur Struve was elected president of Atlantic City Press Club; vice-president, Jack O'Donnell; treasurer, William Boyer; secretary, Louis Cunningham. . . . The 15th annual Hygeia Swimming Club carnival will be staged on April 19. . . . big trophies at stake.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Jones Beach hung up a pre-season record with 30,000 visitors the other Sunday. It's seen as a harbinger of a gala season. . . . Robert Emery, an instructor at Alexander Hamilton High School, Brooklyn, is in the running for the managerial post at West Meadow Beach, near Patchogue. . . . Point Lookout is slated for a buildup this summer. . . . Jimmy Durante, playing the Valencia, Jamaica, was given a blowout by the Island's amusement crew in Tommy Cummings' Sportman's Grill. . . . Thieves made off with a \$550 loot.

Lots of old burly people are going for operation of roadside spots around the Freeport sector. . . . Meade Dobson, executive secretary of the Long Island Chamber of Commerce, is doing his share to promote amusement interests in the Long Island sector. . . . Somewhere around \$400,000 is being used to put some of those ritzy Southampton mansions into shape for the summer. Which prompts Charley Baylor to comment: 'What I couldn't make my

(See LONG ISLAND on page 47)

NAAPPB

Manufacturers and Dealers' Section

By R. S. UZZELL

ON BOARD THE STEAMER ST. JOHNS—A dog was shipped by express with a tag tied to his collar bearing the name and address of the new owner. The string attaching it to the collar was too long. The collie chewed the string in two and made away with the tag. The express messenger turned it in at the end of the trip. A small boy looking on heard the story, and remarked, "A dog without a destination."

The New England park men did not adjourn their last annual meeting in New Bedford, Mass., without a destination. As a matter of record, they have never had a better program of worthwhile and constructive work for the year ahead. Best of all, it has the enthusiastic support of the entire membership of the six States in which are located the resorts of their jurisdiction.

What better cement could be found for uniting and holding the interest and support of the membership? They prefer that no publicity be given to the major subjects of their year's program. Their protestation of the picture *The Mighty Barnum* as doing a gross injustice to our master showman was with the unanimous support of their assembled membership.

Truth About Barnum

They appointed a committee, of which your humble author is chairman, to make known our disapproval of the picture, with a determination to have the picture recast or get some organization to produce a true picture of "The Father of All Showmen." Truth is stranger than fiction and will make a better, more instructive and entertaining picture than this distortion of true values.

Barnum indorsed the notes of the Jerome Clock Works to the extent of \$1,500,000. After having had five fires and three complete financial failures and advanced in life, he recouped his fortune and paid all indorsed notes in full with interest. He eschewed modern methods of taking the course of bank-

(See NAAPPB on page 47)

Atlantic City Aud Option Still Held by Kennel Club

ATLANTIC CITY, March 9.—Atlantic City Kennel Club, which operated dog track in Municipal Auditorium, has until April to exercise its two-year option on the hall, Manager Phil Thompson said. He added that if the dog-racing promoters returned they would be subject to the same terms as in the 1934 lease, \$164,000 hall rental from June 28 to September 9, 72 days.

Manager Thompson said races could not be continued much after September 9 as two conventions are dickering for the hall during middle of September. All nothing has been heard from the Kennel Club since it checked out last fall after a successful season, it is understood it is counting on a return to the stand. Races last season were over a banked track, 3-16ths of a mile, Louis Maul was general manager; Leo Shea, presiding judge.

A. C. After ABC in 1937

ATLANTIC CITY, March 9.—This report will make a formal bid for the 1937 American Bowling Congress on March 22 and indications are that Atlantic City Auditorium will be turned into a gigantic bowling alley for the occasion, with the quick setup of the hall just the thing for such an event. Al Skean, head of the convention bureau, with Carl Anderson, president of South Jersey Bowling Association, will confer with officials in New York. The ABC is now in session in Syracuse and will wind up on April 10.

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By CLAUDE R. ELLIS
(Cincinnati Office)

"WE HAVE a letter from Robert Hamilton, Omaha, who is connected with a rink out there, stating that they are to skate a 65-mile race on March 31, to be run from Lincoln, Neb., to Omaha," remarks Robert R. Ware, vice-president of the Chicago Roller Skate Company. "We hope they don't have three feet of snow as we did on March 31, 1910."

B. J. GARDELL, Wheeling, W. Va., has leased the old Recreation Building, Cadiz, O., and has opened a roller-drome, with sessions nightly. Patronage has been good since opening and special features are being offered Friday nights. Monday nights are reserved for colored parties. Mr. Gardell has discontinued his rink in Benwood, W. Va.

RAYEN-WOOD RINK, Youngstown, O., roller-skating team, defeated Edgewood skaters in a three-mile race. Sully, Youngstown, beat Murphy, Cortland, in a special half-mile race. Youngstowners were D. Papy, J. Morgan, Ed Ritchie, P. Yozwick and K. Kongware.

FLYING WHIRLOS, speedy roller-skating team, scored heavily in the Merry-Go-Round night club, Akron, O., where the act was held over a second week. Rose Emanuel's partner is Joseph Duzsik.

WINTER ROLLER SKATING was introduced in Alliance, O., for the first time in several years in Trionan Ballroom downtown, where Art Mallory is operating a roller rink four nights a week, including Sundays. The sport is taking well and he plans to develop the spot more extensively next winter.

JESSE BIESIEDA, Fort Wayne, Ind., won a mile speed race in Bell's Rink, Lincoln highway, east of Fort Wayne, last week. He trails Erwin Beyer, leader in a series of 10 weekly speed races by only six points. Second place was taken by Bud Jehl; third, Hines; fourth, Beyer; fifth, Becker; sixth, Shank. Time, 3:26. Half-mile amateur race was won by Victor Weber in 1:47. Three races remain to be run before the championship is decided.

THEDA HULSE and associates opened a stationary rink in Gainesville, Tex., on March 9 on the fairgrounds and close to the business district. Rink runs every night except Sunday and Monday nights, reports Johnnie Steidley. Fort Worth Rink, formerly the Columbia, is open again with new management and is enjoying real business after being closed for some time. Kelley's Roller Rink in Dallas, in the Agricultural Building at Fair Park, is skating from 100 to 400 a night, including private parties nearly every night. This rink has a large maple floor and is one of the best 15-lap race tracks Dallas has ever had. The rink runs seven nights a week, with matinees on Saturdays, Sundays and holidays. A skating craze has really hit Dallas and one can see debutantes skating alongside newsboys and those in every walk of life. This is the first real skating business Dallas has had since first season of Gardner

Park in 1920-'21. Gardner Park burned several months ago and plans are now under way to erect a building on the present site.

A PRIZE will be awarded on March 24 for the most graceful skater at Owensboro (Ky.) Skating Rink. Contest opened on February 25.

MAC AND DALY, roller-skating act, are closing the show and going well with "SeaBee" Hayworth's Broadway Novelities unit, which played in Philadelphia on February 27-28 and in Hagerstown, Md., last week.

GORDON WOOLLEY, manager of Woolley's Roller Skating Rink, Salt Lake City, went to Chicago on a business trip and will visit large rinks in the East and will purchase new equipment.

KARL SCHAEFER, Austria, won the men's world's championship title for fancy skating at matches in Budapest on February 17, while Rotter and Szollas, Hungary, won the title for couples.

KITTY KLEIN, American speed skating champion, is in Europe to take part in meets. Palais de Glace, indoor ice-skating rink in Paris, is open. The Four Whirlwinds, American roller skaters, are in Nuremberg, Germany. Jackson, roller skater, is at the Brasserie 3-4 in Luxembourg.

GIRLS' roller hockey team, Allentown, Pa., is sponsored by C. W. Yorgey, manager, who is on the lookout for games with other girl teams. The Allentown squad has 10 players, tastily uniformed in black and white. At a benefit party in Central Gardens Roller Rink, Allentown, at which nearly 500 skaters turned out, the team defeated the Ritzy Raiders, Pottsville (Pa.) girls' team, 4 to 0, on February 20.

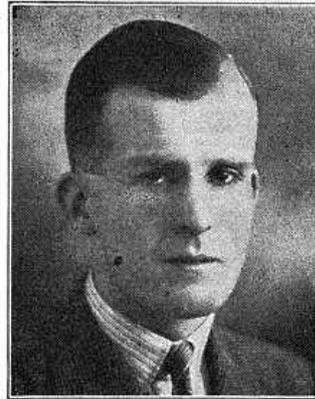
SINCE Music Hall, Salt Lake City, gave up dancing, Manager Gordon Woolley has turned this large floor into his roller-skating rink with unusual success. He now has two halls, one upstairs and one down, the beautiful ballroom giving him additional space.

ON MARCH 2 in Carman Rink, Philadelphia, in a series of amateur races the feature event, a 3/4 mile for amateurs, was won by Adolph Straub, with Jimmy O'Brien second. Winner was not decided until the final lap, when Straub sprinted from third position to the front. A free-for-all was won by Bill Simms, with Bill Morgan, second, both from Frankford. Most exciting race, a 1/4 mile for ladies, was won by Emily Schell. Ruth Hiller was second. This was the first women's race in Carman Rink in three years. Malcolm and Jesse Carey, of Carman, will continue these events every Saturday, as they are great drawing cards.

English Roller Skating

By CYRIL BEASTALL

The roller dance skating championship of Great Britain for the Pandel Phillips cups was again staged in Forest Gate Rink, London, date being February 27. This season's competition was expected to be keenest since inauguration of the championship in 1922, when J. Blaver and Miss J. Garth won at Holland Park Rink, London. Three outstanding couples were entered: Joan Lidstone and J. H. Lidstone, her brother, winners 1933 and 1934 (of Derby); Mrs. Gladys Frost (Derby) and E. A. Clarke (London), both NSA gold dance medalists; Queenie Knott and O. D. Garner (London All-Blacks S. C.), who were beaten only by a narrow margin last year. A professional roller-



CYRIL BEASTALL, Derby, Eng., district secretary of the National Rink Hockey Association of Great Britain and a contributor to The Billboard of interesting notes regarding roller skating on the other side of the big pond.

dance championship has not been held since 1925.

All roller dance, figures and speed championships of Great Britain are promoted by the NSA. I should like to see some movement to form a representative controlling body for roller skating in the United States; in England matters are much better organized, every branch of the pastime being covered. I am fully aware that at least two associations do exist in America, but they appear to confine activities mainly to local events, which is not enough. Formation of a really representative body in the States would definitely put roller skating on a better footing. In October, 1933, I was made a life honorary member of a certain American association, whose secretary had asked me to act as their English representative. I have written to this official several times since and have been ignored for well over a year now. Such a state of affairs suggests that particular organization to be of very little value to the roller-skating fraternity.

If a representative American association were to be formed, they could cooperate with their English colleagues and probably stage a series of representative world championships for all branches of the pastime. I am in touch with many leading American roller rink men and know that formation of such a body would be warmly welcomed. I would be glad to hear from any roller skaters interested in these remarks who care to write to me at 99 Balfour road, Derby, England.

Six-Day Roller Races for Chicago

CHICAGO, March 9.—A group of local promoters have formed Six-Day Roller Races, Inc., for the purpose of staging a series of endurance races at the Coliseum. Dates are May 19 to 25, inclusive, and the races will be conducted much on the order of the six-day bike races. There will be half-mile sprints for points every half hour, and each midnight the low team will be eliminated. It is expected a field of 13 teams will be entered. Wynn I. Greenwood is secretary of the firm staging the new venture. Charles McCormick, of Madison Gardens Rink, is lending his co-operation, and preliminary trials to select teams are being held at the West Madison street rink.

DOG RACING

(Continued from page 42)
it. We have a much more serious problem in the numbers racket (now being investigated in New York and other cities where the racket has attained prominence—Editor) than dog racing would ever be with the class of people on relief. "While this Chamber of Commerce has not gone on record either for or against dog racing for 1935, we are watching every detail closely because of the lease which was signed last year. Whether the dog racing people will take advantage of the option contained therein is still to be learned."

Tough Competition

From the Jersey seacoast the scene of opinion is switched to the Pacific Coast, where an operator of theaters in that area has been sounded out. By mutual

agreement it has been decided not to mention the specific source or the writer. His letter, detailed and comprehensive, reads:

"To compete with the dog-racing racket is indeed a tough problem. The best method of eliminating it entirely is to legislate. In 1933 a bill was introduced in California which prohibited the racing of horses, dogs or any animal after 6 o'clock at night. This proved to be successful to a degree because dog racing during the day did not receive the patronage that it did at night under arc lights and as a result proved to be a financial failure. The racket finally caused so much agitation that business men, women's clubs and prominent people organized and co-operated in stopping it in the State, with the exception of one track in Emeryville, which has long been known as a 'hot spot,' and another track in south San Francisco, where everyone knows it was a 'payoff.'

"There is no doubt that legislative measures are the best way of dealing with this racket. However, there are many other effective means of arresting this evil and educating the public in general about it.

Letters to Come

"In such an undertaking it is wise to keep the theaters and various other amusements in the background, due to the fact that the opponents maintain we oppose them merely because of competition. Our most valuable allies were the various organizations, such as chambers of commerce, business men's associations, ministers, churches, women's clubs, Parent-Teachers groups, etc., who came to the front and co-operated with us to the extent that we were successful in practically ridding California of this racket."

In the next issue the foregoing theater operator suggests several methods whereby dog racing can be fought and other letters will appear in addition.

CROSS SECTION

(Continued from page 42)

York City; Fred P. Roth, Waldorf, Boston; George Hamid, New York, and Paul Danish, manager of Hamid's Boston office; W. St. C. Jones, William B. Berry Company, Boston; Maurice Plesen, National Skee-Ball Company, Coney Island, president American Recreational Equipment Association; Leonard Traube, The Billboard, New York; Harry C. Baker, Harry C. Baker, Inc., New York; Richard F. Lusse, Lusse Brothers, Philadelphia; Bill Blomberg, Bill Blomberg's Circus; Justin Mercuria, Orange Crush Company, Chicago; Fred Murray, American Fireworks Company, Boston; C. M. Snyder, General Electric Company, and Leon B. Cassidy, Pretzel Amusement Ride Company, Bridgeton, N. J.

Rinks Are Represented

The American Roller Rinks, with rinks in Savin Rock, Conn.; Oakland Beach, R. I., and Salisbury Beach brought Archibald Aron and Morris B. and Sam Sholovitz.

Others who registered were A. Brown, Boston; A. A. Casassa, former mayor of Revere, and Mrs. Casassa; Tom McCusker, Providence; George Seal, New Haven; Mrs. E. Maser, Mrs. Sara Crossley, Chester Rexford and Elton Wilde, New Bedford; A. W. Carle, and Major P. F. Healey, State supervisor of Sunday amusements.

Also in attendance were R. D. Morrill, Suffolk Electric Company, Belmont, Russ Henderson, agency, Worcester, and George W. Ventre, Stetson Band, Boston.



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PLAN PERMANENT CHI EXPO

President Will Visit San Diego

Trip by F. D. R. to California-Pacific Expo said by official to be assured

SAN DIEGO, March 9.—California-Pacific International Exposition, opening here on May 29, will play host this summer to President Roosevelt and many distinguished visitors from Washington, according to word brought back by G. A. Davidson, chairman of exposition directors, after a 60-day trip to Eastern cities.

Definite assurance that he would visit the exposition was given by the President to Mr. Davidson during a recent interview in the national capital. No exact date of arrival here was disclosed, but it is believed the trip will be made in midsummer. Mrs. Roosevelt also expressed her intention of making the trip with the chief executive.

"The recent passage in the House of Representatives of the \$350,000 bill for federal participation in the exposition has been a decided stimulus," said Chairman Davidson.

Federal Recognition Aid

"Senator Hiram Johnson wired me while I was en route home that the bill had been reported upon favorably by the Senate's foreign relations committee, and that passage of the bill in the Senate was expected to be speedy.

"This governmental recognition of the exposition assures great stability for the enterprise. All senators showed great interest, and fully 50 per cent stated their intentions to visit here during summer. The same was true in the House of Representatives.

"Secretary of State Hull, Secretary of Commerce Roper and Secretary of Agriculture Wallace, the commissioners who will direct federal participation in the exposition, are all expected to visit San Diego. We hope to have Secretary and Mrs. Hull represent the President at the opening ceremonies on May 29. Brigadier General John H. Russell, commander of the Marine Corps, is another noted visitor who will be present at inaugural festivities.

Expect Heavy Traffic

"The post-office department is taking a profound interest in the exposition. Third Assistant Postmaster-General Ellenberger said that word would be forthcoming within a few days regarding an issue of proposed commemorative exposition stamps of three-cent denomination.

"Congressman Burnham introduced a bill for special coinage of a half-dollar memorializing the exposition, and Senator McAdoo is greatly interested in this and is giving it his fullest support.

"An optimistic note was strongly evident in conversations with business leaders throughout the East. There is a definite feeling that we are all on the road to better times. Railway executives declared there will be one of the heaviest movements of traffic to the West in many years, San Diego Exposition being the magnet."

New Corporation Taking Chi Stadium Management

CHICAGO, March 9.—It was announced this week that Chicago Indoor Stadium Corporation had been formed to take over the Chicago Stadium under a plan of reorganization recently approved.

New company has a Delaware charter and officers are: President, James Norris, Detroit; vice-president and treasurer, Arthur M. Wirtz, of a local real estate firm; vice-president and secretary, James D. Norris, Detroit.

Active management of the building will be in the hands of Mr. Wirtz and James D. Norris, former being in charge of bookings on general events.



J. FRED MARGERUM, general manager of Trenton (N. J.) Fair, upon whom the title of colonel was recently conferred by Governor Harold G. Hoffman. Colonel Margerum is shown with Helen G. Lafan, assistant secretary-treasurer, and one of the most alert women in fair business.

Connecticut Sportsmen's Event Gets 87,456 at Gate

HARTFORD, Conn., March 9.—First annual Connecticut Sportsmen's and Motor Boat Show, staged by Campbell-Fairbanks Expositions in the State Armory, drew 87,456 paid admissions in its eight-day run under Sphinx Temple (Shrine) sponsorship. There were over 100 exhibits from every N. E. State and the provinces in Eastern Canada.

Two-hour program of tank events was held in a huge indoor tank and included logrolling, canoe racing, canoe tilting, marksmanship and woodchopping.

Sheldon Fairbanks, a director of Boston Garden and well-known horseman and sportsman, heads the expo company which staged the show.

Mrs. Harry Gage Injured

KILGORE, Tex., March 9.—Mrs. Harry Gage, wife of Go-Go, the clown, who was injured in an automobile accident, has been in King Hospital more than 20 days without much change in condition. Mr. Gage said mail from friends would be appreciated and can be sent care General Delivery, Kilgore. The Gages were driving from Overton to Kilgore on February 12 when their housecar was struck by a heavy oil truck.

MERRILL BROS. and sister will play the Seminole Sun Dance, West Palm Beach, Fla., March 19-21.

Groups in Rochester Setting Stage For Silver Anniversary Exposition

ROCHESTER, N. Y., March 9.—Special emphasis on the silver anniversary of Rochester Exposition this year was made at the annual meeting of directors of the exposition association on February 28 when it was decided to open the fair again on Labor Day. Preparations by several groups for the observance were outlined.

Plans are under way for expanding cattle, sheep and live stock departments to meet an anticipated demand from exhibitors.

Directors were addressed by George Hamid, George A. Hamid, Inc., who outlined a grand-stand program, including a revue and acts to appear on a 100-foot stage each night during the 1935 fair. Each afternoon will be given over to the Horse Show, representing finest stables in Western New York. Max Linderman appeared for his World of Mirth Shows. Grand-stand and midway attractions will be decided upon soon

Definite Proposal Goes to Mayor For Center on Northerly Island

Development of annual fair will be put up to legislature in bills—mammoth convention hall is included in suggested layout—\$20,000,000 for financing

CHICAGO, March 9.—A new proposal for a permanent Chicago exposition was launched this week when a report was submitted to Mayor Kelly by a group of men that included Leonard Hicks, chairman; Ralph Burke, engineer of the Chicago park district; Alfred Shaw, architect, and Frank W. Darling, designer of Playland at Rye, N. Y. Mayor Kelly has given his approval to the project and bills will be presented to the Legislature in Springfield next week to legalize the plans. Plans include establishment of an Americanized fair similar to the Leipzig (Germany) Fair; development of an annual holiday along lines of the Olympia of London; development of sports and folk-lore customs of the various groups of Chicago, and holding of an annual agricultural exhibition.

Hoosier Mutuel Bill Hope Entirely Gone

INDIANAPOLIS, March 9.—Hope for enactment of a pari-mutuel bill was dashed definitely this week when Indiana House of Representatives failed to pass the Black bill, 46 to 50. Following the vote, the bill was killed by adoption of a motion that it may not be considered again at the present session.

The bill provided for appointment of a racing commission by the governor and would have limited betting to horse races. Track operators would be allowed to retain 10 per cent of amount wagered and track operators would pay daily license fees.

One-fourth of the State's proceeds would have gone to county and district fairs, fourth to the State treasury and half to the State board of agriculture, in charge of Indiana State Fair.

Bill To Ban Auto Races In Massachusetts Dies

BOSTON, March 9. — Pushed by a woman, a committee had under proposal a bill in the Legislature to ban auto racing in the State. Bill died without even getting to the floor.

Fair men appeared in opposition to the bill at a hearing. Among them were Charles A. Nash, general manager, Eastern States Exposition; Frank H. Kingman, secretary, Brockton Fair; Ralph H. Gaskill, Topsfield Fair; Ernest H. Sparrell, chairman legislative committee Massachusetts Agricultural Fairs Association, and others.

Young Has Jackson Again

JACKSON, Miss., March 9.—Ernie Young has been given the contract for grand-stand attractions at Mississippi State Fair here week of October 14, it being a return engagement for the Young revue and acts.

Name proposed is the Chicago Fair. A loan of \$20,000,000 will be sought from the federal government for construction of fairgrounds, most of which will be on Northerly Island. Of this amount \$5,850,000 would be spent for bridges, landscaping and shore protection; \$6,750,000 for buildings and recreation facilities; \$7,100,000 for an exposition building opposite 23d street, and \$500,000 for an operating fund.

Exposition building on the mainland would include a convention hall, a 1,200-foot facade along the lagoon side, a central arena with no balconies, posts or obstructions and with 250,000 square feet of floor space in which 50,000 persons could be seated.

Also included in plans are a free bathing beach, facilities for boating, pageants, national tennis tournaments, etc. Mayor Kelly is confident the project would more than pay its way. It is estimated annual income would be about \$1,800,000, which would be pledged for the government loan and thereby amortize the cost in about 20 years.

Worcester Picked by MAFPA

WORCESTER, Mass., March 9.—Annual spring meeting of the Massachusetts Agricultural Fairs' Association will be held in the Hotel Bancroft on April 18. It has been announced by Secretary A. W. Lombard, Boston. Because Worcester is centrally located it also has been chosen as place of meeting for the next MAFPA annual meeting on January 23 and 24, 1936. Sessions will be in the Hotel Bancroft.

San Diego Figure 5,000,000

SAN DIEGO, March 9.—That more than 5,000,000 visitors will attend California-Pacific International Exposition here this summer is the estimate of Dr. A. H. Giannini, chairman of the executive committee of the Bank of America. Ford Motor Company plans to spend more than \$2,000,000 on its exhibit, installing one larger and more comprehensive than that at the Chicago World's Fair.

Fair Folks Visit in Chi

CHICAGO, March 9.—Dan F. McGowan, secretary-manager of North Dakota State Fair for Grand Forks, and Mrs. McGowan, who have been sojourning in Florida several weeks, stopped off in Chicago for a visit of several days. Mazie C. Stokes, assistant secretary of Mississippi Valley Fair and Exposition, Davenport, Ia., also was a visitor this week, and the McGowans and Mrs. Stokes attended the Showmen's League Theatrical Night at College Inn Monday night.

Mrs. Mackie to South Africa

CHICAGO, March 9.—Mrs. D. Mackie, associated with the Federation of British Industries' Toronto branch, will leave for Johannesburg, South Africa, in a few weeks on business connected with the projected Johannesburg Exposition.



By Claude R. Ellis

IF INDIANA legislators were entirely guided by the wishes of their constituents in refusing to pass the parliamentary bill advocated by the State Fair board, then perhaps there should be no regrets on the part of the county fair managers who expected to profit by enactment of a horse-race betting law.

The State association of fairs has never been too strong for such a bill. But the State Fair sponsors thought they saw a chance for more revenue. If, as has been declared long and often, Hoosier citizens really do not want legalized race betting it appears that there would have been only grievous disappointment in expected revenue for the fairs.

The Black bill, which has been finally killed, apparently did not spring from any group of promoters or from any interests in competition with harness horsemen and stood a much better show to pass than some previous bills which made absolutely no headway in the Legislature.

FORT MYERS (Fla.) Chamber of Commerce won't go off half-cooked in establishing some sort of festival that will be permanent and appropriate for that spot, if they listen to the editor of *The News-Press* there. He realizes there is a lot of work and planning to such an event. "The right idea is the main thing," he remarks. "It all starts with that. . . . The Gasparilla show in Tampa isn't something they just got up on the spur of the moment. It is carefully organized and professionally staged. . . . It attracts thousands of visitors because it is worth their while. Some day we will get going on the right track and when we do, it will be more than something to think about a week or two before the event."

NEBRASKA legislators are told that the State Fair needs showmanship. And, my, what a lot of others can stand some of it, too!

THEY have about gotten all the eggs in one basket now within management of Texas Centennial Exposition. The event was proposed and boosted by various groups, and some plans appeared to be at cross-purposes until Director Walter Cline decided there should be one head. The staff, discharged in a wholesale order, was returned to work last week with one or two minor exceptions. The discharge was his gesture to establish his authority, recently granted him "without

strings," after the centennial personnel had been built up by commission and committee appointments. Orderly procedure is imperative—in a national exposition or a community pumpkin show.

RE-ESTABLISHMENT of the old Northern Ohio Fair Circuit was sent on its way at a meeting in Elyria on February 27, advises Secretary E. J. Orvis. It is believed that thru a small circuit a schedule of fair dates can be arranged so that neighboring fairs can have a continuous circuit for about six weeks. This seems to be practicable from the standpoint of speed, stock exhibitors, advertising and certain concessions. Representatives of fairs at the meeting were from Elyria, Medina, Ashland, Wooster, Burton and Berea and two other fairs were there by proxy. Dr. Clemans, horseman and president of Elyria Fair, was made president and Secretary E. J. Orvis, Berea Fair, was elected secretary. Another meeting, to which neighboring fairs have been invited, will be held in Berea city hall on March 20. This meeting will be of interest to speed superintendents, secretaries and board members.

IF THEY can get in about one more good season there are a number of fair directors that we know who won't feel at all hurt if bankers lose some of the interest they have been taking in the fair business.

FILLUPS: Race meetings, walkathons, homecomings. There are lots of events that can be made to pay revenue from fair plants in the "off" months. . . . A. K. Ludwig is new sec. of Perry County Fair, Newport, Pa. . . . Sportsmen's shows, glorified developments of conservation exhibits at fairs, are big things in the East. . . . Some boards are beginning to increase premiums. Dangerous practice if not carefully calculated. . . . Enlarged midways and better-type shows pay dividends in merriment and cash. . . . Rolland Ade, kin of the "fabulous" George, is again president in Kentland, Ind. . . . Phil Travis, concession manager of Tennessee State Fair, and his spouse have been holding open house to showfolk friends passing thru Nashville. . . . Years ago the late "Put" Sandles told Ohio fair men, "United we boost, divided we bust"—and it still goes. . . . The 1935 Sarasota (Fla.) Fair did not lack attractions nor the circus atmosphere, and the folks went for it in a big way. . . . Frank Kingman, sec. in Brockton, Mass., like H. B. Kelley, Hillsdale, Mich., does lots of visiting to get new ideas. Both fairs show it in results. . . . Bob Buckley, Bad Axe, has been humming "Me for Michigan" as his Florida sojourn draws to a close.

Vogue of Midget Auto Races Grows

CHICAGO, March 9.—Indoor automobile racing, introduced to the world last November at the 124th Field Artillery Armory here, has grown in popularity until today it is second only to hockey in the favor of Chicago sports fans. Other cities have taken up the sport with similar results and midget auto racing bids fair to become a nationwide craze.

Attendance at Sunday night races here has steadily grown from about 3,000 at the start to more than 7,500 at every session. When the races began in November only four fast cars were available in the Middle West. Now more than 30 line up each Sunday night in the speed dashes.

From all leading dirt tracks of the nation have come dare-devil chauffeurs to vie for cash prizes and special trophies. Their cars are hybrids, born of special handmade steel frames and high-geared marine motors. On a straight-away they are capable of doing 135 miles per hour. In the armory events crashes are numerous, but special crash helmets of steel, fiber and air cushions avert serious injuries.

Pat Warren, Los Angeles, whose fast No. 15 holds the armory track five-mile record of 5 minutes, 52 seconds, is among the stars of the indoor series. Other headliners are Tony Willman, national dirt track champion, Milwaukee; Jimmy Snyder, cowboy driver of Chicago's south side; Ronnie Householder, Los Angeles, and Shorty Sorensen, North Shore pilot.

MACON, Ga.—Sailor Sanderson, returning from a sojourn in Florida, stopped here and presented before 5,000 people a free show with his high-driving dog, Trixie, at the State fish hatcheries managed by C. C. Morgan.

"The Only Difference"

In the last issue it was stated that Boonville (N. Y.) Fair would conduct a night show for the first time. R. H. Ryder, secretary, responds in this manner: "Boonville has successfully operated a night fair for several years. The only difference being that this year we hope for a larger and better night show than ever before." The diff is "fair" enuf.

WITH THE Trotters

By EDWIN T. KELLER



Al Saunders, veteran Eastern racing official, who has charge of directing programs in Goshen, N. Y.; Middletown, N. Y.; Trenton, N. J.; Mineola, N. Y., and other points, has made public the program of stake events to feature the Grand Circuit meeting in Goshen this season. The Goshen program is always one of the most interesting to harness followers, for it is there that the rich Hambletonian Stake, blue-ribbon event of the trotting turf, is decided, which makes Goshen the top week of the Grand Circuit and the entire racing season.

The program to be decided this year is in keeping with those of the past several seasons, and some \$70,000 will be given out in stake and purse events during the meeting. The Hambletonian, of course, is the biggest plum, and the stake, which this year will run to about \$35,000, will be decided on August 14. All top 2-year-olds of 1934 are eligible, and a race in keeping with the historic ones that have gone before is almost bound to result, unless some of the 30-odd eligibles develop unusual capacities before that time, which is hardly expected.

Some Top Candidates

Top candidates for honors now look to be Lawrence Hanover, 2, 2:02, fastest juvenile of 1934 and world's champion 2-year-old trotting colt; Greyhound, 2, 2:04, world's champion 2-year-old gelding, strongly figured, which is something almost unusual for geldings, for history in the Hambletonian shows that no gelding ever gave other than a poor account of himself in that event, which is also true of the other leading colt futurities of the turf.

However, Greyhound showed himself to be more than just a good colt last year and may be one of the few to upset the dope about 3-year-old geldings not being worthy contenders. Then there is Silver King, 2, 2:06, from Ben White stable and highly fancied by many, as he landed the highly prized Kentucky Futurity in Lexington last fall. Prince John, 2, 2:07, Good Time Stable of Walter Cox, is to have a lot of followers, for the colt will be trained to just about perfection, as there are no better hands than those of Cox when it comes to fitting and pointing a horse for a certain race; in this he is a past master, as his record of 40 years shows. It is too early to get a line on some of the "darker horses" that will not get into the spotlight until actual racing gets under way, but one can almost bank on one or more such candidates showing up to brighten the Hambletonian picture.

No Loss in Goshen

Supporting the Hambletonian, Secretary Saunders has carded a most attractive program that will be well received by campaigning horsemen, as it provides for every class of horses. The two aged features of the past several years are being repeated, Progressive \$3,500 stake for trotters and the Goshen \$2,500 event for pacers, each of which are to be raced in three divisions, and which are staged under the record classification instead of the money-winning plan now in force.

The 2-year-old trotters are given a nice stake to battle for in the Good Time event for \$2,500; the second flight 3-year-olds are given a \$1,500 prize, and there are four other stakes for \$1,000 each. For the purely half-mile track campaigners Secretary Saunders has arranged four \$500 events, which have always proved popular and will be well received again. Together with this outstanding program, a fine list of late-closing class events will be added, which

will make the Goshen program top card of the year in Eastern circles.

In speaking of the Goshen meeting one can note that it was the only Grand Circuit meeting in 1934 that did not lose money, all the others, not given in connection with fairs, losing from \$1,500 up to the reported \$9,000 that Cleveland lost on the inaugural Grand Circuit meeting of the year.

Texas Centen Plans Shaping

DALLAS, March 9.—Walter Cline, Texas Centennial Exposition director, has put his technical staff to work executing recommendations made by Paul P. Cret, Philadelphia architect, called here. After directors okeh the grounds plan within a few days, the field will be open for designs for building prescribed by Mr. Cret. It is expected two months will be consumed in getting specifications and that 10 months will be required for completion.

Bay State Fairs

By L. B. BOSTON, Director Division of Reclamation, Soil Survey and Fairs, State Department of Agriculture. A. W. LOMBARD, Asst. Director. EDGAR L. GILLET, Commissioner of Agriculture.

There is a noticeable increase in the number of one or two-day fairs being held in Massachusetts. Horticultural exhibits also are commanding favorable consideration by local organizations, including garden clubs, women's clubs and civic groups. These exhibits in practically all cases are receiving excellent patronage.

For the most part the small community fairs are operated at a profit, undoubtedly due to lower operating costs with little, if any, labor charges, as in nearly all cases work of setting up the exhibits and other details are accomplished by members and friends of the organization without charge.

One hundred and seven organizations participated in the distribution of agricultural prize money in 1934. These organizations are well distributed from the Berkshires to the Cape and more than 2,000 persons were directly benefited. There were 18 major, 28 community, 50 granges and 11 poultry and rabbit associations that received allotments of agricultural prize money thru the Department of Agriculture. This was a total increase of 14 organizations holding agricultural fairs in the Commonwealth over the preceding year that were benefited by State prize money.

In addition to the allotment of prize money the Department also awarded medals, trophies, certificates and ribbons, besides putting on special exhibits in co-operation with various agricultural organizations.

In tabulating the reports of the secretaries of the 18 major fairs held in Massachusetts the past season, a few outstanding figures are of interest. The Eastern States Exposition and Brockton Fair are not included in these returns.

It seems that in spite of some inclement weather and the state of general business conditions, Massachusetts fairs had more people, larger gate admissions and more live-stock exhibits than in 1933. That these same fairs have also studied their business and stuck to a well-defined budget is borne out in the curtailment of operating expenses.

It is also interesting to note that while a few years ago the State was paying about one-third of all agricultural premiums, last year the State paid nearly two-thirds of the total agricultural premiums paid. This is due primarily to a decreased number of major fairs holding.

Applications for allotments of State prize money should be sent in as promptly as possible, as the deadline is April 1. Write to the Director of the Division of Reclamation, Soil Survey and Fairs, Massachusetts Department of Agriculture, now in order that you may be sure your application will be in on time.

PERU, Ind.—Peerless Potters, aerialists, wintering here, put on a private performance for newspaper people at the Wallace Theater preparatory to taking the road. Six young men have been trained by Harry Potter during the winter.

DALLAS—George D. Barber, former president of Texas Association of Fairs, has been appointed director of public relations of the Baker Hotel, Dallas.

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Pinch hitters are okeh in baseball, America's pastime. The Hamid "team" opposes the "batting practice" of booking offices which fail to deliver. Substitutions can have no place in grand-stand programs. Make your "batting order" a pennant winner with Hamid acts.

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FAIR CIRCUIT For AUGUST 1935

LAWRENCEBURG, KY., Frank Routt, Sec'y.
SPRINGFIELD, KY., T. O. Campbell, Sec'y.
SHELBYVILLE, KY., R. R. Webber, Sec'y.
These Fairs offer a three weeks' engagement to Shows and Concessionaires.
Correspondence Invited by Each Secretary.

CARNIVAL WANTED

American Legion Annual Carnival Week and Picnic, about July 15 or August 1.

Write
ROLLIE LITTLE, Colchester, Ill.

CARNIVAL WANTED

For Outer County Fair, Week of Aug. 22, 1935. Excellent opportunity for stop-over on long distance jump. P. G. RICHARDSON, Secretary, Broken Bow, Neb.

Fair Elections

HARRODSBURG, Ky.—B. Buford Van Arsdale was elected president for the 17th consecutive year by stockholders and directors of Mercer County Fair and Horse Shows Association.

Kewanee, Ill.—Theodore Boltenstern, Cambridge, was re-elected president of Central Illinois Trotting and Pacing Association for the 24th time; vice-president, Minott Silliman, Toulon; secretary, F. S. Stephenson, Galesburg.

Bellefontaine, O.—A. B. Hoyer, Iron City, was elected secretary of Logan County Fair, succeeding Mrs. Don A. Detrick, who was not a candidate for reelection.

Terre Haute, Ind.—Newly organized Vigo County Fair Association elected Edward Hoffman, president; David Reed, treasurer; Charles Worman, secretary.

Toronto, Col.—F. H. Deacon was re-elected president of the Canadian National Exhibition; Alf Rogers, first vice-president; George Bridgen, second vice-president; Sam McBride to Section A, John Millar to Section B and T. W. Duggan to Section C; honorary directors, Hon. R. B. Bennett, prime minister of Canada; premier of each province in the Dominion, Hon. G. Howard Ferguson, E. W. Beatty, C. L. Burton, Rev. Canon H. J. Cody, Harry McGee, S. J. Hungertford, Hon. Robert Weir, C. T. Currelly; W. J. Stewart, C. B. E., and Brigadier General Elkins.



Fair Grounds

Huntington, Ind.—A campaign for funds to erect a permanent live-stock shelter in Hier's Park here for the annual county fair has been successful, and it is expected the building will be constructed before the next fair.

Spartanburg, S. C.—W. D. Smith, secretary and treasurer of Haywood County Fair Association, which held its first fair in Waynesville, N. C., last September, states the organization is in excellent financial shape. T. L. Green, chairman of directors, is seeking a site as a permanent home for the fair.

Salem, Ore.—The State Senate adopted a conference report providing for distribution of receipts of the State racing commission. Amendments reduce the maximum amount that shall be received by the State fair and Pacific International Live Stock Exposition from \$37,500 to \$35,000.

De Land, Fla.—Volusia County Fair, March 25-30, will be held on the fairgrounds instead of in a downtown location, according to present plans. Royal American Shows will be on the midway.

Allegan, Mich.—Allegan County Fair will increase premiums in live stock and several other departments. A four-day race program is to be offered. Fair tickets will be offered in advance at reduced prices. Henry H. Lueders' revue has been booked.

Fergus Falls, Minn.—To enlarge the midway, Otter Tall County Fair Association is moving nine buildings and five concession structures to new locations. Secretary A. W. Tomhave said the association expects to enlarge the grand stand, put in sanitary sewers, new electric wiring, paint all buildings and enlarge the convention hall.

San Diego.—When California Association of Highway Patrol holds its convention at California-Pacific International Exposition next fall, a spectacular demonstration of expert motorcycle riding will be staged. A three-day program is being arranged for the convention on October 14-16. Motorcycle races will be held the first day, with scores of expert riders.

Greenville, Mich.—The old Greenville fairgrounds have been purchased by Montcalm County. Buildings will be used by the county road commission, and it is the intention of the commission to allow the welfare department to

use the land for gardens during summer and to develop a park and playground out of the three-acre tract.

Elkhorn, Wis.—Walworth County Fair Association will name a committee to negotiate a loan of \$15,000 for one year, with the fair property as security. This sum if raised will permit payment of loans at banks and outstanding bills. Debts of \$13,154 are reported.

La Crosse, Wis.—Continuance of Interstate Fair, now in its 45th year, under private management with joint city-county financial support has received unanimous approval of special city council and county board committees, who recommended improved exhibits and midway attractions.

Terre Haute, Ind.—Vigo County Fair Association has closed a lease for Memorial Stadium here for the fair next fall, to be the first all-county event held in years. Lease provides for payment of 10 per cent of all admissions as rental.

Indianapolis.—Indiana State Fair Board appropriated \$18,000 for speed program, and Grand Circuit races will be featured with *The Horseman's* trotting and pacing stake and Indian trotting and pacing stakes for 2-year-old colts. Entire program will be harness racing. F. J. Claypool, Muncie, is in charge of speed. Harry Jones, Rushville, will be first assistant. American Trotting Association rules will govern all races.

Dates of Charles Kyle

Boston, March 9.—Charles Kyle, Kyle Productions, had the following February dates for his road unit, consisting of bands and a variety show: Meriden, Norwalk, New Canaan, Stamford, Greenwich, Naugatuck, Torrington, Winsted, Conn; Port Chester, White Plains, Tarrytown and Nyack, N. Y. They're one and two-nighters. He will play a few more towns in Massachusetts, Vermont, New Hampshire and Maine before closing the indoor season.

Chi Bike Races March 17

Chicago, March 9.—Chicago's 33d International six-day bicycle races open March 17 at the Stadium with a large list of entries.

Nashville.—Visitors here who were welcomed at the home of Mr. and Mrs. Phil C. Travis, Tennessee State Fair, included Ernie A. Young, L. Clifton Kelley, Rubin & Cherry Exposition; Eddie Vaughan, of Ringling-B. & B. Circus, and J. H. Powell, representing the Hell Drivers.

Greenman Quits Secretarial Position in Cortland, N. Y.

Auburn, N. Y., March 9.—Expressing desire to step out of the post of secretary of Cortland County Agricultural Society, which he has held eight years, John H. Greenman announced his resignation.

It is understood Ralph Ames may be appointed to the position. He has been an assistant two years with Mr. Greenman.

Resignation of Mr. Greenman means that for the first time in more than 30 years a member of the family will not be active as secretary. William J. Greenman, his father, served in the secretarial post 25 years.

NAAPP

(Continued from page 43)

ruptly. Remember, he received not one penny of benefit from the proceeds of those notes. Does such honoring of one's obligations and pledged word have any appearance of humbug?

The committee promises to be active. It will seek to pledge the patronage and support of the entire outdoor amusement industry to a true picture of Barnum. Four members of the convention bought copies of Harvey W. Root's book, *The Unknown Barnum*, while many took the name of the book, its author and publishers.

Men built the cities and have defended them, but to the women we must look for the beautification of the cities. This feminine influence is being felt since women have been relieved of complete absorption in household drudgery. We have been and are looking to this same finer influence to beautify our amusement parks.

Beauty of Elitch's

Mrs. Elitch first beautified Elitch Gardens, Denver, and made it a paradise of flowers. She established her own greenhouses to assure flowers in full bloom for the park opening. Her flowers were sought at a premium for weddings, Easter and festive occasions. Now they are shipped from her greenhouses into seven States and bring a bigger gross return than the park itself. Sales have mounted to over \$200,000 in one year. Beauty gave Elitch Gardens an international name.

Mrs. Sally Enegren has never seen Elitch Gardens, but she has the Elitch vision and love of beauty. Her paper before the New England meeting shows the way. Her small beginning at Lake Pearl intensifies her instinctive love of beauty and is almost sure to make that resort New England's most beautiful. Athens of old drew the largest number of visitors of any equal area of the earth's surface because it was beautiful. Modern Paris likewise draws the largest annual tourist traffic to see La Belle Paris.

New Bedford's Lesson

Failure to see Elitch Gardens is not to have seen Denver. Go to it, Mrs. Enegren. We are with you and will help you to get a larger and growing appropriation from your husband for flowers. Keep up your courage. He will soon need no argument. We herewith nominate you as national chairman of the committee to give America's parks the kiss of floral grandeur. We hope you will live to see the procession of the flowers in our pleasure resorts. Pericles found Athens a city of mud and left it a city of marble. You can make some of the eyesores a symphony of flowers.

New Bedford taught us much. Once the whaling capital of the world, with whaling vessels bringing home cargoes of whale oil and whale bone valued at \$250,000, it has lived to see this trade completely vanish.

When home and office were lighted with sperm candles New Bedford was the light of the nation. Corset stays came from this whalers' headquarters. With the vanishing of candles and corsets New Bedford's light was not snuffed out. They carried on and have made it a greater city. They have preserved a full-rigged whaling vessel and kept it in good repair.

History in Publicity

The sails are full spread and are of copper to resist the assault of time. It is fully equipped to show how the catch was made and reduced to barrels of whale oil and bales of bone. This whaling vessel is the objective of tourists passing thru that part of Massachusetts. Not to be outdone and to keep alive the memories of that heyday of whaling, the New Bedford Hotel has a Spouters' Inn or mess hall for the Jolly Whalers. It simulates the whaling ship with great fidelity to detail, the dock, gangplank, whale-oil lamps minus the oil, portholes, hatch, covers and all. There is water under the gangplank. One feels that one is dining where and as whalers did. Nothing else like it in America.

It and the old ship attract tourists and advertise the city, a valuable asset to this old New England city—a remarkable use of natural advantages played up well.

Our amusement parks are missing valuable publicity producers and business getting by not using to advantage their history or that of their localities.

The Sioux City Hotel, Sioux City, Ia., plays up the heritage of the Sioux Indian. Its spacious dining-room walls portray the history, superstition and mythology of the Sioux. Needless to say, it gets the largest tourist trade of any hotel in that part of the West. It would be a pleasure to show many amusement parks what they could do.

LONG ISLAND

(Continued from page 43)

stand look like with that amount of money!"

The ultra-ultra estate of J. D. Maguire at Great Neck has a \$100,000 natatorium just for the use of the owner and his friends. The Maguire pool is one of the most expensive on Long Island, indie swimmeries included.

The latest in rackets around Long Island is being pulled by roadside night clubs and stoppoffs. Instead of paying professional entertainers their rates the spots advertise for amateurs to take part in a contest. A meal is the guarantee, and winners are paid off generally with a \$5 bill.

ROCKAWAY BEACH: Men working at

Ostend Pavilion, Far Rockaway, getting it into summer shape. . . Cottages renting fast. . . Lots of owners of beach-front land taken to make room for the Boardwalk have yet to be paid off by the city of New York. Outstanding coin runs into a round million dollars. . . A. E. Allee should blow in from the South any hour now.

Wainwright & Smith Restaurant, where such greats as the late Teddy Roosevelt and William McKinley dined, may or may not open this summer. It's been an on-and-off proposition in recent years.

LONG BEACH: Plenty of tax troubles. . . A whole crew is expected in from Asbury Park next summer. . . Johnny Mannix, who has the trick of getting celebs in his place, will be in the West End this summer. . . "Life guards must be able to swim," will be the keynote cry of solons this summer in picking the new staff. . . Point Lookout, near here, bills itself "the greatest bathing beach in the East." . . Shortage of electricians, it seems, for concession game work. An old problem, for it takes men specially skilled.

Amusement Men in Jersey Watch Racing Legislation

ATLANTIC CITY, March 9.—That horse racing for New Jersey will be given a hearing before the Legislature in Trenton adjourns is the promise of Rev. Lester H. Clee, pastor of First Presbyterian Church, Newark, and speaker of the Assembly. Assemblyman Joseph Altman, of this resort, sponsored the race bill which, if passed, will put the question to popular vote to amend the State constitution. A large project within the city limits here awaits legislative decision.

Amusement men thruout the State are anxiously awaiting the Legislature's action, as they have certain demands they want met before they give any kind of approval to the measure.

Speaker Clee declared he would not consider his own thoughts on the subject or let them stand in the way if others in the Assembly want the measure passed. The anti-gambling amendment to the State constitution was added in 1893 after some racing scandals.

With the Zoos

LOS ANGELES.—Altho animal pictures have had a vogue and, according to publicity departments of several studios, have proved good box-office draws, there is a decided trend to pictures where animal actors must be highly specialized. There are to be produced several where much is written around animal actors. *The Call of the Wild*, nearing completion, plays up strongly the dog. *Sequoia*, just released, a panther and deer actor carry the kick of the story. There goes into production a film with a working title, *Satan*, that has for its central character a tiger owned by California Zoo. For *The Great Ziegfeld* Anna Velda is daily rehearsing two lions in California Zoo. The star, according to the script, is to do a dance with the lions, and it is likely Anna will double for the star.

MILWAUKEE.—Nykai, 11-year-old female giraffe in Washington Park Zoo, died from a stomach and intestinal ailment. With her mate, Nykal came to the zoo in 1926 from Eastern Africa.

MADISON, Wis.—After devouring her second litter of cubs in Vilas Park Zoo, Princess, a lioness, is to be banished. Director Fred Winkelmann will sell the animal. Another mate for Prince, father of Princess' cubs, will be found among the female lions in the zoo.

FORT WORTH, Tex.—New signs being placed on all animal cages in Forest Park Zoo describe habits, characteristics, age and habitat of the animals, as well as diet, ancestors and attitude toward children. Signs aim to cut down the number of questions asked Zookeeper Hamilton Hittson, as the old signs told only names of animals, age and place of capture.

EVANSVILLE, Ind.—Three lion cubs were born in Mesker Zoo to Belle, a handsome lioness, and only surviving member of the original zoo family started in 1928. She was a gift of the American Circus Corporation.

TRUNK LINE DECISION SOON

Cohen, Riley Appeal to Assn. For Lower Railroad Charges

American Carnivals Association counsel submits brief and asks for elimination of demurrage fees—Strates Shows representative cites high costs following late war

NEW YORK, March 9.—The Trunk Line Association, headed by its chairman, N. W. Hawkes, of the general freight committee, listened for 45 minutes Tuesday to pleas by Max Cohen, general counsel of the American Carnivals Association, and Matthew J. (Squire) Riley, of the Strates Shows Corporation, for a reduction in railroad charges and relief from high demurrage costs. Hearing was conducted by Chairman Hawkes in the room assigned for that purpose at 143 Liberty street, and altho only a half hour was originally allotted, the chairman permitted the review to go 15 minutes beyond that as half a dozen railroad representatives popped questions at the duo.

Mr. Cohen, who arrived the day before from Rochester, N. Y., had prepared a detailed brief covering the situation which he presented to the association. It contained a list of ACA members, names of representatives of other shows in the railroad and motorized classes and a number of exhibits, including communications, from railroad executives which are intended to bear out his claims, and newspaper clippings, including a survey of over-the-highway shows made by *The Billboard* a few years ago which established the fact that overland outfits operated at much lower costs.

Mr. Cohen, arguing for the cause in a quiet tho forceful manner, said that this was the "first appeal for relief from the present situation, demurrage and other charges." He said that the amusement business is the fifth largest in the United States in volume of business, but that carnivals have their basis of trouble in "too much overhead," much of which includes expenses for railroad moves. If the railroads reduced these costs and eliminated demurrage "I believe and predict it will mean increase in gross volume of business for the carriers," he said. Demurrage charges often exceed cost of the movement, he declared, and this he described as unfair because sidings "are in many cases vacant for the rest of the year."

The counsel asked for (1) a 20 per cent reduction of all rates; (2) elimination of all demurrage (parking) charges; (3) elimination of local switching charges, when the road performing same has the road haul in or out; (4) equalization of mileage between competitive points; (5) elimination of switching charges at terminals (intermediate), the carrier having the longest haul to absorb same; (6) home-run rate to apply to all moves in excess of 150 miles; (7) granting of 20 per cent scrip mileage instead of the present 10 per cent, and (8) conditioning scrip mileage to be valid for one year and expiring no earlier than April 1 of the year succeeding issue date and good on all except extra fare trains. "We feel that what we are asking for is slight, and commensurate with our business, and it is going to mean that we will be enabled to stay in business," Mr. Cohen said.

Problem Outgrowth of War

After Mr. Cohen's synopsis of the brief, several railroad executives attending the hearing in the interest of their roads interviewed him and listened intently to his answers. Soon after Mr. Riley, former show owner and for many years general agent for some of the largest midway organizations, got to his feet and proved his familiarity with railroad matters. He said that the problem is an out-

(See TRUNK LINE on page 53)

Dodson's Shows Get East St. Louis Contract

ST. LOUIS, March 9.—Mel G. Dodson, general representative Dodson's World's Fair Shows, has closed contracts with the American Legion of East St. Louis, Ill., to furnish the carnival for the Annual Legion Spring Festival in that city the week of May 27.

According to C. Guy Dodson, general manager, they have booked the following for 1935 as free attractions: Fusser and his Spiral Tower; Capt. Dan Cherry, high trapeze act, and Mills and Mills, high-wire act.

Here's the Spirit!

The carnival editor received the following communication from Gordon E. Watt (who, incidentally, is off the road for a while, but retains the against-propaganda spirit), Des Moines, Ia.:

"I wish to congratulate you on your editorial concerning carnivals spending money for food. It was real good;" also (the helpful spirit, "Send me a few reprints of the editorial as soon as you can, to show the townspeople how carnival people spend their money—so they won't worry about it going 'out of town.'")

Shows in Battle For Jersey Spots

NEW YORK, March 9.—A dozen shows, three or four railroad outfits among them, are in heated competition for dates in New Jersey commencing in May and later. World of Mirth Shows, West's Show's Wonder Shows and others are shooting their agents into the same territory to capture auspices in "cream towns." A couple of agents have been working for two or three weeks in that area.

The six or eight small shows which play New Jersey more or less exclusively during the still-date season are in the advantage because they can swing their stuff here and there on short notice. The big shows are satisfied with three or four weeks in the Skeeter State. Some of the Jersey towns are the best in the East for midways. Northern part of the State is invariably favored. New Brunswick, Plainfield and others in that area are visited frequently by the midway organizations. Absence of Traver's Chautauqua Shows, which for years opened in West New Jersey, has given impetus to other outfits.

De LAND, Fla., March 9.—Royal American Shows will furnish the midway entertainment at the annual Volusia Agricultural Fair, March 25-30. According to present plans it will be held on the Volusia County Fair grounds instead of on a downtown location.

Proposed Tax Bill in Arkansas Considered as Discriminatory

VAN BUREN, Ark., March 9.—A tax levy bill, termed an emergency relief measure, introduced in the House of the Arkansas Legislature at Little Rock Tuesday, is considered as discriminatory against outdoor showmen, who are being urged to fight its passage.

The proposed tax affects many items, including amusements, among them carnivals, circuses, private parks, side shows and riding devices.

Carnivals, shows, circuses on railroads would pay for from 1 to 2 cars, \$25 a day; 3 to 5 cars, \$40; 6 to 10 cars, \$75; 11 to 20 cars, \$100; 21 to 30 cars, \$150; 31 to 50 cars, \$200; 50 or more cars, \$250.

Overland—1 to 2 loads, \$5 a day; 3 to 5 loads, \$8; 6 to 10 loads, \$15; 11 to 20 loads, \$20; 21 to 30 loads, \$30; 31 to 50 loads, \$40; 50 or more loads, \$50.

Side shows, \$15 a day.

Agricultural fairs are exempt, but



BEN KRAUSE, owner-operator of Krause Greater Shows, "snapped" on the midway of the Sarasota County Agricultural Fair in Sarasota, Fla. Mr. Krause was given high praise for the manner in which he conducted the amusements.

Crafts Are Hosts To Many Showfolk

LOS ANGELES, March 9.—Mr. and Mrs. Orville N. Crafts and their Crafts 20 Big Shows gave showfolk a wonderful day at San Bernardino, the invitation extended to Pacific Coast Showmen's Association members and their families and showfolk in general. For the occasion Ross R. Davis was grand marshal, with John T. Backmann, Steve Henry and Clyde Gooding assistants, and Lucille King Hall directed the ladies of the big party. Caravan assembled at Lincoln Park. There were 63 cars. Oklahoma Jack, as he had for years, headed the parade with Crafts' air calloppo. Ross Davis' organ brought up the rear. At Colton the party was met by members of State highway patrol, and outside San Bernardino by city motor traffic crew, city officials and officials of the National Orange Show. The receiving line included Mr. and Mrs. Orville Crafts, Mr. and Mrs. Roy Ludington and Mr. and Mrs. Elmer Hanscom. The midway was turned over to the visitors, everything free.

Among those noted: S. L. Cronin, Will Wright, Mrs. Mabel Halton, M. B. Palavlan, Mr. and Mrs. Frank Downie, Phil Williams, Ed Smithson, Mr. and Mrs. Jake J. Davis, Mrs. John Kauffman, Harry Chipman, Mabel Bennett, Minnie Fisher, Mr. and Mrs. H. B. Levine, Col. Ed Nagel, Mrs. Bertha Nagel, Mrs. Lillian Thompson, Jud Henry, Stanley F. Dawson, Mr. and Mrs. J. L. Shute, Mr. and Mrs. George Genac, Mr. and Mrs. H. C. Rawlings, Sherman Cowen, Ray Holmes, Mr. and

(See CRAFTS ARE HOSTS on page 53)

Francis' Biz Up at Opening

Greater Exposition Shows inaugurate season at the Houston Fat Stock Show

HOUSTON, March 9.—Greater Exposition Shows inaugurated their season with an engagement at the annual Houston Fat Stock Show and Exposition and got under way last Saturday to a good start. The management has given a great deal of planning and expense in preparing the equipment for the tour. At least three-fourths of tent equipment is new and papers were shown *The Billboard* representative indicating that additional new canvas would replace some now in use.

The outstanding show of the midway is Clyde Davis' new Nite Club Revue. The top is new, white, trimmed in red; back drop and tormentors as well as front curtain, crimson velvet, and the proscenium is being dyed red, pending the finishing touches. It has a brilliantly lighted panel front that seems to drag the crowds over to see "what it is all about." Costumes (12 sets) all new. Orchestra occupies the stage where acts are presented. The runway extends one-fourth the length of the tent. The Minstrel Show, Posing Show, Slide Show and others are on a high standard. All dressed up and an abundance of talent is found on all the shows. The rides are in good condition and paint was not spared. The rolling stock is in good shape.

With weather some better than last season's opening on same spot, attendance on Sunday exceeded that of last season, and a checkup of the office showed an increase in the spending. "Uncle" John and Mary Francis were captioned "the perfect host and hostess," meeting and greeting the showfolk and customers with smiles. Others of the staff and personnel equally courteous. A noticeable amount of merchandise was given out by concessioners.

The Roster

The roster: Show—Davis' Night Club Revue and Posing Show (two separate shows). Clyde Davis, manager; Tiger Martin, assistant manager; Bebe Davis, Harold McDowell, Ty Craft, Bob Phillips, Put Trueman, Allen Whelans, Frank Biertxel, Dorothy Satterlee, K. Johnson, Kitty Martin, Billy Martin, Evelyn Gould, Hazel Freeman, Dina Davenport, Shorty Davis, Mack Jones, Sue Jones, Blazo Clark, Joseph Kaye, Ace Martin, Gladys Morrow, Mary Kane, Rose Blair, Honey Louise, Sadie McGill, Ruth Shield, Harry Johnson and J. Whippett. Public Health Show, Tom Sigourney, manager; Mrs. Sigourney, Jeanette Sigourney, Louis Kukle, Karl Davis, E. Mitchell and Joe Williams. Crime Show, Walter Japp, manager; Jack Dempsey, Mrs. Jack Dempsey, Fred Gracey and Chick Emerine. Bughouse, Charles Edwards, manager; Mrs. Charles Edwards and Trueman Orr. Noma Show operated by Mr. and Mrs. Dick Keating. Minstrel Show is managed by Pat Murphy, produced by Roland Burney; Willie Toosweet, Harry Erock, Lloyd Hollins, Henry Reno, June Brown, May Browne, Tillie Mathews, Willie Lee, Johnny Mae Reno, Rochelle Dean, Mae London, Almeda Harris, Tom McCrae. Band includes Alphonso Anderson, Bill Banks, Jess Babin, Sid Kelly, Kid Sapiro and Willie Hicks. Athletic Show is managed by Joe Turner; Jack Lewis, Lee Morenstein, Clara Morenstein.

(See FRANCIS' BIZ on page 53)

Sheesley Gets Fair

GRAND RAPIDS, Mich., March 9.—Mighty Sheesley Midway has been booked for the Western Michigan Fair, to be held at the fairgrounds in Comstock Park, north of this city, in August, according to an announcement made Tuesday by C. E. Swanson, secretary of the fair association.



Showmen's League of America

CHICAGO, March 9.—President J. W. Conklin was in the chair at a rousing good meeting Thursday. With him at the officers' table were Vice-President Jack Nelson, Vice-President Joe Rogers, Treasurer Lew Keller, Secretary Joe Strelbich, Past Presidents Edward A. Hock, Sam J. Levy and C. R. Fisher, also Terry Turner as the guest of the president.

Brother Frank P. Duffield has been appointed chairman of the 1935 annual banquet and ball, which will be held in Hotel Sherman on December 3. That will be a busy week for the boys, with the annual meeting on the 2d, banquet and ball on the 3d and election and installation of officers on the 4th.

A St. Patrick's Day party is in store for March 16. A special invitation is extended to all members and their friends. Music, dancing and entertainment will be the order of the evening. No admission charge will be made.

Vice-President Joe Rogers has been appointed chairman of the annual drive for cemetery funds, with Will Wright as co-chairman.

The Ladies' Auxiliary is planning a party for April 7. Plenty of activities for showmen and their friends in this vicinity.

The Theatrical Night is past and it proved to be the social event of the season. A nice attendance and what a time.

Brother Jack Wish and the missus, on their honeymoon, stopped in at the League rooms for a call.

Bob Sugar was the guest of Brother Irving Malitz at the League rooms. Says his application may be expected soon.

Chairman J. C. McCaffery says the membership drive is going along fine, leading last year's mark, and he expects a total of over 200 ere the season closes. Incidentally, he presented the reinstatement of John A. Pollitt and Denny Howard. President Paddy Conklin presented the application of William Horfer, which makes one more Canadian brother.

Brother Sam Solomon was in town on business and spent the evening at the League rooms.

Past President Edw. A. and Mrs. Hock have returned from Hot Springs and were among those at the big doings.

Brother Frank R. Conklin has returned to Hamilton after a visit in Chicago.

LADIES' AUXILIARY

CHICAGO, March 9.—The Ladies' Auxiliary, Showmen's League of America, held its regular meeting in its rooms at Hotel Sherman Thursday evening.

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with President Mrs. Lew Keller presiding. Also at the table were Mrs. Edward Hock and Mrs. Al Latta, first and third vice-presidents; Mrs. Henry T. Belden, treasurer, and Mrs. Cora Yeldman, secretary. The second vice-president, Mrs. Martha McCoy, is still out of town on business.

After the usual routine of business the meeting proper adjourned for the usual treat of cake and coffee.

Active interest is being shown in the membership drive. A number of the members are making extensive effort toward winning the prizes offered by the president and the auxiliary's good friend Harry Coddington.



Pacific Coast Showmen's Assn.

LOS ANGELES, March 9.—Notwithstanding many of the members being on the road, Monday's meeting was well attended. There were 42 members present. President Archie Clark presided, with John Backman, secretary. President Clark announced that with the opening of Clark's Greater Shows on March 16 at Bakersfield for nine days he will need a pinch hitter during the time he is away. Frank J. Downie, first vice-president, will assume the duties, and, as he has had much experience in filling the chair in the past during the absence of the president, the affairs of the club will be looked after in proper manner.

A standing vote of thanks given Brother Orville Crafts for the splendid day's outing he gave the members and friends at San Bernardino. More than 250 made the cookhouse for Joe Krug's fine spread. . . . Milt Runkle reported the destruction of the winter quarters where effects of the late Brother Walter Hunsaker were stored. . . . Brother Rawlings reported the condition of Brother Burr McIntosh as unchanged. Is in Hollywood Hospital. . . . A letter from John Stanley Lyons was read, expressing appreciation of the fine treatment he had been given by PCSA during his long illness.

Lew Dufour and Joe Rogers paid the club a short visit. Were en route to San Diego.

A new lighted sign is ordered for the clubrooms, explaining the membership drive and the prizes that will go to those who win. Incidentally, the fine list of prizes is getting the fellows all "het up," as they are all of considerable value, and the securing of a large number of new members is assured by the advance promises made by several who have done fine work in the past. Next winter will see a new high in membership, equaling the membership of several years back.

There is a fine spirit manifested. The promises made last summer for a winter of fine entertainment and the fact that the promises were made good have done much to increase the membership. Also as the affairs have been nicely publicized locally the club has gained much in prestige.

Harry Fink said that the reorganization of the famous "Grid Club" will not be attempted until the gatherings in the fall.

Doc Hall ran down from the North, where he has been scouting for Clark's Greater Shows.

New members accepted: Daniel S. Stover, Santa Barbara; Sam Hinson, of Crafts Shows; Charles Bryant, Otto Jack Lucas, Richard Mansfield Edwards, Reinstatement, John Myers.

On motion of Brother Forstall seconded by Steve Henry, it was voted to send floral pieces to the Tom Mix Circus on its opening day and to Ted Metz, manager of the Tom Mix Side Show. Brother Forstall also communicated the invitation of Manager S. L. Cronin, manager Al G. Barnes Circus, to members of PCSA and their families for April 1 at the Washington and Hill grounds, and a vote of thanks was given in response. Committees were appointed to captain several groups that will be on firing line in the membership drive, which has just started.

An interesting letter was read from the Gulf Coast Showman's Association (See PACIFIC COAST on page 53)

Philadelphia Pickups

PHILADELPHIA, March 9.—Max Gruberg and family have returned to the city after a month's stay at Miami



SPILLMAN ENGINEERING CORPORATION,

KIDDIE-AUTO RIDE

1935 Improved Models Now Ready

GET DETAILS QUICK.

HEY-DEY RIDE-O — LINDY LOOP — CAROUSSELLES of All Sizes — MAGIC CARPET. Send Us Your Expectations for 1935. Get Our Quotations.

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HILDERBRAND UNITED SHOWS WANTS

All kinds of Concessions except Bingo and Cookhouse. Will book any show of merit. Free Acts wanted, and High Diver. Season opening around last week in March at Santa Barbara. Same route as last season, including Montana and Washington. Entirely new show this season due to the disastrous fire last December at Phoenix. Would like to hear from Shorty Costello and Richard Ricard. Address all communications to

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New De Luxe Model
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Either 8 or 10 Car Size PRICED FROM \$750.00 up

KIDDIE AUTO RIDE

50 Allan Herschell Kiddie Auto Rides sold in the last two seasons. Three Standard Sizes: 8-Car, 18 ft. diam.; 8-Car, 20-ft. diam., and 10-Car, 24 ft. diam. Seats 16 large children. All cars in one continuous line. Outside loading. Smooth action clutch and cut steel gears permit the use of either electric motor or gasoline engine. Write for 1935 circular and new low prices.

ALLAN HERSCHELL CO., Inc. NORTH TONAWANDA, N. Y.



Beach. Max will remain here until he goes to winter quarters, about March 15, to arrange for the opening of the season.

William Glick and his representative, Lee Schaeffer, spent several days in the city arranging the purchase of some show property and other business matters.

Harry G. Wilson has been confined to his home with pneumonia, but after quite a siege is now getting around again. Does not expect to go out this season.

Fred Sterling was a visitor here during the week taking in the museums. Scotty Sheldon and wife came in from the West. They were with one of the Rubin & Cherry shows last season.

It does not look as tho any carnivals will show in Philadelphia this season. Several attempts have been made to get permits, but so far nothing of an encouraging nature has developed.

Among C.&W. Engagements

GREENSBORO, N. C., March 9.—The management of Cetlin & Wilson Shows provides the following list as among the engagements contracted by that organization for this year:

Spring Fair and Flower Show, High Point, N. C.; Kent and Sussex Fair, Harrington, Del.; Mifflin County Fair, Lewisburg, Pa.; Bedford Fair, Bedford, Pa.; Butler Fair, Butler, Pa.; Greater Ebensburg Fair, Ebensburg, Pa.; Greater Reading Fair, Reading, Pa.; Shenandoah Valley Fair, Winchester, Va.; Greater Greensboro Fair, Greensboro, N. C.; Durham County Fair, Durham, N. C.; Golden Belt Fair, Henderson, N. C.

Mo. Show Women's Club

ST. LOUIS, March 9.—Mrs. George Davis entertained members of the Missouri Show Women's Club recently. Bridge was played during the afternoon, after which a delicious dinner was served by Mrs. Davis and Mrs. Navarro. Those attending were Mrs. Catherine Oliver, Mrs. Jane Pearson, Mrs. Elizabeth Simms, Mrs. Charles Goss, Mrs. Helen Feldman, Mrs. John Barnes, Mrs. Dee Lang and Mrs. Anna Sorter.

Conklin Adds to Fairs List

HAMILTON, Ont., March 9.—President J. W. Conklin of Conklin's All-Canadian Shows, who has had a marvelous vacation this winter on his trip to the West Coast and an extended stay in California, also in Chicago, advises that three more fairs were added last week to the organization's list of those engagements for this year. They are at Cornwall, Owen Sound and Galt, all in Ontario.

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SHOE TRUNKS In Good Condition, 374538. 10, \$2.00 Ea.; 10, \$3.00 Ea.; 10, \$5.00 Ea. PRIESMEYER BROS. TRUNK CO., 1003 Lucas Avenue, St. Louis, Mo.

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 Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,
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BINGO GAME
 75-Player, complete, \$5.25. Including Tax.
 Send for our new 1935 Catalogue, full of new Games, Lamps, Albums, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confections, Artificial Flowers, Novelties.
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 Heavy Convention Walking Canes. Dark Mahogany Finish. Price For Gross, \$24.00.
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 Instant Delivery. Send for Wholesale Prices.

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A 75-Card BINGO SET, complete with Call Sheet, calling Numbers and Markers, sent post-paid anywhere in the U. S. for only \$3.00.

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 1454 Grand Ave., DETROIT, MICH.
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ELGIN WATCHES, \$1.65 EACH

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7-JEWEL, 18 SIZE ELGINS & WALTH. \$2.35.
FLASH CARNIVAL WATCHES, 50c Each.
 Send for Price List.
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USED SHOW PROPERTY FOR SALE.
 \$ 6.50 Olivette Hood with 1,000-Watt Bulb. Good Condition.
 \$30.00 Real Eight-Legged Pig, Mounted Glass Case.
 \$12.50 Indian Head Dress with Feathers.
 \$30.00 5-Reel Films, 35 mm. Ten Nights in a Barroom, Colored Play.
 \$50.00 Concession Tent, 12x16 Feet, with Side Wall, Awning and Frame.
 Other Tents Cheap.
WE BUY GUESSES, NIGHT SCALES, EVANS WHEELS, CONCESSION TENTS. Pay cash.
WEIL'S CURIOSITY SHOP,
 20 S. Second Street, Philadelphia, Pa.

BUY DIRECT FROM MANUFACTURER

75 CARD BINGO SET, \$2.50
 96 CARD BINGO SET, 3.00
 Complete with Call Sheet, Markers and Directions.
 Postage Paid.

POST CARDS FOR VENDING MACHINES.
 Movie Stars, Cowboys, Baseball Players, Fortune Telling Cards and others. F. O. B. Philadelphia. Cash with order. Reasonable Jobbers write for Special Discount. **UNITED POST CARD CO.**, 28 Strawberry St., Philadelphia, Pa. We do exclusive design work for Jobbers. Let us figure.

WANTED

Freaks and Side Show Acts
 For a long season, to open in Norfolk, Va. April 20. One Freak to Light. Also high-class Mind-Reading Act that can read inside. All address **JOHN T. HUTCHENS**, Cassville, Mo.

MIDWAY CONFAB
 By THE MIXER

THE SHOWMEN'S LEAGUE put it over big—the Theatrical Night!

FOR THE second season E. L. Provins has booked his concessions with Blue Ribbon Shows.

HUGH L. LOWE is now connected with Blue Eagle Shows as legal adjuster-business manager.

How "times have changed!" Years ago fairs paid carnivals to furnish shows, ride and concession amusements!

MR. AND MRS. HARRY HUNTING recently joined Blue Eagle Shows with their Chairplane down Georgia way.

HARRY HARRIS and the misau recently joined New Deal Shows with their two attractions, Snake Show and "What Is It?"

D. C. HANNA for professional purpose is changing his individual billing to Tarcomeda (if spelled backward, wonder if it specifies his politics!).

JOE PRICE and John Barlett are to be with Jack Nation's Side Show coming season—Price's musicians and Barlett on the front.

DR. BYRON N. HULBURD has booked

ville, Ind., to confab with acquaintances in Cincinnati.

BOBBY KORK plans a two-people "third sex" attraction for the coming season. Now presenting own revue troupe at night clubs in one of Eastern cities.

HARRY B. SILVERS has left Veterans' Hospital at Lyons, N. J., for Montgomery, Ala., to get his show ready for the coming season with the Rubin & Cherry Exposition Shows.

Blue Eagle Shows claim having the youngest "The Billboard" agent, Joe Ann Karr, five years old.

J. C. McCAFFERY, general representative Rubin & Cherry Show interests, was in and out of Chicago last week on business and to attend the Showmen's League Theatrical Night. Left for winter quarters of America's Model Shows.

DIAMOND KITTIE and manager, H. V. McGarry, recently returned to the McGarry home at Miami after taking in the fairs at Tampa and some other Florida cities. "Mack" has a new nifty automobile.



NO SOONER had Lew Dufour and Joe Rogers arrived on the lot of the California Pacific International Exposition, San Diego, Calif., than Lew suggested that Joe whip off his coat and break ground. "This is as it usually is," Joe remarked as he bent his back over the shovel, while Lew laughingly directed operations with that new cane he brought back from Paris.

three troupes of trained and cage animals with the J. Harry Six Attractions to open April 25 at Louisville, Ky.

M. JACKE MILLER left Joplin, Mo., early last week for Osceola, Ark., to join Great Sutton Shows with Miller Bros.' Circus Side Show.

AFTER a few years' absence from midways P. W. Oden is again in harness and connected with Col. Ted Dedrick's New Deal Shows.

JESS MORRIS and Jo-Ann, late of Hargen's traveling museum in the South, recently arrived at the Greater Exposition Shows' quarters at Houston.

Two postcard "reports" of births received by "The Billboard" did not bear signatures. Neither of them is published.

HORACE WALTERS, of Royal American Shows, became a benedict early last week (see Marriages column). His bride will accompany him on the road.

TORAK MICHELLE (bills as Chimingo Singhalee, Fireproof Man) says he has stored his side-show paraphernalia and will be with an Oddities attraction at the exposition at San Diego, Calif.

THE VETERAN concessioner Edward Jessop made one of his periodical trips last week from his home city, Conners-

an A. & P. store in Reading, O. Some hustler, is Clarence.

HOWARD RAYBURN, ride man, formerly with various shows, accompanied by Jimmy Williams, also ride man, arrived in Cincinnati last week, and after calling on Col. J. F. Dehnert, in Covington, Ky., arranged to be with the Knepp & Dehnert Shows this season, Rayburn foreman the Caterpillar.

J. F. (JOE) FREDERICK is again "feeling fine" after undergoing two operations in a hospital. Has contracted his attractions—Arcade and Prison and Reptile shows—with Bright Light Shows, also is building a new kiddie ride and has purchased a new house trailer. May do an Australian whip act as free attraction.

MR. AND MRS. JACK HALTON have rebooked their two concessions with Max Gruberg (World's Exposition Shows). Will flash their frameups with neon signs (Jack says, "I can't understand why more show people haven't used the brilliant red and blue neon signs to flash-up the midway"). They were with Kruzo's Museum this winter.

WITH Henry J. Pollie contracting the Pollie & Berger Shows with the K. of P. at Battle Creek, Mich., and the show to start its summer season from that city in June, there is a coincidence. Twenty years ago Mr. Pollie and Thomas D. Ensign (of Battle Creek) contracted the old "Zip and Pip" carnival company with the same lodge and on almost the same date.

L. Clifton Kelley was asked if he remembered the time a motorcycle rider went "over the top" of the Motordrome with the Clifton Kelley Shows at Indiana Harbor, near Chicago, spring of 1914. Answered Clifton: "You can wager I do. And I also recall that to add to the mishap the blamed motorbike while laying on its side in the sand kept right on chug-chugging, and kept sliding 'round and 'round, and nobody could get to it to shut off the pesky engine!"

JACK BRADLEY and Bob Young have closed their sign shop (was very successful) at Selma, N. C., and are devoting

A RELIABLE BIG ELI WHEEL

No Midway complete without ONE. Many Midways require Duplex Wheels. Nothing sensational about a BIG ELI. Just a steady season-around money getter. Ask the man who owns one.

ELI BRIDGE COMPANY
 Builders of Dependable Products,
 800 Cass Avenue, JACKSONVILLE, ILL.

12 CAR LINDY LOOP

FOR SALE. First-class condition, good as new. Can be seen Salisbury, N. C. \$1,000 takes it. **GEO. A. KERESTES**, Box 101, Philadelphia, Pa.

KLEIN'S MIDWAY ATTRACTIONS

Opening Early in May, Elmira, N. Y.
 WANT Concessions of All Kinds. Everlasting open. Corn Game, Cook House, 2 on both. CAN PLACE all Shows with own outfits. Will furnish transportation. Have opening for Flat Rides and Kiddie Rides. A clean, high-class Show, playing where the money is. Address: **MANAGER**, 152 Guinip Ave., Elmira, N. Y.

Barker Shows Want

For their opening at Cape Girardeau, Mo., April 3 to 13, American Milt Camp, Cigarette Gallery, Flathead, Stum Sundie, Bowling Alley, any Concessions that work for stock. No grift. Shows that don't conflict with what we have.
MRS. J. L. BARKER, Charleston, Mo.

WANTED

RISE HELP, MERRY-GO-ROUND FOREMAN, Other Ride Help. Charlie answer.
MURRAY JACKSON
 BENNETTSVILLE, S. C.

WANTED

Lease or Buy
AIR GALLOPE and TRUCK
 Send photographs. No junk wanted.
MANAGER, State Theatre, Manchester, N. H.

their time to finishing touches on Merry-Go-Round and other equipment of Endy Bros. Shows. For the season, Bradley will have banners and signs, also mail and *The Billboard* sales, and Young will again be in charge of Ferris Wheel. Phyllis Taylor recently arrived at the Endy winter quarters to await the opening.

HOUSTON PICKUPS—Phil Little and Louis Eisman were seen on the Greater Exposition Shows midway. . . . Jess Shoat, of Beckmann & Gerety Shows, has closed his winter minstrels and is all set for the spring opening. Mrs. Nora Shoat, who has been undergoing treatment here for the past year, is reported "doing nicely." . . . Billy Streeter, formerly with Francis Shows, now of the Hennies Bros. staff, left to look over some of the early season spots. . . . Dad Treusel, old-time agent, is a daily visitor among the showfolk here. . . . Blackie Dailey, who will have the Minstrel, is now at Hennies quarters here. . . . Eddie Clark, unable to await the opening of the show with which he is contracted, played the Houston Fat Stock Show with his concessions. With him are Chester Arthur and S. Westmoreland. . . . Florence Brown and her "Dollar Bill" concession are storming the Greater Exposition Shows midway. . . . Kenneth and Viola Blake in the city visiting old friends and making new ones. They will be with Western States Shows this season. . . . Marine-Firestone left for the Bill Hames Shows for the season. There will be 12 acts besides the Firestones' offering and two special bally acts. Madame Marine had new decorations and wardrobe made by a Houston firm. . . . George Bedonie, who opened with Greater Exposition Shows, has a flashy auction concession in a 30x50 top. . . . Glen Kennedy left for the Hames Shows. . . . Harry Hays (Turtle Race) says: "It will be a guinea pig race at Texas spots coming season—'Hello, Happyland.'" . . . Earl Strout and Alice Melville were high in praise of the Clyde Davis all-new Midnite Club Revue on Greater Exposition Shows.

Mighty Sheesley Midway

STATESVILLE, N. C., March 9.—Manager John M. Sheesley is a busy showman these days directing progress of work at winter quarters and making trips northward and southward in interest of the show. Mrs. Annette Sheesley is having a fine bingo concession built, and her photo gallery is nearly completed. Sammy Lowry and family are at quarters and getting the Autodrome ready for the season. Foreman Johnson of the Waltzer and his helpers arrived at quarters, also Miller Williams, foreman of the Caterpillar. Sam Boone, foreman in Mrs. Minnie Pounds' midway eating emporium, arrived and with his aids is overhauling the tables and counters, and Ted Williams, chef, is getting the fine kitchen wagon in shape. Hilton and Lucille Hodges made a trip to Tampa, Fla., on business for Mrs. John M. Sheesley. G. Lawrence McDonald, master painter with this organization many years, is spending the winter at Yukon, Fla. James (Jimmy) Austin, show custodian, is sun-bathing at St. Petersburg, Fla. George Birdsey, barber and laundry man, and family are at Bartow, Fla., for the winter. Mrs. Dale Pickett, cashier at Mrs. Pounds' dinery, and her hubby, Bill, are anxiously awaiting the start of the season. Doc Anderson and Evelyn Redding are playing at a theater in Tampa, Fla., but will be on hand for the opening with a "bigger and better" Minstrel Show and band. Trainmaster Howard Ingram's crew will be here about March 15 to overhaul the train. Ingram will arrive about April 1. He now having charge of the big tent of the Alvis Walkathon at Macon, Ga., assisted by Tom Vigilante, Arthur Detweller and Blacksmith Jackson. S. N. Nutter, of Nuttles Fort, W. Va., who had a neat eating stand with the show at fairs last fall, and his wife and sons are awaiting the opening engagement.

WARD (DAD) DUNBAR.

H. Bantley's Shows

REYNOLDSVILLE, Pa., March 9.—Work is coming along nicely in winter quarters. Scenic Artist Carl Holtzoffel is touching up work on the Merry-Go-Round. Owner Bantley and William Cogley recently returned from New York City with another ride, a Chairplane, making five rides. General Agent B. Davison is booking spots thru Pennsylvania, Ohio and New York.

STELLA F. COGLEY.

Some Filosify; Some Incidents

By HENRY HEYN

Midways badly need a likeness of some world's fair villages. Someone should try. By the way, some midways have the African Villages, typical and colorful, but unexploited. Casts of the minstrel units camping out and cooking their own.

A colored boy was burying a service wire for me. I said: "Just cut the sod and press the wire down. You know you are not digging a sewer, we don't need one here!"

He said: "Yassah, but dat other show I jes cum frum suah need one." "Two similarly sounding words "keys" and "cheese," and that's why a cookhouse boy once brought a big cheese when he was told to go uptown and get another one of them big keys.

Trying to crash the gate at some of the attractions on shows makes the gate keeper's job sometimes an exciting adventure, most troublesome of these are the self-captioned troupers here today and gone tomorrow.

Most shows carry good wire for cables. Most of them insist on good service connections. But there are two many places on some midways where the wiring is not only bad but the connections dangerous, due to carelessness. That cyclone speed is not essential, seldom necessary. Haste is all right if it's urgent, but "Let's get thru quick—to do nothing, or go fishing—is not so good, says I.

At Los Angeles in January, 1930, I was driving out Sunset boulevard and picked up One-Eyed Connolly, whom I had not seen in seven years — last while making fairs in Canada. In Hollywood, Connolly showed me the first miniature golf course, which was a fad, and had a future that came like a storm and as quickly it passed away. Why was this so? What is the answer?

Martin Bros.' Shows

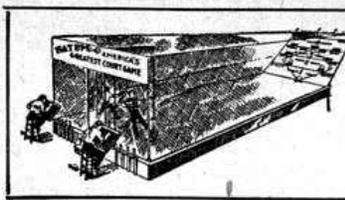
GREENSBORO, Ga., March 9.—Martin Bros.' Shows have played in South Carolina and Georgia all winter and we have not stayed a second week in any town. The roster: Ferris Wheel—Walter Hartstock, owner, with Barnes Hartstock and C. Miller assistants. Chairplane—Dave Kellum, owner. Auto Kiddie Ride—Harry Stewart, owner. Jack O'Brien's Athletic Show. Mickey McCoy and Billy Rose have the Girl Show, assisted by George Wentz. Circus Side Show operated by T. L. Bryant, and the Crime Show operated by the writer. Johnny Hobbs has three concessions, with Jack Quinn, Austin White, Jack Daniels and Johnny Hobbs in charge; R. B. Garner, three, including Mrs. Garner's palmistry; Otis L. Smith, one; Rocco S. Aleo, five concessions, including cookhouse and corn game; Barney (Google) Hersey, two, with Joe Lefleur and Whittle as agents; Ernest Dal Rymple, one; Smithy, one; Louie Augustine, one; Shorty Webber, one.

The show has been doing as well as could be expected, as there has been much cold weather. Hugh Lowe and Sam Riley left several weeks ago. The show is on its way north and expects to have its spring opening in Tennessee. The staff: Mickey B. Martin, manager; Phil Rocco, assistant manager; Rocco Martin, secretary-treasurer; Sam Housner, legal adjuster; the writer, R. L. Davis, general agent; Jack O'Brien, lot and lights.

Knepp & Dehnert Shows

COVINGTON, Ky., March 9.—During a wave of springlike weather this week someone at winter quarters informed of seeing birds similar to robins and it started sayings of "It won't be long now." Work continues progressing at quarters and Col. J. F. Dehnert makes daily trips there to see that no time is lost thru lack of material. "Uncle" Chappie Drew, one of the oldtimers with the show and years ago a rider with circuses, including Barnum, Bailey & Hutchinson, in the '80s, is a great entertainer, at night talking with the boys until the wee sma' hours. Among recent callers was Hugh McPhillips, of McPhillips & Son, Cincinnati, who for years had rides with various carnivals. Millard Potts, brother of the late Wesley Potts, of side-show note, will have several shows on the midway this season. His feature will be the big Ten-in-One, with Charles Dunnigan handling the front. He will also have Arabian Nights and Snake Show. Another new truck was purchased to add to the transportation fleet.

MRS. F. M. WOOD.



BATEM BASEBALL GAME

This Wholesome Game is a PROFIT MAKER! This Game gets "repeat" business. New model can be set up as indoor or outdoor game and operates automatically. BASEBALL SEASON IS HERE! Don't delay. Write for full details. **JOE ARONOFF,** 2937 Park Row, DALLAS, TEX.

WANT TO HEAR FROM A CARNIVAL
That Plays Cities Having a Daily Paper. Does Some Advertising and Puts Out Window Paper and Cards. Believe I have the Best FREE ATTRACTION for the Gate That Has Ever Been Offered.

BOZO, half Gorilla and half Chimpanzee
Weights 240 pounds and stands 4 feet 8 inches. The ugliest beast ever exhibited. He puts on a Wild Man Show equal if not better than Chas. Smith's "Feller," and that is claiming something. In addition, I have two wonderfully trained Chimps, Nellie and Betty, that made all the Universal "Monkey Shine" movies. I will do the press work and produce special features, such as Hollywood Public Legal Wedding or Colophane Wedding, Auto and Horse-Pulling Contests, Goofy Auction, etc. Have Special Paper, Cuts, Mats, Dynamometer, etc. for everything. Address: **W. H. (BILL) RICE, Care of Hotel LaMarr, San Antonio, Tex.**

H. BANTLEY'S SHOWS

HARRY COPPING, Manager.
WANT clean Shows of all kinds, especially good organized Colored Show. No Girl Shows, Concessions of all kinds except Cook House, Corn Game, Popcorn. WANT Foremen for Ferris Wheel, Chairplane and Tilt-a-Whirl! Show opens April 27. Address all mail **HARRY COPPING, Manager, Reynoldsville, Pa.**

MIDGETS WANTED

New and unusual Act, no experience necessary; we train you. Give details, height, weight and photo. Salary guaranteed weekly. **DENNIS WHITE, General Delivery, Shreveport, La.**

J. R. EDWARDS SHOWS

OPEN MASSILLON, O., APRIL, 27 (TWO SATURDAYS).
WANT Cook House, Corn Game and all kinds of legitimate Concessions. CAN PLACE Wheels if you use stock. WANT Shows with own outfits, 25%. Long season. Good treatment. Will carry two (2) Free Acts and Band. Address all mail and wires to **J. R. EDWARDS SHOWS, Wooster, O.**

Cetlin & Wilson Shows

GREENSBORO, N. C., March 9.—Work in quarters is progressing rapidly, with the addition of several more workmen under the direction of Frank Massick. Both of the managers, J. W. Wilson and I. Cetlin, have been away on an extended and successful booking trip. General Agent Harry Dunkel is leaving shortly and will not return until the opening date. Mr. and Mrs. Leo Carrell, Mr. and Mrs. Carl Fontaine and Mr. and Mrs. Jake Faust are new arrivals in Greensboro. Incidentally, Mr. and Mrs. Faust were hosts at the last meeting of the Boosters' Club, held at the Cleggs Hotel. Jack Rinehart and his company are also in town and will play theaters until opening time. D. L. Basinger and William Heppding were visitors, as were Harry Ramish, George S. Marr and wife and daughter. Speedy Merrill has added 14 feet to his electric sign, now measures 44 feet and has 320 globes. Leo Carrell has started work building his U-Drive-It track and has also added greyhounds and bears to his Monkey Circus, and is rearranging to resemble a three-ring circus. Word was received from L. W. (Duke) Jeannette that he has several new features for the Side Show, with special banners and drapes for each attraction on the inside, and will again have with him Mary Casey (Adam and Eve). Fred Uter, electrician, is busy with the rewiring of fronts and at the same time is building several new signs for show fronts. Expense will not be spared this year as far as illumination is concerned. A. W. Howell as soon as he is thru overhauling the Lindy Loop will build a new front for the Crime and Criminal Show. Harry Dunkel celebrated his "7" birthday last week and was tendered a party at the apartment of Mrs. J. W. Wilson, with Mrs. Cetlin and Mrs. Wilson sharing honors as hostesses.

GEORGE HIRSHBERG.

Klein's Midway Attractions

ELMIRA, N. Y., March 9.—Work at winter quarters is now under way. Show is planned to open here in May. Manager C. M. Klein is lining up spots for the coming season, while the assistant manager, E. M. Klein, remains at the office. All of which is from an executive of the show.

1500 KENO (LOTTO)

Made up in 15 Sets of 100 Cards each, Wood Markers. One Winner in the entire series. \$5.25 per Set. of 100 Cards.
BINGO CORN GAMES
FROM 20 TO 300-CARD SETS.
20-Card Set.....\$1.00
25-Card Set.....\$1.25
35-Card Set.....\$1.50
50 Cards, \$2.00; 100 Cards, \$3.00; 150 Cards, \$3.50;
200 Cards, \$4.00; 250 Cards, \$4.50; 300 Cards, \$5.00.
All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Send for Free Sample and Price List. We pay postage except O. C. D. expense. Instant delivery. No checks accepted. Established 10 years.
J. M. SIMMONS & CO.,
19 W. Jackson Blvd., CHICAGO.

F. & M. Amusement Co.

WANTS Merry-Go-Round. CAN PLACE Shows such as Illusion, Fat, Reps, Mickey Mouse, Deep Sea, Five-in-One or any good Grind Show. Concessions: Pitch-Tilt-Y-Tow-Win, Photo Gallery, Fishpond, Candy Floss, Popcorn, Hoop-La, Scales, Bumper Joint, Purtle Race, Penny Pitch, String Game or any legitimate Concession. Positively no graft. Privilege reasonable. Show opens week of April 29, playing money spots of Pennsylvania. Address all mail to **F. L. FAUST, Manager, Oak Park, Tampa, Fla.,** until April 1; then Winter-quarters, Lewisburg, Pa.

ROGERS and POWELL WANTS

Athletic Show, Pit Shows with own outfits, or any Show that does not conflict. Concessions open: Corn Game, Frozen Custard, Scales, Ball Game, Ice Cream and Soft Drinks, Stock Concessions. Positively no graft. Monticello, Ark., week of March 11.

BRIGHT LIGHT SHOWS

OPENS APRIL 20.
CAN PLACE few more Hides, Shows of all kinds and a few more Concessions. Have contracted 11 Fairs, 5 Old Home Weeks, 3 Firemen's Conventions, and more pending. Address **JOHN GECOMA, 1217 Carson St., South Side, Pittsburgh, Pa.**

WANTED
LOW PLATFORM TRUCK, UNDERSLUNG, FOR PIT SHOW.

Or long Bus Trailer for same. One real House Car, 20x20 Tent. Several Illusions can be worked in Pit. Chimpanzee, Gorilla and Big Snake. **ORVILLE HARRIS, care Billboard, Chicago.**

THE J. LACY SMITH ATTRACTIONS
WANT Chairplane, capable Man to take charge Ath. Show. Have Tops and Fronts will furnish to any clean, money-getting Show. All Concessions open. Show opens April 15 in Ohio's best territory. **J. LACY SMITH, Mar., Ozona, Tenn.**

Chop Suey

By W. H. (BILL) RICE

LAFAYETTE, La., March 9.—Counted between Tampa and Pensacola the following: One mule, five hogs, 11 cows and one sheep. Every one of these means work for the men who take the bodies from the highway—also the M.D.'s, the hospitals, the undertakers and the auto repair men. Many people were killed and injured last year, but it seems that Florida won't pass a fence law.

Passed the Mighty Haag Show winter quarters at Marianna and everyone was working. A beautiful spot on the main highway. Had lunch in the bus terminal there. They had a sign "No checks cashed, not even good ones."

Pensacola probably has the only record of a carnival doing a big business the first week and staying over the second week to double the gross. John Miller's Shows played it about 1912 under the Elks on the streets. The Atlantic Fleet was supposed to be there, but was a week late. So that's that.

At Biloxi, Miss., passed a carnival on the beach that was playing under a new auspices to me, the Shrimp & Oyster Fishermen's Association. Good-looking little outfit. Sure a grand drive from there to the Louisiana Line along the beach. The sidewalk started at Biloxi and ran way past Gulfport. Beautiful homes, hotels and cottages all the way.

Mobile, Ala., was the home of the late Jake Tennabaum, manager of the Opera House. I often played with him. A book could be written about the jokes he played. One of the best was on the late Charles Murray, a big-time advance agent. He wired Jake "will arrive" on such and such a train, "meet me with the band." When the train pulled in Jake was there with a 20-piece band and a hack in which he rode with Murray behind the band to the theater. The show played and when he settled with the company manager he attached a bill for \$85 for the band. The manager said "What the h— is this?" and Jake showed him the telegram and made 'em pay in full.

Visited with Morris Miller and Goldie Fitts in New Orleans. The World's Fair Museum doing a wonderful business. Miller and I were in Florida in 1923 and made so much money we did not know what to do with it. Goldie was manager for Carl Lauther, who had the Pit Show with the Police Water Circus in Miami. We offered Lauther 25 per cent of gross to play and he wired back "will play 50-50 and you pay transportation and hauling." We accepted and he did a gross of almost \$8,000. He stayed over and played with Bob Morton's Circus and had another wonderful week in Miami Christmas under the Klu Klux.

I'll say that the worst highway I know of in the U. S. is No. 90, from New Orleans to Morgan City, and it's the main highway from Texas to Louisiana. I'll advise anyone to go thru by way of Shreveport if he can.

By long odds my opinion is that the finest looking little city in the U. S. is Franklin, La. They have everything, white way lighting, splendid public buildings, streets, monuments, statues and best of all big illuminated signs on every highway entering the city with the name "Franklin" on them. Hardy a city or town east of the Rocky Mountains bothers to let the travelers know where they are.

Eddie Connors had an apartment in Dallas last winter and John Swor phoned and said, "Eddie, I'm leaving for Los Angeles in the morning (Saturday) and will stop in and see you for a minute." Swor did. He left Tuesday afternoon.

Lew Dufour sent me the following clipped from one of Ripley's cartoons and said, "Bill, do you know who this is?": "Young man, lazy, but would consider a soft position if allowed to rest frequently; ask for Slippery Bill. Phone JE. 6717. This ad appeared in *The Los Angeles Examiner* October 1, 1933." Well, Lew, "believe it or not," it might be Eddie Brown.

Royal Palm Shows

Bowling Green, Fla. Week ended March 2. Hardee County Fruit Festival. Weather, rain Tuesday, clear, cold and windy; then clear and warm. Business, fair.

The show initiated the new fairsgrounds at Bowling Green, the event-sponsored annually by Hardee County Fruit Festival Association. Midway covered every acre of the space allotted to the amusement section with shows, rides, concessions and free acts. Opened Monday

night for a pre-festival showing to home-towners and a little business. Saturday recorded the largest attendance and business of the week and the crowd came early and stayed late, with rides and shows showing a profit on the week. Among the visitors and patrons was Senator Hodges, who with Russell Kay, of the Florida Press Association, took in the midway. Others who came in for the "once over" were E. Lawrence Phillips, owner Johnny J. Jones Exposition; Henry Huff and Mayor G. H. Bates, of the All-Florida Fruit Festival, Plant City; Hugh A. Senneff, manager, and Ken Williams, assistant manager, fair at Fort Myers; Ross Bartlett, national newspaper correspondent, and Louis H. Alsmeyer, state agricultural agent, Sebring, who plans a fair for his home town. Berney Snaucker entertained the Shriners on their special day, who voted his midway one of the best. Joe Redding addressed the banquets and Lou Hoffman and Robert R. Kline represented the shows, while Lady Zeulda and George K. Ringling, mentalist of the side show, entertained. Thomas Rankine joined to be associated with Mrs. Nan Rankine's concession.

WILLIAM JUDKINS HEWITT.

Hennies Bros.' Shows

HOUSTON, March 9.—When this appears in print the show will be on its first lot of the season at Kilgore, Tex., under auspices of American Legion. The long caravan of red and green truck and trailer equipment is scheduled to leave winter quarters the coming week in order to be in Kilgore three days before the opening, March 16. This year 27 company-owned trucks and trailers will be in the transportation fleet, besides about 14 privately owned. All the paraphernalia has been overhauled and freshly painted. Thirty-two flood lights have arrived to light the new fronts of the Illusion Show and Mysteries of Life. Ray Domer has completely rebuilt and enlarged his Motordrome. One of the last items finished in quarters is the Athletic Arena of Fred Mortensen. Art Martin, who has the *Oriental Fantasy*, presented his wife, Hazel, with a new sedan as a birthday present. Mr. and Mrs. H. A. Miller, who will again operate the corn game, arrived last week. William (Billy) Streeter, special agent, is at the opening stand, and the general representative, Noble C. Fairly, is leaving to lay out the midway. Alice Melville (Strout) has new stage drapes, lighting effects and costumes for her *Parisienne Follies*, and has engaged eight "red-heads" for her line and contracted Wally Reese as emcee. The big Vernon L. McReavey sound truck has arrived and will be used at the main entrance. All of which is from an executive of the show.

Over 600 Attend 2d Annual Theatrical Night of League

(Continued from page 3)

co-operation from Frank Bering, manager of the Hotel Sherman, who put all the resources of the hostelry at the disposal of the league.

Dave Russell, chairman of the entertainment committee, handled the job of lining up talent most efficiently. Maxie Herman was in charge of reservations and did a thoro job of it, arranging tables to the satisfaction of everybody. Sam Bloom headed the reception committee and with a capable staff handled the large crowd to perfection. Secretary Joseph E. Streibich took care of the distribution and sale of tickets in a thoro and satisfactory manner. Many other members of the league served on the various committees and played an important part in putting the show over. Nat Green, in charge of publicity, was fortunate in having the fullest co-operation from "Howie" Mayer, publicity director of the Hotel Sherman, and his staff, particularly Merle McBall, Corinne Hardesty and Maxine Smith, and the result was the greatest amount of publicity in the daily newspapers that any league affair has ever had.

Wonderful Show

The league took over the College Inn for the entire night of March 4, from 7 o'clock on, this being the first time any organization has done so. The crowd began to gather early and the Inn was comfortably well filled before the regular show started. Guests were served a delicious dinner that was characteristic of the usual excellent College Inn service. First entertainment offered was the regu-

My Experiences

By LEW DUFOUR

Joe Rogers and I left Chicago on Friday morning by plane for the West Coast. Delayed at St. Louis two hours by high wind. Spoke to that congenial *Billyboy* representative, Frank Joerling. Henry subsided. On our way to Dallas, 4½ hours by plane. A two-hour visit with Otto Herold. Dallas will have a great exposition in 1936. Dinner that night with Nat Rodgers and a little cutting up. Night sleeper plane out of Dallas. Los Angeles in the morning. Out to Santa Anita with 60,000 others for the big race, to see Equipolse go into retirement. Great day, big crowd and fine people. \$800,000 bet. Who was it that said the people on the Coast were broke? At the track we met Col. John Berger; Charles M. Paine, manager the California State Fair; Ben Bernie and many of Joe's friends. Saturday night at the Pacific Coast Showmen's Association, renewing acquaintances and making new ones. Cutting up with Ted Metz, Dick Wade, Archie Clark, Will Wright, Abner Kline, John Backman, Sam Brown and a few more of the boys. Sunday, guests of Mr. and Mrs. Hugh Fowler and Mr. and Mrs. Harry Fink. Sunday evening, Santa Monica, Ocean Park and Venice. A little chilly for outdoor amusements.

Monday, San Diego. Taken in tow by today's two outstanding and capable outdoor amusement men, Bill Barie and Eddie Brown. Looked over Balboa Park, a beautiful and marvelous plant, the home of the 1935 California Pacific International Exposition. A beehive of activity. Ford's participation \$2,300,000, twice the appropriation at A Century of Progress. Monday night, dinner at the Savoy with Waldo Tupper, director of exhibits. It's a pleasure to know Mr. Tupper. Tuesday, busy all day getting bids on our buildings. At night, dinner guest of Eddie and Mabel Brown (what a lucky boy Eddie is to have such a wonderful, sweet wife). After dinner, Caliente—can't tell what happened there because Ella and Ada may read this—Ella is Joe's wife and Ada is my dear. Wednesday we had the good fortune of meeting and being received by Zack J. Farmer, managing director; J. David Larson, executive manager, and Frank G. Belcher, president. These men are human dynamos and unquestionably will personally see to it that the exposition will be a tremendous success. What hospitality! They make you feel as if you'd known them all your life.

Next week more about the California Pacific International Exposition. "Who's Who" and why the exposition will be a success.

with his sweet singing; *Backyard Follies*, a group of young fellows from WLS, whose playing, singing and comedy stopped the show; Florence Tennyson, in several beautiful operatic numbers; Odion Octette, talented vocalists; Carlton Guy, the Hoosier Philosopher; Leslie Hunt, very clever magician; Iris Millions, a talented five-year-old singer; Earl Trio, instrumentalists; Love Dean and Arthur Wagner, excellent singing team; Frances Willer, a very good acrobatic dancer; Ann Brower, blues singer; Sarah Ann McCabe, radio soprano, whose songs were well received; Ginger Wood, talented dancer. The Morin Sisters, beautiful and talented vocalists from NBC, were unable to go on because of lack of time, much to everyone's regret. A number of other acts present also had to be omitted.

Julie Styne, pianist and arranger of Art Jarrett's band, helped materially to put the show over, not only thru his excellent accompaniment and his able direction of the band, but also by co-operating with the acts in rehearsing before the show.

Notes of the Show

Much credit for the efficient handling of the big crowd must be accorded Jule Braun, major domo of the Inn. Mr. Braun saw to it that the doors were properly manned, guests were courteously taken care of and promptly served, and everything ran as smoothly as clockwork. His long experience and wide acquaintance make him a valuable man for such a position.

Florence Kaiser, pretty blonde in charge of ticket sales in the Sherman lobby, has a wide acquaintance among show people which, together with her engaging personality, materially boosted sales.

One of Andy Frayne's boys was on the door to see that no one did a One-Eyed Connelly—and nobody did.

Dan McGowan and Mrs. McGowan, of Grand Forks, N. D., back from a sojourn in Florida, hugely enjoyed the doings. Mazie Stokes, of the Davenport Fair, also had a royal good time.

Lew Dufour and Joe Rogers, World's Fair showmen, who have been out at San Diego, flew in from Las Vegas, N. Mex., to be at the doings, landing in Chi at 5 o'clock.

Frank Hartless, national president of the Circus Fans' Association, had a party of friends at the show.

The Atwell Luncheon Club was out in force, among those in the party being the old photog himself, Arthur Hopper, Clint W. Finney, Eugene Whitmore, "Bill" Sneed, Bert Wilson, Harry Cancie, Eddie Bitter and John Shepard.

Yellowstone Shows

ALBUQUERQUE, N. M., March 9.—The working crew at quarters has been increased. Refinishing the Ferris Wheel has been completed and it looks like a new riding device. Ben Mouten, free attractionist, advises that he has added to the height of his high-dive ladder and high pole combination act. Captain Hart advises that he will join soon with his menagerie, which will bring the number of shows to 11. Eddie Lynch, general agent, has returned from another successful booking trip. Mrs. W. S. Neal, secretary-treasurer, has returned from Clovis, N. M., where she attended the funeral for her niece, Pete Becker, manager the Athletic Arena, was here recently for a wrestling match at the Olympic Club. The show will pull away from quarters about April 1 and will move on 14 semi-trailers and two baggage cars. WILLIAM M. SUTHERLAND.

Royal Amusement Company

Wesson, Miss. Week ended March 2. Auspices, American Legion. Location, center of business section. Weather, pleasant on Saturday only. Business, fair (on Saturday).

Rain, followed by a decided drop in temperature, prevented the show opening on Monday. A free picture show on Saturday, sponsored by local business interests, directly opposite the show lot, materially assisted business on the closing day. V. C. Haskell, who had two concessions on this show last year, spent the week and contemplates placing one or more concessions on the midway at an early date. Among other visitors was Mrs. Ralph R. Miller, wife of the well-known showman, who was en route to her home in Louisiana. Jim Gilt took over the management of the Snake Illusion Show this week for Manager J. E. Clayton, replacing Joe Sherman, who will spend several weeks in Jackson, Miss., undergoing medical treatment before returning to the show. Mrs. Sherman accompanied her husband to Jackson. J. B. ELLIOTT.

Johnny J. Jones Exposition

AUGUSTA, Ga., March 6.—Optimistically predicting that the coming season will be one of the most successful in some years, General Manager Walter A. White and his associate executives are laboring indefatigably in order to have everything in readiness for the opening of the season's tour early in April. The route is practically completed, with most of the spring dates filled, and the general agents, Jack V. Lyles and James C. Simpson, state that conditions indicate prosperity in sight. Arthur Atherton spent a couple of days with homefolks in Montgomery, Ala. Mrs. D. C. McDaniels arrived with her Rocky Road to Dublin equipment and is having it overhauled. James L. Cole will be associated with Col. William E. Welliver with the Giant Reptile Show and has arrived with a new shipment of huge snakes. Bob Norris, motorcycle rider, will again be with Dudley and Olive Hager Lewis at the Motordrome. Sid and Clara Morton are here, also Charlie and Babe Larkin. William Zeitman arrived and arranged to have his Waltzer ride overhauled. Another visitor was Cecil Wall, friend of show-folks. Rube Nixon is training three additional large simian actors for his Monkey Circus. Lillian Sheppard and her musical comedy revue closed the winter tour at Fort Lauderdale, Fla., and arrived back in quarters in time for a birthday party tendered to her husband, R. H. Sheppard, trainmaster, March 8. Earl Miller will again handle the Circus Side Show. Thad Rising and his Brown Skin Vanities are en route from Florida with 30 colored entertainers, including a 12-piece band and orchestra. The Minstrel Show front is a beautiful creation. Bill Senior has signed to present a Society Circus, with 16 acts, under a 70-foot round top with two 30s, and will also provide the free acts on the midway. Joseph Stly will be in charge of the midway restaurant and states that he has constructed a beautiful layout. One of the busiest men in quarters is Jimmy McEhenehy, boss carpenter, who has the task of turning out the new show fronts on schedule. Dell Lampkin has his crew preparing the twin EH Wheels. Tommy Allen, assistant manager, is on the job night and day. **WALTER D. NEALAND.**

Roland's Exposition Shows

AUGUSTA, Ga., March 9.—With the opening getting closer work at quarters is in full swing. J. J. Steblar has his three rides ready to go. Paint was burnt off the Merry-Go-Round horses and they look like new. Manager Roland is in and out of the city getting his spring dates lined up. Contracts were awarded to this show to furnish all amusements for the Berryville and Purcellville (Va.) fairs, which now makes 10 fairs for this show to play this year. Capt. Sol Solman and his Water Circus, consisting of high, trick and fancy diving, has been contracted to furnish the free attraction for the entire season. Dog races will be another added attraction, also nightly displays of fireworks. This show will have 5 rides, 10 shows and about 30 concessions and will play thru South Carolina, Tennessee, Virginia, Kentucky, West Virginia and North Carolina. The writer will again handle *The Billboard* sales and the mail. **R. W. SHARPE.**

T. J. Tidwell Shows

SWEETWATER, Tex., March 9.—The rides are being overhauled and painted. The Tilt-a-Whirl is getting new platforms, Lindy Loop new platforms, the Mixup new seats, the Merry-Go-Round new sweeps. All show equipment getting new paint. Several new show fronts are being built. New banners ordered for Minstrel Show. A pride of the show is the new band truck, built circus style, just completed by Jimmie Luken. Eight 1935 Chevrolet trucks have been received at winter quarters. All trucks will be flashy this season, as they will have red caps and the trailers painted orange, lettered in black. The two big vans used for the main entrance have been redecorated, also new wings for the tops of vans advertising the free act. This will be the largest show Mr. Tidwell has ever taken out and will consist of 10 major rides, 12 shows, 30 concessions, free act, band and callopo. Jimmie Luken is superintendent of the crew working in quarters. Show will open here March 30. **CHARLIE WHITE.**

Golden Valley Shows

GATE CITY, Va., March 9.—Repair work at winter quarters is progressing rapidly. The rides, under direction of Maloney Western, have been overhauled and the painting and decorating will be done by Sailor Jack Allen, who, with his wife, who will have two concessions, arrived recently. Among recent arrivals are E. J. Farrell and wife, concessioners; Gyp White, who has been away from the midways for a few years, with his two shows, Charles (Corn Bread) Jones, who will again have the Minstrel Show, is expected soon. He has kept his troupe intact this winter playing theaters. The management expects to open here with rides only May 1 and move to Kingsport, Tenn., for the spring opening. The midway will be made up during the early season of 3 rides, 7 shows and 25 concessions. **SAM COLLINS.**

Regal United Shows

Oakdale, La. Ten days. Auspices, City Fire Department. City lot. Weather, cool. Business, fair. This newly organized unit, under management of C. E. Meadows, played its first spot in Oakdale. The show consists of three rides—Merry-Go-Round, Big Eli Wheel and Thriller; six shows—Red Schultz's Darktown Follies, with an eight-piece band; Cole's Hawaiian Village, Baby Emma (fat girl), Wesco, "That Girl Edna" and Hollywood Follies. Twenty concessions. Dad and Mom Cole have the cookhouse. Show carries its own light plant. It is the plan of Mr. Meadows to route northward into Arkansas and Missouri. Mrs. C. E. Meadows is secretary-treasurer. The writer has charge of lot and general utilities. **HARRY (ARMY) HILL.**

CRAFTS ARE HOSTS

(Continued from page 48) Mrs. Leo Haggerty, Mr. and Mrs. John J. Kleine, Ross Ogilvie, Abner K. Kline, George Silvers, Bill Smith, R. S. Moyer and daughter, Walter Ogilvie. Mrs. George E. Barlow, Mr. and Mrs. Dick Wayne Barlow and daughter (Frances), Mr. and Mrs. Al Weir, Mrs. S. Stein, Mr. and Mrs. Charles Guberman and daughter, Jack (Scotty) Thomas, Lee Evans, Larry La Barr, PeeWee Roberts, Mr. and Mrs. Ben Dobbert, Frank Erler, Mr. and Mrs. A. Mitchell, Mrs. J. J. De Mouchelle, Murdock T. Cook, E. Engleman, Mark T. Kirkendall, Ruby Kirken-dall, Mrs. Stella Brake, Mrs. Thelma Levi-son, Joe Diehl Sr., Joe Diehl Jr., Hugh William Fowler, Ruth Fowler, Mr. and Mrs. W. Steinhart, Hickey Jorgensen, Ada Mae Moore, Missouri Bell Phillips, Mr. and Mrs. Frank C. Foley, George Col- line, Mrs. Lucille King Hall, Mr. and Mrs. Harold Webber, Mr. and Mrs. Ben Martin, Mr. and Mrs. L. E. Whitney, Walter de Pallaton, Jack Bigelow, Dall Turner, Al Rosen, Chris Olsen, Arthur Stabman, Homer Cantor, Mr. and Mrs. Paul Sturm, Mr. and Mrs. George Henry, Mr. and Mrs. Bill Williams, Bill Harden, Lillian La France, Mr. and Mrs. Ed Walsh. Mike Golden, Chief Myers (of River- side Mission Indian office), Doc Collins, Mr. and Mrs. Henry Wertella, Vivian Tor- rance, Mr. and Mrs. Ross R. Davis, C. O. Schulz, Herbert Edward Mitchell, A. C. Barton, Leon Harris, Charles Farmer, Lorne R. Cherry, Mel H. Smith, Frank Redman, Charlie Soderburg, the Barries (vaudeville artists), Clyde A. Bailey (chief of highway patrol), Nat Klein, Mr. and Mrs. Samuel Goldman, Steve Henry, Mr. and Mrs. Pat Keyes, Esther Carley, Mr. and Mrs. Dudley Sloane, Pete Saynes, Mr. and Mrs. Malvern Thorn, John T. Backmann, Pat Armstrong, William (Darby) Hafey, Joe Metcalfe, Mr. and

BRUCE GREATER SHOWS

FINEST FLATCAR SHOW IN THE SOUTH WITH WAGONS FOR EVERYBODY.
FAIR SECRETARIES in Kentucky, Tennessee, Alabama and Georgia, have a few open dates. WANT Flat Ride and Loop-o-Plane. CAN PLACE Ten-in-One and Grind Shows and any Shows of merit. CAN PLACE Cook House and Grab. WANT Frozen Custard, All Games and Wheels open, including Corn Game. WILL BOOK Palmistry, Scales, Shooting Gallery, Waffles, Candy Floss, Popcorn and Peanuts. WANT Help in all departments. Show opens downtown in Atlanta, Ga., week April 8. FOR SALE OR LEASE—Two Steel Box Cars and one Private Car. Write **J. H. BRUCE, Manager, Boonesville, Va.**

WANT YELLOWSTONE SHOWS

Pit Show and Mickey Mouse. Have new Tops and Banners, complete Outfit for same. Will frame any Show for people that can produce. WILL BOOK Mix-Up, Pony Ride or any Ride or Show that does not conflict. WANT Fishpond, Cigaret Gallery, Lead Gallery, Bowling Alley that uses stock, or any Stock Concession. I absolutely have the best line of Fairs and Celebrations in the Northwest, including two Montana Rodeos—Livingston, Mont., July 4, and Wolf Point, July 9-12. Will open at Gallup, N. M., April 6, for nine days. Will get three paydays there. Leon Tex and all the boys with me last year come on. WANT experienced Whip Man. For further information write **W. S. NEAL, Box 904, Albuquerque, N. M.** Winter Quarters are located at the Mushroom Hall.

MINIATURE DONKEYS

30 to 35 Inches High. Imported from Corsica and Sardinia. These are probably the smallest Donkeys in the U. S., and should appeal to Fairs, Parks, Circuses, Carnivals and Pony Concessions. Safe for children, and real attractions. Send for descriptive list and prices. **H. T. MORGAN, 1109 Merchandise Mart, Chicago, Ill.**

Mrs. Bert Erlenbach, Joe Wilson, Frank Domecus.

TRUNK LINE

(Continued from page 48) growth of the war. Around March 1, 1920, he said, the railroads went back to private ownership and there were varying increases on the part of every road, so that radical rerouting became necessary and some major carriers lost business. "We have made no overtures for relief since that year and we are getting to the point where we cannot pay. If we were granted this bit of relief, especially on demurrage, we could continue to stay in business," Mr. Riley stated.

Max Linderman, general manager of the World of Mirth Shows, was another showman present for the hearing. Mr. Hawkes thanked the group for attending and said that the decision of the TLA will be made known soon and sent to Mr. Cohen.

FRANCIS' BIZ

(Continued from page 48) Babe Nelson, Kid Wonder, Gordon Schaeffer, Jimmie Farnell and Mrs. J. Farnell. Side Show, F. D. Mehlig, manager; D. F. Reynolds, H. Johnson, Mrs. H. Johnson, Mr. and Mrs. Bob Evans, G. Middleton, W. E. and Madeline Jones, Mr. and Mrs. Pete Hart, Rex Elgear, Louis Beaman, Noma Estell and Leon Burrier. Arcade, managed by Mrs. Frank Roster of Mickey Mouse and two pit shows not obtained at this writing. On the 12 rides and on the lot are T. H. Hindacre, Floyd Jones, John Starkey, L. Kramer, Jack West, Joe Eskew, William Behney, W. H. Humes, Henry Wagner, Dan Hudson, D. G. Bennett, Carl Goode, F. W. Church, Ira M. Parks, Robert Crist, Roy Lancaster, A. L. Norris, Thomas Gough, Hugh Effenberger, C. E. Brooks, Frank Jenner, Ellis Martin, Frank Snyder, Howard Thatcher, Elmer Neelman, A. K. Kid, H. Withers, J. W. Robinson, D. C. Murray, George Woods, John Davis, Carl Morrison, Charles Gesner, W. L. Davis, Slim Christy, Carl Hammond, Leslie Perkins, Pat Patterson, Sam Blue, B. Cheek, Leslie Pruitt, Sailor Morgan, George Williams and H. Hale.

WINTERS EXPOSITION SHOWS, Opening May 4, at Beaver Falls, Pa., CAN PLACE Kiddie Rides, Pony Track, Shows, Hawaiian, Large Snake, Fun House, Monkey Speechway or Circus. Legitimate Concessions only. WANT sensational Free Act. Long season to right act. FOR SALE—One 10 and one 7 K. W. Light Plants, good shape. Write 720 Sixth Ave., Beaver Falls, Pa. Fair Secretaries and Committees wanting Show with 6 Rides, 12 Shows, get in touch with us.

WANT Account dismountment, Corn Game, Merry-Go-Round and Kiddie Rides. **NEW DEAL SHOWS,** Starkville, Miss.

WILL TRADE My MODEL CITY for Liv- ingston, Tenn. Car or Trailer in good condition. **NELLIE M. H. KING, 76 Third St., N. E., Carrollton, O.**

Ticket sellers include, besides Mrs. H. W. Smith, checker; Mrs. Bobbie Briggs, Mrs. Madeline Jones, Mrs. Dick Keating, Mrs. Leslie Perkins, Eunice LaTourelle and Martha Rennells. F. D. (Blacky) Bushong owns and manages the cook- house, which is a very neat outfit, and its personnel includes Mrs. Bushong, cashier; E. B. Taubert, chef; R. D. Smith, cook; Eddie Hayes, griddle; James Boone and S. L. Irving at the counters; Dick Richards, utility. Other concessioners include George Bordon (auction), Mrs. Mary Lewis, William Jones, Sam Davis, Joe Fox, W. Runge, B. Enswiler, R. L. Doherty, W. Christie, Mrs. Ray Sells, Ed- die James, Curley Foster, Graham Alex- ander, H. Jeffers, D. Sanders, Florence Brown, D. R. Thompson, E. Schenberger, Jim Carter, W. E. Thomas, Frank Jordan, Mrs. Ruth Fitzgerald, Kentucky Ray, Sam Bailey, Phil Schull, W. Miller, C. Gooding, M. R. Wortham, W. C. Murray, Roy Sue, Al Kennedy, Mr. and Mrs. Joe Murphy, Jim Wilson, Joe Wil- son, Art Hozier, Mr. and Mrs. Jesse Hager- man, R. Buck, Ernest Lobe, A. Marck- ers, Joe Mizner, Leo Braswell, F. Rogers, N. Kennedy, L. R. Page, S. C. Turner, R. W. Eagner, M. A. Arney, Joe Riley, Gladys McDowell, Mike Davis, Mr. and Mrs. Roland Smith, Westmoreland, S. Zimmerman, Sam Steffin, Roy McCurdy, William Shelman, M. Dugnette, Doc James, Myrtle James, W. Browney, Deafy Clark and R. A. Lewis.

The staff includes John Francis, gen- eral agent; Harry A. Smith, advance; Mrs. V. J. Yearout, secretary; Mrs. Mary Francis, treasurer; J. Crawford Francis, legal adjuster; H. W. Smith, press; Har- ry Rennels, lot superintendent; Patter- son Cabel, special agent.

PACIFIC COAST

(Continued from page 49) and it appears to be a very strong or- ganization from the names of present members. At end of the meeting a buffet lunch- eon served by John T. Backmann and Charley Soderburg. There will be a lot of doings this summer because of the San Diego show, and the executives of this organization invite all showfolk coming to the Coast to make this headquarters. New guest cards have been provided, and to others who should be members, if you are going to be in this section, better in- vestigate the PCSA and its objectives. The membership drive gives opportunity to come into a fine organization and at a cut rate.

SHOWMEN NOTICE!

The Billboard Now Has a Branch Office in

DALLAS, TEXAS
401 Southland Life Building
141 Commerce Street
in Charge of
GREGG WELLINGHOFF



Gregg Wellinghoff

Who Was Formerly Manager of Our Kansas City Office

Christ United Shows

Ellaville, Ga. The last stand for the winter unit. Weather, very chilly. Business, all that could be expected.

General Representative Harry L. Lamon paid the show a short visit, but rushed back to West Point, Va., to have everything in readiness for the spring opening. Manager Fred Christ on a business trip to get additional equipment stored at Springville, N. Y. "Mother" Christ, visiting relatives, advised she would be on hand for the opening. Recent arrivals include Ben Mottie and wife, with cookhouse and palmistry; Tom and Mrs. Hale, with a neatly framed corn game. Joe Teska has his Model Farm repainted and presents a really worth-while exhibit. Kid Talley rehearsing his Minstrel Show. Other recent arrivals include Roy Carey, Joe Delmonte and C. F. Tidball. Further details of the show will appear in a later issue. C. F. TIDBALL.

Blue Ribbon Shows

COLUMBUS, Ind., March 9.—Work at the winter quarters has been started at night in order that everything will be in readiness for the opening here April 20. The new entrance arch is finished and is a gorgeous piece of work, with brilliant colors of gold and silver and engravings. The new arch was designed by Manager L. E. Roth. Mr. and Mrs. John Galloway, who will have their corn game and other concessions with the show, are expected in quarters soon. A communication from E. L. Provin, concessioner, states that he will arrive soon. The writer just returned from a business trip and the report now is that the show is booked solid for the season. A delightful birthday party was given Manager Roth recently and was attended by the following: Mr. and Mrs. E. P. Normandin, Mr. and Mrs. E. J. Stevens, Mr. and Mrs. L. E. Roth, Mr. and Mrs. Marion Kessler, Mr. and Mrs. Jack Kennedy, Mrs. Nellie Rudy, Mrs. Rose Hicks, Billie Hudson, Thure Peterson, E. P. Summerville, Cecil Gust, William Davis, Francis Biggs, Henry Arwood and the writer. A big cake with decorations caught the eyes of all present. FRANKLIN SMITH.

Powers & Williams Shows

OWENSBORO, Ky., March 9.—The show making headway toward having everything ready for its opening here March 30. Manager Sands has com-

pleted overhauling his Chairplane and is painting it. Jim Edwards (who has charge of Mr. Powers' Two-Headed Baby Show) has finished painting up the show and it looks spick and span, including the office car. Mr. Powers returned from another successful booking trip. Carrie Day's free acts and Ferris Wheel and Ten-in-One have been booked and arrive at quarters soon. The lineup will include Ferris Wheel, Chairplane, Kiddie Auto Ride, Minstrel Show, Ten-in-One, Darkest Africa, Two-Headed Baby and a Hillbilly Show. The Frank Pass Jr. orchestra and band will furnish the music. The owners are D. W. Powers, director and general representative, and R. R. (Rube) Sands, manager. Show will travel on six trucks and two trailers owned by the show. All of which is from an executive of the show.

Rogers & Powell Shows

Dermott, Ark. Location, uptown. Weather, favorable. Business, satisfactory.

Show had its biggest opening night since its last fair engagement. Mr. and Mrs. Frohmouth's cookhouse sold out before closing time. Among visitors were Mr. and Mrs. Rex Saunders, Harry Miller, Roy Blake and Rube Watley. Among concessions, besides Mr. and Mrs. Frohmouth, are Mr. and Mrs. Sherman, Curley Spears (also has shows), Mr. and Mrs. McMullen and L. H. Marshfield. Kid Drity has charge of the Minstrel Show. Professor Albright presents the free act, also has Dog and Pony Show. L. H. Ahler has charge of advertising and route. Buddy Raymond is electrician and Marshfield is lot man. ALLEN PAUL.

Baltimore Briefs

BALTIMORE, March 9.—Al Dernberger, late owner of Brown & Dyer Shows, left this week in company of several others for San Diego, Calif., expecting to make connections with the exposition.

Bill Williams has left Baltimore. John T. McCaslin is booking about 20 weeks of night clubs and is also placing attractions with shows. John W. Weston and his sons recently visited Mr. McCaslin and purchased some equipment.

William Glick is seen often along the Baltimore rialto.

Harry Ramish, Doc Hubbard, Charles Patasha, Duke Jeanette, Harry Davis,

George LaFollette, Herbert the Magician, Harry Baldwin (Hercules), Harry Tracy, Bill Coffee, James Parkwood and others are cutting up jackpots in the Presto luncheon room each night.

HARRY J. BOWEN.

Western States Shows

SAN ANTONIO, Tex., March 9.—Winter quarters is humming with activity. The Heyday was given a complete overhauling by Foreman Jake Arnot, and a special box trailer was built on a new Chevrolet truck for the seats. The ride played in Laredo during the celebration there. Whittie Reid, foreman of the two new Loop-o-Planes, has them ready for the opening. The paint design on all new fronts and rides will be something new in the outdoor show world. Don Brashear has contracted the Dodge City (Kan.) Fair. BILL STARR.

Dee Lang's Shows

ST. LOUIS, March 9.—Work is beginning to hum at winter quarters. Remodeling of the office trailer is under way under supervision of P. E. (Heavy) Waughn. It is being lengthened and refurnished. Harry Moore is giving the Merry-Go-Round horses a going over and decorating. Ed Silvery, painter, is busy on concessions and show fronts. Rex Howe, who will have a new cookhouse this season, is feeding the "bunch," assisted by Ray Wheeler. Walt Wyatt, Ray Hildebrand and Virg Statler are the winter transport crew, John Sweeney in charge. R. W. OBERMACK.

Weldie J. Swisher Shows

COLUMBUS, Kan., March 9.—The Ferris Wheel, trucks and housecars are being repainted and decorated at the winter quarters here by Clyde Rialdo, owner Rialdo's Dog, Pony and Monkey Circus, who has joined and has moved into his new living car. Mr. and Mrs. Rialdo, also all members of this company, are regretting the recent death of the Rialdos' great wire-walking monkey, "Miss Murphy." Lived to be 23 years old and was known to hundreds of show-folks. The show will be motorized and travel thru Kansas, Oklahoma and Arkansas, with 3 shows, 3 rides and 15 concessions. All of which is from an executive of the show.

press appreciations of the many flowers and messages of good cheer during her illness. Some of the late arrivals: Princess Wee Jean and Baby Phillip; Captain Howard and his protegee, Nico, from Kansas City; Arteria Gibbons, "Most Beautiful Girl," from Tulsa, Okla. Cleo Chester Smith (Population Charley), after a two-year vacation from the road, is back on the job again exhibiting his uncanny memory. Carter Blevins (Hot Dog), musical director, added another member to his orchestra, piano accordionist. The writer had a birthday February 27 and it took two big cakes to hold all the candles. Mr. and Mrs. Ringol, of the Zeiger Shows, mixed pleasure and business while in the city and seen nightly at the museum. Manager Korte is doing some extensive buying in motor equipment while in the city, preparatory to the coming outdoor season, opening with Beckmann & Gerety's Shows at San Antonio. B. M. WILSON.

Wagner's 14th St., New York

Sam Wagner's 14th Street Museum, New York City, at 123 East 14th street, has been having good business. The attractions for week ending March 9 included: Alzora, turtle girl; Professor Graff, tattooed man; Forrest Layman, armless wonder; Jig-Saw Puzzle, illusion; Bartell, human ostrich; Princess Margaret, midget; Winsome Winnie, fat girl; Leland Comerford, magic; Sahja, mentalist; Alberta Family; stock stage feature a revue with Eddie Chelton, A. Smith and girls, Charles Leroy doing lectures. TOMMY MCNIELL.

Morris Miller's, Traveling

NEW ORLEANS, March 9.—The fourth week for the museum at one location here. The big Mardi Gras day was the biggest for the show in its history. Operated continuous and with very heavy patronage from 8 a.m. to an hour after midnight, and the "boss" was all smiles. The annex got a heavy percentage of the main-show patronage. Baby John, fat boy, is still with the museum and has added 46 pounds to his weight. There are 34 people in the company. The show is headed northward.

FRANK ZORDA.

OLD-TIME SHOWMEN

(Continued from page 40)

Davis, Clyde Witherspoon, Edw Fritzing, Henry Humphrey, Ed Dickerson, John Call, Will Saunders, George Neis, Edward Davis, Arthur Cherry, Robert Cherry, C. L. Topping, Andrew Gruber, Watson McNally, Ollie Draine, John Shaffer, Joseph McClusky, Arthur Carney, Ed McCrane, V. E. Carpenter, Jessie Barry, Joseph Gilbert. This list and others were on the salary list paid off in full at the closing stand. It would be interesting to know how many of the 1900 tour of Sun Bros' employees could answer to roll call as living members of the circus profession.

Another interesting fact worthy of sincere thought by the faithful friends of the circus profession is the change that has taken place in number and names of circuses that were listed as in winter quarters in the United States in January, 1901, compared with what can be named in existence at beginning of 1935. A published list of tented organizations in January, 1901, with names and winter quarters, showed 83 different circuses and Wild West shows in existence and contemplating tours in the 1901 season. Well-known shows of that period are now in the forgotten list, viz: Ament's Big City Show, of Muscatine, Ia.; Bonheur Bros.; Buffalo Bill's Wild West; Campbell Bros., of Fairbury, Neb.; M. L. Clark, Alexandria, La.; Sam Dock's Show, Detroit, Mich.; Gollmar Bros., Baraboo, Wis.; Harris' Nickel-Plate, Chicago; Lowery Bros., Shenandoah, Pa.; Lemon Bros., Argentine, Kan.; Lee's Great London, Wilkes-Barre, Pa.; Walter J. McDonald, Abilene, Kan.; Prescott & Company, Rockland, Me.; Rhoda Royal, Geneva, O.; Sig Sautelle's Circus, Homer, N. Y.; Sun Bros., Norfolk, Va.; Tuttle's Olympic, Linesville, Pa.; Gus Lambarger, Orville, O.; Van Amburg & Gallagher, Medina, N. Y.; Welsh Bros., Lancaster, Pa.; Wintermute Bros., Hebron, O.; Albert Wetter, Massillon, O.; Kemp Sisters' Wild West, El Paso, Tex.; Mons La Place Show, Cambridge, O.; George S. Ely's Show, Crainville, Ill.; McCormick Bros., Gallipolis, O.; Whitney's Show, Attica, O.; Pawnee Bill's Wild West, Chester, Pa.; Buckskin Bill's Wild West, Paducah, Ky., and this only part of them. James W. Goodrich Circus had featured Liberatti's Band on its 1900 tour and was wintering in Bridgeport, Conn.

GREYSTONE SHOWS

CAN PLACE legitimate Concessions all kinds for MCGHEE, ARK., week March 16; LITTLE ROCK, ARK., 12 days, beginning March 25. Will sell X on Palmistry, Fosses, Custard, Merchandise Wheels can get well here. Come on. WILL PLACE small Motorboms, any small Grand Show not conflicting with what we have. Mechanical City and Monkey Circus, Kentucky Ray join Little Rock. Answer. Exit on Corn Game for sale. Address

MANAGER, McGehee, Ark.

W. A. GIBBS SHOWS
OPENING FT. SCOTT, KAN., APRIL 12.
WANT Shows, with or without outfits, except Aids, and Minstrel. WILL BOOK Flat Rides, with own transportation. WILL BOOK Loop-o-Plane. WILL BOOK Exclusive Wheels that work for a dime and throw out stock \$15.00. WILL BOOK: Engraving Scales, String Game, Custard, Fishpond, Candy Apples, Bowling Alley, Lead Gallery, American Mitt Camp. Others write. Concessions on hill dates, \$10.00, to \$17.50. WANT Ball Game Agents. WILL BUY Ball Game Hoods and Concession Tops. Must be A-1 condition. Calliops for sale. WILL BUY Erie Diggers. Address W. A. GIBBS, Erie, Kan.



MUSEUMS

Philadelphia Houses

PHILADELPHIA, March 9.—Business still holds up at the museums here. Good weather has helped considerable this week.

South Street Museum has the following: Ajax, swords and Punch; Charles Kirchner, man of determination; Floating Lady Illusion; Robert Clark, mechanical man; Captain Siegfried, tattooed man; Mme. Verona, mentalist; Smith and White Revue. Dancing girls feature of the annex.

Eighth Street Museum's bill as follows: Paul Herold, giant; Nell Johnson, novelty bag punching; Villani, magician; Jackie Mack, sword box and illusion; Studio of Posing Girls; in the annex dancing girls. Al Paulette and Jack Howard are now handling the front.

Palace of Wonders, Traveling

PATERSON, N. J., March 9.—The Palace of Wonders is now operated by Prof. Wendell Kuntz and Joe Austin, the latter brother of the late Neil (Whitey) Austin. After two successive whites while at Reading, Pa., in the deaths of the greatly lamented Neil Austin and Jolly Ethel Schroeder, the personnel is continuing with the show.

Business at Reading was good. Was there three weeks, in a large store in the center of the city. From there the show moved to Paterson and opened near the post office, city hall and depot Tuesday of last week. So far business here has been very good. The attractions: Gertie, pinhead; Bluey-Bluey (W. C. Troyk); Jack Huber, armless artist; Charlie Johnson, large snakes; Rose (Zimdra) Lewiston, mentalist; Amok, head hunter; Vladislav Tirko, juggler; Four Dells, Indian club juggler; King Kong Jr., trained chimpanzee, handled by Capt. James Deal; Freda-Fred Van, extra added attraction.

Matthew J. Riley has the show booked into promising spots, and his genial smile is always welcome around the show. Mrs. Wendell Kuntz is here visiting her husband.

The showmen's slogan, "The Show Must Go On," has been truly exemplified by the personnel of this show since the passing of the beloved Whitey Austin. With "chins up," carrying on. HARRY LEWISTON.

Kortes', Traveling

DENVER, March 9.—Kortes' World's Fair Museum in its fifth week at this location (1530 Welton). Receipts have been very satisfactory. The weather has also been very kind with one exception, which was of short duration. Mrs. Flo Blevins recently returned to the fold after a major operation in one of the local hospitals. She and husband ex-

Beckmann & Gerety's WORLD'S BEST SHOWS

OPENING APRIL 22, 1935, AT THE FIESTA SAN JACINTO AND BATTLE OF FLOWERS SAN ANTONIO, TEXAS

Can place Monkey Show, Girl Show, or any other Show of merit.

Wanted — Experienced Ride Foremen, single men preferred.

Wanted—Experienced Cook House Manager.

For Sale—One 90-foot Round Top, Baker & Lockwood make complete with Poles, Guys and Bloks. Also one Over the Jumps Ride in good condition. Address BECKMANN & GERETY, 301 Duval St., San Antonio, Texas.

Smith Great Atlantic Shows Want

FOR GRAND OPENING, WEEK OF MARCH 18, AUGUSTA, GA., ON POSITIVELY THE BEST LOCATION IN THE CITY.

Will make special proposition for a Merry-Go-Round or any Flat Ride. Reliable Showmen with new Ideas, will furnish outfits and finance propositions. Nothing too large or too small. Excellent opportunity for Corn Game. This show holds contracts for the Midway at the Great Winston-Salem, N. C., Colored Fair, also the Colored State Fair at Columbia, S. C. WANT Concessions of all kinds to book with a live-wire show. CAN USE a spectacular Free Act that has no Fair booked. B. H. Nye wire. Address all mail 840 Reynolds Street, Augusta, Ga.



Mr. Harriman's Statement

"IN ANSWER to your question in this week's issue, I am replying to it myself with the full approval of Mr. Sparks," writes Jerome T. Harriman, general agent of Downie Bros.' Circus, Macon, Ga. "I will be general agent for the show this season and will have full charge of the entire advance department."

In the last issue I said: "Irish Horan, the genial and capable press agent for Charite Sparks' Downie Bros.' Show, will handle practically all of the advance with the aid of a story man, there having been a shakeup in the advance department. Will Jerome T. Harriman again be Sparks' general agent? I don't know, so I'm asking."

Mr. Harriman continues: "We have made some changes this year in my staff, but it was not what you would call a general shakeup, as the men replaced were indeed very loyal and capable. In fact, my former contracting agent, Fred Kligore, is one of the best contractors in circus business and as loyal as any man on earth to his show. We wish Fred all the luck and success in the world in his new position with another circus."

"We have combined the positions of advertising car manager and general press representative. These two posts, one of which was held by Clyde Willard, will be handled by Irish Horan. This change does not in any way reflect on Mr. Willard's ability. He is a very capable biller and has our good will and best wishes. It is not the policy of Downie Bros.' Circus to make a change in department heads unless a change is unavoidable."

"THE advance staff will be as follows: Jerome T. Harriman, general agent; J. T. Hervey, contracting agent; Irish Horan, advertising cars and general press; Jean Belasco, story man ahead of the show, and Harry Mack, press agent back with the show. I can quote Mr. Sparks as saying that I shall be general agent of the show just as long as I am satisfied to be here and my work is satisfactory.

"I might mention the fact that I signed the Union Billers Agreement for Downie Bros. last week. Downie Bros. will employ all union billers this season. Five trucks and four automobiles will be used to herald the coming of our circus."

John Ringling is due to arrive in New York from Florida any minute now. He is said to be in fine health, for which hurrah. He will in all likelihood watch the Ringling-Barnum Show make its annual debut in Madison Square Garden, for which hurrah again.

FEW fair executives can keep up the rapid pace maintained by Frank H. Kingman, secretary of the Brockton (Mass.) Fair. Mr. Kingman has been in New York for four days doing research work in connection with rodeo history. He intends to have one of the most balanced rodeo outfits ever engaged at any fair. He will build up atmosphere in the big Brockton infield with Indians, tepees and, in fact, an Indian Village. He has also been talking with local press agents with a view to experimenting with a new type of exploitation for the fair. He talked to Frank Moore, manager of the local World Series Rodeo, on chute and corral matters and then departed for Brockton, where he will stay a few days before shooting down to Fort Worth to witness the Pat Stock Show and en-

SOUND TRUCKS WANTED

To rent with owners' services. For Commercial Balloon, State type of equipment, price. Send picture.

BAKERS' CONSULTING BUREAU, 111 N Lafayette Blvd., South Bend, Ind.

WANTED
RIDES AND SKATING RINK,
White Box 196, Greentop, Mo.

gage talent. One of his best ideas is the purchase of brightly colored shirts for contestants, to guarantee flash.

George W. Traver, now in St. Petersburg, Fla., taking it easy, says he will put a show out this year, but will probably have someone else manage it while he devotes his time to his park in Paterson, N. J. The "Evangelistic Showman" of Traver's Chautauqua note will play a few fairs in September and October, having already signed contracts for some of them.

TALKING about Traver brings to mind Orest J. Devany, who managed the former's Island Park last season. Devany is connected with the Paterson Art Galleries as auctioneer. Art museums are his meat.—George P. Dorsey, of Dorsey Bros. Circus, made one of his infrequent trips to New York. He is frank about his show. Calls it small, modest and okeh for making a livelihood. Has the same staff and performers year in, year out. Along with him was his father, a swell gentleman, who, tho well along in years, is as keen and alert as any youngster.—Gene Randow, "player-manager" of Aunt Jemima and her Four Pancakes, has been going along these many weeks with the Polack Bros.' Circus. He came into town with the act to play George Hamid's circus date for the Redmen in Bristol, Conn., this week. While in Rochester, Minn., he bought his wife a brand-new Buick. It's for her birthday on March 9. He is scheduled to rejoin the Polack organization in Rockford, Ill.—Captains Fox and Dutton, of the New York State Troopers, were in for a couple of days.—After completing the coming season of still dates and fairs with a carnival, W. E. (Bostock Red) Delorey will set out for the Far East. He intends to bring something new to the China Coast.—Arnold B. Gurler, manager of Elitch Gardens, Denver, and Fred Pearce, the Michigan park man, were given a luncheon at the Lexington Hotel by colleagues, including Harry C. Baker, president of the national park men's association; Fred Fansher, the Pretzel impresario, and others.—Acrobats are going in for dancing acts and night club work in the absence of regular work in their field.—Col. J. Fred Margerum (New Jersey National Guard, U. S. A., if you please) is being given a testimonial dinner at the Trenton (N. J.) Country Club on March 22. He's general manager of the Trenton Fair.—Joe Minchin, CPA, is down in Sarasota, Fla., winter quarters of the Big Show, "just to see that everything is okeh for the New York opening at the Garden."—Every day brings arrivals from Florida to the quarters of the World of Mirth Shows in Richmond, Va.

Poor little monkeys! Mayor Fiorello LaGuardia of New York has barred our "ancestors" and with them the hand organs from the streets of New York. New York won't be the same any more and monkeys will be out of work, along with their human relatives. The mayor should have some pity.

THE Public Prints.—There's a battle on for the post of Coney Island mayor. . . . Courtney Ryley Cooper's Ten Thousand Public Enemies received rave notices from the book reviewers.—The entire Colleano family is exploited in The Evening Journal, with pictures of Mr. and Mrs. Con Colleano, Winnifred, Joyce and Tonia. . . . William H. Finkle, student of pitchdom, has an article on strength of mind in Flatbush, published by the Chamber of Commerce in that sector of Brooklyn. Good dope in it.—And watch the dailies in your city for news from Maria Rasputin, daughter of Russia's Mad Monk, who has just arrived in New York and will soon be on her way to Peru, Ind., to take over the animal-training assignment on the Hagenbeck-Wallace-4-Paw-Sells Show. What a name to exploit!

Steffens Superior Shows

Hawthorne, Calif. Week ended March 3. Location, Hawthorne boulevard at Wallace street. Auspices, Veterans of Foreign Wars. Weather, rainy and cold nights. Business, poor.

Owner-Manager C. H. Steffens still spends much time at winter quarters directing the finishing touches to a new kiddie auto ride. The writer returned from a successful booking trip up the Coast. Will leave soon for an extended trip to the Pacific Northwest. Visitors on the lot during the week were C. H. Alton, of the Alton Shows; Spot Williams, Joe DeMoshelle, Mr. and Mrs. Abner K. Kline; M. J. Morley, of the Dillingham Press, and others. One more spot in the vicinity of Los Angeles then northward. PHIL H. WILLIAMS.

HERE IT IS!

THE MIRACLE OVEN
A TREMENDOUS MONEY-MAKER

For Carnivals, Fairs, and Progressive Lunch Rooms. You plug it in any current. Uses very little electricity. Can be operated by anyone. With our formula it bakes the most appetizing of delicacies—**SAUSAGE ROLLS**
Positively 300% Profit. Write for Particulars.
CHICAGO ELECTRIC HEATING CO.
2003 Sedgwick Street, CHICAGO, ILL.

PAN AMERICAN SHOWS
OPENING SECOND WEEK IN APRIL.

WANT Shows. Will furnish outfits for Circus Side Show, Athletic, Hawaiian, Colored Minstrel Show with Band, Wild West. WILL BOOK Motordrome or any clean Show capable of getting money. RIDES—Will book Loop-o-Plane and Kid Rides. CAN PLACE Foreman for Tit-a-Whirl and Carousel. CONCESSIONS—WANT legitimate Concessions of all kinds except Cook House and Grab. WANT Free Acts. Will contract for season Net High Diver and High Perch Act. Useful Show People all lines write, stating all. No wires.
J. R. STRAYER, Manager, 293 Jefferson Avenue, Memphis, Tenn.

WANTED FREAKS

Would like to hear from FRANK LENTINI; MOTARDO, HUMAN FOUNTAIN; HADJI ALI; ROBINSON'S SMALLEST MIDGET GIRL; TURTLE GIRL, or any other outstanding FREAK TO FEATURE. Write to
SAM J. GORDON, Riverview Park, Chicago.

Hartmann's Weekly Broadcast

MORE and more circus owners seem to see the errors of their ways or those of their predecessors in opposition fights. Years ago some considered it a piece of shrewd showmanship when one circus covered up another's paper and did other things to kill its business, but that isn't the feeling of the broadminded showman today. He knows full well that opposition is one of the best stimulants for the circus business, but that the methods used must be clean. While it would not be advisable to mention names, and altho it might seem strange to some, it is a fact that it is virtually agreed between certain opposition interests that there will be no covering of paper this year when their circuses clash or cross each other's paths. Let's hope that this spirit continues to grow in keeping with modern business ethics.

When you are no longer criticized, you're thru, and the world will speedily forget you, says Selling Sense, one of Jerome P. Fleishman's house organs.

TWO pictures received from Max Goodman show him and Kingfish Levinsky on the beach at Miami Beach, Fla., shaking hands in one pose and with arms around each other in the other. Max and his family have been enjoying a very pleasant stay at Miami Beach, going there immediately after the windup of the various winter fair meetings.

"After the conventions one needs something like this," comments Max. Altho not quite as tall, Max is about the same build as Battling Levinsky.

The Goodmans have had many show-folk visitors at Miami Beach, among them being Mr. and Mrs. Walter White, Mr. and Mrs. Bernie Smuckler, Rubin Gruber, Mr. and Mrs. Max Gruber, Mr. and Mrs. Max Linderman, Mrs. Johnny J. Jones and Mr. and Mrs. Milton Morris.

America's Model Shows will jump out of America, Ga., soon for their opening stand at Jacksonville, Fla. Ever notice how nicely Americus fits the title of the show?

NEW clown, named "Zeppo," worked the Grotto Circus at Cleveland. The first week of the engagement he was taken for some 50 bucks in a crap game. The second week the midget funny man lived on the fat of the land thru borrowed dough. Sunday (afternoon), the final day, was pay day. "Zeppo" lined up and was paid. Later he sent some fellow for his two clown suits and failed to show up any more. Now the "boys" concerned

JOBBER & DISTRIBUTORS WANTED!!

The Most Complete Line of Attractive MOTH PREVENTATIVES is Now Being Offered to a Few Select Jobbers for Exclusive Territorial Distribution. Complete Set of Samples with Exclusive Jobbing Price Will Be Sent FREE Upon Request. The Largest Jobbers in the East Are Featuring This Line Now. ACT QUICKLY. AS THE SEASON HAS ALREADY STARTED. Agents and Canvasers—Please do not write.
UNIVERSAL SPECIALTY CO.
Largest Manufacturers of MOTH PREVENTATIVES in the East.
69 W. 23 ST. N. Y. CITY

have adopted the Grotto Circus slogan: "Where's Zeppo." Merle Evans piped if somebody would write the words he would compose the music for "clown alley's latest song hit," Where's Zeppo?

That promoter of the first water, Harry Van Hoven, brother of the late "Mad Magician," has been "easing off" this winter at Miami, Fla., a postcard from him tells me.

MRS. RUBIN GRUBERG is having her first vacation in 25 years—and it's a real one, too, she says in a postcard from Cairo, Egypt. She visited in Spain, Italy, Algeria, Greece, Jugoslavia, Palestine and Egypt, cruising the entire Mediterranean Sea. Up to the time of visiting Egypt she said Cairo was the high spot. "What a city!" she comments. "Life is very gay here."

"Because of the difficulty in getting concessions that are not of the racketeer kind, I operate all of my own concessions, employing agents."—Henry Meyerhoff, Crescent Canadian Shows.

I AM now convinced that this pillar has at least 11 readers. In the issue of March 2 mention was made (herein exclusively) of a flashy blotter used by the Cole Bros.' Circus for advertising purposes. Five days after that issue was off the press, Floyd King, general agent of the show, wrote:

"Well, Al, there is nothing like The Billboard for advertising, because we have already received 11 letters from different showmen and readers of your column who have asked us to mail them a blotter."

Myer Myers, the man of joined-together fame, is in the nursery business at San Antonio, Tex., where he also has a beautiful mansion—a home of 14 rooms. In addition he has a 300-acre farm.

WHILE Milt Morris has not as yet said anything about it, I understand he and Bill Martin are in partnership to operate a string of concessions with the Johnny J. Jones Expedition this year. With the "hold" that Milt has on the big Florida fairs, it wouldn't be surprising to see the Jones show again make these dates.

Oak Brand Hy Tex
MICKEY MOUSE TOY BALLOONS
New TOSS-UP
 Stands 30 inches high with body, head and ears fully inflated. Two-color print on two sides. Twin shoes of heavy cardboard. Sold in attractive three-color cellophane-window envelopes.
 At Leading Jobbers.

The Oak Rubber Co., Ravenna, O.
 Selling Through Jobbers Only

YOU SAVE HERE
RAZOR BLADES
 Double Edge, 50c-60c
 Per 100...
 Single Edge, 75c-80c
 Per 100...
HONES, Boxed,
 Dozen..... 40c
RUBBER BANDS
 Closeout, Pound..... 15c
FINGER NAIL \$1.00, \$1.35, \$2.00, \$3.50
FILES, Gro. \$5.00
JUICE EXTRACTORS, Gro. \$5.00
NEEDLE PAPERS, 75c, 90c, \$1.80
 100
 Ask for Lists. Prices F. O. B. New York. Deposit to be sent on all C. O. D. Orders.
CHAS. UFERT, 19 East 17th St., New York City
 Estab. 1813. Dependable Square Dealer.

CAMEO RINGS FOR MEN
 New Fast Seller for Demonstrators. Ideal for Digger Machines.
 Chrome \$27.00 Gr.
 Gold \$36.00 Gr.
 Send \$1.00 for 4 Samples and Free Catalog.
HARRY PAKULA & CO.
 Largest Distributors of Rings of All Descriptions,
 5 North Wabash Avenue, Chicago, Ill.

PHANTOM DOMINO
 Most Mystifying Trick Ever Discovered
 What is it?
THE PHANTOM
 Puzzles Millions of People!
 HOW IS IT DONE?
 So Simple a Child Can Do It!
 Hours of Fun for Old and Young.
RATTLES! RATTLES!
 ANYTHING "THE PHANTOM" TOUCHES RATTLES—Pitchmen, Jobbers, Agents, Conrassers, Territories Going Easy—Act Now! Sample, 10c; Gross, \$4.00. Price lower on quantity lots.
 248 Fifth Ave., Room 448, N. Y. City.

AUTO JOKER
 Also known as Auto Witiz Bang, for April Fool, the best joke you can pull — that gives a thrill; furthermore, you laugh until you cry. Also now bookish Display Fireworks for Fairs, Parks, July 4th, etc. Write for Catalogue.
ILLINOIS FIREWORKS COMPANY,
 Box 792, Danville, Ill.

WINDOW WORKERS
 Get in on my New Deal—**PARK ROW PENS & PARKER BLADES.** All Pens fitted with Buffed Tone Pen Points. Price List now ready.

JAS. KELLEY, The Fountain Pen King
 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

MEDICINE SHOWS WANTED!
 To buy Quality Tonics, Liniments, Tablets, Herbs, Corn Dope, Salve, Powders, Cough Syrup, Etc., at Lower Prices and Better Values, from
GENERAL PRODUCTS LABORATORIES,
 Manufacturing Pharmacists,
 137 E. Spring Street, Columbus, O.
 "We Know Your Problems and Serve You Best."
 WRITE FOR FREE CATALOGUE.

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



By GASOLINE BILL BAKER (Cincinnati Office)

LONNIE MOORE . . . writes from Soperton, Ga.: "Altho I have been pitching novelties and have been a reader of *The Billboard* for many years, I have never before sent in a pipe. My business has been fair thru South Georgia. All the spots seem to be easy to fix if you have the right credentials. I recently visited the Dale show and wish to say right here that it is one of the snappiest shows I have seen in this section. The show carries 16 young and flashy people and is produced by Happy Bill Bagley. He certainly has some talent to work with. The show is clean from start to finish. Roster includes Doc Dale, Ann Vale, Famous Smith Family, the Dancing Maxwells, Jack Griffin and missus, Bill Bagley, L. Sikes and wife, and Thada Booth, musical director. Let's have a pipe from some of the boys that would like to get acquainted."

D. F. (HOOT) McFARLAND shoots another from Lewiston, Me.: "Slim Rhodes inquired recently about conditions in Maine. If I were Slim I would stay in the South as he understands the Southern type of folks. If he were to come up here he would be at the same disadvantage I would be in the South. Conditions here are much worse now than when he and I worked together up here. I see where Robert (Blades) Cook was unable to find my auction store in Lewiston. It was some months ago I wrote that pipe and it really was only intended as a touch of sarcasm regarding conditions at the time. An explanation to my friends is not necessary and my enemies would not believe anything I might say anyway. Business today is run somewhat after the philosophy as expressed by Niccolo (1469-1527) Machiavelli, the 'ends justify the means. Either make a man your friend or put it out of his power' to be your enemy. It is safer to be feared than to have the friendship and respect of your fellow-men.' Guess that means that a pitchman cannot and ought not keep his word, except when he can do so without injury to himself. Here's some more of the same. "Under no circumstances should you help a rival power in any of its enterprises, for a man who contributes to the advancement of another power runs the risk of ruining his own. It is as useful to persevere in the path of rectitude, while one feels no inconvenience in doing so, as to know how to deviate from it when circumstances dictate such a course.' Enough of that 15th Century stuff. Everyone lives unto himself in this day and age."

"MY FIRST PIPE . . . tells Mrs. Eddie St. Matthews, Oakland, Calif. "Working around here are Earl Kittridge and son and Charley Halley. I would like to read a pipe from Mrs. Earl C. Crumley, Mary Ragan, Frank Libby and Mrs. Floyd R. Johnstone. Sure sorry to hear about Tom Dalton's death. He was known by many road people. I have been off the road

lately, after being on it for 11 years. Will go to the Pacific International Exposition in San Diego May 29. Hope to see some of the boys and girls there. I get *The Billboard* every week and sure did enjoy the 40th Anniversary Number. Eddie St. Matthews is working in Texas territory."

SID SIDENBERG OPINES: "The early birds making Alton, East Alton, Jerseyville, Roxana, Hartford, Granite City, Wood River and Edwardsville, Ill., and every town open on lots to med operas, are going to get some real money. Three new med shows are preparing to embark in this territory and from all indications there is going to be some keen competition."

AL ROSS . . . pipes from Chicago: "I suppose my friends and brother pitchmen will be glad to know that my show is getting along fine and dandy. I recently made Peoria, Ill. There were lots of pitchmen around, but no Frankie Vail of soldier fame. Where are you, Frank?"

MONTGOMERY E. DEAN . . . shoots from Lincoln, Neb.: "The time is drawing near when I will be on my way to the M. & M. Dramatic Tent Show winter quarters at South Sioux City, Neb., to help whip the outfit into shape for the 1935 season. I have been very fortunate this winter in regard to employment here and it gave me an opportunity of being at 'Home, Sweet Home.'"

MRS. MAE GOODWIN . . . of the Mae Goodwin Tate-Lax Unit, known as "The Show With a Million Friends," writes the following from Boiling, Tex.: "Yes, business has been good. Why? Simply because we have a real wardrobe, our acts are put on right, no jam, an absolutely clean show and all our equipment is in good condition. With the swell flash we have there is no chance to lose. Good treatment and salary on time each week keeps the people of the show satisfied and in good spirits. The 'welcome' sign hangs over our door to invite all who happen to pass my way to enjoy a good meal with us."

R. GUILD STEWART . . . of knife-sharpener fame, writes from Portland, Ore.: "My doc says I need exercise so thought I would work port lifters for a while. Conditions out this way are fair."

A. B. (ZIP) HIBLER . . . shoots another, this time from Philadelphia: "Henry stopped and took a look and this is what he said. 'The world is full of suckers and not a cent to spend. You fellows in your doorways haven't got the slightest chance, for bigger men have the pull to put you on the pan. They say your line is phony, that you're crooked as Lane Hill. That you're so dishonest you haven't the right to live. The sucker falls for all of this and likes to stop and say, "You can't fool me with all that stuff. I'll deal across the way." If that's the case,' said Si to him, 'How is it that I live? For 50 years I've had my bed and seldom missed a meal. As far as suckers are concerned, I find that now and then someone will stop and say I'll take a pen.' So I pursue my game of chance and let the big man squawk. I find that there are lots of folks who don't believe in knocks. And when it comes to suckers, I'm much inclined to say I'd rather be a sucker than a knocker any day."

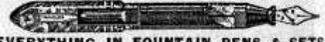
ANOTHER FROM . . . Doc Kerr, Spartanburg, S. C., reads: "In this pipe I will tell about a low pitchman and a demonstrator. One of the best whitestone workers I have ever seen is H. S. Thompson, Greenville, S. C. He works department stores throughout all Southern States, and to see him work would do you good. He has a swell flash and always looks like a million dollars.

He sure puts out the whitestones. Another of the good boys down here is S. C. Hayes. He works gummy and is a real hard worker. He calls Columbia, S. C., home and may be seen at trade days thruout the Carolinas. Hayes is a good demonstrator and sure puts out the gummy. Just saw my old pal, Bill Jones, today (Monday). He and his wife are here for a few weeks. Bill is showing schools in this section. He has pitched med in the South for the last 12 years and will be out again with the first blue bird."

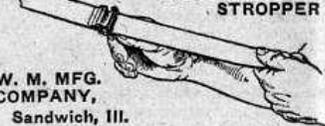
DOC HARRY BURTON . . . pipes in from Toledo, O.: "Came back to the North sooner than I wanted to. Did not make any money in the South, but had a good time. Have had some repeats for my efforts. My daughter, Joe, recently had her second baby. Am getting the house car ready for a big season. At present it stands between a tent opera and pitching—as usual."

CHIC DENTON SHOOT'S . . . one: "Been working Southern Indiana and Western Kentucky and am now in Tennessee. Find business just fair. Am going to New Orleans for Mardi Gras and then into Mississipp. Sid Sidenberg is only a few miles from me this week. Mount Vernon, Ind., is my red spot of the year."

"THIS IS MY FIRST . . . pipe, tho I have been a regular reader for many years," says Sam L. Bayless, Hammond, Ind. "I have worked nearly all my life, high and low, in the pitch

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CARL KRUEGER, rated as a good money getter and a good fellow.

game and know many oldtimers from way back. I was talking to Doc Hankerson the other day and he infers he is going to open in this district with several platforms as soon as weather permits. Quite often I read of oldtimers giving their experiences way back. I joined Doc H. C. Laird in 1883 when I was only 12 years old. I could play the banjo and they all told me I could sing. So I would hold the tip for him and he would pitch from an open top rig. We worked fairs that season in Southern Illinois. At night we would work in town. Doc Laird was a young man then and he sure knew what it was all about. Later I worked with him doing Dutch comedy and blackface. I located here in 1923 and went into the real estate business, and in five years built myself into a real success if I do say it. Then a few bad moves and the failure of a local bank threw me into receivership and I lost all but the clothes on my back. When I first came to Hammond I was a good moving picture machine operator. I fell back on this and have now accumulated a good outfit, including several swell trucks and trailers, light plant, air compressor, pop-corn machine. Now all I need is a 60x90 top and I will be ready to hit it with acts and sound pictures. May be able to make the grade this spring. There should be plenty of towns of 1,000 or more that will fill my seats for three-day stands."

"AM WORKING A

doorway here with flukum," cards Ralph Ruhl from Indianapolis. "Business is slow. Bob Winters is here working solder. Charles Kent is resting up in an apartment waiting for spring. Several med men are in town. They tell me that any pitchmen wanting to work Greenfield, Ind., must take out a license and post a bond. Just what this bond would accomplish on a one-day shot is beyond me. Let's read a pipe from Frenchy Thibault."

"HERE'S A RESPONSE . . .

to Ollie Olson's plea for a pipe from some of the oldtimers," pipes Robert M. Smith from Cordele, Ga.: "Yes, I tramped with Ollie on Harry Howard's med show in 1912 when he carried a railroad Pullman and showed under a

Pitchmen I Have Met

By SID SIDENBERG

Carl Krueger, rated as one of the best moneygetters working single-o in the med branch of Pitchdom, got his start in the business when he saw Gordon Sage, another high-class money getter, make a real honest-to-goodness passout to one of those huge tips that a pitchman used to get when working in the vicinity of the Union Depot, St. Louis, back in the days before the Plaza was built and when money was freely spent.

Krueger got his start in show business upon arriving in Chicago from Germany. His father was brought to this country by the big distillers, who recognized the elder Krueger's ability in making the pre-Volstead stuff that tasted real good even when liquor was made according to law in old Kentucky.

Back in the old country Krueger went to med school and would have completed his course here, but the youngster met and became the pal of Jack Silvers, who was working the front for the Congress Museum in the Windy City, and when Jack Silvers found out that Carl was very limber and was trained to be a contortionist in the Fatherland, it was not long until Jack had Carl booked for 20 weeks' work on the stage and there the latter gained fame as the "Frog Man."

When working today Carl uses his old act as a bally and the tips he draws would naturally get any pitchman a real-sized bank roll wherever he works. All you have to do is turn Carl loose on a corner and let him work with immunity (for he is sure to block traffic) and he will never miss getting his allotted share of the greenbacks anxious to leave the custody of the prospects.

Carl has worked many spots with the boys and is always known to get as much or more than any one competing with him.

Krueger is now owner of the Oriental Laboratories in St. Louis but still travels and makes his pitches thru Illinois, Missouri, Iowa, Idaho, Kansas and Oklahoma, which enhances his mail-order business and I mean that he keeps a man busy looking after the office and tending to the mail.

Krueger really gets prestige when working thru the class of his high-powered car, for the people recognize the fact that there is "plenty to it" when he pulls up with his flash.

Krueger owns property in Chicago, but calls St. Louis home. Carl just passed his 53d year and one would never dream that he is a day over 30, especially when doing his body twisters.

Carl is a member of the American Federation of Actors.

big top at 20 cents admission. And boy, did we jam them in. Well, the President has nothing on me. I will be 53 years young this month. I doubt if any balls will be held in my honor unless a Georgia county presents me with a ball (with a chain on the end of it.) I hear that lots of the boys are working thru Georgia—some getting it in the pockets and some in the neck."

ARTHUR CAHILL, ON . . .

a world tour, writes an interesting card from Den Pasar, a town on the Island of Bali, Dutch East Indies: "This is an original home of dancers, seems as tho they have a dance here about every hour. The island is a veritable paradise, and the air is so fragrant you are under the impression you are passing a perfume stand on a fairground. No pitchmen here, but lots of peddlers. You have to buy something or they stick with you all day. On this island a man can have as many wives as he can get. They all work and the husband acts as a sort of superintendent. The Balinese are very nice and like the white people. We leave here for Java and Australia."

FROM WARSAW, N. Y. . .

comes good old J. Renault like a voice out of the past: "Just a few lines after all these years. Don't believe I have written in eight or nine years. I am back on the road again. Things are slow, but I can get enough to get by with. Weather is about all that stops one from getting

BALLOONS—appealing Brilliance of Color with greatest Variety!

They come to Andersons for toy balloons that have more color brilliance and appeal . . . For 25 years Anderson has produced the most outstanding designs in balloon novelties—balloons always beautifully brilliant, lasting and attractive—variety that is not equalled anywhere—Special-purpose balloons for dances or decoration are available in regular and transparent styles—sizes from largest to smallest. A new line of pastel-colored balloons is also ready for your consideration. Sally Rand used Anderson 60-inch balloons in her bubble dance.

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Combining 12 tools—Accurate, economical. Made of German Silver, also Brass. Weighs 5 ounces, folded 6 1/2 ins., one. Fully extended 1 foot.

Craftsmen, Architects, Engineers, Manual Training Schools, Mechanics and others need Distributors Wanted.

Send 50c for Sample Tool.

'THOUSANDS OF THESE TOOLS SHOWN ABOVE AND FORKS SHOWN BELOW SOLD AT THE CENTURY OF PROGRESS AT CHICAGO.

EJECTOR SERVICE FORK

Prevents burnt hands. Protects mantoured thumb on ejector automatically moves food. Sanitary.

Used in every home, kitchen, dining room, restaurant, hotel, cafeteria. Made of nickel silver. Cannot rust. Extra strong springs to break. Length, 10 inches. Weight, 3 ounces. Big money-getter for agents. Sample . . . 50c.

MITCHISON MANUFACTURING CO.,
Nashville, Tenn.

more. Have not seen any workers up this way. Guess most of them are still holed up. Just made Syracuse, Rochester and Baltimore. Some business but slow. Would not advise anyone to make these parts until the weather breaks. Am not working outside at all, just horsebacking and working a little of everything. Where is Joe Hall? Has anything happened to him? Have not seen him for five years. We worked day and date with the Wallace show and I split time with him. He is one square boy if there ever was one. Well, the old original Orlando Kid is back again and would like to have all the old boys pipe in, including Joe Hall, Pat Flynn, Johnny Hicks, Morris Kahnroff, Jimmy Battruck, Arizona Bill and Louie Leone, the Lug. Will pipe in once in a while and if I can't give good dope I won't give any."

"SNOW AND GOLD . . .

laid me up for a long needed rest," cards Doc A. Anderson, Greeneville, Tenn. Eased out for *The Billboard* today, and after reading between the lines I can see that what we need more than anything else now is a war department. So we can use the needle (not too heavy, says G. B. B.) and throw a few stones. But you boys all know the old saying, if you live in glass houses don't toss any bricks. Here is a good spot for some of the boys in these parts. There is a stock sale every Thursday. Starts early and lasts all day. Had a red one out there last week. Still in the cut-throat business, strops, razors and dressing. How about a pipe from O'Henry. Or is the snow too deep?"

DOC GEORGE M. REED . . .

pipes: "Landed in Parkersburg right side up and sober and opened a chain store Monday to good business." Doc George continues: "We had two tough weeks in Wheeling, altho I don't think I did as badly as some of the others that were there. The bunch scattered. J. C. Kirk, clean-cut inhaler worker, went to Detroit; Louis Dinges went to Fairmont, W. Va.; Joseph Michaels, the varnish wizard, stayed over for another week, and I came here to Parkersburg for a two-week stay. I just had a letter from my

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Two-Second Demonstration. Amazes all who see it. Will not stick to hair or skin; elastic, strong, light. Send size for two full size samples, or write for full details.

NEWAY MFG. CO., 35 South Clinton, Chicago.

old friend, George H. Mayers, who is somewhere in North Carolina. I hear that Wayne Garrison is getting paper money in South Carolina. Pipe us, you boys! For the love of Mike, where is Frank Libby?"

"JUST A LITTLE . . . spasm to let the folks know of the boys here and in the vicinity," pipes H. B. McMurphy, Montgomery, Ala. "Among those present are Clyde Wilson, sharpeners; Fred Cummings, cards; Vic Hamel, solder; Hammond, pens, and several with coils and intensifiers. The town could stand a rest, as no one seems to be getting any dough. Would like to read pipes from Ralph LaFay, Paul Reynolds and Bill Domyt."

DOC J. H. WARD . . . scribes from Dothan, Ala. "Well, boys, it has been quite some time since I have written a pipe. Have been in this State since last November. Biz has been fair when the weather permits us to work. Our little show now consists of Bobby Jean Ward, piano, straights and songs; Lasses Glenn Jones, blackface, singing, dancing and guitar; Doc J. H. Ward, lecturing and straights, and Blacky Mercer, pop corn, canvas and lot man. There are only four of us, but we set steady, do a little biz, with a popular lady contest and family package the last night, that makes it so tough on the next fellow to follow. We are going to have a new cookhouse, 10x16, this season. Will have mulligan for all who drop in to see me. Will soon be Tennessee bound."

TEX MAMARD . . . Infos from the Veteran's Hospital, Wichita, Kan., that he would like to see pipes from all old friends including John Ward, John Cooper and Tom McNeely. Tex will be laid up for some time with arthritis and the effects of two eye operations he is to undergo shortly.

D. F. MCFARLANE . . . cards from Lewiston, Me. "Business conditions here are just about the same as in the rest of the country—plenty of people on the relief rolls and the farmers are hard hit. Potatoes are selling for 35 cents per bushel and about the only thing that is free are snowballs—there are plenty of them. However, I would much rather be here in the cold and snow where they will at least let you work than spend the winter in a Florida transient camp. Some of you pitchmen who have never been in Maine should make it a point to come here this coming season. There will be nothing big in the way of business, but you will enjoy it and I am certain will learn something about people. There are several of the old-time roadmen who have purchased summer homes around here and I know several others who intend to do the same thing this summer. I plan to be a 40-miler this summer as that last trip south took a lot of the wind out of my sails, as they would term it on the Coast. Well, I don't suppose I should lose faith in mankind—there are approximately 123,000,000 people in this country who have never played me a dirty trick."

W. EARL MILLER . . . pipes the following from Valdosta, Ga.: "I am writing in behalf of and to advise the gang of the condition of that dean of pitchmen, Dan Rosenthal—better known thruout Pitchdom as Deafy Dan. Most of the boys know Dan, who has been in the game better than 50 years, 35 years as a pitchman and 15 with wire jewelry. The latter part of January Dan was in Waycross, Ga., watching along with numerous other onlookers, the installation of a huge gasoline tank. Someone struck a match, with the result that six persons, including Dan, went to the hospital with severe burns, caused from the resulting explosion. The clothing Dan

was wearing was almost entirely burned and his face and hands were severely burned. While he has been discharged from the hospital, due to congestion, he still goes back for treatment and will not be in condition to work for six or eight weeks. His clothes that were not burned have all been cut to enable him to wear them, his stock has been depleted and he will need help before he is able to hit the doorways again. Dan has always been a square shooter and I am sure all the boys who know him will be glad to help him get on his feet again. His address for the next six weeks will be care City Coffee Shop, Waycross, Ga. He will be glad to hear from you, even if only to write and help cheer him up."

ROY CRANE PIPES . . . from Athens, Tex. "Well, here we are in one of the best little towns in the State. Met Dude Brewer, the paper man, interviewing the natives for his old pal, Al, and handling his trade journal like nobody's business. Says he is feeling fine after his siege of illness. Doing very well myself."

ALBERT WELLER . . . manager of the former Sanguatone Med Company, writes us from Cove, Ark., that he has dropped his Chief Running Elk name and asks that mail henceforth be addressed to his private life name, Albert Weller.

BLACKIE BEARD . . . who is operating a shop in Washington, D. C., would like to read a pipe from Carl De Bard, of Dallas, Tex.

SEVERAL REQUESTS HAVE . . . been received for a definition of the workings of the Ohio sales tax. In order to help clarify the situation, the following is reprinted from an article published in The Billboard's Fair Department, issue of January 26: "A definition of workings of the sales tax law in the State was that retail sales people must buy tax stamps and vendors' licenses in each county in which they operate. Only exceptions to be made to date are for charitable institutions, such as churches that have stands and serve meals. It was declared that the vendor must pass the tax on to the consumer. Thus if pop is sold at 10 cents per bottle a tax of 1 cent, in the form of a tax receipt, must be passed to the consumer by the vendor. If pop is to be sold so that the tax included will bring the purchase price to 10 cents, then it must be sold for 9 cents and 1-cent tax assessed. The vendor, it was explained, will in no case be allowed to assume the tax. It was announced that the State will have special deputies to enforce this type of tax."

ROUTES

(Continued from page 37)

- Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.
Armand, Johnny: (Woodrow Wilson) New Brunswick, N. J. h.
Andrews, Ernie: (Fatio) Hartford, Conn., nc.
Armstrong, Mrs. Louis: (Vendome) Buffalo, A. Arnold, Billy: (Boeuf Sur Le Toit) New York, nc.
Arnheim, Gus: (Chez Paree) Chicago, nc.
Arteaga, Al: (Jefferson) St. Louis, h.
Augustoff, Jan: (Warwick) New York, h.
Austin, Shan: (Eastern Star) Detroit, c.
Austin, Sid: (Congress) New York, re.
Ayers, Herb: (Worthy) Springfield, Mass., h.
Barron, Duke: (King Cotton) Greensboro, N. C. h.
Bartal, Jeno: (Ambassador) New York, h.
Baste, Bob: (Frank White) Dunkirk, N. Y., re.
Beecher, Keith: (Stevens) Chicago, h.
Belasco, Leon: (Casino de Paree) New York, cb.
Bell, Jimmy: (St. Clair) Chicago, h.
Bemis, Frank: (Silver Star) Sulphur Springs, Fla., b.
Bergner, Jack: (Astor) New York, h.
Bergner, Matt: (Club Piccadilly) Chicago, c.
Bergner, Max: (Park Lane) New York, c.
Bernie, Ben: (Capitol) New York, t.
Berrens, Freddie: (Flying Trapeze) New York, re.
Blake, Lou: (Guyon's Paradise) Chicago, b.
Bonell, Michael: (S. & H. Dining Room) Florence, S. C., re.
Botts, Chuck: (Club Oasis) Chicago, c.
Bromberg, Sammy: (Von Thenen's) Chicago, c.
Brown, Herb: (Vendome, 28 W. 56th St.) New York, nc.
Brown, Ted: (Venetian Gardens) Scranton, Pa., b.
Buckley, Joe: (Harry's N. Y. Cabaret) Chicago, c.
Buzze, Joe: (Heights) Albuquerque, N. M., b.
Calloway, Cab: (RKO Albee) Providence, t.
Campbell, Jimmie: (Marquette Club) Chicago, c.
Carter, Jack: (Japanese Gardens) Detroit, b.
Celtian, Len: (Lang's North) Buffalo, re.
Cato's Vagabonds: (Casa Madrid) Louisville, Ky., nc.
Cavallo, Ralph: (Palzas Gardens) Chicago, c.
Clayton, Doc: (Melody Mill) N. Riverside, Ill., c.
Clarke, Hi: (Clairidge) St. Louis, h.
Clegg, Frank: (Hoosogov) Chicago, c.

- Coburn, Jolly: (Rainbow Room) Radio City, N. Y., nc.
Cohen, Emil: (Plaza) New York, h.
Compton, Helen: (State) Newark, N. J., t.
Corbin, Van: (Madison Casino) Chicago, c.
Cortez, Carmen: (Conde Cristo) Chicago, nc.
Costello, Don: (Morris) New York, re.
Crawford, Al: (Mayfair) New York, nc.
Cuban News: (Hollywood) New York, cb.
Cugat, Xavier: (Waldorf-Astoria) New York, h.
Cummins, Frank: (Roosevelt) New York, h.
Dalley, Frank: (McAlpin) New York, h.
Davis, Chuck: (State) New York, t.
Davis, Meyer: (Everglades) Palm Beach, Fla., nc.
De La Rosa: (Bruno's) New York, nc.
Dean, Eddie: (Como Restaurant) between Asbury Park and Freehold, N. J., nc.
Denman, Hal: (Melody Club) Kokomo, Ind., nc.
Denny, Jack: (Biltmore) New York, h.
Dickerson, Carroll: (Grand Terrace) Chicago, nc.
Duchin, Eddie: (Central Park Casino) New York, nc.
Dubrow, Art: (Chop House) Hartford, Conn., nc.
Duprey, Bob: (Colony House) Detroit, c.
Duroso, Mike: (Delmonico's) New York, nc.
Edwards, Mel: (Ooon Chicken Inn) Salt Lake City, Utah, re.
Ellis, Nick: (Ship Hoop) Atlanta, re.
Engles, Charlie: (Hogan's) Chicago, c.
Evans, Tommy: (Venetian Gardens) Altoona, Pa., nc.
Fairchild, Cookie: (Algonquin) New York, b.
Fallon, Bob: (K. of C.) New York, h.
Ferdinando, Angelo: (Great Northern) New York, h.
Fernando, Don: (Club Arcadia) St. Charles, Ill., nc.
Fettis, Jim: (Anchorage) Philadelphia, Pa., re.
Fields, Shep: (Ira's) Miami, Fla., nc.
Fields, Al: (Billi Gallagher's) New York, nc.
Finn, Eddie: (Club Cavalcade) Chicago, nc.
Fisher's Ensemble: (Russian Kretchma) New York, cb.
Fisher, Mark: (The Grove) Houston, Tex., nc.
Fischer, Jack: (Steuben Rathskeller) Boston, Mass., re.
Fisher, Scott: (Park Central) New York, h.
Fodor, Jerry: (Evergreen Supper Club) Detroit, c.
Freedman, Jerry: (Casino de Paree) New York, cb.
Fulicher, Charlie: (Forest Hills) Augusta, Ga., h.
Gentry, Tom: (Roosevelt) New Orleans, h.
Getto, George: (Club Rickford) Chicago, c.
Gilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re.
Gill, Emerson: (Webster Hall) Detroit, h.
Gold-Coasters: (Drake) Chicago, h.
Golden, Ernie: (Lum's) New York, re.
Golden, Neil: (Man About Town) New York, nc.
Goodman, Al: (Winter Garden) New York.
Gothelf, Manfred: (Monte Cristo) Chicago, re.
Grant, Bob: (Beach & Tennis Club) Miami, nc.
Gray, Glen: (Essex House) New York, h.
Green, Johnny: (St. Regis) New York, h.
Greene, Murray: (Hollywood Gardens) Bronx, New York, b.
Grogan, Bill: (New Penn) Pittsburgh, nc.
Grosso, Jimmy: (Murray's) Tuckshoe, N. Y., re.
Grier, Jimmy: (Biltmore) Los Angeles, h.
Guy, Ted: (Flagship) Chicago, c.
Hall, George: (Taft) New York, h.
Hall, James: (Club Havana) Chicago, nc.
Hall, Jimmy: (Jeffery Tavern) Chicago, c.
Handler, Al: (Limehouse) Chicago, c.
Hathaway, Jack: (Parody) Chicago, c.
Hawkins, Jess: (Merry Garden) Chicago, b.
Haymes, Joe: (Meadowbrook) Cedar Grove, N. J., c.
Heath, Andy: (Vienna Cafe) Wilmington, Del., nc.
Hebeck, Ray: (Cafe De Paree) Los Angeles, nc.
Hiatt, Hal: (Michelob Inn) Chicago, c.
Hill, Teddy: (Ubangi) New York, nc.
Himber, Richard: (Ritz-Carlton) New York, h.
Hoff, Carl: (French Casino) New York, cb.
Hogan, Bill: (Essex) Chicago, h.
Hoffman, Earl: (Casa de Alex) Chicago, c.
Hollander, Will: (New Yorker) New York, h.
Hopkins, Claude: (Cotton Club) New York, nc.
Huntley, Lloyd: (Stadler) Buffalo, N. Y., h.
Jarrett, Art: (College Inn) Chicago, nc.
Jennings, Ted: (Dempsey) Macon, Ga., h.
Johnson, Johnny: (Commodore) New York, h.
Jourdan, Bill: (Wooden Shoe Club) Chicago, c.
Jurgens, Dick: (Palomar) Los Angeles, h.
Kane, Allen: (885 Club) Chicago, c.
Kassel, Art: (Bismarck) Chicago, h.
Kewelin, Al: (Detroit Athletic Club) Detroit, c.
Kaye, Sammy: (Paradise) Troy, N. Y., nc.
Keller, Leonard: (Bismarck) Chicago, h.
Kellum, Milton: (Gayoso) Memphis, Tenn., h.
Kemp, Hal: (Pennsylvania) New York, h.
Kennedy, Jimmy: (Nut House) Chicago, c.
King, Henry: (Waldorf-Astoria) New York, h.
King, Wayne: (Aragon) Chicago, b.
Kirwin, Bob: (Club Piccadilly) Chicago, c.
Knapp, Orville: (Beverly Wilshire) Beverly Hills, Calif., h.
Kress, Freddie: (Hollywood Yacht Club) Hollywood, Fla.
Kroll, Nathan: (Vanderbilt) New York, h.
Kyser, Kay: (Blackhawk) Chicago, c.
Lamb, Drexel: (Casa Loma) South Bend, Ind., nc.
Lane, Eddie: (William Penn) Pittsburgh, Pa., h.
Lamin, Lester: (Navarro) New York, h.
Lara, (Porto Rouge) New York, nc.
Larri: (Piccadilly) New York, h.
LaSalle, Frank: (Wivel) New York, re.
Lavin, Bryce: (Sea Breeze Swim Club) and (Glarendon) Daytona, Fla., cc and h.
Lesler, Alan: (Brass Hall) and (Tavern-on-the-Green) New York, re.
Leipold, Arnie: (Old English Tavern) Richmond, Va., nc.
Lee, Glen: (Coronado) St. Louis, h.

- Light, Enoch: (Roney Plaza) Miami Beach, Fla., h.
Lind, Henri: (Royale-Frolies) Chicago, nc.
Little, Jack: (Lexington) New York, h.
Littlerfeld, Frankie: (Delmar Club) Galveston, Tex., nc.
Livingston, Jimmy: (Dempsey) Macon, Ga., h.
Lomards, Guy: (Amador) Los Angeles, h.
Lyles, Bill: (Stables) Chicago, c.
Lynden, Ralph: (Steamship Oille) Chicago, c.
Lynn, Correy: (White City) Chicago, b.
McCoy, Clyde: (Rice) Houston, Tex., h.
McDonald's Music Mixers: (Milton Park Inn) Milton, Pa., nc.
McLister, Bob: (Traylor) Allentown, Pa., h.
McPherson, Hugh: (Daniel Boone) Charleston, W. Va., h.
MacFarland, Frank: (Beaux Arts) New York, c.
Maddaforo Ensemble: (The Homestead) Hot Springs, Va., h.
Madriguera, Enric: (Embassy) Miami, Fla., nc.
Maitland, Johnny: (Pershing) Chicago, b.
Makins, Eddie: (830 Club) Chicago, nc.
Mansfield, Dick: (Pleaze) New York, re.
Manni, Joe: (Club Lelure) Chicago, c.
Mares, Paul: (Harry's N. Y. Cabaret) Chicago, c.
Marshall, Irving: (Blackstone) Chicago, h.
Marton, Don: (French Casino) New York, cb.
Martell, Paul: (Arcadia) New York, b.
Martin, Freddy: (St. Regis) New York, h.
Martin, Joseph: (Roosevelt) Hollywood, Calif., h.
Masters, Frankie: (Clover Club) Hollywood, Calif., nc.
Mawson, Buddy: (Pelham Club) Hurley, Wis., nc.
Meyno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Maxon, Roy: (Hollywood Country Club) Hollywood, Fla., cc.
Mee, Al: (Rittenhouse) Philadelphia, h.
Messner, Dick: (Lincoln) New York, h.
Meyers, Jack: (Club New Yorker) New York, nc.
Michel, Marti: (Montclair) New York, h.
Milton, Al: (Hollywood Club) Chicago, c.
Moore, "Deacon": (Muehlebach) Kansas City, Mo., nc.
Moss, Joe: (Vanderbilt) New York, h.
Mulligan, Norvy: (Radisson) Minneapolis, h.
Murray, Bethune: (Talk of the Town) Chicago, nc.
Myers, Stan: (Terrace Garden) Chicago, c.
Nance, Ray: (Club Morocco) Chicago, nc.
Navars, Leon: (St. Moritz) New York, h.
Neibaur, Eddie: (Casino Moderne) Chicago, c.
Nelson, Howard: (Zane Zanesville, O., h.
Nelson, Ozzie: (New Yorker) New York, h.
Nichols, Nick: (Club Hollywood) Chicago, c.
Noury, Walter E.: (Plaza) Haverhill, Mass., h.
O'Hare, Husk: (Fontenelle) Omaha, Neb., h.
Olman, Val: (Reno Merry-Go-Round) New York, nc.
Olsen, George: (Pal.) Cleveland, t.
Opitz, Bob: (Shadyside Gardens) Cleveland, h.
Pablo, Don: (Merry-Go-Round) Ft. Wayne, Ind., nc.
Paige's Band: (L'Aiglon) Chicago, c.
Panco: (Pierre) New York, h.
Parrick, Al: (Bessons) Harrisburg, Pa., h.
Perker, Ray: (Avalonian) Chicago, c.
Perker, Bert: (Nut Club) Little Rock, Ark., nc.
Pedro, Don: (Oriental Gardens) Chicago, c.
Pellegrino, Nick: (Casino) Chicago, c.
Penfield, Don: (Western Bowery) Chicago, c.
Platt, Earl: (Modernized Cabaret) Harrisburg, Pa., nc.
Pless, Hubert: (Patton) Chattanooga, Tenn., h.
Pliner, Franz: (Red Lion Inn) Chicago, c.
Prima, Louis: (Famous Door) New York, nc.
Purnell, Benny: (Cactus) Austin, Tex., re.
Rapp, Barney: (Gibson) Cincinnati, h.
Renard, Jacques: (Coconut Grove) Boston, re.
Retchman, Joe: (Star) Allentown, h.
Reisman, Leo: (Central Park Casino) New York, re.
Reah, Benny: (Club Bohemia) Detroit, nc.
Rodriguez: (El Morocco) New York, nc.
Remillard, Don: (Madura's) Hammond, Ind., h.
Richards, Don: (Biltmore) New York, h.
Ritoff, Stan: (Roman Gardens) Chicago, c.
Robb, Johnny: (White Swan) Unlontown, Pa., h.
Rosen, Johnny: (Blackstone) Ft. Worth, Tex., h.
Rodriguez: (Versailles) New York, cb.
Rosavas, Stan: (Club Rajah) Chicago, c.
Rose, Irving: (Book-Cadillac) Detroit, h.
Roth, Eddie: (Club Alhambra) Chicago, nc.
Russo, Danny: (Canton Tea Gardens) Chicago, c.
Sabn, Paul: (Deauville Casino) Miami Beach, Fla.
Sammarco, Gene: (Hendrick-Hudson) Troy, N. Y., h.
Sanders, Geore: (Club Carlioca) Chicago, c.
Sands, Carl: (Chateau) Chicago, b.
Saxe, Phil: (Hiller's Music Box) Pittsburgh, b.
Scheel, Carl: (Silver Cloud) Chicago, c.
Seoggin, Chic: (Royal Palm Club) Miami, nc.
Scott, Billy: (Congress) Chicago, h.
Seizer, Irving: (Dixie) New York, h.
Sheridan, Phil: (Davenport) Spokane, Wash., h.
Sherman, Dick: (Shadowland) Kimberly, Ida. b.
Shuster, Mitchell: (Lexington) New York, h.
Shy, Larry: (Weylin) New York, h.
Sisile, Noble: (French Casino) New York, cb.
Smith, Joseph C.: (Versailles) New York, cb.
Snyder, Frank: (Subway) Chicago, c.
Snyder, Lloyd: (National) Amarillo, Tex., b.
Snyder, Fred: (Embassy Club) Chicago, c.
Snyder, Mel: (Gibson) Cincinnati, h.
Soeerras, Don: (Cubsnacon) New York, nc.
Stanley, Al: (Club Chateau) Daytona Beach, Fla., nc.
Stanley, Stan: (Skirvin) Oklahoma City, h.
Stanton, Maurice: (Club Minnet) Chicago, nc.
Stenross, Charles: (Lotus Gardens) Cleveland, b.
Strand, Charley: (Brovoort) Chicago, h.
Strammiello, Don: (Promenade) Hartford, Conn., nc.
Stone, Jesse: (Club Morocco) Chicago, nc.
Tate, Erskine: (Arcadia Gardens) Chicago, c.

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Thomas, Howard: (Ringside) Ft. Worth, Tex., D.C.
Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., nc.
Tinsley, Bob: (Colosimo's) Chicago, nc.

Ziegfeld Follies: (Court Sq.) Springfield, Mass., 13; (Parsons) Hartford, Conn., 14; (Shubert) New Haven 15-16.

INDEPENDENT BURLESK

Baby Vamps: (Hudson) Union City, N. J., 11-16.
Blue Rhythm Girls: (Gayety) Baltimore 11-16; (Gayety) Washington 18-23.
Brevities: (Trocadero) Philadelphia 11-16; (Hudson) Union City, N. J., 18-23.

SUPREME BURLESK

Cute Cuties: (Minsky's) Brooklyn 9-15.
Lady Fingers: (Minsky's Republic) New York 9-15.
Parisian Bubbles: (Pal.) Baltimore 9-15.
Puss Puss Follies: (Park) Boston 10-15.

REPERTOIRE

Billroy Comedians, Billy Wehle, mgr.: Valdosta, Ga., 11-16.
Bishop Show: Clover, Va., 11-16.
Elythe Players: Princess Anne, Md., 11-16.
Bill Players: Arp, Tex., 11-16.

MISCELLANEOUS

Alexander Players: Medford, Minn., 11-16.
Bink Circus Revue: Adell, Wis., 11-16.
Birch, Magician: Troy, Ala., 13; Union Springs 14; Eatonia 15; Tuskegee 16; Auburn 18; Lafayette 19; Montgomery 20; Selma 21.

Vagabond, Charles: (Edwards) Jackson, Miss., h.
Vallee, Rudy: (Hollywood) New York, cb.
Vance, Johnny: (Club Joy) Lexington, Ky., nc.

Wagner, Sol: (Via Lago) Chicago, nc.
Wagner, Buddy: (Stacy) New York, nc.
Wallace, Roy: (Gondola Tavern) Indianapolis, Ind., nc.

Woodworth, Julian: (Normandie) Boston, Mass., b.

DRAMATIC AND MUSICAL

Abbey Theater Players: (Biltmore) Los Angeles 11-16.
Ah, Wilderness: (Academy of Music) Brooklyn 15-16; Princeton, N. J., 16.
As Thousands Cheer: (Ryman) Nashville, Tenn., 12; (Tivoli) Chattanooga 14; (Temple) Birmingham, Ala., 15; (Aud.) Memphis, Tenn., 16.

Concessionaires NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPPICANOE CITY, OHIO

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ANDERSON-SRADER SHOWS, Inc. Now booking Shows and Concessions. Will also book Loop-Up Plans. Have for sale cheap, Tangy Calhoun and Moseley Motordrome. Address all mail to Concordia, Kan.

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WEST BROS.' AMUSEMENT CO. Open Saturday, March 16. Two Saturdays, Sikeston, Mo. WANT Stook Concessions, Shows, Paints. BOX 57, Morley, Mo.

CATERPILLAR or LINDY-LOOP Want to book. Good percentage. Best Route in East. Fairs and Celebrations, ENDY BROS., Pottstown, Pa.

TILLEY SHOWS WANTS Snake Show, House, Concessions of all kinds. BOX 635, Lodi, Ill.

ROBERTS & MARTIN UNITED SHOWS PLACE Ferris Wheel, Kiddie Rides, Showmen with own outfit. Cook House and Concessions all kinds open. Athens, Tenn.

WOLF GREATER SHOWS Now booking Shows and Concessions. Opening in May. Address P. O. BOX, 2725, Bloom & Lake Sts., Minneapolis, Minn.

SOL'S LIBERTY SHOWS, Inc. NOW BOOKING FOR SEASON 1935. Address P. O. BOX 223, Caruthersville, Mo.

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STREETMEN'S SPECIAL BALLOON, Fancy Prints, Bright Colors. Gross \$2.50
BEST GRADE BALLOON STICKS. Gross .25
SHELL WATER FLOWERS (Regular). Gross .70
SHELL WATER FLOWERS (Parachute). Gross .80
AUTO SCARE BOMBS, NEW LOW PRICE. Doz., \$1.10; \$12.00 Gross.
KITES, Eagle Flyers. Gross 3.00
RHUMBA DANCER (New Style Shimmie Dancer). Doz., 50c; \$5.50 Gross
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AMERICA'S MODEL SHOWS WANT ONE MORE GOOD STRONG SHOW ALSO WANT FOR SIDE SHOW Entertaining Freaks, strange people; prefer those who have been with Ripley. Good fast Mind-Reading Act that can deliver, Clay Modeler, Whittler, Magic and Punch Man, Man or Woman for Freeze Ice Act, Inside Lecturer, young aggressive Door Talkers. WILL BUY A TANAGRA OUTFIT or any unusual objects for side shows. Show opens Jacksonville, Fla., April 12. Address until April 5, Waycross, Ga.; after that Jacksonville, Fla. Those contracted please report at Waycross.

D. D. MURPHY and L. M. BROPHY PRESENT THE D. D. MURPHY SHOWS-SEASON 1935 35 WEEKS-OPENING IN ST. LOUIS, MO., APRIL 4-35 WEEKS. WANT SHOWS OF ALL KINDS-ALSO ONE OR TWO MORE RIDES. CONCESSIONS OF ALL KINDS-COOK HOUSE AND CORN GAME OPEN. Can Place Penny Arcade with Own Transportation. Barney Lamb, Snakoid Jones, Tom Scully, Mabel Mack, Hector Gaboury Monkey Circus, Tiger Bill Snyder, Hans Mertens, Bill Brown, Charlie Cook, Jack Wish, Elmer Brown, Fred Zschille, Sailor Joe, all get in touch with us at once. FAIR SECTARIES: GET IN TOUCH WITH US. WE KNOW AND ADDRESS: HAVE WHAT YOU NEED FOR YOUR FAIR. Address D. D. MURPHY SHOWS, 113 N. Broadway, St. Louis, Mo.

KRAUSE GREATER SHOWS WANT For Charleston, S. C., Azalea Celebration, entire week March 25. Location Marion Square and Citadel Grounds, across the street from Francis Marion Hotel in Heart of City with Free Midway. Two additional Shows, two Rides and legitimate Concessions. Address, this week, Key West, Fla.; next week, Pahokee, Fla.

J. J. PAGE SHOWS OPENING APRIL 1st, JOHNSON CITY, TENN. CAN PLACE Shows with or without own outfits, REASONABLE PERCENTAGE. Will furnish Tent and Banners for real TEN-IN-ONE. Have good outfit for real Minstrel Show. Would like to hear from real Colored Performers, or an organized Minstrel Show. CAN PLACE any other Shows of merit. WANT Motordrome and Kiddie Rides. THURSTON APPLE answer. WANT legitimate Concessions of all kinds except Corn Game. Good opening for Cook House. WANT Merry-Go-Rounds. Man that will take care of machine and equipment. Time is short. Everybody write or wire. J. J. PAGE, Box 405, Johnson City, Tenn.

KIDDIE AUTO RIDE Will book the same with any reliable traveling organization. Real flashy money-getting Ride. MILTON STIPANOVICH 2840 Olive Street, St. Louis, Mo. ON ACCOUNT OF DISAPPOINTMENT WANT Circus Side Show or good strong Animal Pk. Show, Band Leader. Also Musicians and Performers write. FOR SALE-70 with three 30s, complete. Ropes, Blocks and Palls, 15 lengths Blue Seats, 8 lengths Star Bars, all for \$700. KAY BROS. CIRCUS, Valdosta, Ga. Mighty Argyle Shows APRIL 11. WANTS Showmen, Ride Help, Concessions. Address 117 North Sixth St., St. Louis, Mo.

Harlians, The: Hot Springs, Ark., 11-16.
Johnson, Zelds, Mentalist: (Princess) Shelbyville, Tenn., 13; (Ritz) Athens, Ala., 14.
Keith Show: Hardy, Ark., 11-16.
Kridelo, Chick: Dandy Show: Gough, Ga., 11-16.
Levitch, L., Psychologist: Chattanooga, Tenn., 11-16; Augusta, Ga., 18-23.
Lofstrom & St. Eloi Monkeys: Bennett, N. C., 13; West End 14; Goldston 15; Sanford 16.
Loall, Leon, Magician: Ea. O. Gallie, Fla., 13; Cocoa 14; Daytona Beach 15-16; Ormond 17; Palatka 18; St. Augustine 19-30.
Lucy, Thos. Elmore: Albis, Ia., 14; Omaha, Neb., 15.
Magrum, C. T., Magician: Kadoka, S. D., 14; Phillip 15.

McNally and Craig Show: Midland, Va., 11-16.
Mel-Roy, Magician: Burley, Ida., 14; Rupert 15; Idaho Falls 16; Pocatello 17; Helena, Mont., 19; Great Falls 20; Lewistown 21.
Miller, Al H., Show: Leesburg, Ga., 11-16.
Miller Show: Abbeville, Ga., 11-16.
Murdock Bros. Show: Grass Flat, Pa., 11-16.
Oklahoma Ed Show: Bolivar, Pa., 11-16.
Palmetto Tent Show: White Hall, S. C., 11-16.
Pavan Show: Heiberville, Tex., 11-16.
Phillipson Comedy Co.: Adams, Ind., 11-16.
Princess Edna Show: Uvalde, Tex., 11-16.
Procter's, George H., Monkey Village: Walters, Okla., 14-23.

Royaltes Concert Co.: Brownstown, Ind., 11-16.
Rieton's Show: Lumber City, Ga., 13-14; Scotland 15-16.
Schneider's, Doc, Texas Cowboys: (Station XEPN) Eagle Pass, Tex., 11-16.
Seymour, Magician: Van Alstyne, Tex., 12; McKinney 14; Pittsburg 15; Iowa Park 16; Bonham 19; Whitesboro 20; Healdton, Okla., 21.

Singer's Midget Band: (Avalon) Grand Junction, Colo., 12-14; (Elks) Rapid City, S. D., 15-17; (Homestead) Lead 18-19; (Deadwood) Deadwood 20.
Sonda, Mentalist: Gloucester, O., 11-16; Portsmouth 18-23.
Sunnyland Picture Show: Pineview, Ga., 11-16.
Virgil, Illusionist: Brandon, Ore., 15-16; Ridge 18; Myrtle Creek 19; Glendale 20; Gold Hill 21.
Warren, C. E., Cartoonist, Magician: Palm Beach, Fla., 13; Lake Worth 14; Boynton 15.

Singer's Midget Band: (Avalon) Grand Junction, Colo., 12-14; (Elks) Rapid City, S. D., 15-17; (Homestead) Lead 18-19; (Deadwood) Deadwood 20.

CIRCUS AND WILD WEST

Earnes, Al G.: San Diego, Calif., 23.
Fisher Bros.: Arcola, Ind., 13; Hometownton 14; Ft. Wayne 15.
Mix, Tom: Hollywood, Calif., 12-13.
Polack Bros.: (Armory) Peoria, Ill., 11-16; (Aud.) Rockford 18-25.

CARNIVAL COMPANIES

Ear-Brown: Center Hill, Fla., 11-16; Inverness 18-23.
Big 4: Covington, Ga., 11-16.
Blue Eagle: Shelbyville, Tenn., 11-16.
Christ United: West Point, Ga., 11-16.
Clark's Greater: Bakersfield, Calif., 16-23.
Coley Greater: Cherokee, Ala., 11-16.
Crawley Greater: (Fair) Imperial, Calif., 11-17; Brawley 18-24.
Florida Expo.: Chipley, Fla., 11-16; Marianna 18-23.
Freed's Dailey Bros.: Ogamaw, Ark., 11-16; Magnolia 18-23.
Great Dixieland: Abbeville, La., 11-16; Baton Rouge 18-23.
Great Superior: Augusta, Ga., 16-23.

Hames, Bill: Ft. Worth, Tex., 15-24.
Hansen, Al C.: Macon, Ga., 15-23.
Feth, L. J.: North Birmingham, Ala., 11-16.
Krause Greater: Key West, Fla., 11-16.
New Deal: Starkville, Miss., 11-16; Columbus 18-23.
Price Am. Co.: Dublin, Ga., 11-16.
Reading United: Outhert, Ga., 11-16.
Regal Amusement: Jena, La., 11-17.
Raid Greater: Johnson, S. C., 16-23.
Rogers & Powell: Monticello, Ark., 11-16.
Roland Expo.: Clinton, S. C., 11-16.
Royal Palm: (Fair) Vero Beach, Fla., 11-16; West Palm Beach 18-23.
Royal Amusement Co.: Ulica, Miss., 11-16.
Santia Po Expo.: Lawton, Okla., 18-23.
Smith's Great Atlantic: Augusta, Ga., 18-23.
State Fair: Yuma, Ariz., 11-16.
Spencer, C. L., Millport, Ala., 11-16.
Wallace Bros.: Trumann, Mo., 16-23.
Ward, John R.: Piquayune, Miss., 11-16.
West Bros.' Am. Co.: Sikeston, Mo., 16-23.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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

Retail Progress

The last four years have demonstrated the value of amusement machines to the thousands of retail establishments in the United States. The owners and managers of these retail establishments, representing as they do a very substantial part of the business life of the nation, have come to recognize modern pinball and similar games of skill as supplying a popular form of amusement to their patrons.

The retailing business has made progress in keeping with the general trends of the times since the World War. In many ways this development in retailing has been remarkable for its finding of new ideas in the display of merchandise and the extension of services to the customer. The development of a popular form of amusement that is readily adaptable to a large percentage of retail establishments is one of the many recent signs of progress in the retail field.

The bringing of an amusement device into the average store came as a result of a mutual need. Being so close to the people, the retail store quickly felt the pinch of the depression following 1929. Many retailers were forced to hold on for dear life and hope for some idea that would help to pay the rent. The modern pinball games and similar amusement games appeared on the market at the strategic time for many merchants. Tho the early games were very crude in comparison with the modern games, they struck a responsive note in mass psychology and made money for the merchants.

While the average merchant was forced to look for something that would help to make ends meet, there were thousands of men thrown out of work, or lost their small business, by the crushing blow of the depression. Many of these men had a small savings account and were forced to look for something by which to make a living. The pinball games appeared at the logical time for thousands of these men to invest their small savings in machines and then go to the merchants to place them in stores on commission.

This is the simple story of how the modern coin-operated games made such an immediate hit at a time when depression was everywhere. It is not an exciting story, but it has back of it some of the solid facts that make history.

Today the merchant and proprietors of business establishments accept these amusement games as a definite adjunct to their business. While the addition of amusement games to the offerings of a retail store, hotel, restaurant or theater may seem rather novel, the idea has certainly appealed to the imagination of the public in a way that is evident to all.

Merchants and other business men who provide locations for these games recognize the business factors in the proposi-

tion. There is something very human in bringing an amusement appeal into the store, hotel, restaurant, etc. It adds a new note to the work of transacting business. There is an appeal in the games that contributes to better customer relationships. The games have proved to be a popular low-priced form of amusement.

Proprietors also want things in their stores that pay a good return on the amount of space occupied. The games have met this qualification with flying colors. Merchants want something that will add to the attractiveness of their stores; the games in their modern forms meet this requirement. The merchant is also guaranteed against loss in accepting games into his establishment because he makes no investment except

the space occupied. Professional operators who buy the games furnish the machines to the merchant on a liberal proposition of sharing in the receipts. These experienced men also service the games and help to make them pay a good profit to the merchant and themselves.

No fact has been more significant in the development of the skill games business than the readiness with which merchants and business men have recognized the advantages offered them by providing locations for these amuse-

ment machines. Even in this swift-moving age, few new ideas have appealed so quickly to thousands of merchants as the amusement games business has done. To them it means profit without an investment.

This fact has also become increasingly evident, that closer co-operation between location owners and operators will work to the mutual profit of all concerned. With the idea of co-operation in mind, organized operators are beginning to welcome merchants into their organization as honorary or associate members to help discuss problems that concern both merchant and professional operator. This closer relationship is sure to mean a lot of good for the future of the games business. Location owners are sure to benefit by this friendly acquaintance with those men who have made a special study of the purchase, placing and servicing of modern amusement games.

In fact, it is all a very mutual problem. The operators today are very much concerned about the legal problems which confront them in their business. They feel more than ever the need of the moral support of those thousands of merchants and business men who have had games in their establishments and know what they are.

Merchants and business men everywhere are realizing the situation and are taking their stand to preserve a popular form of amusement.

SILVER SAM.

Progress

There are about a dozen important types of entertainment now functioning in the United States, ranging from the marathon endurance show to the legitimate theater, from the coin-operated machine to the radio.

You may begin with a preconceived notion that a tent show production of "Paid in Full" is intelligent entertainment and that playing the pin-and-ball machine is not. But that prejudice is an intellectual one, and, to a large extent, prevents you from seeing what is happening in the business of providing amusement to the American people.

It is not even safe to assume that amusements which depend on mechanisms are necessarily less good than those which depend upon human talents.

—Gilbert Seldes in Today magazine, March 2, 1935, ("America's most quoted publication") the most significant recognition of pinball amusement games since their introduction in 1931.

Amalg Hears Big Reports

Convention reports and details of legal progress at monthly meeting

NEW YORK, March 9.—The Amalgamated Vending Machine Operators' Association held what is said to be one of its most enthusiastic sessions last week. This was the regular monthly meeting and a number of delegates were present who had attended the 1935 Coin Machine Exposition in Chicago. Marvin Liebowitz, president, was in the chair. Harry Goldberg, attorney, reviewed the legal progress and future plans for the organization. A voluntary pledge of allegiance to the association was taken and the meeting assumed the atmosphere of a real campaign. A vote of confidence was extended to Joseph Fishman, executive director, and the board of directors for the work done during the past year. Jack Gardino, president of the Long Island organization, was present as a guest.

Reports of delegates from the Chicago convention brought encouraging news of the progressive steps that were being taken in all parts of the country. A report on the new types of machines coming into the city was given and also suggestions made as to types of machines which would not embarrass the local work.

Attorney Goldberg reported on the efforts to obtain a change in the new ruling of the License Commission which requires that locations take out the required license. Previously the license department had permitted the operator to apply for and obtain the license for his locations. Goldberg stated that some operators had used fictitious names and had caused the new ruling. Operators reported that few merchants would be willing to go to the trouble of applying for license themselves.

Redco Products Corporation Has New Razor Blade Vender

LA CROSSE, Wis., March 9.—Redco Products Corporation, of this city, announces that it will soon go into production on a machine that will vend four razor blades for 10 cents. The machine will sell to the operator at a reasonable price and will be constructed to last indefinitely. It will be equipped with latest type slug ejector and will be as nearly cheatproof as a machine can be made.

The firm states that it has had several of the machines made up for a number of months and has them out on location. The results have been surprising. The razor-blade machine can be transferred into a penny stick-gum machine at a cost of only 25 cents to the operator.

Supreme Will Distribute Builder-Upper Pin Game

BROOKLYN, March 9.—Bill Blatt, Supreme Vending Company, Inc., reports that he awoke one morning during the 1935 Coin Machine Exposition in Chicago with a terrible headache but that he found something to get him back to normal. It was a game called Builder-Upper and he recommends it to operators for their "headaches" also. The Supreme firm reports having arranged for distribution on this game in New Jersey, Connecticut and metropolitan New York.

Builder-Upper is one of the new games that was shown at the Chicago convention by G. M. Laboratories, Inc., which makes its first entrance into the pin-game field with this game. It has a unique progressive score action and some novel electrical kickers. It also brings out the value of colored glass in conjunction with the new cabinets, Blatt claims.

After all is said and done, he says, there is only one way to get around the operating conditions of today, and that is to use the Builder-Upper to build up profits.

To Make Baseball Game

BUCHANAN, Mich., March 9.—A new manufacturing business has been installed in the Treat Building, where the E. R. Henry Manufacturing Company will make automatic amusement devices. The first article to be manufactured will be a baseball board, the invention of Mr. Henry. The company expects to start production soon.

Herman Omlor, of the firm of Omlor & Durkin, appeared in the role of master of ceremonies for the floor show on the Roosevelt Ball committee at the Decatur Country Club. Omlor did a good job in a scene that was unfamiliar to him. Several more machines are being introduced in Northeastern Indiana by his firm.

Young Men Use Venders

The operation of small merchandise vending machines by young men who wish to defray all or part of their expenses thru college is something with a real human touch, according to M. Epstein, of the Vendex Company, Boston. He suggests the following letter received by his firm as typical of the young men who are interested in this field:

"I am writing you in regard to the peanut vending machine which I saw in Lovington, N. M. I know a boy named Frank Smith who owns a number of your peanut venders. He is taking in large profits made by these machines.

"I should like very much to own some of your peanut venders. Will you be kind enough to write me the prices of your machines?"

"I am going to college at Lubbock, Tex., and I wish to make some of my expenses this way. I should like to establish a small line of your peanut venders that I could easily attend to and

These "Out-of-the Ordinary" ACCEPTED LEADERS

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A Snappy Game TIME

Primarily a game of SKILL—Designed with Taste and Intelligence. The kind that locations PROMOTE—PUSH—and GET BEHIND 100%! TIME involves Secondary Scoring to tie up with shots that lodge in pockets around the Dial. Plenty of Fascination for Players—Plenty of PROFITS for Operators. Take TIME for IMMEDIATE DELIVERIES TODAY!

THE NEW BABY Lite-A-Line

Why say more? It's an ALL-SKILL BIG MONEY LITE-A-LINE focused down for the COUNTER Trade—HAS MORE Highly Concentrated EARNING POWER than other games at twice the price. Single Scoreboard—One Coin Chute—and a New Size: 16"x24". Send in your order NOW. We'll deliver just as quick!

Roto-Lite

A Burst of Glorious Color—and a Fascinating System of Scoring puts ROTO-LITE prominently AHEAD of a legion of ordinary games. SEE IT—PLAY IT—Put it in ANY location. Then, find out how quickly ROTO-LITE retires your initial investment—Two Coin Chutes doing Double Duty—Taking in Cash Continuously.

Neontact

Players actually SPELL "TWO"—"FIVE"—"TEN" and "TWENTY" in Glamorous NEON Script. FOUR Routes for Progressive Scoring—FOUR BIG AWARDS flash on the Scoreboard in back. Operate NEONTACT, the Most Modern Light-Up Game of Today. Be there FIRST with NEONTACT—and you're SURELY going to STAY!

Write, Wire, Order From Your Nearest Jobber, or Direct!

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1418 Webster Ave., Bronx, N. Y. C.

continue my college work. Please inform me about the small peanut vender which you handle."
—Graham Henington.

Teachers Reject Lottery

NEW YORK, March 9.—Teachers here voiced their opposition to a proposal by Alderman Elias Jacobs for a city lottery to provide the funds necessary to restore teachers' salaries to the 1932 level.

Dr. Henry R. Linville, president of the teachers' union, said: "We're opposed to any kind of lottery. It's a dishonest proposal and one which no profession, especially teachers, should indorse."

"I was heartily in favor of the lottery when it came to raising money for relief, but to employ it as a means of raising teachers' salaries is not necessary. The city has better ways of raising money," was comment made by Dr. Samuel Levenson, head of the Queensboro Teachers' Association.

Birmingham Firm Grows

BIRMINGHAM, March 9.—Max and Harry Hurvich report increased space for their jobbing business, since they have more time to devote to this division due to the present situation existing thruout the State.

They purchased the best machines while at the Chicago convention in large quantities and believe that the operators in the deep South will be pleased with the selections which they have made. The firm represents the leading manufacturers in the industry and has some unique games for ops in its territory.

Max Hurvich reports that tho the operating fraternity in the State has failed to reverse the present decision relative to pin games, it is still at work on this measure and believes that within a short time it will have a favorable ruling.

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Write For Many Good Used Bargains.
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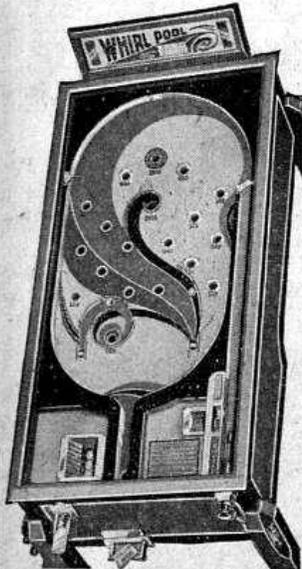
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(by EXHIBIT as usual)



WHIRLPOOL

TICKET GAME

THE GREATEST WONDER
IN PIN TABLES TODAY



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BILLBOARD LEGAL DEPARTMENT

Address all communications to W. W. Hurd, The Billboard, 54 West Randolph St., Chicago.

According to reports, Texas tax committee of the Legislature is giving close consideration to a proposed bill presented some time ago. The committee is said to have assured members of the Texas Merchandise Machine Operators that merchandise machines will be given due consideration and that the committee appreciates the fact that merchandise present a different problem than amusement machines. A new injunction to prohibit the collection of taxes on coin machines under present rate was in effect at last report.

Texas operators have started a movement to enlist all location owners to write members of the Legislature while in session at Austin, advising them that they want coin-operated games in their places of business and that popular opinion supports these devices.

A test of public sentiment on a strict gambling ban is said to be under way in Wyoming. State and local officials are said to be studying the public reaction. The ban has been extended to include church bazaars, club raffles and newspaper "thrill" drawings, as well as chance games, lotteries and other devices.

The Wisconsin State Supreme Court declared invalid the recent State recovery law patterned after the NRA to allow State codes in certain industries. Falling in a national code for operators, some State organizations of operators had hoped for statutes which would make possible State codes of fair competition in the operating field. The fate of most of the national codes of fair competition is still unsettled at this time.

In the scramble to raise needed revenue, a bill has been introduced in the New York Assembly which would tax pinball games \$50 per machine up to three machines in any one location. From three to forty machines in one location the rate would be \$2,000 per year additional tax. This bill would be a blow particularly to sportlands. Op-

erators' organizations are busy with plans to prevent the passage of this bill, since there are fears that it might be rushed thru without any consideration (See Legal Department, opposite page)

Indiana Assembly Busy On Coin Machine Bills

INDIANAPOLIS, March 9.—Coin-machine legislation continued to get attention in the Indiana General Assembly this week. Governor McNutt signed a Senate bill, passed by both houses, making the use of slugs or spurious coins in vending machines of any description or the manufacture, sale or gift of such slugs a misdemeanor, punishable by fine or imprisonment or both.

Cigaret and other vending machines would be exempt from the House bill proposing a coin-machine tax by an amendment adopted this week. The bill provides for a license fee of \$300 on the operator or firm that installs machines on a rental or commission basis and \$10 for each machine in use.

The Senate further amended an adverse slot-machine bill to include under its provisions all machines which offer any element of chance, altho the machine may also vend merchandise, weight, etc. This amendment was merely a change in wording supposedly to clarify its application.

Educational

It is the purpose of this department to furnish unbiased information relating to general legal problems affecting the industry. Questions from individuals or associations will be answered or referred to qualified authorities. The nature of this department is educational and is not meant to displace the services of qualified attorneys. Bulletins and other printed matter will be issued at intervals and sent free upon request. "Justice to all and favor to none," is our aim.

Pinball Free Play Award System Given Court Okeh

Decision cheers operators following adverse case last week—skill game association shows good work—appeal to high court may be taken on previous case

MINNEAPOLIS, March 9.—Operators in Minneapolis and thruout Minnesota were cheered this week when Minneapolis newspapers reported on March 7 that "pinball machines operated so that the player can win chips which are not redeemable in merchandise but good only for playing the machine again are not gambling devices, Municipal Judge Paul S. Carroll held in deciding the second test case involving these machines. Judge Carroll found the defendant in the case, Elliott G. Smith, proprietor of a cafe, not guilty on a charge of maintaining a gambling device. He had been arrested by the police morals squad and his machine seized.

"This case followed one in which Municipal Judge Clyde R. White ruled the machine was a gambling device because chips given in play were redeemable for hamburgers.

"Pointing out that the Smith case differed from the other in the important respect that in one the chips were good for merchandise and in the other they were not, Judge Carroll remarked in a memorandum:

"The disks (chips) themselves have no intrinsic value. The only benefit a player receives is the right to use these disks to play the machine again. In other words, all he gets is a chance for some additional amusement.

"Without going into the refinements as to what constitutes gambling, almost exactly the same question has been passed upon by the New York Court of Appeals and two Federal Courts, where it was held that a situation of this kind

does not constitute the maintenance of a gambling device.

"It has been suggested that this machine might easily be turned into a gambling device by the party who has one. However, the case against this defendant cannot stand upon what he might do, but what he actually did do in this case."

Gives The Billboard Credit

J. D. Leary, president of the Minnesota Skill Game Operators' Association, in commenting on the case said: "We are very much elated at this time over a victory for pinball games which, needless to say, will affect the entire State of Minnesota. One of the biggest helps in winning this case was thru the co-operation of *The Billboard* in supplying us with very valuable legal decisions and briefs. One thing of great importance in regard to the case that we just won is that our attorney in his brief pointed out that the machine in question did not in itself pay out these chips, but that they were inserted by the merchant for the player who had won the free plays.

"We are taking another case to the State Supreme Court," Mr. Leary continued, "wherein we had an adverse decision. The association at large is co-operating in this work and the situation in Minnesota today is much brighter than it was for several weeks."

A monthly meeting of the Minnesota organization will be held on March 14 at the Nicollet Hotel in Minneapolis. A banquet, with all the trimmings, entertainment and some very fine speakers, is part of the program that has been arranged.

Digest of State Law Is Big Step

A digest or brief of Missouri statutes, court decisions and opinions and also St. Louis city regulations affecting modern pinball games has been prepared by Green, Henry & Remmers, attorneys, and has been made available to the organized operators of the State. The digest also makes suggestions as to needed legislation in order to clarify the legality of the pinball games.

The idea shown in this digest is very suggestive for every State organization of operators in the country. Nothing could be more helpful in time of an emergency than to have at hand a complete and authoritative digest of State statutes and court decisions affecting pinball games. It would probably be best for State organizations to engage qualified legal talent to do this work before an acute situation arises. Such information could then be supplied to local attorneys in any situation that might arise anywhere in the State. There is wisdom in being prepared and complete information of State laws and court decisions affecting pinball games, or that can be applied in any case relating to such games, is a primary necessity in any case that might arise.

Missouri operators are rapidly completing their State organization. Missouri operators who want to be put in touch with the association may communicate with the Chicago office of *The Billboard*. Announcement of State headquarters of the organization will be made at an early date.

Pinball Approved In Toronto Rule

TORONTO, March 9.—Coin machines installed in drug stores on which are played various forms of games are not illegal, an opinion of J. C. McReur, K.C., read to the police commission stated.

The question had been raised at a previous meeting. Chief Constable Draper contending that the machines did not prevent gambling being done by the players. The commission decided not to take action in view of this opinion.

Any machine for vending mints other than one giving a definite quantity for a definite price is illegal, in the opinion of Mr. McReur.

"With respect to those machines which are designed for the playing of certain games, I can see no justification for holding that they are illegal," Mr. McReur stated. "The games may either be games of chance or skill or mixed chance and skill, but no prizes are given, and as long as property is not disposed of by means of the game there is no violation of the criminal code.

"It may be that parties who play these games bet with one another," Mr. McReur goes on. "If this occurs they are open for prosecution for keeping a common gambling house, but I do not see why the mere fact that games that are otherwise innocent should affect the granting of a license merely because they may be used for improper purposes."

Sam Schneider, Toronto coinman, advised *The Billboard* that his business had been at a standstill pending the decision of the Toronto police commissioner and is hoping that this new ruling will clear up all of the obstacles.

Vermont Records Favorable Case

BURLINGTON, Vt., March 9.—Upon recommendation of State's Attorney K. Paul Fennell, Judge Aaron H. Groat ordered a bagatelle or pin-type machine returned to its owner in hearings recently in Municipal Court.

The machine was returned to Frank Lafayette, owner of a North street store, and was one of nine machines recently seized by the sheriff's department in local establishments. Attorney Myron Samuelson represented Lafayette.

Some other types of machines were not approved. Because the hearings were only condemnation proceedings, warrants were not issued, but will be served on several alleged owners of the machines.

The court decided that the machine seized in Lafayette's store was not a gambling machine.

Texas Trade Twinkles

The next annual meeting of the Texas Coin Vending Machine Operators' Association will be held the first Sunday in April at the Jefferson Hotel, Dallas, according to the by-laws of the organization. However, some have suggested that the meeting be postponed until a later date so that the action in the coming tax situation can be presented to the body. Texas operators and jobbers are requested to send in their checks at once in order to help carry on the fight in the Supreme Court. The annual dues for operators is \$10 and dues for jobbers is \$50. Send all checks to John Backman, 5400 Goodwin, Dallas, Tex.

A circular was recently sent out to all coinmen of Texas requesting that they have their location owners write their representatives at Austin, informing them as to the necessity of coin-operated machines in their places of business and stating that their customers demand the machines. This effort is expected to have its effect. With this support in evidence, coupled with the fine support of the Texas Association's counsel, which is active at Austin, we really should get results.

The Neutron Amusement Corporation, located in the Sanger Hotel, Dallas, distributes machines by Pacific Amusement Manufacturing Company. J. Rough Jr. reports that it is doing a big business on the new Pacific offerings.

The talk of the day is about all the new machines that were introduced at the big show. Texas operators are anxiously awaiting deliveries on the new models.

The Texas tax law still swings in the balance. However, something must happen soon. According to reports the tax committee at Austin is considering carefully the proposed tax bill that was drafted and presented to it some time ago. At the same time the committee is also giving consideration to merchandise machines such as ball gum, peanuts, candy and scales. It has been fully informed that this type of units cannot stand the high rate of tax that amusement machines can. The committee assured members of the Texas Merchandise Machine Operators that their side of the question would receive just and due attention. It is the hope of the operators that the tax situation will be settled so they can get back to earth again and know where they are. The recent injunction against the old tax bill was dissolved and tax collectors all over the State were advised to collect the tax. However, within a few hours the necessary appeal bond was posted which automatically prohibited any collection of taxes. We are now marking time until there is a ruling on the appeal or the adoption of the new proposed tax law which is being considered by the State tax committee. Something on the tax situation should break at any time.

We have not heard anything from the new organization of merchandise machine operators lately. It seems to this

Minnesota Ops

The monthly meeting of the Minnesota Skill Game Operators' Association will be held at the Nicollet Hotel, Minneapolis, on March 14. A banquet with all the trimmings, entertainment and some very fine speakers has been arranged by the committee. The meeting will be a real get-together and to hear good news. Headquarters of the organization are maintained at 204 11th avenue, South, Minneapolis.

writer that the merchandise operators should keep together a strong body and lend each other the co-operation necessary as the backbone of successful operating of merchandise units.

Mutoscope Firm Expands To Increase Production

NEW YORK, March 9.—Bill Rabkin, president of the International Mutoscope Reel Company, Inc., reports that the firm has added 10,000 square feet of space to its present 35,000 square feet due to the demand for the new Checkers pin game.

At the present time, Mr. Rabkin states, the firm will use the new space for the assembly and manufacture of pin games only. The regular space will be used for the new crane, Magic Finger, which was shown for the first time at the Chicago convention; the Shoot-o-Matic and other equipment of the firm.

The plant is working on double shift to meet the orders taken at the show and to spread the Checkers machines thruout the country, as well as meet the orders of the European distributor, S. Capaldi & Company, Ltd., of London and Edinburgh.

Mr. Rabkin reports that the Checkers game will be in full production within a week and that regular shipments of these machines will be made thruout the country. The Mutoscope distributors and jobbers have deluged the factory with orders for immediate delivery and the firm is attempting in every way to meet this demand.

Strict Order Issued To Test Public Attitude

CHEYENNE, Wyo., March 9.—Testing public sentiment on gambling of any kind, Attorney-General Ray E. Lee last week issued an ultimatum to all peace officers of Wyoming, ordering strict observance of anti-gambling statutes.

State and local officials are awaiting expectantly the public's reaction to the shutdown, which applied to church bazaars, club raffles and newspaper "thrift" drawings, as well as all gambling games, lotteries and gambling devices. Hundreds of slot machines on location in every community of consequence have, at least for the time being, disappeared from public view.

The most sweeping ban of its kind in State history, it was prompted by a message to the public recently by Governor Leslie A. Miller when he vetoed a liberal gambling act passed by the State Legislature.

Merchants here and in other large

cities of the State are reported to have openly expressed disapproval of the ban, and those opposed to the move point to the unemployment it has caused. Hundreds who made their living from games or devices now banned have been thrown out of work.

Tratsch Leaves for Florida

CHICAGO, March 9.—Walter Tratsch, one of the best loved men in the coin-machine industry, left on his annual winter vacation to Florida and is expected to visit his many friends in the South.

The A. B. T. Company, of which Mr. Tratsch is the head, has enjoyed a very successful business, and the work of Walter Tratsch in the NACOMM has been very beneficial to the industry. Mr. Tratsch knows every angle of the coin-machine business from the operation of machines to the manufacture and distribution, and because of his vast experience the industry has benefited thru his services.

Adds Midtown Office in Expanding Jobbing Biz

NEW YORK, March 9.—Acme Vending Company, captained by the popular Mac Perlman and Sol Wohlman, has added a midtown branch at 448 Ninth avenue. Both men have built one of the large enterprises in the East at their present uptown headquarters. They believe that the new midtown branch will be the right service factor for their customers in the city.

They have installed a complete repair department with expert mechanics, new layout for their showrooms showing off the machines to advantage and have offices so arranged that operators are assured immediate attention. They also will carry a complete stock of machines and have large space for warehouse facilities.

The new location is right in the heart of Manhattan's busiest section and is easily reached by all of New York. The new location is believed to be ideal because it allows the operators to get down to their stops more quickly than ever before. The firm will also open with a great celebration commemorating its first year in the jobbing biz and the remarkable progress it has made in that short while.

Venders for Australia

NEWARK, N. J., March 9.—M. S. Gisser, of Hercules Sales Organization, has placed a cablegram on display at his showrooms received from one of the leading firms of Sydney, Australia, for the new Red Cross venders.

The Australian ordered immediate shipment of 100 of these small merchandisers and also advised that a draft had been inclosed.

The size of the order and the fact that it would take almost a month for the machines to reach destination created some comment at the showrooms of the firm. A general contest has resulted, with the ops guessing as to exactly how many days it would take for the shipment to reach Sydney. The games will be expressed on a certain specified date to enliven interest in the proceedings, and the guesswork will be awarded by some sort of a prize from Mr. Gisser to the lucky operator who judges the correct time.

LEGAL DEPARTMENT

(Continued from opposite page) because of the hurry to pass revenue-raising bills.

The long-awaited test case in New York City came to trial before the Court of Special Sessions on March 4. Defendants, thru their attorneys, Theodore Blatt and Benjamin H. Haskell, asked for a conviction and suspended sentence so that an appeal could be carried to the Appellate Division. The three presiding justices rendered a verdict fining the defendants \$50 each. Defense attorneys said they were disappointed in not obtaining as complete admission of evidence into the records as they had desired for an appeal. Plans for a retrial are being discussed.

The Indiana Senate on March 1 passed the State NRA bill 28 to 22, altho a number of its original features had been eliminated. The full Senate membership voted, all Republicans and nine Democrats opposing the bill, which

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St. Patrick's Day Novelties

B83N15—SILK SHAMROCK.	60c
B83N21—SHAMROCK with Hat.	90c
B83N20—SHAMROCK with Pipe.	90c
B83N04—ROSE PIN.	50c
B83N40—IRISH FLAG, 1 1/2 x 2", on Brass Pin.	60c
B83N10—AMERICAN, F. A. G., 1 1/2 x 2", on Brass Pin.	60c
B83N9—GREEN CARNATION.	2.00
B83N25—ST. PATRICK DAY HAT ASSORTMENT.	2.75
B83N26—ST. PATRICK DAY PAPER HORNS, with Tassels.	3.30
Per Dozen	30c
B83N24—ST. PATRICK DAY ASSORTED WOOD NOVELTY HORNS.	3.60
Per Dozen	30c
B83N25—ST. PATRICK DAY BLOWOUTS with Wood Mouthpieces.	2.95

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Large R. W. B. BOW PINS.	.40
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passed the House three weeks ago and which in its final form extends provisions of the federal NIRA to Indiana intrastate business.

Illinois Manufacturers' Association reports that 180 bills introduced in the Illinois General Assembly affect the membership of the association. With a little more than one month in session, a total of 618 bills have been referred to various committees. Members are asked to contact the legislators in their respective districts and express their opinion on these bills. This is regarded as an example of how the legislative mills grind.

On March 6 the New York Assembly voted a resolution to adjourn March 22. If, however, legislative leaders find that business cannot be completed by that time, the Senate may amend the resolution to adjourn March 29. The rules committee will take charge of all bills not reported by committee March 12. It is expected that many bills will be rushed thru during the last days. A bill taxing coin machines excessively has been introduced recently.

• YOU HELP . . .
YOUR CITY TO PROSPERITY
Everytime You Play the Thrilling
BAGATELLE GAMES

AT YOUR FAVORITE NABORHOOD STORES

Practically 95% of every coin invested in Bagatelle games is returned to benefit the general welfare of your community by continuing employment and bringing sales revenue.

Sponsored by
GEORGE PONSER CO., 11-15 East Runyon St., Newark

GOOD-WILL ADVERTISING IN NEWSPAPERS—This advertisement in Newark (N. J.) papers appeals to public good will and is a boost for neighborhood stores.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

First Indiana Game Room

Local newspaper gives generous publicity to first sportland in State

MICHIGAN CITY, Ind., March 9.—It's "Playland"!

The first amusement establishment of its kind to be opened in the entire State was being prepared for its formal opening March 9 at 411 Franklin.

Sponsor of the new project, Karl A. Kanney, head of the Century Sales Corporation, is busily engaged arranging more than 100 pieces of coin-operated amusement devices while others were helping him in laying new floor covering, tidying up the place and making it generally presentable.

"Our cigar counter will come in this afternoon," Mr. Kanney said. "The merchandise which will be available for purchase with tickets awarded on the machines will be placed on shelves during (See FIRST INDIANA, opposite page)

Information

Anyone interested in the new national association for sportland owners and managers or the general subject of sportlands may write to:

Murray Goldstein, Manager, National Association of Sportlands, 2126 75th street, Brooklyn, N. Y.

Or to L. C. Anderson, Manager, Sportland Division, The Billboard, 25 Opera place, Cincinnati, O.

An interesting booklet on modern sportlands, by William Rabkin, has just been published by The Billboard and may be had for the asking.

Sportland Locations

One of the most important and yet one of the most puzzling points which confront the men entering the sportland field is where to locate the sportland they have in mind. It is a well-known fact that there are very few such locations as Broadway, New York, and therefore men interested in opening sportlands in other cities find themselves confronted with an unusual problem.

The majority of the sportland men now in the business believe in neighborhood stores. They claim that there is a more loyal feeling among the neighbors regarding the sportland in their district. They also believe that it is best to have a steady trade than a transient one and explain that the more money may be realized on a transient location, it is the steady customers that really bring in the business day in and day out.

This theory has been somewhat dispelled by such sportland operators as Schork & Schaffer, who have proved that their Broadway Sports Palace has a large steady following who come in evening after evening to play the games. Of course the location is blessed with a larger transient trade than the neighborhood sportlands, but regardless of where the sportland may be located it is always favored with some transients.

The ideal spot for a sportland has proved to be that location wherein the owner is certain of a constant day and night trade. These locations are naturally very rare in office building districts. They can be had on the main streets of almost every town in the country. The main street has its regular patronage both day and night and therefore the sportland itself is assured of this same patronage.

There are many cases wherein office building sections have proved very profitable. Such sportlands should be combined with luncheonets to attract this type of trade. In such cases it is best for the proprietor to make arrangements with the owner of the property on a percentage basis. This percentage basis should be carefully investigated previous to signing the lease. At the present time it is recommended that 15 per cent be given—not more than 20 per cent should ever be given, because, as the sportland becomes more popular, the overhead sometimes increases to huge proportions.

Other ideal locations are neighborhood centers where there is a daytime trade and where husbands and wives and their neighbors will gather for an evening's entertainment rather than visit at home. If at all possible this sort of spot should be well lighted and a definite attempt should be made to provide the type of entertainment of which the neighborhood approves.

Other types of locations where sportlands have proved successful are at street intersections. It has been found that such intersections usually are the business spots of the neighborhood and yet they are also the evening gathering places for the residents. These spots have proved unusually profitable in many cases and can be found in almost every town and city of any size in the country.

The sportland types differ. The neighborhood spots assume more or less a homelike atmosphere, whereas the main street sportlands have the air of the street on which they are located. The latter are usually larger and more flashy than the former and should be made more attractive, for the patronage here is usually more or less concerned with other spots on the street and the owner is naturally forced into stiffer competition.

There are many successful small sportlands due to the fact that they can offer unusual entertainment plus the type of merchandise best suitable to the patrons and also the fact that they are the best lighted attractions on the block. The smaller sportland immediately becomes the gathering place for the residents of the neighborhood and it is then up to the owner to keep it as such. The larger sportlands are naturally attractive to big crowds and usually the best money makers. The public preference for crowds is well demonstrated in such spots.

Stanley Opens New Sportland

HOUSTON, March 9.—Rolfe Stanley issues the report that he has something really "new" for the inspection of operators in Southern Texas and Louisiana. It is a new sportland recently opened at 3315 South Main street. Local operators have been invited to drop in during evening hours and see the busy arrangement of new games being played by the public. He recommends the idea as a plan whereby the operator may play the new games himself and also see the reaction of the public to the various games.

Stanley also has his jobbing display room in connection and says that when an operator sees a game in the sportland that he likes it can soon be crated and ready for delivery from the stock-room close by. The display room is claimed to be the largest in the South, being 90 feet deep and 20 feet wide.

Spring Boosts New Sportlands

PITTSBURGH, March 9.—With the approach of spring new sportlands are springing up here and in neighboring territory. As never before have so many store owners and managers expressed their confidence in the pin game as a business builder.

Where other merchandise is sold managers discover vacant corners and convert them into "playlands" after the necessary decorations have been completed. The pin game is the center of (See SPRING BOOSTS, opposite page)

NOTHING LIKE VENDEX FOR BOOTH, BAR OR SODA FOUNTAIN

Brilliant Chromium Plating. Beautiful Decolomania Labels in Silver, Gold and Blue. Designed to Catch the Eye and Create a Desire for the Product.

OUR CUSTOMERS SAY:

R-M CIGAR CO., Wholesale Only, Cigars, Tobaccos and Candles, Houston, Tex. Shipment received today. The Machines are Very satisfactory.

I received your letter and also the Machines on the 19th and am very much pleased and feel sure I will be sending for more in the near future. Yours truly, J. S. HARDT, E. W. Va.

Have You Taken Advantage of our 20-Day Trial Offer?

THE VENDEX CO., Dept. B, Roxbury Crossing, Boston, Mass.



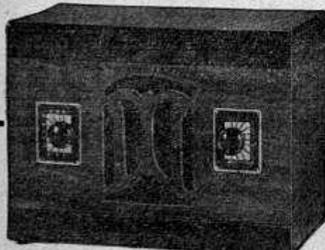
PRICE SMASH

We now produce a Sensational Bargain by volume production and you are in luck. Now you can have the set you've always wanted at the price you want to pay.

NOW \$6.25 Dox. Lots. SAMPLE \$6.80 F. O. B. N. Y. 25% Dep.

ANRCA Licensed Radio With 4RCA Lic. Tubes

Beautiful walnut finished Cabinet—measures 10" wide, 7" high. A. C. or D. C. Current. Set and Tubes guaranteed 6 months. Snap them up—they'll go fast. Money-back guarantee.



HY-GRADE Radio Corporation 127 West 17th Street, NEW YORK CITY.

Thanks Public Thru Ad

NEW YORK, March 9.—Nate Wexler, owner of the Yorkville Sportland on 86th street, has placed a large advertisement in the newspaper of this district thanking the public for the fine reception it gave his sportland on the opening day.

He also asks everyone to come in and

get acquainted and assures the readers of *The Yorkville Advance* that they will always have thrilling, clean and amusing entertainment at all times.

Wexler states that he intends to make use of larger newspaper space as the sportland becomes better known thru-out the district and also believes that this is the best kind of advertising the sportland can use.

WALTHAM-ELGIN

12 SIZE CHROMIUM ENGRAVED CASES, ASSORTED FACES

7 JEWELS \$3.00
15 JEWELS \$4.00
17 JEWELS \$5.00

0-SIZE CHROMIUM CASE LEATHER STRAP ASSORTED FACES

7 JEWELS \$3.25
15 JEWELS \$4.75

SAMPLE WATCHES 25 CENTS EXTRA DEPOSIT REQUIRED ILLUSTRATED CATALOGUE ON REQUEST. QUANTITY BUYERS WRITE

BERK MDS E CO 152 W 42 ST NYC

"Sportland Equipment Headquarters"

We have outfitted the largest Sportlands in the country. . . . Tell us how much space you have—and we'll tell you the rest!

Write for New Valuable Booklet giving you Actual Facts and Figures about how to Equip and Operate a Sportland successfully.



INTERNATIONAL MUTOSCOPE REEL CO. 516-20 W. 34th St. INC. NEW YORK CITY

Pacific Breezes

Several new vending and service machines have made their appearance on the West Coast during the past month. First is an automatic pop-corn machine manufactured by Richards McCrystle in San Francisco. Upon insertion of a five-cent coin the machine pops the corn in a glass oven, butters it, bags it and vends it to the customer. Machine is capable of turning out 40 sacks per hour, with 90 seconds the average time to pop, sack and deliver a bag. First machine was placed on location in the Gets Hanahan (San Francisco) Sportland and blocked the front entrance to the place as crowds swarmed the entrance watching the machine working. Another machine new on the market is the VI-ped-ex automatic foot massager. Upon insertion of nickel the machine massages your feet for five minutes. The machine is an invention of S. M. Bernstein, of Pasadena, and is an ideal service for shoe stores, restrooms, resorts, massage parlors, expositions where heavy walking tires one's feet and shoe repair establishments.

The members of the Western Vending Machine Operators' Association held their first annual dinner and floor show at the Rathskellers Cafe, Los Angeles, March 11.

The Seattle office of the National Amusement Company has been merged with the Western Distributors, Inc., of that city. H. J. Wolcher heads the firm.

Operators in Sacramento are preparing to meet the city officials of Woodland, Calif., to prove that marble games are legal and not in violation of the State lottery laws. Woodland officials have ordered the games out, but operators continue to operate with the following notice displayed on each machine: "This is an amusement machine operating under permit from the State Board of Equalization. Five cents is paid only for the amusement of operating the machine. No gambling permitted."

A new manufacturing firm has entered the coin-machine field in San Francisco. It is the Amusement Device and Design Company, which starts off with two games—Air Raid and Rose Bowl. Partners in the enterprise are Eugene Woods, Gale Taffinder, Eli Freed and C. B. Stewart. The National Amusement Company, with offices in Los Angeles, San Francisco and Portland, will distribute the firm's products on the Pacific Coast.

One of the West's veteran operators of coin machines was in Los Angeles last week looking over the new machines arriving from Chicago. He is Fred C. Whitton, of Phoenix, Ariz., and makes his headquarters at the Mohr Bros.' jobbing firm when in the city.

Among the Coast men attending the Chicago show were Midge Ryan, Hank Maser, Jack Moore and Louis Wolcher, of San Francisco; Gordon Mills, of Oakland; Sol Gottlieb, Ray Osbrink, Herbert McClellan, R. S. Diller, Irving Bromberg, Jack McClelland, Frank

Kozinsky, Kenneth Nichols, Harry Williams, Tom Wall and Harry Stearns, of Los Angeles.

The Portland office of the National Amusement Company, of Oregon and Washington, is now located at 1006 Northwest 23d street, where the firm has more than three times the display space available it had at the old location. R. M. Arnold is in charge of the branch.

Laguna Beach operators are facing a fierce fight before the city council to keep marble games in operation in the fashionable beach city. Petitions are being circulated by those in favor of the machines urging that the games remain but that they be supervised so that minors may not be allowed to play them. Oppositionists declare this argument is an admission that they are gambling devices. Resolutions asking that they be done away with have been sent to the city council by the Woman's Club, the elders and trustees of the Community Presbyterian Church, the Royal Neighbors, the Rotary Club and the Parent-Teacher Associations.

Harry Pundt, veteran operator of Cedar City, Utah, is in Los Angeles looking over the operating field. Pundt advises that operators have organized and are trying to put a bill thru the present Legislature to legalize the operation of slot machines. Pin tables are allowed thruout the State, with Salt Lake City the only city levying a tax on them. In Salt Lake City the operator pays a \$50 occupational tax and \$10 per machine per year.

Following a successful dinner meeting held February 13 at the Valley Park Country Club, another dinner meeting of the California Cigarette Vending Machine Operators' Association was held at Boos Bros.' Cafe, Los Angeles, March 3. Marion Ball was in charge of the entertainment and offered the boys a rip-snorting floor show.

Newspaper Ads For Good Will

NEWARK, N. J., March 9.—The newspaper advertising being sponsored by the George Ponsler Company, distributing firm here, has been complimented by members of the coin-machine industry. George Ponsler, head of the firm, was recently elected to head the New Jersey State Amusement Association, organized to include the operators of the State. One of its first plans is to present a test case in court to determine the legality of prizes with games of skill.

The newspaper advertising placed in one of the local morning papers has for its aim the cultivation of public good will and the increasing of business for the locations which accept games in their stores. The advertisement reproduced in this issue of *The Billboard* appeared in the March 4 issue of *The Newark Ledger*.

FIRST INDIANA

(Continued from opposite page) the next day or so and we will be all ready to go by Saturday morning."

Mr. Kanney said such widespread interest has been evoked by his enterprise in the automatic machines industry that five trade journals in addition to *The Billboard*, nationally known mentor publication of the amusement world, had requested photographs of the place both inside and out.

"Please emphasize the facts that these games are not gambling devices," Mr. Kanney requested. "They are purely for amusement. There is no 'payoff' in money. The player obtains tickets for his play whether he wins or loses, the compensation is, for the most part, in the amusement that the player obtains. Of course, the tickets, when accumulated, will enable the player to obtain the various pieces of merchandise we will have on display."—Reprinted from *The Evening Dispatch*, March 6, 1935.

Earlier in the week the Michigan City daily had given a news announcement of the opening of this sportland, saying that "plans for the opening of a new amusement emporium composed entirely of coin-operated devices were under way today under direction of Karl Kanney, head of the Century Sales Corporation, as workmen proceeded with alterations on the room at 411 Franklin, where the new establishment will be located. "Mr. Kanney has leased the location formerly occupied by Walter Crum's electric shop and expects to open the new amusement venture there on March 10, a sign on the window announces.

"Playland" will be the name of the unique new business. Patrons will find enjoyment exerting their skill on practically every form of coin-operated amusement device now on the market, including many new pieces of equipment never before placed in operation in this vicinity.

"It is understood Mr. Kanney also will move the Central Sales Corporation location into the basement of the new establishment, vacating the rooms now occupied at 125 W. Michigan."

SPRING BOOSTS

(Continued from opposite page) attraction. Around it a number of smaller merchandise machines are installed.

Most of the leading sportlands are located in the downtown districts both here and in neighboring towns. This gives the hundreds of office and store workers during the relaxation hour a chance to spend their time in the most entertaining fashion.

Leading here is the Sixth Street Sportland, which is crowded with a number of different coin-operated contrivances. Golf players, baseball and football lovers find their favorite games here in smart coin-operated setups. Among the others in the crowded district here who report favorable financial returns are Rubin's, Moyer Smoke Shop, Taxey's, Mayfair Hotel and Russell's.

ROL-A-TOR BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By **WATLING MFG. CO.**
4640-4660 W. FULTON ST. CHICAGO, ILL.
Est. 1889—Tel.: COLumbus 2770. Cable address "WATLINGITE" Chicago

NEW SILVER-FOIL ASPIRIN DISPLAY
50 TINS—WRITE FOR DETAILS



Carded Aspirin, Laxatives, Blades, Goggles, Prophylactics, Soap, Shaving Cream, Mouth Cakes, Feather Dusters, Big Line Household Necessities, EXTRACTS—Vanilla and Lemon, 10-Oz. Pitcher Style Bottle, Doz., 80c. (No less Doz., 19 lbs., sold). Above cash with order, plus post.

CHAMPION SPECIALTY CO.
814 L. Central Street, Kansas City, Mo.

SPECIALS IN USED WATCHES
ELGIN-WALTHAM WRIST WATCHES \$2.95
Brand-New Cases, BIG BARGAIN. Write for Catalog.

MICHAEL H. WEBER
136 South 8th Street, PHILADELPHIA, PA.

MILLS SILENT GOOSENECK JACKPOT BELLS, \$40.00; Rebulls, \$37.50; Mills Escalator Jack Pot Bells, \$55.00; Golden Bells, \$60.00; Mystery Bells, \$65.00; C. T. Bells or Venders, \$40.00; Watling 1c and 5c Twin Jack Pot Bells or Venders, \$35.00. One-Third Deposit. Get our Prices on Brand-New Machines. **KINZER NOVELTY CO.**, 1519 E. 60th St., Chicago, Ill.



ANOTHER ORGANIZATION IN ACTION—The organized coinmen of Long Island hold first annual banquet, with guests from other New York organizations present.

100% SATISFACTION
AND WE GUARANTEE
We Are Never Undersold
or Will Sell for Less

- Remember—Established 1916
TAKE NO CHANCES
- RAZOR BLADES, Slight Second, Sold Elsewhere as First. Double Edge, 5 to Box, Cellophaned, 100 Blades, 40c
 - RAZOR BLADES, Guaranteed First Quality, Double Edge, 5 to Box, Cellophaned, 100 Blades, 45c
 - RAZOR BLADES, Single Edge, 5 to Box, Cellophaned, 100 Blades, 75c
 - SHAVING & DENTAL CREAM, Assorted, 25c and 35c Sizes, Gross Lots, 4c
 - SHAVING SOAP, Gross, \$1.55
 - STYPTIC PENCILS, Stops Bleeding When Applied to Cuts, Gross, 60c
 - \$1.00 Box of 7 Cakes Assorted Soaps, Box, 10c
 - TOOTH BRUSHES, First Quality, American Make, Special, Gross, \$6.00
 - FACE POWDER, Attractive Boxes, Gross, \$3.50
 - 25c 8-Piece MANICURE SET, in Roll-Up, Gross Lots, KIT, 4 1/2c
 - FACE POWDER & PERFUME COMBINATIONS, Big Value, Gross Lots, Set, 4 1/2c
 - LATEX BANDAGE, Seals Itself, Cellophane Wrapped, Dozen Boxes, 54c
 - RUBBING ALCOHOL, Highest Quality, 70% Absolute Alcohol, 16-Oz. Pinched Bottles, Dozen, 96c
 - PETROLEUM JELLY, in Attractive Jar, Gross, \$3.25
 - CHOCOLATE LAXATIVE, 10c Size, Dozen Tins, 30c

MERCHANDISE FOR SE LINE SALESMEN
Sample Gross, 55c

- CARDED ASPIRIN, SODA MINTS, BREATH PELLETS, LAXATIVE TABLETS, Card Retail, 20 5c Sales, 25 Card Lett., Assorted, Card, 10c
- BOBBIE HAIR PINS, 12 on Card, Sells 5c, Dozen Cards, 10c
- ROCKWOOD'S FAMOUS WAVERLY SWEET CHOCOLATE PEANUT BARS, 5c Size, 300 Pieces in Carton, Carton, \$2.30
- \$1.00 Value LIFETIME BATTLE PACKETS, Big Flash, 100 Packets, 5.00
- ARMY & NAVY NEEDLE BOOKS, Gross Lots, Each, 1c
- FLASH NEEDLE PACKAGES, Sells 10c, 100 Packages, 74c
- SHARP SEWING NEEDLES, 1,000 Needles, Each, 32c
- SEWING THREAD, First Quality, 100-Yard Spools, Black or White, 50 to Box, 1c
- SHOE POLISH, Attractive Lithograph Cans, Dozen, 34c
- SAFETY PINS, 12 on Card, Gro. Cards, \$1.56
- SAFETY PIN BUNCHES, Steel, Nickel Plated, Nos. 40/50, Gross Bunches, 40/50, \$3.60
- SWAP FASTENERS, 12 on Card, 1c
- THUMB TACKS, Imported, 36 to Box, 100 Boxes, 90c
- POCKET COMBS, in Imitation Leather Cases, Special, Gross, \$4.00
- PENCILS, Hexagonal, Metal Tip and Eraser, Gross, 80c
- INK, Imported, 10c Number, Gro. 3.00
- ERASER SETS, 7 Assorted on Card, Cello, Wrapped, Dozen Sets, 28c
- MENDING TISSUE, with Metal Cutter, in Box, 80c
- SECOND SHEETS, Letter Size, 8 1/2 x 11, Package, 17c
- ELECTRIC FUSES, 10 to 30 Ampere, 50 in Box, 100 Fuses, \$1.40
- ELECTRIC LAMPS, Imported, Each Bulb in Corrugated Tube Inside, Frosted, 45 to 90 Watts, 100 Lots, Each, 4c
- POT CLEANERS, Big Value, Gross, \$2.90
- PAPER & CORER, For Fruits, Vegetables, Scraping Fish, Dozen, 30c
- MOTH TABS, 50 to 100, Doz., 30c
- TOOTH PICKS, 750 in Box, Cellophane Wrapped, Gross, \$2.40
- TOILET TISSUE, High Absorbent, 4-Oz. Rolls, 100 Rolls in Carton, Carton, \$1.95
- WAX PAPER in Rolls, 5c Sell-er, 100 Rolls, \$1.40
- MOUSE TRAPS, with Spring and Trigger, Gross, \$1.95
- SCISSOR SHARPENERS, Gro. 2.75
- 25c Attractive POCKET LIGHTERS, Dozen, 95c
- POCKET WATCHES or ALARM CLOCKS, Assorted Make, Japanese CIGARETTE CASES, Dozen, 65c
- SMOKING PIPE, with Driftless Type Aluminum Ball Cleaner, Dozen, 50c
- OWNS & MIRROR COMBINATION SET, Dozen Sets, Complete, 72c
- CHINA NOVELTIES, including Ass. Trays and Pin Cushions, Gross, \$3.60
- HOUSEHOLD SPRING SCALES, Each, 70c
- PLAYING CARDS, Poker or Pinochle, Doz. Decks, \$1.95
- POCKET KNIVES, Good Value, Dozen, 72c
- HOSIERY, Imported, First Quality, Dozen, 85c
- SALESBOARDS, 25-Hole, 100 Pieces, 2.40
- 50-Hole, 100 Pieces, 3.50
- 100-Hole, 100 Pieces, 5.00

Order From Nearest Branch Established 1916
MILLS SALES CO.
901 Broadway 77 South Wells St.
NEW YORK CITY CHICAGO, ILL.
65 ORCHARD ST. NEW YORK, OPEN DAILY, INCLUDING SUNDAY

Business Reports

Business reports issued during the week include Dun & Bradstreet's report that retail buying in all lines ran six to twelve points above this time last year. "The second month of the year has shown a more genuine realization of the soundness of basic conditions to support the expansion toward which all indications point."

Farmers' income was up \$13,000,000 in January. Authorities predict also that the next six months will show a slight continued rise in farm income—a very important factor in business recovery. Dun & Bradstreet reported a slight gain in the commodity index during February, the fourth successive monthly increase.

The American Federation of Labor estimated that there were 632,000 more persons at work in January than during the first month of 1934. Even bigger gains were estimated for the first two weeks in February. The federation estimated the unemployed at 11,000,000 against the government's estimate of 10,000,000.

The National Industrial Conference Board (organization of manufacturers) reported the fourth consecutive monthly increase in manufacturing activity, rising 9.3 per cent in January over December. An increase of 4.9 per cent in number of employees was reported. Average weekly earnings increased 4.4 per cent, with an increase of 1 per cent in the cost of living.

Compared with January, last year, there was considerable improvement, with average hourly earnings rising 7.8 per cent, average weekly earnings 14.4 per cent, average hours of work per week 6.1 per cent, real weekly earnings 8.6 per cent, employment 7 per cent, total man hours 13.7 per cent and pay rolls 22.4 per cent.

Dun & Bradstreet reported that bank clearings in the week ending March 6 were the largest for any week in 1935, with an increase of 13.3 per cent over the corresponding week in 1934. The largest gains were shown in Detroit.

Both exports and imports of the United States were shown by Department of Commerce figures to have increased in January over December. The specialties division has also released the 1934 report on total exports of coin machines as related elsewhere in this issue, showing that exports of machines in 1934 more than doubled that of 1933.

The Federal Reserve System reported that United States gold holdings increased almost \$1,000,000,000 during the past year. The rise of money in circulation was about three times the normal amount for the week, which is about \$11,000,000. There was an increase of \$12,000,000 in the preceding week, altho the seasonal trend was for an unchanged total. Taking into account this week's rise of \$36,000,000, there was an increase in two weeks of \$37,000,000 more than the normal seasonal movement.

Whether this increase in money in circulation has any real significance or means merely that the seasonal demands are coming a little earlier this year it is too early to say.

The business of the General Electric Company, leading manufacturer of electric equipment, expanded sharply in 1934, the annual report shows. The profits of the company also rose sharply. This report is considered very significant, since General Electric and Westinghouse co-operated with the federal government in designing and supplying electric appliances in the immense TVA project rather than opposing this enterprise of "government in business."

Hershey Chocolate Corporation, supplier of large quantities of chocolate bars for sale in vending machines, reported a considerable gain in net income during 1934. William Wrigley Jr. Company, maker of chewing gum sold in thousands of vending machines, also reported satisfactory net gains in 1934.

Small Coins Continue To Move Fast in Stores

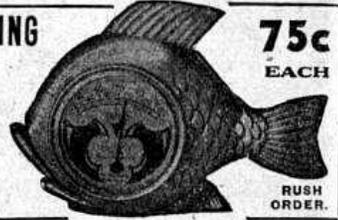
CHICAGO, March 9.—Sharp gains in the circulation of small coins is regarded by *The Chicago Tribune* as an indication of increased retail business.

ALL LATEST MACHINES

Shown at Chicago Coin Machine Convention:
TIME, TRAFFIC, CHECKERS, TURNABLE, AUTO DART, SCORE-A-LITE, QUICK SILVER, CHICAGO EXPRESS, BUILDER UPPER.
Other Latest Games of All Makes—Too Numerous to Mention.
All Makes Slot Machines in 1c, 5c, 25c and 50c Play.
SICKING MFG. CO., Inc., 1922 Freeman Ave., CINCINNATI, O.

ONE OF STRUHL'S NEW SPRING DIGGER SPECIALS . . .

GOLD FISH THERMOMETER
A Rich, Practical, Scientifically Balanced Digger Money-Maker. Gold or Silver Finish. 5" Long by 3 1/2" High. Add 25c for Sample.
WRITE FOR NEW FREE CATALOG OF OTHER ITEMS!
MORRIS STRUHL,
114 Park Row • New York City



Flying Trapeze, Jr. \$22.50	Fleet \$11.00	Cannon Fire \$27.50
Flying Trapeze, Sr. 20.00	Jack Rabbit 12.50	Live Power 19.00
Drop Kick 18.00	Contact (Master) 9.75	Cross Cross 22.00
Gridiron 18.00	Relay 6.00	Equiro 18.00
Subway 11.00	Show Boat 5.00	Shooting Star Tennessee 18.50
Golden Gate 11.00	Signal, Sr. 29.00	Electro 12.00

1/3 Deposit, Balance C. O. D.
AMERICAN VENDING CO.
773 Coney Island Ave., BROOKLYN, N. Y. 45 Elizabeth Ave., NEWARK, N. J. 208 East Street, HACKENSACK, N. J.

In order to present the facts clearly an index has been made of two groups of subsidiary money, subsidiary silver and minor coin, and compared with an index of the total money in circulation. Both indexes are based on January, 1933, as 100.

The first fact shown is that total money outstanding is only 3 per cent above the base period.

This is far below the expectations of those who predicted an enormous upswing in money circulation because of inflation.

The second fact is that, notwithstanding the steadiness of the total, subsidiary money has maintained an increasing trend until it is now more than 16 per cent higher than in January, 1933.

Certainly the increasing use of minor money is an indication of improved turnover in retail businesses. A further reason is the necessity for using small coins due to the numerous excise and sales taxes in many States and municipalities.

More Games Are Okehd

NEWARK, N. J., March 9.—Commissioner of State Alcoholic Beverage Control Burnett this week enlarged upon his recent ruling that coin-machine games were okeh in beverage places by including under his approval table tennis games, checkers and quoits. Card games and any machines that throw out merchandise of any nature are still banned.

Census Bureau Issues Data on Retail Field

WASHINGTON, March 9.—The Census Bureau has recently released two more valuable publications on the operation of retail stores of various kinds in the United States. The information compiled shows that in 1933 there were 1,526,119 retail stores, of which 1,349,337 were listed as independent. Operators of coin machines will be interested in the number of retail stores which suggests the possible number of locations for many types of coin-operated devices. Restaurants are included in the statistics.

The Census Bureau has also compiled information on the 1934 census of manufacturers covering the previous year's business of 142,000 factories in the United States. Factories are recognized as important locations for candy bar and other types of merchandise vending machines.

Editor Godin Is Ill at Time To Leave for U. S.

To the Editor—"As told you in my letter of December 19, I had planned a trip to America for the big coin-machine show of February so as to be in Chicago at that time. I was much pleased about the prospects for that journey and expected to bring back a lot of new ideas and a complete knowledge of the automatic industry as it is conducted in the U. S. A.
"I already had my ticket in my pocket when at the end of January I became sick and had to take my bed for a few

C. L. SPENCER SHOWS

NO GATE.
Spring Opening, Fayetteville, Tenn., March 25; Cleveland, April 1; South Pittsburg, April 8; Followed by the Best East Tennessee Spot.
WANT Shows of all kinds. Irwin W. Reynolds, California Jack and Short's Musical Revue come on. CAN PLACE few legitimate concessions. We have our own rides and will play ten or more bona-fide Fairs. Would like to hear from small bands. Prefer Family Band. Wire or write Millport, Ala., week March 11; then Fayetteville, Tenn.
C. L. SPENCER, Mgr. SHAN WILCOX, General Agent.

TELEPHONE SALESMEN

Producers only. Four campaigns lined up—more to follow. Bill Sical, wrc.
PUBLICITY
314 Ludlow Bldg., Dayton, O.

days. This is now the 26th of February and I have left the room about a week ago, but it is too late now to be present at your big convention. I regret this, you can believe me, and I will have to wait now for your next issue in which I expect to find all things about the show."
RENE GODIN,
Editor *La Revue de L'Automatique*, Paris.

BEE JUNG

(Continued from page 3)
after the completion of the night show when a heavy truck ran into a guy line and sent her crashing to the ground. She claims the lights were out, a statement corroborated by other performers, and that she was forced to dismantle her equipment when no one else there would do it.

She has been recuperating in Baltimore since. Miss Jung was at one time on the Barnum Show and has been appearing in vaude and with tent and indoor circuses for many years. Her assistant in the act at the time of injury was Dorothy Rouland, now in New York.

MOORE OUT

(Continued from page 3)
say he indulged in a fracas at the gate with a special cop who failed to recognize him and the fists flew. The same thing used to happen with reporters. Frequently working press badges of cards weren't recognized either. Moore also had some words recently with an influential patroness of a charity affair held in the city's leading show-sports arena.

Garden may not appoint a successor until the fall. With the Ringling Circus coming in for nearly a month with its own battery of agents and other dates being taken care of in like manner, it won't be till September probably that a battle will be on for the post. It's pretty slow in the summer anyway.

BIRTHS

(Continued from page 3)
brother of Gracie Fields, England's foremost star.
To Mr. and Mrs. W. B. Wilson at Savannah, Ga., recently, a son weighing seven pounds nine ounces. Named Robert Walter.

Appeal for National Operators' Assn.

By RALPH T. YOUNG

Editor's Note—The Billboard does not sponsor any one organization or move to organize. It offers its services as a news medium to any organization or committee designated to represent a group of members of the industry.

Having been told that all of the operator's troubles were in his own back yard and that until he could properly organize he could just as well make up his mind that he was going to have to create and pay the expenses of his own salvation and not come crying to the manufacturer for help, I have permitted myself to be selected as the chairman of a committee that seeks to bring about a national association of coin-machine operators. Serving with me on this committee are Harry Drollinger, of Texas, and Charles Hughes, of Indiana.

It is, I believe, a matter of history to most of you that operators from Coast to Coast flocked to Chicago in answer to an alleged convention of coin-machine operators only to find in lieu thereof a very picturesque sales exposition conducted by the manufacturers' association and no provisions for a convention of operators whatever.

Headed by the militant leaders of the New York operators on the second day, a motion was made that the fanciful oratory of the various sales and advertising managers be dispensed with and that the duly elected delegates sent to the convention, seeking a means of relief for the operators in their various States, be given an opportunity to take the floor in an effort to find ways and means of alleviating the distress of those back home who had sent them to the convention for that very purpose. The chair ruled that the motion was out of order and pointed out that those in charge had graciously provided 10 minutes on the program for this very thing and that the show must go on as planned. Sincere in their belief that 10 minutes was insufficient, most of the delegates bolted for the door and at a caucus of the leaders it was decided to hold an operators' convention at another hotel.

Shortly after arrangements for such a convention were announced, those in charge of the show sent their representatives to the operators' committee seeking to co-operate and offered the facilities of the entire meeting on Wednesday, preceding the final day of the convention.

Wednesday morning found the largest gathering of operators in the history of the industry. Delegate after delegate related the difficulties confronting the operator in his community. It was a repetition of the story so common in your back yard as well as mine. Persecution, unjust and discriminatory taxation that was tantamount to virtual confiscation, price cutting, sales to locations, unfair advertising, ridiculous commissions, untruthful statements by manufacturers as to earnings that were widely circulated and used against us in tax fights as authoritative statements by executives of the industry, circularizing of locations and so on endlessly. Not the least of all of these was the lack of funds and a proper co-ordination of

effort in combating these obstacles. Where such efforts had been made they were usually made too late to stave off disaster, and in many States the greatest handicap was the lack of leadership with sufficient knowledge to organize, plan and lead in a fight of this kind.

Believing the best plan to effect a permanent organization immediately and to insure sufficient funds to carry on nationally, as well as locally, the convention unanimously voted to elect a committee of seven men to submit the following plan to the National Association of Coin-Operated Machine Manufacturers and to report its action the following day:

To the National Association of Coin-Operated Machine Manufacturers:

The coin-machine operators, their delegates and representatives at the regular meeting, after due consideration of the difficulties now confronting them, and in order to promulgate plans to solve these problems and any future problems and contingencies which may arise, herewith submit to you the following plan:

That the manufacturers of coin-operated machines add to the sales price of their machines the sum of one dollar (\$1.00) and turn over all moneys so collected to a committee representative of the entire industry to be disbursed as follows: 75 cents of each dollar shall be sent to the State organization of the particular State which bought that machine, and 25 cents to the national committee for national purposes. This shall apply to all coin-operated machines having a sales price of \$10 or more.

By the NATIONAL COMMITTEE OF OPERATORS.

- Ralph T. Young, Ohio.
- Saul Kaulson, New York.
- Charles W. Hughes, Indiana.
- Harry Drollinger, Texas.
- Fred Mann, Illinois.
- Fred K. Chandler, Iowa.
- Morris, Missouri.
- Leary, Minnesota.

A meeting was arranged and to our surprise the committee with which we met was in no way representative of the best interests of the industry. One of them had the temerity to state that he did not believe an operators' organization could be entrusted with these funds and that he personally would agree to the plan of a levy at the source provided the fund was administered exclusively by the manufacturers without any claim by the operator who paid it. The manufacturers' answer had been an emphatic NO to our proposal.

It is the belief of your committee that it is time for the industry to unite and put its best foot forward and that the manufacturers who are interested primarily in the manufacture of machines that are held in disrepute in most every community in the nation should take a back seat and let go of the strangle hold that they have on one of the greatest industries in the nation today. Your committee is unanimous in its belief that we are in desperate need of a governing body that is representative of the whole industry, and that these funds should be raised and administered by this board.

We submitted a definite plan that is backed by years of heartache and costly experience and one that we can definitely prove will work out to the greatest degree of satisfaction to all concerned. The fact that a portion of the funds so collected is returnable to the community from which it originates, and the fact that its return is contingent upon the fact that there must be a properly organized, reputable and thoroughly approved State organization, makes it mandatory for every State to organize and clean up its own back yard before they can participate. We submit further that by the adoption of the constitution that the NACOMM has seen fit to recommend to all States as a model makes it mandatory for all communities to organize and clean house before any portion of the funds can be turned over for their administration. In Ohio we have proved this in three months' time and we will do it in the nation if granted the opportunity.

Your committee is not of the opinion that the heavens have opened wide and dumped a modern version of the three wise men into the lap of the industry. We know only too well that we are men of only ordinary ability and that we can be no stronger than the support and co-operation that we are given. Without ego we do plead guilty to an

JOBBER'S... OPERATORS IT'S HERE! BALLY'S NEWEST GAME

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BALLY brings you a light-up game that retains, and further incorporates ALL the outstanding qualities of modern pin game construction, as ONLY BALLY can construct a game. Every world-famous BALLY feature—PLUS—a host of NEW IDEAS NEVER BEFORE SEEN—are ALL in ROCKALITE—the NEW WAY to rock yourself to BIGGER, BETTER, EASIER PROFITS!!

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GOLDEN GATE.....	11.00	FLEET.....	11.00
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CONTACT, MASTER.....	9.75	MILLS 25¢ SINGLE JACK POT.....	14.50
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JENNINGS VICTORIA DOUBLE JACK POT.....	25.00	BELLS OR FRONT VENDERS.....	25.00

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16 8-7 J. Nickel-plated more. Like new. Open face, new engraved chrom-plated or Indian Head Yellow Cases. Minimum quantity 1/2 Doz. Same in 15 J, \$3.50; 17 J, \$4.00. 25% Deposit. Bal. C. O. D. Money refunded in 5 days. Sample, 50c Extra. Send for Special Circular. PALMER & SMITH, INC., 110 Trinity Pl., N. Y. City.

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unlimited amount of experience in this line of work and we are confident that we can fill the bill if given a respectable opportunity. Toward this end we have financed ourselves in a limited way and we are ready for the fray. We intend to wage the most intensive organization campaign that the industry has ever known. We are of the belief that the handwriting is on the wall for the entire industry, the markets in the best States are closing one after another, many States that are not closed are about to be unless something definite is done about it quickly, therefore we as the committee on permanent organization do herewith make an offer upon which there are no strings and no obligations attached.

We will finance the organization of any State within a reasonable radius, on the funds that we have. We will send to you a man who knows his business, he will have all equipment necessary to do a complete job, with a constitution and by-laws that is built to last and to stand up and take it.

If you are in trouble and if you are unorganized or wish to reorganize in the proper manner, get a committee of responsible men together, submit the facts and we will do the rest. We will circularize every operator in your State, calling a meeting at any place you designate. We will form a complete State organization in a single day. We will furnish all that is necessary but the men; you must do that yourselves. This is not a boast or a passing fancy, no one is drawing any salary, we volunteer our services to you gratis, we want to help you, thereby helping ourselves. Now it's up to you. The line forms on the right.

Send all of your troubles, suggestions, criticism and ideas to our office at 5517 Warren avenue, Norwood, O. Address all communications to Ralph T. Young. We will be in every issue of all trade papers.

NEW CATALOG JUST OUT

Send For Your Copy--It's Free

- 1 SHAVING BRUSH.
- 1 BOX SHAVING SOAP.
- 10 DOUBLE EDGE, FIRST QUALITY BLUE STEEL BLADES.
- 1 JUMBO STYPTIC PENCIL.
- 1 CLASS BALL BLADE SHARPENER

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Assorted Models. Regular Size. Polished Steel. 2 Blades. Brass Bolsters and Lined.
A New Deal — Big Buy Per Dozen, \$2.25
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Commerce Report Shows Increase In Exports of Coin Machines in '34

By GEORGE W. MEHRTENS

WASHINGTON, March 9. — (ICN)—Manufacturers of coin-operated machines thruout the country will be intensely interested in the highly encouraging and optimistic note struck in the capital city this week when a report issued by the specialties division of the Department of Commerce revealed that United States exports of coin machines to foreign countries showed a decided gain during the three-year period from 1932 to 1934.

The report based upon an intensive study of the coin-machine industry and its relative export trade to foreign countries is given below.

While these figures are most encouraging, it is interesting to view retrospectively what the situation in the coin-machine industry has been in the past and to find out if possible what world markets are potential fields for new promotion. It is well known that most of the machines exported from this country either go to Canada or the United Kingdom.

The United Kingdom continues to be the principal export market for American coin-operated machines, accounting for more than 65 per cent of the total for the first two months of the current year. Canada is the second most important outlet, recent exports indicating an increasing demand there for American machines. It is interesting to note that the British Empire takes 81 per cent of our exports of coin machines. Exports to Australia and the Union of South Africa having shown substantial increases during the last few months, due, of course, to the fact that thru a recent ruling pin games which have before been considered illegal may now be operated in South Africa.

France, Netherlands and Spain, the Department of Commerce reports, are the most important customers in Europe, altho the psychology of the people must essentially be taken into consideration. It would seem reasonable to assume that since pin games have increased in popularity so rapidly in this country the same psychology might well be followed thru in other countries, since human nature changes little. However, it is not so much a question of human nature as one of economic circumstances which decides the plausibility of a possible promotion campaign in a foreign country.

The purchasing power of the average person in foreign countries is at best very low. Consequently it is not hard to realize why hard-earned coins would not easily be spent on games of skill. There is therefore reason to believe that if American manufacturers are desirous of placing coin machines of the pin-game type in foreign countries, and these countries are definitely potential markets, it will most certainly take intelligently planned promotion campaigns as well as a reasonable expenditure of money.

Along these lines it is interesting to glance over reports from consuls of a few foreign countries in which coin machines are rapidly increasing in popularity and which might well be profitable markets if the facts carried in the foregoing paragraphs are taken into consideration.

While the use of coin machines is more general in Europe than in other parts of the world other than this country, export markets there are limited by domestic production in exports from Germany, Austria and Czechoslovakia. Practically all of the demand in these countries for machines is supplied by national production; exports going to most of the near-by areas.

According to a communication from

Berlin, it is learned that machines very much similar to our pin-game models are also manufactured in Germany on a fairly large scale. They retail at between 60 and 80 Reichmarks per game, while used varieties are often offered at less than half those prices. The present demand for such games, however, is poor, since the German public as a rule shows little interest in such devices.

From Barcelona, Spain, the report comes that the demand in Spain for games is so small as to be almost negligible. Attempts have been made to exploit such games in other centers frequented by the public in search of amusement, but the results have been almost invariably so negative as to lead to the abandoning of the venture. In the opinion of those who have made the attempt the game of this general type does not appeal to the Spanish temperament and has little prospect of being profitable. It is also that the cost of participating in the game is an important adverse factor as far as the mass of the population is concerned. Local preferences for amusement devices is very definitely away from those of the coin or pin-game type. The interest in amusement parks centers on wheels of fortune and similar types rather than those in which skill is an appreciable factor.

In view of the 1934 table it is obvious that there is a foreign market and that exports in the coin-machine industry are definitely active. Furthermore, altho there are obstacles, these can be intelligently overcome if gone about properly and from a sound economic standpoint.

The specialties division of the Department of Commerce has recently launched an investigation of several interesting phases of the coin-machine industry and they hope to find ways and means of utilizing the changing social and economic philosophy to stimulate both the local and foreign markets. The commodity units of the bureau contain men and women who are specialists in every phase of production and marketing. The world is their theater of activity. Their sources of information cover the earth, and such information is frequently quite valuable to American exporters in the solution of their foreign sales problems.

Here a manufacturer wishing to engage in a foreign promotion campaign may obtain statistics research information and individual attention to his own business problems, and Thomas Burke, chief of the division, urges them to take advantage of the opportunity of a personal interview.

Swat the Evils

By KEN MORLEY

Advertising Manager O. D. Jennings & Co.

Every convention brings to light many evils which otherwise would continue without interference. The 1935 Coin Machine Convention brought out many things which are now being "ironed out" by manufacturers, jobbers and operator groups.

The manufacturers, as well as jobbers and operators, in organizing to protect their interests must at the same time direct their efforts and co-operation in the interest of the industry in general. The manufacturer must consider the jobbers and operators' problems and the jobbers and operators must do the same of the manufacturers' problems. To ignore any one of the three is to seriously hamper the success and future of all. Co-operation between the groups, particularly in the coin-machine business,

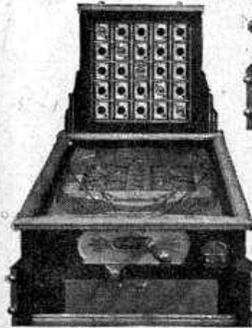
CHECKERS

THREE Interchangeable Pin Games at the Price of ONE!
featuring the Sensational New UPRIGHT REGISTRATOR Score Board

NO BATTERIES ELECTRICITY
All action mechanically controlled—with smooth, precision operation. Entire machine can be assembled by any operator in a few minutes. Built with the beauty, durability and mechanical perfection of Mutoscope's world-famous Crane. Size: 20" x 41".



Operators' Price
\$44.50
F. O. B. New York. Complete with CHECKERS, FORM-A-WORD and POKER Panels.



Variable PLAY
Score Board can be changed instantly from "CHECKERS" (above) to "FORM-A-WORD" (at right) or to "POKER" (at left) by inserting the optional panels and score cards shipped with each machine.



"CLICKS the SCORE Before Your Eyes"

A FAST, snappy game with simultaneous action on the playing field and on the score board—Every ball drops instantly—lasts long enough to give the player 100% pleasure without retarding the speed with which nickels are inserted one after the other in this SUPER Pin Game.



The Game of 1935 is CHECKERS—It's Your Move!—See Your Jobber.



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On the Following New Machines: SKYSCRAPER, \$47.50; CRISS CROSS A-LITE, \$44.50; TIME, \$42.50; ACTION, \$39.50; BEACON, \$39.50.

USED MACHINES THAT CAN BE USED

WORLD SERIES	\$ 4.50	BIG BERTHA	\$15.00
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SELECT 'EM (Gum Model), \$8.00.

SPECIAL
SEEBURG NON-SELECTIVE VICTROLAS, \$75.00 Each
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NOTE: CORRECTION OF PRICE THAT APPEARED LAST ISSUE.

Rush Your Orders To Your Jobber Today
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EX CLUSIVE DISTRIBUTORS FOR METROPOLITAN NEW YORK, STATES OF NEW JERSEY AND CONNECTICUT.

GEORGE PONSER CO., 11-15 East Runyon St., Newark, N. J.

is necessary because of the many complications which arise from the operation of machines.

Evil No. 1—Manufacturers of checks, as well as those who sell checks, must protect the operator by refusing to sell to anyone who purchases checks with intentions of cheating machines. This is not a new problem, but now that the industry is well organized it should assist in eliminating it once and for all.

Evil No. 2—The question of listing wholesale prices in magazines should be abolished. This practice is not helping the operator, but hindering him. You hardly ever see a wholesale price listed in magazines or circulars in other lines of business which are liable to fall in the hands of the consumer. Jobbers and operators are embarrassed every day because wholesale prices are listed, resulting in misunderstandings, hard feelings and loss of business with locations.

Evil No. 3—The practice of exaggerating income from coin-operated machines should be eliminated. When these exaggerated claims are published and fall into the hands of the press and public officials, as well as locations, they create condemnation, editorial oratory against machines as well as mistrust from locations. Advertising that the machine makes money and that its operation and player-appeal is satisfactory should be sufficient. All of us manufacturers are guilty of this practice and naturally all must decide together so as not to place anyone at a disadvantage.

The word "co-operation" has been greatly abused in many instances. It is an easy matter to speak of co-operating in general terms, but it is quite another thing to "take the bull by the horns" and get some action. There are probably many other ways thru which our industry can be improved. But the things mentioned above appear to be a good start.

When all the manufacturers take the initiative and show the jobbers and operators that they are willing to do their part, the quicker the jobbers and operators will respond for the good of the entire industry.

H. A. Fabrican a Daddy
BROOKLYN, March 9.—H. A. Fabrican, of the S. & F. Sales Company, is strutting around like a peacock these days, passing out the Havanas and the bottle of cheer, guaranteed to be four years old or better, due to the arrival March 4 of Robert Benjamin Fabricant, weighing 8½ pounds. Mother and son are doing nicely, and so is papa.

Coin-Operated Commodity	1932		1933		1934	
	No.	Value	No.	Value	No.	Value
Vending Machines	4,309	\$132,460	4,976	\$219,815	8,681	\$456,777
Other Coin-Operated Machines (except Musical)	10,732	440,723	20,149	450,154	34,635	1,022,213
Total	15,041	\$573,183	25,125	\$669,969	43,316	\$1,478,990

The Right Kind of Licensing

By O. D. JENNINGS
President O. D. Jennings & Company, Chicago

The words "licensing" and "revenue" are synonymous. Wherever you find the one, the other is sure to follow. The purpose of licensing is to raise revenue for one thing or another, and the more revenue licensing earns the more important licensing of that particular business or profession becomes.

Since the beginning of time nations licensed business and individuals for the purpose of operating the government. Every business, small or large, was asked to contribute toward the function of government. In return the government protected and regulated the source of its income. The more support it received from that business the more consideration it retailed for the good of that business.

My suggestion for licensing in regard to the coin-machine industry is nothing new. It is simply following in the footsteps of experience of other businesses now being licensed. My contention is that if a government were to receive a fair and equitable income from the coin-machine business, particularly from the operation of machines, it would do everything possible to assist that branch of the industry for the good of all concerned. The less interference with the operation of machines the more money operators would make and consequently the bigger the income would be to the government. There is no other answer to that problem.

This question of licensing machines has been misinterpreted in several parts of the country. Just like any other proposal, however desirable it may be, there are always certain people who will go to extremes and misuse the privilege.

I want to make this point clear to everyone in the industry that, while I am in favor of placing an equitable license for the operation of coin-operated machines, I am at the same time strongly opposed to any license which will create monopolies or place a burden on certain types of small machines which, because of their low earnings, cannot stand any kind of tax whatever.

The suggestion of certain pin table operators of placing \$1 per year tax on a pin table is just as ridiculous as placing a \$10 tax on small merchandise machines of low earning capacity... like peanut machines.

With the same thought in mind, a too large tax on coin-operated machines is just as detrimental as too little, whereas a fair and equitable tax on each type of construction, based on its earning experience, would answer the problem with fairness to all.

A license on the operation of coin-operated machines should be such that it defrays all cost of administering, plus a fair surplus for revenue purposes. Too small a tax would not only defeat its purpose by not earning enough money to make it worth while, but in many instances it would cost the taxpayer money to have it enforced. No license at all would be better than a license which would not pay its own way. A license in order to be successful must raise revenue.

An equitable occupational tax should be paid by the operator and placed on each unit with a certain limit included. In other words, the amount of the tax will be determined by the number of units which an operator controls. Supposing the tax was on units of 50. For each 50 the operator would pay a similar tax. Supposing the tax were \$100 for 50 machines and the operator wanted to operate 75, the tax would be \$200, and the same cost would apply up to a hundred machines.

In addition to the occupational tax, an individual tax should be placed against each machine. This tax also should be paid by the operator. The operator should be the only one having the right to purchase an individual tax unless provisions are made to the contrary.

Whenever you have a license on a business or profession you have regulation and control by the government. This regulation acts as a form of protection for that particular business or profession. It elevates it to a higher plane, and in many instances directly influences its growth and success.

A license on a business accomplishes two things: regulation and revenue. Take for example the oil industry, the steel industry, telephone and telegraph and other industries. Thru licensing the government is able to control and regulate, as well as derive substantial revenue. The same is true of the professions, law, medicine, chemistry. In order to protect the public the government exercises its authority for the good of all concerned—the public and the profession—by legal regulation.

This same regulation and control if directed to the operation of coin machines would lift our industry to a highly desirable plane. It will afford all the advantages and benefits of governmental regulation and control and eliminate all the abuses which are ever present in the operation of machines.

Summarizing the facts then, we have: First—Licensing means revenue, so be sure that the licensing brings revenue. If the license is designed so that it would not bring a fair revenue, I am opposed to it.

Second—License coin-operated machines in keeping with the experienced earnings of those machines. Some of the small machines cannot stand any licensing. Other machines can stand a little, and still others, because of their higher earnings, can stand a substantial amount.

Third—So arrange your licensing so that it will discourage and prevent monopoly of operation.

Fourth—See to it that the revenue from licensing will adequately pay for the expense of administering it, as well as leave a substantial balance in revenue to help defray the cost of government.

Fifth—Licensing will bring along with it regulation and order to the operator and to his problems. It will keep out questionable characters and punish the hoodlum and hijacker. It would place



Knockout Patented Features DOUBLE PIN GAME PROFITS

1. Legally automatic, but without paying out. Requires no attention from merchant. Skill awards automatically recorded on Free Game Dial.
2. Gives accurate, automatic record of how much paid out. Prevents cheating by merchant.
3. Permits replay of free games by operating coin slide without inserting coin—resulting in player replaying his awards and eventually losing 80% of winnings. Net profit tremendously increased.

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Blus or White Steel,
55c per 100

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10 Harmony Blades,
1 Harmony 35c Shaving Cream,
1 Harmony Styptic Penoil,
1 Steel Ball Sharpener. **12c**

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Be the First to Get This Exclusive Novelty.

Doz. 80c
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25% Deposit Required with Orders. Confidential List of Circles and Street Novelties Sent Free.

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EASTER TIES
New Boucle Weaves,
\$1.75 DOZEN, \$18.00 GROSS.

Our Biggest Money Maker! 50c Sellers! The Finest Woven Goods and Satin Striped Crepes Used. Both Ends Silk Lined. Send for 3-Dozen Assortment.

SILK LINED TIES
\$1.35 DOZEN, \$15.00 GROSS.
Pure Crepes, Jacquards, Plaids.

25% Deposit. Bal. C. O. D. Money Refunded.
ANDREW HERBERT,
1210 Broadway, Dept. F-4, New York City.

operations on a high plane just like other well-regulated business.

If licensing is carried out along the lines suggested it will accomplish the purpose for which it is intended. Any radical deviation from those principles will be detrimental and injurious to a program which will benefit the industry as a whole in time to come. Because of the fact that government is seeking all possible sources of income it will sooner or later include licensing on the operation of coin machines. If those of us interested in this industry will take the initiative and make recommendations which are just and equitable for all we will bring about the desired results speedily and successfully.

Appoints Taub in Field

POUGHKEEPSIE, N. Y., March 9.—Al Schlesinger, of Square Amusement Company, reports that Irving Taub will be the new sales representative. His territory will be the entire State of New York, where he will call on operators and jobbers selling games the firm exclusively represents in the State at this time.

Al Schlesinger advises the operators to await the arrival of Mr. Taub at their headquarters, for he will have some definite surprises for them. The firm is now dealing exclusively in pay tables and has the new games from Chicago. Square Amusement Company represents a number of manufacturers of pay tables.

Babe Kaufman Surprised

NEW YORK, March 9.—Babe Kaufman reports one of the "biggest surprises of my life" the other day when she was called to the home of her sister and advised that her 76-year-old father had taken a \$1 chance on a European lottery and won \$8,000. He had decided after winning to equally divide the money among his children and Babe was therefore presented with a crisp check for \$2,000.

Babe now claims that she will send her dad \$1 daily so that he can place it on some European lottery and if the winning streak continues she is willing to sell her big jobbing business and act for her dad thenceforth.

Selling Big

No. B610—Austrian Wind Lighter. This polished Brass lighter has outlived hundreds of other gadget lighters because it gives satisfaction. A positive light in the wind. Uses benzine for fuel and has positive wheel action. Streetmen, Dealers, Operators, don't pass this up. Dozen **\$3.60**

Sample, Postpaid, 50c.
25% Deposit on All C. O. D. Orders. Catalog Free on Request. State Your Business.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. BB,
223 W. Madison St., Chicago, Illinois

St. Patrick Novelties
Full and Complete Line, Prompt Service

SHAMROCK With Pipe or Hat. Gross **\$1.00**
Plain Silk Clusters **SHAM ROCKS**. Per Gross **.75**
Large Size **GREEN CARNATIONS**. Per Gross **1.75**
Small Size **GREEN CARNATIONS**. Gro. **1.25**
IRISH BOW PIN FLAGS. Gross **.90**
Flexible Wood **GREEN SNAKES**. Doz., 45c; per Gross **4.50**
Assorted **GREEN CREPE PAPER HATS**. Gro. **2.50**
Assorted Green Cardboard **MINIATURE HATS**. Per Gross **2.50**
No. 7P GREEN BALLOONS. Gross **1.25**

Send \$2.50 for a Complete Assortment of 200 Articles Suitable for a Party of 50 People. 25% Deposit With Order. Balance C. O. D. 200-Page Catalog Free.

M. K. BRODY, 1116 S. Halsted St., CHICAGO.
In Business 24 Years.

April Foolen Jokes
MR. MERCHANT—The Most Complete Line of Foolen Jokes Now Listed in Our New Foolen Catalogue. Send 10c for One and We Will Include a New "RED-HOT JOKE" Free. Or Send \$2.00 for Samples of 50 Best SELLING Items.

THE ELGIN MOVEMENT, A New Red-Hot "SHIMMIE" Dance. WHAT A MOVEMENT. Per Doz. **\$0.65**

How Am I Doin'? **1.25**
"FEET" A Bedtime Action Story. . . . **.35**
SPINNERS, 4 Kinds, Funny, Spicy. . . **.80**
RUBBER FRUIT, Very Natural Assl. . . **.35**
Snake Whiskey Flask, Best Make. . . **1.75**
Smokehouse Slogans, 12 Kinds. . . . **.35**
Know Thy Age (Spicy Folde). **.20**
ASTRA Fortune Telling Cards. **2.00**
OH-HHHH, YOU NASTY MAN. **.20**
MAGNOTRIX NOV. CORP., 158 Park Row, N. Y.

BEACON



IN THE SPOTLIGHT OF POPULAR APPROVAL

The Original
Flashing Light
Sensation That
Solves Your 1935
Buying Problem

\$39.50

F.O.B. AURORA, ILL.
TAX PAID

ORDER TODAY



YOUR LOCAL DEALER HAS
Beacon READY FOR IMMEDIATE DELIVERY

STONER CORPORATION 328 GALE STREET
AURORA, ILL.

STONER'S BEACON A HIT!

OPERATOR'S PRICE, \$39.50. IMMEDIATE DELIVERY!
OVER 2,000 BEACONS SOLD IN NEW YORK CITY.

COMING!-CAVALCADE A NEW STONER SENSATION! ASK FOR INFORMATION.

D. ROBBINS & COMPANY - 1141 De Kalb Ave., Brooklyn, N.Y.
METROPOLITAN N. Y. DISTRIBUTORS

NOTICE DIGGER OPERATORS

WE ARE BULK BUYERS

Write us advising items you are interested in—your name on our list will save money.

SILVERS COMPANY Box 1234 Youngstown, Ohio.



SALESBOARD OPERATOR

Here's a Gold Mine—Brand New and Red Hot!

Our 2000 TICKER penny assortment, 40 package payout, average location will sell one a day. Sells to retailer at \$6.00 each.

Price—Sample \$4.00, lots of 10, \$3.75

Order from this ad and be convinced that this is the biggest hit of the year.

H. G. PAYNE COMPANY

203 Church Street NASHVILLE, TENN.

Bally Announces Line of New Games To Be Pushed

CHICAGO, March 9.—Ray Moloney, president of Bally Manufacturing Company, announced directly following the 1935 convention that his firm would soon be in full production on Skill Circle and Frisky, two pin games incorporating multiple coin chutes and both using a dial to add suspense to the game.

"Skill Circle, which was originally known as Klux, is described as an unusually beautiful and fascinating pin game with a special coin-chute which takes pennies, nickels, dimes or quarters. Spinning arrow indicates the score player must make to attain award. Whirling ball indicates number of free games awarded. This combination of arrow and ball, which go into action the moment coin is deposited, provides an element of suspense that is hard to resist.

"Frisky permits player to shoot as many balls as desired, object being to score 21 even—or as close to 21 as possible without going over 21. When he thinks he is as close to 21 as he can make without going over 21 he stops playing and spins dial by pushing a small button. Player wins if score made on board is closer to 21 than score selected by dial. Player loses if dial score is closer to 21 or in case of tie. An old favorite game with men everywhere—plus a tantalizing pin game with plenty of action and suspense."

In his announcement Moloney stated that another game was being pushed ahead at the demand of jobbers who saw it at private showings during the convention. It is called Rocketite.

"Rocketite does everything a pay-out game does excepting pay out. By that I mean that Rocketite entirely eliminates the necessity of checking the score for skill awards. Not only does the score flash up in bright lights in a large, easily visible back panel, but also a special light-up signal warns the merchant if the machine has been tilted. All the merchant has to do is glance up from his duties behind the counter and he knows immediately if the player is

entitled to any award. It incorporates in a new and beautiful board design the old favorite Rocket pin-and-hole layout."

To Distribute Venders

NEWARK, N. J., March 9.—Hercules Sales Organization reports being appointed distributor for the new Kelly cigaret merchandiser shown for the first time at the Chicago convention. M. S. Gisser, of the firm, states that they are now preparing a crew of salesmen to cover the large Eastern territory which has been granted them for sales of the new cigaret venders.

\$1.60 STARTS YOU IN BUSINESS

BIG MONEY—ALL YEAR ROUND
Our Guarantee of Best Quality at Lowest Prices Beats Any Competition.

SILK LINED TIES

\$16.50 GROSS—\$1.80 SAMPLE DOZEN. New Gorgeous Colored Knitted Silks. Pure Crepes, Jacquards, Weaves, Polka Dots, Plaids. SELLS ON SIGHT! BIG PROFITS!

NEW BOUCLE WEAVES!
\$19.50 GROSS—\$1.85 SAMPLE DOZEN. Finest Chinese, Satin Stripes, Foulards and Pure Woven Cloths. THIS YEAR'S TIE CREATION!

SLYDE-ON Ready Tied Ties. Newly Patented. Big Sensation.

COMPLETE LINE MEN'S NECKWEAR! MEN'S HOSE—SHIRTS—TIES TO MATCH. and Other Novelties.

Send for Our ILLUSTRATED FREE CATALOGUE and See for Yourself why OUR MEN ARE THE BIGGEST MONEY MAKERS!

25% Cash, Bal. C. O. D. Money Refunded.

BOULEVARD CRAVATS
22 West 21st Street, Dept. B3-16, New York.

TUBULAR COIN WRAPPERS.
Penny, Nickel, Dime or Quarter Size. \$1.00 per 1,000. DETROIT COIN MACHINE EXCHANGE, 12710 Woodward Wilson, Detroit, Mich.

SELL Sparkling SIGNS
Easter Greeting, Mother's Day, Father's Day, Graduation, President Roosevelt. Clean up this season. Start Early.

400% PROFIT.
Cost 4c; Retail 25c. Sample and Catalog of hundreds of other fast money-makers FREE! Write TODAY! L. LOWY, Dept. B, 8 W. Broadway, New York.

Be Wise!
BUY your GAMES FROM

RECONDITIONED BARGAINS	
BOSCO \$3.95	GOLDEN GATE \$17.50
JIGSAW 4.95	CHICAGO CLUB HOUSE. 6.95
AIRWAY 4.95	OFFICIAL SWEEPSTAKES 4.50
21 VENDER. 6.50	DANDY VENDERS 5.95

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE., CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

CANDIES

made especially for Coin Machines. Hard Shell Candies in a variety of bright colors and highly flavored.

Chocolate-Coated Raisins, Chocolate-Coated Peanuts, also a Mixture of Chocolate-Coated Candies for Vending.

Hard Shell IMPERIALS in Red, Green or Violet Color—for DIGGERS.

BREATH PELLETS for carding. Highly flavored—Five different flavors, including Clove Pellets, in demand wherever liquor is served.

Write for Our Price List

PAN CONFECTION FACTORY
(National Candy Co., Inc.)
345 W. Erie St., Chicago

READY FOR IMMEDIATE DELIVERY

- TURN TABLE \$39.50
- CHECKERS 44.50
- CRISS CROSS ALITE 44.50
- BEACON 39.50
- RADIO STATION 39.50
- HORSE SHOES 12.50
- HOLD AND DRAW 29.50
- QUICK SILVER 67.50
- KINGS OF THE TURF 43.50

WE WILL ACCEPT YOUR USED MACHINES AS PART PAYMENT. Send for Our New Used List.

Besser Novelty Co.,
3977 Delmar Blvd., St. Louis.

ELECTRO-BALL QUALITY USED GAMES

... worth more because reconditioned in our complete shop by expert mechanics!

- Grand National Race . . . \$22.50
- Electro 13.50
- Signal, Sr. 22.50
- Auto Count 30.00
- Auto/Bank 92.50
- Wahoo 37.50
- Golden Gate 12.50
- Contact, Jr. or Sr. 18.50
- Shyers Kick Off, Jr. 22.50
- Lightning 12.50

New Games in Original Crates
World Series \$ 7.50
Electro 18.00
Golden Gates 18.00
1/3 Cash, Balance C. O. D.
"Whether Large or Small, Deal With Electro Ball."
THE ELECTRO BALL COMPANY, INC.
Distributors,
1200 Camp Street, Dallas, Tex.

Article Is Significant

NEW YORK, March 9.—Intellectual prejudice is preventing many people from seeing what is happening in the business of providing amusement to the American people. This is the suggestion of Gilbert Seldes, well known as the author of *Lysistrata*, in a series of articles on modern amusements appearing in *Today* magazine, recognized mouthpiece of the Roosevelt Administration.

In the second article by Mr. Seldes appearing in the March 2 issue of *Today* he includes pinball games as one of the dozen important types of amusement now functioning in the United States. Prejudice is hindering this form of mechanical amusement, he infers.

"You may begin with a preconceived notion that a tent show stock company production of *Paid in Full* is intelligent entertainment and that playing the pin and ball machine is not, but that prejudice is an intellectual one and to a large extent prevents you from seeing what is happening in the business of providing amusement to the American people. It is not even safe to assume that amusements which depend on mechanisms are necessarily less good than those which depend upon human talents. . . . Any entertainment with a mechanism which limits its appeal to a small number at any one time must give up competing with the movie and the radio and try to create a basic audience on which it can depend."

Mr. Seldes quotes *The Billboard* as an authority on the varied fields of amusement. His statement on pinball is considered one of the most important recognitions given to the game.

Boosting 4-Ball Games

CHICAGO, March 9.—A four-ball type of game was displayed by the Bally Manufacturing Company at the 1935 Coin Machine Exposition and continues to be one of the most popular games, according to Jim Buckley, sales manager of the firm. "Operators know a good thing when they see it," Buckley stated, "and they're not ditching C. O. D. for other games as long as it continues to produce. Due to the fact that the game is played with only four balls, it is extremely fast and its earning power increased."

"It has a fascinating type of player appeal. Player tries to shoot balls into holes marked C, O and D, thus spelling the familiar abbreviation. He then shoots the fourth ball into a numbered scoring pocket, which indicates the number of free games as a reward."

Marshall-Lemke on Radio And at Little World's Fair

DETROIT, March 9.—Marshall-Lemke, Inc., distributor, with offices here, has contracted for a 15-minute broadcast every Thursday night on the Going Forward With Detroit program over WXYZ at 10:30 o'clock.

The firm has also contracted for large space at the Little World's Fair being held in Convention Hall here for nine days, beginning today, and is displaying 50 assorted pin games along the sportland idea.



HARLEAN AND NATALIE, ages 2 and 12, daughters of Morris Hankin, Atlanta.

MATCH-A-BALL the counter ball game *SEVEN come ELEVEN

The Fastest money making Ride in America!!

Chicago EXPRESS

MORE THAN A MILLION

THE 1935 HIT

Words would be necessary to describe the marvelous play-features of Chicago EXPRESS. DAVAL asks you to "LET YOUR LOCATIONS TELL THE STORY." Chicago EXPRESS is one of DAVAL'S 5 Big "Royal Flush" Hits of the 1935 Show.

OPERATORS PRICE ONLY \$44.50

F. O. B. Chicago.

"LET YOUR LOCATIONS TELL THE STORY" is the basis of Daval's new campaign. No high-sounding praises are necessary for Daval's 5 Royal Flush HIT Games—they stand on their own merits as outstanding MONEY MAKERS ON LOCATION—the acid test of any machine!

Place Chicago EXPRESS ON LOCATION TODAY!!

RUSH YOUR ORDER TO YOUR NEAREST JOBBER

Chicago EXPRESS the pin game thrill * REX the pay table hit

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO, ILL.



GET IN THE PARADE! WITH THESE LONG HAired SCOTTIES. Made of genuine "LAMA FUR" and should not be confused with some of the grotesque, ugly cloth and imitation fur dogs one sees on the market. Life size, over a foot long. Can easily be mistaken for live puppies. A \$4.50 to \$5.00 Value. Cost You ONLY \$2.35 EACH, \$28.00 per DOZEN. 1/3 Deposit, Balance C. O. D. Or Send Cash with Order and Save C. O. D. Charges. SALESBOARD OPERATORS-DISTRIBUTORS—Write for Descriptive Circulars on Our New, Fast, Profitable Salesboard Deals. GAIR MFG. CO., Dept. 233, 1916 Sunnyside, Chicago

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Venders—Counter Size Machines—Amusement Table Games—All Sizes. ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS. BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

THE TRACK PARLAY
PARLAY 5-WIN 120%
80%
5
5

MARCH SPECIAL

FOUR-WAY ACTION GAME, THE TRACK PARLAY

1,000 HOLES
Takes in \$50.00. Average Payout, \$17.65. AVERAGE PROFIT, \$32.45.
This is a Horse Race Game and Invites a Good Play.

Price \$3.39 Plus 10% Tax. Catalog on Request.

GLOBE PRINTING CO.
MAIN OFFICE AND FACTORY
1023-25-27 RACE ST. PHILA., PENN.
16-18 WEST 22ND STREET, NEW YORK N.Y.
418 SOUTH WELLS STREET CHICAGO, ILLINOIS. 441 THIRD STREET SAN FRANCISCO, CALIF.
920 EAST 34TH STREET TACOMA, WASH. 123 KLEIN STREET SAN ANTONIO, TEXAS
1356 N.E. 1ST AVE. MIAMI, FLORIDA 272-274 MARKET STREET ATLANTA, GEORGIA.

WALTHAM-ELGIN
MEN'S WRIST WATCHES, O. Size, 7 Jewel-REBUILT, in New Chrom. Case, Strap and Gift Box. In Lots of 6, \$2.95 EA. Same, 15-J, Ea. \$3.95. 7-J POCKET WATCHES, 6 or 16 Size. Rebuilt, New Round Chrom. Cases, Open Face. In Lots of 6, Samples, 50c Extra. Free Catalog, 25c. Deposit with Orders. Balance C. O. D.
PILGRIM WATCH CO., 156 Canal St., N. Y. C.

EVERYTHING IN PENS
PENCILS, SETS AND COMBINATIONS. Get Our New Low Prices and Save Money This Season. . . . Don't Be Fooled. . . . Our Goods Get the Money.
RELIABLE PEN CO.
245 Broadway, New York City.

BARGAINS. Closed territory, 3 Mills Double Jackpot, Comet Front, 3 Jennings Double Jackpot, \$30 Each; 3 Baby Grands, \$20.00 Each; F. GAUSS, South Kalamazoo Ave., Marshall, Mich.

THE HOUSE THAT CONFIDENCE BUILT
Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone Wabash 5464
540-542 So. 2nd Street LOUISVILLE, KY.
International's Famous MUTOSCOPES with Stand and Comedy Reels, Kiddie Size, while they last, \$10.00 Each.

ORDERS REORDERS ORDERS REORDERS ORDERS REORDERS ORDERS

CRISS CROSS
A LITE

\$44.50

Must HAVE BEEN THE LARGEST SELLER AT THE Show

RUSH! RUSH! RUSH! Orders . . . orders and reorders. That's all we've heard at the show and since the show! CRISS CROSS A LITE is getting the biggest play from operators who have them NOW on location! When a man REORDERS then you KNOW it's a winner!

GENCO, Inc.
2625 N. ASHLAND AVE. CHICAGO

Verdun Soldier
Designing Games

"I was in the Champagne at Reims, Flanders. I was in the air. Verdun still is the high spot."
"The speaker was Ernst A. Ten Eicken. Tall, slim Teutonic, he sat one evening in his home holding his war diary. His brown eyes skimmed the lines. He peered back 19 years and recalled how he spent March 2, 1916, waging his own small part of the most terrible and destructive battle the world has known.



ERNST TEN EICKEN.

"Ernst, then a youth of 19 years, was a sergeant in the Eighth Lorraine Infantry Regiment of the Imperial German Army and already a veteran of two years of fierce warfare. He saw the 'hell of Verdun' from the lowest depths, those of the slogging infantrymen of one of the crack storm troops first to advance against the French.

"The battle, of course, really opened on the 21st of February," he said in his hesitant yet precise English. "We had started out of the trenches at 5 p.m. sharp that day. We kept going against a murderous fire, a stubborn and bitter defense.

"On the 28th, after once having been pulled out of the battle to rest and then being pushed in again, our regiment stormed a mountain, Cote du Poivre. We could look down into the valley beyond and see the roofs of Bras and Belleville, suburbs of Verdun. We even could see the cathedral of Verdun, but we never got any further."

"His own regiment stopped there, and the 'ring of steel' round Verdun never closed any further, he said, 'because the weather gods struck us.'

"The training continued until February 8, when the regiment went into the third line trenches at Fiabas, near Verdun proper, and on the north side of the salient. They were told their objective would be Bois du Haumont, site of a strong point. Zero hour was set for February 11, 5 p.m.

"Then we began to wait. It was raining and we couldn't advance in the rain. The big guns we counted on to wipe out the fortifications would get bogged down. From day to day the order was postponed 24 hours. On the 18th a hard frost struck. We began to get nervous.

"It was a relief when the order came on the 21st at 6 o'clock in the morning. Then the cannonading began. It was the most awful thing I'd ever heard. Tons and tons of stuff went over us. We knew what the poor French were getting.

"Time passed slowly. It's bad to have to sit and wait, knowing you are going to die. Then we heard the bugles even above the guns and out we went," Ten Eicken recounted.

"They found the fortifications in the woods almost undamaged and suffered severe losses before taking them. It was face-to-face fighting from that time until December 21, when the regiment was relieved.

"Between December 11 and the 21st, Ten Eicken said, the regiment which had been brought up to a full strength of 3,000 men dwindled to 72.

"In 1917 he went into the air corps. "He continued to fly, he said, until 1928, when he came to the United States. Now he is settled with his wife and small son in Chicago. He will become a citizen next month. At the World's Fair last summer he was head waiter at Old Heidelberg. Now he is

- APRIL FOOL JOKE & TRICK NOVELTIES**
- WHIZ BANGS (Original). Gro., \$9.50; 90c Doz.
 - SHOOTING STORY BOOKS—25c Item. Complete with Caps. Doz. 50c
 - SHAKE LIGHTERS Doz. 55c
 - PEPPERED CANDY, Per Lb. 45c
 - SHOOTING PLUGS (For Cigarettes or Cigars). Doz. 35c
 - EXPLODING MATCHES—No. 200. 12 to Box. Doz. 35c
 - SHOOTING BOOK MATCHES—No. 800. Front Row Explodes, Back Perfect. Doz. 35c
 - LAUGHING TISSUES (Toilet Rolls). \$1.00 Doz.
 - SHIMMY DANCERS (Your Chico—West, Hula Hula, Play Girl). Gro., \$3.00; 30c Doz.
 - POO POO CUSHIONS—Doz. 75c
 - DOGGINIT (Dirt Novelty), 1 to Box. 75c
 - EXPLODING CIGARS—Cellulose. Wrapped. 50 to Box. Per Box. \$1.90
- 25% Deposit, Balance C. O. D.
SEND FOR MOST COMPLETE CATALOG OF TRICKS AND JOKES.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

- Get Your NOVELTIES Now for ST. PATRICK'S DAY**
- B17—Shillalah Horn. Dozen, 30c. Gross. \$3.50
 - B18—Pipe Style Horn. Dozen, 25c. Gross. \$2.75
 - B19—St. Patrick Hats. Dozen, 35c. Gross. \$4.00
 - B20—Green Balloons, 60 Cm. Gas. Dozen, 30c. Gross. \$2.75
 - B11—Shooting Books. A. Gro. \$4.50
 - B12—Snake Books. Doz., 40c; Gro. \$6.00
 - B13—Skirt or Sho-Me. Dolls. Doz., 20c; Gro. \$2.25
 - B14—Plain Shamrocks. Gro. 75c
 - B15—Shamrock with Hat. Gro. \$1.25
 - B16—Shamrock with Pipe. Gro. \$1.25
 - B21—Sample Assortment St. Patrick's Novelties. 1 Gross Assd. Items, Complete \$3.25
- NOTE—Complete List of "April Fool" Novelties Mailed Upon Request. Deposit of 25% Required on All C. O. D. Orders.
- Don't Wait. Rush Your Order Today**
- LEVIN BROTHERS**
Terre Haute, » » Indiana

HARLICH *Newest*
SALESBOARD CATALOG

Advance Issue

Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready.

Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

SEND FOR IT NOW
HARLICH MFG. CO.
1401-1417 W. Jackson Blvd., Chicago, Illinois

HILL

WILL PYRAMID YOUR PROFITS.

Almost \$20.00 profit on this new 600-Hole Step-up Board. Sample Board, \$2.25; \$1.85 Each, Tax Paid, in Dozen Lots. \$1.00 deposit must accompany order.

The WORLD'S FASTEST GROWING SALESBOARD FACTORY announces the opening of its new centrally located Sales Office.

SUPERIOR SALESBOARD CO.
1603 S. Michigan Blvd., Chicago, Ill.

"working at his real job." He is a designing engineer and draftsman employed by a Chicago firm manufacturing coin-operated devices.—Reprinted from The Chicago Tribune.



TURN TABLE

Spectacular Action Proves Success

TURN TABLE was the smash hit of the show. It is even a bigger hit on location. Operators are already reporting remarkable profits. And here is the action that makes **TURN TABLE** so sensational: Place a ball in either of both "500 Approach Pockets." A skill shot into "Starter" hole turns bridge lights flash. Ball crosses bridge and is carried down "Scoring Avenue." It is "kicked" back over lower "Viaduct" into High Score Field to be "kicked" again into a high score pocket. Shots going directly over bridge enter "Center Avenue" to be "kicked" into pocket of Intermediate Scoring Field. The action of **TURN TABLE** is quick, positive and remarkably fascinating. Like all Gottlieb products **TURN TABLE** embodies skill, beauty and mechanical perfection. Extraordinarily low priced. The cream of the play is yours—if you place **TURN TABLE** right away. ORDER FROM YOUR NEAREST JOBBER!

3 Smash Hits of THE SHOW!

MATCH PLAY
AUTOMATIC PAYOUT

CYCLONE
TRIPLE FIELD

MATCH PLAY—\$87.50
Ready for Delivery—MARCH 17th

CYCLONE—\$72.50

with Automatic Electric Ball Lift
The Greatest Improvement in the Pin Game Industry!
Ready for Delivery—MARCH 22d

D. GOTTLIEB & CO. 2736-42 N. Paulina St. Chicago, Illinois

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773 Coney Island Ave., Brooklyn;
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Sole European Distributors:
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IMMEDIATE DELIVERY \$39.50 Size 40"x20"

NICKEL ANTE
A REAL MONEY MAKER
1,000-Hole. Form 3197.
Takes in \$50.00. Pays out average \$23.37.
Size 10 1/2 x 10 1/2 inches. 25 to Square Inch.
PRICE COMPLETE WITH EASEL AND COUNTERFEIT PROOF NUMBERS.
\$3.45
Plus 10% Federal Tax.
Chas. A. Brewer & Sons
Largest Board & Card House in the World,
6320-32 Harvard Avenue, Chicago, U. S. A.

NICKEL ANTE
A REAL MONEY MAKER
1,000-Hole. Form 3197.
Takes in \$50.00. Pays out average \$23.37.
Size 10 1/2 x 10 1/2 inches. 25 to Square Inch.
PRICE COMPLETE WITH EASEL AND COUNTERFEIT PROOF NUMBERS.
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JUMPING FUR DOG! THE BIGGEST-SELLING ITEM EVER OFFERED. IMMEDIATE DELIVERY.
\$8.00 per Gross

- 3-Blade Tooth Pick Knives, Per Gro. **\$1.65**
- 5-Blade Tooth Pick Knives, Per Gro. **\$1.90**
- Black Running Mice, with Red Glass Eyes, Gross..... **\$3.75**
- Large Size Pon Pon Moats, Gross..... **\$8.00**
- Gambling Hurst Gyroscope Tops, Gross..... **\$15.00**
- Imported Japanese Large Size Gyroscope Tops, Gross..... **\$6.75**
- Tricky Mouse Toys-Ups, in Envelopes, Per Gross..... **\$4.50**

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**YOU TILTED IT!
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MERCHANTS CHECK THE SCORE AND THE

Light up **ANTI-TILT**
WITHOUT GOING NEAR THE MACHINE!



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\$39⁵⁰**

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At last a machine with a Light-Up Score-Board that's really practical! ROCKELITE—the only game on the market which permits a merchant to check, not only the score, BUT ALSO THE ANTI-TILT, without going near the machine! All he has to do is glance up from his regular duties behind the counter. Because the ANTI-TILT is right on the back-board—and LIGHTS UP the minute the machine is tilted a fraction of an inch.

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PLAYS PENNIES, NICKELS, DIMES and QUARTERS!

A thrilling combination pin and dial game . . . with a spinning arrow to indicate score player must make . . . and a whirling steel ball to show number of Free Games! On ordinary locations SKILL CIRCLE takes in \$15.00 to \$20.00 a day . . . while in sporty spots, where a greater proportion of dimes and quarters go into the MULTI-COIN CHUTE, you can count on \$30.00 to \$40.00 daily! SKILL CIRCLE is due for a long run of man-size profits . . . so get your locations lined up at once! **Order today from your nearest jobber!**



*When they play
Frisky
they play 21*

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Everybody plays the grand old game of 21 OR BUST! That's why FRISKY gets a big play wherever you place it . . . and never dies on location! Because FRISKY actually plays 21 . . . plays it in a new and clever way that not only challenges the player's skill, but also tests his judgment. Average game requires only 3 or 4 balls . . . and this fact, plus the fact that the MULTI-COIN CHUTE takes pennies, nickels, dimes and quarters, means an income of \$5.00 to \$10.00 PER HOUR! Get your share. **Order this high-speed money-maker from your jobber—today!**

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KINGS OF THE TURF OF THE FUTURE



43⁵⁰

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large size cabinet

**HORSES ACTUALLY
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**BE THE FIRST WITH THIS
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also
3

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Hundreds and hundreds on location
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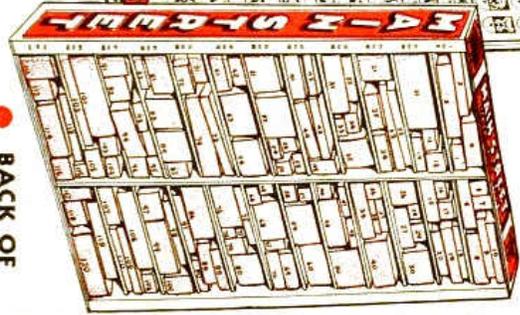


● **BACK OF CABINET**

(Each article in individual carton, as extreme right)



● **FRONT OF CABINET**



● **BACK OF CABINET**

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