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MARCH 23, 1935

The Billboard

The World's Foremost Amusement Weekly



CARDINI
The Original

The Billboard

Vol. XLVII
No. 12

The World's Foremost Amusement Weekly

March 23,
1935

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AMATEURS SWEEP NATION

Picket War Is in Again

*New York exhibits dizzy
trying to keep track of
3-cornered cross-picketing*

NEW YORK, March 16.—The three picture operators' organizations—Local 306, Allied and Empire—have resumed their spectacular cross-picketing war, and the local exhibitors are dizzy trying to keep track of the pickets. After a layoff from picketing of several weeks, due to the NRA's promise to set up a satisfactory minimum wage scale, the organizations have sprung to life again. The immediate reason is Division Administrator Sol A. Rosenblatt's disbanding the code fact-finding committee and his announcement that he would work out a booth scale himself.

Local 306 is now mapping out a big campaign to win public favor. The campaign will stress the angle that two men in a booth are necessary to protect
(See PICKET WAR on page 5)

N. Y. State Fair Seeks \$600,000 Federal Loan

NEW YORK, March 16.—Governor Herbert H. Lehman and Peter G. Ten Eyck, commissioner of agriculture and markets, are negotiating with Washington officials for a loan of \$600,000 for construction purposes at New York State Fair, Syracuse.

Understood that either or both visited
(See N. Y. STATE FAIR on page 65)

Ambitious Drama, Pageantry Season for Chicago Lake Front

*Chicago Park District launching project that may lead to
establishment of permanent municipal theater—Alfred
Stury production director—Globe Players in plans*

CHICAGO, March 16.—Ten weeks of pageantry, massive choral ensembles, Shakespeare and dramatic productions are planned this summer on Chicago's lake front by the Chicago Park District, whose ambitious program was outlined to a representative of *The Billboard* this week. Success of the project may develop into the formation of a permanent Chicago Municipal Theater to be operated on Northerly Island as a feature of the proposed exposition, which is to occupy former land space of A Century of Progress. Plans are being drawn for an outdoor theater to seat 4,000, with the band shell just north of the Field Museum in Grant Park used as the nucleus and as the stage when altered. Construction will probably be started about April 15 and will be of a temporary nature so it can be moved to Northerly Island next summer. One thousand of the seats will be free, while the balance will be sold at 25 cents, 50 cents and \$1 admission, the proceeds being used to defray production expenses. This theater will open a day or two after the first production, now in rehearsal, which will be given on the south steps of the Field Museum about the middle of June, owing to its magnitude. There will be something at the theater almost every night from then on, according to plans.

An affiliation has been made with the Chicago Choral Directors' Guild, comprising 180 community and church choruses, who will participate in the choral plans. They are busy at present rehearsing *Theodora*, a massive oratorio by George Frederick Handel, which is be-
(See AMBITIOUS DRAMA on page 32)

You Na-a-sty Man!

CINCINNATI, March 16.—What to do when Joe Penner comes to town is what Cincinnati school teachers were trying to figure out this week.

Larry Sunbrock, Taft Theater manager, to herald Penner's current engagement at the house flooded the town Thursday noon with special Penner Thursdays. Shortly after the noon hour Sunbrock received a phone call from a school teacher, who in a frantic voice explained that the Penner heralds had thrown the classes into turmoil.

"We've tried everything to restore order," she explained, "but all we can get is a 'Ye wanna buy a duck?' or 'You na-a-sty man.' What shall I do?"

Sunbrock assured her that he didn't know the answer.

Forgetting herself, the school mam replied with a "Don't ne-a-ver do-o-a that," and hung up.

Aids to Unemployed Seen As 802 Political Factor

*Resolutions must wait for presence of working musicians
affected—meeting Thursday—no musical jobs for of-
ficers—secret meeting also scheduled by workers*

NEW YORK, March 16.—No paid official of Local 802, American Federation of Musicians, can accept a musical job, under a by-law amendment passed yesterday (Friday) at a mass meeting of the local. Meeting was called to act on the by-laws, as well as upon a number of resolutions submitted by the members at large. The meeting did not get to the resolutions. From various sources comes the report that 802 is again seething with internal politics. The resolutions mentioned above, most of which bear relation to the unemployed 802 members, are described as political maneuverings traced to ex-officers of the local defeated in the sweeping "Blue" ticket victory. The explanation offered by the musicians is that, by passing these resolutions, favor of the unemployed will be gained by the "Yellow" ticket.

One reason the resolutions were not acted upon yesterday is that the local now has a policy which makes it necessary
(See AIDS TO on page 5)

Skouras Circuit in National Deal With Feenamint-CBS

*Amateur shows still the rage—Skouras tieup the most
extensive radio-theater deal as yet—no cost to 650 thea-
ters involved—Warner in WOR-Fischer hookup*

NEW YORK, March 16.—The rage for amateur shows, both on the radio and the stage, is still on the upgrade, with 650 Skouras theaters just completing a sweeping tieup with the Feenamint-CBS broadcasts, and 30 Warner New Jersey houses tying in with the Fischer Baking Company WOR broadcasts. The Skouras tieup is the most extensive in the country. Lou S. Hart, of the Skouras exploitation staff, made the tie in the East last month. It was so successful that he hurried to the Coast and swung the entire Skouras circuit into the deal. The deal involves drug stores thruout the country that distribute application blanks to amateurs, who mail them in to the Feenamint company. Feenamint distributes the applications to the Skouras theater nearest the applicant's home. The theaters run weekly elimination contests, with a final contest in each Skouras district every fifth week. The tieup brings around 24 finalists here from all over the country, with Feenamint paying traveling expense. The Fox West Coast circuit will produce about 12 finalists, the Midwest circuits around six and the Eastern district another five or six.

The Skouras tie is plugged on the radio, with drug stores also plugging their nearest Skouras theater. The out-of-town CBS outlets mention the nearest Skouras theaters immediately after
(See AMATEURS SWEEP on page 5)

Move To Cut Tent Show Tax in Tenn.

NASHVILLE, Tenn., March 16.—A move to cut taxes on circuses and carnivals operating in Tennessee was made yesterday before the special recess finance committee, made up of members of both houses of the General Assembly, by the State County Court Clerks' Association.

Saying that the \$500-a-day tax on circuses assessed by State, city and county was "not collected anyway" and that shows operated "under the auspices of some fraternal organization to avoid paying the tax," Dick Lindsey, Davidson County court clerk, proposed that
(See MOVE TO CUT on page 65)

Pop Music Industry Will Elect Its Code Authority on March 26

NEW YORK, March 18.—Reorganization of the Music Publishers' Protective Association to comply with NRA requirements, a move which was exclusively

announced in *The Billboard* November 3 last, will not take place until a Code Authority has been elected by the popular music publishing industry. A meeting will be held March 26 for the purpose of electing the CA, this date having been changed from a previously announced date of March 24. John G. Paine, chairman of the board of the MPPA, is informing members accordingly.

Industry is now operating under an NRA code, and the Code Committee will give way to the Code Authority. Committee is a tentative proposition, composed of Messrs. Paine, Bernstein, Miller, Marks and Morris. Five members comprising the CA will be elected for one year. The CA will then have full charge of administering the NRA code. The CA will be required to appoint a committee of three members from the pop publishing industry to operate as a trade provision compliance committee. This trio will in turn be charged with the responsibility of seeing to it that the fair trade practice angles are complied with and will prosecute violators.

Labor provisions of the code are under the CA itself. Due to the \$3 musicians'
(See POP MUSIC INDUS. on page 5)

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11 Equity Members Called On Non-Authorized Benefit

Theater authority asks test case—liable to \$100 fine, suspension, or both—asked to explain before action is taken—benefit sponsor says he'll pay fines

NEW YORK, March 16.—The Theater Authority's attempt to control the benefit show situation met its first real test of strength this week when the Authority lodged formal complaint with Equity against 11 Equity members who played an unauthorized benefit Sunday night at the Imperial Theater. Paul Dullzell, Equity secretary, has notified the members involved that they have been accused of violating the recent Equity ruling fining violators not more than \$100 or suspending them, or both. The letter asks them for an explanation "before considering any action along the lines of the inclosed resolution." The actors involved are Eddie Cantor, an Equity council member; J. C. Flippen, Dixie Dunbar, Estelle Taylor, Jack Dempsey, Bert Lahr, Jimmie Durante, Patsy Flick, Jimmie Savo, Earl Oxford and Sammy White. Many non-Equity members appeared at the benefit run by the Home for the Orphans and Aged of Woodcliff, N. J., but the Theater Authority is proceeding specifically against the Equity members because Equity's disciplinary powers are greater than any other actor organization.

According to Alan Corelli, assistant secretary of the Authority, he negotiated unsuccessfully with the benefit sponsors and cautioned them the Authority would warn actors to stay away from the show unless it contributed a percentage of the gross to the Actors' Fund.

Henry Goldstone, of the board of directors of the Woodcliff Home, stated Wednesday that the show was not the type that Equity tries to protect thru the Authority. He said the show made a profit of \$3,914, of which \$2,614 went to the home and \$1,500 to the temple. On Thursday, Goldstone issued another statement that he would pay the fine of any Equity member fined because of the benefit.

Corelli says the performers were warned, and that he went to a Carnegie Hall benefit, which was authorized, and personally told the performers there that they should not play the Imperial Theater show. Among them were White and Miss Taylor. Corelli says he also warned Rudy Vallee, Richard Himber and J. C. Flippen at the Hollywood Restaurant not to play the Imperial show and that Vallee and Himber stayed away as a result.

Earl Oxford stated Wednesday that his agent, Harry Betsy, had asked him to play the benefit. Miss Dunbar says she went along with other performers, feeling sure the benefit had been oked. Corelli accuses Leo Cohen, of Loew, of bringing Jimmy Savo to the benefit. Irving Sherman, night club agent, staged the show, with Cohen assisting.

PECOC Elects Officers

CHICAGO, March 16.—Morton Schaefer was re-elected president of the Professional Entertainers' Club of Chicago at the annual election held Friday. Other officers chosen were: Vice-presidents, Madame Grace Piny and F. del Zelli; treasurer, Edith Carpenter; secretary, Ralph Seabury. The club plans to start an intensive membership campaign.

DON'T MISS IT!

See the new department in the next issue of The Billboard—the

THEATRICAL ART SCHOOLS

section. Full of interesting comment, news, reviews and notes on studio activities in the DANCING PROFESSION.

Pix "Names" For Vaude

Bookers in quandary on "name" supply—pix field comes thru—many playing

NEW YORK, March 16.—The demand for "names" has so overtaken the supply that bookers are in quandary as to what sources they could draw upon for new attractions. Picture and radio fields have been the biggest "name" producers and of late the film field has been furnishing the most. Complications result from booking people out of those fields, however, for oftentimes contracts are canceled at the last minute.

The trouble with buying picture and radio people for personal appearances is that they are always on call from their original fields. Picture people are often called away from personal appearances by their studios because of sudden decisions to shoot a picture. Radio people cannot leave town because of broadcasts, and, if they do, they have to come back here for a day or the house has to stand the expense of wire charges.

Loretta Young is the newest entry from the Coast studios for personal appearances. RKO has her booked for Chicago and Detroit the weeks of April 19 and 26, but it is likely that these dates will have to be postponed. Joan Bennett is also being submitted to the circuits for dates. Sydney Fox, also of the screen, has been booked by RKO thru Danny Winkler for the Madison, Brooklyn, March 30 and 31.

Other film people who have been or are appearing in vaude include Jimmy Durante, Louisa Beavers, Mary Brian, Kitty Carlisle, John Boles, Margo, Rosco Ates, James Kirkwood, Freddie Bartholomew, Lupe Velez, Stepin Fetchit, Gene Raymond and Ben Bernie.

One Legit Open In Chicago Loop

CHICAGO, March 16.—Chicago legit is down almost to zero again, with but one show remaining in the Loop. *The First Legion*, American Theater Society offering, was originally scheduled to close its engagement tonight, but so insistent has been the demand for seats the engagement has been extended two weeks. The play and Bert Lytell, its star, have proved immensely popular.

End of the month will see the opening of *Three Men on a Horse* at the Harris, and the following day Jane Cowl, in *Rain From Heaven*, opens at the Erlanger as the next American Theater Society offering. *Life Begins at 8:40* is scheduled for the Grand Opera House April 20.

Actor!

PROVIDENCE, March 16.—One frequently hears it said that the future of the theater rests with the "little theater" movement and the enthusiasm of its amateurs. Just what limits their enthusiasm encompassers was demonstrated here several weeks ago when State lawmakers suffered worried headaches while one of their members strutted his stuff behind the footlights.

A momentous legislative problem hung in the balance up at the marble-domed building on State House hill. Behind closed conference room doors Republicans and Democrats wrangled and fought. Then out of one of the doors slipped Senator Fred Broomhead, Republican, headed for the Barrington Town Hall, where he was slated to enact the role of Dr. Haggert in the Barrington Players' production of "The Late Christopher Bean." Before his absence was noted by his colleagues of the Legislature Senator Broomhead was donning his makeup, and, despite appeals, threats and other persuasive arguments hurled at him, he refused to return to Providence until the show was ended.

Loew's Chi Move Deemed Only Bluff

CHICAGO, March 16.—Announcement in the dailies here this week that Loew's, Inc., is to invade this territory with 18 new theaters is looked upon by most exhibitors as simply a part of the Metro-Goldwyn-Mayer Corporation's plan to whip into line those theaters that so far have refused to sign film contracts with terms as demanded by MOM.

For several months a large group of theater owners have stuck together and refused to accede to MGM's demands on percentage and preferred playing time, practically blocking their selling program for Chicago. Neither side has budged, resulting in these theaters doing without MGM pictures and the film company losing considerable revenue. Rumors have been prevalent for some time that the film company would buck the rebellious exhibitors with theaters of their own, but nothing definite had occurred until representatives of Loew's spent several weeks here and, according to reports, have been quietly taking up options on desirable sites. This report is branded by exhibitors as just publicity for the MGM cause.

They point out that Loew has an agreement with both Balaban & Katz and Jones, Linick & Schaefer not to put up competitive houses in neighborhoods where these two interests operate, and as Balaban & Katz have numerous houses located in every desirable community here, there are few if any places Loew can build without being in competition to them.

One prominent independent theater operator, not affected by the dispute, said: "I doubt whether Loew will even build one theater here, much less 18 of them as threatened. You cannot build a thousand-seat house here for less than \$200,000 and 18 of them would mean an expenditure of \$3,600,000. It is ridiculous to think that this amount of money would be spent to bend a group of exhibitors to the producer's will when the money involved in revenues is but a small portion of what it would cost Loew's to gain its point. It just doesn't make good sense and it would be very poor business judgment on Loew's part."

According to announcements given out by the Metro-Goldwyn-Mayer offices here, \$50,000 has been spent on options for sites within the past six weeks, and engineers and architects are already here working on plans for the theaters, which are expected to be started in two months. In the meantime the insurgent exhibitors whom MGM desires to spank are sitting tight and watching for the next development.

CHICAGO, March 16.—David Bernstein, vice-president and treasurer of Loew's, and Louis K. Sidney, production manager, have been in Chicago with engineers and architects surveying sites on which Loew's is said to have taken options and the information has been given out that construction of the first houses is expected to begin in 60 or 90 days. The company's program is said to contemplate the acquisition and remodeling of some independent outlying houses, as well as the construction of new theaters.

Sunday Shows Seen in Pa.

House to vote soon—Vermont also considers them—blue laws going

HARRISBURG, Pa., March 16.—Sunday shows in Pennsylvania will soon be a reality if present indications come thru. A bill calling for municipal referendums on the question was reported out of committee in the State House of Representatives this week, and it is expected that action on the floor of the House will take place either Tuesday or Wednesday. The bill was authored by Representatives Louis Schwartz and Charles Melchiorre, both of Philadelphia.

Early passage is predicted, despite the fact that Governor George Earle and the Democratic State organization are unwilling to have anything to do with the measure. The governor says his tax program must take precedence over everything else, but is taking a neutral stand on the abolition of the old blue laws. Some opposition is also expected from representatives from the rural sections, but it is believed that the local option angle in the bill will satisfy them.

At the same time New York is voting on the question of allowing legitimate stage attractions to open on Sundays, also with a local option clause. Films and other forms of entertainment have been allowed in New York for years.

The Pennsylvania bills include all entertainment branches.

BURLINGTON, Vt., March 16.—Liberalization of Vermont's Sunday blue laws seems likely in the State's larger communities following March elections in 1936. A bill providing local option on Sunday movies having passed the State Senate by a large majority is now awaiting the signature of Governor Charles M. Smith. The measure permits shows between 6 p.m. and 11 p.m. if so voted.

Olive Olsen Signed For Milwaukee Show

CHICAGO, March 16.—Olive Olsen, comedienne, who closed a week's engagement at the State-Lake Theater yesterday, has received confirmation of two summer contracts. Late in April she will be one of the featured players in Robert Henderson's all-star dramatic festival, which is an annual event in the Wisconsin metropolis. She also has been signed by Laurence Schwab to be featured in the revival of three Broadway successes at the St. Louis Municipal Opera. Miss Olsen was starred for several seasons in Schwab's *Good News* and *Follow Thru*.

CARDINI

This Week's Cover Subject

CARDINI has been in the show business for 17 years, playing, during that time, all over the world. In 1933 he was chosen for the Royal Command Performance for the King and Queen of England and more recently appeared twice before President Roosevelt and once before his Cabinet.

When the Palace was the key spot of big-time vaudeville Cardini played there six times. Last season he was held over for seven months at the Casino de Parco, New York, the only performer to have that record. He is now playing in vaude with the Casino show.

Cardini is noted for his cigaret, card and billiard ball routines. His performances are marked by an excellent delivery style that sets him off among magicians.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 38 and 37) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

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Penn Gets Theater Bars

HARRISBURG, March 16.—The State House of Representatives this week passed a bill legalizing bars in theaters and other places of amusement, thus putting one over on New York, which has for long looked on Pennsylvania as a home of the blue laws. New York theater owners have been dickering for bar permission for the past year, with nothing doing on it yet. The best they could get was a promise that maybe next year the okeh would come.

Princess YVONNE
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HOME OF THE COLLEGE INN

Major Bowes Leaves MGM

NEW YORK, March 18.—Coincidental with his taking over of a new commercial radio program on NBC for the Chase & Sanborn coffee night period, Major Edward Bowes resigned as vice-president of Metro-Goldwyn-Mayer, an office he has held for the last 10 years. He retains his position as managing director of the Capitol Theater and also continues his Sunday morning Capitol Theater broadcasts on the NBC-WEAF network.

With his resignation from MGM, Major Bowes relinquished his Tuesday night amateur program on Station WHN, which is a Loew's, Inc., subsidiary, as is MGM. Louis E. Sidney, Loew's production head, takes over the directorship of WHN, which will continue its now famous amateur show, with J. C. Flippen as master of ceremonies, while Fred Raphael, who was assistant to Major Bowes on this show, remains in a similar capacity to Sidney.

In connection with his new duties as emcee of the Chase & Sanborn amateur hour, which starts next Sunday night and replaces the condensed operatic versions, Major Bowes has taken office space with NBC, where he will receive applications from amateur talent. Chase & Sanborn have arranged a grocer tieup on voting cards for listeners and phone-call votes will also be received, but each week these will be localized to certain territory only.

Major Bowes gave out a short statement anent his resignation in which he said: "I have found it advisable to relieve myself of some of the many business obligations I have had for so many years. By resigning as vice-president of MGM I will have much more time to devote to my other business activities."

It is presumed that Louis E. Sidney stands a good chance of being elected an MGM vice-president to succeed Major Bowes.

in the resolutions are proposals to limit income and to stagger work, and since those musicians now working would come under this classification, another meeting, next Thursday (21), at midnight, will be held. This will enable the various radio and theater men to attend.

A local member stated this morning that, besides this get-together, another meeting, to be held in secret, was to take place Tuesday (19), at which the working musicians planned to take steps opposing passage of the resolutions. The resolution concerning limitation of income has several subdivisions pertinent to the main objective. Another proposal calls for two orchestras in certain types of theaters, in lieu of the one now used. Another is to outlaw single dates for steady workers. Others contain stagger proposals.

The by-law change altered the wording of a rule which said that paid board members could not "compete" with union members in seeking or obtaining employment. In order to avoid confusion the wording was made unequivocal.

PICKET WAR

(Continued from page 3)
the public against fires. It will also stress the angle that it is a bona-fide AFL union and that Allied and Empire are "company unions."

Empire State union, which was purchased by Local 306 under the Harry Sherman regime but was promptly enjoined from a merger by a court injunction, is picketing houses using Local 306 men. This is the first time Empire has done picketing in months. Allied, of course, is also picketing Local 306 spots. Local 306 is already picketing about a dozen houses and aims to expand the activity to cover 100 houses before long.

Harland Holmden, international vice-president in charge of 306, has notified the membership that every unemployed member will be given picketing duty and that employed members will have to give up one day's work to the jobless. This stagger plan goes into effect next week. Meanwhile members employed in Loew and RKO houses have organized against the plan and met yesterday to voice their objections.

AMATEURS SWEEP

(Continued from page 3)
the network broadcasts. The contest winner gets a "guest star" appearance on the Peenamin broadcast at \$100 and also a date at the Academy of Music here. The first local winner, Jacqueline Allen, singer, played the Academy two weeks ago and was held over.

Entire exploitation expense is carried by Peenamin, with A. S. Hardin, of the William Esty ad agency, handling details. Theaters' obligation is to plug the tieup and play the amateurs. Skouras houses report a sharp increase in business on amateur nights. The Academy has been averaging a \$650 business spurt Thursdays when it runs its Peenamin amateurs. Not only that, but it has 400 applications from amateurs that it has not been able to reach as yet.

In addition, the Peenamin people are sending out their radio program as a unit to play six local houses beginning Saturday, with three Philadelphia houses to follow. Houses are Academy, Park Plaza, Crotona, Rivoli in Hempstead, State in Jersey City and Fox in Hackensack. Also the Tower, Nixon and Roosevelt in Philly. Ray Perkins, Harry Von Zell and Arnold Johnson's Orchestra are in the unit, which plays the evening performance in each house, with no cost to the theater.

Warner's tieup in New Jersey involves 30 houses running amateur eliminations in a hookup with the WOR chain's Fischer Baking Company nightly broadcasts. All the 30 houses are straight picture spots except for the Ritz, Elizabeth. The Branford in Newark has been picked to run off the finals beginning April 1, with Gus Edwards staging them. Bob Paskow, of the Warner Newark office, is handling details.

POP MUSIC

(Continued from page 3)
tax on remote point sustaining programs here and the shift of the plug to out-of-town points, difficult angles may crop up to rearrange the status of the committee on the unfair trade practice beat.

As soon as the music industry has its CA set up it will have the co-operation of the Radio Broadcasting Industry Code Authority, which has a clause touching on bribery of artists to play songs, the broadcasters having the power to dismiss artists accepting bribes in any form to plug specific tunes.

Sunday Bills Move Up

ALBANY, March 18.—The Berg and Neustein Bills, in the Senate and Assembly, respectively, moved up a couple of pegs this week, with a final vote expected Tuesday or Wednesday. They would allow for local option on the question of Sunday legit shows, at the same time guaranteeing the actor at least one day off each week. They have both been reported out of their respective committees and each has reached its third reading on the floor.

Chances for Sunday shows at last seem bright. All forces in the theater supported the bills with the exception of Equity, which waged a single-handed war against them.

Vallee May Play at CNE

NEW YORK, March 18.—Before sundown today probably the biggest deal in the musical end of fairdom will be consummated, which will take Rudy Vallee and his Connecticut Yankees to the Canadian National Exhibition in Toronto for its annual two-week run, starting on August 23.

Special Talkie Theater For Hard-of-Hearing

CHICAGO, March 16.—Chicago is to have what is said to be the first special talkie theater for hard-of-hearing people, of whom there are 30,000 in the Windy City. The Punch and Judy Theater, which has had a varied career and has been renamed the Sonotone Theater, is being converted to this new use. Every seat will be equipped with a new hearing device known as the Lieber oscillator, no larger than a domino but which when placed against any part of the face or skull enables the person to hear.

Dr. Hugo Lieber, inventor of the device, will come from New York to be present at a banquet at the Congress Hotel in his honor before the opening, which will take place March 22.

AIDS TO

(Continued from page 3)
sary for all members affected by possible rulings to attend the meetings. Included

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Read and take. Join at once. Week-stand Rep. Show. Long season, sure money. No advance. Address **JACK HART'S COMEDIANS**, Fortman, Ark.

WANTED

MED. SHOW PERFORMERS who can cut it. Those doubling given preference. **WANT** Black, Straights, Musicians and all useful people. Full-time, Ala., next two weeks, then Tuscaloosa, Ala., for one month. Make it snappy and salary no object. **DR. COY D. HAMMOCK, Sulligent, Ala.**

FOR SALE—New Khaki Round Top, 35x70. Decorated, Ball Ring Style, 8' Wall, treated; 100 Folding Chairs, 5 leather Blues, Stakes and Poles. Complete outfit \$250.00. Also 1-1,900 Watt, 110-Volt Kohler Light Plant, like new; 3 Model T Trucks, Talking Equipment and one week's program Pictures, sound-on-film. Selling on account a/c. Write **DR. WM. BRIGHTON, Box 232, Huzzo, Okla.**

WANTED, Useful People

Young Team, Single Men, as cast, double Sax, Trumpet, Guitar, Violin, Novelty Specialties. **WANTED**—Mental Act. Agent who can sell Merchants Shows in Texas. **WANT** Toby Scripts. **GOFF'S COMEDIANS, Tent Theatre, Burnet, Tex., March 21-22-23.**

ATTENTION! SAM FOX

Get in touch with **WEST MICHIGAN FAIR ASSOCIATION**, Grand Rapids, Mich., immediately.

AT LIBERTY—WOMAN, General Business, Charactery. **MAY, Lead, General Business, Sax, Lead Orchestra, Quartette. FOR SALE**—New Stage Trailer, 10x21; 200' Sidewalk, Piano, Stakes, Poles, Blues, **IDA McCOLM, 1100 1/2 W. Main, Okla. City, Okla.**

PHOTO POST CARDS
\$195 8x10 LOSSY #40105-1235 per day
50% WITH ORDER, BAL C/O
GRAPHIC ARTS PHOTO SERVICE, 37 W. 42nd St., New York, Ohio

THRU SUGAR'S DOMINO

BROADCASTING stations have not made conceivable progress in what could not be otherwise than sincere attempts to do away with long-winded commercial announcements. A situation that from certain angles was analogous pertained in the film industry before the boycott forces pulled their guns into position. For years General Will Hays made solemn pronouncements about clean films and clean advertising. The codes of ethics and morals drawn up at various times and subscribed to by the companies lined up under the MPFDA banner read well and sounded beautifully when recited at women's club meetings. But Hollywood went blithely on, turning out product in accordance with its own code and used General Will's sweet-sounding ukases to display before schoolmarm and Rotarians who thought while they were making the Cook's Tour that they were really seeing the inside of picture production. But that was before Joe Breen was hustled into action—and before Breen proved to the studios that he likes kidding only in its proper place.

Stations haven't the same control over sponsors as Hays is supposed to have over Hollywood. The relation between a sponsor and a broadcasting company is not vastly different from that of an advertiser and a newspaper. A station or a system of stations combined in a network can lay down rules, but when certain of these rules interfere with revenue the rules give way to the gent who makes dividends possible. Sponsors are behind long-winded announcements and this responsibility cannot be shifted to the stations because stations exist to serve them. Without sponsored programs radio would be a barely perceptible speck on the American scene. Sponsors have made the radio industry but unless they refuse any longer to be misled by promotion-crazy crackpots they will by themselves destroy one of the strongest merchandising adjuncts conceived in modern commerce.

Despite the fusion of science and industry, in broadcasting we will have to deal always with the human or unscientific equation. Sponsors are inferred to be so much enthused by their product that they lose almost entirely the objective viewpoint. Their plugs sound to them like sweet music. To the listeners in these silly, bombastic speeches and dialog by announcers who betray their insincerity by synthetic enthusiasm or by radio actors appearing in commercial sketches are disgusting and react against a product. A sad situation when it is considered that many millions of dollars are spent in radio advertising. A sadder state of affairs when what is intended as a sales stimulant actually cuts into sales. Not vastly different indeed than depositing money in a bank, losing it thru the failure of the bank and being sued by stockholders along with the other suckers.

Drawn-out commercial plugs are derived—according to statisticians—to the extent of 90 per cent from the desire of the sponsor to corral entrants in a contest. As to whether contests are basically sound as a medium for promoting sales is a moot question. One smart agency man can summon up many points to support his contention that contests are the strongest factor in radio merchandising. So can another smart advertising man seem to prove the contrary. Of all the professions, advertising is, if not the most, at least one of the most garrulous. It does seem, at times, that the boy who talks the most and can rattle off the greater number of figures—false or otherwise—in a set time brings home the bacon.

Whether contests are sound or whether they are treacherously destructive or are faced with the proven fact that there are in our great country today more than 250,000 professional contest entrants. Since most contests require the purchase of only one package or article, the big returns are not necessarily of lasting sales benefit to the sponsor. But the pulse beats fast when orders come in fast, and if it happens that an approximation of the original pace is sustained due to a number of causes, the contest—thanks to the glib tongues of its creators—grabs all the credit. There is also the undeniable

fact that most contest sponsors buy newspaper and periodical space. The genius hasn't yet been born who can convince all and sundry that his figures are reliable if they pertain to a breakdown of results between simultaneous radio and newspaper advertising. It hasn't yet been done successfully, and we doubt, except in isolated cases, whether it can ever be done. Isolated cases are not acceptable as scientific data. Any schoolboy knows that.

So the contests go on and sales are supposed to be based on bigger and better contests. . . . Visualize that situation and try to predict where commercial radio broadcasting will wind up. Government control and regulation will be unnecessary if the sponsors do not change their methods. The sponsors will gab themselves out of broadcasting and many of them out of business, too.

Commercial announcements, it has been proven, can be pleasing and efficacious. Sponsors should look upon radio as an adjunct to institutional advertising in printed media. Radio, in its larger aspects, cannot successfully over a long period of time accelerate the movement of package goods over the counter thru contests. Certain sponsors have already found this out, but, unfortunately, their sad experiences are not wisely publicized. Which makes it easier for new suckers to fall in line almost every day. And adds further to the disgust of the general public with commercial broadcasting.

THE NRA, the code authority of the film industry and exhibitor organizations might have made considerable progress in a co-operative effort to promote fair competition. But there are still in evidence startling cases of exhibitors who don't know from nuthin' but the desire of taking in the shekels today—and let tomorrow take care of itself. In *The Billboard* have appeared items from time to time concerned with "bargain" shows. But the Bronx Opera House—in the Bronx, New York—takes the cake. It offers five acts, two features, a cartoon comedy, new reels and an amateur contest—all for 15 and 25 cents evenings. Congratulations to a great showman!

Radio might be slowly killing itself by permitting an excess of commercial plugging, but it is certainly building up a terrific and valuable audience with its clever and timely exploitation of speeches of political figures, such as Father Coughlin, Huey Long and General Johnson. This is the stuff that gives newspaper publishers the jitters. The newspaper is, after all, a flat plane of type and white space. The radio speaks to you in your home or club or office. When these gents yell into a mike and when many millions listen with rapt attention to their words the newspaper becomes, momentarily at least, as flat in appeal as the hometown belle to the boy who made good in the big city.

Radio needs showmanship and it frequently employs it to an admirable degree. In this connection President Roosevelt has done more for radio than all of the Benny, Cantor and Pearl scripts. Listening to the President's freestyle conversations broadcast over the air is an experience vastly different from reading the verbatim report of his speech in next morning's paper. So different that only a discriminating few seek the newspaper version and then only for editorial comment and, possibly, interpretation. But radio takes care of that, too. It has such commentators as Ed Hill and John Kennedy, who take care of the situation admirably.

TO THE newspapers spread all over the country that print film and vaude reviews handed out by press departments of theaters and circuits, it might be suggested that they are hurting themselves and their "accommodating" advertisers more than unimaginative advertising managers would have their publishers believe. We acknowledge too readily the generally low intelligence of the American public. But this lack of gray matter is not consistent or constant. Even a congenial idiot is shrewd about certain things. Did you ever try in a moment of sadistic clowning to short-change the town idiot? If you did you would know that he was the one who laughed last. That's about the way it is with Mr. and Mrs. Very Ordinary Person. They expect reviews to be unfavorable once in a while. Ethical newspapers have educated them to that. They want to know the truth and even if they aren't over-intelligent, they can recognize more readily than some of the erstwhile pants pressers in Hollywood a picture that appeals to them.

Newspapers can utilize means other (See *SUGAR'S DOMINO* on page 15)

The Broadway Beat

By GEORGE SPELVIN

THE Radio City Music Hall has a two-fisted uasher in George Coyle. . . . He copped the flyweight championship in the Golden Gloves tournament. . . . A vaude act around the East works under the billing of Constance Sisters and Bennett. . . . How about it, Connie? . . . Benny Burke, of the Curtis & Allen Agency, and Dave Apollon's manager got some newspaper publicity by looking for two Eskimo (or do you insist on Esquimeaux?) chorus gals. . . . Aren't the line kids frigid enough without looking for ways to make it worse? . . . And what about those two Eskimo lasses who do the cooch in *Petticoat Fever*, legit's candidates for the idioley crown? . . . The only trouble is they aren't Eskimos. . . . Ken Behr, who was made city airport official by Jimmy Walker while the latter was mayor, and who was ousted by LaGuardia, has had his job restored by court order. . . . He'll have the past year's salary paid to him—and it's over \$5,000. . . . Behr, an aviator and war veteran, formerly managed theaters for the Loew Circuit. . . . Press-Radio sent out a special news bulletin on the death of Richard B. Harrison ("de Lawd"), who held forth for five years in *The Green Pastures*. . . . The WMCA inquiring reporter stopped in front of the Bond Building Wednesday, and a mob of layoffs almost crushed him trying to gratify that craving to broadcast over the radio—even free. . . . Bill Miller has joined the Curtis-Allen office, handling their indie vaude department. . . . Sam Schatz, Loew p. a., marched up to the altar recently with Doris Horowitz. . . . Sam G. Harris will do the casting for John Clement's new picture for Universal, to be produced at the Irvington (N. Y.) studios. . . . William Hargraves studied to be a lawyer, but became an actor just before his bar exams. . . . Louis K. Sidney smokes at least a dozen cigars a day—hand-made specials from Tampa. . . .

Broadway 24-sheets are back to their normally diversified series of advertisers. For approximately a year following the return of legal beer exactly 50 per cent of every series of 24-sheets (both building-top and other billboards) was beer and brewery ads. Two out of four, four out of eight, etc., was the strict average. Now there is hardly a brewery on the boards. Yet there are no vacancies. The same average held good on upper Broadway, as well as in other spots around town.

Howard S. Cullman's recent talk on Popular Art and Profits is the best exposition of the realistic exhibitor's views that Mr. Spelvin has yet heard. . . . He hit it on the head when he said: "It is futile and even unjust to expect the producer to create films on an artistic level which his public neither understands nor wants." . . . The water-tower of the Palace reads: "B. F. Keith's Theater." . . . But directly below, on the north wall, a sign says: "REO Palace. The greatest stars and stories in the finest motion pictures. Complete change of program every Saturday." . . . The programs, in case you care, change Fridays. . . . But, saddest note of all, the sign has no mention whatsoever of vaudeville! . . . Will Hays, the film chief, was like any other paying customer a week ago Sunday night at the Radio City Music Hall. . . . He was among the many lobby standees for Roberts—until W. G. Van Schmus, the house's boss, came out to give him de luxe service. . . . Of course, the other lobby standees didn't get the service—or Van Schmus. . . . Incidentally, the gobs are getting uppity. . . . Two sailors were spotted with their gals in the reserved-seat section of the house. . . . Len Spieglegass and Allan Rivkin co-authored *I Wasn't Born Yesterday*, the true story of a burlesque queen, which is among current tomes.

Chicago Chat

By NAT GREEN

NOT MANY of us have seen—or heard—a harpsichord, an unusual instrument that dates back almost as far as some of Eddie Cantor's puns. . . . But on April 3, for the first time in America, four harpsichords will be heard in a single concert, commemorating the 250th anniversary of the birth of Johann Sebastian Bach, famous composer. . . . A viola da gamba and a flute, both string instruments of the Bach period, also will be heard. . . . Ruthe Farley, organist at the Chicago Theater, leaving soon for a vacation in California. . . . Leonard Keller, "tone poet," launched a new song this week which he composed in collaboration with Lew Handman. . . . *Never Saw the Light of Day* is the title and it's a number that more will be heard from. . . . Pretty Shannon O'Dea, lecturer on girl shows at the late World's Fair, is making use of her talents on the Life show at the Million-Dollar Pier, Miami Beach, Fla.

What well-known rialto character has been wearing a gorgeous "shiner" as the result of a kidding match with what vaude artist? . . . Jess Hawkins, band leader at Merry Garden ballroom, is a versatile guy, having played in vaude, minstrels, stock, burlesque, and in his younger years he was a balloonist. . . . "There was money in the balloon game in those days," he says. . . . "They used to pay \$200 to \$500 for a single ascension, but today a balloon jumper is lucky if he gets \$25 to \$50." . . . Wes Adams, platinum-blonde dancer in the Continental Room of the Stevens, is a Chi boy, an N. U. grad and speaks five languages. . . . His exotic partner, Lisa, hails from New York. . . . Wonder what has become of Nellie Smith, sister of the late Roy D. Smith, of Royal Scotch Highlanders' fame? . . . Odd McIntyre, New York columnist, usually accurate, stumbled a bit when a few days ago he recorded that Clyde Beatty has "left the big circuses to join a small show" and that Dorothy Herbert will do the Beatty animal act on the H-W show. . . . Clyde has joined Cole Bros., which is far from a little show, and Dorothy will not do the Beatty act anywhere, but will do her superb riding act with the Ringling-Barnum show as usual.

Eleanor Holm, beautiful singing wife of Art Jarrett, College Inn batoneer, blossoms out in a handsome and fragrant cape of fresh carnations each night when she steps on the band stand to do a vocal number. . . . The capes are supplied by the Chicago Florist Club. . . . Fashioned of mullin (a silk net) and hundreds of fresh carnations, the cape is very attractive and comely, and the clever promotion stunt gives both sides a break. . . . George H. Procter Sr. (en route Walters, Okla., who adds this P. S. to his letter: "Forty-five years a showman—have traveled many 'highways' with plenty of 'detours'"), says anent a recent item in "Chat": "Some of these celebrities you met in the basement may at some future time be taking their refreshments on a roof garden. . . . can't tell; show business has peculiar angles and curves; 'as ye show, so shall ye eat!'"

That was some party Billy Diamond, veteran agent, threw in his offices in the Woods Building last Thursday to celebrate his 26th wedding anniversary. . . . Refreshments galore. . . . Party had a 110 per cent agent attendance and the phone didn't ring for two hours, because all the agents were there. . . . The windup of the celebration was a private party given at Chez Paree by Diamond for 14 of his friends.

SQUAWKS CENSOR PROGRAM

WHIO Going Strong At Age of 1 Month

DAYTON, O., March 16.—WHIO, youthful outlet whose claim to daylight is one month or a little more, boasts of 22 local accounts, exclusive of its National Broadcasting Company network commercials as a basic NBC station. Spot broadcast programs range from Frigidaire Corporation, with half-hour period each Monday night featuring the Dayton Philharmonic Orchestra, to spot announcements. Dayton Power & Light Company also has a half-hour weekly period, using a large orchestra and singers.

NBC chain programs carried by the station include General Electric, Maybelline, Wrigley's toothpaste, Hoover Scentines, Armco program, American Radiator, Pitch hair tonic, Dr. Lyons' tooth powder, Bayer aspirin, Pontiac motor cars, Dr. Miles Laboratories, Firestone tires, Texaco, Standard Brands (Mary Pickford), Coty, Inc., Chalmers, General Foods (Show Boat), Citrus Service, Coca-Cola and U. S. Tobacco Company.

Saturday night feature is a half-hour dramatization of the Sunday edition of *The Dayton Daily News*, owner of the station. About 20 members of the dramatic staff take part in the program, which plugs the feature of the magazine section or re-enacts a version of something in the day's news. From the "showmanship" angle WHIO has all of its control engineers dressed in special uniforms, gray palm beach coat, with red letters announcing WHIO on each lapel. On remote pickups the uniform is a "must." Page boys are on the Radio City order.

P. & G. May Retain "Gibsons" for Years

CINCINNATI, March 16.—Indications are that Procter & Gamble, soap makers, intend to keep their radio show, *The Gibson Family*, on the air on a long-time basis, with an aim to institutionalizing the show a la Show Boat or Fleischmann-Vallee programs. Program, which goes to Sunday nights on NBC March 31, as previously reported, is set until June, with a meeting due on the part of the sponsor within the next fortnight to determine budget requirements for advertising. This, it is said, is one of the items to be covered.

Show has climbed steadily, ranking No. 7 now in the survey ratings of the 18 full-hour commercials now on the air. Expectation is the position will go up when the program gets a better time on Sundays.

P. & G. started a series of spot announcements March 15 in connection with *The Gibson Family*, letter writer winners to get either cash awards or an annuity.

Whiteman Is Honored On 20th Anniversary

NEW YORK, March 16.—Leading band leaders in town gathered at Jack Dempsey's new restaurant Thursday midnight to honor Paul Whiteman's 20th anniversary as a leader and otherwise pay tribute to the King of Jazz for his unprecedented contribution to American popular music and also to the standards of the average dance musician's salary and competence.

Rudy Vallee acted as toastmaster, and among those present were Jack Benny, Lou Holtz, Fred Waring, Abe Lyman, Rya Noble, Victor Young, Ozzie Nelson, Andre Kostelanetz, Glen Gray, Hal Kemp, Xavier Cugat, Johnny Green and many others. NBC-WJZ wire was available for a half-hour. J. Walter Thompson radio execs were also present and Helen Jepson, the only woman guest.

CBS Reissues Rate Card

NEW YORK, March 16.—Columbia Broadcasting System has amended its rate card (No. 20) to include CBS facilities in Chicago, where WBBM will have 50,000 watts after April 1 and synchronizes with KPAB (Omaha-Lincoln) at night. No rate changes are involved.

Coast Gal to N. Y. For CBS Audition

NEW YORK, March 18.—Virginia Verrell, Coast ballad singer, heard with Raymond Paige and David Brockman on the CBS California Melodies program, arrives here today for an audition requested by a national oil sponsor.

Trip of 3,000 miles arranged by Columbia Artists' Bureau is said to have resulted from numerous inquiries and interest evinced by agency men who heard recordings of her broadcasts. CBS is ready to go hook, line and sinker on a buildup for Miss Verrell.

CBS Midwestern Staff Changes

CHICAGO, March 16.—Donald W. Thornburgh was named assistant to H. Leslie Adams, vice-president of the Columbia Broadcasting System, in charge of the Western division, this week. Thornburgh received his promotion from the sales department, where he has been active for four years. He was for a number of years sales manager of the Kitchen Maid Kitchen Equipment Company, of Huntington, Ind., leaving that position in 1929 to enter radio as Western manager for Ida Bailey Allen's *Radio Magazine of the Air*. He joined the CBS sales department in 1931.

Leonard Erikson, head of the CBS sales department, announces the promotion of Richard C. Elpers, former sales promotion head, to a position in the CBS sales department. Elpers has been with the sales promotion department of Montgomery Ward & Company and Vanderhoff Advertising Agency, and joined CBS in 1930.

Cecil Widdfield has returned to CBS to organize and head the WBBM Sales Service Department. Author of many popular shows, including *The Specialists*; *Hook, Line and Sinker* and others, he was continuity head of WBBM-CBS from 1930 to 1932, later becoming associated with Bob White Productions, Inc., and the H. W. Kastor Advertising Agency.

C. D. McMillan, formerly with the advertising department of Sears, Roebuck & Company, joined the CBS continuity staff March 15.

Gilmore Oil Returns To Don Lee March 22

HOLLYWOOD, March 16.—Gilmore Oil Company, one of the first Western accounts to go on the air, returns to the air on the Don Lee net March 22, using a program titled *Strange As It Seems*, based on the syndicated John Hix newspaper cartoon. Program will be on 11 stations, three times weekly, with a newspaper campaign backing up the air show.

Raymond E. Morgan built the program. Campaign is to sell Red Lion gas.

Major League Baseball on More Stations This Year Than Last

NEW YORK, March 16.—Major League baseball broadcasts will be on more stations in the key cities concerned than last year, according to present indications. Majority of the league cities will be getting the reports of their local teams' games. New York City, with the Giants and Yankees, is not on the list, the club owners putting thumbs down on the proposals. At the same time NBC and CBS have announced extensive sport schedules for spring and summer sport broadcasts.

Following list of stations and cities expected to have the broadcasts is tentative and not definite. Chicago on WCFB, WGN, WBBM and WJJD. Cincinnati, where Powell Crosley Jr., owner of WLW and WSAI, also owns the teams—WFBE and WSAI. Cleveland, not set,

WMCA Takes Off Birconjel Show When Protests Flood the Mails

One woman started the ball rolling by communicating with Federal Trade Commission and various religious bodies—show itself not objectionable in treatment

NEW YORK, March 16.—Outside interference and objections, similar in nature to the anocracy that brought about the clean film crusade and censorship threat last year, stepped into radio this week and forced a commercial program of WMCA. Account involved is Birconjel, feminine hygiene product. Important issue involved is not the loss of the commercial itself, but rather the factors that brought about the decision of the station management to discontinue the series. It is quite possible that regardless of the merits of the case, pro and con, a precedent will be accepted, or forced, leaving radio wide open to the dictates of blue noses. That is, even more than it is now.

Cantor Off April 28; May Return in Fall

NEW YORK, March 18.—Eddie Cantor and Rubinooff go off the air for Pebecco toothpaste on April 28, the 13-week contract being up then and Lehn & Pink coming thru with no renewal.

Sponsor and Cantor have a contract which tentatively calls for Cantor's return in the fall, but either side has the option to cancel provided due notice is given in advance. Cantor plans to go to the Coast to make a picture.

WOR Sells Two More Transradio Periods

NEW YORK, March 16.—WOR has sold two more of its daily Transradio 15-minute news periods, leaving but one broadcast per day unsold, clear across, and half of another unsold. All these accounts have come in within a short time.

New customers are General Mills, for Cal-Aspirin, which is taking the noon broadcast for two weeks, then shifting April 26 to the 5-5:15 p.m. spot. Garnet Marks is the announcer. Blackstone cigars (Waitt & Bond), starting March 24, gets the 11-11:15 p.m. period of Transradio, starting the first week with four broadcasts and then dropping Sunday to take Monday, Wednesday and Friday. Announcer is not set, but will probably be Arthur Hale. Mennen's and Fischer Baking Company have the 8-8:15 a.m. periods, each taking alternate days.

Station expects to have its complete news broadcasts sold within the fortnight.

Antry to WHAS

CHICAGO, March 16.—Gene Antry, for four years on WLS here, and at present making personal appearances with his own show, "Gene Antry and his Round-up," will go on WHAS, Louisville, five times weekly starting next Tuesday. Programs will be on the air at 12:45 p.m. and will last 15 minutes.

FCC Assignments; Personnel Switch

WASHINGTON, March 16.—Federal Communications Commission announced this week that Commissioner E. O. Sykes has been named chairman of Broadcast Division and Commissioner Norman S. Case vice-chairman, decisions being made at a special meeting. Anning S. Prall, chairman of the FCC, will act on each division, while Commissioner Thad Brown was named chairman of the Telephone Division.

Division personnel now stands: Broadcast—E. O. Sykes, Norman Case and A. S. Prall. Telegraph—Irvin Stewart, chairman; George H. Payne, vice-chairman, and Mr. Prall. Telephone—Paul Walker, chairman; Max Brown and Mr. Prall.

Order of meetings of the various FCC divisions has been changed also, with the broadcast group convening each Tuesday at 10 a.m.

WHAT IS THIS?

We're telling you about the new

THEATRICAL ART SCHOOLS

section in the next issue of *The Billboard*. In it you will find all the latest news, reviews and items of interest to the DANCE world. Also notes on studio activities in the fields of DANCING, voice, music, dramatic arts and radio technique.

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

ANGELO FERDINANDO
AND HIS ORCHESTRA.
NBC NETWORK.
HOTEL GREAT NORTHERN
118 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.
WRIGHT'S SPERMINT TOOTH PASTE HOUR
DECCA RECORDS
Tour Direction: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

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

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

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

ERNIE ANDREWS AND HIS ORCHESTRA
Broadcasting Via WTIC-NBC.
20th West THE PLAYERS, 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 Vendome, Buffalo, N. Y.
Directions: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

McKINNEY'S COTTON PICKERS
Personal Direction WILLIAM McKINNEY.
Now Appearing OREN HILL, Cincinnati, O.
Directions: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

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



★ EDDIE PEABODY THE INSTRUMENTAL STYLIST
Coming to the
RKO PALACE
New York,
For Two Weeks, Beginning March 29.
Exclusive Direction
SIMON AGENCY,
RKO Bldg., Radio City, New York.

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

Script Shows in High Favor As Strong Selling Programs

Longevity and consistency of their followings prove their worth in the opinion of agencies and clients—strips do the best job rather than weekly serials

NEW YORK, March 16.—Script shows, of the five or six times a week type, taking the same time daily on the networks, are edging back into high favor with advertisers, according to agency opinion. Belief is based on solid selling jobs these shows do, plus the number on Columbia Broadcasting System and National Broadcasting Company now. Further evidence is that several of these strips have been recently bought commercially or started by the chains, with others still in the offing. Both NBC and CBS recently started daytime serials—NBC booking Phil Cook across the boards and CBS a script show by Doctor Rockwell, both early morning periods. In addition, a new Mutual Broadcasting account, Johnson's Candy, starts a strip commercial in April and *Home, Sweet Home*, Procter & Gamble serial, is reported due back round April 4 for one of the P. & G. products.

Advertising reps point to the longevity of various serial programs, from the standpoint of steady selling ability and listener retention, to back this view. Particular point stressed is that few of the strip periods gather any publicity, but yet are effective advertising media.

One change from past records with the serials is that practically all of them are now set as daytime offerings with few evening spots. This is the reverse of the situation a year or so ago, when the better early evening periods were devoted mainly to the serials.

Included in the list of shows are: Columbia—Mrs. Wiggs (Jad Salts), Gumps (Cord Products), Five Star Jones (Mohawk Mills), one for Illinois Meat; Helen Trent and Marie, French Princess, both for Affiliated Products; Skippy (Sterling Products), Jack Armstrong (General Mills), Bobby Benson (Hecker H-O), Myrt and Marge (Wrigley), Just Plain Bill (Kolynos) and Bill and Ginger for Mueller's.

NBC's roster includes, of course, Amos 'n' Andy, Billy Bachelor (Wheatena), Clara Lu 'n' Em (Colgate-Palmolive-Peet), Mary Martin (Kleenex—shifts to Columbia next month); Vic and Sade and Ma Perkins, both for Procter & Gamble; Today's Children (Pillsbury Flour), Buddy and Bob (Gold Medal Flour) and Orphan Annie for Ovaltine. This does not include several five-time sustaining scripts.

Wilson to Midwest

NEW YORK, March 16.—Roy Wilson, of the Columbia Artists Bureau, left today for a trip thru the Middle West for the CBS bureau. He will stop off at Detroit, Cleveland, Columbus, Cincinnati and other important points on band and other talent business.

Original Radio Musical Shows Fail To Create Sizable Hits

NEW YORK, March 16.—Expectations for sheet-music sales stimulus for original songs written especially for radio programs have been disappointing to proponents of the idea. Opinion comes from experiments made with three shows now on the air using new tunes, these being *The Gibson Family*, Sigmund Romberg's show and Otto Harbach's commercial. However, songwriters making these experiments state they feel that another year will change the picture and that writing for radio programs only will eventually be popular composers' biggest source of income.

Music men generally concur in the belief that of the songs so far introduced on the Gibson show, there are several tunes that are potentially best sellers and would be if introduced thru a Broadway show or a film musical. Reason they have not clicked on the air is that Gibson is an NBC show, and CBS is practically set against playing any of these tunes on its network. Coupled with this is the advertising agency opposition, agency angle being that to play a Gibson song is to push another agency and another account even tho that account may not be a rival commercial product. Composers explain, however, that with other original shows in view, it's a question of time before this opposition is broken down.

NBC Compensation Deals 67% Signed

NEW YORK, March 16.—National Broadcasting Company is maintaining its mum attitude on the subject of its new station compensation contracts and outlets signing the new pacts. Other than stating that about 60 of NBC's 88 stations have signed, network officials won't talk.

Trade circles claim that among the sections not yet signed are Cincinnati, Pittsburgh, New England cities and Milwaukee. NBC says that not all the stations have been approached yet. Various chain representatives are still contacting the affiliates.

NBC executives voice the opinion that now all stations will be signed up soon, a year will pass before the actual benefits of the new arrangements will be in full working order, ending the time-clearance problem. Previous commitments of the local stations will bring about this delay, they say.

Radio-Press Survey To Learn Attitudes

NEW YORK, March 16.—A survey of radio-press reactions and relations thruout the country is being made by Howard London, according to network representatives in New York, main purpose of the inquiry being to get an accurate check on the attitudes of stations and newspapers thruout the country. This is the first time such a checkup has been made. Survey is considered timely in view of the forthcoming ANPA meet.

New York network officials were apprised of the questionnaire being mailed to stations when several affiliates asked for advice. London is the compiler of a service sold to stations and ad agencies listing information as to space given radio in papers thruout the United States. This info includes program listings, columns and art work.

Proof that radio still lags as a song sales spurter—for its own songs, that is —is *You and the Night and the Music*—now amongst the best sellers. Song was originally written for *The Gibson Family*, and altho it started off fairly well and was in demand, its progress didn't really start until the authors, Arthur Schwartz and Howard Dietz, put it in their Broadway musical, *Revenge With Music*. Since it went into the legit it has been well plugged, altho not so when on the air, even tho Procter & Gamble and their ad agency, the Blackman Company, removed a credit line that was previously required.

Schwartz and Dietz have already written and introduced on the Gibson show between 70 and 80 songs. However, they have ceased publishing them as in the beginning, further proof of radio's lethargy in the question. Those 70 songs are the equal of about a dozen book musicals or a half dozen revues. Writers claim, however, that despite the extra work radio is better pay, both as to amount and surety.

Situation has a peculiar angle in that while radio killed sheet sales, yet is responsible for those sales that are now obtained, it again is n. g. to sell compositions of its own.

Continental Orchestra Corporation
HOTEL UTIOA, UTIOA, N. Y.
BRANCH OFFICE: 640 Main Street
Buffalo, N. Y.
Exclusive Management
CLIVE SHERMAN
AND HIS RIVIERA ORCHESTRA.
First American Tour.

FREDDY KAY
AND HIS ORCHESTRA.
Nightly Over WHAM,
MARIQUO RESTAURANT,
Rochester, N. Y.

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

LEW REDMAN'S BELLHOPS
TWELVE COLORED RHYTHMICS.

FRANK RICHARDSON
RADIO, STAGE, SCREEN. "THE TALKIES SMILING SINGERS" 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 67th St. at 8 th Ave. Fred Berrens Flying Trapeze Orchestra, Inc., 217 West 67th St., New York, N. Y.	BROADCASTING COAST TO COAST VIA WEAF-WJZ N. B. C. NET. WDRK THURSDAY WEEKLY
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PAUL TREMAINE AND HIS BAND FROM LONELY ACRES

ALWAYS A GOOD REPORT ON CHIC FARMER
Featured Artist SALLY'S FUR HOUR.
Daily 10:30 P.M., WNEV, ABC NETWORK.
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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 SBL TEPPER,
Hotel Governor Clinton, New York City.



Musicians Tax Is Status Quo

No change in situation on \$3 tariff despite a strong dissatisfaction

NEW YORK, March 16.—Situation between Local 802, American Federation of Musicians, and hotels and night spots, with local radio stations in the middle, concerning the local's \$3 remote broadcast tax for each musician, seemed to remain in status quo during the week. Local reaffirmed its position as remaining adamant against repeal of the tax, while the hotel men are just as certain they won't pay. In the meantime, reports say that business is off in some of the night spots as far up as 30 per cent or 40 per cent.

Several bands are broadcasting in spite of the tax, which affects only the New York area. Two of these are Rockwell O'Keefe managed bands, Glen Gray at the Essex House and Claude Hopkins at the Cotton Club. Both outfits are paying the tax themselves, figuring the publicity and audience is more than worth it. The Glen Gray troupe is a co-operative, corporate unit, the tax money coming out of a central fund and not individual musicians' pockets. Scott Fisher from the Park Central is also still being listed in programs.

Report a movement is afoot to get the national musicians' body to favor the tax couldn't be confirmed, with Joe Weber, APM president, out of town.

Another expected development, a so-called protest meeting centering around the orchestra leaders now off the air, also failed to develop. In this connection, many musicians claim that the attitude of the daily press has been opposed to the musicians.

General consensus of opinion is that the night spots will, eventually, give in.

How's Collections?

OMAHA, March 16.—WAAW here has boosted its announcement rates, as one of several policy changes. Period rates remain the same. Under the new deal, the old charge of \$2.75 for minute announcements gets upped to \$3.

WHBY Celebrates 10 Years on Air

GREEN BAY, Wis., March 16.—On March 25 WHBY, Green Bay, the St. Norbert College station, will celebrate its 10th anniversary, coincident with the installation of its 250-watt transmitter. WHBY started out with studios at the college in De Pere, with 50 watts. In 1928 it got 100 watts; the 250 boost in December, 1934.

Rev. James A. Wagner is manager of the station. His first technical contact with the industry came in 1915 and his actual entry was later, as a student announcer. He has kept close touch with developments since then.

Main studios are now in Green Bay, transmitter at West De Pere. Studios are also located at Appleton and Oshkosh, allowing use of more talent than ordinarily available without transportation expense.

Station is a leader in presenting educational programs, several courses from the college being broadcast. Station, of course, includes the customary variety shows on its programs, including sports, music, sketches, etc. Top sport show is the Green Bay Packer football broadcasts.

ABC Status Still a Puzzle; Reported After a CBS Deal

Regional chain of nine outlets along Atlantic Seaboard marking time pending a definite plan of action—Bulova said to be working on CBS' second network proposition

NEW YORK, March 18.—Exact status of the American Broadcasting System, now headed by Arde Bulova, seems to be a tenuous proposition to most of those concerned. Bulova evidently is now definitely the money man with control of the reins. Key outlet WNEW is still feeding programs to eight outlets between Boston and Washington, D. C., but how long it will continue is a matter that Bulova himself seems only to know. Associates appear to be completely in the dark. One thing in connection with cutting out the Western links of the chain is the fact that this idea is more in keeping with the ideas of Milton Blow, who was not in favor of the big chain tieup in the first place. Blow is said to have held out for a more manageable unit such as the current layout.

Chicago Artists in International Revue

CHICAGO, March 16.—The International Week-End Revue, which will be heard over an NBC-WJZ network and rebroadcast by short wave to British Broadcasting Corporation stations on Saturday, March 30, from 10:45 to 11:15 a.m. CST, will feature a number of well-known NBC artists.

The program, originating in the Chicago NBC studios, will include Gale Page, contralto; Ruth Lyon, soprano; Edward Davies, baritone; Harvey Hays, actor and narrator; a mixed octet directed by Cyril Pitts, and an orchestra under the baton of Roy Shield, NBC Central division musical director.

STATION NOTES

Address All Communications to the New York Office

JOHN HEVERLY has replaced Bennett Fisher as announcer on KOMO-KJR, Seattle, Wash., Fisher leaving for Italy February 20 to study singing.

WSM, Nashville, has sent out its first unit, composed of talent from its Grand Opry House program. Bookings include Evansville, Louisville, Chattanooga, Nashville, Atlanta and other Southern cities. Talent includes Uncle Dave Macon, DeFord Bailey, Ken Hackley's Cowboys, the Sweeney Sisters, Dad Wilson's Boys, the Joy White Trio, and Ken Hackley, m. c.

WHO, Des Moines, Ia., using a weekly broadcast from various local high schools, finds similar programs spreading thruout the country. Programs come directly from the schoolrooms and cover the various subjects taught. Program is directed by Francis Robinson, of WHO, and L. E. Waters, music director of Des Moines public schools.

GENE LOFFLER, of WHO, Des Moines, is now production manager of KOIL, Omaha, Neb., replacing Duane Galther, who has joined KSOO, Sioux Falls. Wade Thompson has also left KOIL to go into agency work in Seattle. Margaret Freer has replaced him.

WAAW, Omaha, has added several announcers, including Robert Tyler, formerly at KEEL, Poncaello, and James Douglas, additions necessitated because of the appointment of Ralph Trotter, formerly chief announcer, as program chief. Phyllis Bader, formerly program head, left because of ill health.

PAT M. NEFF, former governor of Texas, now president of Baylor University, was on Southwest Broadcasting System last week to plug the 1935 Texas Centennial. Varisitonians, Baylor students' orchestra, which will shortly get an SBS sustaining spot, on the program, too.

WHIO, Dayton, O., has increased its 15-minute daily broadcast from the criminal division of the municipal courtroom to a half hour, due to the success of the show. Chuck Gay, radio editor of The Dayton Daily News, owner of the station, handles the mike, which is taken to all spots in the courtroom.

LOUIS LARIME, chief engineer of Station WJBK, Detroit, for the last four years, has resigned to become district supervision technician of Jam Handy Motion Picture Service, commercial producing company.

JOHN REESE, staff pianist of WROL, Knoxville, has been made program director at that station. Bob McConnell, brother of Smilin' Ed, will become an announcer.

ROSS WALLACE, formerly of Wallace's Farmer, has joined the commercial department of WHO, Des Moines.

WSM inaugurated on March 25 a new morning feature called Good News, presenting household tips by Joyce Bright, interior decorating authority. Claude Sharpe, tenor, and Leon Cole, organist, are also on the program.

AMERICAN PACKING COMPANY, sponsoring Harry Plannery's news talk on KMOX, St. Louis, has added a letter contest to the series. Prizes go for the best letters on subjects of national interest.

WDSU, New Orleans, had several special Mardi Gras broadcasts for local listeners who couldn't get to see it.

MABEL GRAN-ULSAKER, dramatist; Elsie Smith-Parker, novelist, are now on KPYE, Bismarck, N. D., doing a comedy skit, *Jane and Jennie*. They are also on KCOU, Mandan, N. D., every Saturday night. Mabel Gran-Ulsaker starts a tour of Northwestern schools and colleges soon, playing *Macbeth*.

SIXTEEN CITIES within the area of WBIG, Greensboro, N. C., are sponsoring good-will programs on that station. Latest show was thru the Merchants' Association of Albemarle, N. C.

GREAT ATLANTIC AND PACIFIC TEA COMPANY has signed for time on WBT, Charlotte, N. C., presenting Albert Chasson and Jolly Bartlett, two-piano team, and Hank Smith three times weekly.

ANNOUNCERS of KMOX, St. Louis, recently defeated spiclers from KWK, St. Louis, in a basket-ball game. Score, 31-24.

WCCO, Minneapolis, booked, among others, these acts to the recent Northwest Auto Show: Genevieve Naegle, soprano; Walter Mallory; Fels Foursome with Arline Johnson; Crinoline Trio; Ham and Jim, banjo team; Bob-o-Links and Antoinette Bargquist, coloratura soprano. Al Sheehan, manager of the station's artists' bureau, handled production for the entertainment.

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

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

RUDY BUNDY
Now Playing CASA MADRID, Louisville. Broadcasting Nightly Over WHAS, Featuring MARLINE OILBERT.
Personal Management E. D. PERKINS, 7418 Dallenbaugh Ave., Cleveland, O.

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

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

New Peruna Show

CHICAGO, March 16.—The Westerners are starting a new Friday night show for Peruna on WLS as a result of the successful Thursday night show, which pulled 200,000 letters on a picture giveaway plug in four weeks. The new show is in hilarious contrast to the melodic, quiet nature of the Thursday show.

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

★ THE 4-STAR DANCE SENSATION ★★
PAUL MARTELL
AND HIS ORCHESTRA
FEATURING BILLIE SYAR.
ARCADIA BALLROOM
66th West.

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

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

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

PROGRAM REVIEWS

"Singing Chef"

Reviewed Thursday, 10:05-10:15 a.m. Style — Baritone. Sponsor — Phillips Packing Company, Inc. Station—WABC (CBS network).

Popular-priced soup using five Eastern outlets with a duo who did well in Boston for over two years. Program, which is preceded twice weekly by five minutes of Press-Radio news bulletins, is done by George Hinkle, assisted at the piano by Arthur Anderson. Hinkle has an excellent baritone voice, which, for purposes of quick comparison, is along the Singin' Sam style, but probably more lyric in quality. Hinkle's selections hit a happy medium, being neither too romantic nor hotcha. They should please the average woman of the house during the morning dusting or dish-washing period.

Credits are nicely handled by the singer, who has a good selling point in the five-cent price. Other sales arguments are presented in smooth style without the baritone putting on any apparent effort and this makes it all the more convincing. At any rate, it is a program that easily holds the listener's attention, entertains, and it must be a novelty to hear that one can be a can of soup for a nickel. M. H. S.

"Silvertown Circus"

Reviewed Friday 10:40-10:45 p.m. Style—Comedy skits, singers and orchestra. Sponsor—B. F. Goodrich Company. Station—WJZ (NBC network).

After a long-winded battle for network clearance Goodrich finally hopped into the ether with a last-minute lineup of artists, about 100 per cent changed in personnel from its original plan as to talent, and wound up with a first show that proved a veritable London fog of a program. Despite the poor showing at the premiere, *Circus Night in Silvertown*, bids fair to "get with" as the musicians say and is on the road to offer the listener some entertainment without getting him groggy in trying to follow the story or find out what is intended to be delineated. Notwithstanding the title, there is no attempt to put on a circus type of show, but rather develop an atmosphere of the big top and some of its people. Thus there is much talk of the circus, but the program remains on the outside and the dial-twister learns that no ticket has been purchased to let him in. An announcement to this effect would greatly aid in forestalling disappointment and let down the suspense which is never appeased. If the expectancy is never created there will be no disappointment and the audience will be better attuned to the situation. It has been found quite impossible to broadcast a satisfactory program from a real circus much less a make-believe affair minus such talent.

Joe Cook is starred and he can easily handle the spolia. Possibly it is a case of either liking Cook or not in regard to liking the show. Most likely Cook will shape up better on this show than on his recent Colgate series. B. A. Rolfe and orchestra are on hand for whatever is required musically, and the program is such that atmosphere and locale limitations hold him down considerably; not that he doesn't show to advantage. There is Phil Ducey, a good soloist to say the least, but he had little to do as such. The Modern Choir does its usually competent job when called upon; Lucy Monroe, like Phil Ducey, sings when the continuity permits. Peg La Centra likewise offers a tune way down the program, and Lew Hearn works with Cook in at least two spots, with Hearn doing a giggle reminder of those Olsen and Johnson shows, but otherwise doing okeh. Tim Ryan and Irene Nobilette get a couple of spots, handling the hot-dog stand and working into Irene's clever version of *The Man on the Flying Trapeze*, who does what is not for the average listener to know since the show is such there can be no announcements of individual or other effort.

Thus there are kids and pink lemonade and peanuts mixed into the dialog, and it is pretty well established that there is a tent show of some sort in the neighborhood. Cook and Hearn highlights include a farcical skit on busting each other over the heads with baseball bats and they wind up by saying it is a good thing they didn't get sore at each other. Another skit is a William Tell

rifle match. Both were funny, altho it enlists the imagination of the listener to be successful. The continuity, aside from the comedy angle, which included Tim and Irene and the various Cook bits, takes in an aerial duo who are in love with each other. When they sing this is where Ducey et al. come in. Miss La Centra did a particularly good job of *I Get a Kick Out of You* following some kidding with Hearn as an old small-town devil.

Goodrich, both the Canadian subsidiary and the Midwest plant, are taking less credits on this second show and considering the 45-minute duration, they are entitled to whatever they took. First one after the opening announcement came about 10 minutes after the show was under way when someone asked Cook for a loan of his public-address system. This started with safety advice on passing on hills, passing lights, etc., and then blowout insurance. Dramatized credit was dialog between man and wife in a car on way to the circus. Blowout paves way for the oncoming taxi to pick them up and get a talk on good tires, obviously handled. More safety stuff at the finish. M. H. S.

"Itty-Bitty Kiddy Hour"

Reviewed Sunday, 10:10-10:30 p.m. Style — Sketch. Sustaining on WHN, New York.

Perry Charles and Ward Wilson, two fellows in radio for some time, have cooked up a swell show. It's a nut half-hour, burlesquing mostly anything in radio, but, naturally, as the title implies, oogley-googly children's programs more than anything else. Wilson plays anything from a mock Frank Merriwell to an Italian woman, while Charles does the narration, such as it may be. Not only the stereotyped adventure stuff, but the premiums and giveaways used by the greater part of kid program sponsors are ribbed. Maybe some idea is given thru mention of the alleged sponsors—a firm of criminal lawyers—and their giveaway—a set of crime tools. This last will be mailed free for \$1,000 or something, plus the top of a moving van.

Program has been given a new time—8:30 Monday nights, since caught. J. F.

"Talent Detective"

Reviewed Friday 8:30-9 p.m. Style—Amateur show and M. C. Sponsor—Dr. Miles Laboratories. Station—WEVD (New York).

Alka-Seltzer adds to its already wide coverage this program, headed by Dr. Sigmund Spaeth, who handles the amateur show and on occasion takes time out to do a bit of his *Tune Detective* stuff and point out the origin of the tune in question. Opening is a short harmony strain by some singers at the piano and Spaeth brings his amateurs on soon afterward. Sponsor pays a first prize of \$25 to the weekly winner and runner-up nabs a sawbuck for his trouble. This show held a couple of fem singers plus a Negro, who offered a spiritual. Also a pianist and one other instrumentalist. Apparently Spaeth auditions the talent and picks a few for the next program. Spaeth and the listeners choose the winner, the latter, of course, being what counts. The winner of each broadcast is announced on the succeeding show and the prizes presented. On this program the *Old Song Quartet* heard the week before on the first show won out and appeared for their money. They did another number. The second-prize winner was also on tap.

First number by a girl who sang *Isle of Capri* resulted in Spaeth pointing out what other recent popular song used the same tune and went back to his favorite bugle call for the real original air. In connection with this "talent hunt" Spaeth announces that WEVD is always interested in helping a certain type of newcomer and will aid in obtaining free instruction for some of them.

Alka-Seltzer takes it easy on the credits just as the show itself is handled in conservative style, minus the gong, etc. Spaeth now and then does the Major Bowes interrogation, but not too seriously. Cute piece of copy was the announcement that a phone call from the

quartet (prize winners) said they stopped off for a drink of Alka-Seltzer. M. H. S.

New Biz, Renewals

NEW YORK, March 18.—New biz and renewals on Columbia Broadcasting System include:

ACME WHITE LEAD & COLOR WORKS, thru Henri, Hurst & McDonald, Chicago, started March 14, Thursday, 1:45-2 p.m., on WABC and 38 stations, originating in WABC, Cincinnati. Program is Smiling Ed McConnell.

KLEENEX CO., thru Lord and Thomas, Chicago, starting April 2, Monday to Friday, inclusive, 11:15-11:30 a.m., and rebroadcast 11:45-12 noon, on a total of 27 stations, Coast to Coast. Early broadcast ends June 4, all stations getting later period. Program is sketch, *Mary Martin*.

HOUSEHOLD FINANCE CORP., thru Charles Daniel Frey Co., Chicago, starting April 1, Monday and Wednesday, 6:30-8:45 p.m., on WABC only, originating in WCAU, Philadelphia. Musical program with orchestra directed by Anthony Candelori and with male singer.

NBC Accounts

SHELL WESTERN PETROLEUM PRODUCTS, INC., thru J. Walter Thompson Co., New York, starting April 6, Saturday, 9:30-10:30 p.m., on WEAF and 28 stations. Program, so far, includes Al Jolson and Victor Young's Orchestra.

STANDARD BRANDS, INC. (Tender Leaf Tea and Royal Desserts), thru J. Walter Thompson Co., New York, starting March 31, Sunday, 12:30-1 Mid., EST on KPO and five West Coast stations. Program is *One Man's Family*.

CRAZY WATER HOTEL CO., thru Luckey Bowman, Inc., starting March 13, Tuesday, Wednesday, Thursday, Friday, Saturday, 4:30-5 p.m., on WEAF and WGY, Schenectady. Program is Jack Savage and Hillbillies.

EMPIRE GOLD BUYING SERVICE, INC., thru Friend Adv. Agency, RENEWS April 7, Sunday, 11:05-11:15 a.m., on WEAF only. Program is Rudolph Becho, violinist.

New accounts on WMCA, New York, include:

WILFRED ACADEMY, thru V. E. Meadows, Inc., started March 4, Monday, Wednesday, Friday, 11:30-12 noon. Program is beauty talk.

REX DIATHERMY CORP., direct, started March 11, Monday, Tuesday, Thursday, Friday and Sunday, taking five-minute health talk spots.

WILLIAM P. GOLDMAN & BROS., thru Bess & Schill, started March 14, Thursday, 7:15-7:30 p.m. Program is Samuel Goldenberg.

GOLD RECLAIMING CORP., thru Friend Adv. Agency, started March 11, taking six announcements daily.

YENDOR CLOTHES SHOPS, INC., thru Zinn & Meyer, started March 10, Sunday, 12:30-1 p.m. Program is Betty Gould, organist; Bill Whitely, singer.

GRAHAM PAIGE MOTOR CO., thru United States Advertising Corp., started March 15 taking one announcement daily for 26 weeks.

DOGLOV CO., thru Loewy Adv. Agency, starting March 17, Sunday, 10:55-11 a.m. Program is dog talks.

DUFFY-MOTT, Inc. (California Prune and Apricot Growers' Association), RENEWS thru Grady & Wagner, effective March 19, Tuesday, Thursday, Friday, 6:30-8:45 p.m. Hillbilly program.

Chicago

Station WBBM reports the following new accounts:

VADESCO SALES CORPORATION, thru Rogers & Smith Agency; new Wednesday series, starting April 3, with Vivian della Chiesa, unknown singer contest winner; the Cadets Quartet and Billy Mills' Orchestra.

THE OLDDEN COMPANY, thru Schwimmer & Scott Agency; George Devron and his orchestra for a three-week series, Tuesdays, Thursdays and Saturdays, 12:30-12:45 p.m., starting April 2.

Station WLS reports the following accounts:

GARDNER NURSERY CO., thru Northwest Radio Advertising Co.; renewal order for 13 15-minute programs at 7:45 a.m. Monday, Wednesday and Friday, and 13 five-minute talks at 7:15 a.m. Tuesday, Thursday and Saturday.

COLLINGSBURNE MILLS (Virginia Snow Yarns), thru Rogers & Smith; an order for five-minute talks at 1:40 p.m. Thursdays.

BERNARD PERFUMERS, thru Hilmer V. Swenson, has increased current schedule with two-minute announce-

Correction

Thru an inadvertent typographical error, last week's new business column listed the Ford Motor renewal on Columbia under the list of accounts going on WMCA, New York. Also the SSS Company, starting a series on Mutual Broadcasting System, was listed under WMCA instead of under the proper classification.

ments Monday, Wednesday and Friday at 11 a.m. for 13 weeks.

STERLING CO. (home products), thru Heath-Seehof, Inc.; 15-minute programs at 11:15 a.m.

EVANS PUR CO., thru Auspitz-Lee Advertising Agency, renewed for 12 15-minute programs on Sunday, Tuesday and Thursday during late morning and early afternoon.

COYLE ELECTRICAL SCHOOL (instruction), thru Philip O. Palmer Co.; 15-minute programs at 10:30 p.m. Saturday during Barn Dance.

MURPHY PRODUCTS, INC. (poultry feed-mix), thru Wade Advertising Agency, increased current schedule with five-minute talks at 12:10 noonday Saturdays for six weeks.

DRUG TRADE PRODUCTS, thru Heath-Seehof, Ind., increased schedule with 15-minute programs at 7:15 p.m. Fridays, etc.

Newark

New business on WOR, includes: BINNEY & SMITH (paints and crayons), thru McLain Organization, RENEWS effective April 15, Monday, Wednesday, Friday, 5:30-5:45 p.m. Script program.

WARNER BROS. CIRCUIT MANAGEMENT CORP., thru Blaine-Thompson, Inc., starting April 1, 9-9:30 p.m. Program is Gus Edwards' Radio Revue.

GENERAL MILLS, INC. (Cal-Aspirin), thru the McCord Co., starting March 19, taking Tuesday thru Saturday, 12-12:15 p.m. Transradio newscasts, shifting April 26 taking 5-5:15 new periods and dropping the noon spots.

New business on WNEW, includes: ELECTROSOL started March 11, participating in 10-10:15 a.m. transcription program.

PEOPLE'S CREDIT CLOTHING CO. started March 15, Friday, 6:45-7 p.m. Program is Dave Field's Variety Show.

HOWARD JEWELRY CO., thru Bess & Schill, started March 11, Monday thru Saturday, 12-12:15 p.m. Program is Leo Kahn's Orchestra.

West Coast

New business on KNX, Hollywood, includes:

NATIONAL SCHOOLS, INC., starting March 23, Saturday, 7:45-8 p.m.

CURARINA CO., thru Waters & McLeod, started March 8, Monday and Friday, 8:30-8:45 p.m. Program is Marcel Ventura and Latin American band and singers.

Southwest

HYRAL DENTIPRICE, thru Luckey Bowman, Inc., on five stations of the Southwest Broadcasting System, started March 15, three 15-minute periods weekly, with Monro Manning, philosopher, and orchestra. Stations are KTAT, KRLL, KTSA, KNOW and KOMA.

BURLESON'S HONEY taking 53 spot announcements on KTAT, Fort Worth.

HARMONSON'S BABY CHICKS taking 300 spot announcements on KTAT, Fort Worth.

RHEA LEA HATS taking 300 spot announcements on KTAT, Fort Worth.

GOLD DUST CORP., thru Batten, Barton, Durstine & Osborn, taking three weekly spots on KTSA, San Antonio. Program is *The O'Neills*.

ELECTRIC HOUSEHOLD APPLIANCES taking spot announcements on KTSA, San Antonio.

SAN ANTONIO BREWING ASSN., thru Pitiuk Agency, taking spot announcements in Spanish on KTSA, San Antonio.

Cincinnati

SHERWIN-WILLIAMS CO. taking 100 spot announcements on WCKY.

STAR CLOTHING CO. taking 52 programs; 15 minutes Sunday and Friday; 5 minutes Monday and Wednesday. Transcription program on WCKY.

TAPT THEATER (LARRY SUNBROOK, operator), taking 100 spot announcements on WCKY.

SHILLITO'S (department store) taking 13 spot announcements on WCKY.

True Boardman, prominent in legitimate and screen circles on the West Coast, has joined the staff of KHJ, Los Angeles, as a member of the writing and producing staff.

AIR BRIEFS

By JERRY FRANKEN

GERTRUDE BERG is reported to be headed for another commercial besides her recently obtained job for Colgate-Palmolive-Peet. New series is to be for Fletcher's Castoria, succeeding the S. L. Rothafel (Rox) series. Change is denied by the agency, Young & Rubicam, to get in all the details. Mrs. Berg's latest script deals with a maid who is the boss of the family for which she works. . . . Joey Nash is off the Studenker commercial permanently, because of his name being the same as another car. When's a Nash not a N? . . . E. S. Reynolds, from Macy's, has replaced A. D. McIlvaine in the WOR sales promotion department under Wylie Kinney. . . . Jack and Loretta Clemens shift to the 15-minute Thursday night period following Paul Whitehead on NBC March 25, the account, Venida hair products, giving up its Sunday morning time. The team takes the spot Orham McNamee held for a while for Simon Ackerman clothes.

Hinds Honey and Almond Cream has taken a second option on Jack Benny, in the event General Foods doesn't exercise its renewal. . . . If the Chevrolet transcription deal now pending goes thru, it will be a whopper. Auto firm wants to go on about 150 stations with a 15-minute program. Several years ago, Chevy had a similar war spread on the air. . . . Bill Meila is out of WMCA, due to the night club broadcast situation. . . . Rod Arkell goes on WEAF and WOR for Empire Gold Buying Service. . . . Perry

Charles auditioned his WHN morning show for Redispread, a food preparation, last week. . . . Vic Young gets the Shell Oil music assignment. Tony Cabooch is mentioned in connection with a spot on the same show. . . . Geraldine Farrar and Frank Blank auditioned for American Radiator. . . . That "squabble" between George Olivot and Parkyakakas is much ado about nothing, if that.

The Ted Hammerstein show on CBS has four more weeks to go. . . . Francis Marquis is now managing Aldo Ricci. . . . Four Harlem stores are getting together to sponsor a new colored show starting March 21 on WMCA. . . . Roy Atwell's appearance on the Fred Waring show Thursday (14) was something of a surprise. It was in the nature of a test, with future dates in doubt. The Waring company celebrates its 16th anniversary on the 21st. . . . Leo Kahn has a new WNEW commercial—Howard Jewelry. . . . Mutual Broadcasting System is steadily increasing the number of exchanges on sustainings. New network is now carrying a total of about 21 hours weekly, including the commercial spots. . . . Peggy Flynn's daughter is recovering from pneumonia. Miss Flynn is Mrs. Milton Watson.

No figures are, as yet, obtainable, but the mail response to the recent Amos 'n' Andy contest is said to have been enormous. . . . Log Cabin Syrup program with Lanny Ross and Harry Salter has been extended a couple of weeks. . . . Ernest Natzger, who was on WOR some time back, is returning to that station doing his program *The Pipe Dreamer*. . . . Jerry Sears Orchestra, Shirley Howard, the Tunctwisters and Hildegarde Halliday start a new NBC evening spot March 28. . . . Don Kerr joins the WOR alumni now at WMCA as an announcer.

West Coast News; Hearst's Renewal

LOS ANGELES, March 18.—William Randolph Hearst's 18-month fight to get KTM and KELW ended successfully this week when the Federal Radio Commission announced the renewal of the licenses of the stations and approved the sale of both to the Herald Publishing Company, publisher of *The Hearst Evening Herald* and *Express*. Don Lee network has made application for the wave length for the establishment of a station at Redlands, Calif., and will no

doubt appeal the FRC decision within the next two weeks.

Joseph G. Catanich, former sales manager for the Freeman-Lang transcription studios in Hollywood, has joined the sales department of the Columbia-Don Lee network, replacing Arthur E. McDonald, who is expected to become sales manager of Standard Radio Advertising, a new organization that is now branching out into the field of basic music libraries via transcriptions. McDonald leaves next week on an extended Eastern trip during which he expects to visit more than 100 radio stations.

KNX, Hollywood, has filed suit in the local Superior Court asking \$500,000 from KHJ and \$500,000 from KMITR on an alleged slander charge. KNX charges that an article appearing in *The Los Angeles Times*, in which the station was slandered for not signing up with the rest of the metropolitan area stations on the press-radio arrangement, was read over both KHJ and KMITR. Prefacing the above two suits is another now pending against *The Los Angeles Times* for \$500,000 for printing the article in question.

San Francisco

SAN FRANCISCO, Calif., March 18.—Rumors flying from the East have Frank Black out as NBC general musical director, with Meredith Willson, network's musical chief here, slated to step into Black's shoes. It's unofficial, of course. NBC here claims to know nothing about it, but there may be something to it at that. Should Black leave his post, Willson has an excellent chance for the appointment because he is regarded highly in NBC's upper executive circles.

Mark J. Wood, assistant executive vice-president of NBC in New York, was in town a few days ago. He wouldn't see newspaper men for some reason or another and made every effort to keep his presence here a secret. It was explained at NBC headquarters that Wood was on a tour visiting the principal cities of the country, conferring with managers of member stations in behalf of "bigger and better" radio programs.

Wood's appearance on the West Coast simultaneously with the rumor on Black makes one wonder. Willson, when interviewed, had nothing to say. Anyhow Black's programs have been among the most popular on the network, but give Willson the same 90 musicians in one band and he might be expected to do equally as well.

Capt. John Linus, singer of Swedish songs over KGGC, has left radio to paint landscapes and marine scenes at his Redwood City studio. Linus, formerly heard over WIBO, Chicago, will exhibit his art at the San Diego Exposition in May.

CHI AIR NOTES

By NAT GREEN

Dorothy Hamilton, beauty authority heard on the Maybelline program every Sunday, is one of the potent reasons for the popularity attained by *Penthouse Serenade*, not only because of her expert knowledge of beauty problems but also because of her lovely voice and the manner in which she puts over her message. . . . Since coming here from California Miss Hamilton has made hosts of friends both on and off the air thru her engaging personality.

Highlights of the 33d international six-day hike races now in progress at the Stadium are being described over NBC by Hal Totten. . . . Radio Row is wondering about the girl in the case of "Cy" Pitts, "Contented" star, who has been observed inspecting diamond solitaires recently. . . . The Dodge motor car people paid *The Chi Trib* a goodly sum for the privilege of airing the finals of the Golden Gloves tourney. . . . Jack Benny, who was at a local cinema lately, will wind his way West Coastward to make another picture in five weeks or so. . . . The Hawthorne Male Chorus will be heard in a series of Tuesday night broadcasts over WMAQ, starting March 19. . . . Homer Griffith is doing six a week on WOFL—ditto on WLS.

With the switch of *The Life of Mary Martin* from NBC to CBS, leading man Basil Loughrane will quit acting and devote his time to directing the show. . . . But he'll still be heard as leading man in *Sally of the Talkies* and his other shows. . . . Ralph Emerson bought his first tux in ten years fol-

lowing his personal appearance at Decatur, Ill., after a friend who had been asked for comments on the show told Ralph his pants were too tight. . . . Don Carlos and his Marimba Band open a five-a-week series of programs on WGN and the Mutual network this week, making two broadcasts a day, and on Saturday mornings a special 15-minute program of transcription music. . . . Hazel Dopheide, hostess in the Johnson Wax house, has signed a daily milk shot that will necessitate a lot of week-end commuting between the Windy City and Manhattan when the Tony Wons show transfers to New York in April.

Ralph Wonders, CBS Artists' Bureau manager, and Al Zugsmith, manager of band bookings, were in Chicago over last week-end. . . . Dave Nowinson, who recently left WIND, is now doing freelance script work, including some shows for Norman Alexandroff. . . . Bob Elson, WGN's baseball announcer, off on his annual jaunt to the baseball training camps. . . . Paul Ash, whose proteges are on the air over WIND, has recuperated from a recent illness and is now appearing in person on some of his programs. . . . Freddie Martin and his orchestra will be heard over WGN and the Mutual System, beginning April 18, when he replaces Ted Weems at the Palmer House. . . . Smilin' Ed McConnell's song program was expanded to a two-a-week schedule, starting March 14, retaining his present Sunday spot and adding Thursday, 12:45-1 p.m.

Now Appearing
SAVARIN CAFE
Buffalo, N. Y.



ROBERT CUSHMAN
AND HIS ORCHESTRA
"THE ROMANCERS"

On the Air Daily Via
WKBW-WGR
R. W. STEVENS, Mgr.
Belmont Hotel, Cleveland

? FRAN ?

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

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

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

"GULF HEADLINERS"
FRANK 7:30-8:30 P.M.
WABC-CBS
MUSICAL DIRECTOR

T
"THE GREAT WALTZ"
Center Theatre, N. Y.

JOHN F. MURRAY **LARRI** WMAQ
Presents



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

HENRI GENDRON
and his AMBASSADORS
ORIENTAL GARDENS, Chicago, Ill.
ORCHESTRA CORP. OF AMERICA
1619 Broadway, New York, N. Y.

Robert H. Edson Presents
JACKIE MAYE
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG.
1580 Broadway, New York, N. Y.
Phone: LOnsacre 8-8797.

ANNE BOLAND
"Songs of Love"
NOW ON TOUR



GENE AUTRY
Oklahoma's Yodling 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.)

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

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

CARL STOETZEL'S 11-piece orchestra, plus Freddie Stells, Johnny Treweller and Myrna Ray, specialty offerers, are in their third year at the Log Cabin Ballroom, Aurora, Ill. The unit, off the air recently, will resume broadcasts over WJJD some time this month.

McDONALD'S MUSIC MIXERS, for the last four months in Danville, Pa., moved two weeks ago to Milton Park Inn, Milton, Pa., for the balance of the winter season. Jackie Green singing songs, McDonald and Mack supplying the comedy, Hazel McDonald working on the piano and Stanley Hotaling flash drummer, compose the specialty bill of the band.

JOE BINDER, tenor, with Mel Snyder's Good Coast Orchestra, recently underwent a throat operation. Snyder's band is now in its 18th month at the Hotel Gibson, Cincinnati.

TINY LITTLE and his orchestra will be in the Blossom Heath Inn, Oklahoma City, until March 29. Henry Busse is slated for a one-night stand at the spot March 20.

ANDY HEATH and his music are appearing at the Vienna Cafe, Wilmington, Del. Andy has been playing in that vicinity for greater part of the winter.

BUDDY MAWSON, former drum master with Wally Merrick's orchestra, has taken out a band under his own name. The combo will be located in the Pelham Club, Hurler, Wis., for several months. Personnel of his new outfit includes Claude Burr, Benny LaRuc, Cliff Olson, Lark Maryman, Sonny Rosenberg and Mawson.

JOHNNY YUHASZ, youthful Michigan songwriter and dance maestro, at the Mayfair Club, Flint, Mich., made recordings last week of his two newest numbers, *Then Fill Smile Again* and *Now It's All Over*. After the Mayfair engagement he goes to the Grosse Pointe Yacht Club, Detroit.

JOHNNY ROBINSON'S Orchestra opened an indefinite engagement at the Blackstone Hotel, Ft. Worth, Tex., after completing a repeat engagement at the Club Boga, Oklahoma City.

MICHAEL BONELLI, after playing a series of one-nighters thru the Carolinas and Georgia, has gone into the S. & H. Dining Room, Florence, S. C., for an indefinite run.

ANGELO FERDINANDO has hired a new Hawaiian trio for his orchestra.

ENRICA MADRIGUERA and his orchestra from the Waldorf-Astoria, New York, will replace Gus Arnheim at Chez Paree, Chicago, in April.

BILL HOGAN and his Hollywood Californians go into the Edgewater Beach Hotel, Chicago, April 20, replacing Herbie Kay's Band. Band features Everett West, singer, and the Three Kittens, girl trio. Spot was booked by the Columbia Broadcasting System. Hogan's band is under the personal representation of Al Borde, Chicago.

JOE BUZZE and his orchestra, featuring five accordions and seven trumpets thru special arrangements by Bob Roberts, have opened at the Mileaway Ballroom, Grand Junction, Colo. Betty Horton is singing with the 12-piece combo.

PAUL T. MASHBURN'S newly organized group of tune twisters are playing the first part of a three-month engagement at the Cape Fear Country Club.

Wilmington, N. C. Roster has Percy Rhodes, John Tienken, O. O. Whitlock, Joe D. Edwards, Chester James, Graham Highsmith, Mickey Winbourne and Cecil Morgan.

JIMMY WILKINS is still playing first sax with Charlie Mack's *Cordially Yours Revue*, now on Sparks Florida time.

DUKE BARRON and his orchestra have been held over at the King Cotton Hotel, Greensboro, N. C., after completing their scheduled 10-week stay at that spot. Combo recently augmented to five brass, making a total of 15 in the personnel.

RALPH BRITT and band opened at the Olomas Dinner Club, San Antonio, Tex., March 15. Helen Kelley, Ted Rodgers and Johnny Smith, vocalists, are featured.

PAUL CORNELIUS is going over in a big way at Cincinnati's Swiss Gardens and is scheduled to remain there until early fall.

DICK MESSNER reached the six-month mark of his stay in the Hotel Lincoln, New York, March 9. During this time he has been on the air over CBS five times weekly.

BOB OPTIZ and orchestra, of Cleveland, begin a commercial shortly for a local beer concern.

JERE KIMBELL is a recent addition to the vocal staff of Jack Wardlaw's 15-piece organization. Wardlaw and gang leave the South for a while to make a Western tour. First spot will be Peony Park, Omaha, beginning March 22.

FRED KIBLER'S Casa Nova Orchestra has passed the halfway mark on a 35-week contract at the smart Club Chalfonte, Pinehurst, N. C. Unit is under the wing of Southern Radio and Entertainment Bureau.

LEE CROSLY left some sort of a local band record behind when he closed a 40-week engagement at the Showboat, Pittsburgh, March 13.

HENRY WONG, of the Golden Pheasant, Cleveland, is shopping for a band.

LUCILE GREGORY, 10-year-old songstress, formerly with Jack Wardlaw's Orchestra, has joined Bill Allsbrook at the O'Henry Hotel, Greensboro, N. C.

PAUL KEAST, veteran of *The Vagabond King* and *Ziegfeld's Show Boat*, and more recently a radio convert, makes his debut with a 15-piece orchestra of his own in New Haven shortly. The new band will rely chiefly on its vocal strength and the Keast name.

EMILIO CACERES and band have spent the major part of the winter in Michigan clubs . . . for the last seven weeks at the Mayfair, Flint.

"SI" NOEL and his Rhythm Club continue at the Old Wheel Inn, York, Pa. The combo is broadcasting over WORK and doubling at the York Theater, with "SI" singing the songs.

JOHNNY DRUMMOND and band will inaugurate their annual summer tour

shortly. Johnny has spent most of the winter in and around Jacksonville, Fla., with regular broadcasts over WMBR, Tampa.

JEAN GOLDKETTE, for three years inactive in the booking business, has again opened offices in Steinway Hall, New York. Gay Stevens, it is understood, will be in charge of the radio department; George (Capt.) Maines will handle publicity; Wayne Miller, the music end, and Bob Bundy will be in charge of orchestras. Goldkette's own band of 24 artists is currently broadcasting over the MBS thru WOR, Newark.

BEN CUTLER and his orchestra replaced Larry Stry at the Hotel Weyl in New York. Cutler also m.c.'s the floor show, which includes Raoul and Eva Reyes, Rosalee and Seville and the Hernandez Brothers.

REPORT THAT Arthur Warren was going into Leon and Eddie's, published in several daily papers, is stated as incorrect, with Warren and his band remaining at Restaurant LaRuc, New York.

HAL KEMP'S Orchestra will replace Emil Coleman's on the Eno Salts NBC commercial April 3.

H. J. Heinz's 3 ET's

NEW YORK, March 16.—H. J. Heinz Company, food packers (57 varieties), is using radio in a small way, starting a transcription series on three stations. Program is being recorded by World Broadcasting, with Capt. Roscoe Turner, ace flyer, the talent. Maxon Agency has the account.

Stations are WHOL, Des Moines; KMBC, Kansas City, and WTIC, Hartford.

BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

INDIANAPOLIS, Ind.—A bill in the Indiana House of Representatives which would prohibit dancing or music in any room or place where alcoholic beverages are served was postponed indefinitely this week. This action is tantamount to killing the measure for this session.

ROCHESTER, Pa.—Since booking popular district bands the business at the Greystone Ballroom here has been flourishing. Jerry Chick and his orchestra, a favorite band with local dance patrons, has been called back for a return engagement during which the highest box-office receipts in the last three years have been rolled up.

PORT WORTH, Tex.—The matinee dance idea which was introduced in Fort Worth several weeks ago is catching on rapidly here. A capacity crowd attended the Sunday afternoon open-house party given last week in the ballroom of the Texas Hotel to introduce Harry Hall and his orchestra, who were opening an engagement there.

ALLIANCE, O.—Louis (Lew) Platt, of Salem, widely known ballroom operator and dance-band booker, is in Alliance City Hospital with a possible skull fracture and serious head lacerations as the result of an automobile collision near here. Attending physicians said he would recover. Platt for several weeks has been booking several of his bands in Eastern Ohio ballrooms besides directing a ballroom in Ft. Wayne, Ind.

MUSIC NEWS

On Monday, April 1, Jules Von Tilzer will have completed his 35th consecutive year as contact man. In order to properly celebrate the event Jules will be the guest of honor at an informal dinner provided by his brother, Harry, at the latter's home, Freeport, L. I. Harry has composed a new song for the occasion, and with the aid of several professional and other friends hopes to make the occasion something to brag about.

Modernizing an old favorite with an up-to-the-minute arrangement is not the easiest task imaginable. However, Frederic Watson has succeeded in doing that seemingly difficult thing with the hearty perennial *After the Ball*. Altho not generally known the catalog of the late Charles K. Harris, of which this number still forms a prominent part, has not been taken over by another publisher. The business is conducted by the surviving members of the writer's family, with offices on Broadway, New York. Incidentally, the firm hopes to sponsor some new songs in the immediate future.

Saul Bornstein, of the Irving Berlin forces, returned from a brief trip to California last week. Saul completed a few important deals while away, but claims he cannot make them public at this writing. As to his partner, Berlin, the latter is busily employed in the film colony grinding out a series of songs both for the talkies and flesh attractions. Which would indicate that the noted tunesmith will not return hereabouts until after spring has melted into summer.

Harry Link of Donaldson, Douglas & Gumble, announces that his firm has signed Raymond Scott to a long contract. Scott, who focused himself into the limelight with *Christmas Night in Harlem*, is a young composer of promise. His latest contribution is an instrumental piece, *Tia Juana*.

Since the recent ruling of a tariff on late-hour sustaining broadcasting by union musicians playing in hotels, and with outside stations supplanting locals in etherizing songs, Philadelphia right now seems to be the mecca for the boys seeking "plugs." At any rate, the most popular maestro in that section is Mickey Alpert at the Pennsylvania Hotel, that city. Mickey has given them "boys" plenty of help and outside of his personal popularity he has been universally dubbed "The Music Publisher's Delight." It is not an uncommon occurrence to find at least 10 and more contact men from New York in the lobby of the hostelry ready to see Mickey and get his okay.

Bob Shafer, songwriter, who knows his Broadway pretty well, is over at Clarence Williams'. In conjunction with Joe Sherman, of the same house, he combs the town to get Williams' numbers into action.

Spaeth Amateur Program Sold After First Show

NEW YORK, March 16.—Sigmund Spaeth's amateur show on WEVD went commercial after the first broadcast last week.

Sponsor is Dr. Miles Laboratories in the interest of Alka-Seltzer. Neither the station or Spaeth had any idea the show was going to be sold so soon and had planned it strictly as an amateur talent aid.

Material Protection Bureau

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

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

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

Sheet-Music Leaders

(Week Ending March 16)

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

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

- | | |
|----------------------------------|--------------------------------|
| 1. Isle of Capri. | 8. I Believe in Miracles. |
| 2. When I Grow Too Old To Dream. | 9. Ole Faithful. |
| 3. Good Ship Lollipop. | 10. Every Day. |
| 4. Clouds. | 11. If the Moon Turns Green. |
| 5. Lullaby of Broadway. | 12. Here Comes Cookie. |
| 6. Blue Moon. | 13. Solitude. |
| 7. Little White Gardenia. | 14. Fare Thee Well, Annabelle. |

HAVLIN HOTEL

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

WANTED—Fast Alto 1st Sax doubling Clarinet, also Harmonica. Must read, also play hot. Arranger preferred. Location, May 1 to November 1. Guaranteed salary. Brass Men also write at once. DIRECTOR 361 Maple Street, Muskegon, Mich.

SONGWRITERS

Music Printing and Arranging at Lowest Prices. Work guaranteed. Submit manuscript for estimate. WRENDA GIVIN, Suite 102-02A, 210 Fifth Ave., New York City.

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

C. P. Casino Shows Huge Gross Take

NEW YORK, March 16.—The Central Park Casino grossed over \$3,000,000 in the five years, while Sidney Solomon, president of the Dieppe Corporation, operator of the spot and sole owner of its common stock, collected \$150,000 in salaries and \$104,612 in dividends during the same time, it was shown at trial of a suit brought by the operators to restrain Park Commissioner Robert Moses from ousting the firm from the Casino control. Five-year period ended in March, 1934. During that time New York City was paid \$42,500 in rentals by Dieppe. This is 1.36 per cent of the total income.

Moses seeks to oust Solomon on the alleged ground his prices—1 c., 40 cents for a cup of coffee—were entirely too high for a city-owned spot. Figures were brought in to show the original investment had, as the city claimed, been liquidated. Annual gross was slightly more than \$600,000. Profits for the five years, before taking off Solomon's pay, were \$381,266 or an average net of slightly more than \$76,000. Other figures showed large incomes from various concessions, such as washrooms, etc.

Trial has been concluded, with final briefs to be submitted to the court March 22.

Frisco Club Women Still Battling "Coast" Revival

SAN FRANCISCO, March 16.—Local club women will continue their battle against reopening the once notorious Barbary Coast. Temporary defeat will only mean a renewal of their campaign, they warn.

With North Beach business interests backing him, Anthony Parente's efforts to obtain a dance permit for his resort, the Gardens, has been bitterly contested by the club women. They declare it's a step to revive the old Barbary Coast days.

The police commission, after much pressure was brought to bear, denied the permit, but Parente appealed to the Board of Permit Appeals, which is said to be seriously considering his petition. Decision was to have been rendered last Monday, but for some mysterious reason it was postponed to Monday. In the meantime much pressure is being brought to bear from both sides. North Beach business men want it because a revival, under police supervision, will be a tourist attraction and bring new business to the district.

The Gardens, with a Columbus avenue entrance, is connected by a long tunnel to Parente's old resort, the Inferno, on Pacific street, once the center of the old Barbary Coast, but now shut down.

New Palmer House Show

CHICAGO, March 16.—The Empire Room of the Palmer House launched a new show, *Springtime Revue*, Friday night. It is one of the best seen in the Empire Room in some months. Ted Weems as band leader and emcee got the show off to a lively pace, and the bill includes Stanley Morner, romantic tenor; the Abbotts Girls in novel and entertaining routines; Raphael, master of the concertina; Peggy Taylor and Company, adagio dancers; Josephine Buckley and Lorraine Sanson, specialty dancers; and June Taylor, clever acrobatic dancer. Show is fast and pleasing, and Ted Weems continues to please the dance patrons.

MORET AND RITA, dance team; Virginia Dutton, blues singer, and Betty Oakley, dancer, form the floor show at the Mandarin Cafe, Fort Wayne, Ind.

WATCH FOR IT!

In the next issue of The Billboard will appear the new

THEATRICAL ART SCHOOLS

section, a department devoted to the interests of the DANCING profession and allied theatrical arts and trades.



'ROUND THE TABLES

CLUB BOHEMIA. Detroit bright spot under Hy Topper management, with a seating capacity of 900, has Benny Resh and his orchestra in their 10th month, with Irving Jacobs continuing as emcee. John King is the band's featured performer with his sax and tenor solos. Arrangements are by H. Ranney and Ed Zimmerman. The unit's violin trio also does some nice work.

MERRILL (RED) SEVIER has a nice record of 62 consecutive weeks at the Cotton Club, Joplin, Mo. Frieda West, violinist, has been at the club an equal length of time. Six girls in line and several specialty acts are used. Ray Ferguson and his boys play the tunes. Broadcast is twice weekly over WMBH.

BUDDY MELTON and his *Speed Demons Revue* opened March 2 at Martin's Club, Lima, O., for a four weeks' date. Show has Melton and Merrick, dance team; Frankie and Gladys Harris, black and tan team; the Joyce Sisters, taps; Ethel Marie, character dancers, and the Ginger Merrick line. Business is reported as good. Unit was booked thru Jack Middleton, Cincinnati.

CHATEAU LIDO, Indianapolis, celebrated its first anniversary recently. Headliners were Armand and Marie, dance team, in a return engagement.

THE SHOWBOAT patrons, Indianapolis, were treated to a floor bill recently headed by the Holst Sisters and the Musical Bentleys, with their giant marimbaphone, brought back by popular request.

WILLIE SHORE, Ruby Abbott and "Half Pint" Swanson are headlining the floor show at the South Bend (Ind.) Inn this week. Al Trace and his orchestra are furnishing the music.

THE FLOOR SHOW at the Merry-Go-Round, Fort Wayne, Ind., last week included Kay and Dean Schooley, dancers; Erma Leonard, songster; Kenny Fitchen, novelty musician; Morbon Sisters, dancers, and Jimmy Fisher, emcee. Don Pablo and his orchestra are playing.

JUDY CANOVA and her Mexican Hill-billy Quartet have been signed to appear in Warner Bros.' new film, *Crashing Into Society*, starring Joan Blondell. They recently did a specialty turn in the film *In Caliente*.

MICKEY MCCARTHY, former welter-weight champion of Mexico, who for several years has been touring the country managing the affairs of his wife, Dolly Sterling, purchased the old Marble Gardens in Milwaukee and opened it March 2 as the Dolly Sterling Club. Dolly has been tops in night club circles in Milwaukee for several years.

CAFE PAREE, reopened by Popsy Silk, Larry Vincent and Bill Burns from the former Chez Paree, is Detroit's latest downtown spot. Larry Vincent continues on as emcee, with Boris Romanoff and his Continentals furnishing the music. Colleen Adams, singer, and the Bertay Sisters, dance team, feature the floor show.

PARK AVENUE PENTHOUSE, Detroit, is reopening after being closed several months, with Ben Pollack in charge. Pollack is making the biggest bid for the business of the younger set in town with a weekly College Night on Fridays.

EDDIE LEE is new emcee at the Oasis, Detroit's principal west side night club. Charles Lazin's Orchestra is playing, with a new floor show including Miles and Estelle Wade, dance team; Frank and Alice, balancing act; Bill Teats and Madlyn King, singer.

THE DAWN PATROL, New York niterie, has changed its show, new talent including Jimmy Blake, singer; Harriet Carr, whistler and singer; the Barker Trio. Flossie Osbeck, mistress of ceremonies, and Frank Parroll's Orchestra.

HAL LE ROY, dancer, has started an indefinite run at the Empire Room, Waldorf-Astoria Hotel, New York.

TED LA VELDA, acrobatic contortionist with Conroy Bros.' Circus last season, has

worked the Reno Club, Kansas City, for the last six weeks. Ted will join Conroy Brothers again this season.

JOE PENNER and "Miss Philadelphia" were guests of honor at Bobbie Kork's *Oriental Polles* when they played the swanky surf club of the Hotel Hildebrecht in Trenton, N. J. Recent addition to the unit is Dixie Lee's fan dance.

SIS AND BUD WINTON are dancing their "Shim Sham Shimmie" at Mary's Dreamland, St. Louis night spot. The bill also includes Chuck Willis, Little Walter Mack, Harlem Play Boys, Rhythm Hoofers and Julia Brugmore.

ERMA LEONARD, blues singer, opened a four-week run at the Chatterbox, Ft. Wayne, Ind., March 15.

HOOSIER TRIO, skating act, played the Spinning Wheel, Ft. Wayne, last week.

TUDOR GIRLS and Avery, with Eddie Keck, have closed at the Domino Club, Muncie, Ind., and are on their way to Bob Morton's Indoor Circus, opening in Buffalo April 22.

THE PRASER FAMILY'S new 11-people unit, out of Chicago, will feature Earl and Florette Stewart, George Sabath, Peggy Davis, Donald Sutherland and William Burns.

Salkin Incorporates Night-Club Department

CHICAGO, March 16.—The night-club department of the Leo B. Salkin office has been organized into a separate corporation under the name of Sligh & Salkin, Inc., Eddie Sligh, formerly of the Kennaway office, being the manager. They start off the new partnership with an imposing array of spots on their books. They have recently concluded arrangements to produce the show opening at the Oriental Terrace Cafe, Detroit, March 27. A show composed of Billy Gray, Jerry Bergen, Marguerite English and Lois Nixon opens for them tonight at the Log Cabin, Omaha, and they placed the Four Diplomats and Sandra and Winters at the Penthouse, Detroit, opening last Monday.

Other spots being booked by this office include the Park Avenue Hotel, St. Louis; Vanity Cafe, Milwaukee; the Powhatan, Commodore and Manhattan cafes, Detroit; Berghoff Garden, Fort Wayne; Medinah Temple and Paramount Club, Chicago, and Greyhound Cafe, Louisville.

Davis Ork Switches

NEW YORK, March 16.—Several changes and renewals went into effect this week for Meyer Davis orchestras now playing in various resorts. Group led by Eddie Bergman opened at the Bellevue Country Club, Bellair, Fla., last week, leaving the Embassy Club in Miami, which put up the shutters. Bernie Dolan's Davis Ork was renewed until May 1 at the Cafe de la Paix, sidewalk cafe at the Roney Plaza, Miami Beach. Another Davis unit, Gy Delman conducting, now at the Whitehall in Palm Beach, replaces Enoch Light at the Roney Plaza March 23.

Davis also booked Jane Winton into the Roney Plaza, opening today.

Night Club Reviews

Walnut Room, Chicago

The current floor show in the Walnut Room of the Bismarck Hotel is unique in that there is neither a dance team nor a musical comedy dancer in the entire show. Nevertheless, the production does not lag. On the contrary it is sprightly and pleasing entertainment thruout. George Neildoff's *Carnival of Gypsies* is just completing its second successful week during which Spanish and Russian shows, featured by the sweet music of Leonard Keller, "tone poet," were offered.

Chita Chavez, lithsome and gay dancer of Spanish and gypsy numbers,

wins the hearty applause of Walnut Room guests with her spirited presentations. Also drawing enthusiastic applause is piquant Lenore Felden, who does a Russian folk dance, Katinka, and in addition a lively Spanish number in which her eyes play as important a part as her feet. Supporting these talented dancers are Pola Gribova, who presents the Dagger Dance, Janina, whose singing of *Who'll Buy My Violets* is well received; Angela Tricome, singing *El Relicario*, and Leonardo Balsamo, who sings *My, My, My*. Neildoff, in rich baritone, gives his interpretation of the *Toreador Song* from *Carmen*, and Keller plays a violin solo, *Dark Eyes*. Three shows a night are presented, the Russian show at 7:30 and 11:30 and the Spanish show at 10. Keller's dance music is exceptionally pleasing. Cuisine of the Walnut Room is of the best, prices are reasonable and service excellent. Which, together with the excellent shows and music, explains the classy clientele this spot has built up. N. S. G.

Marine Grill, McAlpin Hotel

Come Prohibition, Come Repeal. The McAlpin has steadily held on to its reputation of possessing one of the best cuisines in New York City. A return trip to its Marine Grill re-establishes that fact without doubt. Dinners start at \$1.50, and there are few superior eating places in the city.

For what is his first New York date, if memory serves properly, Frank Dailey, with his orchestra, is encamped at the Marine Grill. Dailey has spent a long time at the Meadowbrook, a New Jersey night spot, building a considerable following. He is a capable and smooth band, turning out a first-class order of dance rhythms. Dailey himself has a pleasant personality. He is gradually bringing a young type of clientele to the hotel, which, of course, it can use.

Edith Drake, attractive blonde, is vocalist with the orchestra. Impression gathered is that she is hampered by poor acoustics, since the Marine Grill, besides a low ceiling, is divided into what might be called a lot of small squares by large pillars, each of which branches off at the top into archways. This handicap prevented a good hearing of her voice, altho it seemed to be of pleasing quality, while Miss Drake is aided by a nice personality and her good looks. Agnes Anderson, another vocalist, showed to better advantage, since she works alone, accompanying herself at the piano. Without the band to interfere with the audibility, her voice comes thru well. And her voice is good and diction clear.

Besides Miss Anderson to fill in between dancing there is also Ivar Peterson, an adept accordionist, soloing.

Franken.

Club Royale, San Antonio

This downtown night club, located at Broadway at Seventh street, has a novel and entertaining floor show this week. Joe Seider, emcee from New York, starts things off by introducing the Ciska Sisters, two pretty dolls in cellophane, who can really dance their way into anyone's heart.

Jimmy Moore drew a warm hand for his original "buck and wing" number. Jane Joy did a veil dance, which is more or less a fan dance under another moniker.

The Merlin Trio, ballroom specialists, were well received, as their turn clicked with the patrons. Harry Stewart does a good job as host for the club, while Parke Siddall and his orchestra furnishes the musical treats for the show. Manager Smallwood has a new low covert charge of 25 cents and all mixed drinks are the same. Business okeh.

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NVA Fund and Chesterfield Kiss and Make Up Again

Chesterfield to withdraw NVA, Inc., Supreme Court suit, permitting sensational accusations to go unanswered—settlement terms being drawn up—NVA Drive set

NEW YORK, March 16.—After a half year of legal squabbling and spectacular accusations, the NVA Fund and Henry Chesterfield's NVA, Inc., have kissed and made up. Also the settlement is not definitely set, both sides indicate that the NVA, Inc., suit will be dropped to enable the Fund to run the annual NVA Drive without legal interference. The drive will be held the last week of April. Irving Moldauer, of the legal firm of Hirsch, Newman, Reass & Becker, which represents the NVA, Inc., said: "We have had discussions on a settlement of our pending suit and we have agreed on the basic points involved. The suit will be dropped and the NVA, Inc., will work together with the NVA Fund in a greater spirit of co-operation than before." He insists the NVA, Inc., will continue to function. Henry Chesterfield could not be reached in time for a statement.

Harry Rodner, speaking for the NVA Fund, which represents the theater circuits, says the "settlement will be for the greatest benefit of vaudeville and film actors." The settlement is not yet set, he adds, but verifies Moldauer's statement that the withdrawal of the NVA, Inc., suit is a basis for the settlement.

More than three years ago the NVA Fund ordered the closing of the club-house, but the Chesterfield group revolted and forced a contract which guaranteed support by the Fund, under certain conditions, for five years. About a half year ago, however, the Fund cut off the money supply for the NVA's social activity, and the NVA, Inc., promptly filed suit in the Supreme Court. The suit accuses the Fund of coercion, mismanagement of the hundreds of thousands of dollars collected the last 17 years, and other improper financial dealings. The Fund retaliated by claiming Chesterfield, as NVA Fund treasurer, knew all about the transactions. The suit, now on the Supreme Court calendar, is slated to come up for a hearing in two weeks.

Howard Gets Cincy; Denver Shows Also

NEW YORK, March 16.—RKO's local vaude books have been given an additional week by switching the Shubert, Cincinnati, from the Chicago office to those of Bill Howard here. House has a heavy lineup of "name" shows set. Howard's first show goes in this Friday and will be the Casino de Patee Revue, headed by Marty May. Show for March 29 will include Benny Meroff, Boswell Sisters and Rosco Ates. Others booked there are Ina Ray Hutton, Lupe Velaz, George Olsen and Ouy Lombardo. Olsen and Lombardo play there May 10 and 24, respectively.

Howard will also book occasional "names" into Keith's, Dayton, which stays on the Chicago books. He spotted Ina Ray Hutton into the house the week of April 19.

The New Orpheum, Denver, also recently acquired by the circuit and which opens this Thursday, is to get occasional "name" stage shows. Its policy will be similar to that of Kansas City. Ben Bernie and Ark have been booked into the house the week of May 11. Nate Blumberg and Major L. E. Thompson are flying to Denver for the Thursday opening.

Woolfolk in Auto Smashup

CHICAGO, March 16.—Boyle Woolfolk, agent, with offices in the Woods Building, was badly shaken up when another auto hit his car one night this week, overturning it and demolishing it.

Agency Bill Makes Committee Rounds

ALBANY, March 16.—The bill for State regulation of employment agencies has been reported out of the rules committee and is now before the finance committee, where it will be reported out soon. All bills carrying appropriations must go to the finance committee.

The bill still stands as is, although it now includes exemption for radio broadcasting.

Flesh Draws 'Em in Cincy

CINCINNATI, March 16.—After a strict diet of straight pictures for more than a year Cincinnati theatergoers are satisfying a ravenous appetite for stage shows, with the result that the town's recently opened flesh stands, the Shubert and the Taft, are enjoying a bang-up business.

With the house scaled at 25, 40 and 60 cents, the Taft, under the management of Larry Sunbrock, ended the first week of its new flesh-film policy Thursday, with Thurston the Magician grossing a handsome \$16,500 on the week, despite Lent and two days of rainy weather. This is the biggest week the house has ever had with the exception, of course, of the Scandals four years ago with a \$4.40 top. Joe Penner heads, this week's stage show, which also includes the Saxon Sisters, Joe and Jane McKenna; Willie West and McGinty; the Lee Twins Revue and Penner's regular assists, Monk Purcell and Dick Ryan. First two days' business was big and another heavy week is anticipated.

Current at the Shubert is Count Berni Vici and his Spices of 1935, featuring Garner, Wolf and Haines, former Healy stooges; Isabelle Dawn, Lester Harding, Jack Cowan and Count Berni Vici and his 15-piece girl band. Show was off to a fine start. The Shubert inaugurated its new policy the week of March 1 with A. B. Marcus' Continental Revue on the stage. With the admissions set at 35 and 42 cents, the Marcus revue stood 'em up all week and pulled a neat \$18,200. Business last week, with Larry Rich's revue, featuring Britt Wood, on the stage, dropped a bit, due to some extent to the opposition offered by the Taft and the beginning of the Lenten season. Current show got off to a good start.

Influx of flesh into Cincinnati started six weeks ago when Larry Sunbrock, local promoter, working on his own, booked the Duke Ellington Orchestra and a string of acts into the Shubert. With the admissions scaled at 40 cents all over the house, the show did a tremendous business, sending Sunbrock after a lease on the house. However, he found his way blocked by RKO, which

Indie Bookers Land "Names"; 20 Houses Spend Real Dough

NEW YORK, March 16.—Altho vaude is almost at a standstill, the indie bookers continue to corral first-class houses and, more recently, have been spending plenty of dough for attractions. A check-up shows that more than 20 houses, booked by indie houses, are in the market for "name" acts. In addition, there are scores of other indie stands that offer attractive percentage terms to big acts.

"Name" acts that formerly would not even think of playing for anyone but the circuits are now picking up lucrative dates from the indies. For example, Carmella Ponselle, Amos 'n' Andy, Will Osborne, Orace Hayes, Estelle Taylor, Rex Weber, Art Landry Orchestra, Mellasses 'n' January, Pitt D'Oraay, Betty Boop and Olive and George Brown are now playing for the Dow office. Sallie Pupette and Ray Perkins are playing for

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THEATRICAL ART SCHOOLS

section in the next issue of The Billboard. It contains everything of interest to you. All the latest news, reviews and items on studio activities in the DANCE world.

Indie Agents Disband Group

NEW YORK, March 16.—The Independent Vaudeville Artists' Representatives' Association will disband. The officers are circularizing the members on the disbanding proposition and say they will attempt to organize a new indie agents' group that will concern itself with social activity only. The IVARA was organized last summer and had as many as 39 members.

Leaders in the organization, in bowing out, take a wallop at the vaude code, claiming it's not enforced. Another angle is the inability of the indie boys themselves to co-operate. For one thing, the IVARA found it tough to prevent the agents swiping acts from each other.

Officers include Phil Coscia, president, and Don Sherwood, secretary.

Winchell's Vaude Tour Off

NEW YORK, March 16.—The deal for Walter Winchell's five-week tour of personal appearances fell thru today. He was to have played the five weeks for Publix at \$7,500 a week. Original booking called for a March 1 opening, but Winchell's illness caused a postponement.

Ted Lewis for Interstate

NEW YORK, March 16.—Ted Lewis and Ark have been booked for the Interstate Circuit, the first attraction to tour those houses this season. He will start on the tour in about five weeks.

'La Vie Paree' Breaks Record

CHICAGO, March 16.—The A. B. Marcus show, La Vie Paree, broke all house records at the Marbro Theater last Sunday when it drew \$4,728. The show opened yesterday at the Southtown Theater and will play next week at the Harding, both Balaban & Katz houses.

held control of the house thru a ground lease. RKO then announced its intention of operating the house itself under the new policy of stage shows and films. Sunbrock then leased the Taft for 10 weeks.

The fight is on and seemingly everybody is happy; the theatergoers because they at last have what they have wanted for some time, namely, stage shows, and the theater operators because the policy so far is panning out profitably.

Code Changes Finally Okeh

Sent to Code Authority—vaude complaints board may be set up soon

NEW YORK, March 16.—The amendments to the vaudeville section of the motion picture code finally reached the Code Authority here this week bearing the approval of Division Administrator Sol A. Rosenblatt and the final okeh of Administrative Officer W. A. Harriman. John Flinn, executive secretary of the Code Authority, will return from the Coast March 25 and the next meeting of the group will be March 28, at which time these amendments will be discussed.

Flinn, at the next meeting of the Authority board, will probably make arrangements to set up the vaude complaints committee he has spoken of so often. With that committee appointed the group will be able to go after enforcement of the code provisions, the enforcement now practically limited to the labor boards.

The following are the amendments as officially okeh'd by the Washington authorities:

Amend Article IV, Division C, Part 2, Section 1 (a)—Delete the following:

"Rep" shows, "tab" shows, "tent" shows, "wagon" shows, "truck" shows, "medicine" shows, "show boats."

Amend Article IV, Division C, Part 2—Delete the present Section 3 (a) and insert in lieu thereof the following new Section 3 (a): "In the event that the rehearsal period for principals extends more than two (2) weeks, each principal required to rehearse shall be paid one-half of the weekly wage for such principal for each week or part thereof that the rehearsal extends beyond two (2) weeks."

Amend Article IV, Division C, Part 2—Delete the present Section 4 (a) (3) and insert in lieu thereof the following new Section 4 (a) (3):

"The minimum wage of a performer employed on a per diem basis and compensated in any manner shall be \$7.50 net in cash per day for each theater in which such performer appears."

Amend Article IV, Division C, Part 2, Section 4 (b)—Delete the last sentence of the first paragraph and insert in lieu thereof the following:

"No chorus person shall be required to report at a theater before 9 o'clock a.m., except as hereinafter provided. A chorus person may be required to report at a theater not earlier than 8 o'clock, a.m., on no more than one day in each week, provided such day is the day of opening of a new weekly program, and provided further, that such chorus person shall be compensated for all such time prior to 9 o'clock, a.m., at not less than the rate of one and one-half times his regular hourly rate. In computing the amount to be paid as herein provided, the regular hourly rate at which such chorus person is employed shall be determined for this purpose by dividing the amount per week which he shall regularly be paid by 40."

Amend Article IV, Division C, Part 2, Section 4 (b)—and the following paragraph immediately before Sub-Division (1) thereof:

"In the event the exhibitor or independent contractor in any theater which maintains a resident chorus under weekly contract so elects and notifies such chorus, then instead of the above-mentioned lay-off period which provides that the chorus be given one day off per week with pay, the chorus person may be given one full week's lay-off with pay after six consecutive weeks of employment; provided, however, that if a chorus person working in a theater operating under such policy receives less than six weeks' employment, the chorus person shall be paid on a pro rata basis, which pro rata basis shall be computed upon a basis of eight days' pay for each seven days' work. Provided further, that when the chorus person is given one full week's lay-off with pay after six consecutive weeks of employment, the chorus person shall on request rehearse not more than 10 hours during the week of layoff, but shall not be requested to (See CODE CHANGES on opposite page)

Fisher Loses New London

NEW YORK, March 16.—Arthur Fisher lost the Garde, New London, Conn., a last-half vaude spot. His Waterbury house remains on his books. He also books occasional shows into other Connecticut spots, including New Haven, Hartford and New Britain.

Murphy's Parkesburg House

PHILADELPHIA, March 16.—Joe Murphy, formerly of the Stanley Company, Steel Pier and Million-Dollar Pier, Atlantic City, has taken over the Opera House, Parkesburg, Pa. He will use a picture policy with an occasional road show.

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Warner Vaude Is Expanding

Four more one-day spots
—building up one-dayers
to three and four days

NEW YORK, March 16.—Warner vaude keeps spreading. Steve Trilling, booker, has added four Philadelphia one-day stands, formerly handled by Harry Biben. In addition, the Warner office is trying to stretch its one-day stands into three and four days, and eventually into split or full weeks.

The four new one-dayers in Philly are the Circle, Midway, Crosskeys and Colonial. This gives Trilling 10 one-day spots, the other six being the State and Logan, Philadelphia; the Strand, Camden; the Lyric, Millville, N. J.; the Grand, Vinland, N. J., and the Stanley, Chester, Pa.

Warner has already expanded vaude in three houses, giving them more and better vaude. The Queen, Wilmington, formerly a Saturday stand, has been expanded into Thursday to Saturday, and is being given such attractions as Blackstone and the Bert Smith show. The Capitol, Lancaster, Saturday stand, increases to Thursday to Saturday next week. The Lyric, Camden, a Saturday stand also, tries Saturday to Tuesday vaude, beginning today. First show is the Bert Smith unit.

Warner office feels that one-day vaude is not good for its houses and that this vaude should either be taken out altogether or expanded into three or four days, or even thruout the week. That is one reason why it is hunting for box-office attractions that can draw business and still not demand a prohibitive salary. It has been playing such attractions as Nick Lucas, Johnny Marvin and Joe Penner in these houses.

AFA Show Is Set

NEW YORK, March 18.—The American Federation of Actors' first annual ball in Mecca Temple Casino March 30 will feature a Ben Bernie orchestra, led by Dave Bernie, and the Harlem Hot Rhythm Maniacs Band. The judges for the dancing contest that will feature the show have already been chosen. They are Rudy Vallee, Abe Lyman, Bert Lahr, Gae Foster, Sophie Tucker, Frank McIntyre, Joe Laurie Jr., Ted Husing, Ben Bernie and Leonard Lyons.

CODE CHANGES

(Continued from opposite page)

rehearse at all during the week prior to such layoff."

Amend Article IV, Division C, Part 2—Delete the present Section 4 (b) (6), and insert in lieu thereof the following new Section 4 (b) (6):

"If layoff is required because of irregularity of bookings after the first two (2) weeks of consecutive employment, a chorus person may be laid off without pay seven (7) days in any six (6) weeks' period. Such layoff may occur at any time after the first two weeks of consecutive employment. If additional layoff is required, the chorus person shall be paid for the period of such additional layoff at the rate of three dollars (\$3) per day as long as the layoff continues."

Amend Article IV, Division C, Part 2—Delete the present Section 6 (b) and insert in lieu thereof the following new Section 6 (b):

"If individual notice of contract termination is given by the employer, the chorus person shall be paid in cash the amount of the cost of his or her transportation (including sleeper and the cost of transportation of his or her baggage) back to the point of origin whether the chorus returns immediately or not."

Amend Article IV, Division C, Part 2, Section 6—Add the following new paragraph to be known as Paragraph (6):

"If individual notice of contract termination is given by the chorus person, the employer is not required to provide transportation or sleeper."

Amend Article VI, Part 1, Section 7 (b)—Add after the word "Appeal" in the seventh line thereof the following:

"Unless the Code Authority shall extend the time to render its decision, which extension shall in no event exceed thirty (30) days."

Amend Article VI, Part 2, Section 7 (c)—Add the following:

"Unless the Code Authority shall extend the time to render its decision, which extension shall in no event exceed thirty (30) days."

DOLORIS DEL VISO, Cuban singer and dancer, is now appearing at the Normandie night spot on Central Park South, New York. Others in the show are Grace and Charlie Herbert, Rocky Twins and Helen Gray. Joe Zell is emcee and general host.

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The Philadelphia Record, January 27, 1935.

★ A suave, ingratiating fellow who does some remarkable now-you-see and-now-you-don't tricks with cards and cigarettes.
—Kansas City Journal-Post, October 29, 1933.

★ A nimble fingered gentleman with a penchant for making cards disappear before your straining eyes. It was magic, refined and raised to high degree.—The Boston American, January 28, 1933.

★ His suave mannerisms as he calmly plucks cards, lighted cigarettes and pipes from thin air creates a very baffling impression. In addition to his skill as a magician, Pablo is an excellent showman and deservedly earns the applause accorded him.
—The Boston Globe, December 22, 1934.

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R K O THEATRES

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Phil Tyrrell With Diamond

CHICAGO, March 16.—Phil Tyrrell, for the last five years an artists' representative and booker in New York and formerly in business here, will be in charge of the newly organized club department of the Billy Diamond office. Takes over his job when Diamond moves into the space recently vacated by Leo Salkin in the Woods Building.

SUGAR'S DOMINO

(Continued from page 6)

than handout reviews to satisfy amusement page advertisers. "Readers" are as old as the oldest newspaper. A "reader" is not representative of independent journalism, but it is, from any standpoint, more ethical than a handout re-

view. The worst that can be said about a "reader" is that it is a plum in the form of space handed out to a good customer. A "reader" in the real sense of the term does not exaggerate; nor does it distort the truth. It is simply a statement of fact concerning a picture or a vaude show. The handout review represents lack of independence and a paucity of ethics on the part of the newspaper publisher and bullying on the part of the press department issuing it on a "Must" basis. But as far as the newspaper and theater are mutually concerned it is unbusinesslike. This should, indeed, appeal to both as the most important deterrent of all to its continued use.

ALDA DEERY joined the Joe Morris act, pinch-hitting for the ailing Dorothy Ryan.

Palace, New York

(Reviewed Friday Afternoon, March 15)
(First Show)

Nothing to rave about as far as this week's 66-minute vaude is concerned, but Rudy Vallee's piz., *Sweet Music*, should make it a fair b-o. week. The show is okeh as average vaude shows go, the audience liking it yet never waxing enthusiastic. Johnny Burke, tho got what might be termed a show-stop. That biz of putting a hoke dance act in the opener and a juggler in the deucer is a little unusual, and it would have been better the other way.

Henri Oine, Ruth DeQuincey and Basil Lewis are the opener, a spot that's too early for their novel dance turn. Still it wasn't any real obstacle for them. They started off with the impression that they were a class ballroom adagio act, suddenly swinging into hurlesqued adagio that got them many laughs and a good mitting at the finish.

Bob Ripa, following, gives out with his speedy and showmanly pin and ball juggling, which found huge favor. He's very adept at that work, and it appears that he continually takes on more and more difficult tricks. So interesting is his work that the glimmers are trained on him every second.

Three X Sisters (Pearl, Vi and Jessie) have brushed up their turn effectively so that now it's a well-staged affair, as well as an entertaining 14 minutes. The girls look grand and their harmony singing is plenty tuneful. Their repertoire has been well chosen, and takes in *Earful of Music*, *Rez With His Sound Effects*, *Isle of Capri* and *I Ain't Gonna Sin No More*. They fared very well.

Johnny Burke, still doing his old routine but sporting civvies instead of the soldier suit, got the biggest hand of the show. Another new thing about his act is the use of a mike. His chatter about the draft is still laugh-packed and his nasal-voiced delivery makes it doubly effective. Finishes with a clowning hit with the pit crew.

Champagne Cocktail, Macklin Megley's overgrown flash, has the last 18 minutes. It's an elaborate turn and fairly entertaining, tho strictly a sight act. The costumes and the scenery, attractive and plentiful, are the high spots, but there's Duke McHale to make the act

mean something from the talent end. He's a really clever kid who certainly is going places. His hoofing is just grand and his personality is bound to catch on. Audience liked him immensely. Then there's the 10 Bebe Barri Dancers, a clever line of girls who observe precision in effective routines. Nan Wynne doesn't fare so well at her singing job, as her pipes are nothing to rave about, and Melba Brian does a nice graceful kfc and acro dance. She's probably the one who works towards the finish in a blue paint job. SIDNEY HARRIS.

Loew's State, New York

(Reviewed Friday Evening, March 15)

Milton Berle is the whole show this week. Billed as "presenting his own revue," Berle opens and closes the show and in between completely dominates the scene. Caught at the supper show, he was in such tip-top shape that the other acts appeared to be intermissions.

Opening the show, he stayed on for 12 minutes and did not leave until he had the customers warmed up and laughing heartily. The Mattison's Rhythms, dancers, were then on for a short stay, and Gordon, Reid and King followed immediately for more hoofing. Bad staging, and one real boner of the show. The trio, however, socked over their stuff despite the poor spotting. Their fast and break-leg hoofing drew a hand.

More Berle stuff and then Joan Abbott, a golden-haired blonde and easy to look at, gave the customers a couple of pop numbers. She has a robust blues voice, but relies more on personality than voice to put the songs over.

Another panic session with Berle, and Norman Prescott joined him for a hoke version of mentalism. Prescott works in the audience and Berle gets a load of laughs as a dizzy Indian mentalist. They surprised the customers with mind-reading stunts, Prescott feeding Berle the double-talk cues.

Mattison's Rhythms, four boys and three girls, snapped off some brisk tap dancing. A boy solos with a skillful tap to the music of *Rhapsody in Blue*. Rosalind Baker, Maxine Rice, Helen King, Leo O'Neill and O'Connor Brothers are billed in this turn, but are difficult to identify.

Berle then does a very funny blackout with Ralph Sanford and another boy.

Sanford is swell. Taking the stage alone, Berle then finishes with spoofing at the mike. All in all, Berle proves he is still on the upgrade. His gag delivery is rapid and literally overwhelms the customers. Not only that, but he is very funny in blackouts and can even do a bit of comedy dancing and singing. At this show the audience actually screamed.

Picture is *The Gilded Lily* (Paramount) and does not seem to be drawing. The second edition of *The March of Time* also on the screen. PAUL DENIS.

Roxy, New York

(Reviewed Friday Afternoon, March 15)
(First Show)

A short, fast and constantly amusing stage show at the Roxy. Nothing sensational, but real entertainment all the way. Picture is *Let's Live Tonight* (Columbia), and the biggest draw this week is bound to be the Roxy's policy of huge hunks of show at extremely popular prices. There was a well-filled house at the first show opening day.

"Cookie" Bowers headlines, doing his usual good job of it. It's the same act—imitations, pantomime and character sketches—all of them finely done. The crowd went for it heavily.

Further comedy is furnished by Mells, Kirk and Howard, with their knock-about act that actually tries to be different from other knockabout acts. It succeeds for the most part, too, being a hilarious session of zany fun. The Four Casting Pearls lead off with smooth and effective casting over the trampoline, and St. Clair and Day contribute two pleasant dance routines in a production number. This week's amateur air contest winner, Marilyn McFay, was announced as picked not by the audience in the studio but by listeners-in. She was also announced as coming from Macy's. She's a pretty kid, with a deep, throaty voice, who seemed scared stiff at the first show opening day. She needs stage presence, and her obvious nervousness seemed to harm her control of her voice, but with a bit more experience she'll be eminently okeh. She's a charming kid, and she sang *I Believe in Miracles* and *Hands Across the Table* very nicely and with excellent audience response.

The Gae Foster Girls do a short routine to open, a fast and grand hotcha number for the center-spot production. In which two of the kids come out to lead excellently, and a circus acrobatic routine to close. This last, which they've done before, is a standout. They actually go thru acro stuff, with more than half of the kids coming out for special turns and all of them comporting themselves like veteran opening acts. It's a wow, and the youngsters rated all of the big hand they got.

Freddy Mack emcees and leads the band from the pit.

A word should be said for the excellent circle-and-stair production set, and for Bonnie Cashin's constantly effective costumes, particularly for the cute rigs she did for the circus finale. EUGENE BURR.

Chicago, Chicago

(Reviewed Saturday Afternoon, Mar. 16)

One of the best balanced and most entertaining shows this house has had in a long time is on tap this week and it moves along without a hitch or a wait anywhere.

In celebration of St. Patrick's Day, the show opens with the Evans Girls, before a cut-out shamrock drop, doing a neat number attired in green and white costumes. They are followed by Harriet Hayes, solo dancer, whose routine of high kicks, acrobatic and control work and aerial somersaults was rewarded with a good hand.

Gautier's Toy Shop, standard animal act, was next. Before a toy-shop setting, four cleverly trained ponies and four dogs are put thru a variety of tricks and formations that elicited much applause and delighted the customers. Closing tricks of dogs riding on backs of ponies was the signal for a big hand at the conclusion of the act.

Gracie Barrie, petite songstress, working in one before the microphone, started with *You're a Builder* Upper and then did a medley comprising *June in January*, *I Believe in Miracles* and *Isle of Capri*. I wonder if Gracie realizes how funny the lyrics of *Isle of Capri* sound by her substitution of he for she. Particularly the line where she leaves him among the roses. One might get him

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mixed up with another flower or at least have odd thoughts about him. She also did *Lullaby of Broadway*, and sang in a *Blue and Pensive Mood* as the Evans Girls did a modernistic routine. Drew a good hand.

The Three Slate Brothers held next-to-closing spot. The boys have added several new bits and retained the best part of their old act with the result of much merriment. A baby bit is new, and so is a number called *Tired of Songs About the South*. The adagio with the dummy still wows them and is one of the funniest pieces of business on the stage. Were a hit.

A production number based on the song *Love Passes By* closed the show. These are the kind of things that Balaban & Katz should do more often. A colorful stage picture in silhouette was seen raised above the level of the stage. Vivian della Chiesa, soprano, held over from last week, sang the *Jewel Song* from *Romeo and Juliet* and was followed by Hans Muenzer, violinist, and Rudolph Wagner, pianist, who played *Love Passes By* in different ways as the Evans Girls did a slow ballet on the stage below. All three artists joined in the finale. F. LANGDON MORGAN.

Academy, New York

(Reviewed Saturday Afternoon, Mar. 16)

A fair vaude show this half. The bill opens fast with the Four Olympic Aces but slumps a bit until the closing act, the Danny Dare Dancers, which is a distinct sock.

The Olympic Aces are four youthful athletes stripped down to gladiator outfits. They bounce and leap around with the greatest of ease, their gymnastic feats getting plenty of "ohs" and "ahs" from the customers.

Then came Hit and Run, a couple of colored boys, who prove to be a mild version of Pops and Louie and the Nicholas Brothers. The boys hoof away to beat the band and really uncork some hot steps, but their routine needs better staging, and the kids could be taught to sell the stuff better, too. The talent is there but it needs development.

The Mainstreeters, three men and two girls in hillbilly outfits and before a rural setting, gave the customers a load of novel mountaineer singing, dancing and instrumental music. They play almost every queer instrument imaginable and produce the odd noises hillbillies are supposed to produce. Good entertainment and the customers liked it here.

Bobby Pinkus is assisted by a cute little blonde in a knockabout comedy turn. Pinkus is still taking the falls and twisting his body and his face for comedy effect, with the blonde doing straight capably. The act is a freakish combination of low and disjointed jokes. Drew quite a few laughs but didn't really click.

The Danny Dare Dancers made a sock impression with their hoofing routines. The act has six boys and six girls doing group tapping, ballroom glides and even adagio, while a blond girl is on for fast acrobatics during the change waits. The act has been revamped and moves much faster than when it carried a singer. The group adagio finish is a surefire applause getter.

Picture was *One More Spring* (Fox). PAUL DENIS.

Oriental, Chicago

(Reviewed Friday Afternoon, March 15)

Winnie and Dolly proved an excellent opener. With special scenery showing the deck of a ship, the man is seen fishing over the side. A strong tug at his line, which he pulls up with aid of block and tackle, reveals the woman of the act attired as a mermaid, a novel iron-jaw opening that drew a hand. Man then mounts high trapeze and holds a large anchor by his teeth doing some thrilling work by himself on the swinging trapeze. Good hand.

Dalton and Craig, man and woman, in duce spot, found the audience cold to their efforts. Several minutes of talking that seemed like much more due to much pointless material and the slacking up a couple of times when they didn't seem quite sure of themselves.

Act would have better possibilities if they would brush up on material. As it stands now they laugh more than the audience does. Left to a fair hand.

Royal Swedish Bell Ringers, five men, were next. Here is a touch of the good old vaudeville days and a pleasing novelty. With some 300 bells of varying sizes before them, they ring out several tunes, among which are *Bells of St. Mary*, *Waitin' at the Gate for Katy*, *Suavese River*, *Mocking Bird* and *Katy*. Two of the men played a tune by rubbing their palms over glasses of water, a stunt that hasn't been used around here for ages. Closed with *Stars and Stripes Forever*, a number that needed plenty of fast manipulation on the bells. A hit.

Variety Follies was the name tacked onto the stage revue. Before Ted Cook and his band on the stage, Johnny Leo and the Three Lees opened this portion of the bill with their slapstick humor, dancing and tumbling and the sock Russian steps of Johnny. Drew a big hand. The Trudy Pickering Dancers, the house line, then did a routine. This line hasn't yet shown anything out of the ordinary since they've been here. Selma Marlowe contributed two great tap routines that sent her off to much applause. Ross, Pierre and Schuster cleaned up in the next spot with their radio impressions. Frankie Ross is formerly of Ross and Ayres, and Joe Schuster was one of "The Delivery Boys." With the addition of Anita Perry they did takeoffs of Rudy Valle, Bing Crosby, Popeye, Betty Boop, Irene Bordino, Fifi D'Orsay and others. Schuster does a clever hillbilly number, and Ross' cackling bit has a prominent spot in two numbers. As a whole the act is great entertainment and they were the hit of the bill. The Pickering Dancers closed. F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, March 15) (First Show)

Another capacity crowd took advantage of the morning scale at the Earle today and gave Ina Ray Hutton and her Melodiers, the featured act, a good hand. Show this week is an "all-girl" affair.

Show is opened by the De Long Sisters, three attractive young girls who perform a variety of tumbling, head stands, shoulder stands and other feats not usually in the repertory of the distaff side. Grace and personality counted along with ability in winning the act much applause.

Maud Hilton and Ethel Costello followed in the next spot with some rapid comedy of the "insulting" variety, Miss Hilton making the stately Miss Costello the butt of her wisecracks. Burly comedy and the audience liked it.

The Hutton band then took over for the rest of the show and the audience liked the eye-filling Ina Ray with her hotcha band leading, her husky crooning, her fast stepping and her costume changes.

As specialty performers, Ruth Bradley crooned *Hands Across the Table* and *Play a High Note*. The Frazer Sisters, a harmony singing trio, made another hit with their warbling, and Dorothy Crooker gave a demonstration of control dancing that brought a big hand from the audience.

The band, numbering 14 pieces, specializes in hot music, matching the dynamic pace of its leader. General staging and lighting effects are good. The film is *Times Square Lady* (MGM). H. MURDOCK.

Paradise, Bronx

(Reviewed Friday Evening, March 15) DAVE APOLLON UNIT

Dave Apollon has risen to the impressive stage by reason of this new unit of his—a unit that's the last word in this units. Money has been invested in this show considering the elaborate scenery and costumes. Then, too, it is loaded down with talent—and darn good talent. The show itself has been staged exceedingly well, altho the last 30 minutes of the 65-minute running time could use a some production. A change of set and a number by the line girls would help there. Playing here to a packed house, the unit found heavy favor thruout its running. Screen fare is Claudette Colbert in *The Gilded Lily*.

Apollon alone, plus his Filipino musicians and his specialty people, has always been good entertainment, but now with added specialty people and production he's got a solidly entertaining layout. Looks like a high-priced affair strictly for the higher budgeted houses.

Besides himself, Danzi Goodell and his 10 Filipinos, featuring Harold Aloma, he has Low, Burnoff and Wensley, Tommy Martin, Rosemary Dering, Luba Malina, Seven Arabian Sheiks, Deane Janis and the 12 Danny Dare Debutantes.

Leading off with a four-minute overture, conducted by Apollon, the show gets to the stage with a charming Oriental production number to tom-tom music, in which the girl line does an effective number and when the Arabs go in for a fast and snappy display of tumbling. Only six fellows and not seven as billed. Then into "one." Apollon introduces Tommy Martin, a worthwhile Midwestern representative of magic. This young chap has a nice delivery, and what's more he does a corking round of animal tricks. His pulling of spoons, diggles and cards out of the air is done masterfully, and his Japanese fan trick of converting a wad of paper into an egg is a humdinger. He does other tricks, too, which are all clever.

From here on there's a parade of specialty people and the Apollon regular crew before an attractive black and white act. Dave paces the show wonderfully, and his comedy touches are just grand. The 12 girls do a number and then Dave and his 10 boys take the stage, staying on until the finish, playing their excellent music and injecting their splendid comedy. Deane Janis, an Al Siegel girl, is the first of the specialists in this half and she has looks and a voice of quality, yet it must be the numbers that don't show her to full advantage. She can fare much better than she does. Rosemary Dering, an experienced and clever ballet kid, follows and clicks with her graceful toe dance in waltz tempo.

Harold Aloma, with the 10 boys, gets his spot and as ever chalks up a deafening hand. He's a corking mike singer and plays a mean steel guitar, giving an impression of a human voice. Danzi Goodell gets her inning, too, and she also rings up her usual show-stopping applause. Her eccentric dance is still a honey and her personality is ace. Luba Malina, in Russ getup, is another clicker with her excellent delivery in good voice of Russian and Spanish numbers. Low, Burnoff and Wensley follow with their superb handling of burlesqued adagio dancing, ringing up a tremendous mitting, which was followed by the finale, with the whole company on for bows. SIDNEY HARRIS.

Valencia, Jamaica

(Reviewed Friday Evening, March 15)

Manhattan Merry-Go-Round vaude unit is an enlarged order of the Sunday night NBC commercial on the air for R. L. Watkins Company (Dr. Lyons' tooth powder). As a radio show it's not so hot, and as a vaude unit it runs 55 minutes, about half of which is entertainment. And most of that derives from Jerry Mann's imitations, with the Gaylene Sisters, an acro and contortion dance team (naturally, not on the radio program), taking second money. Rest of the talent includes Rachel Carlay, French songstress; Three Merry-Go-Rounds, male trio, and John S. Young, NBC announcer, as m. c. Ford Bond is the announcer on the program, altho not working on the vaude job. Pierre LeKreun, also a French singer on the other show and billed on the houseboards, did not show at this catching.

Band is under Andy Sanella's capable direction, but doesn't have much to do. Opens the works with a slow number that's not only slow but an oldie, *Diane*. Young intros Miss Carlay for two pops, one French and one American, last getting over well because of an infectious tune (*Lookie, Lookie, Lookie, Here Comes Cookie*, and no kiddin'). Gaylene pair are on next for a good acro number. Girls show definite promise, altho handicapped by an indicated lack of experience that occasionally threw them off balance and caused bad timing. Their second number, near closing, which includes a short hula routine and some neat split and contortion work, succeeded better, drawing the best hand, next to Mann.

Mann seems to have improved considerably in his imitations, and aided by some excellent material was on the receiving end of a show-stop. Best laugh getter was his English mangling a la George Givot's Greek. Others he did included Ben Bernie, W. Winchell, Rooco Ates, Schnozzola, George Jessel and Maurice Chevalier. House couldn't get enough.

A medley by the band follows, featuring solo work on the guitar, sax and clarinet by Sanella, good stuff, altho not

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appreciated, with Miss Carlay and the dance team back for repeats. Mann comes out for some not-so-funny comic stuff, with a Russian stooge to close. Picture was *The Gilded Lily*, plus the second *March of Time* release. House was good. JERRY FRANKEN.

No reviews this week of the Radio City Music Hall and Capitol Theater, New York, because of holdover shows. Music Hall holds over for a second week with "Roberts," and the Capitol runs a second week with the "After Office Hours" piz and Ben Bernie on the stage.

THE NEW PLAYS ON BROADWAY

IMPERIAL

Beginning Thursday Evening, March 14, 1935

PANIC

A modern tragedy by Archibald MacLeish. Directed by James Light. Settings and lighting by Jo Mielziner. Movement by Max Graham. Social lighting effects by Century Lighting Company. Scenery constructed by McDonald Construction Company and painted by Triangle Studios. Presented by Phoenix Theater, Inc.

An Old Woman.....Rose McClendon
A Man.....Russell Collins
A Girl.....Harold McGee
A Girl.....Joanna Roos
A Man.....Corrill Kraber
A Young Man.....Bernard Zanzville
A Young Girl.....Eva Langbord
A Woman.....Paula Trueman
A Young Man.....Karl Swenson

CHORUS

MEN—Edward Milton Paul Genge, Wesley Addy, Albert Lewis, Arthur Singer, Yisroel Libman, Eric Walt, Robin Batcheller, John O'Shaughnessy, Jerome Thor.
WOMEN—Elizabeth Morrison, Deirdre Murst, La Verne Ping, Virginia Welles, Amelia Barleon, Elizabeth Timberman, Osceola Archer, Beatrice Pons, Lucille Strudwick, Mary Tarcia, Margaret Craven, Margot Loines, Elaine Basil, McGafferty.....Orson Welles
Immelman.....George Glass
Bankers:
Clifford Heckinger, Gordon Nelson, Walter Coy, Joseph Eggenton.
Guard.....Edward Mann
Unemployed:
Abner Biberman, William Challer, Albert Lewis, Paul Genge, Wesley Addy, Robin Batcheller.
Blind Man.....Harold Johnsrud
Ione.....Zita Johann
Cripps.....Richard Whorf

SCENE—The action takes place in a street before an electric news bulletin and in the office of a great American banker.
TIME—Evening of a day in February, 1933.
The play will be given without an intermission.

Advertised curtain time—9:00.
Curtain rose at showing caught—9:13.

This reporter's thanks go to Walter Winchell's girl Friday, who unearthed the word "emolophrasia." She unearthed it, she says, in Gould's Pocket Medical Dictionary, which gives its meaning as "the use of senseless words and sentences."

Miss Cambridge ran that definition in her column Friday morning. On Friday night this reporter witnessed the public performance of Panic, Archibald MacLeish's poem-play of the crisis of the depression, which the newly formed Phoenix Theater brought to life for three performances.

In writing his poetry, Mr. MacLeish explains, he sought a rhythm that would approximate the speech of modern life, just as the stately blank verse of the Elizabethans fitted their mode of living. He therefore threw out meter based on syllables, and substituted accents, writing in three and five-beat lines, no matter what the number of syllables, preferably with falling accentuation.

At times he does approximate modern speech—and at such times it seems all the more a pity that he fails to approximate sense. For his play is as self-consciously formalized a piece of pseudo-intellectual rigmorale as this reporter has encountered. At times there occur lines that flash brightly and proudly with power and strength and beauty. At times the imagery is rich, compelling and emotionally insistent. But such moments are, unfortunately, deep buried in the avalanche of stale and self-conscious befuddlement, of determinedly intellectual bewilderment, of the bathos and rubbish plain out-and-out folderl that make up the body of the play.

And even Mr. MacLeish's long-sought-out meter goes back on him most of the time. Instead of discovering the meter of modern life, Mr. MacLeish, it seems, has merely rediscovered the flow of the finest Irish speech and writing, with its falling final cadences and its charming, preposition-filled structures. It is made to sound staccato by the accents and the pounding of the actors, but denuded of its vocal embellishment (and even, most of the time, clothed in it), it seems merely like affected and fourth-rate Sygne or

Yeats, gone suddenly artistically haywire in a modern American setting.

The story (such as it is) tells in general and would-be symbolic terms of the bank crash of 1933, making the breakdown of a great financier and the panic of the crowd. Just what artistic aim Mr. MacLeish sought to reach is hard to figure. There is no attempt at plot; the symbolism is half-baked and turgid with self-conscious maunderings, made to seem important only by its outer cloak of occasional and momentary poetry. It is probable that he was attempting to depict in general terms the growing sense of doom and of panic. Is so, it is hard to see why he made his work so expansive and over-diffuse. In music (the general art to which such an aim would be most easily adaptable), the evocation of such a mood would be the work of about 20 minutes. Beyond that it would grow boring, unless given genius to carry it. How much more boring, then, must it grow in the more explicit arts of poetry and the stage—and Mr. MacLeish is no genius, at least not genius enough to carry his work thru the seemingly interminable hour and a quarter of its running time.

Pine lines there undoubtedly are, and fine and compelling imagery, but they are buried in the rigmorale. For the most part, Panic sounds like a cross between Four Saints in Three Acts and Within the Gates, combining the worst features of each. It is Gertrude Stein suddenly imbued with the undisciplined (and therefore useless) fervor of O'Casey. "Meek umbrellas" sounds devastatingly akin to "Tender Eutions."

Fortunately, Panic is published in book form. Examples could be expanded endlessly, but instead of repeating them here the book is offered. It speaks for itself.

Of course, Panic had one unavoidable thing against it. At its public performance it played before the most determinedly artistic audience of the season, an audience that created an atmosphere that was synthetic, just as the atmosphere of cheap joy-dens such as the Casino de Paree is synthetic. In one case it is false intellectualism; in the other, false lust.

A good cast deserves much credit. Orson Welles, as the financier, began with fine reticence, dragging belief by its hair from the depths of Mr. MacLeish's lines. Later, however, he wrapped himself in the growing climaxes and bellowed rather painfully. Zita Johann gave a clear and translucent performance as his innamorata, despite the fuzziness of the lines, and her lovely voice aided the poetry immeasurably. It was, as a matter

of fact, the best performance that this reporter has seen her give. Many in the crowd were excellent—Rose McClendon, Joanna Roos and Paula Trueman, to name but three. Harold Johnsrud and Richard Whorf did good work as two of the minor principals.

Jo Mielziner's lighting was splendid, and the direction of James Light tried hard to make sense and to minimize the almost interminable dullness. Martha Graham's dance movements were as insistently stylized as the play. The Phoenix production was in all ways excellent.

All of which brings us to a pleasant note on which to make an end. Nathan Zatkun and John Houseman and their Phoenix Theater are to be unstintingly complimented. Their aim to produce otherwise unproducible plays for subscribers and single public performances, should and must be encouraged. Mr. MacLeish's drama does nothing to detract from their organization; rather it proves that both they and their theater have, at least, courage. To them, if not to the play, go the honors of the evening.

EUGENE BURR.

MAJESTIC

Beginning Monday Evening, March 11, 1935.

MARRIAGE

Comedy by Nikolai Gogol, starring the Moscow Art Players and featuring Vera Gretch, P. Pavlov and Marie Krijanovskaia. Directed by Mr. Pavlov. Settings by K. Popov. Presented by S. Hurok.

Agafya Tikhonovna, Daughter of a Wealthy Merchant.....M. Krijanovskaia
Irina Pantelemonovna, Her Aunt.....V. Motilleva
Fyokla Ivanovna, a Matchmaker.....V. Gretch
Podkolessine, a Government Clerk.....P. Pavlov
Kotchikareff, His Friend.....A. Jilinsky
Yaetchnitza, a Registrar.....C. Zagrebelsky
Anouchkine, a Retired Army Officer.....V. Zelitsky
Gevakine, a Retired Naval Lieutenant.....M. Rasoumov
Dounyashka, Agafya's Chambermaid.....E. Korsak
Stepan, Podkolessine's Servant.....B. Kremenzky

ACT I—The Bachelor Quarters of Podkolessine. ACT II—The Home of Agafya. ACT III—Same as Act II.

I FORGOT

Dramatization (no author credited) of a short story by Anton Chekhov, featuring Michel Chekhov. Presented by S. Hurok.

A Customer.....Michel Chekhov
Salesman in a Music Store.....B. Kremenzky

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

As The Billboard's ambassador to the present Majestic Theater headquarters

Ducat Rules Put Up to CA

Code authority notified by Rosenblatt that it must delete or enforce them

NEW YORK, March 16.—As was expected, the question of enforcement of the ticket-broker clauses in the legitimate theater code has been thrown squarely in the lap of the legit Code Authority by the NRA officials in Washington. It is now up to the authority to vote on whether or not it can and will enforce the much-mooted broker clauses, and, if it votes in the affirmative, to create ways and means of raising money for such enforcement.

Official notification came this week, when Sol A. Rosenblatt, division administrator of the NIRA, sent a letter to William A. Brady, chairman of the authority, saying that he (Rosenblatt) had read the recent report of the committee appointed to investigate the ticket situation, and had come to the conclusion that the Code Authority must either take definite steps to enforce the clauses or else cut them out of the code altogether. This follows closely the findings and recommendations of the committee.

The committee, which was composed of Lee Shubert, chairman; Brock Pemberton, William McBride, Philip Wittenberg, Paul Shields and Morris Rosenstein, reported that the managers were not co-operating in enforcement of the ticket provisions, that the code authority had approved no budget providing money for enforcement, and that the clauses should either be rigidly policed or else dropped, according to the decision of the authority.

Rosenblatt's letter was read at the meeting of the code authority Wednesday, but definite action on it was postponed until the next meeting. Delay was caused by desire to wait for a report of a special committee, appointed at the last meeting when the first committee's findings were made known, which is at present sifting the possibility of raising funds and maintaining a sufficient organization to enforce the broker clauses.

of Soviet Russia, Mr. Frankenov has resumed where he left off last week in reporting the entertaining goings-on at the aforementioned theater. This time he saw Marriage, Nikolai Gogol's comedy, preceded by I Forgot, a dramatization of a short story by Anton Chekhov and featuring his nephew, Michel Chekhov. In the first-mentioned play, P. Pavlov, one of the leaders in the Russian company, finds a lush part for his full-bodied style of acting. The adjective has no reference to Mr. Pavlov physically. Then, as usual, there are the other Soviet performers in their usual Grad A work.

Marriage tells the story of Podkolessine and his adventures on the threshold of matrimony. To get himself a wife, he obtains the services of Fyokla, a commercial Cupid, who arranges a meeting with Agafya, who is inexperienced as Podkolessine is timid. They're the tops—in their respective fields. Complications set in in the way of three rivals, who are, however, finally vanquished by Kotchikareff, Mr. P.'s friend, who also wants to see Mr. P. (Podkolessine) a groom. Several more or less unimportant events take place before the field is clear for the milquetoastian Romeo. Finally, however, he is accepted, but while the wedding preparations are going on, he gets panicky and takes French leave.

As a curtain raiser S. Hurok presented I Forgot as a further display for Michel Chekhov's acting ability. Story is simply one of a commuter, requested by his daughter to bring home a certain piece of music, who, once in the music store, forgets the title. All efforts to bring it back to him are useless. Just as he is about to leave, he envisions his daughter

(See I FORGOT on opposite page)

NEW YORK, March 16.—Leonard Sillman and William A. Brady fought to a draw before the American Arbitration Association this week, in a case arising out of the flop musical, Fools Rush In. There were claims and counterclaims, and the arbitrators called it off both ways.

Try-Out Tours Lambasted in Equity Magazine's Editorial

NEW YORK, March 16.—Coincident with various outcries against the state of the road (nothing new, since they've continued for almost a decade) and the announcement of the formation of Stage Unity, which would divorce the road from Broadway and give it original productions of its own, comes an editorial in Equity Magazine, berating justly and in no uncertain terms the managerial practice of making the road the goat for unproved productions. Specifically, Equity inveighs against the pre-Broadway tryout, with the show uncertain and going thru a process of fixing up, during which cash customers on the road are asked to pay good money to see what can only be termed a theatrical experiment. Says the editorial, in part:

"Washington, Baltimore, Philadelphia, New Haven, Hartford, Boston have had to accustom themselves to paying the regular high scale of prices to witness plays which were not ready and which the producers must have known were not ready. . . . More than 11 years ago Equity called the attention of the managers to the probable disastrous effects

of such a policy and urged that more consideration be accorded these cities. And from time to time since then Equity has repeated the warning. . . .

Equity believes, and has always believed, that the people in these try-out towns are just as intelligent and discriminating as those who attend the performances in New York theaters. It believes that they are quite as much entitled to finished productions and performances. Certainly they should not be asked to pay for unfinished and untried material prices that are only justifiable for finished and proven products. But they have been asked to do it until, at last, they are declining to have further commerce with an institution that has so often and so cruelly betrayed them.

"Do the managers honestly think that because they own or rent theaters in these towns their theaters are the theater? Or do they feel that if they can recoup their outlay upon Broadway, or thru sales to motion pictures, what happens to the theater thruout the country is their own business and of no legitimate concern to anyone else? It is the actors whose activities are curtailed and whose livelihood is ruined by these short-sighted and stupid tactics.

"Equity has called upon the producers to mend their ways and to accord consideration to the audiences in these erstwhile good theater towns whose total population is certainly as great as New York's. It is again calling their attention to the situation and its seriousness. And it will continue to do so as long and as loud as may be necessary."

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THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

SPRING TERM BEGINS APRIL 1st

For Catalog address the Secretary, Room 145 C, Carnegie Hall, N. Y.

Equity Slate Is Selected

Council nominees picked for regular ticket—may name written-in candidates

NEW YORK, March 16.—Official nominees for the council of the Actors' Equity Association, to be voted upon by the membership at large at the annual election meeting, were announced this week. They comprise the regular slate, and, if any opposing candidates are named, they will have to be voted for thru a process of writing in on the ballots. The selected nominees are as follows:

For regular five-year terms: Walter Abel, James Bell, Humphrey Bogart, Beulah Bondi, Elliot Cabot, Alexandra Carlisle, Pedro de Cordoba, Edward Fielding, Priestly Morrison and Blanche Yurka.

Replacements: To 1937, Helen Broderick; to 1937, Kenneth McKenna; to 1938, Ernest Glendinning.

The nominating committee which drew up the slate was composed of six members elected by the membership at large at the recent and stormy meeting called for that purpose, and three members appointed by the council. The elected members were Granville Bates, Charles Dow Clark, Walter Connolly, Percy Moore, Nance O'Neill and Selena Royle. Those appointed by the council were Maïda Reade, Charles Trowbridge and Louise Prussing.

The first six members of the nominating committee were elected at a meeting at which they were opposed by a slate of nominators selected by the Actors' Forum, the group within Equity which has been holding frequent meetings to discuss economic problems. The rival slate included Sylvia Field, Margaret Wycherly, Clarence Derwent, Millard Mitchell, Alexander Kirkland and Hugh Rennie. They were defeated by approximately two to one by the administration candidates.

It is not as yet known whether there will be any organized attempt to oppose the regular slate of councilmen with written-in candidates.

Rochester Turnaway Proves Town's Draw

ROCHESTER, N. Y., March 16.—After an absence of two years legit came back to Rochester in the shape of the Kern-Harbach *Roberta* last night and filled the 3,500-seat Auditorium Theater to capacity.

Brought here on its return trip from Chicago and the Midwest as an "experiment" by William Corris, for 25 years business manager of the late Lyceum Theater, the show brought nearly 6,000 to the doors, almost half of whom were turned away.

Sellout, Corris said, proves his contention that this town of 330,000, with a drawing population of half a million, will support good legit. None but one-night stands will be booked for the rest of the season, Corris said, but if shows continued to draw a full card will be framed for next fall and winter.

Alviene School Theatre

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Think what it means to train for Stage and Talking Pictures from the Teachers and Directors who taught Fred Astaire, John Merkel, Lee Tracy, Zita Johann, John Golden, Oliver Morosco, etc. Debuts, appearances while learning. Classes limited. Write SECRETARY, BELL for Bulletin 88, 66 West 85th Street, New York.

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SAMUEL FRENCH
25 West 45th Street, New York.

World's Cheapest Theater

HAMBURG, Germany, March 16.—This city has the world's cheapest theater. Each seat costs 2 cents, and programs and cloak-room facilities are free.

The Stage, as the house is called, was only made possible by co-operative efforts. Actors, stage crew, usherettes and box-office staff have painted and arranged scenery and devised costumes. Unemployed actors find work here and new authors are encouraged by having their plays produced.

Detroit's Lent Legit Boom

DETROIT, March 16.—The beginning of Lent is bringing a boom to the Detroit legitimate stage instead of the slump usually anticipated. The Wilson Theater, which has been dark all season, with the exception of the engagement of Fortune Gallo's opera company last fall and a few one-night engagements largely privately sponsored, opens Monday with the D'Oyly Carte Opera Company for one week, with the same repertory of Gilbert and Sullivan operas performed in New York. The Wilson has two stage bookings following the opera company, *Three Men on a Horse* and *Dodsworth*.

The Cass Theater had *Sailor, Beware!* for its second week this past week, while the Alfred Lunt-Lynn Pontanne production of *The Taming of the Shrew* was scheduled to come in later in the season.

The Drury Lane Theater reopened Sunday night with a new dramatic stock cast in *The Vinegar Tree*, indicating that Detroit will have three legitimate theaters open at one time, establishing a three-year record.

Musical attractions, including light

Stage Unity Negotiating With Independent Groups

Would present them on proposed Unity circuits in addition to own shows—names withheld as yet—drive for public support may start in Midwest and South

NEW YORK, March 16.—While preparation for the work of organizing out-of-town audiences for its proposed 10-town circuits still goes on, Stage Unity of America is at present opening negotiations with various independent producing groups regarding the possibility of booking their shows into the proposed Unity circuits next fall. R. Paulding Steele, director of Unity, said this week that several such groups were under consideration, but withheld the names pending further negotiations. Negotiations now under way are with independent producing aggregations that are not in sympathy with Broadway to route their productions into cities where Unity has secured guaranteed audiences in advance. Producing units would retain their own identity and control their own productions, but would play under Unity sponsorship and the Unity name as well as their own. This activity would be in addition to Unity's own original productions put on exclusively for its own circuits.

Advance response indicates, according to Steele, that the first concentrated drive for Unity members will probably be launched either in the South or the Midwest, altho actual interest materializing in the next few weeks will determine the exact location of the first 10-city Unity circuit. At present newspaper interest in all sections of the country is being lined up, and the public drive for Unity audiences, when it is opened, will be thru every known channel of publicity, thru the appeal in each city to get good theater locally, independent of Broadway.

The Unity plan, which was announced last week, would line up audiences in road towns which at present are serviced sporadically, if at all, by the Broadway setup. It would be a definite attempt to break away from Broadway influence, giving the towns new productions uninfluenced by hopes or possibilities of a New York run. Nothing is being done on the production end as yet. It is the aim of Unity directors first to line up the possible audiences for such a theater plan before plunging into unwarranted production promises.

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IN NEXT ISSUE

The new

THEATRICAL ART SCHOOLS

department of The Billboard, where you will find all the latest news, reviews and items of interest to the DANCE world. Also notes on studio activities in the fields of DANCING, voice, music, dramatic arts and radio technique.

FROM OUT FRONT

By Eugene Burr

Boston, with its censorships and its militant moronism, has come to be accepted as an ulcer upon the gleaming face of the world—and the face of America in particular. Certainly, Boston's insistent idiocies in the banning of plays and other art works have been enough to heap upon her head all the contumely that has gathered there. Yet, in the midst of the fairly constant sport of Boston baiting, we are apt to forget that there are other cities which share her dubious laurels.

There is, for one, London. According to cabled reports, the Lord Chamberlain, who is the official censor of Albion's inviolate capital, has banned the showing there of *The Children's Hour*, which is currently playing with both artistic and financial success at the Elliott in New York, under the benign blessings of the gendarmes and the license department. Mr. Shumlin—so goes the tale—had intended to take the production to London intact, which would have been a treat for Londoners. It would also, probably, have been a treat for all the little girls who play the school children in the drama. It's quite something to cross the ocean in order to say three or five or 10 lines a night.

The Lord Chamberlain's decision, say the reports, was merely a routine matter, since plays dealing with the subject of *The Children's Hour* are automatically banned. Therein both the reporter and, presumably, the Lord Chamberlain show themselves as somewhat dumb. The subject referred to in such hushed tones is, of course, Lesbianism, of which the play's two schoolmistresses are accused. But it so happens that *The Children's Hour* does not deal with Lesbianism at all. The two schoolmistresses are accused falsely, and there is no touch or taint of the dread subject in the play.

Incidentally, *The Children's Hour* is based upon an actual trial. Its source being a book by William Roughead who, tho not an Englishman, is at least a Scotchman. And, one supposes, that book was read at one time or another by various Londoners without any devastating moral effects.

Coincidentally with the report of the banning of *The Children's Hour* on the London stage comes a second rumor from overseas, creating confusion worse confounded. For the second rumor whispers knowingly that an English film company, unrestricted by America's rigid film censorship, will make a motion picture version of the play. That, of course, would be impossible over here, the Legion of Decency and the censorship machinery being what they are.

All of which leaves one a bit bedeviled.

Of the two evils (and superimposed censorship must at all times be an evil) America's seems not quite so great as England's. To censor films, almost any casual observer must believe, is less evil than to censor plays.

For films, because of their unfortunate financial setup, must appeal to the masses. They must often be childish, their appeal must be wide, their artistic integrity can seldom be greater than that of the average business product—which means, of course, that it can seldom be greater than zero. Furthermore, the reformers have at least a slight basis for argument (even tho a mistaken one) when they bring the great masses of filmgoers into the picture.

The stage, on the other hand, has a small and select audience. More and more, as the seasons roll on, it buses itself with entertainments for the few—for the few who demand high artistic standards. Far better, if censorship there must be, to confine it to mass entertainments than to legitimate artistic effort. That, in a sense at least, is being done in America. In London, if both reports are to be believed, the process is precisely reversed. The entertainments ground out for the masses are allowed to go on unhindered, while the select audiences of the stage must remain on a diet of censor-approved mush. It seems a bit silly.

America's Bostons (unfortunate but isolated spots) fail to change the picture. In general, here, the stage is given a far freer hand, probably because of a realization even on the part of politicians that its aims and ideals are higher. The very outcries raised thruout the land by Boston's blatant booberies prove that they are outcries raised thruout the land by Boston's blatant booberies prove that they are the exception rather than the rule. But in London, it would seem, they are based on take calmly the Lord Chamberlain's pronouncement, even when they are based on the assumption that a play deals with a subject with which it doesn't happen to deal at all.

I FORGOT

(Continued from opposite page)
seated at the piano, playing a favorite tune. Then he remembers that this is the song she wanted.
JERRY FRANKEN.

BROADWAY RUNS

Performances to March 16, inclusive.

Dramatic	Opened	Perf.
Accent on Youth (Plymouth)	Dec. 25	99
Awake and Sing! (Belasco)	Feb. 19	31
Barrett of Wimpole Street	Feb. 25	24
The (revival) (Booth)	Feb. 20	30
Bishop Mishchakovs, The (Fort)	Feb. 20	30
Children's Hour, The (Elliott)	Nov. 20	141
De Luce (Booth)	Mar. 5	16
Disturb Side, The (return eng.) (Barrymore)	Mar. 5	16
Escape Me Never! (Shubert)	Jan. 21	64
Fly Away Home (48th St.)	Jan. 15	73
Green Pastures, The (return eng.) (44th Street)	Feb. 26	23
Laborium Grove (Booth)	Jan. 14	73
Moscow Art Players (Majestic)	Feb. 16	33
Marriage and I Forgot (double bill)	Mar. 13	2
Poverty Is No Crime	Feb. 20	6
Revisor	Feb. 18	9
Strange Child	Feb. 25	7
White Guard, The	Mar. 4	0
Noah (Longears)	Feb. 13	38
Old Maid, The (Empire)	Jan. 7	82
Panic (spec. eng.) (special)	Mar. 14	3
Personal Appearance (Henry Miller's)	Oct. 17	181
Prisoners' Prayer (Herald)	Mar. 4	14
Petribed Forest, The (Broadhurst)	Jan. 7	79
Post Road (Ambassador)	Dec. 4	122
Rain (revival) (Music Box)	Feb. 12	39
Rain From Heaven (Golden)	Dec. 24	90
Singleton of the Unhappy Isles, The (Guild)	Feb. 18	32
Three Men on a Horse (Playhouse)	Jan. 30	65
Times Have Changed (National)	Feb. 25	24
Tobacco Road (Ford)	Dec. 4	562

Musical Comedy	Opened	Perf.
Anything Goes (Alvin)	Nov. 21	136
Great Waltz, The (Coster)	Sept. 22	201
Life Begins at 8:40 (Winter Garden)	Aug. 27	238
Reverie With Music (New Amsterdam)	Nov. 28	110
Thumb Up (St. James)	Dec. 27	93

Louis Mayer Backs Schenck in Threat To Move Studios to Fla.

HOLLYWOOD, March 16.—Altho there have been cries of "bluff" following Joseph Schenck's threat to move picture production from California to Florida, there are now many who believe he intends to do this very thing if the State Legislature goes thru with its proposed 30 per cent industrial tax.

Louis B. Mayer, studio chief of Metro, in a talk before the local Chamber of Commerce this week stated that the producers are serious in their threat and it behooves the business men of this vicinity to fight the tax or lose the industry that keeps the city going.

Most producers have been silent on the Schenck statements, but it is understood the United Artists head has contacted every producer to sound out their attitude on such a move.

Upton Sinclair, who was defeated for governor on the Epic platform, came out with a statement that even tho the studios move to Florida it will not stop his fight against them. He threatens to go to Florida and organize an Epic movement there. He said he could have the movement established before the producers could complete the building of studios.

MIAMI, March 16.—There is considerable difference of opinion here as to whether or not Schenck's statement is

to be taken seriously. The local papers are not too optimistic and look upon the statement merely as a gesture to frighten the California lawmakers.

There are others, however, who feel that this section may soon become the center for the motion picture industry.

Mich. Catholics Protest Cancellation Disregard

DETROIT, March 16.—The battle of exhibitors for the right to cancel objectionable films was taken up this week by *The Michigan Catholic* in a strong editorial attacking the month's delay of Carl E. Milliken, secretary of Hays Office, in taking a stand on the paper's previous protest on the same point.

Direct reference was made to the local situation on *The Gay Bride*, classed as objectionable. When the Capitol and Globe theaters sought to cancel, the MGM exchange refused, stating in reply that the picture had played nearly every house in Detroit.

The local Catholic paper incurred the ill will of showmen two months ago by being the only paper in the country to publish a list of theaters playing condemned pictures without adequate warning. After the position of the exhibitor was forcefully pointed out by H. M. Richey, general manager of Allied Theaters of Michigan, the editor has made handsome amends by agitating for an effective right to cancel for exhibitors.

Denver Broadway Goes To Films Under Huffman

DENVER, March 16.—The Broadway, opened in 1890 and used for legit, concerts, etc., has been turned into a picture house. Harry Huffman opened it as a first run following the loss of the Orpheum to RKO. The opening will force legit and large concert productions to use the city auditorium in the future.

This move still gives Huffman four first runs and will boost the number of first runs in Denver to six. This has been tried in Denver several times, but the number has always settled back to five.

Huffman has been operating the Orpheum for the bondholders, who foreclosed when payments were defaulted. RKO redeemed just within the time limit and will operate the house, using RKO-Radio pictures for the present.

Delaware Incorporations

DOVER, Del., March 16.—Fox Film Distributing Corporation, Sussex Theater Corporation and eight other companies conducting theaters were incorporated with the Delaware Secretary of State.

Fox Film was chartered to deal in motion pictures listing a capital of \$1,000. The incorporators are David H. Jackson, Edward S. Williams and Charles N. Caldwell Jr., of New York City.

Sussex Theater filed to operate theaters, opera houses and amusement parks listing a capital of \$100,000. M. C. Swearer, M. E. Pinder and A. G. Foulk are the incorporators.

Grenek Realities, Inc.; Frankstram Realities, Inc.; Hunico Realities, Inc.; Rock-Brook Realities, Inc.; Hemfree Realities, Inc.; Washport Realities, Inc.; Merja Realities, Inc.; and Sunny-Blass Realities, Inc., chartered to conduct theaters and music halls. Each listed a capital of \$1,000. The incorporators were L. H. Herman, Walter Lenz and B. R. Jones, of Wilmington.

New 1,400-Seat House For Publix in Asheville

ASHEVILLE, N. C., March 16.—Work is expected to begin about the first of April on the new \$75,000 moving picture theater to be erected here by the Publix-Bamford Theaters, Inc. The new house will have 1,400 seats and will show first and second-run films. Carl R. Bamford, of Asheville, vice-president and general manager of Publix-Bamford Theaters, said he is undecided yet whether the new theater will present stage shows.

The new theater will have the largest seating capacity of any in the city. It is to be in operation not later than June 15.

British Television For Picture Houses

LONDON, March 16.—According to A. D. West, of the Bair Television Company, next summer will see television being shown in motion picture theaters in this country. He states that the company is now prepared to show television on the regular-sized motion picture screen.

It would be the object to throw televised news events in connection with films. Exhibitors feel that television would bring patrons to the theaters and are all for it provided the cost of the service is not excessive.

Loew To Invade Chi With Chain

CHICAGO, March 16.—It is now the intention of Loew's, Inc., to purchase or build 20 houses here in order to give Metro product a break. David Bernstein, vice-president of Loew, is in the city looking over the situation. It is understood that Thomas Lamb, architect, has been in a huddle with the Loew executives and that several sites have already been selected for building.

Loop exhibitors are worried concerning the invasion. It is no secret that Chicago is already oversaturated and any additional competition is going to hurt all the houses.

Some time ago Loew intimated that Metro was not getting the play in Chicago to which it was entitled and made it clear that unless more bookings were obtained for their product they would have no alternative but to acquire houses of their own.

It is evident that the bookings were not forthcoming and hence the decision to enter the field in a big way.

Not only will the Loop be invaded, but choice spots in neighborhoods will feel the competition. Loew has always been noted for choosing its spots with care and it is therefore taken to mean that only the high-class districts will be chosen.

Music Hall-UA Deal Is Stymied by Price

NEW YORK, March 16.—The only thing in the way of the Music Hall-United Artists' deal is the price asked for the Rivoli by the latter. There is still a possibility that the principals will get together and probably iron out the difficulties.

The deal called for the Music Hall to take over the Rivoli at a price understood to be \$1,000,000, and in return United Artists would give the Music Hall first claim on all its product.

Just where the Music Hall would get product for the United Artists' Broadway house is a question.

It is understood that Joseph Schenck, head of United Artists, has completed arrangement for the acquisition of the Fox Metropolitan chain of houses in Greater New York. It is reported that Spyros Skouris will be retained as director of activities of the houses should Schenck close the deal.

Locke Promoted

HOLLYWOOD, March 16.—Eric Locke, one-time production manager and assistant director for Ernst Lubitsch, and more recently a company business manager at Paramount, has been made production assistant to Lubitsch as managing director of Paramount production. Chandler Sprague continues as story aid.

Haight Joins Goldwyn

NEW YORK, March 16.—Samuel Goldwyn has announced that George Haight has signed a long-term contract to join his producing organization. Haight will leave for Hollywood following the opening of *Kind Lady*, which he will produce in April with H. C. Potter, with whom he has been affiliated for eight years. His departure will mark a definite severance of his Broadway activities.

Chi Mid-City Reopens

CHICAGO, March 16.—The Mid-City Theater reopened last Monday, after four months darkness, under the direction of Harold Eschbach. Eschbach was connected with the Fisher Theater Circuit, operating a chain of Wisconsin houses, several years ago and has lately been a theater broker. The Mid-City is running straight pictures.

Code Budget Is Approved

All complaints must reach Washington before March 23—stands at \$203,589

WASHINGTON, March 16.—The 1934 budget of code expenses, submitted by the code authority for the motion picture industry, has been approved by National Recovery Administration, effective March 23, unless good cause is shown to the contrary. Comments on the budget must reach William P. Farnsworth, Deputy Administrator, 4217 Commerce Building, Washington, D. C., before March 23. The budget, which was raised by contributions from members of the industry, totals \$203,589.12. Contributions by producers were according to their total gross revenue, from \$120 for firms with less than \$12,000 business in 1933 to \$23,000 for firms whose gross was over \$20,000,000.

Exhibitors, during the first half of the year, contributed according to the population and the class of the theater, from \$6 for small theaters in towns of less than 25,000 population to \$48 for first-run theaters in cities of over a million. During the second half there was a slight change in the basis, small theaters in towns of less than 10,000 paying \$5 and prior run houses in large cities, \$80.

Kansas Defeats All Adverse Legislation

TOPEKA, Kan., March 16.—The Kansas State Legislature adjourned this week without passing any adverse legislation regarding the motion picture industry. Several tax bills were presented, but were killed.

Some of the legislation proposed was: A 10 per cent tax on theater grosses; a 4 per cent tax; chain store bill, which would have upped taxes, and a bill repealing the Sunday closing law, which was not wanted at this time by exhibitors.

JEFFERSON CITY, Mo., March 16.—The Missouri Legislature killed three adverse picture bills this week. Exhibitors have been fighting hard to defeat legislation aimed at the theaters of the State and are satisfied with the outcome.

Laemmle Denies U Sale to Warners

HOLLYWOOD, March 16.—It now appears that all deals for the purchase of Universal are off. The last to bid for the property was said to be Warners, who, it is reported, offered \$7,000,000 for the company. It was said that all was okeh except for the fact that Carl Laemmle insisted on a contract for both himself and his son, Junior.

In a statement this week Laemmle said there are too many reports concerning U and that the company is definitely not for sale.

Reports here had both Jack Whitney and Warners making a bid and last week it looked as tho the deal with Warners was hot, but later developments have proved otherwise.

Duffy With Zanuck

HOLLYWOOD, March 16.—Henry Duffy, champion of the legitimate theater on the West Coast and operator of the El Capitan and Duffy Stock Company for the past 10 years, has signed a contract with Darryl Zanuck to become an associate producer for Twentieth Century Pictures. Duffy joins this studio on June 1.

In addition to his work for Twentieth Century Duffy will continue to operate the El Capitan Theater in Hollywood.

Roxy Profits Up

NEW YORK, March 16.—The Roxy Theater, according to a financial statement just issued, showed a profit of \$120,160 for the period June 15, 1934, to March 7. This compares with a profit of \$111,784 for the preceding year.

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For real, live, up-to-date news of happenings in the DANCING world, see the

THEATRICAL ART SCHOOLS

section in the next issue of The Billboard. It's what you have been waiting for.

KEY SPOTS REPORT GROSSES UP DUE TO BETTER FEATURES

NEW YORK, March 16.—Business held up well in most key spots this week, due to weather breaks and good product. Lent is not hurting the theaters to any great degree except in the smaller towns.

Holdovers were the rule in most spots, which speaks well for the brand of pictures recently released. RKO's "Roberta" shows holdovers in 49 spots, which comes pretty close to a record.

New York

Broadway came thru this week with excellent grosses, due largely to good features. The Capitol with *After Office Hours* on the screen and Bernie's Band in person is a holdover. *Roberta*, at the Music Hall, grossed well and is held over, as is *Ruggles* at the Paramount. The weather has been okeh and the people are coming in from the outskirts. Next week looks good for high grosses.

Chicago

About average business in the Loop and neighborhoods. No complaint at the box-office takes. No records broken, but all houses enjoyed business above that of last year at this time. Good lineup of features for next week is cause for optimism.

Philadelphia

Nothing spectacular this week. Fair business considering the price cutting. Houses are enjoying good patronage, but the reduced rates hit grosses a wallop. No sign of the price war being settled.

Kansas City

Biz okeh here this week. All houses got their share and sent grosses above average. Exhibitors are satisfied if grosses continue as healthy as in the past two weeks. Good box-office pictures are dragging the fans from the radios.

San Francisco

Grosses were slightly below average this week. Pictures were good, but the fans just didn't go for them. Theater owners can't understand why public is not going bigger for the current brand of films. Patrons are doing considerable shopping for their film fare.

Providence

With extra good attractions at all first-run theaters in city this week, business unusually strong thruout. Stage shows at Albee and Fay's, with Cab Calloway at former house and Baby Rose Marie and girl revue at latter, principal draws accounting for former house tripling usual take (with extra shows) and Fay's doubling its usual grosses on week. Loew's State, with heavy campaign for *Foities Bergere*, is reaping fruits with double its usual business. Majestic will go better than 300 per cent with Shirley Temple's new film and management will probably hold it for a second week, moving it to the Carlton on Friday. Strand taking it on the chin with *Whole Town's Talking*, but will get around 125 per cent despite opposition. Victory got around 200 with "Western" first-runs last week, and *Modern*, holding over *Unfinished Symphony*

for second week, dropped at least 30 per cent.

Omaha

Outstanding picture news of the past few weeks is the holdover of *Roberta* at the Brandels. First week started to break all records, including those held by *Little Women* for over a year. Then a snowstorm broke in to cut out the record, but still the week was huge. Second week won't approach the first, but way over average business. Orpheum leads in the new business column with *Sweet Music* and *Winning Ticket* on a double bill. Paramount's policy of vaudefilm split-weeks gets a new spurt after this week, when the top price for week-end vaude is cut to 40 cents from the former 55 cents. This will make 40 cents the top price at all four houses. Renewed Omaha holding its own as the house of ace films as designated by the policy of the Tri-States Company. One *More Spring* here came out average.

Detroit

Roberta, despite the heavy opposition of *Sweet Music* at the Michigan Theater and *Foities Bergere* at the United Artists, drew a three-day record crowd for the opening, exceeding the previous mark of 54,000 for the same period, set only two weeks ago by *The Little Colonel*. On the strength of this showing, Manager David M. Idzal held the picture for a second week, the first film to play two full weeks at the Fox in two years, and rushed to Chicago in an effort to hold the stage show as well. The latter was headed by Weaver Brothers and Elviry in their *Rural Revue*, making an excellent contrast or variety bill.

Lincoln

Rumba is the current stir at the Lincoln and paced faster than *After Office Hours*, which is at the Stuart, the town's de luxe. A sprinkle of warm weather over the week-end had the patrons taking drives in the country and away from the box offices. At the Orpheum, a straight stage show and *Right So Live*, followed by *Romance in Manhattan*, was an average week, nothing forte. *Varoly's Lower Divine* got pretty fair play from the first two matinee hours, but was slow the rest of the time. The Colonial and Elva, one with duals and the other with three changes a week, are battling for supremacy across the street from each other. Colonial has the edge with the three changes. Business in the territory is still reported good.

Pittsburgh

With few exceptions, first-runs and neighborhoods reported average biz. Out-of-the-ordinary grosses were piled up at the Fulton where Shirley Temple in *The Little Colonel* opened for an indefinite run, at the Alvin where a circus attracted the parents and kids and at the Penn where *Vanessa* was helped by the tab edition of Earl Carroll's *Vanities*. Brilliant grosses in the nabes this week were the repeats of *It Happened One Night* and *Imitation of Life* and *The County Chairman*.

Exodus

Motion picture producers are suffering a sad attack of jitters and are threatening to move their studio activities from Hollywood to Florida due to a proposed high tax in the California Legislature.

In some quarters of the film capital there is alarm, but in others there is confidence that the talk of moving is a mere gesture. The latter feeling is shared by the legislators. It would, however, seem to be logical for the producers and legislators to get together and arrive at a compromise. After all motion pictures are responsible for a great deal of the wealth of the State and should not be penalized for growing to their present greatness.

If the producers are really serious in their threats, we cannot understand why New York, rather than Florida, should not be the choice. It has been the custom of producers to recruit many of their players from the legitimate stage at high salaries. If production were centered in New York the same players could be contacted for single pictures at a greatly reduced rate. In addition, producers must maintain New York offices and the overhead of operating other offices could be eliminated if the picture work were carried on in Gotham.

It will be a sad day for Los Angeles if the studios are forced to move. Not only do the studios employ thousands of persons, but they are a lure for tourists. It is up to the good people of California to bring pressure to bear on their representatives to see that no prohibitive taxation is placed on the shoulders of the motion picture industry.

It is not difficult to understand why legislators always turn to motion pictures when they are in search of revenue. For years the publicity departments furnished the press with exaggerated yarns concerning fabulous salaries. They soon learned that the reaction was bad. As soon as this was eliminated many affiliated houses gave their weekly box-office figures to the trade press.

Exhibitors and producers howl about taxation, yet they flaunt their box-office receipts in the face of the public. When legislators read that the Music Hall grossed \$100,000 in a week it is no wonder they rubbed their eyes and asked: "How long has this been going on?" They do not take into consideration the fact that it requires about \$60,000 a week to operate the house.

Altho the California legislators are using bad judgment in legislating a huge industry out of their State, they are not entirely to blame for their attitude. Producers and exhibitors have given them all the necessary material to place a tax on what appears to be an industry with a never-ending stream of gold.

It is about time the producers ordered their theater managers to refrain from giving out box-office figures. After all, Joe Doaks, with his 500-seater, doesn't much care if the Capitol grossed \$50,000. He wants to know how much a picture will gross in his shooting gallery.

We do not believe the picture industry will move from Hollywood, but we do feel that the producers can do a great deal to eliminate any future conflict by the mere business of stopping the flaunting of their wealth in the face of the public.

Len Morgan.

PERSONALS

The Graham Theater at Burlington, N. C., destroyed by fire several weeks ago, has reopened in temporary quarters in the old Alco Theater Building.

Smithfield Amusement Corporation, with principal office in Smithfield, Va., has been incorporated to conduct an amusement business. Authorized maximum capital stock, \$15,000. Lillian M. Scott is president.

The new \$50,000 motion picture theater at Milledgeville, Ga., seating 1,300, will be formally opened next week.

Bailey's Amusement Company has purchased for approximately \$70,000 the 31 Theater, well-known Negro playhouse, located at 31 Deatur street, Atlanta, Ga. The seller was Harry May, Atlanta jeweler. The new owners will thoroughly remodel and redecorate the theater, it was stated.

American National Pictures, Inc., with principal office in Miami, Fla., has been

chartered to operate motion picture studios. Authorized capital stock is 100 shares, no par. Incorporators: H. C. McKay, Florence Vincent and Merrill Waide.

The Tower Theater, Miami, Fla., has completed an extensive program of improvements on both the exterior and interior. These include new neon signs, facade displays, new neon-vitrolite display frames in the lobby, decorative tile work, new awnings, carpets, etc.

G. D. Hughes, H. O. Kemp and Howard Head, owners of a chain of motion picture theaters, including the Grand Theater at De Queen, Ark., will open a second house in that city about April 15.

The Palace and Dorbandt theaters in Jacksonville, Tex., have been sold by Ross S. Dorbandt to the East Texas Theaters, Inc., which now operates houses in Beaumont, Lufkin, Nacogdoches, Henderson, Longview, Kilgore and Glade. (See PERSONALS on page 22)

FROM THE BOX-OFFICE POINT OF VIEW

"\$10 Raise"

(FOX)
 Previewed at the Westwood Village,
 Westwood, Calif.
 Time—70 minutes.
 Release Date—Not set.

Edward Everett Horton in the leading role of the Peter B. Kyne story of the young weakling office clerk who was afraid to ask the boss for a 10-buck raise to marry the beautiful stenographer provides what entertainment there is in \$10 Raise. Ideal for the role Horton mops up and thru his injection into almost every scene in the picture his supporters don't get much of a chance for any camera romping.

At best the picture is worthy only of double bills. It vibrates with a clean series of well-developed laughs, but is a trifle short for top rating. An objection to the picture might be that Horton is too prominent and more scenes given over to Glen Boles and Rosina Lawrence, a dandy juvenile team, might have balanced the picture and enhanced its entertainment interest.

Horton plays the role of the sapper lad with a depth of understanding gathered thru at least two dozen portrayals of the same role in past pictures. Karen Morley is the stenographer in question and fills the part very modestly. Bertton Churchill is the employer who delights in telling of his charitable acts. Glen Boles, his younger son, breaks away to marry Miss Lawrence and gives the story one of its romantic highlights. When Horton collects \$100,000 for a piece of property that has health-giving water on it, buys the business away from the boss he was afraid to strike for a raise, and marries the girl, the action of the yarn zooms along at a rapid pace.

Direction is ace and is credited to George Marshall. Photography and production are passable. Blackford.

"Go Into Your Dance"

(FIRST NATIONAL)
 Previewed at Warner's Beverly, Beverly Hills, Calif.
 Time—95 minutes.
 Release Date—April 20.

With Al Jolson, Ruby Keeler, Glenda Farrell, Helen Morgan, Sharon Lynne, Patsy Kelly, Benny Rubin, Phil Regan, Gordon Westcott, Joyce Compton and William Davidson all in one picture, smart exhibitors have a box-office bonanza in *Go Into Your Dance*. Picture is the first combined effort of Keeler and Jolson and they do well. Story by Earl Baldwin is a honey to weave thru a series of musical specialties. Harry Warren and Al Dubin wrote the music and lyrics to seven numbers in all, four of which are headed for popular favor.

Story opens with Al Jolson running out on a successful Broadway production and going to Agua Caliente to play the horses. New York producers get together and declare him out of future productions. His sister, Glenda Farrell, leaves for Caliente to break the news to brother and try to organize his morals. In San Diego she runs up with Ruby Keeler, a former vaudeville hooper, and now one of the featured girls at a popular night club. Miss Farrell arranges it so a Chicago producer gives Al a break in a Chicago night spot providing he has a femme partner. Miss Farrell slides Miss Keeler into the spot in the hope

that the kid's refined morals will put Al on his feet.

In Chicago the pair go over with a bang and Miss Farrell attracts some money to them and thru Helen Morgan's desire to get back in the public's spotlight, shakes \$100,000 out of her husband to put over a Broadway night club in an old theater. Seats are ripped out and replaced with tables. Trick is about to close on opening night when Equity demands the chorus bond, and just as Al mounts the stand to dismiss the company and return the customers' money in walks a ball bond broker, who has sprung his sister held for murder in Philadelphia, and secured a release on the bond money. The production goes on and is a smash hit and, as in most Warner musicals, a stage show with scenery that couldn't be crowded into a 40-acre field, all takes place before your eyes on an ordinary size theater stage. Dramatic moment of the picture comes when "The Show Must Go On" idea crops up and Jolson sings *Go Into Your Dance* while Miss Keeler is possibly dying from gunshot wounds in her dressing room.

Jolson also sings *About a Quarter to Nine, A Latin From Manhattan; Mammy, I'll Sing About You; Casino de Paris*, all with the famous Jolson smash finish. Numbers suit Al to a T and he puts them over in showmanlike fashion.

Miss Keeler does some excellent dance steps and her *Have an Old-Fashioned Cocktail With an Old-Fashioned Girl*, assisted by an ensemble of modern and not-so-modern young ladies is a capital number.

Warners have spared no expense in giving the production lavish sets and top-notch production. Photography by Tony Gaudio and Sol Polito is ace and direction by Archie L. Mayo leaves nothing to be desired.

Exhibitors have a genuine hit in this picture. To the legion of Keeler and Jolson fans it's as sweet a picture as you've ever had to offer. Blackford.

"Behind the Green Lights"

(MASCOT)
 Previewed at the Mesa, Los Angeles, Calif.
 Time—70 minutes.
 Release Date—Not set.

Here is a box-office bull's-eye from Mascot, a picture worthy of the best houses in the land and one that will please picture fans of all classes. Dealing with the shyster criminal lawyers, the picture paints a vivid description of these leeches that are present in every big city. Cast is composed of a list of prominent that looks well on paper and in lights should prove a valuable drawing card.

Screen play is by James Gruen and is based on a book of the same name by Captain Cornelius W. Willemse, gang-buster of the New York Homicide Squad. Christy Cabanne is credited with the direction, which is tops thruout. Cabanne keeps things moving swiftly and develops the story to a smash finish.

In the cast are Norman Foster, Judith Allen, Sidney Blackmer, Purnell Pratt, Edward Gargan, Jane Meredith, Kenneth Thomson, Theodore Von Eltz, Lloyd Whitlock, Ford Sterling, J. Carroll Nalah and Edward Hearn.

Foster is cast as the wide-awake detective, a part particularly suited to his ability and one that gives him ample opportunities to go to town. Judith Allen, charming to look at, plays an excellent girl in the case part. Sidney Blackmer, as the shyster lawyer, is born for the part.

Miss Allen is the daughter of Purnell Pratt, a police lieutenant, and lawyer in the office of Sidney Blackmer, a mouthpiece for a gang of thugs. Under the tutelage of Blackmer she becomes

most proficient and succeeds in freeing one of the worst members of the gang. He in turn shoots her father when holding up a jewelry shop and the tables are turned. Foster, her sweetie, tracks down the evildoer and brings Blackmer to justice in a clever trap.

Exhibitors will do well to step on *Behind the Green Lights*. It will keep your ticket machines busy if given half a chance. Blackford.

"Traveling Saleslady"

(WARNER BROS.)
 Release Date—April 6.

A light comedy which, if not taken too seriously, will prove sufficiently entertaining to please the average picturegoer. Joan Blondell is highly acceptable in the lead, but it is Hugh Herbert who steals the picture. So completely does he walk away with scene after scene that one begins to believe it is he intended to star instead of the vivacious Miss Blondell.

Miss Blondell is the daughter of Grant Mitchell, a prominent toothpaste emperor by the name of Switchell. When she approaches her business demon papa for a position he turns her away even against her threats that she will move in with the enemy and give daddy a gallop for his money. She takes Hugh Herbert, an agreeable chappie who has invented a syrup for flavoring toothpastes, into her confidence and after a round of all the drinks on the chart she sails with Hughie and joins up with Al Shean, papa's business rival. Hugh's flavoring syrup catches on with a bang and soon the nation is frowning upon all toothpastes without flavor. William Gargan, sales manager for Mitchell, has his hands full trying to figure out Miss Blondell's next move and at the same time stay prime favorite number 1 in her love cycle. Glenda Farrell, head of the Ruggles Drug Stores, is also in love with him and matters become pretty complicated.

The happy solution of all the difficulties is pleasing to look at and everything ends just as in the story books.

Cast all romp thru their roles in capital fashion. Ruth Donnelly has a meaty part as Miss Blondell's mother. Ray Enright's direction is bright and snappy thruout. Blackford.

"While the Patient Slept"

(FIRST NATIONAL)
 Previewed at Warner's Downtown, Los Angeles.
 Time—75 minutes.
 Release Date—March 9.

Another one of those "also ran" mystery stories that won't serve to quicken the pulse of your audiences or get them very exciting. Based on the old standard formulas for developing mystery yarns this First National opus is plenty weak on entertainment but overly long on dialog. In fact, the dialog causes one to lose interest before the picture is half unreeled.

Aline MacMahon and Guy Kibbee are teamed together as a pair of supposed sleuths who set out to find out who murdered one of the twin boys in the story while the other twin lies in a paralytic coma. Part is more favorable for Miss MacMahon than for Kibbee and as the nurse to an aged invalid she manages to do fitting justice to her role and inject a few lines of comedy occasionally.

Allen Jenkins as a thick-headed blunderbust of a police officer, manages to carry the story along and get a few laughs, while Hobart Cavanaugh, as a relative, gets over well in a light role.

Lyle Talbot and Patricia Ellis, in straight parts, do well, but best performances must be credited to Dorothy Tree, Helen Flint and Bradon Hurst.

Robert Lee and Brown Holmes are credited with the screen play and Ray Enright gets what little glory there might be in having his name tacked on to this lukewarm feature as director. Blackford.

"Gold Diggers of 1935"

(WARNER BROS.)
 Strand, New York
 Time—95 minutes.
 Release Date—March 18.

Warners have turned out a box-office grosser in their latest version of *Gold Diggers*. This 1935 edition has everything that goes to make up a musical comedy and patrons will not be disappointed. There is practically no story, but a thread of backstage stuff keeps the picture together enough to bring on the song and dance numbers.

Busby Berkeley has again demonstrated his superior ability in staging dance routines that stand out as classics. It is largely due to his efforts that *Gold Diggers* comes out as a really worthwhile feature.

There are several song hits, the most popular sung by Winifred Shaw, titled *Lullaby of Broadway*. Dick Powell handles several numbers with his usual effectiveness.

The cast includes Powell, Gloria Stuart, Winifred Shaw, Hugh Herbert, Adolph Menjou, Alice Brady, Frank McHugh and Glenda Farrell. There are enough names to satisfy any fan.

You may safely book this one and be assured that there will be 100 per cent satisfaction. Morgan.

PERSONALS

(Continued from page 21)
 water, with general headquarters in Beaumont. Dorbandt has been in the show business at Jacksonville for the last 18 years.

Filmtone Corporation, a Delaware corporation, will hold a special stockholders' meeting at Wilmington, Del., on Monday, March 25, for the purpose of voting on the advisability of dissolving the company. The meeting will be held pursuant to a resolution adopted at a meeting of the board of directors.

John C. Smith, formerly with the Interstate Circuit in the Southwest, is the new manager of the Aldine, Stanley-Warner downtown first-run in Wilmington, Del. He succeeds Wright Van Meter, who has been shifted to the Astor at Reading, Pa.

Wallace Beery, film actor, was a visitor to the Bellanca Aircraft Corporation at New Castle, Del., inspecting a new six-passenger cabin plane he has purchased. Beery's old plane was flown to New Castle from New York.

William M. Klarry, general manager of the Krim Theater Circuit, Detroit, opened an office for Progressive Premium Company, Inc., this week. Klarry is retaining his post with the Krim Brothers, in addition to his new job. Offices are in the Film Exchange.

The Adams Theater, first-run Detroit house operated by Henry Balaban, will be remodeled at a cost of \$65,000. The house, which is 20 years old, is twice the age of any other first-run house and will be thoroughly remodeled into a modern theater.

Adams Film Exchange, San Antonio, Tex., has folded and Jack H. Adams, former manager, has gone to Dallas.

J. J. Jimenez is now managing the newly opened Latin-American Film Exchange, 400 Soledad street, San Antonio, Tex.

A. N. and L. J. Sack, managers of the Sack Amusement Enterprises, San Antonio, have returned to San Antonio from Oklahoma City, where they have opened a branch office with Frank C. Nelson in charge.

License Revoked

BOSTON, March 18.—The Governor's Council voted this week to revoke the dog track license issued to Springfield group and to grant no more licenses until the public gives its approval.

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CURRENT BROADWAY FILMS

Transient Lady (Universal)	Astor	February 23
Times Square Lady (MGM)	Mayfair	March 9
Wedding Night (UA)	Rivoli	March 2
Let's Live Tonight (Columbia)	Roxy	Next Issue
Gold Diggers of 1935 (Warner)	Strand	Current

Holdovers

After Office Hours (MGM)	Capitol—2d week	February 9
Roberta (RKO)	Music Hall	February 23
Ruggles of Red Cap (Paramount)	Paramount	February 23

Minsky's Miami To Run Another Week

MIAMI, March 16.—Minsky's Theater here is to remain open for another week, the decision being made by the owners after some confusion resulting over the BAA requirement for a two-week notice. Members of the cast called and wired the BAA headquarters in New York for permission to give the house a three-day extension, which would mean running up until tomorrow night.

Tom Phillips, president of the BAA, refused to grant the permission, stating that he and the executive board met and could not do so in view of a precedent set last summer when such permission was refused the Globe, Atlantic City, and the Oxford, Brooklyn. It was understood that the house would close this past Wednesday night as a result because otherwise it would have to run two weeks longer.

The decision to remain open another week seems to bode complications with the actors' organization.

Burlesque Code Is Due To Be Shelved

WASHINGTON, D. C., March 16.—The burlesque code is expected to be dropped by the NRA. It was mentioned in the list of 286 NRA codes laid before the Senate Finance Committee by Donald R. Richberg, executive director of the National Emergency Council, as among those that should be dropped.

The burlesque code, since its inception, has been neglected. The Code Authority never did function officially, inasmuch as its budget was not approved, and there was difficulty in upholding the provisions of the code.

TOMMY LEVENE, comic, thought so well of by Minsky-Weinstock that he was re-engaged for another Supreme Circuit run. With the Greenman-Fields unit.

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To Both the Box-Office and Audience, 11th Consecutive Week 42d Street, Apollo and Irving Place. Booked by DAVE COHN.

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KOMIKING FOR THE WILNERS.

TOMMY LEVENE

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

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

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Exotic Dances—Strips—Sings—Straight.
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ECCENTRIC OUTON COMEDIAN.
Always Working—East and West.
"Georgia Peachet"—Independent Circuit.

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"THE HARRY LANGDON OF BURLESQUE."
With "Georgia Peachet," Independent Circuit.

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HARRY CORNELL

STRAIGHT MAN.
Management DAVE COHN.

Burlesque Review

New Gotham, New York

(Reviewed Tuesday Evening, March 12)

Abe Minsky holds forth at this two-day burly house up on 125th street, giving the residents of that section of the city burlesque as they want it—plenty of stripping and spicy comedy in a comfortable setting and with nice production trimmings. Admission scale is from 35 to 75 cents for matinees and 35 to \$1.10 at night, with boxes selling at \$1.25. Sundays run continuous, at cheaper prices, with five vaude acts led up with the burly. Billy Koud and Abe's son, Harold, look after the producing end of the show.

Plenty of show is afforded the customers, the layout running two hours and 33 minutes, taking in the 17-minute intermission. Feature of the show is the stripping, with five principal women doing the disrobing and the 15 chorines doing their bit also. The show moves well, the production numbers lending lots of color and class, the comedy effectively interspersing the numbers and strips and the strips plenty hot tho overdone.

The strippers are Diane Johnson, Kitty Norris, Nazarro Hallo, Joy St. Clair and Cynthia Mitchell. All are shapely gals and know their parading onions, taking off completely, including the G-strings. Too willing, tho, with the help of the ork, to do encores. The blond Diane is plenty good to look at and along with the Misses Norris, Hallo and St. Clair does her stuff well. All dress tastefully, but Miss Hallo has the edge on them. Miss Mitchell, a newcomer, didn't fare so well stacked up against the others, but she'll come along. They all double cleverly at talking parts.

Comics are Charlie Tramp McNally, Bert Marks and Al Pharr. They've got lots of material and arr. all there at serving it, but McNally pushes and belly laughers. Marks runs him a close race for laugh honors, what with his dialect and corking mugging. Pharr hasn't got as much work to do as McNally and Marks, but what he does is handled okeh. Their straight is the veteran and able Joe Wilton, back in burlesk after a long headlining stretch in vaude.

Prim of the show is Jean Rose and she sings a good song, dresses well and also doubles capably at talking. Jack Shaw is the show's other singer and he does a good job of it. Not such good pipes, but he's loud and effective enough. He, too, does well at his talking parts. The 15 chorines are a pretty good-looking troupe and handle their nice routines well. SID HARRIS.

Burly Union War Still On

NEW YORK, March 16. — The union situation in burlesque here is still in a precarious state, altho the Burlesque Artists' Association is still awaiting the recovery of George Brown, head of the International Alliance of Theatrical Stage Employees, before the agreement between the two organizations is signed. Meanwhile, the labor crafts are actively engaged in warfare with the non-union houses and operators are meeting to take precautions against a wholesale walkout.

A mass picketing demonstration was staged at the Republic Wednesday, led by Local 802 of the American Federation of Musicians, but also taking in Stagehands Local 1 and Operators Local 306. That evening a similar demonstration was staged again and the police arrested several of the participants. An attempt is being made to get the usherets to walk out of the non-union houses in sympathy with the American Federation of Labor crafts.

The local operators have held several meetings with an idea to get up a fund to prepare for the emergency of the BAA calling but the performers. It was suggested that if this happened that vaude acts and dancing school girls be substituted along with pictures. However, Ralph Whitehead, executive secretary of the American Federation of Actors, union of vaude and night club performers, stated he was with the BAA 100 per cent and that in the event of a strike he would urge his members not to go into the burly houses.

Tom Phillips, president of the BAA, has received several indirect threats with regard to this situation, but he is intent on going ahead with any plans endorsed by his members. As soon as Brown gets well it is likely that the BAA will sign the agreement, which might lead to a general sympathy strike.

Rialto, Chicago, Casting

NEW YORK, March 16.—N. S. Barger and Milt Schuster were here this week to line up the show for the Rialto, Chicago, which opens March 29. Barger stayed at the Waldorf-Astoria, while Schuster was at the Claridge. They engaged Freddy Clark as producer, and among the performers signed were Benny Wop Moore, De Veaux and Darling, Dagmar and Tiny Huff.

BERT GRANT and Tiny Fuller team split for the time being; Grant, straight, going to the Supreme, and Fuller, comic, to the Star, Brooklyn, for a return.

Burly Briefs

MAXINE, Nat Mortan's radium gal, now with Minsky-Weinstock, was turned down by a couple of insurance companies because docs consider her a bad risk due to the body paint. . . . A dressing-room thief invaded the Gaiety, New York, a week ago Tuesday night. . . . Made off with a suit belonging to John Grant, a handbag belonging to Mrs. Grant and some wardrobe belonging to Harry Clegg. . . . H. K. Minsky was home a couple of days last week due to a bad cold. . . . Eltinge, New York, looks nifty with its new glass front. . . . Gaiety, New York, has trimmed its budget considerably—now working with two comics. . . . Charlie Hendricks is ailing at his New York hotel. . . . Mrs. Abe Minsky is getting along nicely after her operation at the Post-Graduate Hospital, New York. . . . Abe intends starting suit soon against Joe Weinstock, involving a recent insult to his wife in Florida.

HARRY ROSE, just back from Florida, is driving to California this week as an additional health buildup. . . . Peggy Conyers has joined a vaude unit to tour the Wilbur Cushman time on the Coast. . . . Nora Ford is added attraction this week in Union City and then goes to Baltimore. . . . Jack Shaw is remaining at the Gotham, New York, two more weeks because he didn't get proper notice. . . . Nat Mortan's recent bookings included Adrian, Bert Grant, Harry Pollard and Jess Wise for Supreme and Diana Burton for the Gotham, New York. . . . Herbie Barris left Supreme

Saturday night. . . . Steve Mills also left Saturday night to take a vacation with Mrs. Mills, who's bothered with sinus trouble. . . . Lola Bartram and Sammy Clark no longer working as a team. . . . Lola's in the East while Sammy's at a Chicago night club.

TROC, PHILLY, programed Carroll's Vanities last week, but it was Jean and Joan Carroll's Burlesque Vanities. . . . Billy Fields is still seeking payment of IOU's held against the Raymonds. . . . BAA is handling the matter for him. . . . Gene Schuler closed with the Indie Circuit Saturday night, and Evelyn Whitney and Sid Stone close with Supreme. . . . Dorothy Ahearn closed at the Eltinge, New York, last week. . . . Nat Mortan also booking the Gotham, New York, making it a free-for-all among the agents. . . . He's also booking the Eltinge, New York, in addition to Supreme. . . . Isay Hlat returned from his Florida vacation Sunday. . . . New Indie show, which went into rehearsal Monday in Boston, with Ed Ryan doing scenes and Jimmy Allerton the numbers, includes Lou Devine, Jewel Sothorn, Billy Jones, Billy Lee, Jackie Burns, Sally O'Day, Mary Weldon, Phil Stone and Wenn Miller.

NADJA got her release from the Wilners to added attraction for two weeks at the Gayety, Louisville, starting April 6, booked by Dave Cohn. . . . Incidentally, she's suing Beatrice Wagner for 100 grand, alleging slander as regards (See BURLY BRIEFS on opposite page)

U-NOTES

By UNO

OSCAR MARKOVICH, candy confectioner, laid up at his home in New York for six weeks with a severe attack of pneumonia, phoned from his office March 14 that he was headed for Miami to recuperate. He expects to stay four weeks.

MADGE CARMYLE, billed "The Dancing Lady," opened last week at the Star, Brooklyn, a newcomer in the East and introduced here by Lew Petel, who found her at the Palace, Buffalo. Sings, strips and talks lines as well as dances.

MARIE GUNDLE remains two weeks longer with Supreme. Was scheduled to open at the Gotham, New York, last week, but held over at the Republic, New York.

BILLY (SCRATCH) WALLACE, comedian and cigaret manufacturer, claims to have the honor of being the first comedian to make a third tour of the Indie Circuit. When Baby Vamps disbanded in Union City Saturday Wallace jumped into the Bijou stock, Philly, on an indefinite engagement.

SID FIELDS and Jack Greenman's all-new talk sketch on the theme of a lesson in grammar has been diagnosed by experts as highly educational as well as amusing. Also illustrates the point that all bits do not have to be double entendres to raise laughs.

ANNA FINK, former burlesk principal, late with Morris and Campbell act in vodelin, now with a costumer in New York.

LAINE LAMONT, Mae DeVoe and Gene Marr, three new principals of the stripping variety, on the way here from the West.

FREDDIE O'BRIEN, at the Star, Brooklyn, is one number producer who (See U-NOTES on opposite page)

MARIE GUNDLE

Talking and Stripping Genius.

MADGE CARMYLE

THE DANCING LADY.
Phil Rosenberg, Ea. Rep.; Milt Schuster, Wm. Rep.

JACK "TINY" FULLER

"NO PFURTZIN AROUND."

CYNTHIA MICHEL

STRIPPING A LA PARISIANNE.
Orchestra NAT MORTAN.

MARIE ALLEY

THE "IT" GIRL.
Playing Independent Circuit.

EDDIE INNIS

STRAIGHTS—GANGES—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 HEAD & ROWLAND

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

BILLY "REG" OONNIE

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

EGAN & MARTIN

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

SYLVIA
ASSORTED INTERPRETIVE DANCES

Ches Davis To Open For RKO in Denver

DENVER, March 18.—Ches Davis and his *Chicago Follies* opens at the Denham Theater here March 27 for the RKO office, with Omaha, Lincoln, Neb.; Minneapolis and a route thru Iowa and Michigan to follow. The Billy Diamond office is routing the unit.

During their recent engagement at the Orpheum, Memphis, members of the Davis troupe were guests of the Memphis Press Club. They were also entertained by the Orpheum management at a dinner backstage.

Included in the *Chicago Follies* roster are Chet Willy and his 10 Barbarians, the Dorcas Cochran Girls, Lull and Joy, Frank Star, Anita Muth, Leroy and his Pals, the Matthew Twins, Bobby Bedford, Dorcas and Vivian, Frank (Peg) Jones, Ginger Stover, Bernie Nolan, Burt Southern, Hy Heath and Ches Davis.

Hayworth's "Novelties" Returning to Southland

WELLSVILLE, N. Y., March 18.—"Sea-Bee" Hayworth's *Broadway Novelties*, after two and one-half weeks in Warner houses thru this territory, will play next week in Public theaters in the East. The week following the company will play three Ohio spots—Marion, Greenville and Wilmington—after which it will return to its established territory in the South. Harry Lafo is working ahead of the show and has it routed until April 28.

The *Broadway Novelties* roster now includes "Sea-Bee" Hayworth, owner and featured comic; Marion Andrews, comedienne; Chandler and Clemons, the Three Maxwell Sisters, George Shepherd, the Glidewells; Mignonne Hollin, Russian dancer, and Tom Dewey's Pennsylvanians, 10-piece stage band.

Scibilia Unit for the Orient

MEMPHIS, March 18.—Anton Scibilia's *Folies De Paree* is slated to sail for the Orient early in May on a tour being arranged by Charles Hugo, according to Charles (Kid) Koster, the show's advance man. In the present *Folies* cast are Bernie and Walker, Cleora and her Parisian Melodians, Currie and Nadia, the Novelle Brothers, the Three Jacksons, Meele Janice, Sally Et Bo Bo, Diane Quellar, Janice Capen and a chorus of dancers.

Herk Seriously Ill; Gaiety's New Partner

NEW YORK, March 18.—I. H. Herk, now operating the Gaiety here with George Jaffe, is seriously ill at his home with a heart trouble complicated by pneumonia. Latest reports are that he is progressing as well as can be expected.

Due to Herk's illness the matter of taking in Abe Minsky as a partner at the Gaiety is held up. It is understood that Jaffe has given Herk the okay to proceed in this direction.

Ed Gardiner Set Until July 4

LOGAN, Utah, March 18.—Ed Gardiner's *Footlight Frolies*, which opened on the Wilbur Cushman Circuit at Lincoln, Neb., February 1, is booked solid on that time until July 4, Gardiner announces. He reports business good in the Western territory. In the Gardiner roster are Buster and Verne; Vanessa, dancer; Little Bobby Burns, the Forgy Sisters; Delmar, up-side-down novelty act; Eva Marlowe, Roseada Langdon, Althea Auderer; Betty Lee, acrobatic dancer; the Three Fashion Plates, dancers; George Royale, juggler; six dancing girls and Jimmy Read's Rhythm Monarchs.

ATTENTION!

Watch for the new

THEATRICAL ARTS

section in the next issue of The Billboard. It will give you all the latest news, reviews and notes on studio activities in the DANCING profession.

Tab Tattles

TABDOM lost another veteran with the recent passing of George M. Hall. In the days when the West was still wild and woolly George M. Hall with his wife, Margaret Lillie, one of the cleverest comedienne that ever trod the maples, played that territory with their own tab show. That was in the days when a roughly hewn pine board was the best seat in the house, when "chawin' tobacco" was the vogue and cuspidors weren't and when the totting of a six-shooter was necessary for self-preservation. Those were the days when "thar was gold in them thar hills." The Margaret Lillie Company continued as one of the best tabs on the road until the depression first reared its ugly head. George M. Hall will be long remembered by those who worked for him and with him. Tabdom will miss him, too.

RAY WALLACE, manager of the Columbia Theater, Alliance, O., broke into his regular picture policy the first half of last week to play Henry Santrey and his Soldiers of Fortune, 30-people unit, and reports he isn't sorry he made the move. Featured with the unit are Estelle Pratus, tap dancer; Griffith and Weston, Ward and Vokes, Hal Raywin and his Magic Violin, Elythe Rogers, Guy Rockey, Margie Croft; the Four Sensational Macks, whirlwind skaters, and a 12-piece band. The Columbia for the last year has been playing stage shows the last half only.

Jimmie Moore's *Brown & Bailey Revue* is playing one and three-night stands thru Western Pennsylvania. Hickey & Anger opened their new show, *Parisienne Scandals*, at Hershey, Pa., March 7. With it are Jack Pepper, Terry Howard, the Wheeler Twins, Ray Rich and Willis, the Singing Blue Devils, Ayres and Renee and their Moulin Rouge Dancers and 12 girls in line. The Riviera and State, R. B. Wilby houses in Chattanooga, are now using stage shows on Saturdays only.

After five years on the shelf the Jimmie Evans *Revue* is again touring its established territory thru New England. For the last several years Jimmy has been operating a lunch cart at New Bedford, Mass. Another new tab playing the New England territory and the maritime provinces of Eastern Canada is Jig Watson's *Cabaret Revue*. Featured with the unit, besides Watson, are Dot Gale, Pepper McGorman, Rankine and Wheaton, a chorus of five girls under the direction of Georgie Martin, and Ted Davis and his eight-piece orchestra. Bob Lamont, who has had the candy concession at the Empress, Cincinnati, for some months, has taken over the same privilege at the Taft in Cincy. He is assisted by Tommy Wilkie and Harry C. Duwall. Latter will join the Rubin & Cherry Shows in April.

THAT well-known quartet comprised of Eugene Broussard, first tenor; Herman Hunt, second tenor; Holly Moret, baritone, and Tom Murray, bass, are touring the RKO houses with the *Bowery Music Hall Follies*. The boys opened with the *Follies* last September and have 10 more weeks to go. Gene, Herman, Holley and Tom are entering their seventh year as a foursome. Art Gilbert's *All-Fun Revue* is in its sixth week of playing the CCC camps thru South Carolina. Nick Kay postcards that the show's biz is okie doke.

Joe and Jimmie Willoughby, after a week at the Empress, Cincinnati, are working club dates around the town. They expect to tour again this summer with a med opry. Joe and Jimmie were visitors at the tab desk the other p.m.

Martin Stevens, known to his friends as Buster when he handled the straights and characters with the Lew Beckridge extravaganza some eight years ago, is keeping busy these days presenting his marionette shows in the Cincinnati area. He has just finished work on a version of *The Passion Play*, using 50 marionette figures carved by himself and costumed by his wife, who assists in the act. He is working the Cincinnati churches with his new show during the Lenten season. Buster's version of the holy play is the finest piece of marionette work we have ever looked at.

Jack Bogart, after a four weeks' run at an Omaha night club as emcee, is touring Wisconsin with a unit show. Jack is still clicking with his baby-grand guitar speciality. He shoots regards to his friends around the well-

known Rinitos of Dayton and Cincy. Beulah Givens (Mrs. Marshall Walker) is featured woman with the Walker tab at the Elks Theater, Huntsville, Ala. Ed Gardiner, whose *Footlight Frolies* is working the Cushman time, writes: "Am following Harry Clark's new unit on the circuit and believe me he leaves 'em good for the next one. A real showman with a cracker-jack show. Had a letter from 'Kid' Long. Said he was giving 'banjo-picker' lessons on the courthouse square every Saturday afternoon."

It's Colonel Bennett Now; Show Hits in Lexington

LEXINGTON, Ky., March 18.—Owen Bennett, whose *Vanities* of 1935 occupied the boards at the Ben All Theater here last week, has been awarded the honorary title of Colonel, aid de camp on the staff of Gov. Ruby Laffoon of the State of Kentucky. The honor was conferred upon him last Saturday, the show's closing day here.

The Bennett *Vanities* clicked handily in Lexington, the company playing to full houses at all performances. The show is now set for six weeks in Indiana and Ohio.

Biz Up at Apollo, Dayton

DAYTON, O., March 18.—Recent remodeling at the Apollo Theater here to permit a larger stage and more seat room and the addition of a new supply of wardrobe and scenery has brought the shows at the house to a higher standard with a resultant increase in business. Herb Byrd is the Apollo manager. In the company are Harry Rollins and Bob Snyder, comics; Helen Henry and Rae McClellan, principal women; Jane Lee, specialties; Freddie Frampton, straight; Eddie Kirk, juvenile; Margaret Flaherty, number producer, and Mary Rollins, Mary Clark, Babe Mayhugh, Toots Kirk, Virginia Goodwin and Mitzie McGee, chorines.

Atlanta Burly Pinch

ATLANTA, March 18.—Mrs. Catherine Davis, local policewoman, preferred indecency charges against performers of the Atlanta Theater here, burlesque house. The performers were bound over to City Criminal Court. Among those booked were Snookie Woods, Mickie Dennis, Tamara Reno, Violet Spry, Jack Patton, Manager O. L. Freeman and Joan Frank, Hazel DeVoe, Charlotte Gray and Monte Dale.

Bert Smith Folk Celebrate

BRIDGEPORT, Conn., March 18.—Bert Smith Company, playing the Loew-Globe Theater here, this week celebrated a double event, the first being Bert Smith's 23d year in show business and the second the birthday of Tommy Hanlon, featured comic. In celebration of the two events the presentation this week was named *The Birthday Follies*.

BURLY BRIEFS

(Continued from opposite page)

the use of the billing Nadja. . . Henry Abbott Jr. was discharged in Tombs Court last week on suspicion of grand larceny. . . Dave Cohn put Cress Hillary and Anna Smith into the Variety, Pittsburgh; George Tuttle into the Gotham, New York, and Peanuts Bohn and Kenza Vinton into the Etting, New York. . . Diane Johnson is added attraction this week at the Bijou, Philly, booked by Jack Beck. . . He also put Virginia Jones into the Garrick, St. Louis, for four weeks. . . Also Fred Binder for two weeks at the Howard, Boston, starting March 24. . . Jimmy Lake has a bad case of laryngitis.

U-NOTES

(Continued from opposite page)

"born-boms" vocally in the same tempo without the aid of a piano to give the girls proper dancing time during rehearsals.

JERRI SARGENT, Naomi Dusk and Ritzy Phillips, stripping principals, held over indefinitely at the People's, New York, by Manager Abe Held. George Hunter, out of burlesk last five years, back to straightening at the People's.

PRINCESS SULTANA now is Countess Sonia; Vio Garrett is Gloria Gayle, and

Theatrical Mutual Assn.

By DAVID L. DONALDSON
Grand Secretary-Treasurer

Brooklyn Lodge No. 30 held a memorial service February 11 at the Long Island Auto Club for their beloved brother, officer and friend Richardson Webster. Present at the services were officers of the Grand Lodge TMA and officers and members of Brooklyn Lodge No. 22, BPOE, and Long Island Auto Club.

At the meeting the following resolution was drawn and adopted and copies sent to Webster's bereaved relatives and *The Brooklyn Times Union*, the newspaper with which he was connected.

"Whereas, we, the members of Brooklyn Lodge No. 30 of the Theatrical Mutual Association of the United States and Canada, learned with profound sorrow that our dear brother and president Richardson Webster departed this life suddenly and unexpectedly on the 24th day of January, 1935, and

"Whereas, Brother Richardson Webster has held the highest office that our organization can bestow upon him, namely, the presidency, on several prior occasions, and

"Whereas, our departed brother was held in equal high esteem by many other civic, political, social and fraternal organizations with which he was affiliated, and by members of the Grand Lodge, who at the last convention in Baltimore elected him to the high office of grand vice-president of the Grand Lodge, and

"Whereas, our departed brother during his long membership made fast friends of all of us who had the pleasure to be associated with him and who will treasure to our last days the memories of a firm and enduring friendship, and

"Whereas, his kindly spirit, his untiring efforts in behalf of our lodge and our order, his wisdom and humanness will be deeply and sadly missed.

"Now therefore be it resolved that we, the members of Brooklyn Lodge No. 30 of the Theatrical Mutual Association, do hereby express our deep sorrow on our irreparable loss on the death of our very dear friend, brother and officer, and be it further resolved that this resolution be spread upon the minutes of our lodge." George Reynolds, chairman, adopted February 11, 1935.

Virginia Jones owns a new title, "The Mae West of Burlesk."

TINY HUFF returned to the Gaiety, New York, Monday. Other changes had George Kinnear, Bubbles Yvonne and Hilda Allison replacing Jimmie Dugan, Gladys Clark, Johnny Grant, Dorothy Mae, Erin Jackson and Carmen.

JULES RONIGER returned from Lake Wood, N. J., where he went to complete recovery from arsenic poisoning, and is again assisting Ken Rogers and Ed Ryan mustering good lookers for Supreme Circuit choruses.

JERRI McCRAWLEY to the Gaiety, Minneapolis, for four weeks as extra attraction. She began Saturday.

SID STONE, straight with the Supreme, is a Fordham College graduate, with a degree PHG-DPHAR, completing a course in pharmacy. Was visited at Minsky's Brooklyn by wife, Celia, and two-and-a-half-year-old daughter, Sandra, the first helress to the Stone fortune.

BILLY TANNER'S first guest of honor, via beefsteak party, March 5 at his new restaurant and bar in New York was Rex Weber. Week following it was Irving Becker and spaghetti. Plenty of thrills, fun and novelty stunts at both. Sid Fields and Artie Lloyd officiated as emcees at the first function. Rex sang. Other warblers Lew Lewis, Harry Cornell and Bert Grant, the songwriter. Speeches by Charles Hendricks, Pat Kearney and Billy Koud. Fancy dancing by Jessie McDonald; Dez Thompson, drummer with the Phil Spitalny Orchestra; Mrs. Bill Norton, in her rubber coat; Cliff Hall, Kay Johnson and Gladys McCormack. Recitations by Chuck Wilson.

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

Hartman-Rymut First at Waterbury

WATERBURY, Conn., March 18.—Fred Crockett's show here, under the direction of Lew (Pop) Watson, closed last week after 3,038 hours, with first prize going to Johnny Hartman and Anlie Rymut.

Only the best of reports can be made on the show and Fred Crockett is more than pleased with the result.

The presentation of the prizes last Monday evening, at the Victory Ball, was made before a capacity crowd. The prizes were as follows: Johnny Hartman and Anlie Rymut, \$500; Billy Smith and Sylvia Doria, second, \$300; Tony Tallere and Frances McDonald, third, \$200.

The success of the show was made possible thru the untiring efforts of all the personnel. Fred Crockett and Lew (Pop) Watson wish to express their appreciation and thanks to everyone connected with the show.

Brown-Lensky Are Tops at Charlotte

CHARLOTTE, N. C., March 16.—With 2,088 hours on the scoreboard, the Charlotte show ended this week, with Anna Brown and Eddie Lensky holding out to finish with top honors. Second placers were Val Rayls and Virginia Laux.

A capacity house attended the gala victory ball, held the night following the close of the contest. Johnny Morgan and Sam Gore did their part in entertaining the people, with Moon Mullins singing and Charlie Kay doing the hoofing.

Bezley-Tucker Take Emeryville

EMERYVILLE, Calif., March 16.—The Rookie Lewis show here ended February 26 at the end of 1,420 hours. Gordon Bezley and Nellie Tucker walked off with first prize, with Fred Carter and Babe Scott taking second.

MRS. EARL E. GREENUP, Long Beach, Calif., requests her husband to get in touch with her at once.

Staff Briefs

HARRY H. COWL, operating promoter of the Tampa show, left for the North, following the windup last week, leaving instructions to watch *The Billboard* for his next opening ad.

JACK (BLACKIE) KIRBY, trainer, is resting between shows in Hollywood, Calif.

EDDIE BEGLEY, young emcee, is recovering from injuries, resulting from an auto accident, at his Bayonne, N. J., home.

JAMES M. RAOSDALE, former press agent for Hal J. Ross walkathons, is now reporting for one of the dailies in his home town, San Antonio, Tex.

CHICK FRANKLIN writes from New York that he has fully recovered from his recent illness and is rarin' to go. Chick officiated as announcer in the Golden Gloves tournament, sponsored by *The New York Daily Times*.

The *Billboard's* Letter List Department is maintained for your use and convenience. When you want to get in touch with staff people and friends with whom you have lost contact, write them a letter in care of the *Billboard*, 25 Opera Place, Cincinnati. Let us do the rest. Our mail-forwarding service is entirely free. Get into the habit of looking in the Letter List every week for your name. You never know when someone may be writing you.

RAY C. ALVIS shoots a note to tell us he is looking forward with real anticipation to the next general meeting of the NEAA, soon to be called by President Ross.

JACK (DEAD PAN) KELLY and Roy Myers are adding the comedy touches on the Jackson, Mich., show.

SPEEDY REYNOLDS sends a merry heigh ho to Jackie Farrell, wherever he may be.

BERNIE MARR, head emcee at the Dedham, Mass., show, complains because more of his friends don't contribute items to this column.

LUMAN J. BEEDE and Florence, following the conclusion of the Tampa show, left for a short vacation in Miami.

Jackson Show Over 1,000

JACKSON, Mich., March 16.—The local show has passed its 1,000th hour with 12 couples still going. Archie Gayer, top emcee, is working hand in hand with Doug Iatt. The show is holding up well, with good houses and fine week-end business.

Bingo parties and a 15-minute shuffle sprint are afternoon features. At night the spring is stepped up to 30 minutes. The unit is under the direction of Jack LaRus. Floor judges are Scotty McBride, handling the heat, and Chan Hartwell. Billie Iatt is head nurse, being assisted by Maxine Mills and Janet Obbitt. Trainers are Jerry Martone, Doc Foster and Jack Reynolds.

Garrison-Andrews Are Tampa Winners

TAMPA, Fla., March 18.—With four couples left on the floor, the Tampa Show went into a nonstop. Up until that time the attendance was only fair. With the coming in of the nonstop, and the daily treadmills and derbys, the attendance picked up to such an extent that the last week had capacity crowds. The ending both exciting and interesting. Mr. and Mrs. Cooley, who were married on the floor, with a capacity crowd as witnesses, were the favorites until the fourth day of the nonstop, when Mrs. Cooley developed a bad ankle and went out, leaving her husband, Carlos Cooley, Ernest Gilbert, partner of Jean Andrews, who were the sensational dancing team of the contest, fell the day after, leaving two couples to fight it out for the grand prize. When a real battle had developed, the show was the talk of the town, with Evelyn Thompson and Bill Garrison in one team and Jean Andrews and Carlos Cooley in the other. People stayed all night and it was common to see from 300 to 500 people at 7 o'clock in the morning, especially on Friday and Saturday, when the treadmill grinds and figure eights would not put them out. It was decided to have an elimination 200-lap derby for the two boys and two remaining girls to see who was who. The Carlos Cooley was the favorite, at 177 laps of the 200-lap derby, with a lead of two laps, he had a severe fall which knocked the wind out of him. The one-fall rule being in effect, he was disqualified and Bill Garrison was declared the winner. Then came the grand finale, when Evelyn Thompson and the veteran, Jean Andrews, got into their running togs for the final 200-lap derby. Jean Andrews, having more experience, had a lead of approximately seven and one-half laps at the 125-lap mark. Then the continued din and noise seemed to encourage Evelyn Thompson. She continued to gain on Jean Andrews, the seven and one-half laps reduced to six, five, four, three, and when the contest ended Jean was only one lap and one-fourth ahead. Evelyn just did not have that extra ounce of energy to overtake long-legged Jean Andrews. You can imagine the excitement.

On Monday a victory ball was featured, with all of the contestants dressed in their finest. The big top circus tent was specially decorated, several thousands of people danced, sang and made merry. Jean Andrews and Bill Garrison were crowned King and Queen and the grand prize of \$1,000 in cash was given them. Carlos Cooley and Evelyn Thompson held second honors, while third place went to Mickey Grouf and Ernie Gilbert.

King Brady, the Ryan boys, Eddie Leonard, Smitty Inman all helped with the entertainment. King Brady was the chief emcee and did a fine job.

Macon Unit Clicking Despite "Troubles"

MACON, Ga., March 18.—Ray C. Alvis has been directing his energies toward Atlanta, where from a source shrouded in mystery an anti-walkathon bill has been presented before the legislative body now in session there. Neither time nor money has been stinted in the effort to halt the passage of this ridiculously unfair class legislation.

At the 288-hour mark, the Alvis Macon show was clicking along merrily. Irked by constant undeserved difficulties, Alvis gave Jack Freeman the green light and carte blanche, with instructions to bang away and close as promptly as possible. As a result, last Monday saw the first of the heat.

As the teams head into this premature homestretch couples remaining on the floor are Billie Donaldson and "Puddles" Pond, Whitely Helm and Margaret Goudy, George Whited and Viola Nellis, Sammy Howard and Frances Stewart, George and Johanna Francis, Johnny Groves and Marie Broughton, Jimmie Kelly and Mac Chareau, Charles King and Lola Long, Jack Broadwall and Bertha Lavender, Jimmie Warren and Lela Thayer, Frankie Billie Lyons and Lela Thayer, Frankie Sharabba and Evelyn Cooper, Frank Strauss and Alice Kimbrough, Gust Jakomus and Bobbie White, Egg Rockhill and Bill Fort, solos.

The personnel of the Macon unit includes Ray C. Alvis, general manager;

Contestant Notes

ALLAN DUBOIS, walking in the Arcadia Chi show, wants to read notes from Lou Grill and Joe McMillan.

GRACE McDERMOTT writes in to ask who won the Ray C. Alvis Greensboro-High Point, N. C., show. Will someone please oblige?

CONTESTANTS in the St. Joseph, Mo., walkathon, Adelaide and Chet Naylor and Walt Gross, were visited last week by Ethel Ackerson, of Waterloo, Ia. Show is reported going over well.

EMMETT McCLELLAND is resting at his Sandusky, O., home, waiting for the start of the Red Leinen Cleveland show. Emmett would like to read 'em from Hazel Shamel and Jimmy Maddox. Mac Hazel finished fourth in the recent Fred Sheldon Marion, Ind., show and info that the derby which put him out ran for 4 hours and 20 minutes, instead of the 2 hours as reported.

FRANK COSTELLO and Helen Chester, tango team, postcard from Tucson, Ariz., that they are en route to join the new George Pughe California walk.

WARREN JEWEL and Al Baringer, now walking in the Louisville show, would like to read word of the whereabouts of Marvin Ellison.

SNOZZLE ROTH, on the floor at Elgin, Ill., tells us that the show is down to eight couples and is drawing good crowds. Would like to see notes in this column from Paddy Walsh, Danny Bramer, Sammy Lee, Tony Berthelot, Porrest Baily, "Unconscious" Smithy, Jimmy Bleny and Herb Usher.

29 and Six Still In Mesle Dedham Walkie

DEDHAM, Mass., March 16.—The Ernie Ernie C. Mesle Moseley's On-The-Charles show, with 29 couples and six boy solos remaining, passed 192 hours early this week. Floor shows are featured afternoon and night, staged by Emsees Syl Reilly and Bernie Marr, aided by the silly and ironical humor of Jimmy (Bertram) Joy, Joe Palooka and Tommy (Muskrat) Garry, with Bernie Marr handling the daily WHDH broadcast.

Joy and Palooka are marathoning with the field, while Garry is trying for a solo record. Several teams are sponsored, and the fans look for Jimmy Scott's dope sheet, which he started with the opening of the show. Marvo, who is permanently attached to the outfit, is preparing to demonstrate some of his sensational freak stunts during the coming weeks. Ernie Mesle feels that numerous letters sent in by local residents to *The Transcript*, letters which were in favor of the show's continuance from various angles, have dampened the ardor of certain local interests which sought revocation of the show's license to operate.

Harry G. Newman, assistant manager; Jack Freeman, chief master of ceremonies; Harry Jarkey and Charles Payne, emsees; Mickey Thayer, floor supervisor; Bob Perry, floor judge; Mary Jones, E. N., head nurse; Ann Martin, mascot; Jackie Fields and Eddie Davis, trainers; Kenny Werkman, concessioner; Morris Spiekler and Bob Bennett, assistants; "Dot" Thorne, head cashier; Evelyn Murphy, day cashier; Curly Thorne, night cashier; Jerry Davis and Harry Lester, front door; Leska Ingram, reserved seats; Howard Ingram, canvas and maintenance; Arthur Detwiler, dietitian; Earl Katering, sound technician; Frank Yarber, artist; J. A. Jones, auto park.

HERE IT IS!

What many of you have asked for—the new

THEATRICAL ARTS

department in the next issue of *The Billboard*. Latest live comment on happenings in the DANCING world.

FOX

OPENS RICHMOND, VA., THURSDAY, MARCH 28.

WALKATHON

Will be fast entertaining show. Also opening Muskegon, Mich.; Battle Creek, Mich.; Bay City, Mich. Watch next issue. Good Teams report. DADDY FOX, John Marshall Hotel, Richmond, Va. Only the best need come.

OK KIDS, IF YOU CAN WALK AND TAKE IT, COME AND GET IT

WE OPEN AGAIN THE PLAZA STADIUM, 3800 WEST MADISON STREET, CHICAGO. A Quarter Million Admissions on the Last Show, and They Demand Another. More Floor Money Made Than Any Other Show in Years. All-Night Jam Crowds. Why Thumb Your Way Around the Country Waiting Your Turn, When You Have a Chance to Join a Real Experienced Organization of Years Standing? We are in the center of thousands of Marathon Fans. It Can't Miss. A lot of kids looked themselves for missing my Maywood Show. Well, this will triple it. Three times the capacity and IS THE HEART OF THREE MILLION PEOPLE. SPECIAL NOTE—AGITATORS, HOTEL HOUNDS, SINNERS, CREAM PUFFS, BEEVERS, SHARPSHOOTERS, CELEBRITIES, CHIRKLENS, ETC. THIS IS NO PLACE FOR YOU. MUST BE WITH IT AND HAVE ENTERTAINING ABILITY.

OPENS WEDNESDAY, MARCH 27th

PARK OWNERS — LEGION POSTS — AUDITORIUM MANAGERS CONTACT US FOR FUTURE SHOWS. HAVE THREE TO FOLLOW THIS AND CAN USE THREE MORE FOR THIS SUMMER. HAVE LARGE TENT AND FULL EQUIPMENT. THE LAST WORD IN ENDURANCE SHOWS AND SURE TO CLICK. HUMAN DERBIES AND LATEST ATTRACTIONS.

SUPER WALKATHON CONGRESS OF ENDURANCE

JUDGE MULLINS and good M. C. wire. Also Teams entering here three days before show opens, not before. Local and Suburb Towns preferred. A CHANGE YOU HAVE WAITED FOR. A Fast Show. Daily Derbies. Daily Walkathons. Six Weeks Only. No Collect. Wire-Phone. No Advance Laundry or Package. Communicate PLAZA STADIUM, 3800 W. Madison St., Chicago, Ill.

BOB LEE, Production Manager
ENTRY LIST OLDS 6 P.M. DAY SHOW OPENS.



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HARRY BLACKSTONE equaled the season record for the RKO-Albee, Providence, during his engagement there recently, putting on special features each night during the week and playing to full houses at all performances. His "Spook Night" performance was marred by a few wise college boys in the audience, but Blackstone won a big hand with a pun-gent curtain speech. One afternoon the magician visited the children's ward at the Rhode Island Hospital and entertained kiddies. On Tuesday night (March 5) Blackstone and his company manager, Ed G. Milne, were guests of Rhode Island Assembly No. 28, SAM, at an informal reception at the studio of Harry A. Scheer. Prior to the reception the Assembly members, some 20 in number, had occupied two boxes at Blackstone's evening performance. But it was at the reception later that night that they saw Blackstone at his best, when he did coin and card tricks that left the SAMers marveling at his skill. Then the showman became both audience and critic, while Perry W. Sweet, Charles F. Penner, Waldo Rouviere and others of the assembly took the spotlight and did their pet feats. At the close of the meeting Host Harry Scheer presented the guest of honor on behalf of the Rhode Island Assembly with a set of four "double-exposure" photos, showing Blackstone doing his floating light bulb, levitation and bird-cage tricks. These had been posed earlier in the day backstage at the theater, and in taking them Scheer employed camera magic as clever in its way as is Blackstone's own brand.

A GRAND CONGRESS of Magicians will gather in a special conclave to be held at the Lyric Theater, Allentown, Pa., March 30. A committee of magicians from New York, Allentown, Philadelphia and Baltimore have gotten together on the idea and members of three major magical societies are co-operating to make the meeting a big success. All magicians are welcome, whether they belong to a magic society or not. Williard H. Warmkessel, of Allentown, is chairman of arrangements for the big event. A show of strictly professional stamp has been gathered for the occasion. The program will include such names as Hardeen, Kuma and Company, Robert and Marion, Mr. and Mrs. Paul Rosini, Jarrow, comedy magish, and other well-known magical turns. A number of magic lights from the various Eastern cities have indicated their intentions to attend.

HOWARD THURSTON and daughter, Jane, with their company of 21 assistants, pulled out of the Taft Theater, Cincinnati, last Thursday night after the biggest week's business the house has enjoyed since its existence, with the exception of the week the *George White Scandala*, featuring Rudy Vallee and his ork, played there several years ago. Of course, there was a vast difference in admission prices between the two shows. With the house scaled at 25, 40 and 60 cents, the Thurston show rolled up a gross of \$18,500. The house was packed from the time the show moved in until the final curtain at the end of the week. Originally slated to do four shows a day, Thurston was forced to ring in an extra performance Saturday and Sunday, despite the fact that it rained all day on the Sabbath. If ever there was an argument against the lame cry, "Magic Is Dead," this was it. Altho a bit older in appearance than on his last visit here

three years ago, the old master has lost none of his cunning or showmanship. He still has plenty on the ball. Thurston has discarded all his smaller stuff, such as card manipulations, and is sticking exclusively to the larger items. He opened by producing a countless number of hats and parasols from a huge hat. Then follow his card flips, wherein he calls some 200 kiddies on the stage; the floating woman and vanish; Where Do the Pigeons Go?, fishing in air, production of some 20 people from a huge cabinet, restored parasol, cutting a girl in three parts, switch cabinet with variations, sawing a woman in half, shooting a bird into a light globe, spirit cabinet and floating ball, Chinese torture wheel and guillotine, piercing a rod thru a woman, *Jessie* and closing with the water fountain. Outstanding were the sawing a woman in half, cutting a woman in three parts and the Chinese torture wheel. Jane Thurston acquitted herself handsily in the production of silks and flowers, several other magical novelties and a cute little dance.

C. POSTER BELL jumped by plane from Cincinnati to Louisville last Friday to take up the work of looking after the advance advertising for the Thurston show. He succeeded John Northern Hilliard, who died suddenly last week. Bell had assisted Hilliard during the latter's stay in Cincinnati several weeks ago.

ALL MAGICDOM mourns the passing of that grand old man, John Northern Hilliard, authority on magic and for many years press and personal representative for Howard Thurston. Mr. Hilliard was found dead in his hotel room in Indianapolis last week, apparently a victim of heart disease. He was truly a grand old man. Ever willing to help the young and striving magician, he made for himself a host of friends in the magic field. He numbered among his friends more magi and newspaper men than possibly any other man in the country. His passing is a tremendous loss to magicdom at large and to Howard Thurston, who has always credited Mr. Hilliard for a large measure of his success. Full details of Mr. Hilliard's death appear in *The Final Curtain*, this issue.

THE FIRST REAL NEWS to leak out of Havana since the revolution "popped off anew there last week comes from Lester Lake (Marvelo), magician and stunt man, who arrived in that city early last week to begin work on a string of outdoor events arranged by Stanley E. Willis, of Miami and Boston. Lester writes from Havana as follows: "The rockets' red glare, bombs bursting in air, gives proof thru the night that the revolution is still here. Oh, boy, are we in the middle of a red-hot time. Landed the day it started. Manager here had a big advance publicity. The opposition used the advertising setup and put one of the revolutionists' pictures in place of mine and says: 'Marvelo is the man to be burned alive, but this is the man that should be.' Great stuff for my new scrapbook—that is if I live long enough to have chance to make it up. Engagement here has been postponed until after the revolution."

THE THIRD GUEST NIGHT of the New York SAM this season was held Monday night, March 11, in the Hotel McAlpin, New York. The affair was a big success and the show was more than pleasing. Leon McGuire emceed and those who appeared in the show were Bernard Zufall, "the fellow with the photographic mind"; Tommy Tucker, youthful magician from Worcester, Mass.; Grace Andrews, "the mystery girl"; Herman O. Weber, the winner of *The Sphinx* gold-medal award; Bunin's Puppets, Laurie and Ladsen Butler, Williston, Charles Harris and Al Baker. The fourth and last guest night of the season will be held early in April.

PIERCE THE MAGICIAN, in Cincinnati to catch the Thurston Show, stopped off at the magic desk Saturday afternoon, March 9. The youthful magish reports a good winter in high-school auditoriums thru West Virginia, Ohio and Kentucky. Huntington, W. Va., was the biggest, he says, when at a matinee performance he showed to 3,700 kiddies. He gives a full-evening show.

(See MAGIC on page 30)



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

ANNABELLE LYON—petite, graceful dancer now with the American Ballet at the Adelphi Theater, New York. Unusually fine in executing her movements, and well versed in the "modern" technique as well as the traditional ballet. Very attractive in appearance. Would be outstanding as premiere danseuse in a front-rank musical.

CHARLES MCNALLY—comic known in burlesque as Charles (Tramp) McNally. Has the makings of a good comic for a legit musical. Knows the laugh angles, has excellent delivery, and given a good stock of material he'd be a big asset to either a revue or a book show. Has had vaude training, too.

Elisabeth Bergner's highly touted pretending look sisk. Miss Miramova substituted for Eugenie Leontovich in the New York run of *Grand Hotel* and played the part thruout the London engagement. A splendid and outstanding actress who would lend more dignity and effect to films than the importation of a craftful of so-called "foreign stars."

A. JILINSKY—legit actor now appearing with the Moscow Art Players at the Majestic, New York. A tall, dark and handsome type, with a pleasant voice and much acting ability. Caught in *The White Guard*, in which he portrays excellently the part of an artillery general. Language barrier at present, but Hollywood is adept at overcoming that.

For VAUDE

SANDRA FRANK—pert little blond blues singer caught in an amateur contest at the Bronx Opera House last week. Handles comedy lines, and displays a capable delivery when doing pop numbers. A good bet for vaude. Has the voice, personality and appearance.

For FILMS

ELENA MIRAMOVA—dramatic actress now giving a performance in *Times Have Changed* (legit) at the National, New York, which makes

Minstrelsy
By BOB EMMET
(Cincinnati Office)

THE KIWANIS MINSTRELS have begun rehearsals at their quarters in Washington, Ga., in preparation for their annual spring tour. Manager H. H. Johnson plans to open in Washington around the middle of April. Lewis H. Amazon has the advance and already has lined up a string of towns in this territory. There will be 40 people with the show, including a band and orchestra. A street parade at noon and a downtown concert at 7 p.m. will be regular features. The staff will include H. H. Johnson, manager; Oliver Callaway, electrician and assistant manager; Dr. C. L. Smith, secretary-treasurer; Lewis H. Amazon, advance and press agent; E. R. Johnson, props. Attraction will be billed with a line of new paper.

AL H. HENDRICKS, former h-f. comedian, is now located in Chicago engaged in his new profession of manufacturing a tonic for changing gray hair to its natural color. Al has been working on the formula for the last four years and now has it down to perfection.

KEN MEEKS, formerly of Meeks and Warner, dance team, and late of Max (Sambo) Trout's Minstrels, is doing a single act in the night spots around the Windy City.

HARRY VAN FOSSEN blew into Chicago last week from St. Joseph, Mo., his home town, where he had been located since after the holidays.

THE SINCLAIR MINSTRELS recently jumped out of Chicago to play a string of dates in Missouri, Oklahoma and Texas. Gene Arnold, Big Bill Childs, Fritz Clark, Joe Parsons and others appear in the show, with Wendell Hall, the "red-headed music maker," as an added attraction. Show travels to its opening date each week by plane and carries only enough costumes for the first part, orchestrations and cork. Musicians are hired locally.

National Minstrel Players and Fans Association

By ROBERT REED, Secretary

National headquarters is pleased to note the increased interest in minstrelsy being registered by high school students thruout the nation.

Membership cards for the present year will not be mailed out unless your 1935 dues are paid.

John J. Dooley, of Chicago, has protested against the inclusion of what he terms smut and filth and used as joke material by some of the radio minstrel units. Old-time minstrel shows were recognized for their rhapsody of charm, plaintive ballad, seductive rhythm and innocent laughter, declares Mr. Dooley.

Just a few reminders: Are you active in your minstrel association affairs? Have you checked up to see if your annual dues are paid? Have you enrolled that new member? Are you doing your bit toward reviving minstrelsy interest in your community?

Attention of all members is called to the necessity of our having your correct address. If you have moved since last writing, please forward your new address.



New Stunts for Your Minstrel Show

America's unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

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THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusements. 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.

There has been much written and said about the drama being dead and that there are no theaters available. There is one way to force the opening of the legitimate theater and bring it back; the public wants the spoken drama and should have it. In 1910 there were more than 1,500 legitimate theaters in the United States, where one could go and see real live actors in vaudeville, grand opera, comic opera, farce comedy, drama, melodrama or minstrel show.

Dark Theaters Could be Forced Open, He Says

But today there are less than 500 theaters that can be had and most of them are in five cities in the United States. Where are these theaters that we used to play? Are they torn down or are they just locked up, and when a stock man wants to rent one the price of the rent is prohibitive. Why? Who holds the leases on them and keeps them dark? What a foolish question! Ask any actor, stagehand or musician.

I still say they can be forced open. First get the State tax down. Then get out some of our dramatic tent-show outfits that are in storage. Locate them in cities and towns for 10 weeks and watch the opposition. See to what they will resort to put the tent shows out of business. Talk about unfair competition. Say, they will even resort to methods never heard of in the old days. I have even known them to put on free shows to try and get Mr. and Mrs. Public to see it their way. The opposition say, "The public be damned; they will take what we give them or nothing," and the public takes it and says nothing. Why doesn't *The Literary Digest* poll the spoken drama vs. motion pictures and see what the public would like to have? I'll bet on the spoken drama.

W. FRANK DETMAINE.

Amherst, N. S. I was interested to read Mr. Campbell's letter in The Forum of March 2 requesting information on the Al G. Barnes wreck of 1930. The wreck occurred on July 20, 1930, at 6:55 in the morning. Five flats and four coaches of the 29-car train left the rails 14 miles from Moncton, N. B., at Cannan, N. B., on the run from New Castle, N. B., to Charlotetown, P. E. I. Wreck was caused by a truck arch bar falling under one of the cars.

Canadian Tells About Barnes Wreck in 1930

Four were killed and nineteen were injured. The dead were Albert Johnson, Frank Finnegan, Los Angeles; James Stephen, Fredericton, N. B.; James McParlane, address unknown. They were all employees of the circus except Stephens. The injured were Jesse Gillmore, Negro, Florida; James B. Rogers, Negro, Bakersfield, Calif.; William Dalzell, Ottumwa, Ia.; Charles Holt, Negro, Phillipsburg, N. J.; Joseph Curtiss, Arkansas; Herbert Aaron, Marysville, Tenn.; Harry E. Brandon, Tulsa, Okla.; Frank O. Wright, Yakima, Wash.; William A. Tonks, Toronto, Ohio; Eugene Thompson, Negro, South Bend, Ind.; Joseph Brown, Los Angeles; William Hughes, Bridgeport, Conn.; George Hayes, Duluth, Minn.; Miss Rhea Jack, Calif.; Cliff McDougall, Los Angeles; Axel M. Neilson, Cheshbourg, Ont.; William Thibodeau, Bathurst, N. B.; Thomas Muise, Woodstock, N. B., and William Johnson, address unknown.

There were 772 employees on the ill-fated train at the time of the tragic wreck. Loss was estimated at \$75,000 and several dates had to be canceled, as a week was spent in Moncton, N. B., for repairs to equipment. Five of the nine cars derailed were equipment cars, containing electric light plant, stake driver and kitchen equipment, and the car containing the property of the performers, while the other four cars were the coaches that housed the circus workmen.

The train was traveling 50 miles an hour at the time and word was sent to Moncton by an eyewitness. A special train was rushed from Moncton to the scene with doctors and nurses and the injured taken to St. George Street Crossing, and taken from there by ambulance to the Moncton Hospital. The wreck was one of the worst in the history of railroad shows. It would have been much worse had it not been that it looked much like a bad storm when the circus train left New Castle at midnight the night before, as many of the workmen were in the habit of sleeping on the flats among the equipment in the open air on fine nights. And if this had been the case they could not have escaped, as the equipment cars were the ones that left the rails and those that were on them were all killed.

CHARLES N. PAYNE.

Glens Falls, N. Y. In The Forum some time ago there was a request for data on the spiral ball or sphere act. I do not know exactly the working of the one to which the writer referred, but I do know of the one billed as the "Human a Globe of Death" or "double loop-the-loop." This entailed one climbing a ladder to a height of 75 feet to where there was located a platform about three feet square. Resting on this was the ball into which climbed a lady, to be securely strapped and then pushed off to travel down a steep inclined track of 125 feet and forced thru a "double loop-the-loop" at terrific speed, and stopped by a net.

Fem Writer Rode Globe in Double Loop

Originally this attraction was built with a single loop 15 feet in diameter. The owner conceived the idea of building a double loop. Owing to height and length of the track the only possible way to force the ball thru the two loops was to cut the diameter from 15 to 11 feet, which was done. Not knowing that it would be a success, ambulances with doctors and nurses stood at attention during the tryout. It proved a success, and the following week, in June, 1916, was exhibited in Indianola Park, Columbus, O.

This was a stupendous outdoor attraction commanding attention of the press to an alarming degree, as well as humane societies, and drawing huge crowds. It would be a most thrilling and awe-inspiring attraction for the present day. I, of the team of Frank and Ethel Carmen, hoop rollers and baton experts, was the only lady who ever rode the "double loop-the-loop."

ETHEL CARMEN.

Toledo. In a recent letter in The Forum Harry Opel contended that all magicians should be licensed the same as physicians and dentists, certificates to be issued at magicians' conventions, and that tricks 30 years old are still going strong. I am wondering how many magicians would go, for instance, from California to Ohio, where a convention is in progress, just to obtain licenses.

Such a plan would require the estab-

Anent Opel's Suggestion to License Magicians

lishment of State boards, and even then not many hobby magicians would travel 100 or 200 miles just to be examined and then return to play an occasional club date, assuming that by the touch of a magic wand such a plan were in operation and magicians were on the same basis as doctors and dentists of today.

If one wonders how much business the magician would get who presented tricks 30 years old, the answer is just as much as a dentist would get now if he used instruments that were in vogue 30 years ago—none. In some magic acts there is really one feature that has advanced with the times, and that's the girl assistant; she's streamlined.

ACE MASON.

Boston. Reading Charlie B. Campbell's letter in The Forum about old-time circus wrecks, I am reminded that when I was with the Walter L. Main Circus in 1893, where I had a trio known as the Three Renos, on May 30 at 5:30 a.m., like a bolt of lightning, our cars, 21 in number, went off the track and down a 15-foot embankment. We had left Houtzdale, Pa., the night before, and the rails spread. Steve Cresdale was the engineer. The accident happened at a place called Vail, close to Tyrone, Pa. A number were killed. Here are some of the performers who were with the show at the time, but luckily none of them were killed: Stirk and Zeno, the Tybells, Archie Royer, "Scream" Tom Welch, Flying Bicketts, Three Laries, Three Renos, Three Lamonts, Fred Aymar, Tony Lowands, Oracle Thomas, Frank Christie, John Lancaster, George Bickell and some more whom I cannot recall. It would be good to hear from some of these acts and from some of those who knew me in the good old days.

Recalls Main Wreck of '93 Near Tyrone

BILL RENO.

Effort, Pa. In The Forum of February 23 I noted a letter from H. H. Whittier, and I certainly would like to hear from him, as he was our band leader when I was with Welsh Bros. about 1894. I remember that we played on the Grange annual State meeting grounds in Center Hall, Pa., a week's engagement. On the same grounds John Sparks showed. His main act was Irwin, the head balancer. The now Charles Sparks, of the Downie show, was a kid. He worked ponies and dogs and doubled bass drum in the band. The show had had some very bad business. I am sure that it was the following season that Sparks put on his Virginia Shows.

When Charles Sparks Doubled in Circus Band

I also saw in the minstrel notes one from my old pal Charles (Kid) Koster. Recalling incidents of minstrelsy, I saw the opening of W. S. Cleveland's Big City Minstrels in the old Able Opera House in Easton, Pa., about August, 1888. With it were Hughie Dougherty, Billy Rice, Luke Schoolcraft, Barney Fagan, Fields and Hanson, Griffin and Marks; the Seven Schrode Family, acrobats, and several other names big at that time that I cannot recall. But what a show and what a parade! Cleveland had a 44-sheet stand done by the old Ledger Show Print, Philadelphia, showing his street parade. He told me there had been only 11 towns in the South where he could get one up. At that time Cleveland had three minstrel shows, the Big City, Magnificent Minstrels and Colossal Colored.

When I was with *French's Sensation*, the boat show run by Mrs. Callie French, in 1896 we gave a minstrel show and in it were Coburn and Baldwin in a musical act. Coburn did interlocutor. Baldwin and myself did second edition

Duluth, Minn. I agree with what Harry Opel wrote recently in The Forum regarding magic and its ills. There can be no doubt that jealousy, bickering, vanity, over-commercialism, fly-by-night dealers, over-imitation and fraudulent advertising are real threats to the stability of magic. And there are many others, including amateurs in open competition with professionals.

CHARLES RUBENS.

Louisville. Having read the opinion of John Ellis in The Forum of March 16 regarding *The Mighty Barnum*, I would like to express mine as a circus fan. I was greatly disappointed and disgusted with such a poor attempt to make a circus picture, especially from a story that we have all read. The only way ever to make a good picture of the circus would be for the manager to hire a cameraman and make shots and scenes on the lot without any story except for actual happenings of the day, "A Day with the Circus," on the screen.

Feels No Thrill From Film Like A Real Circus

The only reason that the motion picture industry does not present the circus on the screen in its true form is because of the keen competition, as motion pictures never could be so real, so entertaining and alive with color and excitement as that great amusement, the circus. But why have the circus on the screen when one can get up early in the morning and see it pull in and stay there until the last wagon has left the lot at night? The motion picture industry could never give us a thrill like that. And the same thing applies to that picture called *Carnival*. It portrayed carnival business in the worst way.

MRS. SALLY PAYNE.

The Billboard

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Vol. XLVII. MARCH 23, 1935. No. 12

ends and Tim Healy and Pat Conroy, Wiley Hamilton and George De Carlo did the first ends. Frank Kissel did his spin spinning; Bobby Carroll and Lydia Gardner; Willie Hale, rolling globe; De Carlos, contortionists. We played the Monongahela, Ohio, Green, Kanawha, Illinois and Mississippi rivers. The season opened at Braddock, Pa., on May 1. As an oldtimer and retired, I still love to read *The Billboard* and especially The Forum.

CHARLES F. EDWARDS.

In Agreement With Opel on Magic Threats

CHARLES RUBENS.

Feels No Thrill From Film Like A Real Circus

Johnstone in Chicago

CHICAGO, March 18.—O. H. (Opera House) Johnstone, former well-known local dramatic stock and repertoire agent, arrived in Chicago early this week after a four-year sojourn in Hollywood. While in town he is visiting his son, Pat Barrett, better known as Uncle Ezra of the radio. He is making his headquarters in MIT Schuster's office.

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No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.
The Billboard reserves the right to edit all advertising copy.



ABRAMSON—Josephine Hilly, 66, singer and composer, March 9 at a sanitarium in Compton, Calif., of heart trouble. Funeral services March 11 and cremation followed at Inglewood Cemetery, Inglewood, Calif. She leaves a son.

ARNOLD—Charles, in charge of the Keyes United Indoor Circus unit concessions, at Peru, Ind., March 4. He was the father of Louis, George and William Arnold, circus concessioners.

AUDIFFRED—Mme., wife of Emile Audiffred, well-known Paris booking agent and director of the Alcazar Music Hall, Paris, in that city recently.

AUGR—Zack, old-time circus man, better known as Kid West, March 4 at Cook County Hospital, Chicago.

BARNES—Edna Reming, actress, March 7 at the General Hospital, Los Angeles, of cancer. Funeral and burial services March 9 at Hollywood Cemetery.

BAUER—Ben, old-time theatrical transfer man, for years connected with the Commonwealth Transfer, March 12 at his home in Chicago. He was well known among theatrical people. His widow, Ella Schwab, survives him.

BELCHER—Virginia, mother of Frank G. Belcher, president of the California-Pacific International Exposition, at Mercy Hospital, San Diego, Calif., March 6 following an operation. Her husband and son survive.

BRENNAN—George, 69, fell to his death from his New York hotel room March 12. According to the deceased son, M. St. John Brennan, advertising writer, Brennan was at one time owner of the Orpheum Theater, Jersey City, and had retired a year ago.

BUSKY—John (Jerry), 65, veteran Irish and eccentric comedian, who worked for many years with various tabloid shows in and around Cincinnati, at his home in that city March 13 of heart trouble.

BUTLER—Mrs. Emma Hiles, 69, retired actress, March 8 at the Englewood (N. J.) Hospital. For the last 10 years she had been a guest at the Actors' Fund Home in Englewood. She made her first stage appearance with Denman Thompson in *Joshua Whitcomb* in 1897. Two years later she was in Frederick Paulding's Shakespearean road company. After a role in *The Two Orphans* in 1893 she became a member of F. F. Proctor's Stock Company at the Fifth Avenue Theater, New York, then going to the Murray Hill Theater in the same city with the Henry V. Donnelly Company, where she played with Frances Starr, William Redmond and Laura Hope Crews. *The Country Boy*, produced by Henry E. Harris, was her last engagement. A daughter, Mrs. E. W. Pemberton, survives. Interment in the Actors' Fund plot in Kensico Cemetery.

CANFIELD—Kid, 48, reformed gambler, who for the last several years had been working vaude and picture houses, exposing the secrets of the professional gambler, dropped dead before the microphone at Station WHIS, Bluefield, W. Va., March 12. He had just begun a broadcast as a plug for his appearance at a Bluefield theater. His right name was George Washington Bonner. Body was taken to Woodhaven, Long Island.

John N. Hilliard

John Northern Hilliard, 63, for the last 30 years press and personal representative for Howard Thurston and credited with securing the master magician his first engagement on the stage, was found dead in his room at the Claypool Hotel, Indianapolis, March 14, a victim of a heart attack.

Mr. Hilliard was born in Palmyra, N. Y., and as a youth went west to spend several years on a ranch. Later he became dramatic critic with the Chicago Herald. He was also on the staff of the Rochester (N. Y.) Post Express for several years.

The first meeting between Mr. Hilliard and Howard Thurston occurred on a park bench in Union Square, New York, when the former was a reporter on the New York World and the latter an unknown entertainer. The newspaper man noticed a young man doing tricks with a deck of cards and soon found him a job at Tony Pastor's Theater at \$25 a week. This was the start of the magician's successful stage career. Several years later Thurston induced Hilliard to give up his newspaper work and become his personal representative.

Mr. Hilliard, who was considered an authority on magic, made his home in Rochester, N. Y., where his widow and two daughters reside.

N. Y., for burial. Survived by his widow and one son.

COHAN—Emanuel C., 80, father of Elmer G. Cohan, at Modesto, Calif., recently. Burial in Masonic Cemetery, Modesto.

CROUCH—Holly, 59, father of DeLores Ho'dele, of the dance team DeLores and Adrian, suddenly at his home in San Antonio recently. He leaves his wife, his mother, one daughter, two sisters and six brothers. Burial in San Fernando Cemetery No. 2, San Antonio, with Rev. Father J. J. Ryan, of St. Mary's Catholic Church, officiating.

EARLE—James L. (Happy), veteran comedian and pitchman, March 8 at Madisonville, Tenn., of bronchial asthma. A brother, Frank Earle, survives. Burial at McMinnville, Tenn.

EASTWOOD—Billie Gene, nephew of Mr. and Mrs. W. S. Neal, of Yellowstone Shows, recently of pneumonia at Clovis, N. M. Burial in Holy Cross Cemetery, Ft. Sumner, N. M.

EICHEBERGER—T. Stephen, 49, concert singer for more than 30 years, in Akron, O., March 14 after a brief illness. He recently gave up the stage and turned to banking and was president and secretary of a bank when he died. Survived by his widow; a son, William Robert; a brother, Allen, and his parents, Mr. and Mrs. Fremont Eichelberger. Funeral services March 16 in Akron.

RICHARD B. HARRISON

Richard B. Harrison, who became a national figure in the 20th century "Uncle Tom's Cabin," "The Green Pastures," died at the French Hospital, New York, March 14. For five years he had played the part of De Lawd in the Marc Connelly-Roark Bradford play and did not miss a single performance during that time until March 2, when shortly before playing curtain time he suffered a heart attack. He was 70 years old. He played 1,658 successive performances.

Mr. Harrison was born in London, Ont., his parents being fugitive slaves. Before touring the country as a drama reader, mostly Shakespearean, his jobs included newsboy, bellhop and Pullman porter. The greater part of his theater work was before audiences of his own race. After years of traveling he became head of the drama department of the Agricultural and Technical College, Greensboro, N. C., in 1928, remaining there until 1930, when he went into "Pastures." His role in the play came by chance—since it was by chance that he walked into a Harlem casting agency where Connelly and Roland Stebbins, producer of the play, were seeking to fill the difficult part.

After a long and profitable New York run, he went on the road with the play, finally getting stellar billing in September, 1934, on his 70th birthday, while the show was playing Norfolk, Va. During the company's tour many honors were bestowed upon him, including several honorary degrees and receptions from various notables. Surviving are his widow, who is ill in a Michigan hospital; his daughter, Marian, and a son, Paul Dunbar Harrison, orchestra leader.

EMMONS—Mrs. Louis, 73, veteran stage and screen character actress, at her home in Los Angeles March 7. Funeral services March 9 at the Hollywood Cemetery chapel and interment in the Hollywood Cemetery. A son survives.

ESHLEMAN—John S., 87, many years associated with the old Central Ohio Fair, which operated in many towns in that State, at his home in Orrville, O., March 2.

FARLEY—Michael J., at his home in Los Angeles recently after being struck by a hit-and-run driver. Funeral services March 2 at the Catholic church, Huntington Park, Calif., and burial at Calvary Cemetery there. His son, Michael Farley, motion picture trick and process worker, survives.

FENDLER—Edward L., 64, former owner of the Hotel Metropole, New York, stopping place for most of the New York, stopping place for most of the old-time vaudeville performers, March 6 at his home in Los Angeles. Funeral services March 9 and interment in Inglewood Park Cemetery, Inglewood, Calif. He leaves two sisters and a brother.

FERRIS—Dorothy, of the Starr Sisters and formerly of the Silver Bell Quartet, recently in New York. She was also in legit, playing the lead in Charles E. Blaney's *Across the Pacific*. Her husband, Dr. C. I. Ferris, and a sister, Leah Starr (Mrs. Billy Walsh), survive. Interment at South Norwalk, Conn.

FLINN—John F. (Dad), 80, for many years manager of the Oklah Theater and Oklah Airdome, Bartlesville, Okla., March 14 at the home of his son in Costa Mesa, Calif. He retired from the theater business in 1920. He had been blind for the last three years.

FORBES-ROBERTSON—Eric, 70, artist and scenic designer, and brother of Sir Johnston Forbes-Robertson, noted actor,

in London March 9 of injuries sustained in a street accident. His brother and a sister, Mrs. E. D. Harrod, novelist, survive.

FRANSELLA—Albert, artist, in London March 7.

HALL—George M., 59, husband of Margaret Lillie, comedienne, now touring in vaudeville with the Weaver Bros. and Elviry act, at a Cleveland hospital March 8 of pneumonia. He was stage manager for the Weaver troupe at the time of his death. Deceased and his wife were well known in the tabloid field, having for many years operated their own show, the Margaret Lillie Company, thru the Southwest and Middle West. His body was taken to Toledo, O., his home town, for burial in Collingwood Memorial Cemetery. Surviving are his widow, Margaret Lillie; a daughter, Irene; son, Arthur; a sister, Mrs. L. T. Doyle, and brothers Matthew and Ben R., all of Toledo.

HENDERSHOT—O. P., 76, many years secretary of the Northwest Live-Stock Association and Idaho State Fair Association, recently, at his home in Boise, Idaho.

HICKER—Mrs. Frank, 86, mother of Ed Hicker, band leader, recently at her home in Fayette, O., as the result of a broken hip sustained in a fall. Burial in Fayette. Besides her son, she is sur-

vived by a daughter, Mrs. C. E. Roosa, of Fayette.

KROTZ—Frank, 38, radio actor and continuity writer at Station WOC, Davenport, Ia., March 13 when a driverless automobile plunged down a hill and knocked a heavy iron pole over on him. Krotz's right leg was torn off and he died from shock and loss of blood.

LAWRENCE—Cedric (Sid), 29, manager of a Watertown (N. Y.) theater, at a hospital in that city March 4, following an attack of angina pectoris. Lawrence was formerly a resident of South Bend, Ind. Surviving are his parents, his widow and a daughter.

LEGARDEUR—Stephen, 52, known on the stage as Steve Reed, formerly black-face comedian, singer and dancer with the Al G. Field Minstrel, March 8 in New Orleans after a brief illness. Survived by his widow, a son and two step-daughters. Burial in St. Joseph's Cemetery, New Orleans.

LEJEUNE—James, 20, radio and nightclub singer, March 8 in New Orleans of pneumonia. Burial in New Orleans.

LISZNIEWSKA—Mme. Marguerita Melville, 50, concert pianist and teacher at the Cincinnati Conservatory of Music since 1920, at a Cincinnati hospital March 7 after a lengthy illness. She studied in Berlin and Vienna and later became an assistant to Leschetizky, teacher of many widely known pianists. Survived by her husband, Dr. Karol Liszniewski, also a member of the Cincinnati Conservatory faculty.

MCCORT—Mrs. Margie B., 30, dancer, at Twin City Hospital, Urichsville, O., March 9, following an operation for appendicitis. She appeared in vaudeville for several years and more recently at night clubs. Her husband and adopted daughter survive.

MCINTOSH—Harold St. John, 40, radio operator, March 7 at Pasadena, Calif. His sister survives.

MARTIN—Samuel Klump III, husband of Mary Jane, former Ziegfeld Follies girl, March 3 of a heart attack at Savannah, Ga.

MARTINEK—Frank, 70, musician, in Elk Rapids, Mich., March 12 after a long illness. He organized and conducted many municipal bands thruout the country. Surviving are his widow and two children.

MONROE—Charles, of the Musical Monroes, March 7 at his home in Chicago. His widow, May Monroe, survives.

NEWMAN—Max, 48, former film salesman, March 7 at San Francisco. His widow and brother, Michael Newman, Columbia Studios publicist, survive.

NOAH—Lazarus, 75, watchman on the Universal Studio lots for the last 16 years, March 11 at Los Angeles.

NORTON—J. B., who formerly had out Norton's Hypnotic Fun Show thru the Western States, of pneumonia at a hospital in Eaton, Colo., recently. He was without funds. Efforts are being made to locate Norton's relatives by R. F. Armstrong, of the Armstrong Mortuary, Eaton, Colo.

PAEGE—Alexander J., 48, clarinetist in the Studebaker Orchestra, South Bend, Ind., and former orchestra leader, at his home in South Bend recently of uraemia. Survived by his widow, a daughter, one sister and three brothers. Burial in St. Joseph Cemetery, South Bend.

PITZER—Ralph, 58, in Youngstown, O., March 14, after a four-month illness. He had been manager of the Princess Theater in that town for 20 years. He went into the theater business in 1905 with Isaac Hartzell, operating one of the early motion picture circuits in the Youngstown district. His sister, Mrs. W. L. Dales, at whose home he lived, survives. Funeral services March 16 and burial in Belmont Cemetery, Youngstown.

PRATT—Mrs. Henri K., 86, who as Amelia Watts achieved national recognition on the stage, at Kookuk, Ia., March 11, as the result of a fall in which she sustained a fractured hip. She appeared at one time with Edwin Booth's company.

RANDALL—Herbert Edward, father of Bert Randall, secretary of the National Skating Association, of pneumonia recently in Grace Hospital, Detroit, where he had lived with his son many years. He was well known among professional roller hockey players, having been attached to various rinks. Interment in Woodlawn Cemetery, Detroit.

REDFIELD—Mrs. Mirah Helen, 39, radio singer, March 6 in Harper Hospital, Detroit, after two years' illness. Survived by one son. Burial in Woodmere Cemetery, Detroit.

ROSS—Mother of Evelyn and Mabel

vived by a daughter, Mrs. C. E. Roosa, of Fayette.

HORTH—Frank (Fatty), 57, who for many years has owned and operated the Frank Horth Comedy Company, recently at the show's winter quarters near Smithfield, Va., of a heart ailment. His name in private life was Frank Horth Peace. For the last 12 years he has been operating a motion picture and vaudeville show under canvas, centering his activities in the Virginia territory. In his younger days the deceased was a professional pianist and organist. Funeral services in Norfolk, Va., with burial at Bennis Church, Va. Survived by two daughters, Blanche and Ursula Horth, who will continue the operation of the Frank Horth Comedy Company.

HOUGH—Mrs. Grace, 76, musician, March 5 at Vassar, Mich., where she had lived for a quarter of a century. Burial is Almont, Mich., her birthplace.

KING—Joseph M., 34, pianist with the Michigan Theater Orchestra, Detroit, for the last eight years, March 9 at his home there. Survived by his mother.

KING—Mac Gelber, secretary to Emanuel Cohen, motion picture production manager, March 11 at Los Angeles. Her husband, Hugh King, theatrical agent with the William Morris office, survives.

KISLINGSBURY—Sophie, 65, former head of the wardrobe department for Florenz Ziegfeld productions in New York, March 6 at her home in Los Angeles. Funeral services March 9 at the Little Church of the Flowers and interment in Forest Lawn Cemetery, Glendale, Calif. Her daughter, Beth Berl, former Follies performer; a son and a brother survive.

KLEPPER—Mrs. Max, 48, wife of the carnival concessioner, March 12 at her

Ross, singers in the De Re Mi Trio, radio act on the Columbia Broadcasting System, in New York recently after a long illness.

SEARLES—Cora B., 76, stage and screen character actress, at her home in Los Angeles March 4.

SHIELDS—Victoria, wife of Henry (Doc) Shields, at the Central Islip State Hospital, Central Islip, Long Island, N. Y., recently.

SMITH—Grady, known in Wild West show and rodeo circles, at his home in Marland, Okla., recently, after a week's illness of pneumonia. He was formerly an employee of Miller Bros.' 101 Ranch Wild West. His widow survives.

SMITH—Harold E., formerly of the vaudeville team of Smith and Shean, recently at the Allegheny Hospital, Pittsburgh. His body was shipped to Boston for burial.

SOBLER—Mrs. Elizabeth, 32, wife of A. W. Sobler, formerly connected with motion pictures but now promotion manager of the Medinah Athletic Club, Chicago, March 9 at Woodlawn Hospital there. She had been ill but a short time. Mrs. Sobler had appeared in *Ziegfeld Follies*, in *Chu Chin Chow* and other musical productions. Burial in Oakridge Cemetery, Chicago. Besides her husband, deceased in survived by two daughters, Cynthia and Barbara, and her mother, Mrs. Margaret Van Zandt, of New York.

STERLING—Mother of Celest Sterling, tabloid performer, at her home in Hammond, Ind., recently of heart failure.

STROBEL—Charles H., father of Mystic Courtney, magician, March 11 at his farm in Athens, N. Y.

TARTAGLIONE—Nick, 56, who weighed 619 pounds, recently at Providence, R. I. He had been with circuses and in vaudeville and pictures. He is survived by eight children.

TRANUM—John, former film stunt man, March 7 at Copenhagen, Denmark, while attempting a record parachute leap.

TRENT—Don P., 53, for many years manager of the Bijou Theater, Knoxville, Tenn., and formerly a vaudeville and tabloid performer, March 12 at his home there. His health had been failing for the last three years. He was noted for his genial disposition and humor. At the time of his death he was president of a dry-cleaning company and an official of the Knoxville code authority. Survived by his widow, Mrs. Elizabeth Trent; one daughter and three sisters. Burial in Highland Memorial Cemetery, Knoxville.

VAN ATTA—Mrs. J. D., mother of Marie (Alaska) Russell, tabloid and carnival girl-show performer, recently at her home in Juneau, Alaska. Survived by one son and two daughters.

WALSH—William C., 53, stage and motion picture director, at his home in Hollywood March 7 after a long illness. Walsh was recently the manager of the San Diego (Calif.) Players' Guild. He leaves his widow.

WELKER—Mrs. Catherine, 66, March 7 when she fell down a flight of stairs at San Antonio, Tex. She was the mother of V. D. (Buddy) Welker, assistant manager and treasurer of the Majestic Theater there. A daughter also survives. Interment March 9 at Mission Burial Park, San Antonio.

WILL—Fred, composer and musician, at Iola Sanatorium, Rochester, N. Y., recently of tuberculosis. He was a member of the Rochester Civic and Philharmonic orchestras. He leaves his wife, Mrs. Mary Ertz Will; a daughter, Jane Will; his mother, two sisters and two brothers.

WOODIN—Charles A., 48, manager of the Capitol Theater, Mauch Chunk, Pa., at his home in that city March 6. Deceased, who formerly appeared with various stock companies and traveling road shows, was operated on a year ago for complications and had been in declining health ever since. Burial was made in Towanda, Pa. Surviving are his widow, a brother and a sister.

MARRIAGES

BRENNER-PIO—Florence Pio, Fort Wayne, Ind., and Carl Brenner, orchestra leader, also of Fort Wayne, in Columbia City, Ind., in March, 1934, it was announced last week. Brenner's Orchestra is playing at a Battle Creek, Mich., hotel.

DAVENPORT—SOUDER—Kenneth Davenport, outdoor promoter, of Kokomo, Ind., and Amy Souder, Peru, (Ind.) professional model, at Indianapolis March 8.

GRAFF-HARTSHORNE—Estelle Hartshorne and C. Russell Graff in New Canaan, Conn., March 9. Miss Hartshorne is a dramatic actress.

KENNEDY-LANIER—Betty Lanier, formerly in vaude and burlesque, to Craig Kennedy, railroad official, in Marion, S. C., March 2.

LAWLESO-LA MONT—Alice LaMont, of Beverly Hills, Calif., who with her parents, Sarah and Billy LaMont, and brother, Sonny LaMont, comprised the LaMont Four, comedy wire act and well known in circus and vaude circles, and George Lawleso Jr., nonprofessional, of Beverly Hills, at the Melrose Park Methodist Church, Hollywood, March 14. Sonny LaMont is now teamed with Del Chaine in vaudeville.

LAGARDE-DEARMS—Mitzie LaGarde, of the stock company bearing her name, and William DeArms, her leading man, in Houston March 9.

McEVOY-SWEENEY—Reynolds T. McEvoe, screen scenarist, to Pamela Shipley Sweeney March 9 at Forest Hills, N. Y.

PAVLOVSKI-HOWELL—Adelaide Howell, niece of Clark Howell Sr., editor and publisher of *The Atlanta Constitution* and singer with Paul White-man's Orchestra, and Baron Adam Henry K. Pavlovski, of Poland, were married last December, it was made known last week.

PITTELLO-SMITH—Harry L. Pittello, last year with the Dill-Mix Circus, and Mary Smith at Tulsa, Okla., March 2.

VEYS-SMITH—Ernest Vey, of East Moline, Ill., owner and operator of rides, to Erma Smith, also of East Moline, in St. Mary's Church there March 1.

COMING MARRIAGES

Herman Wilhelm Goering, an aid to Adolf Hitler, will marry Emmi Sonnemann, German actress, April 11.

Walter Framer, the WWSW Show Shopper in Pittsburgh and radio news voice for *The Pittsburgh Post-Gazette*, and Hannah Golding, Cinema Lady on WWSW, early in June.

Jimmy Chase, orchestra leader at the Old Heidelberg Inn., Rock Island, Ill., and Eleanor Beamer, of Bennett, Ia. No date for the wedding has been set.

Johnny Kinsel, radio engineer at WWSW in Pittsburgh, and June Rose Clinton on Easter Day in that city.

Rene Silver, Racine, Wis., to Ben Katz, Milwaukee, publicity and advertising director for Warner Brothers in Wisconsin. No date set.

Harold L. Hadden, chief supervisor of the New York studio control of WOR, Newark, N. J., and Marie C. Mehl, secretary to J. R. Poppelle, chief engineer of WOR, will be married shortly.

Rosezelle Roland, American dancer, the "Golden Girl" in Clifford Whittley's *Midnight Follies* at the Dorchester Hotel, London, will be wed soon to Baron Jean Empain, said to be the wealthiest man in Belgium. He controls the subway systems of Paris and other cities.

Ruth Leyer to Rudolph Priml Jr., son of the music composer.

Maxine Jones, daughter of Buck Jones, Western star, and Noah Beery Jr., actor and son of Noah Beery, screen player. No date set.

Carlos Rodrigo and Helena Atwill, of the dancing team of Carlos and Helena, with the Bert Smith Company. Wedding will take place soon.

BIRTHS

A son, March 9, to Mr. and Mrs. William Griffiths at St. Thomas Hospital, Akron, O. Father is on the announcing staff of WADC, Akron.

A son to Henry Garat, French film star, and Betty Rowe, former dancer, in Paris recently.

A daughter at Hot Springs, Ark., March 1 to Mr. and Mrs. Bruce Harlan. Harlan is black-face comic with the Harlan med show.

An 8½-pound son recently to Mr. and Mrs. John A. Gray at Los Angeles. Father is a publicist.

To Mr. and Mrs. Walter Klinger a nine-pound son March 7 at the Hollywood Hospital, Hollywood. Klinger is in charge of the short subjects department with Metro-Goldwyn-Mayer.

A daughter, Linda, recently to Mrs. Richard Rodgers. Mr. Rodgers is of the motion picture song-writing team Rodgers and Hart.

To Mr. and Mrs. Jean Armand, a daughter, Joan Renee, recently at the Hollywood Hospital, Hollywood. Father is a film magazine writer.

A seven-pound son to Mr. and Mrs. Hobart Henley March 11 at the Cedars of Lebanon Hospital, Hollywood. Mother is former Dorothy March, artist, and father is a motion picture director.

A six-pound 11-ounce son, Warner Lewis, to Mrs. Mervyn Le Roy March 5

at the Cedars of Lebanon Hospital, Hollywood. Mother is former Doris Warner, daughter of Harry Warner, vice-president in charge of production at Warner Bros. studios, and father is a director with Warner Bros.

A seven-pound son, Kenneth Jr., to Mr. and Mrs. Kenneth Niles March 9 at the Queen of Angels Hospital, Los Angeles. Father, who announces the Campbell Soup program and the Bing Crosby-Woodbury Soap show, is chief announcer for the Don Lee radio system on the Coast.

To Mr. and Mrs. Calvin (Cowboy) Givin, a 7½-pound son, Donald Raymond, March 7 at the Altoona Hospital, Altoona, Pa. The Givins were members of the Heffner-Vinson Show last season. Mrs. Givin is the former Dorothy Vinson.

To Mr. and Mrs. H. E. Rogers, of Rogers & Powell Shows, March 1, a boy. Father is a son of J. R. Rogers, manager of the Rogers & Powell Shows.

DIVORCES

Helen Kane, thru Attorney Phillip R. Davis, in the Superior Court of Chicago from Max Hoffman Jr., screen and stage actor. Miss Kane seeks restoration of her maiden name.

Jean Rose, prima donna at the Gotham Theater, New York burlesque house, from Frank Sadker, violinist, in New York recently.

Ludwig Lewisohn, author and lecturer, from Mary Arnold Crocker Lewisohn, author, February 21 at Juarez, Mex.

Betty Haskell, film actress, from Marvin S. Haskell February 21, Los Angeles.

Rosalind De Lanoy, stage actress known as Lovey Lee, from Drake De Lanoy Jr., February 25, Reno.

Lillian O'Shea from Norvick E. O'Shea, motion picture actor.

Coe Glade, prima donna of the Chicago Grand Opera Company, February 27 in the Chicago courts from Arthur J. Thompson.

Ozella June Morgan, last season with Krause Greater Shows, from Layman Morgan, of Bruce shows, at Johnson City, Tenn., February 28.

Kay Francis, screen star, from Kenneth McKenna, film director and stage and screen actor, February 28 in Los Angeles.

Jayne Shaddock Kirkland, screen actress, from Jack Kirkland, film writer and author of *Tobacco Road*, February 26 in Los Angeles.

Maria Casajuana Todd, screen player, against David B. Todd, theatrical agent, February 27 in Los Angeles.

Theresa Hays Burns, former vaudeville performer, Pittsburgh March 5 from John A. Burns.

Jane Ruggiero Camilleri, burlesque actress, from Frank Camilleri in the Hartford, Conn., Superior Court recently.

Dorothy E. Kent against Theodore J. Kent, film cutter and editor with Universal studios, March 2 in Los Angeles.

Jean Harlow, film actress, from Hal Rosson, cameraman, at Los Angeles March 11.

Melville Kelly, band and orchestra leader, from Vivian Kelly, singer and vaude artist, at Peru, Ind., March 9.

Phyllis Cooper Stevens, stage and screen actress, from Onslow Stevens, motion picture actor, March 5 at Reno.

Gurli Andrensen Motkowsk, actress known as Gwili Andre, from Stanislaw Motkowsk March 11 at Reno.

Elinor Fair, screen actress and former wife of Bill Boyd, film star, against Thomas W. Daniels, aviator and film stunt man, March 11 at Los Angeles.

Beatrice Madelon Spellman, film actress, from Charles Spellman recently in Los Angeles.

Mercedes de Caballero Sparkman, former stage actress, from Edward A. Sparkman, film actor known as Ned Sparks, March 5 in Los Angeles.

Cornelia Seeling against Charles E. Seeling, cameraman with Warner Bros. studios, March 6 at Los Angeles.

Grace Harris against Fred W. Harris, location manager with Paramount Studios, at Los Angeles March 6.

Irene Shenberg from Albert Shenberg, film director with Metro-Goldwyn-Mayer, March 6 at Los Angeles.

Charles Ray, former screen star, cross complaint against Clara Grant Ray March 7 at Los Angeles.

David Hutton, actor and singer, from Aimee Semple McPherson, evangelist, March 6 at Los Angeles.

Dorothy Malah from Frank (Scout) Malah at Tulsa, Okla., recently. They were formerly with the Miller Bros.' 101 Ranch Wild West Show and the Hagenbeck-Wallace Circus. Mr. Malah is now a New York State trooper, and Mrs.

(See **DIVORCES** on page 63)

MAGIC

(Continued from page 27)

Pierce is carrying eight people, with R. D. Wolfe serving as manager and advance. He will remain in West Virginia until late in April, and will then begin formulating plans for the summer. He is seriously considering putting out a magic show under canvas this year.

JACK GWYNNE staged a special stunt at the SAM annual affair in New York recently, when he had a mermaid in gorgeous spangles and everything do an iron-jaw whirl after being lifted out of a fish tank. The mermaid is Dorothy Spence. The trick took the SAM boys by surprise.

A SECRET of long standing leaked out last week when it was learned that Jackie Mason, of the Thurston Show, widow of Roy Dower, and Curley Miller, property man on the show, have been married since October 18 last.

RING 13, IBM, Beaver Falls, Pa., held its regular monthly meeting March 5 with 70 magicians and their friends in attendance. Ollie Jenkins was in charge of the program, which included movies, music, bingo and magic. Grand finale came when the coffee and doughnuts were brought in. Harry Pavey ran off with the dunking honors.

GOLDEN GATE ASSEMBLY NO. 2, SAM, San Francisco, will stage its annual benefit performance, *Magical Fooleries of 1935*, at the Community Playhouse in that city March 23. The show will be open to the public. James H. Diamond is chairman of the affair. Steve Sheppard will act as emcee, and Jesse Mueller will be stage director. "Isis," well-known invention of Dr. Cecil Nixon, of San Francisco, will be shown for the first time in more than eight years. "Isis" has baffled onlookers for more than 20 years. The figure of "Isis," carved in wood, reclining on a couch and with a zither in "her" lap, plays any of several thousand airs at a spoken command. Officers of the Golden Gate Assembly are: Vincent Lynch, president; Douglas Kelley, first vice-president; James H. Diamond, second vice-president; Dr. Alexander Schwartz, secretary-treasurer.

R. F. ARMSTRONG, of the Armstrong Mortuary, Eaton, Colo., is anxious to locate the relatives of J. B. Norton, who died there recently of pneumonia. Norton formerly operated Norton's Hypnotic Fun Show thru the West. He was without funds when he died.

WILLIAM C. TURTLE, the "snappy magician" in his 13th week at the Club House Tavern, Portland, Ore., presenting a weekly change of old-time hocus magic to the delight of the patrons.

CHANDU THE MAGICIAN headlined the vaude bill at the Circle Theater, New York, last week.

JOSEPH DUNNINGER drew plenty of publicity in New York last week when he challenged Dr. Emerson Gilbert, spiritualist, to produce a ghost for Magistrate Jonah Goldstein. The ghost must be real enough to disprove a policeman's charge of practicing medicine without a license.

FRAKSON, featuring cigaret tricks, is at the Odeon in Marseille, France.

MENIFO, card manipulator, is at the Capitole in Avignon, France.

RECHA, Russian illusionist, is with the Cirque Andre Radey at Bordeaux, France.

GLEN POPE, former assistant to Chris Charlton, is now on his own and making good in Europe. Went to Monte Carlo six months ago and clicked.

PAUL DUKE will never have trouble hocking his suits, as his closest pal is William R. Simpson, who operates a chain of loan shops in New York.

THE GREAT MANTELL is planning a course of instruction for members of the Detroit Council, Knights of Columbus. Mantell, in private life Frank Darling, is beginning a course for Detroiters, stressing the simpler sleight-of-hand numbers.

JIMMY JONES was on the floor-show program at the Club Chatterbox in the Hotel Anthony, Fort Wayne, Ind., last week.

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TENOR SAX-CLARINET, 3d Alto, Baritone. Ten years' experience. Opening for night club, vaudeville. Age 28. Write **J. LIMA, 76 Wallis Ave., Jersey City, N. J.**

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TROMBONE—Tone, range, double, trouser. Wants connection circa, fair, med bands. Show boat, vaudeville offices write; state all. **BOX Q-840, Billboard Office, Cincinnati, O.**

TRUMPET PLAYER—Experienced in all lines, radio, theatre, orchestra, too. Take of modern. **LOUIS RIDLEY, 1849 W. 35th St., Chicago, Ill.**

AT LIBERTY PARKS AND FAIRS

AT LIBERTY — THREE
High-School and Trick Ponies for parks and fairs. **GEORGE ELDRIDGE, care Harry Turgeon, East Brookfield, Mass.**

BALLOONISTS AND PARACHUTE Jumpers; boys and girls; now on Southern tour. Wire or write for prices. **THOMPSON BROS. BALLOON CO., Aurora, Ill.**

AMERICA'S BEST HIGH WIRE — THE Calvert outstanding hit attraction. An act with drawing power. **GREAT CALVERT, 164 Averill Ave., Rochester, N. Y.**

ASCENSIONS—THE ONLY ACROBATIC BALLOON Act. Patent balloon empties in midair, converts into world's largest parachute. Working time 15 minutes. Also standard Parachute Ascensions, reasonably priced. **LEE REICHERT, 426 Hummel St., Harrisburg, Pa.**

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known in other act. Literature. **ROSCOE ARMSTRONG, Montezuma, Ind.**

BALLOON ASCENSIONS, LADY RIDERS, ONE to Five Parachute Drops. Modern equipment, no trench. Equipment registered Department Commerce. **W. O. PARENT, Greenville, O.**

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AERIAL CLOWNS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for price. Literature on request. Address **BILLBOARD, Cincinnati, O.**

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AT LIBERTY PIANO PLAYERS

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YOUNG RHYTHM DANCE PIANIST FOR ORCHESTRA, Art Kassel can read, fake or improvise. Art Kassel styled. Band that has engagements and is on the way up. Write **SID PUGH, care Owl Cafe, Alpena, Mich.**

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PIANIST, age 23, real, jam, transpose, cue. Experienced. Shows, torch and table singers. All essentials. Location. Don't miss. **BERT MITCHELL, General Delivery, Omaha, Neb.**

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PIANIST—Experienced for dance presentation, hotel, club. Have car, go anywhere, open immediately. Road or location. **PIANIST, 118 E. College Ave., York, Pa.**

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY—COMEDIAN, BURLESQUE, TAB or rep specialties. Join at once. **JESS MYERS, 29 Phillips Ave., Buffalo, N. Y.**

AT LIBERTY—TEAM FOR CIRCLE OR REP. Lady, Ingenue, Leads. Man, light Comedy, Toby, G String, Singing, Dancing Specialties, two Magic acts, double Trumpet. Have car, youth, wardrobe, study, ability. Salary your best. Shooting outfits lay off. **SUNNY DU VELL, 3475 Sunset Drive, Mt. Lebanon, Pittsburgh, Pa.**

HINDOO CAFFOOR AFRICAN DANCING—Singing, Comedy and Musical Act. Just returned from Africa. Want booking. **BOX 574, Billboard, 1564 Broadway, New York.**

MEO OR VAUDEVILLE SHOW — TEAM, singles and doubles; also novelty acts. Low salary. Just been stung cause of this ad. **ARDOE, St. Pauls, N. C.**

DE ROLLER AND SCHWARM—THE FLYING Wheels. Featuring a Roller-Skating Act, also presenting the Wilson Sisters in a Tap, Hawaiian and other dance specialties. Write, stating full particulars. **ERNEST SCHWARM, 1500 Genesee St., Rochester, N. Y.**

TWO GIRLS, ACROBATIC, CONTORTION, some Dancing, Roman Ring Act. Night club, write. Address **HELENE SISTERS, Billboard, Cincinnati, O.**

WOMAN SINGER—PERSONALITY, POPULAR songs, experienced. **BOX 577, Billboard, 1564 Broadway, New York.**

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ACROBATIC TROUPE—Dancing girls, teams and circus orchestra, comedians and magicians. Complete show. Fair, lodge specialties write. **M. MANFIELD, Warren, O.**

AT LIBERTY—Versatile Team. Experienced all lines. Youth, appearance, wardrobe, photos, car. Man, Featured Singer, range, quality, m. s., light comedy, straight hot. Plus dance with partner. Girl; Dancer, Tap, eccentric, fast flash, harmony singing with partner. Guitar or piano accompaniment. Wish early consideration. Season: restaurant, hotel, cafe, stock, road. Will exchange references. Only reliable considered. **BOX C-363, Billboard, Cincinnati.**

AT LIBERTY—Team. Man, Black play (Gitar, Sing, Wife, Straight, plenty Dances. Known comed acts. Salary your limit. Nice house trailer. Cut or scam. Address **BOX C-837, Billboard, Cincinnati.**

AT LIBERTY—Blackface, Dutch, Irish Comedian, Singer, play Banjo, Saxophone, Xylophone, Piano and Organ some Ventriquet, two figures. Old-time med trouper, know the game and acts. Sober, reliable. Salary or percentage. No car, join any time; the more the merrier. **FRANK LEO, General Delivery, Houston, Tex.**

ATTENTION! Producers, managers unite shows, bookers. Don't fail to get information on this sensational comedy team. **Nita De Luxe**. Featuring the prices of silent comedies. A knockout on stage show or night club. Complete details on request. Open for any proposition. **NETS DE LUXE, 1414 Mabie St., Trenton, Mo.**

MUSICAL TEAM—Two girls, Violinist and Pianist, with Songs and Trick Piano numbers. Do bits, max dances, good specialties and wardrobe. **PEGGY LAMPMAN, 921 Wilson Ave., Chicago, Ill.**

VAUDE-PRESENTATIONS

Abbott, Joan (State) New York.
Adair, Ted, Revue (Fox) Washington, D. C.
Adreon, Emily (Grosvenor House) London 1-30.

Ahearn, Will & Gladys (Orph.) New York.
Albee Sisters (Met.) Brooklyn.
Allen & Kent (Foursome) Kansas City.
Ames & Art (Two) Kansas City.
Anatole's Affairs of 1935 (Albee) Brooklyn.
Apollon, Dave, Revue (Paradise) New York.
Arnaut Brothers (Grosvenor House) London 1-30.

Ates, Roscoe (Earle) Washington, D. C.
Baker, Rosalind (State) New York.
Balabanov (Five) Providence.
Barr & Estes (Mich.) Detroit.
Barry, Orsica (Chicago) Chicago.
Barry, Tom (Plymouth) Worcester, Mass.
Barry & Whitledge (RKO PAL) Rochester, N. Y.

Bates, Pegleg (Empire) Glasgow, Scotland, 18-30.
Belle & Lamb (Marbro) Chicago.
Bell's Hawaiian Revue (Camden) Weston, W. Va., 20-21; (State) Uniontown, Pa., 22-23.
Belmont Bros. (Rendezvous Garden) Saginaw, Mich.

Bennett's, Owen, Vanities of 1935 (Huntington) Huntington, Ind., 20; (Logan) Loganport 21-22; (Loew's Maj.) Evansville 24-27.
Berle, Milton (State) New York.
Berni, Vic, Count (Shubert) Cincinnati.
Bernie, Ben & Orph. (Capitol) New York.
Berry, Nyas (Empire) Glasgow, Scotland, 18-30.

Binas, Billy, Cowboy Aces: Artesia, N. M., 18-21.
Blake, Larry (Riverside) Milwaukee.
Boop, Betty (Orph.) New York.
Bradys Boys & Co. (State-Lake) Chicago.
Broadway Nights (Colonial) Dayton, O.
Burke, John (Pal) New York.
Burno, Lynn, Revue (Orph.) New York.

Calloway, Blanche & Orph. (Globe) Bridgeport, Conn.
Calloway, Cab, & Orph. (Orph.) Boston.
Calvin, Al & Marguerite (Gayety) Minneapolis.
Campus Four (Orph.) Minneapolis.
Canlor, Eddie (Penn) Pittsburgh.
Carls, Rachella (Valencia) Jamaica, N. Y.
Carr & Dawn Revue (Paramount) Kingston, N. C.

Carroll's, Earl, Vanities (Pal) Cleveland.
Casting Pearls (Roxy) New York.
Champagne Cocktail (Pal) New York.
Charlie Boy (Marbro) Chicago.
Chez Parec Adorables (Marbro) Chicago.
Chiesa, Vivian Della (Chicago) Chicago.
Ching Ling Foo Jr. (Penn) Pittsburgh.
Chumbercos, Florence (Adelphi) London 1-30.
Clarke's, Harry, Rhapody in Rhythm (Rialto) Grants Pass, Ore., 21; (Pelican) Klamath Falls 22-23; (Capitol) Bend 24; (Rialto) Hood River 25; (Granada) The Dalles 26. (Rivoli) Bendleton 27.

Cummings, Don (RKO PAL) Rochester, N. Y.
Connors, Frankie (Fox) Detroit.
Coop, Phil (Mich.) Detroit.
Crooker, Dorothy (Earle) Philadelphia.

Dan, Lazy (Gales Ave.) Brooklyn.
Davis, Ted (PAL) Minneapolis.
D'Amore, Franklin, & Jack Lane (National Scala) Copenhagen 1-31.
De Long Sisters, Three (Earle) Philadelphia.
De Roze (Fox) Philadelphia.
Devitto & Denny (Scala) Berlin, Germany, 1-31.
Diekson, Dorothy (Adelphi) London 1-30.
Dixon, Harry & Dorothy (Penn) Pittsburgh.
Dollnohfs & Raya Sisters (Troadero) London 1-30.



ROUTE DEPARTMENT

When no date is given the week of March 16-22 is to be supplied. In split week houses the acts below play March 20-22.

Dorsey Bros. & Bob Crosby (Met.) Boston.
Dov, Ben (Troadero) London 1-30.
Doyne Sisters (Carolina) Fayetteville, N. C., 20; (Bljuw) Burlington 21; (Paramount) Concord 22; (Capitol) Salisbury 23; (James) Newport News, Va., 25-26; (Rialto) Danville 27.

Enos, Rue, Trio: Rockford, Ill.
Fantinos, Four (Pal) Minneapolis.
Fonzalles, Three (Gates Ave.) Brooklyn.
Footlight Frolies (Beacon) Vancouver, Can., 22-28.
Ford & Bond (Valencia) Jamaica, N. Y.
Poster, Gae, Olris (Roxy) New York.
Poster & Williams (Met.) Brooklyn.
Franklin's Fantasy Follies (Savoy) Louisville, Ky.

Fred & Tony (Fox) Ewart, Mich.
Fredericks, Chester, & Co. (Met.) Boston.
French Casino Show (Chicago) Chicago.
Prescott, Norman (State) New York.

Gaylene Sisters (Valencia) Jamaica, N. Y.
Garay Jr., Joaquin (Marbro) Chicago.
Garner, Wolf & Hakin (Shubert) Cincinnati.
Gautier's Toy Shop (Chicago) Chicago.
Gine, De Quins & Lewis (Pal) New York.
Givro, Geo. (State) Newark, N. J.
Gobs, Four (Empire) Glasgow, Scotland, 18-30.
Goldie, Jack (Tower) Kansas City.
Gomez & Winona (Grosvenor House) London 1-30.

Gordon, Reid & King (State) New York.
Oracella & Theodore (Century) Baltimore.
Green, Dorothy (Empire) Glasgow, Scotland, 18-30.
Oreanos, Great (RKO PAL) Rochester, N. Y.
Quinan's, Texas, Gang (Alhambra) Milwaukee.
Gwynne & Co. (Orph.) Minneapolis.

Harris Twins & Loretta (RKO PAL) Rochester, N. Y.
Hatt & Herman (PAL) Minneapolis.
Hayes, Harriet (Chicago) Chicago.
Hayworth's, Seabe, Bdwy, Novelties (State) Greenville, O., 20-21; (Murphy) Wilmington 22-24.
Hesley, Peggy (State) Newark, N. J.
Hennings, Pat, & Co. (Riverside) Milwaukee.
Hilton, Maude (Earle) Philadelphia.
Hickey Brod, Four (Orph.) New York.
Hollywood Four (Scala) Berlin, Germany, 1-31.

Hollywood Premieres, Rudy Nichols, dir.: (Vernon) Mt. Vernon, Ky., 19-20.
Hutton, Ida Ray, & Orph. (Earle) Philadelphia.
Hyde, Herman, & Burrell (Mich.) Detroit.
Hyman, Johnny (Tower) Kansas City.

Jackson, Wally, & Edgar Gardner (State-Lake) Chicago.
Jant & Lynton Revue (Plymouth) Worcester, Mass.
Jewels, Five Juggling (Wintergarten) Berlin, Germany, 1-30.
Jones & Rooney (Pay's) Providence.

Kanes, Three (State) Newark, N. J.
Kelly, James (Met.) Brooklyn.

Kennedy, Pat (State-Lake) Chicago.
Kohler, Harry (Met.) Brooklyn.
Kramer, Dolly (Loew's Orph.) Boston 22-28.

Laval, Babs (Riverside) Milwaukee.
LaKrenn, Pierre (Valencia) Jamaica, N. Y.
LaVie, V. Parec (Southtown) Chicago.
LaVola, Don: Rockford, Ill.
Lee, Jane & Katherine (Gates Ave.) Brooklyn.
Lee, Johnny, & Three Lees (Oriental) Chicago.
Lee Twins Revue (Taft) Cincinnati.
Leon, Gary, & Maida Mace (Fox) Detroit.
LeRoy, Hal (Waldorf-Astoria Hotel) New York.
Leslie's, Lew, Blackbirds (Empire) Glasgow, Scotland, 18-30.

Lewis & Moore (Orph.) Minneapolis.
Lewis, Ted, & Band (Buffalo) Buffalo.
Lizaced Arabs (Orph.) Minneapolis.
Lightner, Fred, & Co. (Fox) Washington, D. C.
Lorraine & Dicky (Loew) Jersey City, N. J.
Luceford, Jimmie, & Harlem Express Revue (Pal) Youngstown, O.

Maek, Freddy (Roxy) New York.
Mack, Tommy, & Co. (Loew) Jersey City, N. J.
Mangan, Hazel, & Co. (Hansa) Hamburg, Germany, 1-31.
Manhattan Merry-Go-Round (Valencia) Jamaica, N. Y.
Mann, Jerome (Show) Southtown Chicago.
Marcus, A. B., Band (Met.) Boston.
Marlowe, Selma (Oriental) Chicago.
Marshall, Everett (Fox) Washington, D. C.
Martin & Martin (Century) Baltimore.
Marib, Tommy (Paradise) New York.
Mason, John & Mary (Earle) Washington, D. C.
Mason, Melissa (Scala) Berlin, Germany, 1-31.
Mason & Yvonne (Pay's) Providence, Mass.
Mattison's Rhythms (State) New York.
Mayfield, Bob, Revue (PAL) Minneapolis.
McKenna, Joe & Jane (Taft) Cincinnati.
McLoran's, Flying (Fair) Babcock, Pa.
Merry Go Rounders, Three (Valencia) Jamaica, N. Y.
Michon Bros. (Fox) Washington, D. C.
Miles & Kova (Chicago) Chicago.
Miller, Brose & Cecil (Plymouth) Worcester, Mass.
Moore, Tim (Empire) Glasgow, Scotland, 18-30.
Murphy, Dead (Meyer Gordon Club) St. Joseph, Mo.

Parliant Scandals (Boston) Boston.
Parker, Frank (Century) Baltimore.
Parkyskas (Penn) Pittsburgh.
Peabody, Edmy (Orph.) Minneapolis.
Perkins, Joe (Taft) Cincinnati.
Perkins, Johnny (Loew) Jersey City, N. J.
Perkins, Ray (Fox) Philadelphia.
Petty, Ruth (Loew) Jersey City, N. J.
Power & Kova (Met.) Detroit.
Prentice, George (Scala) Berlin 1-31.
Purcell & Ryan (Taft) Cincinnati.

Raymond, Dean (Met.) Brooklyn.
Redding, Earl (Met.) Brooklyn.

Rich, Larry (Colonial) Dayton, O.
Rimmas, The (Marbro) Chicago.
Ripa, Bob (Pal) New York.
Rock, Clarence (Met.) Brooklyn.
Rooneys (Met.) Brooklyn.
Rosario & Quirto (Marbro) Chicago.
Rose, Harry (State-Lake) Chicago.
Ross, Pierre & Shuster (Oriental) Chicago.
Roxy Rhythm Orch. (Roxy) New York.
Royal Swedish Bell Ringers (Oriental) Chicago.

Rubinfoff (Penn) Pittsburgh.
Rudie, Ruth (Collaum) New York 18-20.
Russ & Jerry Trio: Ottumwa, Ia., 20-21; Waterloo 22-24; Mason City 25-26; Ft. Dodge 29-31.
Ryan, George & Nancy (State-Lake) Chicago.

Sallors, Three (Dorchester Hotel) London 11-30.
Sallie Puppets (Roxy) New York.
Samuels, Rae, Cocktail Hour (RKO Albee) Providence.
Sarcoma, Fred, & Co. (Century) Baltimore.
Spanella, Andy, & Orph. (Valencia) Jamaica, N. Y.
Sanford, Ralph (State) New York.
Saunders, Harry & Co. (City) New York.
Saxon Sisters (Taft) Cincinnati.
Scibilla's, Anton, Polles de Parce (Orph.) Memphis, Tenn., 21-27.
Shaver, Buster, with Oliver & George (Earle) Washington, D. C.
Stried & Co. (Loew) Jersey City, N. J.
Singer's Midnet Band (Deadwood) Deadwood, S. D., 20; (Race) Chadron, Neb., 21; (Electric) St. Joseph, Mo., 22-23.
Sizzlera, Tom (Pay's) Providence, State Street, Chicago, Chicago.
Snyder, Street (Imperial) Roanoke Rapids, N. C., 20; (Stevenson) Henderson 21; (Paramount) High Point 22-23; (Granada) Bluefield, Ia., 24-27.
Sober, Eddie, & Orph. (RKO PAL) Rochester, N. Y.
Spices of 1935 (Shubert) Cincinnati.
St. Claire & O'Day (RKO PAL) Syracuse, N. Y., 25-28.
Stevens, Dorothy (Scala) Berlin, Germany, 1-31.
Sully & Thomas (Pal) Minneapolis.

Sykes, Harry (Carolina) Burlington, N. C., 21; (Paramount) Concord 22; (Capitol) Salisbury 23; (James) Newport News, Va., 25-26; (Rialto) Danville 27.

Tapps, Georgie (Earle) Washington, D. C.
Termin, Joe (Scala) Berlin, Germany, 1-31.
Thomas, Norman, Quintet (Gates Ave.) Brooklyn.
Timbergs (Met.) Brooklyn.
Trang, Don, & Orph. (Carman) Philadelphia.
Trial of Century (Met.) Brooklyn.

Valada (Empire) Glasgow, Scotland, 18-30.
Valda, Marie (Grosvenor House) London 1-30.
Variety Gambols (Mich.) Detroit.
Violet, Ray & Norman (Scala) Berlin, Germany, 1-31.
Vitaphone Girls (Earle) Washington, D. C.
Vox & Walters (Century) Baltimore.

Walkers, Walter, & Co. (State) Newark, N. J.
Wallons, Three (State-Lake) Chicago.
Weaver Bros. & Elvity Unit (Lyric) Indianapolis.
Whitney, Eleanor (Loew) Jersey City, N. J.
White, West & McGilly (Taft) Cincinnati.
Winnie, Dave, & Dolly (Oriental) Chicago.

X Sisters, Three (PAL) New York.
Youthful Rhythms (State) Newark, N. J.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address Insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS

b—ballroom, c—cabs, cb—cabaret, cc—country club, h—hotel, nc—night club, ro—roadhouse, re—restaurant, and t—theater.

(Week of March 18)

Aaronson, Irving: (Paradise) New York, cb. Adams, John Q.: (Rendezvous Gardens) Dayton, O., re. Acock, Jack: (Open Door Cafe) Philadelphia, re. Alvin, Danny: (Gold Coast Embassy Club) Chicago, re. Armand, Johnny: (Woodrow Wilson) New Brunswick, N. J., h. Andrews, Ernie: (Fatio) Hartford, Conn., nc. Armstrong, Mrs. Louis: (Vendome) Buffalo, b. Arnold, Billy: (Boeuf Sur Le Toit) New York, nc. Aronim, Gus: (Chez Paree) Chicago, nc. Artigas, 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. B Barron, Duke: (King Cotton) Greensboro, N. C., h. Bartal, Jeno: (Ambassador) New York, h. Baste, Bob: (Frank White) Dunkirk, N. Y., re. Beecher, Edith: (Stevens) Chicago, h. Belasco, Leon: (Casino de Paree) New York, cb. Bell, Jimmy: (St. Clair) Chicago, h. Bernie, Ben: (Capitol) New York, t. Bezas, Frank: (Silver Star) Sulphur Springs, Fla., h. Berger, Jack: (Astor) New York, h. Berger, Matt: (Club Piccadilly) Chicago, c. Berger, Max: (Park Lane) New York, h. Berrens, Freddie: (Flying Trapez) New York, re. Blake, Lou: (Cluyon's Paradise) Chicago, b. Bonelli, Michael: (S. & E. Dining Room) Florence, S. C., re. Botta, Chico: (Club Oasis) Chicago, c. Britz, Ralph: (Olomas Dinner Club) San Antonio, Tex., 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. Burze, Joe: (Milcaway) Grand Junction, Colo., b. C Caceres, Emilio: (Mayfair Club) Flint, Mich., nc. Calloway, Blanche: (Globe) Bridgeport, Conn., t. Calloway, Cab: (Orph.) Boston, t. Campbell, Jimmie: (Marquette Club) Chicago, c. Carter, Jack: (Japanese Gardens) Detroit, b. Caslan, Len: (Lang's North) Buffalo, re. Cavallo, Ralph: (Palace Gardens) Chicago, c. Clayton, Doc: (Melody Mill) N. Riverside, Ill., c. Clarke, El: (Claridge) St. Louis, h. Clegg, Frank: (Hoesevog) Chicago, c. Coburn, Jolly: (Rainbow Room) Radio City, N. Y., re. Coleman, Emil: (Piazza) New York, h. Corbin, Van: (Madison Casino) Chicago, c. Cortez, Carmen: (Monte Cristo) Chicago, nc. Cornelius, Paul: (Swiss Gardens) Cincinnati, re. Costello, Don: (Morri's) New York, re. Crawford, Al: (Mayfair) New York, nc. Courtney, Del: (Club Victor) Seattle, Wash., c. Cuban Boys: (Hollywood) New York, cb. Cugat, Xavier: (Waldorf-Astoria) New York, h. Cunmina, Bernie: (Roosevelt) New York, h. D Dalley, Frank: (McAlpin) New York, h. Davis, Meyer: (Everglades) Palm Beach, Fla., re. De La Rosa: (Bruno's) New York, nc. Dean, Eddie: (Como Restaurant) between Asbury Park and Freehold, N. J., nc. Deiman, 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. Durso, Mike: (Delmonico's) New York, nc. E Edwards, Mel: (Coon Chicken Inn) Salt Lake City, Utah, re. Elkins, Eddie: (Normandie) New York, nc. Ellis, Nick: (Ship Ahoy) Atlanta, re. Engler, Charlie: (Hogan's) Chicago, c. Everette, Jack: (Kit Kat Club) Des Moines, Ia., re. F Fairchild, Cookie: (Alphonquin) New York, h. Ferlinando, Angelo: (Great Northern) New York, h. Ferriando, Don: (Club Arcadia) St. Charles, Ill., nc. Farrell, Frank: (Dawn Patrol) New York, nc. Pettis, Jim: (Anchorage) Philadelphia, Pa., re. Fields, Shep: (Ira's) Miami, Fla., re. Fields, Al: (Billy 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.

Fisher, Jack: (Steuben Rathauskeller) Boston, Mass., re. Fisher, Scott: (Park Central) New York, b. Fodor, Jerry: (Evergreen Supper Club) Detroit, c. Freedman, Jerry: (Casino de Paree) New York, cb. Fulcher, Charlie: (Forest Hills) Augusta, Ga., h. G Gentry, Tom: (Roosevelt) New Orleans, h. Gello, George: (Club Rickford) Chicago, c. Gilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re. Gill, Emerson: (Webster Hall) Detroit, h. Gold-Coasters: (Drake) Chicago, h. Golden, Neil: (Man About Town) New York, nc. Goodman, Al: (Winter Garden) New York. Gotthelf, Manfred: (Monte Cristo) Chicago, re. Grabowsky, Abrasha: (Old Rumanian) New York, re. Grant, Bob: (Beach & Tennis Club) Miami, cc. Gray, Glen: (Essex House) New York, h. Grayson, Hal: (Olympic) Seattle, Wash., h. Green, Johnny: (St. Regis) New York, h. Greene, Murray: (Hollywood Gardens) Bronx, New York, b. Greer, Marty: (New Penn) Pittsburgh, re. Grosso, Jimmy: (Murray's) Tuckahoe, N. Y., re. Grier, Jimmy: (Biltmore) Los Angeles, h. Guy, Ted: (Flagship) Chicago, c. H Hall, George: (Taft) New York, h. Hall, James: (Club Havana) Chicago, nc. Hamber, Hal: (Jeffery Tavern) Chicago, c. Handler, Al: (Limehouse) Chicago, c. Harris, Phil: (Netherlands Plaza) Cincinnati, h. Hartway, Jack: (Parody) Chicago, c. Hawkins, Jess: (Merry Garden) Chicago, h. Haynes, Joe: (Meadowbrook) Cedar Grove, N. J., cc. Heath, Andy: (Vienna Cafe) Wilmington, Del., re. Heibeck, Ray: (Cafe De Paree) Los Angeles, re. Hiatt, Hal: (Michele Inn) Chicago, c. Hill, Teddy: (Ubangi) New York, nc. Rumber, Richard: (Ritz-Carlton) New York, h. Hoff, Carl: (French Casino) New York, cb. Hogan, Bill: (Edgewater Beach) Chicago, h. Hoffman, Karl: (Casa de Alex) Chicago, c. Holmender, Will: (New Yorker) New York, h. Hopkins, Claude: (Goston Club) New York, nc. Huntley, Lloyd: (Stoller) Buffalo, N. Y., h. Hurtado's Marimbas: (Pre Cafe) New York, nc. J Jarrett, Art: (College Inn) Chicago, nc. Jennings, Ted: (Dempsey) Moon, Ga., h. Johnson, Johnny: (Commodore) New York, h. Jourdan, Bill: (Wooden Shoe Club) Chicago, c. Jurgens, Dick: (Palomar) Los Angeles, b. K Kane, Allen: (885 Club) Chicago, c. Kaye, Sammy: (Paradise) Troy, N. Y., nc. Keller, Leonard: (Bismarek) Chicago, h. Kellem, Milton: (Gayoso) Memphis, Tenn., h. Kemp, Hal: (Pennsylvania) New York, h. Kennedy, Jimmy: (Nut House) Chicago, c. Kibler, Fred: (Club Chalfont) Pinehurst, N. C., nc. 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. Kysar, Kay: (Blackhawk) Chicago, c. L Lamb, Drexel: (Casa Loma) South Bend, Ind., cc. Lane, Eddie: (William Penn) Pittsburgh, Pa., h. Lander, Lester: (Navarro) New York, h. LaPorte, Joe: (Coo Rouge) New York, nc. Larr: (Piccadilly) New York, re. LaSalle, Frank: (Wivel) New York, re. Lavin, Bryce: (Sea Breeze Swim Club) and (Clarendon) Daytona, Fla., cc and h. Leifer, Alan: (Brass Rail) and (Tavern-on-the-Green) New York, re. Leopold, Arnie: (Old English Tavern) Richmond, Va., re. Lee, Glen: (Coronado) St. Louis, h. Lewis, Ted: (Buffalo) Buffalo, t. Light, Enoch: (Roney Plaza) Miami Beach, Fla., h. Lishon, Henri: (Royale-Frolles) Chicago, nc. Little, Jack: (Lexington) New York, h. Littlefield, Frankie: (Delmar Club) Galveston, Tex., nc. Livingston, Jimmy: (Dempsey) Macon, Ga., h. Lombardo, Guy: (Ambassador) Los Angeles, h. Lyles, Bill: (Stables) Chicago, c. Lynden, Ralph: (Steamship Ollie) Chicago, c. M McCooy, Clyde: (Rice) Houston, Tex., h. McDonald's Music Mixers: (Milton Park Inn) Milton, Pa., re. McLister, Bob: (Traylor) Allentown, Pa., h. McPherson, Hugh: (Daniel Boone) Charleston, W. Va., h. MacFarland, Frank: (Beaux Arts) New York, re. Maddaford Ensemble: (The Homestead) Hot Springs, Va., h. Madrigrera, Enric: (Embassy) Miami, Fla., nc. Maitland, Johnny: (Perishing) Chicago, h. Makins, Eddie: (830 Club) Chicago, nc. Mansfield, Dick: (Firenze) New York, re. Mannone, Wingo: (Piccadilly) New York, h. Mann, Joe: (Club Leisure) Chicago, c. Mapp, Paul: (Harry's N. Y. Cabaret) Chicago, c. Margraff, Irving: (Blackstone) Chicago, h. Marshall, Paul T.: (Cape Fear Country Club) Wilmington, N. C., cc. Marton, Don: (French Casino) New York, cb. Martell, Paul: (Arcadia) New York, h. Martin, Freddy: (St. Regis) New York, h. Martin, Joseph: (Roosevelt) Hollywood, Calif., h. Mastara, Frankie: (Clover Club) Hollywood, Calif., re. Mawson, Buddy: (Pelham Club) Hurley, Wis., re. Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re. Maxon, Roy: (Hollywood Country Club) Hollywood, Fla., cc. McO, Al: (Biltmore) Philadelphia, h. Messner, Dick: (Lincoln) New York, h. Metzer, Jack: (Club New Yorker) New York, re. Michel, Marti: (Montclair) New York, h. Milton, Al: (Hollywood Club) Chicago, c. Moore, "Deacon": (Austrie) Kansas City, Mo., re. Moss, Joe: (Vanderbilt) New York, h. Mulligan, Norvy: (Radisson) Minneapolis, h. Mundy, George: (Chamberlin) Old Point Comfort, Va., re. Murray, Bethune: (Talk of the Town) Chicago, nc. Myers, Stan: (Terrace Garden) Chicago, c. N Nance, Ray: (Club Morocco) Chicago, nc. Navarra, Leonard: (St. Morris) New York, h. Nelson, Eddie: (Casino Moderne) Chicago, c. Nelson, Ozzie: (New Yorker) New York, h. Nichols, Nick: (Club Ballyhoo) Chicago, c. Noury, Walter E.: (Piazza) Haverhill, Mass., h. O O'Hare, Husk: (Pontenice) Omaha, Neb., h. Olman, Val: (Reno Merry-Go-Round) New York, re. Opitz, Bob: (Shadyside Gardens) Cleveland, b. P Paige's Bands: (L'Algon) Chicago, a. Pancho: (Pierre) New York, h. Parfall, Al: (Bessmer) Harrisburg, Pa., b. Parker, Bert: (Avalonian) Chicago, c. Parker, Bert: (Nut Club) Little Rock, Ark., nc. Pedro, Don: (Oriental Gardens) Chicago, c. Pellegrino, Nick: (Casino) Chicago, c. Pennington, Don: (Western Bowery) Chicago, c. Pioner, Franz: (Red Lion Inn) Chicago, c. Platt, Earl: (Modernized Cabaret) Harrisburg, Pa., nc. Pless, Hubert: (Patton) Chattanooga, Tenn., re. Pollock, Ben: (Park Avenue Penthouse) Detroit, nc. Prima, Louis: (Famous Door) New York, nc. Purnell, Benny: (Cactus) Austin, Tex., re. Q R Raphael, Don: (Cubanana) New York, nc. Rapp, Barney: (Gibson) Cincinnati, h. Renard, Jacques: (Coconut Grove) Boston, re.

Reichman, Joe: (Statler) Boston, h. Reisman, Leo: (Central Park Casino) New York, re. Rich, Benny: (Club Bohemia) Detroit, re. Rodrigo, El Morocco) New York, nc. Remillard, Don: (Madura's) Hammond, Ind., b. Richards, Don: (Biltmore) New York, h. Richards, Barney: (St. Anthony) San Antonio, Tex., h. Ritoff, Stan: (Roman Gardens) Chicago, c. Robb, Johnny: (White Swan) Uniontown, Pa., h. Robinson, Johnny: (Blackstone) Ft. Worth, Tex., h. Rodriguez: (Versailles) New York, cb. Rosaves, Stan: (Club Rajah) Chicago, c. Rose, Irving: (Book-Cadillac) Detroit, h. Roth, Eddie: (Club Alabama) Chicago, re. Russo, Danny: (Canton Tea Gardens) Chicago, c. S Sabin, Paul: (Deauville Casino) Miami Beach, Fla. Salsmarco, Gene: (Hendrick-Hudson) Troy, N. Y., h. Sanders, George: (Club Carica) Chicago, c. Sands, Carl: (Chateau) Chicago, b. Sanella, Andy: (Valencia) Jamaica, N. Y., t. Saxe, Phil: (Hiller's Music Box) Pittsburgh, b. Scheel, Carl: (Silver Cloud) Chicago, c. Seeglin, Chic: (Royal Palm Club) Miami, nc. Scott, Billy: (Congress) Chicago, h. Selzer, Irving: (Dixie) New York, h. Sheridan, Phil: (Davenport) Spokane, Wash., re. 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. Skeets, Charlie: (Florida) New York, nc. 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. South, Eddie: (RKO Pal.) Rochester, N. Y., t. Stanley, Al: (Club Chateau) Daytona Beach, Fla., re. Stanley, Stan: (Skirvin) Oklahoma City, h. Stanton, Maurice: (Club Misset) Chicago, nc. Stenrose, Charles: (Lotus Gardens) Cleveland, h. Straight, Charley: (Brevort) Chicago, re. Strammiello, Don: (Promenade) Hartford, Conn., nc. Stone, Jesse: (Club Morocco) Chicago, nc. T Tate, Erskine: (Arcadia Gardens) Chicago, c. Thomas, Howard: (Ringside) Ft. Worth, Tex., re. Tburn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., re. Tinsley, Bob: (Colosimo's) Chicago, nc. Todd, Mitch: (Subway) Chicago, c. Trini, Anthony: (Governor Clinton) New York, h. Tropper, Harry: (Midway Masonic Temple) Chicago, h. Trucker, Orin: (Jung) New Orleans, La., h. Tyler, Ted: (Jockey Club) Charleston, S. C., re. V Vazabond, Charles: (Edwards) Jackson, Miss., h. Vales, Rudy: (Hollywood) New York, cb. Valentino, Arturo: (Firenze) New York, re. Vance, Johnny: (Club Joy) Lexington, Ky., re. Vaughn, Walter: (Midway Gardens) Chicago, c. Veinzo, Emil: (Waldorf-Astoria) New York, h. Veiss, Esther: (Roosevelt) New York, h. W Wagner, Sol: (Via Lago) Chicago, nc. Wagner, Buddy: (Stork) New York, nc. Wallace, Roy: (Gondola Tavern) Indianapolis, Ind., nc. Wardlaw, Jack: (Peony Park) Omaha, Neb., h. Warren, Arthur: (Leon and Eddie's) New York, re. Weeks, Anson: (St. Francis) San Francisco, Calif., h. Weems, Ted: (Palmer House) Chicago, h. Weinbrecht, Roger: (Shawnee) Springfield, Mo., h. Weltz, Eddie: (Richmond) Richmond, Va., h. Whitney, Jimmy: (Baker) St. Charles, Ill., h. Wilcox, Howdy: (Lafayette) Battle Creek, Mich., b. Williams, Fess: (Savoy) New York, h. Williams, Hod: (Charlotie) Charlotte, N. C., h. Wintz, Julie: (Village Barn) New York, nc. Wirth, Dick: (Chateau Des Plaines) Chicago, c. Woodworth, Julian: (Normandie) Boston, Mass., b. Y Blue Rhythm Girls: (Gayety) Washington 18-23. Brevities: (Hudson) Union City, N. J., 18-23. Cupids Carnival: (Orph.) Paterson, N. J., 18-23. Sachs, Mike, Gems of Burlesque: (Troadero) Philadelphia 18-23. Silk, Frank, Revus: (Gayety) Baltimore 18-23. Z

FEATURE ARTICLES

Radio: "Broadcasting in the Summertime" By Roy G. Wilmer. Vaudeville: "Vaudeville: Yesterday, Today and Tomorrow" By George A. Godfrey. Legitimate: "Economic Problems of the Actor" By George A. Godfrey. Motion Pictures: "Highlights in Film Censorship" By H. F. Revys. 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 Fairs" By Herbert D. Smyser. Parks: "Illuminating the Amusement Park" By George W. Pugh. Carnival: "My Idea of How to Put the Carnival on a Higher Plane" By Ben Krause. Pipes: "Ann St., N. Y. G., Grade of Pitchdom" By George Hester. Coin Machine: "Sportland Management" By S. L. Frank. Also 1935 Fair Dates and Park List Spring Special!

INDEPENDENT BURLESK

Blue Rhythm Girls: (Gayety) Washington 18-23. Brevities: (Hudson) Union City, N. J., 18-23. Cupids Carnival: (Orph.) Paterson, N. J., 18-23. Sachs, Mike, Gems of Burlesque: (Troadero) Philadelphia 18-23. Silk, Frank, Revus: (Gayety) Baltimore 18-23.

SUPREME BURLESK

Oute Gatties: (Pal.) Baltimore 18-22. Dazzling Dames: (Minsky's) Brooklyn 18-22. Parisian Bubbles: (Pal.) Boston 17-22. Puss Puss, Pollaris: (Minsky's Republic) New York 18-22.

DRAMATIC AND MUSICAL

Abbey Theater Players: (Curran) San Francisco 18-23. Ah, Wilderness: (Lyric) Richmond, Va., 20: (Playhouse) Wilmington, Del., 21: (Lyric) Allentown, Pa., 22: (Capitol) Reading 22. As Thousands Cheer: (Melba) Dallas, Tex., 21-22: (Worth) Ft. Worth, 21-22. Carlo, D'Oyly, Opera Co.: (Wilson) Detroit 18-23. Claire, Ina: (Plymouth) Boston 18-23. Dodsworth: (Parsons) Hartford, Conn., 20: (Faubert) New Haven, 21-23. First Legion: (Harris) Chicago. Hollywood Holiday: (Chestnut St.) Philadelphia 18-23. Le Gallienne, Eva: (National) Washington 18-23. (See ROUTES on page 64)

ACTION AT COLE QUARTERS

Foot Rests For All Seats

Show will have 200 performing horses and 150 head of baggage stock

ROCHESTER, Ind., March 18.—With but one month remaining before the red and aluminum painted trains of Cole Bros.-Clyde Beatty Circus depart for Chicago to open season at Coliseum on April 20, the Rochester quarters have become a huge stage of action.

Everything will be ready 24 hours prior to departure of trains, via the Nickel-Plate Railroad, according to Fred Seymour, superintendent.

P. W. McGrath, trainmaster, with help of 20 men, has overhauled and re-built 20 double-length flat cars, 10 stock cars and is now working on sleeping cars. One private car, four stateroom cars and four Pullmans are in hands of mechanics, painters and decorators.

The carpenter and blacksmith shop, with 20 men, under Charley Luckey, is now working on the 5th wagon, with 24 more to follow, mostly canvas and seat wagons. In end of this shop John Eberle, boss canvasman, and assistants, Ed Hartman and Harvey Beach, are building seats, all of which will be provided with foot rests. No other circus will offer foot rests with general admission seats. Two carloads of poles arrived Friday from Aberdeen, Wash., and men will start painting these Monday.

Working on Tableaux

Vic Peralta, head painter and decorator, has finished about one-third of tableaux, cages, floats and other vehicles. Mark Goodwin is his assistant, and 14 additional painters are working on rolling stock. Peralta's workmanship (See ACTION AT on page 56)

Maria Rasputin's Arrival Heralded

NEW YORK, March 18.—Arrival of Maria Rasputin on the Bremen here over the week-end was greeted by ship news reporters, news services, cameramen and feature writers with plenty of printer's ink. Scheduled to work a wild animal act on Hagenbeck-Wallace-4-Paw-Sells Bros.' Circus, she was met by Frank Cook, manager, and Press Agents F. Beverly Kelley and William Fields, and on Sunday evening was on her way to Peru (Ind.) winter quarters to prepare for the Chicago Stadium opening on April 20.

On Sunday morning she was escorted to the Russian Cathedral rectory on West 97th street and then brought back to the hotel, the Ritz-Carlton, for interviews. Thru Barbara Daniels, interpreter brought in by Tom Killies, formerly on the publicity staff of the Ringling show, she disclosed that she started her circus career on the Circus Busch in Germany, first as a dancer, then as a cat trainer. She also appeared with French circuses, including the Cirque d'Hiver, and in England worked a dozen tigers and a Liberty horse act.

There were stopovers in Pittsburgh, Columbus and Indianapolis on the way to Peru, affording more publicity, newspapers being advised long in advance of her arrival. From Indianapolis she was to be met by a pair of autos for the run to Peru.

Miss Rasputin was scheduled to leave on Saturday, but Cook was anxious to have her pose in the cage with cats and could not locate an act until late Saturday, when she was taken over to Jersey City for photographs by the Associated Press in the cage of Lorraine Wallace and her lions.

While in this country she will arrange for the publication of her book about her father and the events leading up to his death, allegedly by Prince Youssouppoff and Grand Duke Dimitri on December 16, 1918.

Jess Adkins Honored

COLUMBUS, O., March 18.—At a beautiful ceremony, prior to last Saturday night's performance of the Cole Bros.-Clyde Beatty Circus here, Jess Adkins, one of the owners, was made an honorary member of the Ohio Police and Firemen's Relief and Welfare Organization. This honor is reserved for 100 men in the State of Ohio. It was presented to him by Major E. S. Pealer, safety director of Columbus, and Edward Welch, chief of local fire department.

Mr. Adkins was also made an honorary member of the Pepper Club, under whose auspices the Cole-Beatty Circus played. At every night show it was necessary to turn people away, and approximately 90,000 people witnessed the 13 performances.

The Cole show was awarded a beautiful engraved trophy by The Columbus Dispatch as a result of the elephant race. Engraving reads: "Awarded to the Cole Bros.' Circus, America's First Elephant Race, March 7, 1935, Columbus Dispatch, Columbus, O." In another place is engraved name of winning jockey and elephant, "George French Up on Joe."

Ringling Material Is Copyrighted

SARASOTA, Fla., March 18.—After spending the entire winter here working hard on new press material for the three Ringling circuses, General Press Representative Roland Butler has announced that all new pictures, pictorial matter and other material would, for the first time in circus history, bear the copyright symbol, indicating that it is protected.

A complete file of the new material was compiled here by Butler and has been forwarded to the copyright bureau.

"And when we say 'copyright' we mean just that," Butler declared. He said that the Ringling interests have thousands of dollars invested in new material and that they did not intend to take chances with "pirates" who might steal the stuff and with a slight alteration use it in opposition to any of the Ringling shows.

And in this Butler received the backing of General Manager Sam W. Gumpertz, who approved the idea, which will cost considerable money. "But it's a good investment," said Butler.

Tom Mix Show Has Bad Weather Break in Southern California

LOS ANGELES, March 18.—The Tom Mix Circus has experienced what was probably the worst break in weather a circus ever encountered in Southern California. Compton, opening day, gave show fine business. Then came the rain. Late arrival in Pasadena, parade in the rain, and despite conditions did fair. Glendale, arrived on time, set up and again the rain; fair matinee and good house at night. Account of rain in Glendale and soft lot in Hollywood, there was no parade Saturday, but there was later. Parade section included Hollywood boulevard. This arrangement was accomplished after much difficulty and was the first show to have gotten a parade permit on famous Hollywood boulevard in many years. Rain and extreme cold Saturday, yet a good matinee; fair at night. Sunday, the matinee crowd was fair, but cold at night kept business down. Monday, warmer, fair matinee and night. Tuesday, very good matinee and night, considering unfavorable weather conditions.

The lot, a new one at Beverly between La Brea and Fairfax, was in bad condition due to rains, and the fact that many went to the old lot at Fairfax and Wilshire due to unfamiliarity with new lot hurt business some. Tom Mix had the palatial "Bunk House" parked in backyard of circus, and there were all-day receptions to prominent persons of

Morton's Atlanta Date Very Good

ATLANTA, March 18.—Business at Bob Morton's Circus, auspices of Shrine, last week at City Auditorium, was very good. Two shows were given on Friday and Saturday to take care of the overflow. Morton has been booked for return date next year.

The program: Band, Homer Lee, conductor; Marlow's ponies; Lavenia Sisters and the Silverlakes, double trapeze; Alie Johnson, on the wire; menage horses; Ernie and Ida White, perch; Mme. Marte and Pals; Marie Hodgini, aerialist; elephants; Upside-Down White; Christy's Liberty Horses; Petite Evelynne, contortionist; Sandino, performing camel; Harry LaPearl's shoe dance; "Zeke" and "Jake," unridable mules; Mickey King, aerialist; Nellie Dutton and company, riding act; Edythe Siegrist and company, flying return number. LaPearl and troupe of clowns furnished some good laughs. Jokeys were Charley Mitchell, Shorty Seydell, Cliff Dowling, Danny Ryan and Loreta LaPearl.

Eight aerial acts will be added to this show for Morton's Buffalo date, making 14 aerial turns. Additions will include Proske's tigers, Dement troupe of seven Arabs, Flying Flemings, Harold Gender's aerial act, Solts and Solts, Aerial Smiths, Huxtel, high wire; Merrill Brothers and Sister; Bernard, wire; Tudor Family, Three French Misses. There will be five swinging ladders and five iron-jaw girls. Two rings and two platforms will be used for the Buffalo show.

George Hamid Staging April Show in Ottawa

NEW YORK, March 18.—George A. Hamid, Inc., is staging circus for the Kewanee Club of Ottawa, Can., commencing week of April 27 (two Saturdays) at the Stadium, which is located on grounds of the Ottawa Exposition. Event is under the patronage of Lord Beesborough, governor-general of the Dominion, and Lady Beesborough.

Reported here that the Hamid show in Bristol, Conn., this week, sponsored by the Red Men, had several turnaways.

Downie Opens April 15

MACON, Ga., March 18.—The Downie Bros.' Circus will open here on April 15 under auspices of the American Legion.

Enlarging Lewis Show

Crews building much equipment—canvas to be new—spec to be colorful

JACKSON, Mich., March 18.—Lewis Bros.' Circus will be greatly enlarged over last season. Winter-quarters circus farm near Springport, Mich., has been a beehive of activity since March 1. Capt. John E. Smith, superintendent of show, has about 20 men building equipment. Two beautiful big cage wagons have been completed, and at least six new trailers will have been built before the month is over. Smith expects arrival of two new lions, which will be added to group to be presented by him. A new office wagon, with three ticket windows, is also in process of construction.

Dan White, new boss canvasman, has arrived and opened the sail loft, where, with assistance of Concord Bill and "Red" Stanell, all canvas is inspected and overhauled. Garzie McFee, clown cop, is helping out in this department.

The wardrobe department is under personal supervision of Mrs. Mae Lewis. Costumes are being made for a colorful spec, *Fiesta in Spain*. More than 60 people will take part in tournament, and three specialty dancers, with a line of 18 girls, will be featured in spec, directed by Babe Grant, who will present the principal specialty. Mrs. Ray Woods will be the prima donna.

The motorized equipment is being overhauled by crew of mechanics under supervision of Vern Hall and W. B. Thomas in a garage building at Jackson, where show office is located. Three trucks have been added this week, and two new units of tractors and trailers have been ordered for delivery in April.

New Canvas

The show will have new canvas. Big top will be a 90, with three 40s. A third new light plant will be added. The ring stock and ponies, about 30 head, are in great condition. Charles (See ENLARGING on page 56)

Poodles Hanneford Signs With Gorman

NEW YORK, March 18.—Poodles Hanneford, veteran rider, has signed his act with Gorman Bros.' Circus, managed by Tom Gorman, as the feature of the circus for coming season. Show is slated to open in a Staten Island town on Easter Sunday (April 21), paraphernalia to be sent there from Campgaw (N. J.) winter quarters.

Other acts lined up are the Clark-ontons, flying troupe; Ray Goody, tight-wire performer; Captain Walker and his mixed wild animal group, and others to be announced. Gorman says he will bill his show Gorman Bros.' Three-Ring Circus and will have a 120-foot top with three 40s. Side show has not as yet been set. Arrangements were made with the Manchester (N. H.) Zoo for an enlarged menagerie. Gorman stated, which will be built around Jap, big elephant.

Klara Knecht Goes With Cole Bros.' Show

CHICAGO, March 18.—Klara E. Knecht, for several years educational director for Hagenbeck-Wallace Circus, has been engaged in a similar capacity for Cole Bros.' Circus. She will speak on the radio and before clubs and schools along the route to be played by the new show. At present Miss Knecht is in Chicago preparing her material for the season. This is Miss Knecht's sixth season in circus educational work and she has talked over some 280 radio stations since she started in the work. Last year she made 221 radio talks.

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MOTORIZE
Write **CHARLES OGBS**, with Standard Chevrolet Co., East St. Louis, Ill.

With the Circus Fans By THE RINGMASTER

CFA. President, **FRANK H. HARTLESS**, W. M. BUCKINGHAM, 2020 West Lake Street, Chicago, Ill. Secretary, **THOMAS BANK**, Norwich, Conn. (Conducted by **JOHN SHEPARD**, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

President Frank H. Hartless left Chicago on March 12 for a 10-day trip to San Antonio and other Texas points.

Among recent visitors at Hotel Cumberland Circus Room in New York City were A. J. Meyer, Melvin D. Hildreth, Max Kassarow, Welby Cook, Charles O'Brien, Miss Bobby Peck, William Domes, Al Vernon, Hip Raymond, George H. Degnon and Billy Burke.

Frank Kindler, CFA of St. Cloud, Minn., exhibited his extensive collection of photos of circus celebrities, route cards and unique circus Christmas cards, as well as a miniature wagon built by Joe Taggart, at the Young Men's Hobby Show. It was called the outstanding feature of the exhibition.

J. G. Bard, 2 Wood street, Oakland Beach, R. L., writes that he had been in show biz for 44 years as circus agent, starting with Porepaugh Circus in 1890. During this time he gathered a lot of pictures, heralds, circus history, etc.

J. Edgar Dillard, CFA of Seneca, S. C., writes that he has been sent a large number of circus letterheads to add to his already extensive collection.

A new member is William M. Owsley, 1023 Sokline street, Aberdeen, S. D. He is president of a wholesale bakery.

Jim Chloupek, CPA and California circus historian, Oakland, writes that Stedman Van Wyck, also a CPA of same city, has been ill in hospital from a heart attack. Is improving slowly and is very weak. Jim also says that a Mr. Crowe, formerly with the Barnum & Bailey Circus during the 1900 European tour, is also in an Oakland hospital and he is kept busy visiting them. The California Fans are expecting Harper Joy down their way during this month. Jim also states that he picked up two rare circus relics recently. One was a Norris & Rowe pass and the other a Hall Circus ticket.

Peru Pickups

PERU, Ind., March 18.—Circus farm and winter quarters received nationwide publicity when 1,500 delegates attended Baptist convention here and were extended courtesies by Messrs. Cook and Watts. Nelson, Helliot, Gardner, Rudyhoff and others made visit a big day.

Wayne Doyle, in Charles Brady's wagon shop at farm, left to join Ringling-Barnum at Sarasota. Elmer Barnhart is in charge of gilly team and water wagon at farm.

Edward Richardson was removed from James Tinkcom's residence to Duke's City Hospital. Is suffering from complications. Ernest Sylvester is rushing painting of all Pullmans to make way for indoor work on flats and stocks.

James O'Connor, artist, attracts crowds with lifelike reproductions of five Forepaugh brothers. Likenesses are copied from photographs and will adorn many tableaux. Earl Greer is completing striping of all wheels this week. Emmett Kelley, H-W clown, who worked indoor shows, is here awaiting opening.

Clarence Adolph left the past week. Stated may join Cole shows.

Back at quarters with new trucks—Paul McLean, Wavy Klein, William E. Malone and Irving Cobb. Trucks will be used on advance of R-B show. Ira Watts, Charles Young and Cheerful Gardner were at Chicago Stadium past week laying out building for three weeks' run.

Mrs. Bessie Hizer, working bulls, menage, etc., has been visiting son in Chicago the past week. Buster Rooney is breaking in new aerial troupe at farm. Fred Funk, of Brazil, Ind., is here, guest of Mr. and Mrs. Jack Biggars.

William Wiedermann, Berlin, Germany, professionally known as Wilno, human catapult, will soon become citizen of United States. Just returned from Windsor, Ont., after completing 14,000-mile tour of Orient to establish residence here with papers posted. Stated he is contracted at fairs and parks.

Aerial Potters will work fairs and parks. Rev. Father D. L. Monahan, star

Ringling Bros.-Barnum & Bailey Combined Shows

Opening Season 1935 Madison Square Garden, New York City, Thursday Afternoon, April 11.

All People Engaged for Various Departments Will Report for Rehearsal, Madison Square Garden, as Follows:

AERIAL PERFORMERS, With Riggings, 10 A.M., April 6. All other Performers, 10 A.M., Monday, April 8.

MUSICIANS, Big Show Band, 9 A.M., Monday, April 8.

TICKET SELLERS AND DOOR MEN, 8 A.M., Monday, April 8.

FREAKS AND SIDE SHOW PERFORMERS, 10 A.M., Thursday, April 11.

SIDE SHOW BAND AND USHERS, unless otherwise instructed, will report for opening under canvas in Brooklyn, N. Y., Monday Forenoon, May 13.

Performers answer this call to **PAT VALDO**.

Musicians, Big Show Band, to **MERLE EVANS**.

Side Show Freaks and Performers to **CLYDE INGALLS**.

All others to **CARL T. HATHAWAY**. Address all, Care Ringling Bros.-Barnum & Bailey, Sarasota, Fla.

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Will sell State Rights to Promoters who can finance themselves, and book Fraternal Organizations with my new Ticket which guarantees every fraternal organization a big profit. Any organization using this ticket, known as Treasure Hunt, must make big success. Write to **BOB MORTON**, 1327 Spruce Street, Philadelphia, Pa.

P. S.—CAN USE three good Clowns that can play in Clown Band for my Circus.

of Pageant of Miami, Peru's 100th anniversary celebration, has been assigned pastorate of St. Patrick's parish, Ft. Wayne, Ind.

H-W Posters Go Up; Other Chicago Notes

CHICAGO, March 18.—Sure signs of spring made their appearance here this week. At the Stadium the outer walls of the big auditorium are adorned with posters of Bert Nelson, animal trainer with Hagenbeck-Wallace Circus, while within the balconies are lavishly bannered. On Monday Tex Sherman, of the H-W press department, motored in from Sarasota and will be in and out of town until the first of April, when he starts work on the local engagement.

Leo Hamilton and wife, Ethel Marine, left for Omaha Monday, stopping off at Bloomington to pick up Agnes Doss. They will play an indoor date in Omaha, then motor to Denver.

R. M. Harvey, of Russell Bros.' Circus, has been spending considerable time in Chicago this week and last.

Harriet and Bert Hodgins, billed as "The Texas Kids," are playing vaude dates thru the Middle West. The Hodgins Family will be with Cole Bros.' Circus.

Arthur Hopper, general agent of Hagenbeck-Wallace Circus, is in Chi one day and out the next. Asked about the features of the show, he said he wasn't informed on them—he just makes the railroad contracts.

E. K. Fernandez, Islands showman, has started back west and will make a number of stops, including Denver, Salt Lake City, San Francisco and Los Angeles, before sailing for Honolulu April 14.

Gene Whitmore, circus enthusiast, in Louisville, Ky., on business, plans to stop off at Rochester (Ind.) winter quarters today on his way home.

Bob Hickey, of Cole Bros.' press department, is back in town after handling press for indoor engagement in Columbus, O., and will soon be making the rounds of the dallies.

Blackie Williamson, who started the season as boss of props with the Al G. Barnes Circus, probably will be brought in to handle the job on Hagenbeck-Wallace show at the Stadium and also on the road.

Floyd King, general agent of Cole Bros.' Circus, was in town on business late this week.

J. R. Hervey With Downie

LOGANSPORT, Ind., March 18.—J. R. Hervey, who had been connected with Fred Buchanan's shows for a number of years, has signed with Downie Bros.' Circus as contracting agent.

JIG SHOW TOP?

30 x 60 Front End Hip, Back End Cable, Push Pole Style, Top in two pieces, with Overlaps over Lacings. Top of 5-0s. Army Treated, 9-ft. Wall same. Duck in two pieces, with Wind Band. Brand New. A Bargain for Jig, small Dramatic or Picture Show. Top and Wall **\$300.00**

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22'0 Concession Tent, Very good condition.
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Under the Marquee

By CIRCUS SOLLY

T. J. (DOCK) TRIPP, musician, will be with the Honest Bill Circus.

WILLIAM J. CONWAY, of Ringling-Barnum Circus, contracted circus lot on fairgrounds, York, Pa., for May 25. From there show will go to Philadelphia.

LADY BETTY BROADBENT, tattooed girl, who has been at World's Museum, San Francisco, this winter, will be in side show of Al G. Barnes Circus.

JACK BEACH, who has one of the finest of frozen custard outfits, will do his share to illuminate the midway of Russell Bros.' Circus.

GEORGE VOISE, clown, after playing Detroit and Cleveland indoor circuses, did street advertising, on stilts, for Fred Bradna Circus at Alvin Theater, Pittsburgh.

CORINNE AND BERT DEARO played at Omaha Shrine Circus, presenting contortion, trapeze and cloud swing. Booked by Rink Wright.

PAT AND BILL KLING, who have wintered with their folks at Glendale, Ariz., left March 11 to join the Al G. Barnes Circus.

HARRY LINIGER, clown of the old Wallace show, has a tent show playing small towns in North Carolina and is doing well.

HART BROTHERS, clowns, are working on some new material. Will again be with Ringling-Barnum Circus. Have been with show many years.

SUMNER A. PETERSON and Frank Friedman, ardent circus fans, spent a great week visiting friends who were on Shrine Circus program in Minneapolis.

SHORTY SEYDELL and Cliff Downing, clowns, will be with Harry LaPearl on Russell Bros.' Circus. The boys, while in Cincinnati last week, called at *The Billboard*.

COL. M. L. BAKER has taken over the Sinclair Service Station at Crouse, N. C., and it will be in charge of his brother, John, while the Colonel is on the road with Milliken Bros.' Circus.

HAL SILVER will be back with Seis-Sterling Circus, doing his bounding wire act, working with balance pole or umbrella and featuring feet-to-feet somersaults and a "drunk."

GLORIA AND BONNIE HUNT, who will stage and produce the ballet and dances in the Hagenbeck-Wallace spec, also will work elephants, ride menage and do swinging ladders.

HERMAN Q. SMITH will be on E. M. Harvey's staff this year, working as local contracting agent for the Russell Bros.' Circus. Herman has been in Chicago the last few weeks.

EUGENE, sword swallower, formerly with Al G. Barnes Circus and West Coast Museums, has signed with Dodson's World's Fair Shows, opening in St. Louis April 10.

CARL H. BERGER has a vaude troupe playing high-school auditoriums in Southern Ohio. He is doing comedy; Clifford Massie and Vernon Davis are playing guitars; Jean Keaton, violin and doing tap dancing.

GLENN BOOTH, of concession department of Russell Bros.' Circus, had an emergency operation at Rolla (Mo.) hospital for appendicitis. Is resting nicely and will doubtless be on ground opening date of show.

HARRY VILLEPONTEAUX, aerialist and comedy contortionist, after closing holiday engagement in Houston, Tex., at Sears-Robuck store, has been spending the winter in Jacksonville, Fla., with his sister. Will be with Barnett Bros.' Circus, his first season with that show.

WILEY FERRIS, of Richmond, Va., recently was visited by an old friend, Charles Gardner, of New York. They were together on several shows, also at the World's Fair in Chicago, 1893. Wiley's granddaughter, Eleanor, of Los Angeles, recently underwent an appendicitis operation.

LOUIS E. COLLINS (Roba) has closed his mystery attraction after playing two months thru Southern Indiana and Kentucky and returned to his home at Patterson, Mo. Will again be with a Circus this season, Sears-Robuck store in Evansville, Ind., has several circus folk on programs this winter, including Little George Kellar and Wells, clowns.

KINE BAILE, after a visit at Peru, Ind., with Mr. and Mrs. A. "Scottie" Dunn, boss canvasman of Hagenbeck Side Show, and Doris and Thelma, Albino twins of that kid show, left for Mt. Vernon, Mo., to take up his duties as side-show manager of Lindemann Bros.' Seis-Sterling Circus. States that he will have all new double-deck banners and many new attractions.

THE LAW OFFICES of Paul M. Conway in the Georgia Casualty Building, Macon, Ga., have been the scene of many meetings of troupers during the winter months. Recently Conway received visitors from Tex Sherman, en route from Florida to Chicago to do press work for

the H-W Circus; William Hamilton, former part owner of Barnett Bros.' Circus, and Bill Moore, legal adjuster of the Barnett show.

HOUSTON PICKUPS—Omitted from last week's roster of Walter's Circus appearing at Houston Fat Stock Show was A. W. Kennard and his high-school horses, featuring "Frisco." Dare-Devil Dave (Behee), with wire act, is slated to troupe with Downie Bros. Meyer Schlom is frequently seen around show-folk hangouts here. Mr. and Mrs. Harry Schoonover are at Idlewood training stables. A string of circus horses is receiving their attention as well as private-owned horse show stock.

KARL L. KING, conductor of the Ft. Dodge (Ia.) Municipal Band, gave a special band concert on St. Patrick's Day at High School Auditorium. King, who attended the recent National Bandmasters' Convention in Cincinnati, directed the Armco Band in its opening number on March 10. His composition, *The Barnum & Bailey Favorite*, was played. Years ago he was leader of the Barnum & Bailey band, Frank Simon, director of Armco Band, broadcasts on Sunday afternoon at 5:30 over Station WLW.

Lewiston Shrine Show Big Success

LEWISTON, Me., March 16.—With an advance ticket sale of more than \$17,000 actually "in the till," the Lewiston Shrine Circus opened Monday afternoon, with a more formal opening the same evening. Gov. Louis J. Brann was present with his official staff for the latter event.

Nothing quite like the success of this circus has been seen in Maine in recent years. Sponsored by Kora Temple of the Shrine, the circus was produced by Floyd L. Bell, Stanley Paul and Jack Smith.

Acts included May Wirth and the Wirth Family; Tester, Dell and Tiffing; Six Lelands, Five Fearless Flyers, Torelli Dog and Pony Circus, Laddie Lamont, Adele Nelson and her elephants; Bluch Landolf, Tarzan the Ape Man; Laddie Lamont and company, Three Aerial Queens, Riding Freemans, Estelle Clark, Upton's Derby mules, Cycling Jacksons, 10 clowns and Joe Basile's Madison Square Garden Band.

The Lewiston Armory was crowded, and the tickets sold showed an attendance for the week of more than 100,000, this in a city which, including its twin city of Auburn, has a total population of 50,000.

Publicity and advertising were handled by Floyd L. Bell and Stanley Paul, with Jack Smith in charge of concessions. The entire program went off in perfect precision and was well timed, the show running approximately two hours and five minutes.

First Trains of R-B Leaving Sarasota April 4

SARASOTA, Fla., March 16.—The first trains of the Ringling-Barnum Circus will leave quarters here on April 4 for New York, arriving there on April 8 for opening in Madison Square Garden announced for April 11.

Roland Butler, general press representative, said today that he would leave about March 20 for New York to direct work of heralding coming of show. Frank Braden, who is doing story material down here, will probably leave for New York about the same time and will join Dexter Fellows.

No date announced for closing of winter quarters to visitors. In the meantime all attendance records are being smashed.

Workmen are putting finishing touches on the show's equipment.

Orville F. (Curly) Stewart, one of the show attaches, framed a 16-act program for America's Legion's sixth annual Society Circus here this week which played to big crowds. It was understood that the acts got a portion of the gate rather than being asked to do it "for sweet charity's sake."

Clarkson With Atterbury

DAKOTA CITY, Neb., March 16.—Al Clarkson has signed as special agent with the Atterbury Bros.' Animal Circus. Fred Hatfield will have six animal acts with show. A shipment of animals has been received, and Carl Bohannff is building three cages for them.

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, March 16.—Jacqueline Tetter back in city after playing several indoor circus dates. Jack Kilpelt is back after closing indoor circus dates.

Great Floresco spent a few days with us. Will open with the Ringling show in New York. Maximo was with us for a few days last week.

Happy Harrison Circus Days unit arrived here last week after a successful tour on West Coast. Left for some vaude dates in Wisconsin and Michigan. Charles Siegrist has been playing indoor circus dates this winter. Has three more weeks and then will open with unit, playing vaude dates until fair season.

Les Nichols and Larry Benner, mimics, just arrived. The Three Cheers will play the Middle West prior to opening in the East on park dates.

Barnum Smilletta has almost fully recovered from his fractured arm. Harry Sykes will be back about April 15. Phil and Doty Phelps are playing Midwest vaude dates.

Al Bishop has been laid up for a few days with an attack of lumbago. Our fifth annual jamboree and vaudeville show and dance will be held at club headquarters night of March 30.

Boyd and Wallin have been kept busy since they arrived here.

New members accepted are Happy Leander, Reginald Voorhees, Carol Higgenbotham, Echo and Helen Yoshida, Kaichi Namba Koban, Robert M. Storms and Mickey and Wilda Lee. Members are requested to send news to the secretary.

Long Beach Sciots Stage Show

LONG BEACH, Calif., March 16.—The Sciots of Long Beach staged a circus for March 7-9. Big top and menagerie set up on Golden avenue, Jimmy Woods was the promoter and performance was excellent. Opened Friday night to capacity, but rains and extreme cold later cut down attendance. Doc Cunningham had Side Show, and a nice line of banners and attractions. Tex Madson was one of the features.

The program: The Velardes, aerial bars and traps; Goebel's Lions, worked by Louis Roth; the Hannefords and Clarkonians, Monte Montana and his Wild West contingent; Covington's ponies, O. E. (Upside-Down) Owens; M. Velarde, wire and heel catch; E. Gutteritz, wire; Charles Blimbo, table rock; Audree Gallagher and high-school horses, Irene McAfee's Toy Macks; Irene McAfee and Ruby Woods, ladders. Clowns, Curly Phillips, Arthur Burson, Bones Hartzell and wife, George Leonard Poodles; Hanneford and Jack McAfee's comedy boxing match. Charles (Spud) Redricks had band; Charles Rising, concessions; Wellington Mack, banners. Harry Matthews was the free act on 100-foot stand, and did, revolving and unsupported ladders in circus program.

Beatty at Omaha Show

OMAHA, March 16.—With Clyde Beatty as the main attraction, Shriners-Ak-Sar-Ben combined circus opened Monday for six evening performances and two matinees in Ak Coliseum. Show includes 25 acts, and is practically same lineup that showed in Columbus last week. Most of the show there made the overnight jump to Omaha, opening without rehearsal due to a delay caused by a train wreck at Trenton, O.

Local handling mostly in hands of Jake Isaacson, Ak secretary, but show arranged and booked by Rink Wright, with some help from Orrin Davenport.

Tickets went at 40 cents general admission with reserved seats at 35 cents in addition. Advance sale reported to be better than previous seasons because of concentration of organizations. Combination will eliminate the Shrine Circus in May.

Blossom Robinson at Home

LOS ANGELES, March 16.—Blossom Robinson, who underwent an operation on February 16 at Garfield Hospital, was removed to her home March 2. Her condition is very favorable. However, she will not be able to go on the road. She was prima donna of the Al G. Barnes Circus for a number of seasons.

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ROLAND BUTLER, General Press Representative, Ringling Bros. and Barnum & Bailey Combined Circus

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Circus Acts, Acrobatic Troupe, Wire Acts, Aerial, Dog and Pony Acts, Gun Tracer wire, Leo Snyder wire. Salary must be right. 40 Ex 8 Circus, April 1-6, Williamson, W. Va. Address CIRCUS DIRECTOR, 40 Ex 8 Circus, Mountaineer Hotel Bldg., Williamson, W. Va. CAN ALSO PLACE 7 or 8-piece Orchestra, to play show and two hours of dancing each evening.

CLOWNING BIG BUDGET 112 STUNTS

Walk-Arounds, Stoops, Acts, Best ever. \$1.00. JINGLE HARMOND, Adrian, Mich.

AT LIBERTY Two good Advance Men. Have own car. Best roller. Best roller. Address ED BERMAN, 906 East Osborne Ave., Tampa, Fla.



The Corral

By Rowdy Waddy

RESULTS of the rodeo at Fort Worth will appear in next issue.

DECISION has been reached to stage a rodeo in connection with the Burt County (Neb.) Fair this year.

MARION STANLEY once roped a steer in a river. When he finally had it the steer was in Texas and he was in Oklahoma.

AN ERROR appeared in giving the dates of the Tri-State Rodeo at New Harmony, Ind., in a recent issue. The correct dates are August 1-4.

AT A MEETING of the board of directors of the Red Bluff (Calif.) Rodeo Association the dates of this spring's rodeo were changed from the formerly announced April 27-28 to April 20-21.

DOWN OKLAHOMA WAY—Because of the serious illness of Clarence Kieffer's mother the rodeo scheduled for March 10 at Kieffer's Rodeo Park, near Guthrie, was postponed until a later date. Jack Massey, of the old 101 Ranch Wild West, can be seen almost every day around Pawnee Bill's Old Town on Route 64. . . . Lucille Mulhall is convalescing from a siege of illness at a Guthrie hospital. . . . Eddie Bolen, bronk rider, has been spending this winter at Guthrie.

MARION WALLICK Entertainers, who recently returned from a several weeks' stay in the West, are back in Ohio playing the Gus Sun theaters. The troupe now has eight people, specializing in rope spinning, knife throwing, sharp-shooting, whip popping and hillbilly music. Last summer were in the concert of World Bros.' Circus. Wallick recently purchased a new Chevrolet coach and has built a trailer with bunks and kitchen equipment.

CLEVELAND (March 16).—The Texas Ranger Rodeo, at the Equestrium here, under auspices of the Pythian Association of Cuyahoga County, will be extended thru Sundays, the management has announced. It is closing the week run with over 35,000 persons attending. There have been turnaways nightly. Show is being presented to bolster the Child Welfare Fund and other charitable service units of the Pythian Association thruout the county. Buck Owens and his horse, Goldie, have made quite a hit with the locals. Contest results will appear in next issue.

JACK RINEHART and members of his Lone Star Ranch Wild West recently arrived at the winter quarters of Cettin & Wilson Shows at Greensboro, N. C. Will be a feature with that organization this season. Work on placing the paraphernalia in excellent condition has started. A new big top has been ordered from a tent firm at Winston-Salem, N. C. There will also be a new front and on the inside there will be 15 lengths of seats. Jack Rinehart is working theaters of the Public Circuit thru North Carolina, and is booked up to the opening date of the Cettin & Wilson Shows.

FORT WORTH, Tex.—Part of the success of the annual Pat Stock Show and Rodeo, which opened March 15 to last thru March 24, will depend on the weather, as enough excellent publicity has been given the show by the State-wide tours made by the "Roundup Club" to insure the largest crowds in history. The dates were moved up a week this year. Increased rodeo reservations, as well as hotel reservations, are 200 per cent over former years. Reduced train fares from all points west of the Mississippi are in effect, and many cities in Texas are sending auto-cades on their special days, which have been designated by show officials. For the third year, the show was preceded by a downtown parade on opening day. An added rodeo event that is drawing greatest number of contestants is wild-horse racing. Judges this year are Ranger Captain Tom Hickman, Fort Worth; Carl Arnold, Buckeye, Ariz., and Harry Knight, Calgary, Can.

ST. LOUIS.—Prior to last September this city had a blackeye for rodeos but the Christian Brothers' College Rodeo

put it on the map and has gained the co-operation of the press and civic organizations. On the strength of that success, John G. Phiambolis, who produced that show, is putting on the Spring Show for the benefit of the Child Conservation Conference Milk Fund, an organization affiliated with 100 public schools of St. Louis and St. Louis County. This spring show will determine whether or not St. Louis can stand two rodeos a year, one in the spring and one in the fall. If the Milk Fund Rodeo is as big a success as Phiambolis contends it will be, it naturally follows that promoters in other cities can have two rodeos a year in place of the usual one, thereby making the country more rodeo-conscious. A big drive for advance sale of tickets has just started and the school children are responding enthusiastically, due undoubtedly to the co-operation of the Mothers' Clubs. Horses and cattle have been contracted thru Greer & Hammer, and Candy Hammer has been selected as the arena director. The show will be held at the Coliseum April 9-14, instead of at the Arena, as the latter building has been reserved for the Christian Brothers' College Rodeo in September. A wild horse race has been added to the program, the first time that such an event has been shown in St. Louis. Prize lists have been prepared and the purses this spring will run slightly higher than those of last September.

ROAMIN' AROUND HOLLYWOOD — Fred Burns will leave around April 1 for Wyoming and South Dakota to pick up the 15 Crow, Arapahoe and Sioux Indians he will take to New York for the opening of Ringling-Barnum Circus, April 12, at Madison Square Garden. These are a part of Colonel Tim McCoy's World Congress of Rough Riders and Indians, the concert feature. Colonel McCoy is not taking any Hollywood Indians as he says he wants the fullbloods of the reservations, with long hair. . . . Jack Wolfe and wife, Marie, after their few months' rest will join the Al G. Barnes Circus here, appearing in the Wild West feature. . . . Dave Burke is on the air in San Francisco until rodeo season opens. . . . All rodeo and Wild West folk hereabouts were out to the Tom Mix lot some time during the five days the show was here—Herman Nolan, chief of the cowboys, declared that the housecars save trips from the train to the lots and also do away with dressing-room arguments, as everybody goes to his own private little car. Nolan has in his contingent this season Jack Knapp, Augie Gomez, Frank and Ruth Guaky, Hank and Ella Linton, Tommy Privett, Tefon, Herb Hobson, C. O. Leuschner, Ed and Helen Hendershott. . . . Herb Hobson, of the Famous Hobson Bareback Riders, has turned Western and is trick riding and roping. . . . Late

PRIZE LISTS ARE READY FOR
MILK FUND RODEO
 BENEFIT CHILD CONSERVATION CONFERENCE
APRIL 9th to 14th CANDY HAMMER
 Arena Director
 HELD AT ST. LOUIS—COLISEUM
ADDRESS: JOHN G. PHIAMBOLIS, PRODUCER
 Suite 606-609 State National Life Bldg., 4 North 8th St., St. Louis, Mo.
 Cattle Furnished by Greer & Hammer

members to join the Riding Actors' Association of Hollywood, according to Orle Robertson, secretary, are Dan G. Fitzpatrick, Captain John Peters, Forest H. Dillin, Tex Dale, Al Kundo, Austin Guess, Carl Mathews, Pete Saunders, Al Burke, R. G. Clare, Ralph E. Clare, Howard Rainwater, Bill Shanley, Hobert Parker, Ed Clay. . . . Rodeo days are almost here. The Baker Ranch eighth annual rodeo in Rose Bowl this month and the Hoot Gibson Golden State Ranch Rodeo at Saugus in April. . . . The Cosacks in Australia are not returning home at this date as was reported, as they have been detained there until they receive their special immigration papers that permit them to come back into the United States. The papers were sent them the first week in March from Los Angeles.

Great Brava for R-B, N. Y.

NEW YORK, March 16.—Great Brava, high-pole artist who, at Steel Pier in Atlantic City the past summer ascended higher than any other man on a pole, is due here from abroad to open at the Garden with the Ringling show for the one date only. Parks and fairs after that. Also returning shortly is H. Demnat, of Demnat Troupe, Arab tumblers, with a troupe of 15 new to this country. Booked for Big Show in Garden. Both are on the George Hamid office books.

Bill Will Not Affect Animals With Circuses

FITCHBURG, Mass., March 16.—The exhibition of wild animals in this State by circuses and tent shows will not be affected by a bill before the State Legislature sponsored by the Massachusetts EPCA. The *Billboard* representative has learned that the bill only affects the exhibition of wild animals at wayside gas stations and lunchrooms.

 **Circus Saints and Sinners Club**
 For the Troupers—and a Home

We listened in on Joe Cook's initial circus broadcast and enjoyed it very much. It comes at right time, too, when we circus lovers are ready to bust at sight of first posters. Joe is a CSSCA-er. We think his broadcast, however, could carry music more circusy. Did you know that Prexy Tony Sarg (Dexter Fellows Tent, New York) does lightning sketches, demonstrates Punch and Judy, marionettes, Chinese shadow-graphs, lectures, creates, illustrates books, makes balloons, and—well, what do you want? When we made Tony president of the Fellows Tent we tore up the constitution and by-laws, and now nobody knows when a new president is to be elected, and so it looks as if Tony must remain on the job forever. The following from *The Daily Mirror*, New York: "What a lovable man that Charles Winger is, and what a good actor and what a good yarn spinner." Charley is a CSSCA-er, and we agree with all that Johnny Chapman writes. Orson Kilborn, general manager of Big Benefit performance to be given the CSSCA by Ringling-Barnum Circus on night of April 11, at Madison Square Garden, New York, has released the first literature to membership. This performance will be the show's opening night and not a dress rehearsal. Roland Butler, Dexter Fellows, Frank Braden and others promise all sorts of good publicity. Kilborn released a broadside, the first page containing a letter to the member informing him that under separate cover

he is sending 50 copies of a letter to be known as a neighborhood letter, which the member is to send out to his friends, asking them to make April 11 their Circus Night. The two inside pages are circus groups drawn by Tony Sarg, and the last page contains the name of the membership as a reception committee. Things are happening to the members of the Poodles Hanneford Tent (Wheeling, W. Va.), as evidenced by following letter from Norman Greig, press agent back with show: "It is only proper that we start with our main guy, Gene Hoffmann, and tell you that he was initiated into the '40 and 8' on a recent Sunday. Doc Downing, as general chairman of the Annual Elks' Frolic, an affair that is put on for the purpose of raising money for charity, had best show in years from the standpoint of talent. Doc was connected professionally with Neil O'Brien's Minstrels as an endman when a youngster. Jack B. Colvig, vice-president for the State of West Virginia, has had new honors bestowed on him in form of directorship in the Chamber of Commerce; also general manager of the Boy Scout Circus. Ralph Nicholson has been drafted by the government as a skin expert. We have been reading about Clyde Beatty's new show. I hope to write him soon and offer him our usual hospitality or any accommodations that we might arrange for him thru the radio station or other sources when his show plays Wheeling. F. P. FITZER, Nat'l Secy.

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 1911 Lawrence Denver, Colo.

Akron's First Permit

AKRON, O., March 16.—First circus permit of season has been granted to Cole Bros' Circus, which will exhibit here May 18. From here show is routed east. So far no permits have been taken out by opposition units, altho agents of two motorized shows were in town this week angling for dates earlier in the month.

With the rubber industry at its peak conditions here are the best in several years.

Billy Walsh Joins H-W-F-S

NEW YORK, March 16.—Billy Walsh, press agent of Barnett Bros. last season, leaves for Chicago early next month to begin his duties as 24-hour man on Hagenbeck-Wallace-4-Paw-Sells Bros' Circus. Walsh arrived back here after six weeks in Denison, Tex., where he went to settle an estate.

Crowds at Pittsburgh Show

PITTSBURGH, March 16.—A circus, ringmastered by Fred Bradna, gave the Harris-Alvin here one of the best box-office weeks since the house's opening a few months ago. Crowded houses often forced the show to be repeated five times daily.

The bill included Proske's tigers, John Robinson's elephants, Ella Bradna, Three French Misses, Honey Family, Don Francisco, Merrill Brothers and Sister, Charlie Siegrist, and Felix Adler heading roster of clowns.

Siegrist escaped serious injury during his aerial act. He alighted during his blindfolded double flip and fell to side of stage. He was unconscious for several minutes, but was able to continue at next performance.

Capt. Roman Proske was the feature of a two-column article in *The Pittsburgh Sun-Telegraph* March 12. In it he detailed his life story and his most interesting experiences in his big-top career.

Shows Will Continue To Use Cleveland Lake Front Site

CLEVELAND, March 16.—Circuses and other outdoor shows will continue to exhibit at the lake-front site, according to announcement made by Director of Parks A. J. Kurdziel. Due to the recent extensive landscaping at the lake front and the building of the taxi air service landing field, it had been predicted that shows would have to appear at some other point. However, the announcement eliminates possibility of a change, at least for some time to come.

RESORT MEN IN CONCLAVE

Conference in A. C. Has Object Of Attracting West to the East

May convention indicates 25 per cent increase in attendance and exhibit space—co-operative advertising is scheduled for campaign in national publications

ATLANTIC CITY, March 16.—Fast-advancing plans for the 17th annual spring hotel show and convention of New Jersey State Hotel Association indicate a 25 per cent increase in attendance and exhibit space over any previous year. It was revealed this week by Victor Jacoby, Hotel Riviera, Newark, secretary and general director of show which will be staged on May 6-10. All of the block-long lobby floor of the Ambassador Hotel is set aside for exhibits. A feature of business sessions will be a conference of resort hotel operators from the eastern part of nation discussing plans to bring the West to the East.

A co-operative campaign of action is expected to result from this conclave so that those who "See America First" will become as well acquainted with historic beauties and resorts of the East as with the Rocky Mountains and Pacific Coast. Co-operative advertising campaigns in all national publications, holding before the public attractions of the East, is one of the plans contemplated.

Allen K. White, Marlborough-Blenheim, Atlantic City, is chairman of the conference. Governor Harold G. Hoffman and D. Frederick Burnett, chief of New Jersey alcoholic beverage control commission, will attend. Hotel Greeters, Stewards' Association of New Jersey and National Executive Housekeepers' Association are co-operating with specialized programs.

Commercial exhibits will offer a liberal education in modern textiles, designing and labor-saving machinery. Prominent figures to speak include Thomas D. Green, New York, president American Hotel Association; David B. Mulligan, Baltimore, president New York City Hotel Association, and Philip Rice, Schroom Lake, heading New Jersey organization, and Henry Scharff, Gettysburg, Pa., head.

Blackpool Will Have Part In Exposition of Brussels

BLACKPOOL, England, March 10.—Leonard Thompson, managing director of Blackpool Pleasure Beach, has taken the main part of space to be used as an entertainment park at the Brussels International Exhibition, which opens on April 27.

A number of Blackpool experts on park amusement construction are in Brussels supervising erection of features which are to provide fun for visitors to the exhibition. Mr. Thompson is paying occasional visits to Brussels to watch progress of the work, together with Joseph Emberton, London architect, whose gift for modernistic planning of entertainment devices is strikingly displayed in many Blackpool Pleasure Beach features.

Mr. Emberton is designing the devices of the Brussels Exhibition on equally modern lines. Among amusements put up will be the Ghost Train, The Bug, Coaster, Noah's Ark, Auto-Shooter, Cuddle-Up, Rocket and the Whip.

Cleveland Borrows Stephan

CINCINNATI, March 16.—In recognition of his work at Cincinnati Zoo, Joseph A. Stephan, general superintendent, has been invited as consultant in planning and building a new Cleveland Zoo. He left for a preliminary conference with sponsors of the project. By arrangement with trustees of Cincinnati Zoo, he will spend a few days a week in Cleveland for several months. He will take his son, Sol G. Stephan Jr., with him as assistant. Young Stephan, a student at Ohio State University, will receive degrees as a bachelor of science and veterinary surgeon in June.

CINCINNATI—Eddie Norton, advertising agent for Coney Island here, is out of Good Samaritan Hospital, where he was for six weeks after undergoing an operation. He is feeling fit again and preparing for opening of the park season at Coney.

Offers Use of Hall

ATLANTIC CITY, March 16.—Mayor Harry Bacharach never loses a publicity bet where Atlantic City is concerned. Following the front-paging of the General Hugh Johnson, Father Charles E. Coughlin and Senator Mucy P. Long debate the mayor dashed off telegrams to them, offering the \$15,000,000 Atlantic City Auditorium as a battleground for a personal-appearance debate. He suggested evening of April 13 as a tentative date.

McKibben at Conneaut Lake

CONNEAUT LAKE, Pa., March 16.—E. Don McKibben, well-known Middle West park man, has been booking manager of Conneaut Lake Park for several months, said President W. L. Baker, Hotel Conneaut, Inc., in denying a report that Mr. McKibben is associated with Meyers Lake Park, Canton, O. Mr. McKibben was with Meyers Lake last season, and for several seasons before was at Conneaut Lake Park when it was under management of E. J. MacDonald.

Potters Pick Meyers Lake

CANTON, O., March 16.—Carl Sinclair, general manager of Meyers Lake Park here, said his park had been awarded the annual outing of the National Brotherhood of Operative Potters of East Liverpool, O., expected to draw nearly 15,000 persons on June 14. For the past two years the outing had been in Rock Springs Park, Chester, W. Va. It is considered by park men one of the choice bookings of this area.

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 second of a series, The Billboard publishes the opinions of people whose views were presented at the meeting thru communications requested by the Section. In an effort to give all sides of the picture The Billboard will publish the thoughts of accredited individuals who are in some way concerned with the subject. Address your communications to Dog Racing Survey, The Billboard, 1564 Broadway, New York City.

No. 2

(The following letter was sent to the association by an operator of theaters on the West Coast. It has been agreed not

Dropping Gate Is Not Answer

By LOUIS SLUSKY

Manager, Krug Park, Omaha.

Also in the last few seasons managements of a number of amusement parks that have had pay gates have been doing away with the gate charge. I do not believe that this is the solution to the problem of slumping business, as people do not mind paying for admittance to a park if they get value received.

This winter I have visited many amusement parks thruout the country, and the general comment of park men whom I have interviewed is that "amusement parks are things of the past"—and they have operated their parks on that basis.

Obsolescence a Threat

As it has been with most park men in the last three or four years, business has not been so good with us and we have neglected to keep up needed im-

(See DROPPING GATES on page 44)

to mention his name. His views were presented, in part, in the last issue.)

"The method we found to be most successful was along the following lines:

"Get your merchants, their associations, chambers of commerce; service clubs, such as Rotary, Kiwanis, etc.; women's organizations of every kind, such as parent-teacher associations, federations; your ministers and your school department heads and superintendents organized. This is a tough job, and the only way it can be done is to pick three or four of the most important leaders, see that they are thoroughly sold and understand the dog-race evils, and let them solidify the other organizations into one group that has power, authority and represents the majority of the voters.

"A steering committee of about seven should then be appointed from your group. They should be the prominent and important members. Your committee should then call upon the public officials who have the power to grant a license to operate a dog track and point out to them why they should not grant a license. Your police heads, sheriff and district or county attorney should also be interviewed.

Lists Alleged Evils

"There is no doubt but that pari-mutuel betting is gambling, and unless your State has a definite law permitting pari-mutuel betting, then any district attorney who so desires can keep the dog tracks closed.

"By all means see that the newspapers give you plenty of play about the situation. We found their editorials and news items to have a lot of influence on the thinking public.

"The committee should point out the evils of dog racing, and I am giving a few of the most important:

1. Dog racing is a racket and was so introduced to the public. The way the races are handled clearly proves this point.
- The people who bet are suckers—their chance of winning is not even a gamble.
- The winners are the track owners, who take whatever percentage of the bets

(See DOG RACING on page 44)

Meisel Is Renamed Manager

ROCKAWAY BEACH, N. Y., March 16.—Louis Meisel has been reappointed manager of Rockaway's Playland. A Joseph Geist, lawyer-owner of the spot, informed The Billboard, Mr. Meisel took over the reins of the park last year, succeeding Joe McKee. Mr. Geist also announced extensive plans for improvements.

Educators Spent \$500,000

ATLANTIC CITY, March 16.—Annual convention of the Department of Superintendence, just terminated here, was good for resort business, hotel and amusement interests, attracting 15,000 educators during a dull season. They left \$500,000 in the resort. National educators met here in 1931 and are not likely to return until 1938.

City Assumes Cascade Zoo

NEW CASTLE, Pa., March 16.—Municipal Zoo, once an attraction in Cascade Park, for years the leading amusement park in Western Pennsylvania and recently dismantled, will be re-established in Gaston Park. City Forester Owen Fox has been authorized to install a zoo and stock it with animals.

PARIS—Louis Brown, former American outdoor showman, has left for Lisbon, Portugal, where he operates Park Meyer, amusement park. While in Paris he acquired several new attractions.



AMUSEMENT PARK EXECUTIVES AND TRADE ASSOCIATION HEADS gathered before the camera of Paul Morris, publicity director of Playland, Rye, N. Y. Photo was taken at the recent annual meeting of the New England Section, National Association of Amusement Parks, Pools and Beaches. Seated from left to right are W. St. C. Jones, William B. Berry Company, Boston, toastmaster at the banquet; Harry C. Baker, NAAPPB president; E. R. Enegren, Lake Pearl Park, Wrentham, Mass., new president of the Section; Maurice Piesen, National Skee-Ball Company, Coney Island, N. Y., president of American Recreational Equipment Association. Standing: Fred L. Markey, Dodgem Corporation, Lawrence, Mass., Section secretary; Frank S. Terrell, Savin Rock Park, West Haven, Conn.; A. A. Casassa, former mayor of Revere, Mass.; Howard Duffy, Old Orchard Beach, Me.; R. S. Uzzell, AREA secretary; Herbert F. O'Malley, director of Playland; Daniel E. Bauer, Acushnet Park, New Bedford; Fred Fansher, Fansher Amusements, New York; Barney J. Williams, Pine Island Park, Manchester, N. H.; Douglas Boyle, Newport Beach, Newport, R. I., and Hubert Standeven, Old Orchard Beach.

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NAAPPB
 Manufacturers and Dealers' Section
 By R. S. UZZELL

Harry C. Baker, president of our national association, called a sort of a kitchen-cabinet meeting in New York City last week. It was unofficial and informal but had nevertheless a keen interest in the future of amusement parks, pools and beaches.

Present at the meeting were Harry C. Baker, Fred W. Pearce, here on a hurried trip from Detroit on other business; Fred Fansher, William Rabkin, Sylvan Hoffman and your humble author.

The big idea, aside from a get-together for Fred Pearce while here, was to protect the parks as much as possible from the pernicious influence of dog races and to devise a new appeal to our patrons for support of the parks.

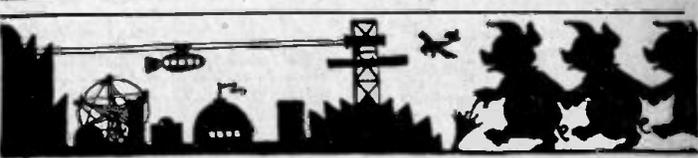
Hopeful Outlook Shown

It was recognized that rides no longer have the major appeal but must take a subordinate position. Mr. Pearce outlined for us how he has made baseball grounds in his parks for amateur games and is working up contests which will draw from a 60-mile radius of the park. Within that radius he is raking it with a fine-tooth comb to locate and interest the baseball teams which it contains. This is the magnet to draw picnics which will follow the teams as rooters. There will be the usual contests and games for all picnic patrons and also free rides.

Strip tickets will sell at a rate, carrying a profit for the organizations having the picnics. They are to have the same profit from tickets sold at the park on the day of the picnic that they get from their own sales before and on the day of the picnic. Here is where the picnics furnish their own free attraction.

There was a hopeful outlook shown. Harry C. Baker promises soon to announce a business getter which he is incubating. They agreed that all of us hard workers who teach people to play (See NAAPPB on page 47)

SCOOTA BOATS
 NOW BEING INSTALLED AT PLAYLAND, RYE BEACH, N. Y.
 Because of their excellent earning records elsewhere. Scoota Boats operated by gas engine or electric motor, in natural or artificial water—Artificial pool of wood or concrete need maintain only 18 inches of water and is inexpensive to install and operate. Unprofitable locations, buildings, or swimming pools can be converted into a profitable and attractive boat ride.
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Is Your Subscription to The Billboard About To Expire?



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

MAIL: MAIL: THE GANG'S ALL HERE!

E. Plante, Horseneck Beach, Westport, Mass., writes: "I have some bathing houses that I would like to improve. Could you tell me how I can get information on checking systems, promoting, etc.? We get The Billboard regularly and, reading your articles on swimming pools, I thought you might be able to help me."

Bill McMahon, of Seashore Breezes for this publication, breezes in to say: "Combining best features of an athletic contest and a smart social affair, Atlantic City Aquatic Carnival, to be staged in Ambassador indoor pool on April 6, will attract swimming and diving fans from all sections of the East. Sponsored by the Chamber of Commerce, the affair has gained much headway. Plenty of good old 'bally' being used to drum up the gate.

"Ada Taylor Sackett, in charge, said the following organizations will compete: "Women's Swimming Association, New York; Penn Athletic Club, New York Athletic Club, Pittsburgh A. A., Baltimore Swimming Club, Washington Swimming Club; Dragon Swimming Club, Brooklyn, and Penn Hall School, Chambersburg, Pa. Diane Smith, 12-year-old aquatic marvel, Newark; Dorothy Forbes, backstroke sensation, Camden, and Bernice Sapp, Penn Hall, backstroke champ, will be featured.

"There will be four national championship events and the meet has AAU sanction."

"Thanks for taking an interest in my work," appreciatively writes Jack Lathowski, known as Dare-Devil Jack, from Albany, N. Y. "I'm the only man living to dive off Brooklyn Bridge and break the world's record of 150 feet and would like to make other high dives around should you know of any."

Clay Morgan, praise agent for French Line, releases following exclusive info to me and a thousand or more other recipients of his mimeographed handouts: "Located on D deck of the giant new liner Normandie, the swimming pool, 82x19 feet, is the largest afloat, according to all available figures. It is in a room 118 1/2 x 29 feet, which is served by four passenger elevators, which, opening onto the grand foyer, connect the promenade deck and the intervening decks with D deck.

"Indirect lighting from hidden grooves in the ceiling and from a large bronze piece concealing floodlights which illuminate the ceiling itself makes the swimming pool, like all the other public rooms aboard, a place devoid of visible electric bulbs. Water in the tank can be illuminated by lamps fixed into the sides of the pool itself underneath the water.

"Walls, ceiling and floor are made of blue-tinted white glazed tile, the long stretch of wall, however, relieved by a beautiful five-foot frieze in colored porcelain, executed by the world-famous National Manufactories of Sevres, from designs by Menu.

"The pool will be open daily from 7 a.m. to 1 p.m. and from 3:30 to 7 p.m. and both a swimming instructor and instructor will be in attendance. On each side of the swimming pool is a group of eight dressing rooms, with fresh-water shower baths and toilets; one side for women, the other for men, and directly off of the pool bar, adjoining the gymnasium, are electric baths, Scotch showers, massage rooms and rest-rooms, with masseur and masseuse in attendance."

Fannie Cohen, popular coach of Columbia Grammar indoor tank, New York City, scribbles a note: "We're running a big swim exhibition at the pool this

Friday and would love to have you present. Try to make it, willya?"

Charlie Richman, formerly of The New York Evening Post, now doing some press work with George Kojac, Olympic swim flash, asks: "Would it interest you to know that Kojac is doing various exhibitions around town for Tunis Lake camp this season and that last week he broke a record competing for the Tunis Lake cup? Further, we're looking for a local tank again to run a swim meet, sort of a reunion for the camp. Know of any?"

What, no checks in the mail? Oh, let's toss the others away. They must be bills anyway. Still don't forget to write. Always eager to hear from pool men.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, March 16.—Spurred by unusually large Lenten season crowds, the resort is busily preparing for a great Easter invasion which promises to exceed the peak of 1929. Many hotels announce reservations from Palm Sunday to Easter. Since turn of the century the Easter parade has taken on national importance—this year newswear cameramen, photographers, fashion writers, radio commentators and reporters galore will cover Easter Sunday and press headquarters is making preparations to care for them.

Topping entertainment program for Easter will be a spectacular ice revue in the Auditorium, with a big array of foreign stars. . . . Easter Saturday night is set by Manager Phil Thompson. . . . this will be the second carnival in the hall this season. . . . first one big success. . . . Bill Hanstein replacing Al Steinberg in the publicity department. . . . it was reunion time at ice hockey in the Aud night of March 8, with Harry Resnick, city p. a.; Al Steinberg, publicity director of Million-Dollar Pier; Harry Volk, publicity director of Steel Pier; E. E. Sugarman, of The Billboard, and yours truly in the same block of seats.

Steel Pier last week-end put on one of its best balanced flesh bills of the season with a pier rarity, a colored act, Buck and Bubbles. . . . Old Goliath, the sea elephant, looks lonesome these nights. . . . Paxson relocating his zoo on boulevard. . . . Forty-fifth anniversary celebration of the Ancient Order Hibernians moved to Steel Pier this year for first time and entire showrooms of old GM exhibit refitted for occasion. . . . Two thousand five hundred CCC camp members expected to jam Million-Dollar Pier for elimination boxing bouts for State championships. . . . Joe Altman to be judge of finals.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Largest share of New York State's PERA funds has come to Long Island, the Long Island State Park Commission announced with a grand burst of jubilation. As a result work will be completed on four golf courses, capable of accommodating 1,200 persons daily, at Bethpage Park and a restaurant at Jones Beach, with facilities for about 1,000 people. Both projects will be finished before July 4 and give work to 300 or 400 persons.

John Burton's testimonial dinner at Seidt's, Oceanside, drew 1,000 people, largest gathering ever at the spot. Alfred K. Morgan, superintendent of Jones Beach State Park, says the spot'll outdo all expectations in attendance this summer. . . . Millsbrook's Playland, Jamaica, specializing in pin games, does a nice trade in a fine location.

In less time than it took the newly born lad of George (Chamber of Commerce of Rockaway) Wolpert to learn to cry, Walter Winchell had it in his Mirror column. It saved George the trouble of sending out the customary notices.

It's the height of foresight of one kind or another, but the Merrick Chamber of Commerce is mapping plans already for its 300th birthday to take place in 1943.

"Doc" Robbins will play host to Nassau County's scribes shortly.

Frank Buck is expected to bring Long Island a good measure of publicity with his jungle camp on the Sunrise highway, near Amityville. Buck's newest cargo of wild life will come from Asia.

ROCKAWAY BEACH: Even the police are up in the air with regard to regulations governing sportlands on the Boardwalk. It is definitely known, tho, that the cops will not be told to be severe. . . . John Gordon's kid amusement park will have six rides. Gordon made known that he's giving up all other local amusement interests to concentrate on the park. . . . The site of the Prince Hotel, burned to the ground by a sensational blaze, has been cleared of all debris.

Taxes are so stiff on property in the "Walk sector it's just a wonder how it is possible to hold on to a lot of the parcels.

LONG BEACH: There's still talk of charging admission to the Boardwalk and a fee for bathing, but, take it from this pillar, it'll be a long time before that'll ever happen. . . . Police Commish Rosner will talk shortly about what is legal and what isn't legal in the way of bathing suits and depend upon it to net a lot of good publicity. . . . The Long Beach Board of Trade will do its share in garnering what it can in the way of publicity for Long Beach, having already set to work it's own p. a. ing machinery for the purpose.

DROPPING GATES

(Continued from page 42)

improvements and additions. But this year we are going in to extensively revamping the spot.

We have rebuilt our swimming pool and are installing some new rides and doing away with several rides that have been in the park a number of years. I would not call them obsolete, but they have been there from one season to another and patrons have noted particularly that there has been no change. This practice of hanging onto equipment, with no change or improvement, I believe has been the downfall of many an amusement park.

Barton's Ideas Okeh

We have contacted several national and local firms to interest them in constructing special booths for displaying merchandise and advertising features, similar to some at the Chicago World's Fair, and I believe they will be a drawing card and add new life to the park. Congratulations are due De Arv O. Barton for his special article in the 40th Anniversary and Greetings Number of The Billboard. His wide acquaintance with park managers and his visits to parks over the country well qualify him to write as he did about the future. We will all have a different story to tell regarding amusement park business the coming season if we follow the line of thought and suggestions in his article.

DOG RACING

(Continued from page 42)

they choose, and it can be 10, 20 or 50 per cent. The public PAYS.

2. Another very bad feature is that young people, under age, put in 25 or 50 cents each to make up a pool and buy one of the options. Certainly this should not be tolerated or encouraged in our youth. Also, it is most unbefitting that our young people should contact SOCIALLY the element which frequents dog tracks.

3. The temptation in youth and adults who bet and lose to "go wrong" and take funds from their employers is strong. A very good example was the teller in a San Francisco bank embezzling \$1,400 to play the dog races in October, 1932.

4. The excitement of betting and seeing someone win tends to cultivate the betting habit in people who never before considered the idea.

5. Children, even babes in arms, are taken to the tracks by parents.

6. There is a direct loss to all legitimate business firms—grocers, shoe and clothing merchants, landlords and the like all suffer. People bet, lose their money, with the result that the necessities of life are not paid for.

Moral Issue Involved

"The moral issue is of utmost importance in this menace to the decency.

honesty and respectability of all citizens of a community where such an evil exists.

"Too much stress cannot be placed on the foregoing facts and if handled in the manner which I have outlined I feel certain you will be rewarded in your efforts."

D. J. Maher, manager of the Recreation Pier, Long Branch, N. J., found that local firms suffered greatly. He says:

"Speaking from my own experience here, dog racing hurts not only amusements, but restaurants, night clubs, cafes and what not, for the reason that they had a very wide distribution of 10-cent admissions, which attracted a great many people who may not have bet on the races, but went to see the show and hear the music.

"The average attendance at the track here, I imagine, was about 7,000 nightly, or 42,000 for a six-day week. Many of these people were regular visitors, going possibly two or three nights a week, and the bulk of this crowd was made up from the immediate vicinity of the track.

"The average betting amounted to about \$45,000 a night, and the take for the track, the State and the municipality was 15 per cent, or about \$6,750 per night. This amount of money, I believe, comes from the people in the near-by section of the track.

Amusement Not Helped

"The take that I speak about is the one provided by law, but with the system of handling the money and calculating the odds and the amount of breakage nobody in God's world but the operator knows how much money they are taking away from the public.

"The term breakage means the difference between the odds and the actual division of the money paid out in a single race. The calculator divides the pool that was bet on a race, and if it amounted to \$2.59 per ticket they only paid off on \$2.40. In other words, the payoff was on 20, 40, 60 and 80 odd cents above the actual dollars to be distributed and any difference between these amounts was garnished by the track. We estimate that the breakage alone here on this track in the 45 days that they operated was between \$12,000 and \$15,000. In addition to the above, they installed their own eating and drinking concessions, and we found that immediately after the races were over people made for home.

"It is my personal belief that dog tracks are no good for amusement people. If we can gauge their activities by the results from Atlantic City and Long Branch you will find that not only the amusement men, but the hotel men—and this I know authoritatively—were opposed to it, and you can warn any amusement men or theater operators that they must insist upon the strictest regulations if by chance a track is going to locate in their neighborhood. By strict regulations I mean limiting the number of races to seven, fighting for a closing hour of not later than 10:30, absolute prohibition of free passes and an official eye on the purse strings of the community.

"I understand from good authority that this track at Long Branch that cost in the neighborhood of \$75,000 to equip was completely paid for and out of the red in 18 operating days. This is taking money away from the people pretty fast. Aside from that fact, the city received about \$42,000 for its end."

In the next issue Opinions of park men and others will appear.

SAN DIEGO. — Common belief that the condor of the Andes is the largest living bird of flight does not hold up under factual scrutiny, according to Clinton G. Abbott, director of the Palace of Natural History at California-Pacific International Exposition, which opens May 29 in Balboa Park. The California condor has a wingspread a foot or more greater than that of his Andean cousin, declares Mr. Abbott. An excellent specimen of the California bird will be on display. More than 200 tortoises, from six months to 300 years old, will form part of the zoological exhibit being assembled by Curator Belle Benchesky, Exposition Zoological Gardens. They will range from sea turtles, weighing less than 13 ounces, to tortoises from the Galapagos Islands, weighing 490 pounds. More than 50 novel inclosures are being built for the tortoise group, which will form an integral part of 2,500 birds, animals and reptiles to be on display during the exposition.

BACK AGAIN!!! UNDER MY OWN DIRECTION!!!
DREAMLAND PARK
 FREYLINGHUYSEN AVENUE, NEWARK, N. J.
 New Jersey's Most Popular Playground. Owing Population Over 2,000,000 Radius of Five Miles.
 Have Opening for Concessions of Every Description. What Have You?
 Two Choice Locations for Rides. FREE Cante. FREE Auto Parkings. FREE Picnic Groves.
 VICTOR J. BROWN, President and General Manager.

NEW MICHIGAN SHOW DRAWS

Mutuels Set For Nebraska

New law permits legal betting only at shows that put on live-stock exhibits

LINCOLN, March 16.—The Nebraska pari-mutuel measure, better known here as Senate File 14, went by the Senate after a stormy session in the House and now becomes part of the statutes.

It provides that only those shows staging live-stock exhibitions be given permission to use the pari-mutuel system or to profit therefrom, and asks for a racing commission to be appointed by the governor. No more than two on the commission can come from any one congressional district. Proceeds are divided: Ten per cent of all money wagered goes to the licensee, 90 per cent is paid back to holders of tickets.

Fees are to be classed by the State racing commission as \$200 a day license for races in counties of 200,000 or more, \$100 in counties of more than 75,000 and \$75 a day for counties of less than 75,000. For harness races the rates are one-fourth of these fees. A fund is to be piled up also for breeding of blooded horses.

Supporters Are Lining Up For Mutuels Bill for Iowa

CEDAR RAPIDS, Ia., March 16.—Legislation calculated to give Iowa a State commission for horse racing, including legalization of pari-mutuel betting, was introduced in the Legislature in session in Des Moines. The bill is being studied by business men and others interested in a revival of activities in Frontier Park, near the Cedar Rapids Airport. Built in 1925 as a rodeo grounds, with a half-mile track and huge grand stand, the property represents an investment of \$120,000. With exception of two seasons of rodeo, the place has been idle.

The bill, introduced by Senator Chris Reese, Marshalltown, former newspaper man, who had assistance of LeRoy A. Rader, assistant attorney-general, in drawing it, provides a 3 per cent tax on all bets passing thru the pari-mutuels; a \$100-a-day fee on all race meets; a 1-cent tax for each 10 cents or fraction paid for admissions to races and a \$5 State license fee for owners, trainers, jockeys, etc.

It is estimated the law would raise between \$100,000 and \$200,000 a year, which would be turned over to Iowa's old-age pension fund, now badly in the red. Byron G. Allen, superintendent of the old-age assistance commission, is for the bill, and so is Lieut. Gov. M. G. Kruschel. Sponsors claim it would be a lifesaver for many county fairs and a big help to the State Fair. It is conceded the bill will be approved by the Senate but may meet opposition in the House.

Ak-Sar-Ben Getting Busy

OMAHA, March 16.—Following the signing of the pari-mutuel measure by Governor Cochran, officials of Ak-Sar-Ben Exposition began plans for a 30-day meet in June, an emergency clause in the bill permitting a meet this season. It is estimated \$25,000 will be required to put the track in condition.

Iowa Fair Men Visit Chi

CHICAGO, March 16.—J. P. Mullen, A. R. Corey and F. E. Sheldon, Iowa State Fair Board, were in Chicago early this week arranging for attractions for the 1935 fair.

BOMBAY, India.—The Great Van Norman and Mrs. Van Norman left here en route to London and New York on February 16. The act made a two-year tour of India, having left the States on January 15, 1933.

Clubs Saving Fairs

By A. J. BRUNDAGE

State 4-H Club leader, Storrs, before the 1935 convention of the Association of Connecticut Fairs in Hartford.

We have never made a real study of the causes of failures of fairs in Connecticut. We sit complacently by and watch them fold up one by one and start counting on our fingers the ones that will pass off the stage next. The local fair as an organization is fundamentally sound or it would not live on so tenaciously. We have fairs in Connecticut that boast their 60-odd, 70-odd, 80-odd and 125-odd annual exhibits. Some feel we have too many fairs. In my opinion there is a place for a fair of the right sort in every town in Connecticut. The fair should be the "town on exhibit."

Where fairs have discontinued there is a reason. Possibly we can account for this by paraphrasing a familiar quotation, "Where vision and leadership are lacking, the fairs perish." Any fair with a forward-looking program will do well to consider the development of a strong junior department for some of the following reasons:

Publicity of Juniors

A strong junior department increases the number of exhibits and exhibitors, most of the best adult exhibitors started exhibiting while young; junior exhibits help to attract parents and fellow admirers; every junior exhibitor is a walking advertisement for the fair, and when

(See CLUBS SAVING on page 47)

Frost Has New Lease Plan For Race Track in Detroit

DETROIT, March 16.—Joseph D. Frost, Michigan racing commissioner, has answered an appeal of Governor Fitzgerald and will not resign. A more profitable plan of operating the track on Michigan State Fair grounds here is to be worked out, he said, providing for a percentage of net income instead of the present 15-year lease, declared invalid this week by the attorney-general.

This contract provides for \$6,000 a day of the racing season, altho only \$2,500 is being paid by agreement with the State. Mr. Frost recommends that the fee be altered to a fixed percentage of net income of the track, leased by Detroit Racing Association, retaining the present minimum of \$2,500 per day.

Big Gates Mark Advent of First Annual "Little World's Fair"

Detroit Convention Hall laid out for trade expo and midway amusements sponsored by Convention and Tourist Bureau—governor and legislators come from capital

DETROIT, March 16.—First Detroit and Michigan Exposition, opening in Convention Hall on March 9, had 40,000 square feet of floor space sold to exhibitors in addition to the two major auditoriums and the midway. There were 225 exhibitors. Saturday attendance was 26,050, with 52,000 on Sunday, exceeding past attendance at any event ever before held in Convention Hall. Admission was 25 cents, with few passes. Exposition, sponsored by Detroit Convention and Tourist Bureau, was billed widely as the "Little World's Fair" and under general management of James C. Verner Jr. and J. Lee Barrett, with Jules C. Ayers as manager of the exposition. Publicity staff, organized by Bruce Kinnear, formerly with Public Theaters in Detroit, included Arthur Gloster, Milton Herman, Lamont Smith, Mrs. Pauline Drum and Calvin Koch.

No Midway Plan Hit in Syracuse

SYRACUSE, March 16.—Showmen and others interested in New York State Fair are unanimous in condemning proposed elimination of midway feature of the fair this year.

The State Agricultural Council, which was eliminated a month ago under Democratic reorganization, had definitely decided to ban further midways at the fair, altho Max Linderman's World of Myth Shows, which played here last season, was given high praise for clean entertainment value. Peter G. Ten Eyck, new commissioner of agriculture, is said to favor adopting the defunct council's policy, but protests are likely to be heard before the matter is closed.

George Hamid and Max Linderman were in Syracuse conferring with Director J. Dan Aekerman some time ago on free acts and midway bids, but nothing was done. It has been hoped that death of the agricultural council would end opposition to a midway.

Mr. Aekerman, still not informed of his future status, is in favor of a midway, but will carry out Mr. Ten Eyck's ideas if he remains as director for remainder of this year, as now seems likely. The only hint of Mr. Aekerman's position was in orders from Mr. Ten Eyck to carry on just as in previous years, but with no assurance that his job will not blow up at any minute.

Harrington, Del., Annual Now in Circuit in Pennsy

HARRINGTON, Del., March 16.—Kent and Sussex County Fair Association here has joined Central Fair Circuit of Pennsylvania, which includes Reading, Allentown, York, Lewisport, Kutztown and others. Kent and Sussex Fair, to be held on July 30-August 3, is the only fair in the State.

B. I. Shaw, president, and other officers and directors were re-elected. William W. Sharp, Harrington, was selected superintendent of the State Building. Officials are enthusiastic over attractions secured this year, which include nine vaudeville acts in addition to Diamond Revue, Joe Basile and his Madison Square Garden Band will again provide music. Cetlin & Wilson Shows will be on the midway.

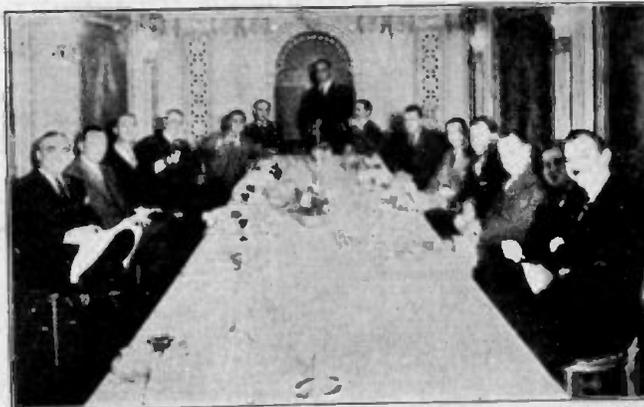
Improvements will be made to the grand stand. Bench seats will be replaced with chair seats.

Charlotte Plans Progress

CHARLOTTE, N. C., March 16.—Carolina Fair, Inc., will be the name of the fair now in process of organization here. A temporary board includes Hugh G. Ashecraft, Frank B. Matthews, Oscar W. Phillips, W. H. Wood, Charles E. Lambeth, James B. Vogler, Clarence O. Kuester, Ernest Grady, Walter B. Pratt, R. E. Simpson, Bill Arp Lowrance, J. W. Fowler and E. E. Foster. County Commissioner Henry W. Harkey is chairman and City Councilman J. F. Boyd vice-chairman. Plans are for selection of a site and federal aid in financing the fair.

Halifax Continues in 1935

HALIFAX, N. S., March 16.—Nova Scotia Exhibition commission, representing province of Nova Scotia and city of Halifax and administering the exhibition plant, has finally decided to hold Halifax Fair this year. Dates are September 30-October 5. Thus the Halifax or Nova Scotian provincial fair reverts to a week's show. Last year it was for 10 days. The 1935 dates are about a month later. Halifax Fair has the best plant in the Atlantic provinces, opened in 1927 after the original plant was destroyed in 1917 in the great munitions explosion.



PUBLICITY DEPARTMENT MEMBERS of California Pacific International Exposition were honored at a dinner in the French Room of the U. S. Grant Hotel, San Diego, on February 28 by Lew Dufour and Joe Rogers, who will have feature shows at the big exhibition. Left to right: Ben Black, executive of the Pacific Coast; J. (Eddie) Brown, in charge of concessions and midway of the exposition; William (Bill) Barie, co-worker with Brown; Jack C. York, publicity department; Vic Clark, exposition exploitation director; John Strigo, official exposition photographer; Joe Rogers; Fred Fox, assistant director of publicity; Jack (Rubber-Ball) Adams, publicity department; Franklin G. Smith, travel expert, publicity department; Ben Lemmon, publicity department; Clinton Bolton, in charge of eastern publicity for the exposition, New York City, Sutton News Service, and Lew Dufour. Two others who attended the party but are not in the picture are Frank J. Purcell, director of publicity for the exposition, and Paul Massman, assistant director of exhibits for the exposition.



By Claude R. Ellis

PLANTS of fair associations the country over have been given a direly needed grooming thru workings of the CWA and FERA. No greater necessity has existed for years than modernization and beautification of fairgrounds, which quite generally have been done. Dilapidated fences and buildings and dusty or muddy walks have been blots on the "scutcheon of fairdom, thorns to boards who wanted to repair and improve but thought they could not afford to. Knockers have taken advantage of unkempt appearance and discomfort characteristic of so many spots. Last year and this year fair managers will realize what an asset lies in rehabilitated grounds. It is imperative to the future of fairs that upkeep of plants be given more attention. The start has been made. It should gain momentum rather than be allowed to stay in status quo or to slip back into conditions that so often presented pictures of neglect and decay.

"FOR TWO YEARS A Century of Progress has been . . . a gathering place and has created of this area a crossroads of the world's travel. Chicago cannot afford to let go of this world juncture already created, but should maintain and increase it by erecting a permanent entertainment, cultural and exhibition center."—From survey to the planning committee of Mayor Kelly's World's Fair committee, by Ralph Burke, Alfred Shaw and Frank W. Darling.

KILLJOYS didn't get very far in the Massachusetts Legislature, where a bill to ban auto racing never saw daylight after it went to committee.

WIDE difference between total admission and total paid admission figures at Pennsylvania fairs is not disturbing, so far as York Fair is concerned, to Herbert D. Smyser, veteran manager of amusements in York. "York Fair Association is very well off financially," he tells me, "and, as you know, has one of the best fair plants to be found anywhere. We have no debts and there is no stock nor outstanding bonds. Everything we have was paid for out of earnings. Our free list is watched very closely. Complimentary tickets are necessary and we extend courtesies to everyone entitled to them. It is the abuse that we try to keep down. The fair must get its revenue from gate admissions, sale of space and grand-stand admissions. If you give your fair away you have nothing to pay bills with. We have only one Children's Day, Tuesday. No matter how often an employee goes out and comes back, it counts only as one admission for that day, and the same applies to helpers' passes."

AMONG things that build support for pari-mutuel laws: There is much interest in revival of activities in Frontier Park, near Cedar Rapids (Ia.) airport. The park was built in 1925 as a rodeo grounds, with a half-mile track and huge grand stand. The property represents an investment of \$126,000. With

FAIR CIRCUIT For AUGUST 1935

LAWRENCEBURG, KY., Frank Rout, Sec'y.
 SPRINGFIELD, KY., T. G. Campbell, Sec'y.
 SHELBYVILLE, KY., T. R. Webber, Sec'y.
 These Fairs offer a three weeks' engagement to Shows and Concessionaires.
 Correspondence Invited by Each Secretary.

Midwestern City of 15,000 Wants

Man or Organization experienced in Community Promotion, to handle Homecoming and 50th Anniversary Celebration. Submit full information, recommendations and consideration. Action urgent. **JOE E. LOYO**, Secretary, Ironwood Station of Commerce, Ironwood, Mich.

ACTS CAN URF a few more Acts for our 1895 Fair. WANT good Comedy Acts, Hitting Act, Comedy Ford Act and all Acts suitable for Fair. Write **WILLIAMS AND LEE**, 117 McKubin St., St. Paul, Minn.

WANTED--CARNIVAL CO. Vienna Camp No. 28, S. O. U. V. G. G. S. GARROLL, 1102 3d St., Portsmouth, O.

the exception of two seasons of rodeo the place has been idle since.

HINT to fair boards: "The nature of the whole enterprise must have the character of a refined and beautiful park, where dignified adult recreation will be stimulated in a wholesome atmosphere." That's what the experts say about laying out the proposed Chicago Fair.

FILLUPS: Pari-mutuelists finally win in Nebraska, anyhow. . . . There are those who shudder to contemplate Syracuse Fair without a midway. . . . Unusually large night stage show carded for North Iowa Fair, Mason City, says Secretary F. G. Mitchell. . . . Betty, oldest daughter of Mrs. Don A. Detrick, exec sec of Ohio Fair Managers, became a bride this month. . . . Herb Smyser will tell in the Spring Special Number of *The Billboard* how they cleaned up the midway in York, Pa. . . . N. J. amusement men appear between two fires--threatened horse racing as well as dog racing. . . . Capable Bill Boothby's re-election in Rochester, N. Y., shows that the expo board knows what it's all about. . . . The Chicago Fair is a good name for the proposed Northerly Island development. Will cash in on A Century of Progress publicity. . . . T. B. Smith, former boss of North Carolina State Fair, is to manage an Auto Show and Charity Circus in Raleigh on April 2-6. . . . Resolutions notwithstanding, carnival-promoted fairs will not pass out of the picture this year, at least. . . . W. L. Tennant, Frisco, former West Coast fair man, trained under John Simpson at Iowa State in the early 1900s, says he is itching to get back into the game. . . . Balanced fair programs do much to balance budgets.

Some Idaho Fair Boards Are Left Without Funds

BURLEY, Ida., March 16.—Final action by county commissioners has left Cassia County Fair, Burley, and Jerome County Fair, Jerome, high and dry without appropriations for carrying on next fall. Over \$16,000 has been appropriated by Twin Falls County, thereby re-establishing its fair in Filer. Tom Parks, Pomona grangemaster, Buhl, is chairman of the fair board. Bannock County Fair will be operated in Pocatello; W. P. Whitaker, Pocatello, is chairman of the fair board. Eastern Idaho District Fair, Blackfoot, will carry on as usual, Paul V. Naah, Pocatello, being a member of the fair board.

An appropriation was made for Ada County and Western Idaho Fair, Boise. It is undecided, however, whether an adequate fair can be put on there after paying a rather imposing debt. A fair board has not yet been appointed. Charles Kendall, Boise, is one of the county commissioners.

Jerome and Burley fair men declare community fairs, probably with racing, will be put on at the grounds of these fairs. Earl F. Kennedy, Jerome, has been for years secretary of Jerome Fair, and L. H. Sweetser in Burley.

Penny Farm Show Winners Will Get \$30,000 in Prizes

HARRISBURG, March 16.—Two thousand farmers, farmers' wives and farm girls and boys in all parts of Pennsylvania have, or soon will receive, ribbons and checks for winning prizes in the competitive departments of the recent Pennsylvania Farm Show, according to J. Hansell French, chairman of the Farm Show Commission.

Due to the record number of prize winners, over 6,600 ribbons will be required this year compared with 6,000 a year ago. In addition to ribbons and cash, a number of medals and diplomas have been distributed.

It will require several weeks to complete distribution of this prize money, which may exceed \$30,000. Mr. French explains. Last year, \$29,246.75 was awarded as cash premiums to 1,801 exhibitors representing every county of the State.

Giant Globe for Brussels

LONDON, March 10.—A giant globe, representing the world, will be featured in the British Pavilion at the International Exposition, opening in Brussels, Belgium, on April 27. It was manufactured by a Birmingham firm and its construction is symbolical of the statement that the "sun never sets on the British Empire." With novel lighting effects, the globe is 21 feet in diameter and weighs 10 tons, making one revolution every five minutes.

Ideas for Exhibits At Craftsmen Show

CHICAGO, March 16.—State and county fair men of the country will find many ideas for interesting exhibits and competitions in the first annual exhibition of the National Homeworkshop Guild to be held here on March 25-30. At this craftsmen's show and contest amateur craftsmen from all parts of the country will be represented. Members of clubs affiliated with the guild will display fine examples of hand and tool-made articles, fashioned from wood, metal, glass, soap and many other substances in competition for more than \$2,000 in prizes and silver trophies.

Prize-winning exhibits will be selected by a board of judges that includes Rufus C. Dawes, former president of A Century of Progress; Lorado Taft, famous sculptor; Tony Wons, radio commentator; Howard Vincent O'Brien, author and columnist, and several other distinguished men.

More than 5,000 square feet of floor space has been set aside for exhibits. Divisions in the competition include club woodworking, civic activities, furniture made with hand tools and with power-driven tools, veneering and inlaying, wood turning, novelties and toys, model making and decorative metal work. A grand sweepstakes award of \$200 and a silver trophy will be given the exhibitor whose entry reveals the finest workmanship, beauty and unique qualities. The show will be open to the public without charge.

Additional Rides at Brussels

PARIS, March 11.—Louis Berni has acquired additional space at the Brussels World's Fair on which he will erect a Water Chute, Over the Falls and Mystic Maze. Leon Volterra, owner of Luna Park, Paris, will erect a big Funhouse and a Waltzer. J. W. Shillan, London, concluded a deal with Mr. Petersen, Copenhagen, for sale of a Flying Turns which Mr. Petersen will install in the Brussels exposition grounds alongside the concessions of Mr. Berni. Mr. Braun, German outdoor showman, is installing several rides.

Fair Elections

MEYERSDALE, Pa.—Somerset County Fair Association elected Lloyd E. Peck, president; William H. Deeter, Arthur O. Lorentz, vice-presidents; Paul M. Critchfield, secretary; Samuel S. Rickard, treasurer.

JEFFERSON, Ia.—Greene County Fair Association elected J. W. Hillman, president; William Thompson, vice-president; Dr. D. E. Lyon, secretary; George Stone, assistant; John Bowley, treasurer.

OAKLAND, Neb.—In a temporary setup for a grand-stand association for Burt County Fair, Dave Harvey, Lyons, was elected president; Chris Larson, Decatur, vice-president; Herman Wragge, Tekamah, treasurer; R. E. Paulson, Oakland, secretary.

SIDNEY, Mont.—Richland County Fair elected H. E. Meisenbach, president; R. P. Blair, George Johnson, vice-presidents; R. A. Phillips, treasurer; Ted Fosse, director; Jack Suckstorf, secretary-manager.

PORTLAND, Ind.—Jay County Fair Association selected Orville Easterday, Lon Wehrly, Orin Hosapple, finance committee; Irvin Black, John Hardy, Wayne Brunson, premiums; William B. Smith, A. A. Kist, Mike Ankrom, rules; Ray Gilpen, Orin Hosapple, Irvin Black, Murl May, grounds; J. B. Cummins, Mike Ankrom, B. E. Hudson, William B. Smith, John Hardy, executive; Ed Lyons, speed; Dr. D. C. Mangas, horses; Ray Gilpen, cattle; William R. Smith, sheep; Carmen Alexander, swine; Wayne Brunson, township display; Murl May, poultry.

BANDERA, Tex.—Bandera County Fair Association elected Mrs. Ruth Broome general manager.

LOGANSPORT, Ind.—Cass County Fair Association elected as directors Frank Gibson, Samuel Cover, George Blackus, Arthur Amoss, R. R. Bradford,



OAKLAND, Neb.—A new plant, with race track, arena and grand stand, has been financed and will be built with FERA labor for Burt County Rodeo-Fair here, according to Rodeo Manager John A. Stryker.

JEFFERSON, Ia.—Senator Jack Chrysler is working for refund of \$3,800 paid for paving Lincoln Highway along north side of Greene County Fairgrounds. He also is trying to secure federal aid in construction of a new amphitheater.

SAN DIEGO.—A new rustic bridge of giant eucalyptus and spruce trees now spans Palm Canyon in Balboa Park, offering quick access from Alcazar Gardens and Avenue of Palaces to the palisades section where the Ford Exhibit Building, Ford Music Bowl and other California-Pacific Exposition structures will be located.

MASON CITY, Ia.—North Iowa Fair and Live-Stock Exposition, big free-gate event here, August 19-23, not having had harness races since 1929, said Secretary F. G. Mitchell, this year will endeavor to revive the sport with three days' races of three races each day. There will be three \$500 stake races, one each day. Other purses will be in keeping with race programs of the State. As usual, auto races will open the fair Monday afternoon.

LINCOLN.—Senator R. R. Vance, Hastings, Neb., here during the legislative session, said Adams County Fair, which he heads, had selected week of August 20 for the exposition this year. Jack Polk, of Barnes-Carruthers, was here to contract grand-stand program. It's a free fair.

BROWNSTOWN, Ind.—County commissioners voted \$1,000 for Jackson County Farmers' Fair, to be held in Seymour, Ind., next fall. Half of the money will be used as premiums for 4-H Club work and the other half for agricultural premiums.

LANSING, Mich.—State agricultural department has a report showing loss of Upper Peninsula State Fair, operated in 1934, to be \$45,838. Most of this will be absorbed by a State administrative board appropriation of \$20,000 and \$20,000 from the State racing commission. The fair in Escanaba showed a profit for the last time in 1930, when it returned net earnings of \$1,338.

CHILTON, Wis.—Calumet County supervisors approved an appropriation of \$1,500 to aid in liquidating a mortgage held by a bank on the county fairgrounds.

Grand-Stand Shows

BURT County Fair Association signed contracts with John A. Stryker and Leo Coger to take the annual North Platte (Neb.) Roundup to Oakland, Neb., for Burt County Rodeo-Fair on August 14-17.

GRAND-STAND shows have been booked by Williams & Les at Butler County Fair, Allison, Ia.; Grundy County Fair, Grundy Center, Ia.; Osceola County Fair, Sibley, Ia.; Jones County Fair, Murdo, S. D.; and Hutchinson County Fair, Tripp, S. D.

R. D. WAGNER Sound Systems, Washington, D. C., reports signed contracts with Eastern Carolina Chamber of Commerce, Inc., Kinston, N. C., for service for six fairs: Norfolk, Va.; Suffolk, Va.; Kinston, N. C.; Plymouth, N. C.; Greenville, N. C.; and Woodland, N. C.

Herman Martin, James Chase, Frank Kienly, Quincy Porter, Ben Pennington and C. Q. Palmer.

PORTAGE, Wis.—E. R. Staudenmeyer was elected president of Columbia County Fair Association; John Klaila, vice-president; Mrs. B. M. Older, secretary; E. E. Dalton, treasurer.



By CLAUDE R. ELLIS
(Cincinnati Office)

TOM McKEE, public relations counsel for Duquesne Gardens, Pittsburgh, is reported to be planning a six-day roller-skating race to be staged there in the near future.

HOOSIERS TRIO, roller-skating act, was held over this week in the Spinning Wheel, night club, Fort Wayne, Ind., and will play a return next week in the Crow's Nest, Fort Wayne night club.

E. E. SHEPHERD, who left Riverview Roller Rink as floor manager to take the same post in Fred E. Leiser's Blaine Roller Rink, Southport avenue, Chicago, reports that Al Kish, Toledo, and Joe Zink, both well-known rink operators, were recent visitors to Blaine Rink.

BERT RANDALL, secretary of the National Skating Association, Detroit, advises that after being incapacitated for some months thru an injury, he will soon be on the job again with news notes and that he will try to catch up on long-delayed correspondence.

SUNDAY night races in Riviera Park Rink, Belleville, N. J., on March 3 increased biz-drawing more than 300 skaters to the rink, reports Isaiah Preger, publicity director of Interboro Club. Results of two-mile Class A men's handicap: George Wagner, Belleville, 10 yards; Pop Brescher, Elizabeth, N. J., scratch; Dick Mare, New York, scratch; time, 5:31. Mary Hennings, New York, won a half-mile amateur ladies' race in 1:27 4-5, with Teasie Dolgas, Linden, N. J., second. In a mile Class B amateur results were: Howie Merril, Pal Brenner and Eddie Kling, all of Belleville; time, 1:40 1-5. Eliminations in a New Jersey graceful skating contest, started on March 13, will end on April 23, when silver loving cups and medals will be awarded.

BROADCASTING from Big Red Bird Rink, Deebens Hall, Trevorton, Pa., Manager "Red" Lord calls it the home of the Goo Goo Club, with 60 members. Someone, he says, stole the club's duck and little Desmond is on its (trail) tail. The club held a real St. Patrick's party on March 13, giving prizes for the largest and smallest green neckties and bow hair ribbons, with McCabe assisting as judge. Rink operates Tuesday, Thursday and Friday nights and Sunday afternoons and nights. Management is still looking for a patron wearing size 12 shoes. A Rube Carnival will be staged next by Manager Lord.

FUNERAL of Herbert Edward Randall, Detroit, whose death is reported in the Final Curtain in this issue, was attended by many roller skaters. He was father of Bert Randall, secretary of the Na-

tional Skating Association, with whom he had lived many years. He always attended rink events in which his son was a contestant and was acquainted with every hockey player who ever visited Detroit. During 1931 and at the world's 24-hour team race that year he was chief taker in Eastwood Park Rink. Pallbearers included Walter Sutphen, former manager of Wayne Rink; Gene Taylor, of the skating act of Gene and Flo, and George Anckaert, widely known roller hockey goalkeeper. Floral tributes from skaters were numerous.

IN SALT LAKE CITY soon the historic Odeon Ballroom, later the Hangar, now the Music Hall, dance hall and roller-skating rink, will be altered for bowling alleys. Roller skating will still be carried on by Gordon Woolley in the hall downstairs.

European Roller Hockey

By CYRIL BEASTALL

Roller hockey is played in most European countries, but is purely an amateur sport, and the ball is used exclusively in preference to the puck. Rules of the National Rink Hockey Association of Great Britain are generally adhered to and only five players make up a team.

Germany, France, Italy, Switzerland, Belgium and Portugal are most prominent in the Continental roller hockey field today and have been for a decade. Since 1924 a European championship has been held alternately at Herne Bay, England, and Montreux, Switzerland. England has a remarkable record in these tournaments, being unbeaten as yet.

France has declined in recent years; most of its international players are still supplied by Bordeaux. Germany was England's closest rival for honors in the last tournament. It turned out a great team, led by the veteran Adolphe Walker, who is no stranger to Herne Bay Rink. Berlin, Leipzig, Nuremberg and Dresden are the most enthusiastic German roller hockey centers.

Italy was not far behind Germany in the 1934 championships; Rome and Milan are hotbeds of the game in that country. Switzerland has had a strong team for many years and last time was no exception, it having ran England to 2-1.

England has a wealth of talent from which to select a representative team; most of its leading clubs are in the County of Kent. The National Rink Hockey Association of Great Britain, responsible for selection of England's side, chooses the best eight players to draw upon. The eight in 1934 were Payton, Herne Bay I, goalkeeper; Walters, Herne Bay Stars, fullback; Hulme, Derby Flyers, halfback; Bown, Herne Bay I, right wing; Sutton, London All Blacks, left wing; Spice, Herne Bay I, left wing; Monk, Faversham, fullback, and Williams, Ilford, goalkeeper. The first five appeared in all the matches proper.

Several roller rink managers in the United States who have written to me say that they do not permit hockey because it is too rough and tends to drive away the desirable class of patronage. Those people who condemn roller hockey as associated only with rough stuff and undesirable people obviously have not seen the game as it should and can be seen, when properly organized. In England the game is featured in 95 per cent of roller rinks.

To eliminate the undesirable roughness of the game as played in some parts of America, I would suggest that the old-established rules of the European game be given a thoro trial. I read in an American newspaper recently that a visitor to San Francisco rink saw roller hockey played with a puck for the first time and was quite emphatic in his opinion that by use of the ball a faster and more skillful game could be had.

Certainly, if one has seen the finest English teams in action, where the rules do not permit rough stuff, one can only admit that a faster, more skillful or more gentlemanly game on roller skates could hardly be desired.

NAAPPB

(Continued from page 43)

should also teach ourselves to play more than any of us have been doing.

Changes for Coney

A report came thru that one syndicate does not have all of the rides for the Brussels Exposition, but that others not in the larger company will have some rides there. As it opens in April

we shall get for our readers a list of all attractions and by whom operated.

Coney Island, N. Y., is showing more life at this time than for several years past. Luna Park has its manager there daily to book concessions and plan for the opening in May. Last year it did not open until the close of June and then only about half of the park was open to the public.

This year it will all be in commission again. They expect to have a 10-cent gate and give them the dance hall as of old when Luna was in its heyday. John A. Miller designed a water ride beneath the old L. A. Thompson Oriental ride. The Tilyous and the Cramers, who own the property on which the Wild Cat ride and the Kiddie Park were located, are building a Mill-Chute. John A. Miller made the plans, while Vernon Keenon is superintending the work. Morris Goldberg has demolished the old hotel on his property near the Culver Depot, which may be used for amusements. There is to be a public park on the Dreamland auto parking space. Robert Moses has the plans for it well under way.

Book Political Debates?

The big problem with most beaches is a woeful lack of reasonable or free auto parking space. Most of them have adjacent an abundance of worthless tide-water land. For example, Revere Beach, Atlantic City, Coney Island and Rockaway Beach. This could be filled in for parking space and shuttle bus service run from it to the beach at five cents. This, with free parking, would bring back the automobilists who were driven away by unreasonable parking charges or lack of adequate parking space.

At Revere Beach, when cars were shut off of the boulevard on holidays and Sundays, it was necessary to walk over half a mile after parking a car to get down to the active part of the beach. This is now being partially relieved by the widening of the street in the rear of the amusements and permitting parking on both sides of the street.

Our manufacturers feel encouraged that this early activity will allow more time for getting out shipments. None of us want to turn down an order, but when it comes in late with a demand for an immediate shipment there is nothing else to do. It is far better to all concerned that orders be placed early.

Some of the parks could well afford to stage some political debates this summer. General Johnson and Huey Long would fill the park. Atlantic City has made the first offer.

CLUBS SAVING

(Continued from page 45)

he gets his premium check he continues to be a walking advertisement if the check is not delayed too long.

There are 10 important things which exhibits at fairs mean to boys and girls. They may be summed up under competition, establishment of standards, opportunity, recognition, a chance to win or lose, a chance to be where the crowd is, a knowledge that grownups are interested in them and their work, a pride in the belief that they are a part of a worthwhile enterprise, an incentive for better work at home after the fair is over, a goal ahead to strive for and a memory to enrich their later years.

There is something happening in 4-H Club work just now that may have some influence on local fairs, just what I do not know. During the past year there were five county club exhibits held under direction of 4-H Club associations. These associations are duly incorporated and as eligible to draw State moneys as any other fair. These fairs are officiated and managed by present and former 4-H Club members and they feel the ownership of these fairs.

For Clear Objective

There is food for thought in this development, when adult fairs of a county or State nature continue to disband, to see a group of young people come along and develop county fairs to take their place. It is significant, too, that when the State Fair in Hartford disbanded the only portion of it which was continued and continues to receive State moneys was the 4-H Club division.

Perhaps many fairs have fallen short because they have not had their objectives clear or have not used best methods to get desired results. In this connection we should keep in mind that there are only three kinds of learning, knowledge, skill and attitude. And every exhibit at a fair should be set up with a definite purpose to increase the knowledge of those who attend, to show them how new skills may be developed or the attitude of people changed in desired directions.

NEW MICHIGAN

(Continued from page 45)

Wade, Tilt-a-Whirl and Kiddie rides; Capt. E. V. Ritz, Motordrome; Lew Marcus, leather novelties; Capt. Spikehorn Meier's Indians and bears; R. Van Hollis, graphologist, with J. Greenberg, manager; L. G. Knapp, Monkey Circus; Clarence Babcock's Plantation Revue; Great Hughley, mentalist; Joe Bennett's Streets of Paris, with Specks Groscurth as director; Paul Bestus, three pop-corn stands; Murray Schrott, card pitch; Harry Hartman, A. L. Parker, concession; J. C. Maris, bounding bubbles; I. Reiserer, revelation box; Elliott and David Skinner, portraits; Tom McCluskey, guess-your-weight; John Rose, and diviner, with Zurari working; Lew Wish, Johnny Quinn, Eddie Gold, six concessions; Les Davis, flasher; Ed Howard, cigar shooting gallery; Ralph Barr, fishpond; Frank Allen, corn game; Frank Hamilton, groceries; Harold Stephenson, portraits; George H. Brown, flasher; O. A. Barker, three concessions; Charles Darrah, Clare Dowling, candy; Mr. and Mrs. W. H. Dewey, photograph gallery; William Broad, novelties; Edward Horwitz, four concessions.

Stage Shows Featured

Additional rides were not booked because roof height would not permit their erection, according to Glenn Wade, who was doing near capacity business.

Ray J. Williams, operator of concessions in amusement parks and with shows, had all refreshment concessions except pop corn, with Jack Lanz as assistant manager, and E. F. Thoma, with frozen custard. Bill Weiss had a souvenir coin concession.

Low Kane was in charge of stage shows. Lanny Ross was headliner the first four days, followed by Pifi D'Orsay for the remaining four days. On the bill with the French star were Four Cards, Seven Morgan Whirlwinds, Dance Fashions Revue and Fitis Brothers, with Fred Zierer's Orchestra.

Talent from night clubs included Dany Truax, Jack Pons; Larry Vincent, master of ceremonies; Rietta Duval, Shelton Brooks; Charles Ray, Helen Justa, Ausie Dial, Shannon Sisters, Barbara Stoll, Boris Romanoff, Plantation Club and Broadway Revues.

Tuesday was Governor's Day, with the governor and members of his staff and the Legislature in attendance by special train from Lansing.

Game concessions were closed by police on Monday. Several blanket and stand store operators reported that business remained good on straight sales of goods at established prices. Coin-operated amusement machines drew fair trade thru the week, operated as games of skill. Signs were placed, stating that no prizes were given, in accordance with an ordinance.



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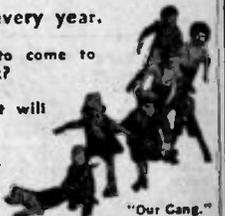


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SHEESLEY WILL PLAY CINCY

First in the Queen City Since 1926; Repeater Downtown Spot

General Representative Cracraft again arranges for two weeks' showing on old city hospital site—engagement in connection with Municipal and Industrial Exposition

CINCINNATI, March 16.—Negotiations were completed this week for the Mighty Sheesley Midway to exhibit two weeks on the old city hospital site at 12th and Central avenue, city-owned and in the downtown area, in connection with a Municipal and Industrial Exposition, the director-general of which is John J. Behle, manager of Music Hall. General Representative C. W. Cracraft of the Sheesley amusement organization made the arrangements for the engagement. The dates are May 27-June 9. There is special interest in this booking, in that this will be the first carnival to exhibit in this city since May, 1926, when Manager John M. Sheesley's company played a two weeks' stand on the same location, which was also arranged by Mr. Cracraft. Incidentally, Sheesley has been the only showman to ever present his attractions on the old hospital site with the exception of Hagenbeck-Wallace Circus, which was allowed to use the grounds about a week prior to Sheesley's date there nine years ago.

The exposition, under the auspices of the Music Hall Association, is of both city and county interest, and in Music Hall there will be many exhibits, including schools, industry and merchantile activities. Many civic officials and prominent professional and business men are on the various committees, active and honorary. The event will be heavily advertised throught this area. More than 300 prominent people and civic and social organizations have been announced as on the roster of the exposition personnel.

Mighty Sheesley Midway will play the date here while on its spring itinerary of Southern cities to its engagements in the North-Central States.

CINCINNATI, March 16.—C. W. Cracraft informed *The Billboard* yesterday that fair engagements for Mighty Sheesley Midway this year include those dates at the following places, starting in July: Lansing, Kalamazoo, Grand Rapids, Flint, Bay City and Ann Arbor, Mich.; Charleston, W. Va.; Roanoke, Va.; Lynchburg, Va.; Gastonia, N. C., and Greenville, S. C.

Oliver Books Fairs

CINCINNATI, March 16.—Jack Oliver, general agent Wallace Bros.' Shows, informs *The Billboard* that he has booked fairs at the following places for his organization, of which E. E. Farrow is manager: Benton, Ill.; Harrisburg, Ill.; Anna, Ill.; Calhoun County (Miss.) Fair; Louisville (Miss.) Fair; Newton County Fair, Decatur, Miss.; and Mississippi State Colored Fair, Jackson.

W. R. Harris To Bruce

CINCINNATI, March 16.—W. R. Harris advised *The Billboard* early this week from Louisville, Ky., that he will be general agent for Bruce Greater Shows this season and has already contracted a number of engagements for that organization.

Endy on N. Y. Biz Trip

NEW YORK, March 16.—David B. Endy, of Endy Bros.' Shows, was in New York for several days recently, negotiating for attractions which were hanging fire and also spent time with the local midway fraternity.

Goodman in New York For 30th Anniversary

NEW YORK, March 16.—Max Goodman, head of the Goodman Concession (See GOODMAN in on page 53)

'Ballyhoo Bros.' Returning

Star DeBelle's "Ballyhoo Bros." will return to this publication soon. In all probability, next issue.



C. W. CRACRAFT, general representative Mighty Sheesley Midway, who has arranged for that organization to exhibit two weeks on the city-owned 12th and Central avenue block-square lot in Cincinnati, during a Municipal and Industrial Exposition, and who nine years ago booked Greater Sheesley Shows (independent engagement) two weeks on the same location.

Bee Lands Kentucky Fairs

CINCINNATI, March 16.—Secretary Pearce West of Fleming County Fair, Ewing, Ky., and D. H. Lloyd, privilege manager Germantown (Ky.) Fair Association, advised *The Billboard* this week that the P. H. Bee Shows were booked to furnish amusements for their respective fairs this year. It is the Bee Shows' seventh consecutive year at the Ewing event. At Germantown the last 12 years attractions were booked independent.

Operators of Games Consumers Under Ohio Sales Tax Law; Pay When Buying

CINCINNATI, March 16.—Relative to the sales tax in Ohio (articles purchased in the State) as it pertains to concessioners' merchandise dealings with the public at carnivals, fairs, parks, celebrations, etc., Dave Tennyson, of the Gooding Amusement Company, received the following communication from Edward A. Cole, of the Legal Department of the State Tax Commission:

"Specific reference was made to the status of persons selling merchandise thru the use of lotteries or games of chance. Special Sales Tax Ruling No. 48 provides that persons selling merchandise thru the use of lotteries or games of chance shall be considered consumers, and the tax will be paid by them on all tangible personal property used therein when purchased. This ruling, in effect, makes all concessioners operating games of chance consumers. They pay the tax when they buy and it will not be necessary for them to have a vendor's license or collect the tax when they sell thru the games of chance.

Professional Morning-Nee An Innovation

WEST PALM BEACH, Fla., March 16.—An innovation within the realm of traveling amusement companies will be staged by the Royal Palm Shows during their engagement here at the Seminole Indian Sun Dance, March 19-23.

Berney Smuckler, general director of the shows, with the co-operation of the Recreation Commission of the Chamber of Commerce, sponsor of the Sun Dance, will stage what will be known and is advertised as the "Professional Entertainers' Morning-Nee" on March 20, with special features in the forenoon.

The Royal Palm Shows will entertain every member of the theatrical, screen, radio or outdoor show fields who comes to the midway on the day and hours designated, and the shows, rides and other entertainment will be free of all charges to members of the profession. Invitations are extended to all professional entertainment people.

It is hoped by the sponsors that everyone from the stage, screen, radio, circus, vaudeville, theater, burlesque, amusement park, showboat, tent theater, medicine show, fair, band and orchestra and other branches of the business in the Miami and West Palm Beach sector will be on the lot early and stay late.

There have been many Professional Matinees in indoor and outdoor show circles, but this will be the first Professional Morning-Nee.

Show's Title Changed

WALTERS, Okla., March 16.—The title of the amusement organization formerly operating as the Omaha Exposition Shows has been changed to Sante Fe Exposition Shows. Will open the season here Monday under auspices of American Legion, with eight shows and five rides as pay attractions. The routing is northward to Utah and Idaho.

Heyn With Bill's Greater

MEMPHIS, March 16.—Henry Heyn, well-known showman and owner and operator of riding devices, will be connected with Bill's Greater Shows the coming season, routed thru the Middle West. Mr. Heyn will have three or four rides on the midway, also a Tangley caliphone.

Cousins Signs With Bloom

CHICAGO HEIGHTS, Ill., March 16.—R. J. Cousins, who last season was in advance of Roberts Bros.' Shows, signed his services as general representative for this year with Oscar Bloom's Gold Medal Shows, which are in quarters here and are scheduled to start their season on April 6.

Showfolks' Fete Goes Over Big

Banquet-Ball of Gulf Coast Showmen's Club at Houston gets heavy attendance

HOUSTON, March 16.—The outstanding event of social interest to showfolk ever held south of Kansas City was the first annual Gulf Coast Showmen's Ball and Banquet staged here Tuesday. Altho a complete surprise to most of the fraternity wintering in this vicinity, attendance was far in excess of any anticipation of those in charge. Prominent showmen were here from all points (See SHOWFOLKS' FETE on page 53)

Cookhouse Operator Wins In Suit Against Showman

LUMBERTON, N. C., March 16.—A jury in Robeson Superior Court recently awarded Pete Fullman, cookhouse operator, a judgment for \$500 in a suit for \$2,000 against Max Gruberg, manager of an amusement company that played the Robeson County Fair last fall.

Fullman claimed that he had a contract whereby Gruberg was to buy 75 to 100 meal tickets from him each week for midway workers, his concession payment to the company being \$100 per week. Fullman also claimed that the contract relative to the meal tickets was broken. Gruberg contended that his help refused to eat at Fullman's concession. The jury found that the contract was altered at Fredericksburg, Va., and was then broken.

Rochester (N. Y.) Expo Goes to World of Mirth

NEW YORK, March 16.—Midway of the Rochester Exposition, Rochester, N. Y., has been awarded to Max Linderman, manager of the World of Mirth Shows.

Contract was given at meeting of the society at which it was decided to exploit the exposition's silver anniversary next fall.

Against Trailer Brakes

LITTLE ROCK, Ark., March 16.—A bill to eliminate requirements of brakes on trailers and to fix the maximum speed of trucks with trailers at 25 miles per hour, sponsored by Representatives Rowell, Stephens and Foster, was passed by the Senate last week. Vote was 25 to 4.

Allen With Snapp Greater

HANNIBAL, Mo., March 16.—H. (Doc) Allen, formerly with Golden Rule Shows and various other amusement organizations, recently contracted as general representative for Snapp Greater Shows and is industriously engaged in his duties. While here Mr. Allen advised that the show will be all motorized, using a number of 24-foot semi-trailers, and will carry 10 shows and 8 rides and will open early in April.

Palmer To Play Bazaars

BUFFALO, March 16.—Joe V. Palmer advises that he will operate an amusement company bearing his name this year, with rides and concessions at bazaars here and in Akron and Youngstown, O., during the summer, then will play fairs in Canada. Palmer will be general manager; Joe DeCarlo, owner; Maurice Costello, advance and publicity; and Charles S. Sutton, legal adviser.

DENHAM SPRINGS, La., March 16.—Contracts for the Washington Parish Free Fair at Franklinton, La., and the Tri-Parish Fair at Eunice, La., have been awarded to the Great Dixieland Shows, according to Ralph R. Miller, manager of that amusement company.

Showmen's League of America

CHICAGO, March 16.—Vice-President Jack Nelson presided at a very interesting meeting Thursday. Seated with him at the officers' table were Vice-Presidents J. C. McCaffery and Joe Rogers, Treasurer Lew Keller and Past Presidents E. F. Carruthers and Sam J. Levy.

The committee on the St. Patrick's Party reported all arrangements completed and a big time in store. Those in charge, Brothers M. J. Doolan, Dave Russell, Maxie Herman, J. A. Morrissey, John L. Lorman and Irving Maltz.

Brother Joe Rogers presented the applications of William J. Murray and John H. McMahon. Brother Guy Dodson presented that of Ralph Dickerson. These will be balloted upon at the next meeting.

Brother Lew Dufour will leave during the next week for San Diego to take up work preparatory to opening of the San Diego Exposition. Brother Joe Rogers will leave for Europe within the next week to take charge of the Rogers-Dufour interests at Brussels.

President Conklin advises that he will be back here the latter part of March. Plans are in store for a lot of activities during the time the circuses are here in April.

The Ladies' Auxiliary is planning a party for April 6. Presume they will put it over in its usual big way.

What about your dues, brother? Have you neglected them? If so why not attend to it at once.

LADIES' AUXILIARY

Mrs. Mae Taylor was hostess at the regular social held Thursday. As usual there was good attendance.

At the next regular meeting final plans will be made for the Farewell Party, to be held in the Showmen's League rooms on April 6. Mrs. Alice Hill will be chairman of this affair.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 16.—The activities of the association in behalf of the application for reduced railroad rates and the elimination of demurrage charges, which culminated in a hearing on the matter before the general freight committee of the Trunk Line Association, details of which appeared in last issue, should bring relief.

A voluminous brief was filed by the association with the committee, and numerous questions and answers were propounded and given between the committee and those present on behalf of American Carnivals Association. Highlights of the brief filed, in addition to including the specific items of relief requested, were giving a full statement of the present situation in which showmen find themselves and the numerous reasons for the request for relief. In addition, the advantages of motorizing were pointed out, as were figures submitted, showing the extent to which motorization has come into the industry. As part of the brief there was also submitted tables of comparative rates showing wide differences, an automotive survey conducted by *The Billboard* in 1930 and other facts and figures pertinent to the application.

Notwithstanding that the American Carnivals Association's time was limited, the TLA committee permitted us to far exceed our limit, and we could have even taken more time if we felt that it was necessary. Those present on behalf of the American Carnivals Association were of the opinion that the committee accorded us a favorable reception. As soon as a decision is received from Chairman N. W. Hawkes the information will be communicated to our members.

Thursday we received a letter from Chairman Hawkes, which states: "Referring to your conference with the General Freight Committee on March 5 with respect to proposal for changes in rates, etc., on circus and carnival movements. It was the desire of the committee members to further study the material submitted in your brief, which is being distributed by this office for that purpose, and as soon as definite conclusion is reached you will be further advised."

Los Angeles

LOS ANGELES, March 16.—Clark's Greater Shows left winter quarters in Watts for the opening stand, Bakersfield, where they play nine days. The show much enlarged since last season. Four new trucks, a new combination living and office car, one of the finest on the road, also added. Show attractively painted and presented a fine appearance when seen at winter quarters before leaving.

All outdoor amusements in Southern California got an awful wallop the past week. Rains and the coldest March in years being the cause. Crafts Shows had a fair week, also Steffen Shows.

Ted Vevitt getting acts for the Side Show on Mike Krekows' West Coast Amusement Company. James Simpson, owner Balboa Brewing Company, had Plain Dave Morris as a visitor. Dave going on to San Diego. Ben Dobbert and wife have both been ill. Ben out Monday for the first time.

Will Wright's promotion at Shrine Auditorium March 20 seems an assured success. Splendid work by Wright and Dick Wayne Barlow. . . . Bob Cavanagh will be in charge of the midway for the Parent-Teachers' two-day affair at Ambassador Hotel March 17-18 and has placed every troupier that could be located. . . . Jules Griffel, back in town, will handle publicity for the Public School Protective League show at Shrine Auditorium, assisting Steve Henry, who will handle business details.

Joe Orient report good business and a pleasant trip.

Ben Klee in town. Will locate on the fun zone at San Diego Fair. Made trip from Boston via auto.

John Backmann a busy fellow. Aside from other duties, turning out work for Paramount studios for a new flicker having "carnival" background.

Carnival agents in town, sparring around for locations in the metropolitan district. . . . Willis Spencer promoting the six-day bike races at Olympic Stadium.

Pacific Coast Showmen's Assn.

LOS ANGELES, March 16.—Monday night 55 of the faithful came out for the meeting. Rather unusual in that nearly all arc working and many had to come considerable distance. President Archie Clarke made his last "stand" for a time in the chair, as he left with Clark's Greater Shows the next day. Past President Cronin was in attendance. Despite being busy getting the Barnes Circus ready, he came, as he stated, to make final appearance at the club for some time as he opens next week.

The club will remain open all summer, as has been custom. It was stated that with the expected large numbers of trouper who would come here or thru here en route to San Diego Exposition, it would be of considerable convenience to those who came to Los Angeles to have this club where they might feel at home. So it was voted that invitation be given to all of the showfolk coming this way to come up. A welcome will await them and any possible service will be gladly done.

In addition to the prizes to those who qualified in the contest for new members, as has been announced, there has been added the giving of a 14-foot concession tent to the one securing 25 new members. This by Frank Downie, of Downie Bros.' Tent and Awning Company. This offer to run until January 1, 1936.

Gratifying is the increasing bank roll of the club, as well as the splendid growth in membership, and especially the fine class of persons enrolling as new members.

The group that has been congregating each afternoon is rapidly diminishing. Getting busy the reason.

After the meeting buffet luncheon was served by John T. Backmann and Charley Soderberg.

Troupers, with the bargain rate now on, better think about membership in PCSA. When you meet one who does belong, ask about the club and what it has done and is doing for showfolk.

LADIES' AUXILIARY, PCSA

LOS ANGELES, March 16.—Monday's meeting was presided over by President Martha Levine, with First Vice-President Florence Webber and Secretary Vera Downie. Good attendance. . . . It has been decided to maintain the clubrooms for the summer.

Mrs. Mora Bagby (Martyn) has opened a new hotel at Hunting Park. . . . Ethel Krug left for Imperial Valley, en route with Crafts Shows. Also Past President Mabel Crafts will be missed around the club for some weeks. . . . Mrs. Opal Howard was made a member of the auxiliary.

The membership drive, which closed on March 4, was highly successful. Fifteen new members were taken into the fold.

A vote of thanks was given Mr. and Mrs. Orville Crafts for their hospitality at the San Bernardino Orange Show.

According to Edith Bullock, the president's chair is her great problem at present and compares only with "the chair in Washington." But such loyalty from members makes the Auxiliary better than ever. Secretary Vera Downie claims if another drive is put on she will need a secretary to do her correspondence to the members, the list getting so long that she gets writer's cramp before she completes her notes.

New members elected to membership are Mrs. Rebecca Miller and Mrs. Pearl Willer.

LUCILLE KING.

Philadelphia Pickups

PHILADELPHIA, March 16.—Sam Tassell has connected himself with Steve Graham, well-known booker, and they will feature the Days of '49, which during the winter they have been presenting for various auspices.

California Frank Haffey was a visitor here during the past week and was arranging some bookings.

One or two carnival agents have been in the city lately looking over the situation for the coming season, but nothing has developed to change the situation.

A number of showfolks who make their winter home here are leaving for the South to open with various shows next month.

IN THE SPOTLIGHT Universal LIGHT PLANTS FOR 30 YEARS

Universal's 30 years' experience with outdoor shows will show you how to provide reliable lighting at below city rates. Models of all types from 330 Watts to 50 KW All every need for electric light or power. Manual, automatic, or remote control. Write today for data on operating costs.

ASK FOR CATALOG B-2 UNIVERSAL MOTOR CO. OSHKOSH WIS.

TENT SHOW HEADQUARTERS

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1500 KENO (LOTTO)

Made up in 16 Sets of 100 Cards each. Wood Markers. One Winner in the entire series. \$3.25 per Set of 100 Cards.

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FROM 25 TO 100-CARD SETS.
25-Card Set, \$1.00
50-Card Set, \$1.50
75-Card Set, \$2.00
100 Cards, \$2.50; 150 Cards, \$3.00; 200 Cards, \$3.50; 250 Cards, \$4.00; 300 Cards, \$4.50.

All sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Send for Free Sample Cards and Price List. We pay postage except C. O. D. expense. Instant delivery. No checks accepted. Established 10 years.

J. M. SIMMONS & CO.,
19 W. Jackson Blvd., CHICAGO.

BILL LYNCH EXPOSITION SHOWS CANADA

12th SEASON 12th

NOW BOOKING SHOWS AND ATTRACTIONS. Will supply complete outfits to capable showmen. Liberal percentage and transportation. Would like to hear from two or more Grand Shows. Show opens in May. Address BILLY LYNCH, 1111 St. Lawrence St., Montreal, P. Q., Canada.

BILLY LYNCH, MONTREAL, P. Q., Canada.

Wanted - GIRLS - Wanted

Dancers, Oriental, Humba, clever Strip Tease workers. Good Rises Singer. Chorus Girls must be young and good looking. Send late photo. will return same. A-1 Talker for Hawaiian Show, Piano Player to double on Air Calliope. Also Uke and Steel Guitar Players. Shows open in or near Baltimore April 15. Ruth Donald, Bonnie De Fontaine write. Address all communications to

CLEMENTINE COFFEY
2108 Arch Street, Philadelphia, Pa.

MACK AND ARTHUR UNITED SHOWS
Open April 27 in the Heart of the Automobile Industry.

WANT TO BOOK GOOD Clean Shows. Good inducement for Ten-in-One. We play under strong auspices ONLY. Guess Weight, American Palms, Lead Tally and Photo. All other Concessions operated by committee. Mr. Engleking and Johnnie Rae write. JAMES MCMASTER, Mgr. ARTHUR SANDER, Sec'y and Treas., 324 E. 8th St., Royal Oak, Mich.

WANTED FOR SIDE SHOW

Mind Reading Act, Magician, Half-and-Half, Sword Box, or any act suitable for Side Show. Inquiring with the Wm. Glick Shows in Baltimore, Md. Address all mail to JAS. M. MOORES, 600 South Church Street, Salisbury, N. C.

OHIO STATE SHOWS

WANT Shows, Riders on small percentage. Open for small Cook House, Corn Game and other Concessions. Show opens April 26, Youngstown, O. L. G. POPKIN, New Venier Hotel, Youngstown, O.

WAX FIGURES

W. H. J. SHAW, St. Louis, Mo.
3316 Sidney Street,

SHOE TRUNKS

In Good Condition, \$7.50-\$15.00. 10, \$2.00 Ea.; 10, \$3.00 Ea.; 10, \$5.00 Ea. PRIEMER BROS. TRUNK CO., 1003 Lucas Avenue, St. Louis, Mo.

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CIRCUSES, COLISEUMS, CARNIVALS, FAIRS, RODEOS, BEACHES, POOLS, PARKS

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Everything from a Lithograph Paste to a Twenty-Four Sheet Stand
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BUFFALO, N.Y. PHONE GRANT 8205

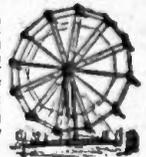
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340.00 Khabl Wall Tent, 18x27', with Poles.
Tents Cheap.
\$39.00 Devil Child in Coffin, with Banner.
15c Each, Pennant Flags. Good Colors. Write List.
WE BUY GUN-SAFETY SCALERS, EVANS WIRELESS, CONCESSION TENTS, PAY CASH.
WELL'S CURIOSITY SHOP, Philadelphia, Pa.
20 South Second St.

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Write CHARLES OGBS, With Standard Chevrolet Co., East St. Louis, Ill.

SEWARD'S 1935 HOROSCOPES
 Samples, 12c.
 SEWARD'S Full Line of Books on Character, Delightful, Numerology, Etc.
A. F. SEWARD & COMPANY,
 1219 Rebohy St., Chicago, Ill.

MIDWAY CONFAB
 By THE MIXER

KIDDIE RIDES



Have a real place on every Midway. Nowadays it is unusual when you visit an Amusement Midway if you don't see one or more Kiddie Rides. Ask about the BABY KID Wheel. It will fetch up your Midway and get money.

ELI BRIDGE COMPANY
 Builders.
 800 Cass Avenue, JACKSONVILLE, ILL.

WHEELS
 Park Special
 30 in. in diameter. Beautifully finished. We carry in stock 12-15-20-24 and 30 numbers. Special Price.

\$12.00

BINGO GAME
 75-Player, complete, \$5.25. Including 75c.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Parrots, Confetti, Artificial Flowers, Novelties.

Send in Catalog No. 234.
 Heavy Consistent Walking Shoes, Dark Mahogany Finish. Price Per Gros. \$24.00.

SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

GLAD TIDINGS: Thursday, this week, the official start of SPRING!

ROYAL PALM SHOWS posted their 1935 styles of billboard paper in Vero Beach Fla., for the first time.

BILL CROWSON, Columbia, S. C., advises that he will do a free act with Blue Ribbon Shows this season.

SLIM JOHNSON, of the Midwest Novelty Company, has been visiting the Hennies Bros., John Francis and other shows in the Texas territory.

HENRY LINCON has his traveling confectionery auto truck with Royal Palm Shows. He was one time with the Ringling-Barnum Circus.

C. S. NOEL, general agent Crowley's United Shows, was in Kansas City recently, sporting a new LaSalle coupe and confabbing with showfolk acquaintances.

H. E. FRANCE, special agent Petty Shows, says that preparation of the paraphernalia for the season is going forward at quarters at Paragould, Ark.

THE J. W. (BILL) TRUEMANS, likable show people and who have owned and operated eating stands for years, have wintered near Augusta, Ga.

State Paif. is convalescing at her home in Nashville after several weeks' illness of high blood pressure.

IT MIGHT be well to note that the Royal American Shows and the Royal Palm Shows have played no mean part in the rehabilitation of the carnival in the minds of the press and public in Florida.

MIKE SMITH, well-known concessioner, many years in the business, now sells novelties. After a good day in Bowling Green, Fla., recently, he said to his assistant, "We will soon be out of business—only three balloons left."

MRS. JAMES C. SIMPSON, who has been operating a photo gallery at Birmingham, Ala., this winter to success, is also superintending the construction of a string of concessions which she will have with Johnny J. Jones Exposition.

SMILES (PATRICK) O'TIMMONS, armless and legless high diver, booked by George Hamid, has been making parachute leaps from his "red devil" airplane advertising a gasoline in Florida, along the east coast.

MRS. J. D. MARTIN informed early last week that she was in St. Vincent's Hos-

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1935. COMPLETE FOR ALL READINGS.
 Single Sheets, 8½x11 Typewritten, Per M. \$5.00
 Analysis, 2-p., with Blue Cover, Each03
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NEW DREAM BOOK
 116 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, \$0.15
EGYPTIAN DREAM BOOK, Small Size, 64 Pages, No Numbers, Sample05
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound, Sample, 25c.
FORTUNE TELLING WITH CARDS, Same Binding, 24 Pages, Sample, 25c.
HOW TO BECOME A MEDIUM, Same Binding, 30 Pages, Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 25c.
 Shipments Made to Your Customers Under Your Label.
 Our name or ads do not appear in any book.

SIMMONS & CO.
 19 West Jackson Blvd., CHICAGO.
 Instant Delivery. Send for Wholesale Prices.

BINGO CORN GAMES

Cards, 6½x8, Black and Red on White. Heavy Board. Complete with Chart, Markers and Instructions.

25-Player .. \$2.00	150-Player .. \$11.25
35-Player .. 2.50	200-Player .. 15.00
50-Player .. 3.75	250-Player .. 17.50
75-Player .. 5.00	300-Player .. 20.00
100-Player .. 7.50	

J. L. BARNES CO.
 Box 1119-A CHICAGO

75 CARD BINGO, \$3.00

A 75-Card BINGO SET, complete with Call Sheet, calling Numbers and Cards sent post-paid anywhere in the U. S. for only \$3.00.

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 (Over Thirty Years in Business)

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1-4-7 and 27-page Readings. Apparatus for Mind-Readers, Mental Magic, Spirit Effects, Bud's Psi Papers, Books, News Personal Character, Analysis Sheets for Graphology, Numerology, and Personal Appearance. Read 30c for Giant Illustrated Catalogue and Sample. None Free. **NELSON ENTERPRISES**, 198 South Third, Columbus, O.

SHOOTING GALLERIES AND SUPPLIES.
 Write for Circular Real Targets. **O. W. TERNER**, 110 Marine St., Ocean Park, Calif.

ELGIN WATCHES, \$1.65 EACH
 (7-Jewel, 18 Size, New Yellow Cases.)
 7-JEWEL, 16 SIZE ELGIN & WALTHAM, \$2.25.
FLASH CARNIVAL WATCHES, 50c Each.
 Send for Price List.
CREDIT CITY MELTING CO.
 Old Gold and Silver Buyers and Refiners,
 118 N. Broadway, St. Louis, Mo.

ROGERS' FAMOUS SHOWS
 OPENING MAY 4, NEW YORK STATE.
 Now booking Shows and Concessions. Write X on road Cook House and Grab for \$35.00. Write 418 Bridgeport Ave., Devon, Conn.



LEFT TO RIGHT: William Judkins Hewitt, press representative, Royal Palm Shows; Chief of Police E. C. Rymer, Vero Beach, Fla., and Robert R. Kline, general agent, Royal Palm Shows. Photo taken in front of City Hall, Vero Beach, March 3 by Mrs. Robert R. Kline.

JOHN B. ANDERSON is to furnish a 10-piece band for Bright Light Shows and Mrs. Anderson will be at the main gate ticket box.

CHUCK SCHAFER, Dallas, after four years off the road and with the girl twins old enough to troupe, will again be in harness this year operating a Ferris Wheel.

EDDIE PEDAN, a part of this winter on the front door staff of Cash Miller's Oddities, has lately been at his home in Flushing, L. L. N. Y. Probably will rejoin Miller in the spring.

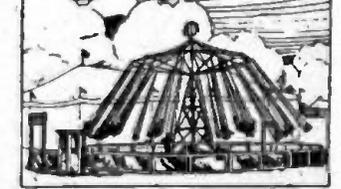
DARE-DEVIL OLIVER, back-drop high diver of daring, grace and precision, has decided not to accept any offers to lay-off. For four years, at intervals, he was featured with Mohawk Valley Shows.

AL F. GORMAN, former carnival general agent, owner and manager, still makes his home in Jacksonville, Fla. He recently directed the better homes exposition in that city.

NELL-NELSON (Billy Logsdon) info that after 10 weeks' night club work at Louisville, Ky., is taking a rest at that city prior to returning to the road, under management of Bob Sickels.

MR. AND MRS. CHARLES FAY to start their fifth season with their Gay Parc Revue with Bruce Greater Shows, will leave their home in Norfolk, Va., for Atlanta, Ga., on April 1.

THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight, 8,500 lbs.
SMITH & SMITH, Springville, Erie Co., New York.

Fortune Teller's Cards

ONLY 6c A DECK (BOXED)

Retail Value 25c to 75c

Real Egyptian Designs in Colors. Great Bargain. Fair Workers, Palmists, Conjurors, send 10c for Sample. 100 for \$6. 20% deposit.
DR. D. JAYNE & SON, Inc.
 2 Vine St., Philadelphia, Pa. Dept. F-83.

Wanted FOR AMERICA'S MODEL SHOWS
 SENSATIONAL FREE ACTS ALSO RELIABLE AND EXPERIENCED BILLPOSTER
 Address until April 5, Waycross, Ga.; after that, Jacksonville, Fla.

MOHAWK VALLEY SHOWS WANT

For the entire Season of 1935, one or two more Rides. **WILL BOOK** Ferris Wheel, Tilt-a-Whirl or Whip. **CAN PLACE** Shows of all kinds. Like to hear from good Ridesmen, Man. **CONCESSIONS**—Will book Corn Game, Custard and all clean, legitimate Concessions. No racket of any nature. This Show has ten Fairs already booked in Virginia, North Carolina, South Carolina and Florida. Would like to hear from one or two Free Acts, Lady-High Diver or any high sensational Act. Write or wire **LEO BISTANY**, Vidalia, Ga., week March 18; Clinton, S. C., to follow.

BUY DIRECT FROM MANUFACTURER
75 CARD BINGO SET, \$2.50
65 CARD BINGO SET, \$2.00
 Complete with Call Sheet, Markers and Directions. Postage Paid in United States.
POST CARDS FOR VENDING MACHINES. Money Stars, Cowboys, Baseball Players, Fortune Telling Cards and others, \$2.50 per 1,000. F. O. B. Philadelphia. Cash with order. Recognized Jobbers prices for Special Discount. **UNITED POST CARD CO.** 28 Broadway St., Philadelphia, Pa. We do exclusive design work for jobbers. Let us figure.

CUNNINGHAM'S EXPOSITION SHOWS
 OPEN NEW MATAMORAS, O., APRIL 27.
 Two Saturdays.
 WANT Cook House, Shows with own outfit and Concessions. **CAN PLACE** Wheels if you use stock. **FOR SALE**—Oran, Style 148, 7½ K. W. Generator, 1 K. W. Oven, Light Plant, in good condition. Address all mail to **CUNNINGHAM EXPOSITION SHOWS**, New Matamoras, O.

Corey Greater Shows

WANTED—Shows, Motordrome, Monkeydrome, Mechanical City, Penny Arcade, Fun House, High-class Snake Show, Book Wheels, Diggers, Custard, Ball Games and Grand Shows. Address **P. O. Box 318, Johnston, Pa.**

12 CAR LINDY LOOP
 FOR SALE. First-class condition, good as new. Can be seen Salisbury, N. C. \$1,000 takes it. **GEO. A. KERESTET**, Box 104, Philadelphia, Pa.

WALTER D. NEALAND, publicist Johnny J. Jones Exposition, is planning a 16-page herald (cuts, stories, etc.—tabloid paper form) for distribution, with a minimum of several thousand at each stand. Incidentally, Walter advises that a boxed editorial that appeared in

the carnival department of the March 2 issue (regarding carnivals spending much money with local business enterprises) will have a conspicuous placement.

CARL J. LAUTHER'S traveling museum has store-counter cards for its attaches, reading "You have just been patronized by an employee of Congress of Living Wonders. We are exhibiting in your city all this week. Come and see us."

JOE HEWITT, concessioner, advises that he has been in hospital the last five months and probably will be so situated for quite a while. Would appreciate letters from acquaintances. Address care of Hospital, Veterans Administration Home, Kansas.

MRS. JANE PEARSON, of O. E. Pearson Shows, recently entertained the following with a dinner at her home at Ramsey, Ill.: Mrs. Catherine Oliver, Mr. and Mrs. Charles Goss, Mr. and Mrs. Dee Lang, Mr. and Mrs. Hal Graham, L. H. (Larry) Hogan, Elizabeth Simms and Maude Kraft.

THERE WERE QUITE A gathering of carnival supply people at a party given at the Coates House, Kansas City, Mo., recently. Among those present were Sol Goldfarb, of New York City; Max Levin, of Denver; C. A. Anderson, of Akron, O.; and C. I. Levin and Hyman Schrieber, of Kansas City.

AMONG fans taking in the races at Hialeah, near Miami, have been Diamond Kittle, fat girl, and her manager, H. V. McQuerry. And they have had showfolk company, including Harry Armstrong (playing trumpet in Kopp's Band at the track) and his wife, Nina. Report has it that Kittle has picked winners.

FROM ITS winter quarters near Harrison, O., the Swales-Mettler Dog and Pony Circus left recently to join West Bros. Amusement Company. Mettler's second season there. Swales' ponies will be used as a ride on the midway. Mettler's Banda Familia also second season with that company.

LOUIS GREEN, who years ago, with James P. Passman as partner, launched the General Amusement Company, but who has been off the road about 20 years, put on a successful indoor show for Knights of Pythias at his home city, Newark, O., recently. Green is still active in concession business, having spaces at Put in Bay, O., during summer seasons.

L. E. REDDING (Fat, the Two-Faced Clown) has contracted with Thomas J. Coleman to handle the Side Show with Coleman Bros. Shows this season. With him as partner will be David Branel, who is a brother and manager of Cleve, the Seal Boy. All have been with the Austin & Kuntz Palace of Wonders during late years.

Joe and Babe Miller, concessionists, whose acquaintanceships and friendships in the midway field are legion (their humorous sayings also well known) are—but let Joe tell it, in part: "The Miller Amusement Company, including one country store wheel, one red-headed wife, one ugly bulldog, one boy from North Dakota and one Chevy truck, is now prospecting (in Mississippi)—looking, searching for a show that might some day play a red one."

PICKUPS from Burdick's All-Texas Shows (received too late for last issue)—Ready to open March 16 at Eagle Lake, Tex. Manager Burdick returned from a successful book trip. Purchased a new six-wheeler for the light plant and arranged for his advertising car and new organ for Merry-Go-Round. Bill E. Norton has been added to the advance staff. . . . Everyone has enjoyed the winter stay at San Antonio.

CRAFTS 20 BIG SHOWS have an attractive variety of courtesy and business cards. On one of Manager Ludington's cards appears a quoted catchline, "Call me Roy—my father's name is Mister." The litho pass is notably large for several reasons, one of which is much space for the show title and exploitation. A local store counter slip states "You have just been patronized by an employee of Crafts 20 Big Shows."

THE AUGUSTA HERALD carried a special story on the winter quarters of Johnny J. Jones Exposition being a scene of great activity, with 80 persons busily engaged in building, rebuilding and painting equipment. E. Lawrence Phillips and Manager Walter A. White were given credit for the reconstruction program under way and Walter D. Neeland was complimented on his talks with newspaper men.

Doc Hall had a scare. On returning to Los Angeles at midnight from a five weeks' booking trip for Clark's Greater Shows went immediately to the Halls' apartment. Entered and switched on the lights and, lo and behold, there was a note on the dresser. Before reading the message Doc had a conference with his conscience which disclosed a clear slate as to his home ties, then he opened the wardrobe door. Yes, there was clothing, including the missus' wearing apparel. His fear subsided. He then read the note—Lucille was at the home and bedside of Blossom Robinson, who had undergone an operation (and the salutation on the message was "Dear Doc"). Great folks, Doc and Lucille!

THE LADIES' AUXILIARY of the Heart of America Showman's Club gave a benefit bridge party recently in its clubroom at the Coates House, Kansas City. The admission was 25 cents, which was to start a fund for flowers to be put on the graves of show people on Decoration Day. The refreshments and decorations were carried out in the St. Patrick colors. Prizes were won by Mrs. Toots Riley, first; Margaret Haney, second, and Lella Van Guyton; Mrs. Nelson, the booby and traveling prizes. The ladies have decided to keep their meetings going, as there are still quite a few in the city, and the weekly meetings, with bridge afterward, are looked forward to by the members.

HOUSTON PICKUPS—Topping his new wardrobe, top, scenery, etc., Clyde Davis has added to his equipment a nifty 20-passenger bus to transport the personnel of his show. . . . Mrs. Roe-decker, former press agent, ventured into the operating field and booked her Giant Octopus with Greater Exposition Shows. Says she is encouraged with the results of her business to date. With Mrs. Roe-decker are Charles D. Brown, Frank Howard, and Jack Jordan, a deep sea diver. . . . H. W. Smith (Schmitzy), of Greater Exposition Shows, successfully held the 50-cent gate off the midway during the Houston Fat Stock Show engagement, placing a 25-cent gate on during last half. . . . R. W. (Tommy) Stevens, in addition to his other business connections, is an enthusiastic booster for the Gulf Coast Showman's Club, which is being planned for this city.

Knepp & Dehnert Shows

COVINGTON, Ky., March 16.—Altho a great deal of the work at quarters has been completed, there are still many jobs to be finished before the opening. New stars and circles are being made for the Twin El! Wheels. Sam Frambes, electrician, is making things hum in his department. There will be all new cables and everything is being rewired, also the transformer system will be overhauled. All pay attractions will have new ticket boxes. Professor Crimi's Band will be back this season. Adolphine is reported as contracted as a feature in Millard Potts' Side Show. A new truck for street advertising purposes has been purchased and will be painted and decorated in the show's color scheme. Colonel Dehnert and a crew left this week for Illinois to bring to quarters a Caterpillar ride recently purchased. The management advises that this organization has been awarded contracts for Roxboro, N. C., and Sumter, S. C., fairs. The show will open early in April.

MRS. F. M. WOOD.

CASPER, Wyo., March 16.—Western States Shows have been booked by Casper's Fourth of July committee. Don Boehler, advance man, closed the deal for Western States, which played here last year.

OUR OWN SPECIAL TRAIN

ISLER GREATER SHOWS

OPENING APRIL 6

A World's Fair Free Attraction

SEARCY SPRING FESTIVAL

SEARCY, ARKANSAS

WANTED—Shows of merit, new and novel Riding Devices, legitimate Concessions, Cook House, meal tickets guaranteed; Colored Musicians for Band who Double Stage, berth accommodations; experienced Ride Help; Billposter who can get showings.

WARNING—The actual Clyde Barrow-Bonnie Parker Death Car will be exhibited by the Isler Greater Shows the coming season as a feature Free Attraction. Any infringements upon this car will be prosecuted to the full extent of the law. OWNER JESSE WARREN, Topeka, Kan.

FAIR SECRETARIES

IN IOWA, KAN., NEBRASKA, MO.,

WRITE, WE HAVE OPEN DATES

LOUIS ISLER

Isler Greater Shows

Searcy, Ark.

Knepp & Dehnert Combined Exposition, Inc.

Show Opens April 15th at Covington, Ky.

20—FAIRS AND CELEBRATIONS CONTRACTED FOR TO DATE—20

Fair Secretaries West Virginia, Pennsylvania, Virginia, New York, North and South Carolina, We Solicit Your Correspondence.

WANT Legitimate Concessions, Erie Diggers, Waffles, Palmistry, Candy Apples, Cotton Candy, Pitch-Till-You-Win, Ball Games, Shooting Gallery, Have a few choice wheels open. **POSITIVELY NO RACKET.** Ride Help for Caterpillar and Tilt-a-Whirl.

WANT Motorhome. Will give excellent proposition. Monkey Speedway, Grind Shows, WANT organized Minstrel Show with Brass, also Hawaiian Show that has String Music. Millard Potts wants Side Show Act.

FOR SALE—Traders Chairplane, good as new, \$200. CAN USE One More Free Act. Must Be Seasonal. WILL BOOK Loop-A-Plane and Pony Track. Address

COL. J. J. DEHNERT,

528 Madison Ave., Covington, Ky.

ATTENTION! OUTDOOR SHOWMEN & EXHIBITORS--MOTORIZED

If you have not already taken advantage of the savings made by Motorizing, or if you are short of equipment and are doubling back, we have the solution to Your Problem.

PAY AS YOU USE THE EQUIPMENT

By handling our finance paper we are able to offer unusual terms, both as to down payment and periods of time for payment of equipment.

WRITE—TELEPHONE or WIRE

And we will outline our solution to your problem. We sell CHEVROLET TRACTORS and recommend BIG ELI Trailers for low cost economical Transportation.

VIRL Z. HILL,

TELEPHONE 2073 STREATOR, ILLINOIS

KEYSTONE SHOWS TENTH SEASON

OPENING MAY 1, WESTERN PENNSYLVANIA.

WANT SHOWS—Mickey Mouse, Dilliner or Hauptmann, also Geek Show. **WANT** party to handle Five-in-One that can furnish two or three Attractions for same. Will furnish outfits for Kiddy Rides. **CONCESSIONS**—Want small Cook House, Bingo, Wheel's Grind Shows, American Palmistry and any Concession not conflicting. All Concessions exclusive except Fairs and Celebrations. **WANT** Ride Help for all Rides, Electrician for Light Plant, and Truck Drivers, Man for Calliophone. All address

O. A. HARTZBERG, Manager, Punta Gorda, Fla. After April 8, Letrobo, Pa.

F. H. BEE SHOWS

OPENING EARLY IN MAY, AT RUSSELLVILLE, KY.

Guaranteeing the Longest and Best String of Fairs Ever Played by a Baggage Car Show. **WILL PLACE** legitimate Concessions at reasonable price. Cook House sold. Bingo sold. All Rides our own. **CAN PLACE** two Grind Shows, with or without outfits. We have plenty of good Tents. Watch for our advertisement middle of April. Address

F. H. BEE, JR., 1340 Monroe Avenue, Huntington, W. Va.

POLLIE AND BERGER SHOWS

OPENING SATURDAY, APRIL 27, BATTLE CREEK, MICH.

Kalamazoo and Grand Rapids to Follow.

WANTED—Rides, meritorious Shows. Will furnish outfit for Ten-in-One Show or any other good Show. **CAN PLACE** Cook House, Erie Diggers and other Concessions. W. W. Potts wants experienced Agents for Evans Buckets and Roll-Downs. Address

LOUIS J. BERGER, Suite 212, Garrick Theatre Bldg., 64 W. Randolph St., Chicago, Ill.

THE GREATER EXPOSITION SHOWS

WANTED

Colored Performers and Musicians. Will consider organized Company. Will furnish Cold Leaf Front and Framrup. **WANT** Hula Dancers. Girls who can Sing and Dance, for Girl Show; White Musicians. **WILL BOOK** legitimate Concessions. Ride Help who can drive trucks. Freaks and Novelty Acts for Side Show. Illusion People. Jack Milton and Brownie wire F. J. McHugh. This Show is going North to where the money is. Most territory this year, and progressive showmen can make money with us. Address

JOHN FRANCIS, Gen. Rep., Henderson, Tex., week March 18; Tyler, Tex., week March 25.

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BILLBOARD AGENTS

Report by letter to Circulation Department for 1935 privilege. If no agent on your show or at your Amusement Park write **CIRCULATION DEPARTMENT, 25 Opera Place, The Billboard, Cincinnati, O.**

Chop Suey

By W. H. (BILL) RICE

SAN ANTONIO, Tex., March 16.—At Beaumont, Tex., called on my old friend Sam & Solinsky. Did not know his office after 18 years when he had just one honey as secretary, and was she good looking! Recently when I popped in, Sam had nine good-looking gals and one that was a whiz, Arva Perryman, and she was the original secretary who opened the safe and gave the late Clarence Wortham and myself Sam's good whisky. Just missed my old friend Doc Waddell.

Houston had grown so I did not know my way around. But I located John Francis and his big carnival at the funny Pat Stock Show. As I left they were putting a barbed-wire fence around it. That's a new one on me. Business not so hot, but plenty of kids with torn britches.

Roy Gray playing the lots with Bill Dorman and Clemy. Has a nice outfit and Wrigley, the hustling manager, keeps everything moving.

Hennies Bros. have by long odds the best looking truck carnival east of California; in fact, they have the best I ever looked at. Noble Fairly is business manager; Joe Scholibo and Bill Streeter, the promoters; the old reliable Col. Dan McGugin, treasurer. Rose Hennies has a real U. T. C. dog, and the sweetheart of the big outfit is Dorothy Hennies. Did not see my old friend Earl Strout or his wife.

Tommy Wolfe in town with his Bible outfit. . . . Steve Connors with his Turf Service. . . . George Christy doing plenty of rental business. . . . General Dan Odom and his partner, Joey Hamm, and his good-looking missus, all at the Rice Hotel. . . . Major Joe Weinburg over for the Gulf Coast Showmen's Ball, being put over by the master of this kind of thing, Lieut. Jack Stanley. . . . Capt. Louis Eiseaman with a blanket campaign. . . . Sergt. Essie Fay Donovan Duncan working at Port Arthur. . . . Corp. Eddie Connors now in Georgia.

Last but not least, the old reliable Count Jarvis. Spent Sunday afternoon at his beautiful home and met his good-looking wife. And did we cut it up.

Booby Obadal busy as a cranberry merchant and looking at the big keno game, but told me to meet him at the Alamo Cafe.

Now at the Jamieson's Lamar Hotel, San Antonio, and it's sure a nice place. Charles looks very good and I'm passing my crutches on to him. He has an aluminum leg and does as good as Charley Kilpatrick did in his palmy days. Maude is just the same as ever, but a trifle heavier than when she rode the ponies with 101 Ranch (40 pounds).

Just talked to Belle Wortham and Clarence Jr. Does that woman get a break! Her rides are in the Dallas Fair Park (\$250,000 worth) and they can't build the Centennial without moving them.

One woman who doesn't seem to get old, Mrs. Julie Jones Connors. Just as good looking as she was 20 years ago. . . . Barney Gerety and his wife heard I was in town and beat it for New Orleans to visit their son. . . . Lefty Block just bought the Riverside Gardens from Booby Obadal and Jack Ruback. Ned Davis is the manager and in on the club 50-50.

Going out now to see my old pals Fred Beckmann and his wife, Marie. . . . First time I ever met Fred was when he was agent for the late Lew Dockstader's Minstrels and I was ahead of Mabel Barrison's Flower of the Ranch. . . . Paul Hunter, the "Texas Wildcat," in San Antonio, but unable to locate him. . . . Bill and Mary Floto were here and "like to wreck" the village.

F. H. Bee Shows

RUSSELLVILLE, Ky., March 16.—No work has been done or will be done in winter quarters until shortly before opening in early May. All rides were repaired and repainted shortly before closing last fall. Quite a bit of new Baker-Lockwood canvas has been ordered. A new Loop-o-Plane will be one of the features this year. Mrs. Blanche Gist, wife of A. J. Gist, side-show owner for last four seasons, who has undergone an operation, is now recuperating at her home in Sheffield, Ala. M. E. Fortune, shooting gallery owner, has endured a long siege of pneumonia fever and is now at his home in Terre Haute, Ind.

Mrs. Louis Augustino has been ill with paralysis of the foot for the last nine weeks. Mr. Bee's pet squirrel, Toodles, died last week. Was a great children's feature with the show the past six years, being featured in special advertising for the kiddies. Gus Bethune is getting his cookhouse ready for the opening. George Abbott writes from Fort Scott, Kan., that he will have complete new bingo this year. Joe Hollander, manager Athletic Arena, is wrestling out of Lake Worth, Fla. The fair list is almost completed, starting with Harrodsburg, Ky., in July and ending in November in "Cottonland." At the Great German-town (Ky.) Fair this will be the first carnival to exhibit on the fairgrounds in 17 years—it has formerly booked independent attractions. The show will operate with gate this year, carrying free acts, but no ride coupons will be used. Coupons were used last season. Mr. and Mrs. Bee are spending the winter in Huntington, W. Va., and will leave for Russellville, opening spot, about the middle of April. A great deal of enthusiasm about the coming season has been manifested among the show members. **CARL NUTTER.**

Zimdars Greater Shows

NORTHFIELD, Minn., March 16.—The title has been changed from Zimdars Shows to Zimdars Greater Shows. The writer arrived at quarters early this week and, altho there was still snow on the ground, five men were busy with getting paraphernalia ready for the coming season. Wagon fronts will be built on all semi-trailers, each with an abundance of illumination. The show will carry free acts and band. Nels Dolbeck has re-booked his cookhouse with this show.

American United Shows

SEATTLE, March 16.—A. B. Miller sold one of his Dodgema to Fern Kingsenger, owner of West Coast Shows. H. H. Avery says his Loop-the-Loop will be here soon, a new ride for this show. O. H. Allin has all the new trucks repainted, to muster up to his idea of uniformity. Charles Zeigler will have charge of the Merry-Go-Round, Ferris Wheel and two Kiddie Rides. Mr. Douglas has contracted 15 concessions for the season and will also be in the color scheme carried thruout the show. Harry Meyers writes that he soon will be here and ready for the hungry ones on the lot. Archie Holt, of Salem, Ore., was a caller at winter quarters. This show will carry 6 rides, 8 shows and 20 concessions. The rides will be of the latest, leaving behind the Caterpillar, Mixup and Tilt-a-Whirl. The writer, F. L. Kirsch, is the general agent.

West Coast Amusement Co.

Ukiah, Calif., Week ended March 2. No auspices. Weather, terrible. Business, practically nil.

Ukiah followed the opening engagement at Cloverdale, Calif., which started February 19, auspices Citrus Fair, which resulted in an average of fair business.

The show is owned and operated by Mike Krokos. It is resplendent in new paint and new canvas, all show and concession tops new this year. The staff is almost to the man the same as in other years. It includes the writer, W. T. Jessup, general agent; Mike Krokos, general manager; Louis Leos, general director; Edward Kemp, advertising agent; Andrew Kokos, manager commissary de-

SHOWMEN, NOTICE!

The Billboard Now Has a Branch Office in

DALLAS, TEX.

401 Southland Life Building
1416 Commerce Street

GREGG WELLINGHOFF, Manager



Gregg Wellinghoff

also Bud Frisk his 2 concessions; George McMillan, 2 concessions; Sam Pepper, 1 show and 2 concessions; Bud Dolbeck, pop corn; Gordon Smith, Dog and Pony Show; Clyde Curren, 3 shows; L. T. Kezer, a pony cart ride; Bud Merm, his midget autos; and the writer, a keek show and Ten-in-One. The show will go south next fall. Will open here in May with 10 shows, 8 rides and about 25 concessions. **VIVIAN ELLIS.**

J. J. Page Shows

JOHNSON CITY, Tenn., March 16.—Most of the repainting and repairing about completed. New stages and ballys, also new seats for the Minstrel Show are now in course of construction. New cages were built for the monkey family and pet coon. Wade Beard and Jack Rainey, corn game, arrived and are building a body for their new V-8 truck and will have new frame and canvas. Pallensen's Working World is the latest booking. Carl Niswander and wife, who will have a large reptile show, arrived from Little Rock and then took a trip to Bluefield to visit homefolks. La Zara will present his show on this midway this season. Mr. and Mrs. Montgomery will be here April 15, at which time Bill and Helen Moore are also to arrive. Dorothy Lee Page, charming daughter of Mr. and Mrs. Page, is progressing nicely at school. Carl Jackson and family, with three concessions, will arrive soon. Owner Page on a business trip. While away he purchased new cable for the entire show. Schloss' Rhythm Band will again be one of the features of the midway and there will be uptown band concerts. Show opens here April 1. **R. E. SAVAGE.**

partment; Tony Soras, superintendent concessions; Fred Shirley, electrician and lot superintendent; William Smith, ride foreman; Harry (Polish) Fisher, legal adjuster. Ted Levitt is manager the Twenty-in-One. Dick Morris has his All-Girl Revue, Mike Collins his Athletic Arena and Joe Zotter his Monkey Land. Among concessioners for the opening—Eddie Hariss; Charles Whalpert and wife, Edith; Harry Meyers, Bill Messino, Harry Golden, Ollie Polk and Bill Graham. Rosie Ward; Harry Christensen and Charles Albright, of Foley & Burk Shows. General Agent Jessup returned from a successful booking trip. Mr. Krokos states that he will play the Asparagus Festival at Ialeton for the 10th year. Edward Kemp keeps the Eli Wheel filled with banners. Joe Zotter has repainted his riding devices and is readying others of his attractions for the summer season.

Bunts Greater Shows

CRYSTAL RIVER, Fla., March 15.—By the time this is in print preparations at winter quarters, at Brunson, S. C., for the opening will be well under way. The show fronts and rides will all be newly painted and all motor equipment will be overhauled. Mr. Scaggs is in charge of work at quarters. An order has been placed with Manuel, the artist, for a complete new set of banners for the Circus Side Show. A new top and side rail for the Merry-Go-Round have been shipped by the G. W. Parker Company. Robert Stone will have charge of the Eli Wheel again this year. Mr. and Mrs. Vaday will again have their photo machine and diggers on the midway. Incidentally, the Vadays have acquired quite a coat of tan while in Florida this

My Experiences

By LEW DUFOUR

Met two great fellows in San Diego, Charley Smead, manager, and O. L. Chaffin, assistant manager, of U. S. Grant Hotel. What a dinner they served us, Joe Rogers the host. Dinner in honor of men of the press. Present, Red Purcell and his boys, Fred Fox, Jack York, Ben Lemmon, Clyde Vandenburg, Franklin Smith, Fred Masters, Jack Adams and Clint Bolton. Eddie Brown and Bill Barie sneaked in. Also present, George McCarthy and P. M. Massmann and Ben Bjack, the Finchon-Mareo representative. Next day we both became honorary members of the San Diego Press Club.

Was surprised and happy to see A. L. Vollmann, representing Robert Power's Studios. Had a pleasant chat with J. J. Davis, who is in the jobbing business in San Francisco. Was with his carnival company 21 years ago. Became acquainted with A. V. Mayrhofer, assistant cashier of the Bank of America. He is such a nice fellow we opened an account in his bank.

From San Diego back to Los Angeles, 50 minutes by plane. Out to some of the studios. Placed a sizable order with Schlesier. That night out to Harry Fink's orange ranch at San Fernando for a real steak dinner (thanks to Mrs. Fink). Later Harry drove us over to John Miller's home and we did a little cutting up. The next day we put in a real busy day. We were taken in tow by T. Oka, of Union Importing Company. He drove us to San Pedro in time to bid bon voyage to Hugh Fowler sailing for Yokohama, Japan, with 30 people, 12 horses, lions, motorcycles and other show property, to participate at a 60-day exposition in Japan. Hugh is and always was a real go-getter.

Coming back from San Monico we passed Tom Mix's winter quarters, some mighty fine equipment. Run into a real California storm—Informed by Mr. Oka "very unusual." He dropped us off at the Biltmore Hotel, several of the boys awaiting our arrival. A few cocktails with Tex Austin and then off to the Orange Show at San Bernardino. Al (Big Hat) Fisher acted as our guide. Al is always accommodating and good company. Enjoyed our visit with Orville Crafts and Roy Ludington and also their general secretary. Pleased to see Jonesy, Mr. and Mrs. Reiss and many of the boys. Back to Los Angeles that night and off for the East early next morning. Delayed 16 hours at Las Vegas, Nev., and we enjoyed it. No depression there. Twelve casinos wide open. Many hotels, saloons, dance halls, etc.—lost count. Drove over to Boulder, 21 miles. A new small but up-to-date city created by Uncle Sam where formerly the cactus was an ornament for the dry sands. Boulder Dam only six miles away, the greatest sight my eyes ever beheld. The greatest change in the earth's surface ever made by man. A dam 780 feet high, an artificial lake 125 miles long, 50 miles wide and 750 feet deep. They are two years ahead of their schedule. For the past five years a \$250,000 pay roll every 15 days and 50,000 tourists a month to help make things better.

Back to the airport at Las Vegas Monday morning and into Chicago the same day, just in time to change our clothes to attend one of the best affairs ever conducted by the Showmen's League of America. Theatrical Night at College Inn, Sherman Hotel. Paddy Conklin paid a beautiful tribute to Sam Levy, Jack Nelson, Maxie Herman and all the committee who were responsible for the success of this affair. He also thanked Mr. Bering for his kindness and his generosity which was essential and an important factor to the success of the affair.

The next morning back to work, swamped with mail. Received a very interesting and enjoyable letter from Mrs. Rubin Gruber, all about her trip up until the time she was about to enter Italy. From there to Greece and Palestine.

We have managed to quickly dispose of all of our physical equipment at A Century of Progress at a fair price, and we are now turning over to the wreckers the vacant buildings and Mauna Loa.

Will shoot the San Diego data in in another issue.

winter. The management is planning to add a three-ton truck and a 75-k. w. electric unit to the equipment. **CHARLES STAUNKO.**

Martin Show Members Hurt in Auto Accident

COMMERCE, Ga., March 16. — Some members of Martin Bros. Shows were injured in an automobile accident about five miles from this city last Sunday night. The mishap occurred while Jack O'Brien, electrician-concessioner, and others were returning to the show from Atlanta with Mrs. O'Brien and their daughter. After rounding a curve the lights of the car became extinguished and the auto struck a concrete bridge and was demolished.

Mrs. O'Brien received cuts on her face and neck and one of her kneecaps was nearly severed. Ruth Helen O'Brien, six years old, received a broken arm and nose and face and head cuts. Louis Augustina, concessioner, the driver, a badly wrenched knee and wrist and bruises. Mrs. Arthur Price a badly sprained ankle. Mr. O'Brien received a few bruises. They were rushed to Commerce Hospital by a passing motorist.

Paris Carnival Season in Swing

PARIS, March 16.—The big street fair along the Villette and Chapelle boulevards, thickly populated working-class quarter of Paris, opened recently. The midway is nearly a mile long, with many rides, shows and concessions.

Missouri Show Women's Club

ST. LOUIS, March 16.—Members of the Missouri Show Women's Club were entertained by Mrs. Charles Goss recently. After the luncheon they attended the Mid-Winter Fair and Circus at the Coliseum.

Those present were Mesdames Catherine Oliver, Daisy Barry, Helen Feldman, Millacent Vavarró, Kathleen Reibe, Celesta Jackson, Vera Hancock, Norma Lang and Gertrude Lang.

Kaus United Shows

NEW BERN, N. C., March 16.—There is plenty of work for everyone in quarters these days. Altho a force of men has been kept busy all winter, there is still much painting and repairing to be done before the opening day. Earl Tighman and the missus have arrived. Earl to be electrician on the show this year. B. P. Proctor has booked with his pop-corn machine. Sailor Jack Adams the Athletic Show and Duke Art with his Hawaiian Show. Andrew's Bears will also grace the midway. The Auto Show and Indoor Circus was held in one wing of the warehouse last week. T. B. Smith, Fred (Doc) Reh and Ed Egger handled it for the local firemen. Spot Cooper and the missus, Tommy Carson and Bob Robinson had concessions. Carson also handled banners. Acts used on the program were the Weigand Troupe, the Shooting

Mansfields, the Atwoods and Si Cregg. Recent visitors were Mr. and Mrs. N. G. Bartlett, Mabel Blalock, L. Smith, C. Lupton, Mr. Tripp and J. Kirby. LEONARD DUNLAP.

SHOWFOLKS' FETE

(Continued from page 48) of the compass, jumping from New York City, Los Angeles, Toronto, Chicago and other cities for the occasion.

Club Long Contemplated

Long contemplated here, the main purpose of the get-together was to form the nucleus of a showmen's club in this city. During the winter there were 17 outdoor shows quartered in this vicinity, with nearly 5,000 showfolk, many of whom spent the winter here. Progress has been made to the extent that a charter has been drawn up, offices and clubrooms arranged for and preliminary policy of the club outlined. The organizing of showmen here will in no way interfere with membership in other organizations, it was pointed out, and will in many ways benefit those who avail themselves of the services available at the proposed clubrooms.

Prominent speakers on the program included John Francis, of Greater Exposition Shows; L. B. Herring, secretary South Texas State Fair; Louis Eisman, of Hennies Bros. Shows; Roy Gray, of Big State Shows and Valley Shows; Frank Capps, of Baker-Lockwood; Prince Ben-All, of magic circles; R. W. (Tommy) Stevens, independent showman; B. C. McDonald, a Texas representative of The Billboard, and others. Final outcome of a plan of action is that tentative plans will go forward for the necessary arrangement and actual organization will, altho well under way, be completed next fall when the various shows close for the winter.

Hal McDowell's 10-piece orchestra furnished the music for the banquet and ball, and Clyde Davis and 20 people from the Francis organization provided the floor show, which was a wow. Sadie Rao, who came from Laredo to attend the affair, was also featured in the floor show with her "bluest of blues" songs. William (Bill) Thompson, emcee, kept things moving. The dance hall was filled to overflowing; the banquet hall, with a double row of tables, loaded with eats, was a popular spot, and the barroom had no shortage of customers; incidentally, all was free. Credit in no small amount is given J. Jack Stanley, who unselfishly devoted time and money to the preliminary arrangements; also Mrs. Stanley, who worked night and day for the success of the affair. Altho quite a few of those present failed to register, the attendance included the following:

John Francis, Mrs. H. W. Smith, Charles Roeseber, Max Klein, Al Marks, Mrs. Mary Francis, Elizabeth Yearout, R. V. Ray, E. Schonberger, Ila Hollar, Otto Holland, Helen Martin, Ista Taylor and wife, C. L. Gilbert, Stan Stanley and wife, Mrs. H. B. Poole, Harry B. Poole, Mr. and Mrs. Jake Stern, Blanche Miller, Jack J. Jacks, F. H. Williams, Jack Bush, Hazel Martin, Mrs. B. S. Gerety, Mrs. "Dutch" Wilson, Billie (Bob) Williams, Georgia Miller, Jack Gowen, J. P. Long, J. D. Wiggins, Mrs. Ray Sells, E. S. Sells, James Arthur, Bill Proctor, Charles W. Wilson, Mr. and Mrs. Charles Edwards, Mr. and Mrs. B. V. Briggs, Bill Whitworth, Floyd Bartlett, W. Kohn, Joe Fox and wife, Bob Ulrich, A. Peterson, R. J. Lewis, Tom R. Foley, Marie Wood, H. Reynolds, J. Crawford Francis, Mr. and Mrs. R. A. Lewis.

Clyde Davis and entire company. Sam Steffin, Roy McCurdy, Mickey Bellinger, Mrs. Bellinger, Mr. and Mrs. Joe Murphy, Eiden Dye, F. D. Bushong and wife, Lillian Joes, Frank Capp, Mr. and Mrs. A. Barker, Paul Elzrath, Clyde Tressel, Steve E. Conner, Mrs. De Verts, Ollie Mae West, Mrs. Key, Mrs. Alice Sparks, Mr. and Mrs. Russel A. Bonham, Mrs. Loritz and daughter, E. C. Gillian, Fred H. Dally, Mrs. E. C. Gillian, Mrs. Fred Dalley, Tommy Burns, R. A. Sharp, B. C. McDonald, Marie Louise McDonald, Margaret McMillan, Joe and Clara (Tommy) Williams, Mr. and Mrs. G. Bedonie, Mr. and Mrs. S. Bedonie; Rev. J. W. E. Airey, national chaplain CFA; J. M. Shoot, H. W. Shoot, Mr. and Mrs. J. C. Stutts, Mr. and Mrs. T. Margolles, L. B. Herring Jr., Mrs. Herring, Mrs. L. K. Morgan, Bert N. Blanchette, Mr. and Mrs. M. Murphy.

Roland Smith and wife, E. R. Mosely, C. Ford, E. G. Murphy and wife, O. Murphy, Mr. and Mrs. A. Peterson, W. E. Condel, Mary McCullen, Arthur M. Cook, E. C. McCullers, S. L. Berman, M. D. Carr, R. B. Thomas, Nappy Joyce.

SPECIAL RATES TO MEMBERS OF
 BECKMANN & GERETY WORLD'S BEST SHOWS.
 DODSON'S WORLD'S FAIR SHOWS.
 DEE LANG'S 40TH STATE SHOWS.

WHEN IN ST. LOUIS
MARYLAND HOTEL
 NINTH AND PINE STREETS
 In the Heart of the Theatrical District.
 250 LARGE ROOMS.

Single Room, with Bath, \$9.00 per Week.
 Double Room, with Bath, \$10.00 per Week.
 Single Room, without Bath, \$6.00 per Week.
 Double Room, without Bath, \$8.00 per Week.

SAM MILTON, Mgr.
 "Ex-Performer"

OPENING DATE
West's World's Wonder Shows
MARCH 20, 1935—NORFOLK, VA.
 All People Holding Contracts, Write.

WANTED—Shows and Concessions. Will furnish complete outfit to any good showman. **WANTED—Help** in all departments. All Side Show People, write **JOHN HUTCHINS.** **WANTED—Hey-Day Foreman, P. Loftus, come on.**
FRANK WEST, Box 245, Norfolk, Va.

JACK T. WORTHAM WANTS
OPENING PLAINVIEW DAIRY SHOW APRIL 15.
 Good organized Minstrel Show, Hawaiian Show, Girl Show, Monkey Show, Fun Show, Platform Show, good Snake Show. **WILL BOOK** Tilt-a-Whirl or any Fair Ride that don't conflict. Reliable Agent that knows Northwest, good Banner Man that can handle. Reliable Ferris Wheel Man, also Man to handle Parker Three-Armist Machine. All Concessions open except Reno and Cook House. This Show plays good territory and long season. **Joe Stanley, Wm. Halo write.** Address **JACK T. WORTHAM, Plainview, Tex.**

BLOOM'S GOLD MEDAL SHOWS
OPENING APRIL 8, AT MY. VERNON, ILL.
 Playing 15 Bonus-Fide Fairs and Long Season South.

CAN PLACE SHOWS THAT DO NOT CONFLICT AND THAT ARE IN KEEPING WITH WHAT WE HAVE, WITH OR WITHOUT TRANSPORTATION. Seller Joe Simmons or Ted Metz, can place your Shows. **Wm. McDonald, formerly with Ralph H. Miller Shows, will finance you.**

CONCESSIONS—EVERYTHING OPEN EXCEPT COOK HOUSE AND CORN GAME. Al Wagner is not with us. **E. R. Roberts write.** Address **OSCAR BLOOM, Manager, Chicago Heights, Ill.**

Wanted J. L. LANDES SHOWS
CAN PLACE Shows that do not conflict. Good proposition to Shows with their own outfit and transportation. Will furnish outfit and transportation to Shows worth while.

WANT FOR SWELL FRAMED PIT SHOW—Freaks and Acts that can be featured. Also can place Glass Blower and Tattoo Artist.

CONCESSIONS—Can place a few more legitimate Stock Concessions. No grift or controlled games.

Show opens April 15, at Ahlens, Kan. Have a good spring route with long string of Fairs and Celebrations to follow. Address **J. L. LANDES, Manager, Ahlens, Kan.**

COLEMAN BROS.' SHOW
OPENING AT MIDDLETOWN, CONN., APRIL 25.

WANTED—Any New or Novelty Show, 9-Car Tilt-a-Whirl, Kiddie Auto, Motordrome, a few Grind Stores, Duck or Fish Pond, Lead Shooting Gallery, Bowling Alley, Pitch-Tilt, You-Win, Corn Game, String Game, Novelties. Some choice Wheels open. Legitimate only.

THOS. J. COLEMAN, Cody Bldg., 508 Main St., Middletown, Conn.

C. L. SPENCER SHOWS, No Gate
SPRING OPENING, FAYETTEVILLE, TENN., MARCH 25; CLEVELAND, APRIL 1; SOUTH PITTSBURG, APRIL 8, FOLLOWED BY BEST EAST TENNESSEE SPOTS.

WANT Shows of all kinds. **Iris W. Reynolds, California Jack and Short's Musical Revue** come on. **CAN PLACE** few legitimate Concessions. We have contracts for ten good Fairs; others pending. **World like to hear from small Bands. Prefer Family Band.** **WILL BOOK OR BUY** Tangley Calliope. All replies Russellville, Ala. this week; then Fayetteville, Tenn.

C. L. SPENCER, Manager, SHAN WILCOX, General Agent.

C. B. Peckinson, William Carol, Bob Steele, W. C. Monte, F. Welch, W. Moore and wife, H. Lillacrop, Dorothy Lillacrop, Louise Lay, Mrs. B. Woods, Prince Ben-All, A. H. McClanahan, Babe Bogle, Mrs. W. Dearnin, Mrs. Bob Young, Mrs. A. H. McClanahan, Mr. and Mrs. Roy Gray, Mr. and Mrs. Mosely, Mrs. P. M. Rosell, J. F. Wagner, S. Thompson, George H. Frause, J. C. Wrigley, P. Grecc, J. Shaw, L. Jones, Sam Shaff, W. M. Ellis, Fred Hennies, Tony C. Prince, Mr. and Mrs. Willie Karbe, Mr. and Mrs. C. E. Brill, Mr. Johnson, Babe Emswiler, Virgil Dello, Jack Elshoff, Mr. and Mrs. Booby Obadal, P. Princess Defee, J. C. Parr, Daley Stanley, Jack Ruback, Mrs. R. K. Lazell, F. M. Ransil, L. Eisman, Mr. and Mrs. E. L. Mansell, B. Harpel and a number of others whose names were not obtained.

John Francis declared to be "The organization of a showman's club here that has been a long-felt need to all branches of the amusement fraternity."

GOODMAN IN—
 (Continued from page 48)
 Company, is back here to celebrate the 30th anniversary of his marriage. He and Mrs. Goodman will mark up the event by spending the evening quietly at the home of a close relative. Anniversary occurs next Tuesday.

Goodman has been away since the early part of January. He attended fair meetings in Minneapolis, Milwaukee; Fargo, N. D.; Winnipeg, Can., and Nashville, Tenn. Looked at the Tampa (Fla.) Fair, the Royal Palm Shows in West Palm Beach and Krause Greater Shows in Fort Lauderdale. He spent four weeks in Miami, from which point he arrived here and said that his bookings for the 1935 season are more than satisfactory. At present he is busying himself with the purchase of new equipment and games for his tour with the United Shows of America, opening on April 29 in Little Rock, Ark. On April 1 he is scheduled to leave for Shreveport, La., to build a line of portable concessions while similar work is going on in New York and Newark. He says: "This portable layout will be something new in the business. Watch for it."

Among the guests were members of Greater Exposition Shows, Hennies Bros. Shows, Brunk's Comedians, LaGarde Players, Paris Folies, Hagenbeck-Wallace Circus, Beckmann & Gerety's Shows, Western States Shows, Christy Bros. Circus, Gentry Bros. Circus, Big State Shows, Valley Shows, Schell Bros. Circus, local stagehands and indoor attaches, as well as a representation from tent houses, printing firms and other branches of industry.

The first annual ball of Gulf Coast Showmen marks the beginning of what

SILVER STATE SHOWS
OPENS DODGE CITY, KAN., APRIL 15.
WILL BOOK Tilt-a-Whirl and Loop-o-Plane. **WANT** Shows with own frampup and transportation. Have new 30x70 Top. What can you put in it? **WANT** legitimate Concessions. All people holding contracts with this show acknowledge this ad and report first week in April. Address **SILVER STATE SHOWS, Dodge City, Kan.**

AT LIBERTY
Carnival Manager
 Capable of managing any size Carnival, Rail-road or Motor.
J. F. MURPHY
 213 North Main Street, Piqua, O.

REFRESHMENT BUS, REO
 Completely equipped. Suitable for road work or permanent spot. Will sacrifice for quick buyer.
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FOR SALE
2 AUTOMATIC BOWLING ALLEYS.
3 SKEE-BALL ALLEYS.
 Good condition. No reasonable offer refused.
J. BENIGAL, 108 Fulton Street, New York.
 Tel.: Beakman 8-8642.

FOR SALE—FINE LIVABLE HOUSE—
OAR TRAILER, 20' long;
 weight only 1,950 lbs. loaded. Address 9016 South 7th Street, St. Louis, Mo.

FOR SALE—A-1 Chairplane, St. Joseph
 built machine. Showed in Kansas City, Mo. Address **ENOCH BUTCHER, 729 Elmwood Ave., Kansas City, Mo.**

BRIGHT LIGHT SHOWS
 Opens in Pittsburgh, Pa. April 20. **CAN PLACE** few more Rides, Shows, Concessions, A-1 Publicity Man. Address **JOHN GEOMA, 1217 Carson St., E. S., Pittsburgh, Pa.**

YOU SAVE HERE

RAZOR BLADES
 Double Edge. 50c-60c
 Per 100
 Single Edge. 75c-80c
 Per 100
 HONES, BOZED.
 Oosen 40c

RUBBER BANDS
 Closeout Found 15c

FINGER NAIL \$1.00, \$1.35, \$2.00, \$3.50
FILES, GR.

JUICE EXTRACTORS, Grs. \$8.00
NEEDLE PAPERS, 75c, 90c, \$1.80
 100

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By GASOLINE BILL BAKER (Cincinnati Office)

"AM DOING WELL . . . here with flesh-eating plants," pipes Stanford Smith, Kansas City. "A couple of home guards are going over big with what they call 'sky writing' cigars, which I believe they make themselves. The cigars enable one to blow words into the air which remain there for about a minute. The boys are getting a quarter for three."

"SAW RECENTLY WHERE Doc L. R. Earnest says he enjoys reading pipes on Southern pitchmen," scribes Doc W. R. Kerr Sr., Spartanburg, S. C. "There are plenty of pitchmen in Southern States, and some of the squarest shooters in the business are from the South. This week I have in mind Doc R. L. Wilbur, who is one of the best single-handed workers I have ever seen. He works only mineral water salts. Doc uses his pet bear and gila monster for a ally. He is a convincing talker, a clean worker and a fine fellow. Another single-handed worker who comes to mind is my old partner, the gentleman from Arkansas, Doc Colby. Doc holds his push with card tricks, and believe me when I say he is good with a deck of cards. Doc Colby and I doubled for a time in 1934, working tobacco towns in North Carolina. Showed one lot for six nights to large crowds. No music or performers. Just Doc and a deck of cards."

AL BURDICK . . . pipes from Chickasha, Okla., that biz was good in Marlow and Lawton, and that he is doing well with signs. Would like to read more from Slim and Evelyn Cantrell.

"THE BERRIES ARE beginning to show," pipes Bob Posey, Hammond, La. "Money tight so far. Should be better in 30 days. Would like to read some pipes from Tennessee, Virginia and the Carolinas. Is anyone working in West Virginia? How is it? Plenty of people here. Have had some rain. Berries will be plentiful. Price uncertain but should be fair. Pipe in, Jimmy Asborne. Where art thou?"

"UNDOUBTEDLY SOME OF the oldtimers were much amused by W. J. Connolly's pipe in a recent issue," says Edgar J. (Eddie) Davignon, Baton Rouge, La. "Not knowing the gentleman and never having seen him work I cannot therefore form an opinion of him other than by his remarks, which lead me to believe that he is the wrong fellow in this business. In the first place he cannot be a true pitchman because no pitchman ever had 100 or more agents. Only promoters work that way. The pitchman is a pure individualist. The writer still claims he is a j. c. i. Therefore is in a position to speak with authority for the oldtimers, having met

them and known them for years. Here is what I think about them. Many years ago I was initiated into the realm of Pitchdom by my old friend J. F. McDonald. Stranded in Kentucky, Map dragged me around for weeks, bought gas for my car, fed me and paid for my bed and sleeping at night. Result, a friendship that will endure as long as we live. Years later at a Bangor, Me., fair, Peggy and Bob Powers, total strangers to me then, entered my booth repeatedly to make a pitch and show me how to do it. They refused to cut out any money and thereby prevented me from sinking. Gratitude to Tom and Mary Borrows, too, at the Rutland Fair. Appreciation to John R. Looney, that prince of square shooters, gentleman and a credit to Pitchdom. Also to the late Jack Dorsey and a host of others. If I am a pitchman today and can stand on my own feet, it's thanks to all those who helped me. Connolly fails to realize that these men have all graduated from the school of experience. They were, of course, all j. c. i.'s at one time, but by years of work and training they developed in themselves the ability to think intelligently, along with a fine understanding of human nature and a willingness to do things for a j. c. i. of the right sort. Just watch the oldtimer work, and if you have vision you will see in him the result of a psychology that everyone must understand if he is to make a success of this work. Once the oldtimer recognizes you as a j. c. i., but a square shooter, he will invariably open his arms to you, his heart and some of its business secrets in many instances, and often his b. r. to help you carry on. He has his fallings, too. As who hasn't? But I have found the oldtimer, as a general rule, the kindest and most unselfish person on earth. So instead of finding fault with the oldtimer (Old Has Been to Connolly) you can take lessons from him in courage and fortitude that you some day will need sure as anything you know. If you play the game this way we will all be winners. Nuf sed!"

FRANK LIBBY pipes from New York City: "I have a few remarks to make in regard to the recent pipe by W. J. Connolly. It seems as if he is upset over something. To me it appears as tho he has contradicted himself on several occasions. He claims to be a j. c. i., but with the same stroke of the pen states that he is a veteran of six years in the business. I should say that Mr. Connolly is encroaching on the j. c. i.'s of the country. In my opinion, with that number of years on the road to his credit, he could easily lay claim to being an o. h. b. If I were a j. c. i. myself at this time I believe that I would register a 'beef' of some sort. I am not certain how many years are necessary in the business before one is eligible to graduate into the archaic practices that designate an o. h. b., but

I believe that if a man is at all smart he should be able to get his 'sheepskin' in, at the most, five years. As Mr. Connolly has been in the profession for six years, we must certainly consider him a full-fledged brother o. h. b. The only trouble with Mr. Connolly is that he has unfortunately developed an inferiority complex. Take a fellow o. h. b.'s advice; get over that. He admits that he has had an education and is proud of it. When I look back over my life and consider the merits of it I am rather proud of the fact that I did not have an education. Friend Connolly has the wrong conception of the smartest class of pitchmen when he places the jam man in that category. He has evidently not tangled with many jam men or he would not make a statement like that. He claims it takes brains and nerve to work a jam. I suppose it is all a matter of personal opinion. The jam pitch is identical the country over, and whether you are in Bangor, Me., or in San Francisco you will find half of the natives that know it backwards. Personally if I were looking for advice the jam man would be the last one that I would go to. But as I have said earlier, Connolly is evidently afflicted with a complex, and in his conception a jam man is a topnotch salesman. If it is actually true that he has 100 agents working for him, I suggest that he go into the jobbing business and forget all about j. c. i.'s and o. h. b.'s."

JERRY RUSSELL in Los Angeles, contributes: "Well, Bill, here I am in the land of sunshine, fruit, flowers and broken down fakers. Down Memory Lane. . . . Johnny Hicks telling us about the pitch he made in Kankakee. . . . Sam Jones referring to his aunt in Peoria. . . . Willie the Weeper describing the tough break he just received. . . . Red O'Brien on the last night of the San Bernardino Orange Show. . . . Jimmy Miller asking the tip to wait till he can bring out El Ki, the boy who plays the seven mouth organs at one time. . . . Harry Lavan making the biggest single buy of old gold in Los Angeles. . . . Mickey MacDougal exposing the gaff of all his card tricks. . . . Helen cooking for a bunch of fakers. . . . Eddie St. Mathews hollering 'Hey, Min!' Gregory giving the town girls a treat. . . . Kewpie suggesting 'I'll spring for this but who will spring for the next?' . . . When they had a rope around my neck in

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 We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our Prices are the lowest anywhere.
NEW ERA OPTICAL CO.
 Write for Catalog #P43.
 Optical Specialties
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NECKWEAR AGENTS WANTED
 BUY DIRECT FROM FACTORY.
 Big Money-Makers. Lowest Prices.
 \$1.20 Doz., \$100 Doz. Silk Marlin Tipped. Open Ends. Wool Lined. Hand-Tailored of Finest Silks. \$2.80 Doz. Made in the Finest Spring and Darter Patterns. Wash Ties at \$1.00 and \$1.80 per Doz. 10% Deposit with Order. Satisfaction guaranteed or money refunded.
VARSITY NECKWEAR COMPANY,
 208 Broadway, Kansas City, Mo.

HAND STOPPERS
 \$6.00 per Gross.
 RAZOR STOPS, \$4.80 to \$72.00 per Gro.
WALLENSBERG HOLLAND MFG. CO.,
 Sandwich, Ill.

NEW DEAL NOW GETTING THE MONEY. PARK ROW PENS AND PARKER BLADES.
 All Pens fitted with Buffed Tone Pen Points. Price List, now ready.

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 Waldemar Chains, Assorted. Doz. . . . \$1.50 & Up
 Tie Holders, Assorted. Gross. . . . 2.50 & Up
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 We Specialize Ladies' Gent's Rings.
 Dozen. \$1.00 & Up. (Catalog).
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AUTO JOKER
 Also known as Auto Whiz Hang, for April Fool, the best joke you can pull—that gives a thrill; furthermore, you laugh until you cry. Also now hooking Display Fireworks for Fairs, Parks, July 4th, etc. Write for Catalogue.
ILLINOIS FIREWORKS COMPANY,
 Box 782, Danville, Ill.

MAGIC KNOT TIES
 The (Electric Hand) Tied Neck-Ties. Demonstrators grossing \$40 to \$50 a day in stores everywhere. Easy and simple to hold in the crowds. The fastest, newest seller today. Guaranteed. Lowest Prices. Best Quality. Sample 25c.
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RUSH RUSH RUSH RUSH
 Pitchmen, Sheetwriters, Concessionaires—Hottest deal in years. Twelve thousand sold here in two days. Send 10c (cash) for sample today.
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 1,000 hours guaranteed. Buy Direct Manufacturer. Send No Post Cards.
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MEDICINE SHOWS WANTED!
 To buy Quality Tonics, Liniments, Tablets, Herbs, Corn Dope, Salts, 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.



FOUR OLD-TIME MED MEN—Reading left to right: Doc Hankerson, Doc Sam L. Bayliss, Doc H. C. Laird and Doc R. E. Lewis. The photo was snapped at Hammond, Ind., by Doc Bayliss' daughter, Queen.

Colorado. Joe Clark playing the big for the boys. . . . Whitty Wood's first pitch in Shreveport. . . . Frank Libby's gin fizzes in Frisco. . . . Cutting up old touches in the pitch store on Tremont street, Boston. . . . Billie Gaw and Jimmie Reid there. . . . Ned Howe writing "Swell spot—send more money." Here's hoping that San Diego will be a red one."

MARK ELLENBERGER

pipelines from New York City: "I read with interest what Frank Libby wrote about pitchmen organizing and how they carried their case to the Supreme Court in California. That is what I am heartily in favor of. The way the police chase us is terrible. We no more than get our stuff set up when they move us on. We have no organization, no front, we just take it. I would be glad to kick in with some money. Let's get together thru Pipes and see if we cannot do something. I am in favor of taking our case to the Supreme Court because if it worked in Los Angeles it should work here. Frank Libby said it took \$50 to appeal the case in Los Angeles, and there is no reason why we should not be able to collect that amount here in New York. I suggest that we make Frank Libby president of the organization in view of the fact that he has had experience in similar matters. If we are to live we must do something."

"JUST GOT INTO TOWN"

from "down yonder," pipes Chief Grayson Joneselle from Philadelphia. "In looking for a spot to set up the tripes I

ran into Milton (Curley) Bartok, whom I met in Waco, Tex., last year. He seems to be getting along well with Bordex and has a beautiful pitch store on Market street. Right in the money, too. He has one man working with him. Says there is always room for a new face at his store. Spent the day with him and he sure is a square shooter. I haven't forgotten the favor he did me in Waco. Conditions here are fair. There is a radio control man at Seventh and Market streets. Sol is pitching tie forms, catch as catch can. Expect to go to Boston. Let's have pipes from Tishia Bhutia, Tommy Hoy, Doc Floyd R. Johnson, Mary Ragan, Jack Williams, Harry Cory, Eddie St. Matthews and Frazier. Are you all still in the land of the living? Or have you writer's cramp or what? Made the doins at Sunset, Pa., but got nothing. Let's all get together for a banner year in Pitchdom."

JACK R. RANDALL . . . professionally known as Robert K. Kaill, is requested to get in touch at once with his former wife at 605 N. 15th street, Lincoln, Neb., who has remarried and is now Mrs. Fred Johnson.

STANLEY (BAT) NELSON

pipelines from Southern Texas that he had tough going for a few weeks but is now doing okeh with a "medicoland" joint.

HARRY AND DAISY

DeGrace write from New Orleans: "After spending the cold months in sunny San Antonio, Tex., we motored here for Mardi Gras. Daisy fell ill in San Antonio and was confined in the hospital for some time. She has now recovered and hopes to be her old self again this summer. Lew and Kitty Green will again be with the company. Saw Joe and Fay Abbott, also McNeill and wife, working at San Antonio and doing nicely. Visited the Jules McDonald show at Waco and also Happy O'Curran at DeQueen, Ark., on our way south."

"RAINING HERE SINCE . . ."

Saturday and still at it," tells Doc George M. Reed, Parkersburg, W. Va. "Had one of the best weeks here I have had in the past year. Wayne Garrison, 'lightweight champion' solder worker, and Old Bill Ellis came in last week. Both are looking fit and prosperous. Have Wayne tell you the one about the fellow who bought the pic salve to wax his mustache with—it's a scream. Where is Red O'Brien? Pipe up, Red."

JOHNNY (CHIEF) VOGT

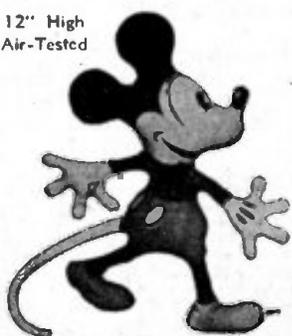
drops one from Peoria, Ill.: "An editorial in a local newspaper says that spring must be here because the writer has noticed lots of pitchmen on street corners selling their wares. The editorial went on to say that some were selling medicine that was boosted to cure most anything from barbers' itch to a textile strike. It may be spring but this is the first week I wasn't able to work at least one day on account of the weather. Too cold. This territory is well represented with boys of the tripes and kelster persuasion, everything from blades to born nuts. But everybody seems to be eating three squares. Doc Stevenson was in town, but only stayed three days. Couldn't get located and left for St. Louis. Frank Vall is working this territory with glass cutters to fair success. Fred Miller is here with flukum. Bob Wooley with oil. Also noticed quite a few sheet writers. Was walking down a busy street last week and met Reilly of sheet note, collecting the postage from a Chinaman. They say he promised to send him the laundry journal. Ha!"

SOAPY WILLIAMS

Dallas, Tex., writes: "If W. J. Connolly will read my previous pipe again I am sure he will see that I never used the words Johnny come lately. I did say that every time a pitchman hears any of the boys and girls, who cannot pitch, trying to appoint someone an agent he should put a stop to it right then and there. Evidently the critic of my pipe does not know the difference between a pitchman and a peddler. A pitchman is a man who can find and fix a place to work, then gather a crowd of people who have no idea of buying anything. The next move is to show them his article and tell them his story in such a way that they not only want it but buy it. And a peddler is a man who will wait until a pitchman has gathered his crowd and then stand on the edge of

SELL ON SIGHT **MICKEY MOUSE AND PLUTO THE PUP**
Authentic "Walt Disney" INFLATABLE RUBBER TOYS

12" High Air-Tested



Stop them all with these inflatable replicas of the popular Walt Disney movie characters. Not toy balloons but made of heavy gauge sheet rubber, beautifully decorated in contrasting colors. They sell on sight.



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CONCESSION OPERATORS
Mickey was a "sell-out" last year. Pluto the Pup is BRAND NEW—just completed in time for this season. Stock up now for a big, profitable season. If your jobber cannot supply you, write us direct—we are the sole manufacturer of both items.

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JEWELRY SALESMEN
WE SOLICIT YOUR ORDERS FOR
RING COUPONS
AT PRICES BELOW OUR COMPETITORS.
SHOW PRINTING OF ALL KINDS
THE SCHOLL PRINTING CO., Parkersburg, W. Va.

NEW FORM BUMPITS
FITTING BUMPITS



Every Beer Dispenser, Cafe, Drug Store and Home Wants Them. Protects glassware, stops chipping and breakage. Made in two sizes to fit all beer and water faucets. New in protective treatments make all former types obsolete. (Come in Red or Black.) Furnished with or without filter screens. Sell Bumpits with Filter Screens 20c each, or 2 for 35c. Sell Bumpits without Filter Screens 15c each, or 2 for 25c. Be first in your territory to sell these new ideal Bumpits. Two samples with screens, 25c—1 dozen, \$1.00—100 for \$6.00—Without screens, two samples, 15c—10 for \$1.00—100 for \$5.00. Quantity prices on request.
DURKEE-ATWOOD COMPANY, Minneapolis, Minn. Dept. 0-25.

SOAP

PLAIN, PRIVATE LABEL OR STOCK. Write for Prices.
NUTRO MEDICINE CO.
16 South Peoria Street, OHIOAGO, ILL.

LEADER TIE

The Tie With the Ready-Made Knot.
Fast seller—repeater. Large Assortment, good Colors. \$2.75 per Dozen. Send 10¢ deposit on all orders. Money refunded if not satisfied.
H. LEVINE, INC., 13 N. 13th St., Philadelphia, Pa.

5 BIG MONEY & VETERANS, GET BUSY. Fast Selling Veterans' Magazines, Job Books, Will, Humor, Tramp Poems, Patriotic Calendars in Set, etc. 15 Fast Sellers. **VETS. SERVICE MAG.**, 157 Leonard St., New York.

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HERE'S YOUR CHANCE with the **CARTER FOUNTAIN BRUSH**
A Sign Writing Fountain Pen for use on Windows, Show Cases, Blackboards or any surface. In demand at Stores, Schools, Auto Dealers and Gas Stations. Restricted territory. Sample, 25c.
CARTER PRODUCTS CORPORATION, 1006 Front Ave., Cleveland, O.

Pitchmen I Have Met
By SID SIDENBERG

Sometime ago I read in the Pipes that our old friend Oliver C. Cox, one of the jam celebrities, passed on to the great beyond. Cox was in an automobile accident which probably was responsible for the erroneous report, but he is alive—in fact, very much so when he is working to the natives.

About 17 years ago Cox was retained by S. F. Pollin, race-horse owner, to train and drive his trotting horses at big State fairs. Cox worked the thoroughbreds and brought many home victorious, and was cleaning up in a big way at fairs. During the mornings and evenings, before and after the races, time got heavy on his hands and the monotony forced him out on the grounds, where he became acquainted with the concessioners, pitchmen and others who followed the fairs. The boys that attracted most of Oliver's attention were the fellows who were telling the folks that all they had to pay was the "small sum of two cents per week."

Jess Bradley, one of the best sheet writers in the game, happened to breeze into one of the fairs and not long after that Bradley and Cox formed a partnership that landed many subscriptions for the different publishing companies.

After tramping around the country for about two years the pair dissolved partnership and Cox merged with Doc Watson, one of the old school, who tramped and worked with "Big Foot" Wallace.

The combination lasted till Mrs. Cox came along about 12 years ago and the new merger was formed, and from all indications will never dissolve. The Coxes have made every big fair in the nation, and Oliver has worked off the same platform with Jack Isaacs, Morris Kahntroff, Tom Rogers, Carl Seigel, George Bedoni and Harry Corry.

Cox is well known to the boys in the circus and carnival circles, for he has worked nearly every carnival of prominence and also worked the high-pressure game on the Walter L. Main, Cole Bros., Cole & Rogers, Cook & Cole and Golmar Bros.' Shows. Cox is a member of the Elks and American Legion. When not on the road the Coxes call Kokomo, Ind., home.

shops, lots and neighborhoods. I have had a very good winter here and am leaving for St. Louis this week (Monday, March 11). The Centennial they are having here next year will be a big thing and the boys who like to make such events should not overlook it. You cannot work from a car here unless you

have a Texas commercial tag. They do enforce that. Otherwise you can do anything you are big enough to do. There are plenty of small-town spots around here and they do have money, but don't forget it is very hot here in the summer."

HARRY MAIERS shoots one from Etowah, Tenn.: "Well, here I am in bed in the Etowah Hospital. The doctor says for six weeks. Have a broken leg resulting from an automobile accident. Here's to a good season for everybody."

"THE TOWN IS FULL of pitch talent for the stock show," postcards Tom Sigourney from Houston, Tex. None are getting a lot of money. I am under canvas with my sex show and book pitch. Doc Kukle is with me. Jack Hamilton and Kule are just back from Canada. Rosenberg, Needville, Branham, Tex., are all good spots, no reader, Conroe, reasonable reader. But don't drive over 60 miles to make them. Alagazam Sid Sidenberg, Pat Dana, Ralph Anderson and Walter Gilbert. Shoot some pipes, you fellows."

BRUCE HARLAN black-face comic with his father's med show, and his wife are the proud parents of an eight-pound girl, Barbara Ann, born at Hot Springs, Ark., March 1.

DANIEL HEALEY aged 79, old-time med worker whom many will doubtless remember, is being cared for by the Staunton, Va., Transient Bureau, 110 South Augusta street, and would appreciate hearing from friends. Letters may be addressed to him in care of Marion V. Ruff.

FROM GILA BEND, ARIZ. H. Tenney says: "Sheet writers here for the rodeo, March 16, include Nelson, Blackie Bangston and China Bob. All are looking good."

HOW ABOUT PIPES from Gus Dolan, Eddie Gluck, Jack Loss, Ray Matthews, Harry Perkins, James Ross, Dewitt Shanks, George Silver and Walter Stoffel.

Equipment and Supplies

Manufacturers—Distributors—Jobbers.

THE CUSTER Specialty Company, Inc., has just produced an amusement device called Custer "C" Cycle, which is operated on water by foot power and used similar to a canoe or row boat. "One of its chief advantages," states L. Luzern Custer, president of the firm, "is its ease in operation. It will operate at the speed of a canoe and with much less effort. It is non-capsizable and will not sink."

Another new device of the Custer firm is its 1935 Custer Gasoline Car (large size), on which many improvements were made since the car was exhibited at the Toronto conventions in the early winter. "Our latest development is a full automatic car," declares Mr. Custer. "Pressing the foot on the throttle button not only speeds up the engine, but engages the clutch and automatically shifts from low to high speed. Removal of the foot from the button slows down the engine and disengages the clutch. In other words, one small foot button operates the gasoline car in the same manner as the button formerly operated our electric car. An automatic tripper in the track shuts the car off at the completion of the ride."

ATTENTION - GRABBING announcement cards, in colors and with diversified pictorial subjects as the notice-grabbers, with 12 consecutive changes (the first titled "Stormy Weather"), are being circulated by the United States Tent & Awning Company.

H. AUSTIN LENGES, export manager of the Oak Rubber Company, Ravenna, O., has been honored with a place at the speakers' table at the annual get-together of the Export Managers' Club, of New York, at Hotel Pennsylvania. His subject, *Organizing the Export Department and Starting the First Sales Campaign*.

THE RESKREM SILVER MFG. CO., of New York, has added an extensive line of advertising novelties, flags, pennants,

celluloid buttons, etc., for exploitation work in connection with walkathons, fairs, parks and similar forms of amusement enterprises. Originally in the business of supplying silver prize cups, this firm has grown rapidly in its highly specialized field. A. H. Reaser is business manager for the firm, which occupies spacious offices on Broadway.

MARTIN GOTTSEGEN, of the Universal Merchandise Company, Chicago, and Morton Greenfield, in charge of the New Orleans branch, certainly gave the members of their firm the surprise of surprises when they both said "I do" on the same day and date. Gottsegen was married to Esther Davis of Chicago, in California, and Greenfield was married to Sally Bush, of New York, in New Orleans, both weddings on March 8.

ACTION AT—

(Continued from page 38)
on the allegorical floats is certain to create great interest.

In training barnes John Smith and Merritt Belew are working on Liberty and manage horses, and two dozen women riders are practicing each morning. Jorgen Christiansen, now with winter shows in Omaha and Denver, will return here April 8 to apply finishing touches to 200 performing horses. M. W. Campbell is boss ring stock man, assisted by 24 men.

Approximately 150 head of baggage horses will be carried, and Roland Diller is completing his purchases. He now has more than 100 horses quartered on circus farms, one mile from quarters.

Clyde Baudendittell, head elephant man, has rearranged routines of the five herds. His assistants are Eddie Allen, Spencer Huntley, George French, J. E. Smith and Merritt Allen. Allen and Huntley worked the herds on winter dates.

Walter Greb, superintendent of dining department, is serving meals to more than 200 men. Clarence Adolph is official timekeeper and looks after commissary department. Electric department has been opened and is in charge of Theo Fremont.

TOM MIX SHOW—

(Continued from page 38)
"Buddy," the seal, by death, and Mrs. Jeanier will remain on show. Will break a new seal group and continue with his work in developing the young seal to replace "Buddy." Helen Hendershot was first to suffer injury. Was in hospital few days and is back in program. Harry Payne arrived from the East. He is general press representative. Raleigh M. Wilson will be back on show temporarily getting out stories.

Santa Monica is last town in Los Angeles area after which show goes north. Charley Katz, assistant manager of Downie Bros.' Circus, flew from Macon and has been around show each day. Leo Daugherty, who visited several times, will be with Downie Show. Overlooked in list of personnel in last issue were William Flowers, auditor of front door, and Eddie Keys, inside superintendent. Larry LaBarr, oldtimer, visited with Bill Ash. The latter, now 72, still clowning. Former acrobat of Five Ashtons, from which troupe came Joe E. Brown, noted screen star. All papers have given the show fine notices.

ENLARGING—

(Continued from page 38)
Oswald and Tom Monahan are giving long workouts to high-jumping horse and Aleck Hopkins and Joe Jeffries are taking care of dogs, monkeys and other animals on farm.

The cookhouse on farm, under management of C. W. Sheffey, is taking care now of 35 people daily. About 30 more men are expected within next two weeks. Jack B. Riddle will be the new equestrian director. His daughters, Lois and Annette, will present aerial novelty acts in program. Sammie Lewis is getting the props in shape.

General Agent C. S. Primrose and Special Agent Harry V. Winslow are expected at show offices next week for conferences with Manager Paul M. Lewis.

The Mae Lewis Circus unit completed a successful two-day engagement at Saginaw, Mich., and entire show will furnish the program of Grotto Circus at Port Wayne, Ind., Armory March 28-30. Another indoor date will be played in April before outdoor season opens May 4 in proximity of quarters.

NEW WAY TO SMOKE

Touch A Button! LIGHTED CIGARETTES Come Out of Magic Case

Imagine this! You take a beautiful case from your vest pocket! Automatically a cigarette and flame appear. You puff... and a LIGHTED, ready-to-smoke cigarette is delivered right between your lips. Smokers crowd around when you use the Magic Case... they gaze in wonder every one of them wants it.

Make Up To \$16 a Day

Let me send you a Magic Case for 15 days trial at my risk. Just show it... and watch smokers reach for it eager to buy. It's a selling sensation. Agents are collecting money fast. Write quick.

MAGIC CASE MFRS., Dept. C-4498

4234 Cozart Ave., ST. LOUIS, MO.



GOODYEAR ALL WEATHER TOPCOATS

\$2.50 Each in doz. lots



Unusually smart, made in the popular grey miniature check waterproofed fabric. Can be worn either rain or shine.

One of the best looking and fastest selling items of the day.

Men's Sizes 34 to 44.

Send for sample—satisfaction guaranteed.

Deposit with all C. O. D. Orders.

SPATS BROTHERS

Manufacturers, 1141 Broadway New York City

CAZZLING THE COUNTRY MEXICAN GEMS and BIRTHSTONES

New, original designs that make sales. Complete line in stock for men, women and children.

MAE WEST DESIGN

A big leader—a WHITE-HOT seller getting top money on every spot.

BIG PROFITS— Cash in NOW—Style No. 101—\$10.40 per Gross, 25% deposit with order. Ring, Gem, antee, Coupons, Accessories, Etc.

Style No. 101. BEND \$1.00 For 8 Samples, or \$2.00 for Our Complete Line.

WRITE For 1935 CATALOGUE, JUST OFF THE PRESS.

Immediate Delivery—Wholesale Only.

POWELL BROS.

2532 Milwaukee Ave., Chicago.



Lauther's, Traveling; Scores at Newark

NEWARK, O., March 16.—Newark was given a rare treat last week by the appearance of World's Fair Oddities, under the direction of Carl J. Lauther and Roy Jones. Was located in one of the largest storerooms on the square and the splendid window displays and living ballia attracted thousands of people. The show was a novelty here and received much interest. City officials, men of science and people of all classes found great interest in the numerous oddities, musical numbers, dances and a half dozen other offerings. Chief of Police Curtis I. Berry complimented Mr. Lauther on the show and the way it was conducted.

The first three days of the week showed a strong attendance, which slowed down for two days on account of the cold, but came back again exceedingly well on Saturday. The organization is carrying a total troupe of 42 people. Left for Lancaster, O., Sunday.

CHARLES T. BUELL.

Wagner's 14th St., New York

NEW YORK, March 16.—With the arrival of the Gibb Siamese Twins, business perked up at Sam Wagner's 14th Street Museum. Current attractions are, in addition, Alzora, Turtle Girl, who does a corking comedy turn with the aid of the lecturer, Charles Leroy; Slydeni, sleight-of-hand artist, with a personable manner and a good line of chat; Smoka, who sends smoke thru his spine; Frank Graf, veteran tattoo man; Sahja, mentalist, presented by Tommy McNeill, who is Leroy's lecturing teammate; stage show featuring two girls and Hawaiian music; sword box.

Leroy is joining the Oscar C. Buck Shows with a side show after 12 years with Sam Wagner at Coney Island. Raymond Wagner continues as grinder and

MUSEUMS

"Bling" Crosby as doorman. Max Goodman, Goodman Concession Company, a visitor. Wagner's recently wedded son, Justin, is at Navy Sail's museum in Newark, with his bride, Liri Darling, iron-jaw artist. Several of the Wagner attractions will go with his World Circus Side Show in Coney commencing the end of April.

Philadelphia Houses

PHILADELPHIA, March 16.—Eighth Street Museum continues to do excellent business with the following bill: Smith and White Darktown Polles; Prince Kinaki, Australian bushman; Bob Clark, the man that grows; Jackie Mack, sword box illusion. The following dancing girls are now featured in the annex: Marie DuFren, Babe Nolan, Sonny Webb, Marie Carey.

South Street Museum has a complete new show this week with the following: Haywood and Gibson colored revue; Carlson Sisters, novelty entertainers and boxers; Kiko and Zulu, Zanzibar twins; Captain Sigfried, tattooed man; Electress; Mme. Verona, mentalist. Princess Smiley is now featured dancer in the annex.

Cash Miller's, Traveling

HUNTINGTON, W. Va., March 16.—Cash Miller's Oddities made a long movement from its engagement at Richmond, Ind., to this city for this week. Business was fair at Richmond.

Attendance here has been satisfactory, altho handicapped by a storeroom much too small to display the attractions and accommodate large audiences, necessitating the giving of many performances. The show is headed southward and will soon route to the winter quarters of the Rubin & Cherry Exposition at Montgomery, Ala., in order to prepare the feature unit that will again be with that big amusement company this year.



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! Mr. LOWY, Dept. 8, 9 W. Broadway, New York.



IT IS GOOD to see State and county fairs capitalizing on the flesh situation in the theater by enlarging upon their budgets for entertainment. Ernie Young, in summing up his views of the coming season, tells me there is no question in his mind that standard State and county fairs are spending on an average of 40 per cent more for their entertainment budget and about 95 per cent of the fairs in the United States are buying a combination of acts and revue, whereas in former years all they bought was a program of novelty acts. Ernie says every contract he has signed calls for an increased budget and he thinks this same thing applies to others in the booking business. He has found that fairs do not stop at the cost of outstanding amusement features when these features fit into their programs.

"Information has also come to me," says Ernie, "that there are many inactive fairs in the Middle West and South that are being taken over by experienced showmen, such as was the case in Birmingham, Ala., last year, when five showmen got together and revamped a dead institution and had the most successful fair in years. This has been the case with at least eight fairs that I know of, and I predict that Chattanooga, Tenn., will have the most successful fair it has ever had, because it is going to be operated by show people and not the regular business man who has no knowledge of show business. "People have become amusement-minded both in theaters and outdoors, and I feel that as long as a fair secretary is progressive and feels that the right type of entertainment is not too highly priced, he is bound to have a successful fair, regardless of the State or county where the fair is held, because you cannot fool country people any more with mediocre entertainment, and the farmer is becoming more critical than the people who live in Boston, Philadelphia and Chicago; that is why fairs that buy decent amusement programs are more successful, provided they have clement weather." The fair man who looks upon amusement as a secondary feature in the success of his fair is in a sorry fix. He'll never get anywhere.

J. F. Murphy has the bee in his bonnet. The china business is all right in the winter, he says, but not when the nice weather comes along.

P. T. BARNUM was noted for the pranks he used to pull on his friends, and Fred Bradna is a second Barnum in that respect. Hardly a week passes during his winter dates that Fred does not play a trick on someone. I just heard of the prank he worked at Cleveland, following the Al Sirat Grotto Circus. Merle Evans and other friends were in Fred's room at a hotel when he decided to have some fun with Joe Short, the midget clown, who, incidentally, is Fred's man Friday. Taking some red paint, Fred smeared his face with it to give the appearance of blood and after having Merle and the others hide in a clothes closet called down to the lobby for Joe to come up. Fred then got on the floor and placed a gun near him. Entering the room and seeing Fred in that appeared to be a murder scene, Joe ran down the hall screaming at the top of his voice, "I didn't do it, I didn't do it." When stopped long enough in the lobby to permit asking questions, he said: "Mr. Bradna—he's dead; somebody shot him, but I didn't do it." After the joke had become known to Joe, Fred "cut into" him with these words: "Well, I thought you were my friend, but I learned different. You only thought of saving your own hide. You didn't care about me. You didn't even stop to see if you could help me."

More drinks were then ordered and

FOR SALE CHEAP

40x60 Khaki Push Pole Top, 8' Side Wall, patched but good, for season. \$25.00; \$210 Hangers, \$3.00 Each. BOX \$25.00, P. O. Box 488, Savannah, Ga.

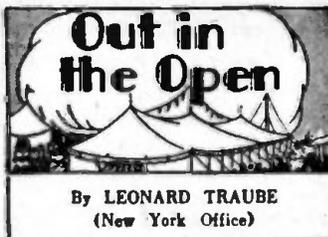
a good time had by all the rest of the evening.

Our good friend R. B. Dean is still holding down the post of city manager at Cape May, N. J. A man in that position is always mized up in political battles, but Ray so far has always come out on top. To the writer's knowledge, and Ray thinks so too, he is the only ex-troupier and ex-newspaper man holding down this sort of a position. He misses his circus pals and at times gets homesick for the road, but when he visualizes the many trials one has nowadays with the circus he says he feels thankful that he is out of it.

LEW AND JOE, meaning Dufour and Rogers, are getting further and further apart—no, not in business relations but distance. Lew departed from Chicago last Saturday night for the California Pacific International Exposition, San Diego, and Joe and his wife will sail on the Bremen March 30 from New York for Brussels, via Cherbourg, France. Joe will stop at Paris to attend to some business, then go to Brussels, where the fair opens April 25. Lew and Joe received a very humorous letter from Doc Shean; that is, humorous to them but quite serious to Doc, who, with his wife, recently left for Brussels. The letter described the miserable trip they had on the ocean caused by terrible storms.

St. Louis

ST. LOUIS, March 16.—Among the shows that will play here next month



By LEONARD TRAUBE (New York Office)

MAX GRUBER, trainer of the Jungle Oddities, in a letter from Omaha, said he read in *The Billboard* some news from Peru, Ind., that chimps are being broken to play the bowling alley and when the Hagenbeck-Wallace-4-Paw-Sells Bros.' Circus opens in the Chicago Coliseum the trainer expects to have the act ready. Mr. Gruber lays claim to being the first one in America to introduce the bowling alley with an animal turn, the elephant doing the bowling and marking his own score since 1925.

The biggest howl I have enjoyed in months comes from a magician appearing with Sam Wagner's Museum down on 14th street. His name is Slyden and he specializes in sleight-of-hand. He is a young man, presumably of Italian origin, and possesses a fine, easy delivery that pleases the customers in that sector of the city. But what I am deeply impressed by is his originality. It appears that Mr. Wagner wants Slyden for his museum in Coney Island this summer. Very good, answers Slyden, but, of course, there will be music? Mr. Wagner says, no, there will be no music this year. Very good, responds

Special Announcement

For Operators of Motorized Shows

Beginning with the next issue, *The Billboard* will bring to you another great service in the form of a new department to be known as the "Motor Transportation Department." This department is being created because we have received so many requests from operators of truck shows for information on the laws of the many States, which are becoming more drastic each year.

Your troubles and problems in transporting motorized units will be fully dealt with in the columns of this department, which will be edited by Captain E. R. Hatfield. Complete explanations of the laws covering motor trucks, trailers, busses and housecars will be published each week.

You will be free to write our "Motor Transportation Department" for details concerning motor vehicle operations in any State.

are Beckmann & Gerety's World's Best Shows; Dodson's World's Fair Shows, Dee Lang Shows, Mighty Argyle Shows, D. D. Murphy Shows, Oliver Amusement Company and Johnny Bale Shows.

James C. Simpson, general agent Johnny J. Jones Exposition, is visiting friends here.

Doc Moford, who played the Mid-winter Fair and Circus at the Coliseum with his illusion show last week, advised that his friend Raymond Hoyt, well known to the outdoor show fraternity and who has been out of the business for the last three years, still reads *The Billboard* weekly in order to keep abreast of the times in the business he loves.

Michael (Micky) Fitzgerald, who underwent an operation last week at St. Luke's Hospital here, is reported as now doing nicely.

Sam Solomon, owner Sol's Liberty Shows, passed thru the city Monday en route from Chicago to winter quarters in Caruthersville, Mo.

L. S. (Larry) Hogan, general agent Beckmann & Gerety's Shows, returned Wednesday to prepare for the arrival of the troupe here.

Harry (Doc) Allen left last week to take up his duties as general agent of Snapp Greater Shows. He is at present making a tour of Southern Illinois and Missouri in the interest of that show. Allen was previously general agent for Golden Rule, Sam Spencer, Harry Copping and other shows.

R. E. Haney, ride owner of Kansas City, who here last week and booked one of his Scooters and new Loop-the-Loop ride with Dodson's World's Fair Shows.

Slyden, I will not sign up. It's tunes with his act or no dice, which is something for the books. Mr. Wagner promises him plateful of spaghetti three times daily, but it's still no go. In the downtown freak shop Impresario Wagner has to supply him with a couple of guitarists, but that is easy because the boys appear in the fern show anyway. This item is respectfully referred to Joe Weber, president of the American Federation of Musicians, who would like to see more Slydens on the American scene.

The book page of *The New York World-Telegram* in referring to the author of *On Time and the River*, notes that "Thomas Wolfe, who has been hailed as the most important figure on the American literary scene, writes in the March issue of *Modern Monthly* of his earliest memories of the circus."

After performing his job of delivering the morning papers, he would rush home and get his brother out of bed and together they would catch the first street car of the day to the depot. Mr. Wolfe writes:

"The gay, yellow sumptuous looking cars in which the star performers lived and slept, still dark and silent, heavily and powerfully stilled, would be drawn up in great strings upon the tracks. And all around them the sounds of the unloading circus would go on furiously and exultantly in the darkness. The great receding gulf of lilac and departing night would be filled with the savage roar of lions, the murderously sudden snarling of great jungle cats, the trumpeting of the elephants, the stamp of the horses and with the musty, pungent, unfamiliar odor of the jungle animals." Put that in your scrapbook as an ex-

ample of dramatic description that is as luscious as it is analytical. Few subjects give a keen writer such opportunities as the land of white tops.

Val Vino, veteran lecturer, is in Tulsa, Okla., for a few weeks, having gone there from his home in Bartlesville, which he has given up owing to the death of his wife two months ago. "It is hard to lose one of whom we are very fond, but it is a foregone conclusion that some time all us mortals must cross the river very surely, never to return," he writes. Joe Wolensky will decide the fate of Dreamland Park, Newark, within the next two weeks.—Mal Bogus, Norwich (Conn.) CFA, has opened a novelty shop in that town. . . . Grace Davidson, who gets out small circus features for *The Boston Post*, is off on another trip to Europe. She left on the French liner Champlain for Plymouth and Havre.—L. Porter Moore, out as press agent of Madison Square Garden, has been taken under the wing of his mentor and champion, Col. John R. Kilpatrick, president of the Garden, as a sort of "balancing" act. It's interesting to note that the colonel's contract expires the end of next month.

HAL SAVAGE and his troupe find the going okeh in the CCC camp in Danbury, N. H., reports Antone Casta, who signs himself "entertainment instructor." Hal, better known as Bingo the red-headed clown, is praised for doing a fine double-back somersault from a teeterboard. The troupe was formerly on Beverly Bros.' Circus. Casta likes Hal's hand balancing and says the camp was thrilled with the team as it has never been before.—That was E. J. Kelly, the cirk phrog, in the ring at the Golden Gloves boxing tourney at the Garden, the Kelly directing the shooting of a picture of the entire Garden layout. . . . Max Gruber, manager of Gruber's World's Exposition Shows, is investing in motion picture theater operation in Philly.—Elwood Hughes, general manager of Toronto's Canadian National Exhibition, was due in town over the weekend to catch a boat on Tuesday of this week for a South American cruise.

Sheaks Bros.' Shows

ST. MARYS, O., March 16.—Work has started in winter quarters. All the equipment is being repaired and painted, the color scheme being aluminum and red. A. H. Schurr is handling the office work. Floyd Sheaks and family are still in the South and will join when the show jumps southward for its spring opening. C. V. SHEAKS.

BIG MONEY with RAZOR-LITE



Full Size Gillette Type Chrome Razor with Flashlight. Sells on Night for \$1. Your price \$8.00. Send 50c for Sample. ALLBRIGHT MFG. CO., 160 5th Av., N. Y.

NEW DEAL SHOWS

WANT IMMEDIATELY Kiddie Ride, Merry-go-Round and Tilt-a-Whirl. Reasonable rates. No rate. Exclusive Cook House and Merchandise Concessions open. Morton wants Acts for Side Show. Lewis wants Singers and Dancers for Musical Girl Show. Turner wants sober Frozen Custard Agent. Columbia, Miss., this week. COL. T. L. DEORICK, Manager.

BANNERMAN WANTED

Must be A-1, also sell Merchants' Ride Tickets and get them out. Don't want Agent, but a fast Banner Man who can produce. State previous connections. If you saw a banner and afraid of work don't answer, as you won't last. Long season, opening April 6. Write details. R. J. COUBINS, General Agent, Gold Medal Shows, Thomas Hotel, Chicago Heights, Ill.

Bar-Brown Shows

WANT for 1935 Season, Shows of merit, especially organized Colored Minors' and Multiple Pit Show. Also one Flat Ride and one Kiddie Ride. WANT good Cook House and legitimate Grand Stand Concessions. Address O. E. BARFIELD, Inverness, Fla., this week; Coleman, Fla., next week. Will open late in April.

DUE TO OTHER ARRANGEMENTS

ALL PEOPLE EMPLOYED BY ME DO NOT REPORT TO MR. WERNON, ILL., ON APRIL 6. Watch *The Billboard* for Further Arrangements. AL WAGNER

WANTED CATCHER

FOR FLYING RETURN ACT. Ralph Duval wire. FLYING ACT, Bloomington, Ill.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. MURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

Public Approval

The first essential in securing a permanent recognition of the legality of pinball and other coin-operated games is to build a strong backlog of public approval to support these games against any temporary agitation. Without definite public approval the future of the games can never be secure.

The games themselves must be of such construction and operated in such a way as to make friends for the industry of that ever-increasing number of people who become pinball fans. If the games themselves, or the manner in which they are operated, create illwill, then there is little prospect of securing public approval.

But, in addition to building good games and operating them with due respect for the public, there are other matters of policy which will have much to do in winning public approval. The trade is being organized with the definite purpose in mind of fostering acceptable legislation and also defending the trade against legislation considered unfair. In other words, we are getting into politics and it will be easy to do things that may react later to embarrass us.

IT SHOULD BE UNDERSTOOD FROM THE BEGINNING THAT PUTTING ANYTHING OVER ON THE PUBLIC IS LIKELY TO AROUSE PUBLIC OPPOSITION TO OUR BUSINESS RATHER THAN WIN PUBLIC APPROVAL FOR IT.

It is often an easy matter to get thru legislation that clearly is in opposition to present public opinion. But the public has a way of striking back that might wipe out an industry entirely. In the long run it is much better to win by cultivating good will and educating the public to accept our games than by stealing legislative advantages. At the present time the coin-machine industry has to live down a reputation which has plagued even the innocent merchandising machines thru all the years.

TELL THE PUBLIC

In order to clear itself of that past reputation it will be necessary for the coin-machine industry to come clean before the bar of public opinion. Under present conditions it is fully recognized that we must engage in politics, use lobbying as others do and thus contend our legal rights. But far more important than the political element is the need to gain popular support for our cause and that can only be done by playing fair with the public.

IT HAS ALREADY BEEN CLEARLY DEMONSTRATED THAT MODERN SKILL GAMES HAVE MOST TO GAIN BY FRANKLY TELLING THE PUBLIC WHAT WE ARE FIGHTING FOR.

The public can appreciate a clean fight, and wherever members of the trade have come out in the open and based their pleas for fair regulation and tax on reason and good sense, it has always made a definite and favorable impression on influential elements of the public mind. An open fight based on a frank appeal for legal rights will do more to win permanent approval than anything else we can do. We may easily steal the march on the opposition, but that merely arouses all organizations and groups opposed to the games to denounce them all the more. We do not have to be saints or adopt a pious attitude to present our cause; the coin-machine industry is simply in the position of asking for public favor, and the best way to do that is to contend for principle.

All the successful organizations within the trade so far have won their rights upon an open plea for a square deal.

The Billboard has supported these organizations in giving expression to those ideas and policies that the public can understand. This open policy has won the good will of thousands of merchants and they are lending their moral support to help our cause. Many newspapers have also recognized the justice of our cause and have begun to give the business favorable consideration whenever possible.

But for some reason these open policies do not seem to merit the approval of D. W. Donohue, chairman of the legal and advisory committee of the national manufacturers' association and representing the Mills Novelty Company. Mr. Donohue not only maintains strict secrecy about the work of his committee, but insists that The Billboard submit all its inquiries for legal information for approval, because "it (The Billboard) might give out information detrimental to the bills which the committee is backing."

It would be far more reasonable if Mr. Donohue and other members of the Mills Novelty Company would co-operate with The Billboard in the work it is doing rather than to criticize its work or try to impose a censorship upon it. The work that we have been doing for the industry is well known and needs no apology. But there are thousands of members in the trade who would like to know just what policies or bills the representatives of the Mills Novelty Company are supporting.

These gentlemen should recognize that the operators of the country have at least a human right to know something about what laws they are trying to get thru legislatures. Operators in many places are faced with problems that threaten the very existence of their means of livelihood and Mr. Donohue could make his work a great encouragement to these men. They would be encouraged by some definite suggestions of what policies are being supported; they would be encouraged by a reasonable amount of news of the progressive steps that have been taken to protect the industry. But Mr. Donohue and other members of the Mills Novelty Company have always been given to a policy of secrecy—a policy that is out of place in the modern pinball games business. This policy of secrecy, if continued, can only lead to increased suspicion among the rank and file of the trade and will destroy that spirit of co-operation which we have tried to promote in every way possible.

Mr. Donohue and other members of the firm he represents seem to have a mortal fear of the newspapers. But we remind them that the successful operators' organizations over the country have approached the newspapers in a friendly spirit and have found many of them ready to respond with helpful publicity. In fact, it has become increasingly clear that the skill games industry must have wider co-operation among the newspapers if it is to secure popular approval. It is plainly evident also that many newspapers, already none too friendly, will start a campaign against the games as soon as they discover that a secretive campaign is being carried on to put thru legislation of which the public is not aware. All this secrecy will be just so much campaign material to be used against the skill games trade.

The only hope of the skill games cause is to approach the newspapers, public officials and the public itself in an open and businesslike way. During the last three years this open policy has demonstrated its worth over and over again. It is either that the games must pay "protection," or win their legal rights in an open fight. We do not believe in paying "protection" for a legitimate business that benefits so many people, and it is plainly evident that operators can't pay "protection" for pin games and stay in business. It would be interesting to know how the representatives of the Mills Novelty Company stand on this question.

SILVER SAM.

The Demand is BIG - Locations Unlimited For "Roto-Lite" and "TIME"!

Operators Swamped with RUSH REQUESTS



SIZE 20"x40" IMMEDIATE DELIVERIES NOW!

Better locations are calling for ROTO-LITE—urgently demanding immediate installation of this marvelous new game. You'll quickly understand why such popularity exists—why players actually WAIT impatiently CASH-IN HAND to play ROTO-LITE. And when you SEE and PLAY this New "Thriller" yourself—you'll agree—ROTO-LITE is one that returns FAST, STEADY EARNINGS—that BRINGS back your initial investment almost AT ONCE!

A Burst of Colored Lights
New Progressive Scoring
—ROTO-LITE!

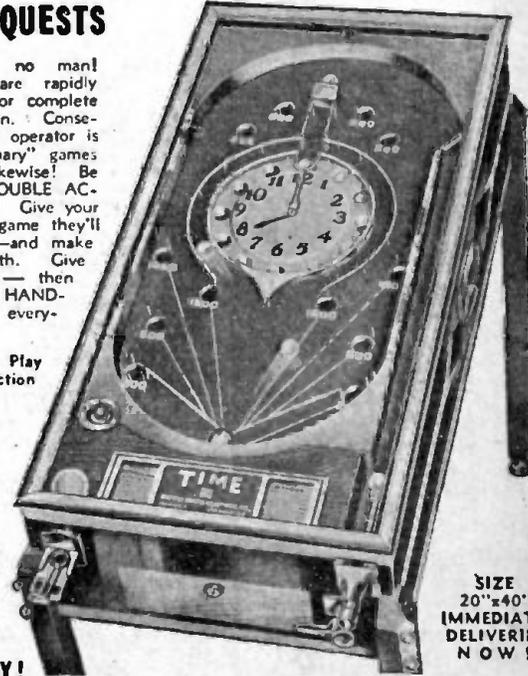
TIME waits for no man! Choice locations are rapidly turning to TIME for complete customer satisfaction. Consequently, every alert operator is replacing his "ordinary" games with TIME. Do likewise! Be FIRST with this DOUBLE ACTION game, TIME! Give your location owners a game they'll PUSH—PROMOTE—and make REAL MONEY with. Give them TIME today—then watch TIME return HANDSOME PROFITS to everyone concerned!

Primary—Secondary Play
Utterly Different Action
—TIME!

CASH in at the COUNTER with the New BABY LITE-A-LINE!

Let your New Table Games take rich earnings at the floor—but don't overlook the READY COUNTER PROFITS the New BABY LITE-A-LINE captures close to the "Till". Big money-making features that made operating history for the "Table Type" LITE-A-LINE—now focused into the New Baby Model. Get YOURS Today—We guarantee you'll get more.

SEE YOUR JOBBER - ORDER TODAY!



SIZE 20"x40" IMMEDIATE DELIVERIES NOW!

PACIFIC

AMUSEMENT MANUFACTURING CO.,
4223 W. Lake Street, Chicago, Illinois
1320 S. Hope Street, Los Angeles, California

Front Page Games Story

Chicago Tribune tells of city as center of pin game manufacture

CHICAGO, March 16.—The coin-machine industry received favorable mention in a front-page feature story of The Chicago Tribune this week. Arthur Evans, special staff writer, has been writing a daily feature on Chicago industries, and in the final edition of March 12 he describes the manufacture of modern pinball games as an industry in which Chicago is the world center. The story follows:

"Chicago likewise is world center of the coin-operated amusement machine industry, a pinball table game, which in the last few years has had a growth regarded as phenomenal. This industry is a depression baby, grew up like Topsy. It has invaded cigar stores, drug stores and hotel lobbies all over the country.

250,000 Machines a Year

"Last year about 250,000 of these machines were made in Chicago. In the last two years a great export trade has developed, England and France being the largest customers. Average price of a machine is about \$39.50, some running up to \$60, \$70 and higher.

"Ordinarily the machines are sold to operators, who place them in stores or hotels on a commission arrangement with the merchant or owner. On an average throught the country a machine takes in \$15 to \$25 a week, many running far in excess, of course, of this. The merchant gets, say, 60 per cent, while 40 per cent goes to the operator, who replaces the machine and keeps it in order. The Billboard magazine estimates 20,000 to 25,000 small business men make their living by operating coin amusement games.

"One Chicago company at its peak has

made as many as 1,350 machines in a single day at a selling price of \$37.50 per machine."

The news story was read at a meeting of Chicago manufacturers on the very same day and was the occasion of very favorable comment. Appreciation was expressed to Jack Nelson, manager of the Chicago office of The Billboard, who assisted Mr. Evans in meeting some of the pin-game manufacturers personally in Chicago.

Manufacturers Seek To Correct Crowded Field

NEW YORK, March 16.—Some of the leading manufacturers of cigaret venders are reported to be trying to correct an overcrowded condition in the cigaret vending field. This condition is said to be largely due to many people who buy only a few machines and soon fall in the venture. Some of the manufacturers are said to be refusing to sell small orders of machines. They explain that the operator of but a few cigaret venders will never make any money in that business and that it is necessary to have a large operation with sufficient financial backing to be able to continue successfully.

The manufacturers are therefore selling county rights for their machines, allowing as a minimum 50 machines or more. The average order amounts to more than 100 machines. This fact is being used to discourage the smaller operators who desire to enter the business. Many "wildcat" machines are also being brought in which do not earn any money for the operators but which hurt some large operator in the territory.

It is believed that if the manufacturers of cigaret machines will get together in defense of their equipment that there will be a halt to failures in this industry. Many operators who purchase one, two or five machines are usually soon disgusted with the field because of the small margin on which they must operate.

Men with business experience are being encouraged to enter this field by manufacturers who carefully explain the requirements necessary to be successful in the cigaret vending business.

Complete Stock of All the NEW Machines SUPREME VENDING ORGANIZATION

DELUXE SENIOR MACHINE CLOSEOUT

FLYING TRAPEZE, SR. \$25.00	FLEET, SR. \$20.00
SIGNAL, SR. 25.00	MILLS CANNON FIRE, SR. 40.00
FORWARD PASS, DE LUXE ... 20.00	MAJOR LEAGUE, SR. 25.00

SUPREME VENDING CO., INC.
557 Rogers Ave., BROOKLYN, N. Y.
1416 Webster Ave., BRONX, N. Y. C.

SYRACUSE

Distributors

All Latest Coin Machines, New and Used. Premiums of All Kinds

RUFUS M. WHITE

582 So. Salina St., Syracuse, N. Y.

Poster Ads for Scales

NEW YORK, March 16.—The New York Rapid Transit Company has devoted one-sheet posters to boosting of its scales on all the prominent "L" stations in the city. The posters are in two colors and very attractive. Tho they are indirect in their treatment, it is believed that because of the numbers of scales on each platform they are cleverly selling themselves to the public. They read as follows: "Watch your weight—and your health will take care of itself."

Announces Third Branch

NEWARK, N. J. March 16.—Milton Green, of the American Vending Company, offices in Brooklyn and Newark, announces the opening of a new office at 208 Essex street, Hackensack, N. J. American Vending Company is Eastern distributor for Gottlieb's products and also carries a complete line of all types of amusement machines.

HEY LOOK — USED GAMES—

425 Street, Jlg Saw \$2.95 Each
Contact, World Series 4.95 Each
Write For Many Good Used Bargains.
W. I. C. VENDING CO., Inc.
239-B CANAL ST., New York City

Order
Low Power
TO-DAY FROM
YOUR JOBBER!

GREATEST OF THE BEST

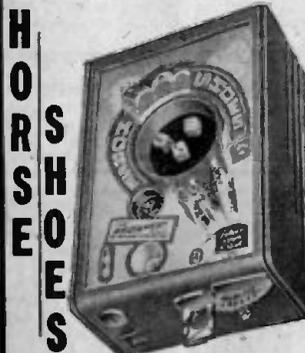
(by EXHIBIT as usual)



WHIRLPOOL
TICKET GAME
THE GREATEST WONDER.
IN PIN TABLES TODAY



COUNTER GAMES



See Your Jobber
EXHIBIT
SUPPLY CO.
4222 W. LAKE ST., CHICAGO

Rock-Ola Moves To New Plant

CHICAGO, March 16. — Significant news in coin-machine manufacturing circles this week was that the Rock-Ola Manufacturing Corporation had moved into its new plant at Kedzie and Chicago avenues. The purchase of the immense plant a few months ago by the Rock-Ola firm attracted attention in Chicago commercial circles and was given wide publicity in the daily press. The new plant gives the Rock-Ola firm what is said to be the largest and most impressive facilities in the coin-machine industry.

The entire properties comprise 20 industrial buildings and have a total floor area of 600,000 square feet. The main building contains approximately 250,000 square feet of floor space. A recent appraisal of the properties set the valuation at \$5,000,000. According to estimates, these plants have a production capacity of 10,000 pin-game cabinets a day.

The Rock-Ola Manufacturing Corporation's rapid rise to leadership in the coin-machine industry is a story imbued with commercial interest.

Guiding the company's destinies is the hand of David O. Rockola. His wide knowledge of the business is the result of a lifetime in the coin-machine industry and his varied experience qualifies

the Target Skill Machine Company, a concern which operated more than 1,000 vendors in Chicago.

It is interesting to know that the first little plant in Chicago boasted only 1,800 square feet of floor space. Contrast this today with the 600,000 square feet of space in the new Rock-Ola plant.

At the former Rock-Ola quarters on Jackson boulevard, back in 1928, the Rock-Ola Manufacturing Corporation occupied a space of 3,000 square feet. There the well-known Rock-Ola jackpot was developed, which was an attachment designed to make a jackpot machine out of the thousands of bell machines then in use. As this attachment saved old equipment from becoming obsolete, it naturally became very popular and enjoyed tremendous sales. So successful was this attachment that in 1928 Mr. Rockola added an improvement, namely, the reserve jackpot. Altho this appeared to be a reckless innovation at the time, it is regarded as a necessity on present-day coin machines.

In 1930 it was again necessary to enlarge the Rock-Ola factory and offices, because the line of machines being manufactured included: 3 Aces Jacks; 4 Aces Flash Jacks; 4 Aces Ball-Gum Jacks; Reserve Jackpot in 14 models for such machines as the bell and side vendors. The futuristic scale was also being manufactured at this time. It is interesting to know that during his manufacturing activities at that time he also organized the Weigh-O-Matic system for operation of penny weighing scales.

Coinographies

Words and Music About People According to

The COINOGRAPHER

He started with one small show case, taking part of a small office in conjunction with one of the digger operators of the time. In that show case were displayed the few premium items which he believed were best suited for digger operators.

And as the operators became acquainted with his dynamic personality and also learned that he knew their headaches and troubles from the proverbial A to Z, they demonstrated their confidence by purchasing their premiums from him. And as the purchases increased he began to search the market for items suitable to the digger trade. From here and there and from everywhere he would bring into his office the premiums he knew would be best.

And as time marched on he progressed with it. Soon he had new offices, large, spacious and inviting, and with his daring enthusiasm and limitless energy he began to build a gigantic business, starting from that one small show case a few years ago. His business continued to grow and to prosper.

And then he created the Viking Club for the benefit of digger operators so that premiums would be previewed and presented immediately for consideration. The Viking Club was immediately a hit with many digger operators and grew to be one of the outstanding clubs of its kind in the world with a continually growing membership.

And then he was chosen national distributor for the Novelty Mercantile, a digger made by the Exhibit Supply Company. From that moment he rose to the occasion by enlarging his present offices to include a complete floor and opening other offices over the country. The organization became known all over the world. From far and near men interested in the digger business came to consult with him and he advised them of the methods most necessary for success.

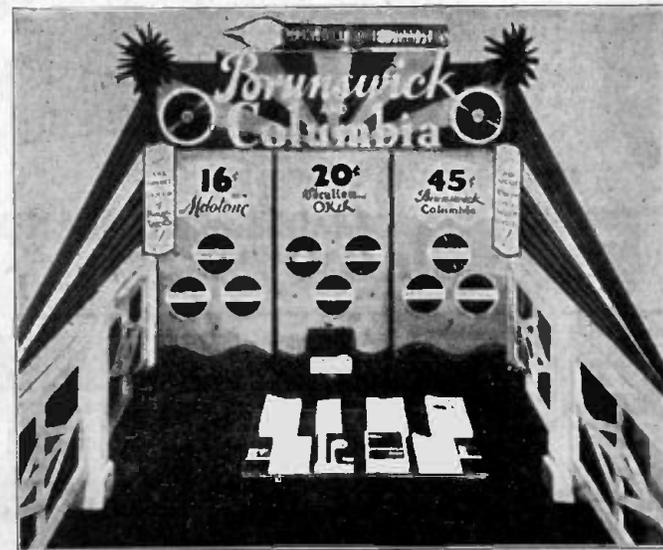
He is the originator of an exclusive line of premium merchandise for the digger trade which has been acclaimed as the best of its kind. Today his word in the field carries tremendous weight.

He is slim . . . of medium height . . . has keen, sharp eyes . . . is rather nervous in some of his actions . . . listens carefully and talks fast . . . has a pleasant native accent . . . dresses well . . . is a great sport . . . will take a drink with the rest of the boys . . . likes flying . . . can't remain long in any one spot . . . carries himself with dignity . . . is a keen observer of conditions and will guide himself accordingly . . . will take a chance with anyone he likes . . . has a habit of keeping his hands moving when excited . . . can quickly judge character . . . will go the limit for his friends . . . believes in moderation in most matters . . . will wire rather than write regardless of the size of the wire . . . delves into any subject that interests him until he knows everything about it . . . makes quick decisions . . . likes to solve difficult problems . . . is extremely frank . . . likes good meals and will go many miles out of his way for them . . . wants everyone to be friendly . . . seems to like tan shoes . . . drives a car like Barney Oldfield . . . has a beautiful wife and a wonderful child . . . can work day and night without a rest and show none the worse for wear and tear . . . has remarkable recuperative powers . . . doesn't like flashy clothes . . . will at times enter his office, glance at the mail and then disappear . . . is very sincere in his arguments . . . will go out of his way to do a friend a favor.

His name is Eric Wedemeyer, of the same firm, premium manufacturer and importer to the coin-machine industry.

erating end of the business was best shown recently when he stated, in an interview, that if he were to start over again in business he would operate machines.

• WRITE FOR •
COMPLETE LIST OF
USED MACHINES
OUR PRICES ARE THE LOWEST!
OCEANCREST NOVELTY CO.
1489 Coney Island Ave., BROOKLYN, N. Y.



MUSIC APPEAL AT THE SHOW—Automatic phonographs are providing a big market for phonograph records, as this booth at the 1935 Coin-Machine Exposition suggests.

him to direct the numerous activities of the organization.

His is the mechanical genius that has made possible the company's internationally known products. The LoBoy and Featuristic scales, for example, which were chosen for operation on the fairgrounds in the 1934 Century of Progress Exposition.

A few of the other well-known products are Wings and the Official Sweepstakes, Jigsaw and the World's Series. It was during the building of Jigsaw and the World's Series that Mr. Rockola developed the conveyor system of assembly, which made it possible for his organization to turn out 1,400 machines a day.

In 1927, under the name of the Target Skill Machine Company, Mr. Rockola developed a ball-gum vending attachment for the well-known ABT Target. This represented his first manufacturing efforts in the coin-machine industry. Just previous to this the name of the firm had been the Rock-Ola Scale Company which, in 1924, operated 3,000 penny weighing scales in Eastern, Southern and Midwestern States. At that time Mr. Rockola bought all of the Watling large dial scales in the Chicago district and operated them until he later developed and perfected his well-known Featuristic scale.

Before David Rockola became an operator, some years earlier, he was connected with O. D. Jennings & Company and later with the Mills Novelty Company.

In 1925 Mr. Rockola operated ABT pistol-target machines under the name of

When the new LoBoy was introduced in 1931 the factory and offices were still further enlarged, the floor space being increased to 12,000 square feet and new manufacturing machinery was installed.

The firm assumed its present name, Rock-Ola Manufacturing Corporation, in 1932.

Early in 1933 Wings and Official Sweepstakes were added to its line. At this time Rock-Ola introduced the progressive assembly system and the endless twin conveyors, with capacity of 800 machines daily. Production capacity at that time was one complete machine every 1½ minutes. As we have said before, the present production capacity is three machines per minute.

Late in 1933 an expansion program was made necessary at the Rock-Ola factory as a result of the World's Fair Jigsaw. What has happened since then has been the talk of the industry. The World's Series, which followed on the heels of the Jigsaw machine, broke all known production and sales records in the history of the coin-machine industry.

Acquisition of the new manufacturing properties gives the Rock-Ola Manufacturing Corporation a vast plant, said to be larger than that of any now in the coin-machine industry. Henry Ford's slogan, "From mine to consumer," will see its virtual realization in the present Rock-Ola plant. As an example, the cabinets used in the games will be built by the company itself. Heretofore, it has been the custom in the industry to have cabinets built on the outside.

Mr. Rockola's leaning toward the op-

A Pin Puncher Writes Editor

In the department of "Letters to the Editor," *The Minneapolis Journal* recently published a communication signed by a person who signs himself as "Pin Puncher," which defends the right to play pin games as a natural privilege:

O LIBERTY!

To the Editor:
"The pin game is a very mild form of sport to which I, a most dignified middle-aged gentleman, occasionally resort when time hangs heavily on my hands. I do not gamble, to be sure, but am I to be deprived of an occasional recreation because someone else does? This seems to be the age of regimentation. I must become a puppet because someone does the things I enjoy to excess.

"For years I was deprived of a glass of beer. I enjoy beer immensely, but because someone took too much I must have none. But, what was the result? I had no beer, but the man who wished to drink to excess found many ready to serve him.

"So with the pin game I will cease to play because I played where I found a machine at hand at a time when I had nothing to do, but the man who wishes to gamble—will he be deprived of the use of a machine? Not so, of course. There will be many places that will harbor the machines in a subrosa fashion and those who wish to gamble will be satisfied.

"One always wonders, when one has lived a while, what sinister matters such rulings are used to cover. Perhaps the clergy will be satisfied with this show of authority and the gullible public, and the game can go on as before. But I will none the less be deprived of a simple pastime, and this is the land of the free.

"The worst of this age of authority is that the children, yours and mine, are taught in our schools the principle of restricted liberty. In one high school I hear the pupils are told that they may not smoke during the noon hour, on or off the school grounds. I hear that the ruling is thought to have been made to increase the patronage of the restaurant located in the school, which quite properly does not permit smoking. It seems that surrounding restaurants allow those who enter to smoke, which also is quite proper, the result being that those who smoke do not patronize the school accommodations and draw others who do not smoke away also.

"A child loves to do the smart thing, some people are children at 50, and for either group the fewer things there are which are made the smart thing to do by restricting edicts, the greater our civilization will become.

"PIN PUNCHER."

Arrival of Game Made Occasion of Gay Party

NEW YORK, March 16.—Twentieth century speed was shown recently when the first Chicago Express table game off the production line was rushed via the fast 20th Century train to the Modern Vending Company here. Irving Sommer and Nat Cohn, of the Modern Vending Company, were at the station with a number of local coinmen when the train arrived. The game was immediately put into a waiting cab and the entire delegation rushed back to Modern offices to see the new game.

Cohn said: "The game is one of the best that I have had the pleasure of seeing in many years. It absolutely has all the elements of skill, speed, flash and real come-back play. It is a sure winner. We have been constantly taking orders for the game from the moment we first displayed it, and I believe that it is going to be the outstanding sensation for many months to come. This is one game that we absolutely recommend to every one of our friends and one game that we will back to the limit."

The game features railroad tracks, flashing lights and a definite progressive score system, as well as two interesting electrical kickers. It also has the neoclassic cabinet which the Daval Manufacturing Company announced some time ago and is attractively decorated. The cabinet is of natural finished wood with inlaid stripes which are certain to be appreciated. It was first shown at the Chicago convention, but has undergone many changes since then.

Pacific Breezes

LOS ANGELES, March 16.—The California State Board of Equalization has announced that it will begin a survey of the coin-machine operators of the State immediately to ascertain whether or not the operators in the various sections of California are complying with the requirements of the State sales tax law of 2½ per cent.

An audit will be made of the books of the various jobbers of the State, lists of operators' names will be prepared from the books and each operator will be contacted separately as rapidly as the deputies can make the rounds.

In a statement released for publication this week, the board stated: Any operator must obtain a permit to engage in the business of selling tangible personal property at retail and must pay a tax to the State at the rate of 2½ per cent upon the gross receipts from the operation of all types of automatic devices, such as slot machines, pinball games, salesboards, counter devices, merchandise vendors, trade or merchandise stimulators."

According to the board's announcement, complete records must be kept by each operator showing the location of each device operated by him during the quarterly periods of the year, the serial number thereof and the amount of money taken from each machine. Failure to comply subjects the operator's property to seizure and sale by the State.

Viking Specialty Company, San Francisco, announces that it has just completed arrangements to distribute Safety Zone, manufactured by the Scientific Machine Corporation, Brooklyn.

George Humpert has been elected president of the Co-Operative Amusement Machine Operators' Association, Los Angeles, succeeding Sam Rittenberg. The board of directors includes R. J. Ross, Sol Hanlon, Al Farley, H. A. Grohe and A. Berman. Present membership totals 50.

When John Hogan took a gum machine he was only kidding. At least (See PACIFIC BREEZES on page 63)

Exhibit Uses New Chute

CHICAGO, March 16.—The Exhibit Supply Company announces that all games made by the firm are now equipped with the new and improved three-dog visible chute. It is claimed that this chute prevents the use of wired coins, toothpicks, matches, cellophane, slugs with holes in center, etc., and at the same time is constructed so that it is practically impossible to jam this chute. Exhibit reports that many manufacturers have adopted the chute and will feature it on new games in the future. The Exhibit visible chute that permits pennies, nickels, dimes and quarters to be played thru the same slot is exceptionally popular with operators for use on older type machines. Operators claim this multiple chute picks up a lot of new play in every location.

Jobbers See Cavalcade

BROOKLYN, March 16.—It looks as though the Stoner Manufacturing Corporation, of Peoria, Ill., has turned out another winner, according to Dave Robbins, Eastern representative for the firm. The new game is called Cavalcade. The members of the Metropolitan Jobbers' Association were shown Cavalcade at their last meeting by Mr. Robbins. Dave immediately booked orders for over 500 machines. The jobbers were unanimous in their opinion that Cavalcade would be a big seller and a splendid money maker for operators. Cavalcade has many unusual features that will appeal to the players. This game has the well-known Stoner "custom-built" cabinet. According to Robbins, more than 2,000 Beacon games were sold in his territory and he hopes to even beat this sales record with Cavalcade.

Metal Discs Ruled Legal

MINNEAPOLIS, March 16.—A new ruling by Municipal Judge Paul S. Carroll states that metal discs, which are used merely for repeat plays on pin games and are not redeemable in merchandise, do not constitute a violation of the law. Machines operated in such a manner are not gambling devices.

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.



SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.30 after cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

Takes in
\$24.00

Costs You
\$2.90

One-Third Cash with Order, Balance O. O. D.

SOUTHERN OPERATORS—THEY'RE READY!

RUSH

Your Orders Immediately for the Brand-New Winners—FIRST COME—FIRST SERVED!—TIME—TRAFFIC—BEACON—SENBA—EXPRESS—CASTLE-LITE—TURNABLE—ROCKELITE. ALL the Information YOU NEED furnished FREE!

SAVE MONEY—DEAL with Birmingham Vending Co.

BIRMINGHAM VENDING COMPANY
1902-8th AVE., NORTH • BIRMINGHAM, ALA.

Coin-Operated Machine For Reference Service

DETROIT, March 16.—A new type of vending machine designed for city directories and similar huge works of reference has been placed in operation in Detroit recently. The machine is used in drug stores and possibly a few other types of locations, and is being operated directly by R. L. Polk & Company, of Detroit, who publish city directories for about 700 cities and many other works of listing and reference.

The machine is designed as a large box, with a flat top for writing or display purposes. The directory, at about counter height or lower, is inside and is released by deposit of the nickel; a lever is then pulled down and the book is laid out flat for use. When the lever is released it is placed back in the machine and closed up. There is no time limit on actual use.

It is being operated on a percentage basis, 25 per cent to the location. The possibilities are obvious wherever there is a demand for public use of a book. Public libraries, for instance, charge 10 cents or other small fee for the use of dictionaries by cross-word puzzle fans.

Actual use of the directories has dropped since the installation in some stores, and careless users are discouraged, but the coin machine is a convenience for the legitimate user. The Detroit directory, about 9 by 14 inches by 6 inches thick, is as large a book as is ordinarily published. A cover of the book, glued on the outside of the machine, serves as a display and sales inducement.

Editor Favors Machines Because They Are Open

MORGANTOWN, W. Va., March 16.—Because they are out in the open, "mint vending" and other types of slot machines were declared to be much more acceptable than many other forms of gambling that always exist. *The Dominion News*, local paper, said in a very liberal editorial February 22. The editorial further stated:

"Agitation thruout the Monongahela Valley area against the numbers racket, slot machines and similar inducements to giving play to the almost universal gambling instinct has its counterpart locally, tho only in a small way as yet. A movement designed to arouse community sentiment in opposition to vice conditions here is said to be on foot.

"We confess to some skepticism as to whether, in the long run, such a movement will get anywhere. It has been observed that vice crusades have been recurrent for many years, yet vice as represented by the numbers game and slot machines continues to flourish, with, it must be said, a clientele made

up in considerable part of respectable people.

"But the reforming spirit is not discouraged in the face of obstacles and the uncertainty of success. Rather it feeds on them. It is quite possible that a crusade of large proportions will get under way here as elsewhere. If so it would be our idea that the numbers racket logically would be the first to be attacked. It lacks the two virtues to which the slot machine can lay claim, in that it is carried on furtively and without license. Slot machines, on the other hand, must of necessity appear conspicuously in public, and in Morgantown at least they are sanctioned by the city government, which has licensed them to realize several thousands of sorely needed dollars.

"Fortunately we have fared better with slot machines than some of our neighbor towns. Here they actually vend mints and emit slugs exchangeable for merchandise only. Elsewhere only money goes in and only money comes out. The city council must have been unimpressed with the statements concerning the viciousness of such machines else, presumably, it would not have licensed them. The fact that they appear in reputable establishments lends further authority to their claim, however dubious it may be, to respectability.

"We hold no brief for slot machines. News of their banishment forever would be received without a quiver. Yet if it isn't slot machines, all our experience teaches us that it will be something else. People are that way. And it does seem that it is better to have the thing out in the open and a producer of revenue for a hard-pressed governmental agency than, by the process of outlawing, to force people into furtiveness."

Announce Phono Needle

CHICAGO, March 16.—A new type of phonograph needle is being placed on the market by Exhibit Supply Company. The new needle has a point that is so hard it cannot be dulled even tho it were used to cut glass. Five thousand plays with one needle means that phonograph operators can obtain an income of \$250 from only one needle, and the tone quality of this new needle is perfect at all frequencies, say the manufacturers. Bruno Radke, chief engineer of Exhibit Supply Company, is the inventor and developer of this new needle, as well as the special process of producing it. This 5,000-play needle being round, it cannot at any time destroy the fragile grooves of records—accordingly, Mr. Radke states that operators not only save time and eliminate service calls but save considerable in record replacement cost, as the new needle not only gives greater plays per needle and better tone quality but longer record life as well.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Admission Fee Asked

Paris sportland tries fee to keep loafers away from room

PARIS, March 16.—A radical departure in the operation of penny arcades or sportlands is the system of charging admissions inaugurated last month by the JAK firm at its big amusement machine palace in the Palais Berlitz Building. The unusually good location of the JAK sportland resulted in drawing a crowd which, particularly on Saturdays and Sundays, caused such a jam that business suffered from the overcrowding. Also it was noted that on cold or rainy days the resort became cluttered up with loiterers who spent no money, and by jamming up the place prevented others from spending.

To overcome these abuses it was decided to install a gate and charge an admission of one franc (6 cents) per person. Each ticket entitled the holder to a franc's worth of machine slugs or the equivalent value in payment of refreshments or on the water skooters or other attractions. After a few days' trial, which proved quite successful, the system was improved upon by abolishing the tickets, which were replaced by four "jetons" or slugs, good for their face value of 25 centimes (about 2 cents) at any machine or attraction in the sportland—and by admitting women and children free.

According to Louis Berni and other members of the JAK firm, the new policy has proved very satisfactory and the intake of practically all the machines has shown an important increase. On Sundays an average of 3,400 paid admissions have been registered, and probably double that number of women and children enter without paying. An unexpected source of profit revealed itself when the "jetons" or slugs were counted up at the end of the second

National Assn. of Sportlands
Official News
Amusement Center Gift Shops

Information

Anyone interested in the new national association for sportland owners and managers or the general subject of sportlands may write to:

Murray Goldstein, Secretary,
National Association of Sportlands,
2126 75th Street, Brooklyn, N. Y.

Or to
L. C. Anderson, Manager,
Sportland Division, The Billboard,
1564 Broadway, New York, N. Y.

An interesting booklet on modern sportlands, by William Rabkin, has just been published by The Billboard and may be had for the asking.

This booklet contains full and vital information for the prospective owner or operator of a sportland, as well as for those who are already operating.

MEETING OF NATIONAL ASSOCIATION: To be held at the Imperial Hotel, New York City, 4 p.m., Wednesday, April 24. This will be the first meeting since the Chicago convention. Out-of-town owners are invited to attend whether they are members or not. Those who cannot come are invited to send to the secretary those problems which they would like to have discussed, also suggestions as to how the national association can help you. The association is for sportland owners and managers and those interested in sportlands. It is your association and we want you to take part in its activities.

MURRAY GOLDSTEIN, Secretary.

week—nearly two-thirds of them had disappeared. In other words, many of the people buying the slugs neglect to use them or turn them in, which makes the admission charge almost clear profit.

Two important elements probably account for the success of the admission charge at the Palais Berlitz. In the first place it is located on the Boulevard des

(See ADMISSION on opposite page)

Wash. Sportlands Experience Reaction of Public to Coin Games

By GEORGE W. MEHRTENS

WASHINGTON, March 16.—Changing times, individual psychology and mass whims are ever to be contended with in industry. These factors must essentially be taken into consideration by manufacturers bent upon sustaining the future prosperity of the field in which they are engaged. The miniature golf course was perhaps the most pertinent example of a passing public fancy, having thrived for about two years and then collapsing into the most historic exit any particular field has ever experienced.

Coin machines at the present time are what is generally known as "the rage." How long they will reach the public fancy is an interesting economic question, the answer to which depends entirely upon the exploitation of the product and the ability of the manufacturers to keep it alive in the public eye.

It is interesting therefore to note the reactions of the patrons of coin machines in the nation's capital, where pin games have in the past several months enjoyed immense popularity and success. It is in the interest of the manufacturers and at the same time the operators that *The Billboard* correspondent has made something of a comprehensive study of a few of the leading coin-machine operators here to, in some way if possible, throw light on the changing public trend.

There is no doubt that at the present time the pin game is popular in the capital city. However, Joseph A. Blanken, owner and manager of the Washington Skill Game Center, passes on a few hints which have evolved from his experience in the business.

Mr. Blanken, in addition to his cigar and magazine business, has built up in the back part of his shop one of the leading skill-game centers in the city. He has 21 machines which he claims, while public interest has to a small degree dwindled) nevertheless, net him a fairly large profit.

"I have managed to obtain something of a regular clientele," Mr. Blanken explained to *The Billboard*. "I have found that folks get used to a certain machine and play it consistently. I am here at all times with a glad hand for those who have come to make the Skill Center a meeting place, where, while waiting for other friends, they play the games to pass the time."

Mr. Blanken pointed out that he encouraged this trend, since his games are essentially games of skill and are played as such. He has built up a reputation of fairness, so that his regular run of clients feel that while they are trying out their own personal ability, they at the same time stand at least a good chance of some form of remuneration in addition to the fun they have had playing the games.

"I have, of course, the usual line of prizes," Mr. Blanken said, "and in addition to this I also offer, if the client wishes, anything in the store that his score will entitle him to, such as cigars, magazines and other incidentals."

Mr. Blanken stated, however, that he had noticed something of a drop in popularity of the game over that which it enjoyed a year ago. Asked as to what he attributed this to, Mr. Blanken replied that he didn't know unless "it could be a change in the public temperament."

He said that he didn't feel the games would lose out so long as manufacturers were able to get up new and attractive games which will constantly keep alive the public interest.

"It's that 10 or 15 minutes," Mr. Blanken concluded, "when the average working person has finished with lunch and is waiting with nothing to do for the so-called 1 o'clock whistle that he is most apt to come in and try his skill on the machines."

At the Playland Arcade, run by Mr. J. Dambro at 409 Ninth street, it was

learned that the claw machines take in as much as the pin games and shooting gallery, which he also operates.

"We find that those who visit our Arcade like a change in type," Mr. Dambro said, "and we constantly read *The Billboard* in search of new models."

At the Arcade Mr. Dambro runs about 30 machines in all, including claw, penny side show and pin games. The general call in the way of prizes leans mostly toward cartons or cigarettes, but in addition to these there is also the usual run of novelties.

Mr. Dambro said that while there has been some slackening off in business since they opened up three months ago, pin games, nevertheless, still catch the public fancy. He also felt that the game would probably settle down to a steady pace in a few months, but did not believe that public interest would vanish completely.

"There always has been and perhaps always will be a strong attraction for matching one's skill on mechanical devices," Mr. Dambro stated, "and for that reason I feel sure that the skill pin games will live for a long time to come."

Sportlands Increase in Eastern Canada Region

ST. JOHN, N. B., March 16.—Miniature sportlands, consisting chiefly of coin-machines, have developed practically overnight thru the Atlantic provinces. In St. John James Vallis, a distributor of all kinds of coin machines, has established a sportland in a combination eat and smoke shop he operates on the harbor front.

Red Garland, a local light-heavyweight ringster, has established a sportland, consisting of a shooting gallery and about 20 coin machines and shoeshine stand, on Main street, in the north end of the city. Harry Green has a sportland, consisting of 14 coin machines, soda fountain, lunch-counter, shoeshine stand, smoke supply counter, confectionery stand and drug booth at a busy corner.

George Pitson, tobacconist, has placed a group of coin machines in his store. Herman Merzetti has established a small sportland in one of his two smoke shops in the center of the city. John England has placed a small sportland at the rear of his tobacco store in the east end.

In Halifax, Conn & Martel have established a sportland, consisting of a dozen coin machines of various types as an annex to bowling alleys, pool and billiards and shooting gallery. George Elliott has a sportland, consisting of bowling, pool and billiard tables, shooting gallery and 20 coin machines of various kinds, ranging from jacks to vendors.

Miniature pool on the coin-operated plan, which was very popular in the Eastern provinces about a year ago, has almost faded out of the picture, having been replaced by various types of pinball games. In very few spots are the miniature pool tables now available, altho two years ago they were heavily distributed in this section. The pinball games are now all the rage in this territory and the popularity of these automatic games does not seem to be losing much of its prestige, thanks to prizes offered for daily, weekly and periodical high scores.

DETROIT, March 16.—The first game room Detroit has seen in months, aside from the Ticker Shop, was operated all this past week at the Detroit and Michigan Exposition by Marshall-Lemke, Inc. The exposition was subleased as the "Little World's Fair" and was easily the

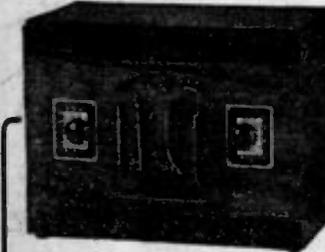
(See GAME ROOM on opposite page)

Game Room Operated at Big State Exposition

DETROIT, March 16.—The first game room Detroit has seen in months, aside from the Ticker Shop, was operated all this past week at the Detroit and Michigan Exposition by Marshall-Lemke, Inc. The exposition was subleased as the "Little World's Fair" and was easily the

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.



HY-GRADE Radio Corporation
127 West 17th Street, NEW YORK CITY.

AN RCA
Licensed Radio With
4 RCA Lic. Tubes

Beautiful walnut finished Cabinet—measures 10" wide, 7" high, A. C. and D. C. Current. Built-in Aerial. No ground is required. Set and Tubes guaranteed 6 months. Money-back guarantee.

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SOME OF THE QUESTIONS ANSWERED BY OUR 26-PAGE COPYRIGHTED

SPORTLAND Booklet

—How Much Space Is Required—How Premiums Are Awarded.
—How Displays Should Be Arranged—What Types of Merchandise To Use—How Contest Should Be Run—and Dozens of Other Important Points That Have Led Both Oldtimers and New Men To State This Is the Most Valuable and Practical Information They Have Ever Received on Sportlands. If You Want To Open a Sportland, Send for Your Free Copy Today . . . to SPORTLAND HEADQUARTERS.



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Table Vendors, the most popular in the world, will pay for themselves the first thirty days you own them. (We sell you an income.) With a fleet of these you will be independent. Small investment. A proven success and as up-to-date as tomorrow.



(Pat. Pend.)

LITTLE NUT VENDOR COMPANY
Lansing, Mich., U. S. A.



AMA Dinner Is Success

Sportland boosters defy bad weather to enjoy dinner and dance

NEW YORK, March 16.—The annual dinner and dance celebrated by the Amusement Men's Association, sportland owners, on the evening of March 12 was hailed as the most successful in the history of the organization.

An attendance of several hundred braved the disagreeable weather to fill the entire mezzanine of the Casino de Paree. Sportland men brought their wives and families, and the attendance was augmented by representatives of allied trades and a number of visitors from outside the metropolitan district. All the coin-machine trade organizations in the metropolitan district sent representatives.

The co-operation of other organizations was greatly appreciated by the AMA. The elaborate floor show of the Casino de Paree was also a matter of great delight to all present. The organization presented a gold watch to Murray Goldstein, business manager of the organization, in appreciation of his work in promoting the banquet and also in carrying on the active work of the association.

Among those present at the gala occasion were Mr. and Mrs. Herbert M. Adler, Adler Shoes; Mr. and Mrs. L. G. Anderson, *The Billboard*; Miss B. Aronowitz, Gertrude Aronowitz and Samuel Aronowitz, Samuel Aronowitz Co.; Bennie Q. Becker, International Mutoscope Co.; Mr. and Mrs. Leo Bernstein, Byrde, Richard & Pound; Dotty Blatt and Mr. and Mrs. William Blatt, Supreme Vending Co.; David Chandler and Jess Chandler, I. Herskovitz Co.; Murray Cohen, Samuel Aronowitz Co.; Nat Cohn, Modern Vending Co.; Edw. F. Cullerton, department of licenses; John Devlin, John A. Fitzgibbons Co.; A. Devereaux, Adler Shoes; Mr. and Mrs. H. Ehrlich, Haas Motor Car Co.; Henry Fingold, Henry Fingold Co.; Mr. and Mrs. Finkelstein, Sportlands, Dreamland Park; Sydney Finkelstein, Yorkville Sportland; John A. Fitzgibbons, John A. Fitzgibbons Co.; A. Flaum; Louis Fox, Steeplechase Arcade; S. Frannblau, Adler Shoes; Dave Friedman and Evelyn Friedman, Supreme Vending Co.

Mr. and Mrs. J. C. Gaffney, Eric Wedemeyer, Inc.; David Gelband, department of licenses; A. Gillen, Morimura Bros.; Mr. and Mrs. Eli Glasser, Atlas Tinware Co.; Mr. and Mrs. Louis Goldberg, Amalgamated Operators' Assn.; Mr. and Mrs. Murray Goldstein, Sportlands, Dreamland Park; Rudolf Gotter, International Mutoscope Reel Co.; P. Greenberg, Mogl Momoni & Co.; Mr. and Mrs. Myron M. Harrison, Long Island Crane & Pin Game Co.; Mr. and Mrs. Benj. Haskell, attorney; Irving H. Herskovitz, Irving H. Herskovitz Co.; Max Ichosid, Modern Vending Co.; Carmine Isola, Amusement Men's Association; William Jackson, Inwood Vending Co.; Mr. and Mrs. H. A. Jeffrey, P. C. Johnson, Elliott Ticket Co.; Mrs. Ethel Karner; Joseph Koppel, R. & B. Amusement Co., Inc.; Mr. and Mrs. Barnett Leader; Mr. and Mrs. Martin B. Lee, Amalgamated; Robert Levy, Adler Shoes; William Levy; Max Levy, Adam Rats; Mel Levy; Charles Lichtman, New York Vending Machine Co.; Herman Ed Linzer, Modern Vending Co.; Charles A. Lomas, *The Billboard*; Steve Marcou, Adam Hata; Frank Marcus, Herald Square Amusement Co.; J. Jack Marcus, Myrtle Amusement Corp.; William McDonald, John A. Fitzgibbons Co.; Mr. and Mrs. Theo. I. Mittie, Ted's Sportland; Wallace Nettinger, Elliott Ticket Co.; Joseph P. Orleck, *The Billboard*.

Meyer Parkoff, Modern Vending Co.; Samuel Perlmutter, Samuel Aronowitz Co.; Sam Pickholtz, Manhattan Sportland; Mr. and Mrs. Maurice Plesien, National Skee-Ball Co.; Misses A. and S. Rabkin, International Mutoscope Reel Co.; Mr. and Mrs. Louis Rabkin, R. & B. Amusement Co., Inc.; Mr. and Mrs. H. A. Rankow, Star Electro Holist Co.; L. Leonard Raskin, A. Cohen & Sons Corp.; Ralph J. Reinhart, *The Billboard*; Mrs. B. Rinzier, Radio Amusement Corp.; M. Morton Rinzier, Radio Amusement Corp.; A. H. Rolsman, A. & P. Merchandise Co.; W. Roland; Harry Rosen, Modern Vending

ing Co.; Max Rosen and Pep Rosen, Atlas Tinware Co.; Hyman Rothman, I. Herskovitz Co.; Mr. and Mrs. Charles Rubenstein, Playland Amusement; Lewis Rubenstein, A. Cohen & Sons Corp.; Mr. and Mrs. Louis Rubenstein and Mr. and Mrs. Samuel Rubenstein, Playland Amusement; Mr. and Mrs. Arthur Sachs, Sachs & Silberling Sportland; Mr. and Mrs. S. Sandford, Atlas Tinware Co.; Mrs. Henry Sandler; Mr. and Mrs. Harry Schaffer and Mr. and Mrs. Michael Schaffer, Gramad Amusement Co.; Melba Shapiro, International Mutoscope Reel Co.; John Senden, Washington Amusement Arcade; Harry Siegel, A. Cohen & Sons Corp.; Mr. and Mrs. Samuel Silberling, Sachs & Silberling Sportland; George Smith, Manhattan Sportland; Henry Smith, Amusement Men's Assn.; Irving Sommers, Modern Vending Co.; Joseph Tierney; Fred Tiger; Alfred Uber and Celia Uber, Supreme Vending Co.; Lillian Vernola, Amusement Men's Assn.; Mr. and Mrs. L. J. Vesce, department of licenses; George Villel; Max Wechsler, Amusement Men's Assn.; Mrs. R. Wechsler; D. Weissman, Amalgamated Assn.; Mrs. F. Weissman, L. & W. Dist.; Mrs. Ethel Werner; Estelle Wexler, Modern Vending Co.; Earl Winters, International Mutoscope Reel Co.; Henry Zeichner and Moe Zeichner, Modern Vending Co.

Mrs. Babe Kaufman, Babe Kaufman, Inc.; Mr. and Mrs. William B. Rabkin, International Mutoscope Reel Co., Inc.; Mr. and Mrs. William Gersh, Byrde, Richard & Pound; Elias E. Sugarman, *The Billboard*; Mr. and Mrs. Karl Guggenheim, Karl Guggenheim, Inc.; Sam Rabinowitz, Babe Kaufman, Inc.; Harold Korn, International Mutoscope Reel Co., Inc.; E. Guralsky, E. Guralsky; Ben Josephberg, Atlantic & Pacific Mds. Co.; Jack Gardino, Queens, Nassau & Suffolk Amusement Assn.; Lottie Struhl, Sadie Struhl and Archie Struhl, Morris Struhl Co.; Mr. and Mrs. George Ponsler, George Ponsler Co.; Mr. and Mrs. Nathan Faber, Faber Sportlands; Mr. and Mrs. Theo. Blatt, attorney; Mr. and Mrs. A. Kass; Mike Munves, Mike Munves & Co.; Mr. and Mrs. Max Schaeffer and Mr. and Mrs. W. Schork, Radio City Amusement Corp.; H. L. Nagin and M. Weiss, Amusement Men's Assn.

GAME ROOM

(Continued from opposite page)
most successful indoor event ever held in Detroit. Two large halls were devoted to a midway, and Marshall-Lemke's game room was a feature of this. Twenty-three pin games were placed around on the horseshoe-shaped counter, with the players in front. A four-deck display of prize merchandise and novelties was arranged back of this, with the artistic taste which the company's designers have gained thru their successful novelty store in the past six months.

Prizes, however, were not allowed under the Detroit ordinance, and signs to this effect were placed on the merchandise.

PACIFIC BREEZES

(Continued from page 61)
that's what he told the judge in Municipal Court in Los Angeles. Inasmuch as Hogan is a former Montana ball player and friends present vouched for his honesty and stated he had a drink too many under his belt, the judge was lenient and let him go with the admonition to keep his sticky fingers off the machines when on a bender in the future.

Decca Records announces that it is making 75 records in its Hollywood recording studios within the next few weeks. Tremendous supply of talent on the Coast is forcing the record com-

panies to make the major portions of their discs in Hollywood.

Claude R. Kirk, of the Exhibit Supply Company, Chicago, has had everyone wondering just what is in the air, as his movements are guarded with a mysterious air. Other big leaguers from Chicago in Los Angeles are Paul Gerber, of the Gerber & Glass firm, here to watch the Cubs in spring training at Catalina Island, and Bud Lieberman, here with the misus on the first leg of a jaunt around the world.

Mohr Brothers stepped up into first position as the outstanding slot jobbers on the Coast with the announcement this week that they have just placed an order for \$15,000 worth of used machines.

The National Amusement Company is enlarging its display space on West Washington boulevard, Los Angeles, and is adding a new bar as an attraction for operators. Firm now has a street frontage of more than 200 feet, with 10 massive street display windows.

Ed Blumenthal has opened a jobbing business in Los Angeles under the name of the Empire Amusement Company on Venice boulevard. Blumenthal will handle a complete line of new and used pin games and vendors.

Ted Lawrence, partner in the Long Beach operating firm of Lawrence Bros., has taken over the sole ownership of the firm and will henceforth conduct the business as the Ted Lawrence Company.

The Sol Gottlieb Company, Los Angeles, has been appointed Southern California distributor for the International Mutoscope traveling crane and the machine is being delivered from stock in Los Angeles.

Murder in the Clouds, now being filmed at the Warner Bros. studio in Burbank, will have a Contact pin table playing a prominent part in several of the scenes. A Major League table is also playing a part in another production to be released within 30 days.

Triangle is the name of a new light-up game being manufactured here by the Automatic Amusements Company, an invention of Harry Williams.

Jack McClelland left Los Angeles this week on a business trip to the National Amusement Company branches in San Francisco, Portland and Seattle.

Failure to abide by the orders of the operators cost seven Los Angeles businessmen a heavy fine and a trip to jail last week when vice squad officers made the rounds of several popular cafes and were paid off in cash for winning scores on marble games.

Plans are going ahead rapidly for the Coast Coin Machine Show in Los Angeles for the first week in September. Alfio the show is six month off, space reservations for preferable spaces have been filed by 27 different firms expecting to exhibit at the 1935 Coast show.

ADMISSION

(Continued from opposite page)
Italiens, only a few steps away from the Opera, center of Paris, and passed by thousands of sight-seers and pleasure-seekers every day. Secondly, the sportland is located below the street level and is visible from a wide balcony which runs all around it. Practically the entire sportland is visible from this balcony and passers-by are able to see what is offered them before paying the admission fee.

DIVORCES

(Continued from page 30)
Maish is at present playing independent vaudeville and night club dates in the St. Louis territory.

Martha Atwood Alberni, formerly of the Metropolitan Opera Company, from Alessandro Alberni, of New York, March 12 in Barnstable, Mass.

NEW CATALOG JUST OUT

Send For Your Copy--It's Free
SHOE LACES 27" Length, Paired and Banded. Gross Laces 40c

1 SHAVING BRUSH.
1 BOX SHAVING SOAP.
10 DOUBLE EDGE, FIRST QUALITY BLUE STEEL BLADES.
1 JUMBO STYPTIC PENCIL.
1 GLASS BALL BLADE SHARPENER.
COMPLETE DEAL 1 2 1/2c
(No Less Than 24 Deals Sold.)

FACE POWDER AND PERFUME COMBINATION—Fine Quality Powder and Perfume. Cellophane Wrapped Together with \$1.00 Price Label on Bot. The Fastest Two-Bit Pass-Out on the Market. Per Combination, 25c Deposit With Order.

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11 East 17th St., New York City

MILLS Q. T. VENDERS



Latest Style.
Guaranteed All Conditions. Non-Like New. Used Only One Week.
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Ea. Limited Supply. First Served.
1/3 Deposit, Bal. C. O. D.

CENTRAL VENDING MACHINE CO.,
2124 California Ave., St. Louis, Mo.

\$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

\$14.90 GROSS—\$1.50 SAMPLE OZEN. New Gorgeous Colored Knitted Silks. Pure Crepe, Jacquards, Weaves, Folds, Dots, Plaids, SELLS ON SIGHT! BIG PROFITS!
NEW BOULE WEAVES!
\$19.50 GROSS—\$1.85 SAMPLE DOZEN. First Class, Satin Striped, Folds and Pure Woven Cloths. THIS YEAR'S NEW TIE CREATIONS!
Also Newly Patented Big Selection!

SLYDE-ON Ready Tied Ties!

COMPLETE LINE MEN'S WEAR! 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!

25c Cash, Bal. C. O. D. Money Refunded.
BOULEVARD CRAVATS
22 West 21st Street, Dept. B3-23, New York.

OPERATORS!! IT WILL PAY YOU

To Write for Special Bargain Catalog—Showing Large Variety of Items for Digger and Merchandise Machines

For an assortment of 120 items which includes Cigarette Cases, Compact Lighters and a Big Variety of Large Flashy Merchandise.
SEND \$10.00

M. K. BRODY,
1116 SO. HALSTED ST., CHICAGO
In Business Twenty-four Years.

EXCLUSIVE WESTERN NEW YORK DISTRIBUTORS FOR

Turn Table \$39.50
G. O. D. 39.50
Rotation Spec. 39.50
Castle Lite 39.50
Chicago Exp'r 44.50
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OPERATORS—We Take Trade-Ins on All New Machines. All Orders Must Be Accompanied With 1/3 Deposit.

AMERICAN COIN MACHINE CO.
114 Lowell St., Rochester, N. Y.



TABLE GAMES GOING SOUTHWEST—"Western" Jimmy Johnson "puts in his thumb and takes 'em out by the carload."

DON'T BUY ELSEWHERE

Until You Have Seen Our Latest 116-Page 1935 Catalog.

Also Remember We Guarantee To SAVE YOU MONEY OR WILL SELL FOR LESS.

Fast Moving Numbers in Daily Demand Stocked in Toiletries, Sundries, Razor Blades, Notions, Novelties, Gifts, Premiums.

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ATTENTION Concessionaire and Parkmen

Start season right with our Plaster Novelty and Radio Lamp. New items, over 75 different designs. New Catalogue ready latter part of April. Watch advertisements in The Billboard when ready. New Low Price. All orders half cash, balance C. O. D. No order shipped without deposit.

G. C. J. MATTIE, 927 East Madison Street, Louisville, Ky.

Concessionaires. NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GROUND STORES, WHEELS, MARKS, CORN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPP CANON CITY, MO.

POPEYE INFLATED RUBBER TOY. WICKY MOUSE INFLATED RUBBER TOY. PLUTO THE PUP INFLATED RUBBER TOY. STREETMEN'S SPECIAL BALLOON, Fancy Prints, Bright Colors. Gross \$2.50. BEST GRADE BALLOON GROSS. \$2.50. SMELL WATER FLOWERS (Regular), Gross .70. SHELL WATER FLOWERS (Parachute), Gross .80. KITES, Each Flight 3.00. AUTO SCARE BOMBS, NEW LOW PRICE, Doz. \$1.10; Gross. \$12.00. LARGE EAR MOUSE TOSS-UP, Each in Envelope, Gross. 4.25. RUMBA DANCER (New Style Shimmy Dancer), Doz., 50c; Gross. 5.50. RUBBER TONGUE AND TAIL RABBIT, Gross. 4.00. Many New Items Coming in Every Day. Write Us Your Requirements. AIRMAIL Your Orders. 25% Deposit, Balance C. O. D.



The Midwest Novelty Co. KANSAS CITY, MO.

CONCESSIONERS—OPERATORS GET PRELISTINGS FOR YOUR OPENING Thousands of Items at Reduced Prices Please Mention Business When Writing. New Corn Game Items. New Ball Game Items. New Plaster Numbers. New Novelties. All Kinds. New Country Store and Digger Numbers. WISCONSIN DE LUXE CORP. No. 2—\$1.50 Doz. 1902 North Third Street, MILWAUKEE, WIS.

YES SIR! IT'S A WINNER! STONER'S NEW GAME CAVALCADE OPERATORS PRICE \$39.50 BEACON is Still in Demand. Immediate Delivery Guaranteed! Operator's Price, \$39.50. Stoner's Ticket Game. TICK-A-LITE. It's a Honey! Operator's Price Only \$49.50. D. ROBBINS & COMPANY - 1141 De Kalb Ave., Brooklyn, N.Y. EX. DISTRIBUTORS FOR NEW YORK, NEW JERSEY, CONNECTICUT & PHILADELPHIA.

ANOTHER THRILLING ACME USED MACHINE SALE! MILLS GANNON FIRE \$25.00 AUTOBANKS \$32.50 ACTION, JR. 18.00 DROP KICKS 15.00 ACTION, SR. 32.50 MAKIE NEWS KICKER 12.50 FLYING TRAPEZE, JR. 16.00 LIVE POWER 16.00 FLYING TRAPEZE, SR. 20.00 DRACK SHOTS 12.00 All Orders Less Than \$25, Full Cash. Required. Over \$25, 1/3 Cash, Balance O. O. O. F. O. B. New York.

ACME VENDING COMPANY 1121 ST. NICOLAS AVE. 448 NINTH AVE. NEW YORK, N.Y.

SLOTS Used NEW PINS NEW YORK VENDING CO., Inc. MILLS 5c, 10c, 25c Single Jack Pot Sells or Venders. \$14.50 JENNINGS 5c, 25c Victoria Bells or Front Venders. 25.00 CONTACT, JR. \$14.50; FLYING TRAPEZE, SR. \$22.50; AUTO-BANKS. \$22.50. WRITES FOR NEW FREE CATALOG. CHICAGO EXPRESS \$44.50 CASTLE LITE. \$39.50 TIME 42.50 CHECKERS 44.50 ROOKLITE 39.50 ZIP 39.50 1/3 Cash With Order, Balance C. O. D. 32 La Salle Street, NEW YORK CITY. Tel. MOnument 2-5825.

Pinball Games Attract Clubs

CHICAGO, March 16.—Jess Krueger, staff writer for The Chicago Evening American, commented on the amusement features of pinball in his column March 15, as follows:

"Chicago has become 'marble conscious' . . . and game mad . . . thousands of those machines in which you insert a nickel and send a pellet thru its grooves, hoping it will find a resting place in some high numbered slot, are in operation in the city.

"They go by various names . . . 'baseball,' 'race track,' 'bowling' and a few more of the like—designated to represent the scoring methods of popular sports—and are proving highly profitable in restaurants, cigar shops, hotel lobbies and even night clubs and theaters . . . many are to be found in private homes as a source of entertainment for guests when conversation lags.

"Another popular device is one in which you insert a coin and, by means of a movable crane, you try to pick up the various prizes alluringly displayed—If you are only able to collect a few jelly beans by your speculation, it's due to the slick manner in which the 'valuable' awards are placed.

"Merchandise prizes are generally offered for high scores . . . the machine owner—or renter, on a percentage basis, as in most cases—wants you to know it's all in fun . . . but the little machines generally pay his rent and help him meet installments on his automobile.

"Hundreds of these games are being installed in golf clubs this season . . . they are probably intended as 'a chance to get even' for the lads who are trailed round the course by Old Lady Misfortune. "And this modernistic revival of the

ancient game of bagatelle seems to have flourished as many feminine followers as those of the other sex."

Error in Advertisement

An error occurred in the copy of the advertisement of The Vendex Company, Boston, on page 64, March 16 issue of The Billboard.

The advertisement should have read: "Have you taken advantage of our 30-day trial offer," instead of "Have you taken advantage of our 20-day trial offer."

M. Epstein, of the Vendex firm, says they "do not hesitate to ship Vendex for this extended trial period. We stand by our claims with a money-back guarantee. Every new customer has the privilege of actually testing Vendex on location for a month before final acceptance."

Random Trade Notes

Babe Kaufman, Inc., New York, reports shipping an order of 35 used machines to Rotterdam, Holland. Another foreign order received thru The Billboard advertising, she says.

W. J. C. Vending Company, New York, also reports having received a large order from Sydney, Australia, thru advertising in The Billboard.

William Calvin has recently been appointed manager of the Atlas Coin Machine Company, 413 South 20th street, Philadelphia.

ROUTES

(Continued from page 37)

Life Begins at 8:40: (Nixon) Pittsburgh 18-23; Mary of Scotland; (Victory) Dayton, O., 20; (Coe) Cincinnati 21-23; Rain From Heaven; (Forrest) Philadelphia 18-23; Sailor, Beware; (American) St. Louis 18-23; San Carlo Opera Co. (Civic Aud.) Seattle, Wash., 18-24; Scottish Musical Players; Salem, Ore., 21; Portland 22-23; Tobacco Road; (Belasco) Los Angeles 18-23; Whiteside, Walker; (Orph.) Fargo, N. D., 21; (Parkway) Madison, Wis., 23.

REPERTOIRE

Billroy Comedians, Billy Wehle's; Valdosta, Ga., 18-23; Bishop Show; Madisonville, Va., 18-23; Blythe Players; Salisbury, Md., 18-23; Billy Comedians; Brownlee, Neb., 21-23; Hull Players; Oriento, Tex., 18-23; Obrecht, Christy, Show; Genoa, Minn., 21-23; Princess Trick Op.; Kemp, Tex., 18-23; Shannon Players; Adrian, Ga., 18-23; Stone, Hal, Show; Carlisle, Ark., 18-23; Toby's Comedians; Pontiac, Mich., 18-23; Royal Oak 25-30.

MISCELLANEOUS

Alexander Players; Medford, Minn., 18-23; Alderfer Show; Prosper, Tex., 21; Bink Circus Revue; Waubeka, Wis., 18-23; Birch, Magician; Montgomery, Ala., 20; Selma 21; Demopolis 22; Tuscaloosa 23; Fayette 25; Carbon Hill 26; Jasper 27; Birmingham 28-30; Charles & Barbara; (Mayfair Club) Boston 18-23; DeLoe, Magician; (Strand) Chatsworth, Ill., 20-25; Marysville, O., 25-30; Dressen & Morris Circus; (Hickory) Old Hickory, Tenn., 20-21; (Capitol) Clarksville 22-23; (Princess) Springfield 24-26; Central City, Ky., 27-28; Fee Show; Bernards, S. D., 21-23; Frye, Illusionist; Oldden, Ia., 20; Winterset 21; Myrtle 22; Highland, Kan., 23; Gerald, Gene (Victory); Charleston, S. O., 18-20; (Demolition) 21; (Bunt) 24; Stephen Harlan, The; Hot Springs, Ark., 18-23; Johnson, Zelds, Mentalist; (Princess) Columbia, Tenn., 20; (Princess) Oadsden, Ala., 21-22; Levitch, L., Palmist; Chattanooga, Tenn., 18-23; Long, Leon, Magician; Jacksonville, Fla., 21-25; Fernandina 26; Brunswick, Ga., 27-31; Lucy, Thos. Elmore; Omaha, Neb., 20; Nebraska City 21; Marguts, Magician; Ottawa, O., 20-21; Ft. Recovery 22-23; Decatur, Ind., 25; Rockford, O., 26; Wapakoneta 27-28; St. Marys 29. D. Magrum, G. Thomas, Magician; Kadoka, S. D., 21; Chamberlain 26; Reliance 27; Fresno 28. Marine-Firestone Co.; Ft. Worth, Tex., 18-30; McNally & Craig Show; Remington, Va., 18-23; Mel-Roy, Magician; Lewistown, Mont., 21; Livingston 22; Bozeman 23; Billings 24; Hardin 25; Sheridan, Wyo., 26; Casper 27; Rawlins 28; Laramie 29; Cheyenne 30. Merrill Bros. & Sister; (Seminole Dance) W. Palm Beach, Fla., 19-21; Miller, A. H. Show; Newton, Ga., 18-23. Pavan Show; Blitherville, Tex., 18-23. Phillipson Comedy Co.; Flat Rock, Ind., 18-23. Princess Etina Show; Luling, Tex., 18-23. Proctor's, George H., Monkey Village; Walkers, Okla., 18-23. Ricker's Show; Scotland, Ga., 19; Chauncy 20-21; Cadwell 22-23. Schneider's, Doc, Yodelling Cowboys; (Station X-27) Eagle Pass, Tex., 18-23. Seymour, Magician; Whitesboro, Tex., 20; Healdton, Okla., 21; Ardmore 22; Decatur 26; Bowie 26; Bridgeport 28.

Sonda, Mentalist; Portsmouth, O., 18-23; Nelsonville 25-30. Thomson & Lamonte; Andrews, S. O., 18-23. Turtle, Wm. C., Magician; (Club House Tavern) Portland, Ore., 18-23. Virgil, Illusionist; Gold Hill, Ore., 21; Medford 25-28. Young, Princess; (Dominion) Montreal, Can., 20-22; (Outremont) Montreal 23-24; (Arcade) Montreal 27-29.

CARNIVAL COMPANIES

Bar-Brown; Inverness, Fla., 18-23; Coleman 25-30. Big State; (2000 N. Main St.) Houston, Tex., 18-23. Big 4; Conyers, Ga., 18-23. Blue Eagle; Old Hickory, Tenn., 18-23. Christ United; Carrollton, Ga., 18-23. Clark's Greater; Bakerfield, Calif., 18-23. Crafts Greater; Bransley, Calif., 19-24; Calxico 26-31. Florida Expo; Marianna, Fla., 18-23. Freed's Dailey Bros.; Magnolia, Ark., 18-23; Prescott 25-30. Georgia Attr.; Donalds, S. C., 18-23. Great Dixieland; Baton Rouge, La., 18-23. Great Southern; Louisville, Ga., 18-23. Great Superior; Augusta, Ga., 18-23. Greater Expo; Henderson, Tex., 18-23; Tyler 25-30. Greater United; Luling, Tex., 18-23. Greystone; McChee, Ark., 18-23; Little Rock 25-Apr. 6. Hames, Bill; Ft. Worth, Tex., 18-23. Hansen, Al C.; Macon, Ga., 18-23; Columbia, S. C., 25-30. Hennies Bros.; Kilgore, Tex., 18-23. Krause Greater; Pabokee, Fla., 18-23; Charleston, S. O., 25-30. Mohawk Valley; Vidalia, Ga., 18-23; Clinton, S. C., 25-30. New Deal; Columbus, Miss., 18-23. Reading United; Bibb City, Ga., 18-23; Columbus 25-30. Reid Greater; Johnston, S. C., 18-23. Rogers & Powell; Monticello, Ark., 18-23. Roland; Clinton, S. C., 18-20; Union 21-Apr. 1. Royal Palm; West Palm Beach, Fla., 18-23; Melbourne 25-30. Royal Amusement Co.; Arkansas City, Ark., 18-23. Santa Fe Expo; Lawton, Okla., 18-23. Small & Bullock; Saluda, S. C., 18-23. Smith's Great Atlantic; Augusta, Ga., 18-23. Spencer, O. L.; Russellville, Ala., 18-23. Fayetteville, Tenn., 25-30. Wallace Bros.; Trumann, Ark., 18-23; Kennett, Mo., 25-30. West Bros.' Am. Co.; Sikeston, Mo., 18-23.

CIRCUS AND WILD WEST

Barnes, Al O.; San Diego, Calif., 23-24; Santa Ana 25; Riverside 26; Pomona 27; Alhambra 28; Long Beach 29; Los Angeles 30-Apr. 1. Barclay Bros.; Middleton, Tenn., 21; Selma 22. Mix, Tom; Visalia, Calif., 19; Fresno 20. Meredith 21; Watsonville 22; Salinas 23; Monterey 24. Polack Bros.; (Auditorium) Rockford, Ill., 18-25. Schell Bros.; McKinney, Tex., 21; Sherman 21 18-25.

SPECIALS

SHOE LACES—Carded, 25 Pairs, Assorted, Per Card. \$2.00. YOUTH BELT—Carded, 12 per Card, Cellulose, Per Card. \$1.00. GOLF BLADES—Single Edge, 5 to Pkg. Cellulose, Per 100. \$4.50. MANICURE KIT—Per 100. \$4.50. POWDER & PERFUME COMB. Ea. \$4.50. FLY SWATTERS—Extra Long Handles, Dozen. \$3.00. LINING WAX PADS, Doz. \$5.00. SHOE POLISH—Black or Brown, Large Size Can, Dozen. \$3.50. WHITE SHOE POL. Dozen, Size Bottle, Boxed, Doz. \$6.50. SHAVING CUP SOAP, Dozen. \$1.80. POT CLEANERS—Doz. \$2.25. SEND FOR CATALOG.

BENGOR PRODUCTS CO.

10 E. 17th St., Dept. K, New York City

GOLDEN GATE SHOWS WANT

Cook House, Corn Game, Popcorn, any Stock of Grand Concession. Stage Manager for Musical Show and Troupe for same. Also Brass, Good Man to take Athletic Show, Talker on Girl Show. Grand Shows with your own outfit, good Banquet Man. Will open at Guthrie, K.J., last week in March or first week of April.

P. J. Speroni Shows

WANT Shows, legitimate Concessions, Purchase for Mix-Up, Concession Agents for Grand Ball Game and Seals. Write Rock Falls, Ill.

ROBERTS & MARTIN UNITED SHOWS

See Spoons Entertainment, Term, Saturday March 23. PLACE Merry-Go-Round, other Rides that don't conflict. Showmen with own outfit wire. Copy complete all kinds open. Athens, Tenn.

CRAFTS 20 BIG SHOWS

WANTED—Combination Lot and Ride Superintendent. Must understand all Rides. Experienced Truck Man preferred. Address as per route.

ZIMDAR'S GREATER SHOWS

WANTS Rides, Shows and Concessions, General Agent, Banner Man, Address Northfield, Mich.

TILLEY SHOWS WANTS

Mechanical Show, Fun House, Bowling Alley, Candy Floss, Whip, Fortunat, legitimate Concessions. Box 635, Ladd, Ill.

Mighty Argyle Shows

WANTS Showmen, Ride Help, Concessions. Address 177 North Sixth St., St. Louis, Mo.

SOL'S LIBERTY SHOWS, Inc.

NOW BOOKING FOR SEASON 1935. Address P. O. BOX 223, Garrettsville, Mo.

Tickets Boost Pinball Slogan

CHICAGO, March 18.—The national campaign, "Let's Play Pinball," strongly supported by *The Billboard* in its news and editorials, is being promoted in a very effective manner by means of the tickets issued by Traffic, a combination ticket-vending table game made by Bally Manufacturing Company.

These tickets, which are automatically issued to skillful players and which are good for free games, carry a series of slogans pointing out the beneficial character of the pinball habit. "Pinball—A Tonic for Tired Nerves!" is one of the slogans appearing on the Traffic tickets. Other typical slogans are "Relax a While—Play Pinball!" "Play Pinball and Forget Your Worries!" "Pinball Develops Greater Co-Ordination of Eyes and Hands!" Each slogan in the series is worded to sell the public on the low cost, healthful recreation offered by pin games. One in particular might well be adopted by operators to sum up the value of their services: "To Keep the Blues Away, Play Pinball Every Day."

Ray Moloney, president of the Bally company, states that Traffic has aroused more enthusiasm than any game ever produced by them. "Operators are telling us, Ray said, 'that Traffic is even greater than Rocket as an automatic payout game—and they're backing up their statement with orders. Our entire output for several weeks will be required to take care of orders already booked.'"

Traffic is being offered in three different models; one having both automatic payout and ticket vending unit

ROYAL AMUSEMENT CO. will book or buy Kludie Ride and Ferris Wheel. Also booking legitimate Concessions at \$10.00 each. CAN BOOK Shows not conflicting. Willie Mitchell, Elbert Wells, Bud LaMar, L. H. Hardin and Len Morton wire. E. CLATTON, Manager, Arkansas City, Ark. this week; then Dumas, Ark.

ELECTRIC CITY SHOWS

Opens April 27, Amsterdam, N. Y. WANTS Ferris Wheel, Chairlifts. Shows with own outfit. I have the territory. Concessions. Postively no split. WILL BOOK Corn Game, Candy, X all concessions, \$15.00 weekly. WANT Sensational Free Act. Address ERNIE WANNER, 214 Reynolds St., Seattle, N. Y.

MIGHTY SHEESLEY MIDWAY, Inc.

OPENS APRIL 8

Can use Manager for Deep Sea Show, also Darkst Africa, Musicians, Performers and High Yellows for Colored Minstrels. Would consider some Straight Concessions. Twelve outstanding fairs and Cincinnati's Fiftieth Year Industrial Anniversary Exposition, 14 days, commencing May 27, including two Sundays. Location heart of city, known as old hospital site. Address communications to Statesville, N. C. J. M. SHEESLEY.

KRAUSE GREATER SHOWS WANT

For Charleston, S. C., Azalea Celebration next week, opening Monday in the heart of city on Citadel Grounds, Marion Square, across from Francis Marion Hotel, two Shows, one Ride and legitimate Concessions. Address, this week, Pahokee, Fla.

BUNTS GREATER SHOWS

LAST CALL

OPENING MARCH 30, GREAT FALLS, S. C. TWO SATURDAYS. WINNSBORO, S. C.; LANCASTER, S. C.; ROCK HILL, S. C., AND MARTINSVILLE, VA., TO FOLLOW. WILL book money-getting Shows that don't conflict. Legitimate Concessions of all kinds, \$10.00 a week. Operating for Tilsa-Whit Foreman, Pinch Allen wants Front Man for the Ten-in-One. Also Man to take charge of Photo Gallery. Minstrel Show People or organized Show. Address W. J. BUNTS, Brunson, S. C.

SUPERIOR SHOWS WANT RIDES

Eight-car Whip. SHOWS—Illusion, Side Show. Smith answer. Any good Show. CONCESSIONS All Kind, Performers, Musicians for Colored Minstrel. Open Augusta, Ga., week March 18; Washington, Ca., week March 25. Good route.

DEE LANG SHOWS

OPENING IN ST. LOUIS, MO., SATURDAY, MARCH 30.

CAN PLACE Monkey Speedway or Monkey Show, or any other Show not conflicting. Have several outfits that we will furnish to responsible parties. Mart Williams can use one more good Break for Side Show. CAN PLACE legitimate Concessions. Very reasonable. Others need not apply. ALL PEOPLE CONTACTED REPORT MARCH 27, OR WRITE. Side Show People write: MART WILLIAMS, care Show; all other address: DEE LANG, General Manager, 8820 McDonald Ave., St. Louis, Mo.

combined in one machine; another with automatic payout but no ticket unit, and a third which has no payout or ticket unit. All three models feature such popular devices as colored lights on the play field, progressive scoring and out-ball return.

Salesboard Firm Opens Chicago Sales Office

CHICAGO, March 18.—The Superior Paper Products Company, salesboard firm with factory in Peoria, Ill., has opened an office at 1603 South Michigan boulevard here. A complete stock of boards and supplies will be maintained in the Chicago office, while the factory will still remain in Peoria. George D. Sax is head of the firm and has had more than 15 years' experience in this field.

A. J. (Jeff) Daugherty will be in charge of the Chicago office and John P. Shottzell will handle the publicity and advertising from the Chicago office. It is reported that the firm expects to continue expansion by opening branches in other cities.

"Western" Jimmy Claims Prize for Rapid Growth

CHICAGO, March 18. — The meteoric rise of the Western Equipment & Supply Company as a big factor in the pinball industry is due primarily to the fine business principles established by its owner, James (Jimmy) Johnson.

Proceeding on the theory of "treating the next fellow as you would want him to treat you," Mr. Johnson has built an enviable reputation for both himself and his fine organization. The success of his business policies is best proved by the continual buzzing activity of his plant in manufacturing Put 'n Take and Hell's Bells, the automatic payout pinball developments.

Fully realizing that the success of the manufacturer depends upon the ability of his games to make money for the operators, Mr. Johnson takes every possible human precaution when originating, developing and manufacturing a new game.

It is generally conceded by operators

all over the country that games manufactured by the Western Equipment & Supply Company are winners that will stand up on location and make real profits for the operators. The operators also know that Johnson's games are mechanically perfect.

It has always been Jimmy Johnson's sincere intention to offer the operators games that would make money for them at a price they could afford. Jimmy's fine judgment is best reflected by the skyrocketing sales of Put 'n Take, the one-ball—one-shot automatic pin game, and Hell's Bells, the 10-ball automatic pay-out pin game. These two games have definitely established the Western Equipment & Supply Company as one of the leading manufacturers of automatic pay-out tables.

No Police Interference

HONOLULU, March 18.—Since the ruling of a District Court judge that pin games were "contests of skill," police have not disturbed the games here. Proprietors are offering prizes of cigars and merchandise for weekly high scores. The games are reported to be increasingly popular with the public, and virtually every restaurant, drug and liquor store has one or more games for the amusement of customers.

St. Louis Office Busy

ST. LOUIS, March 18.—To give immediate delivery service to operators and jobbers in the Missouri area, the Pacific Amusement Distributing Company has established extensive distribution facilities here. The new company is centrally located at 4402 Olive street, employing motorized service to place Pamco products in the hands of jobbers and operators immediately upon request for same. The Missouri branch of the company is affiliated with the Nashville office. "Lafe" McClellan has charge of the St. Louis office, while O. E. Higgins is manager of the Nashville territory. They deal exclusively in the Pacific Amusement line and are prepared to deliver Time, Roto-Lite, the new Baby Lite-A-Line counter game and Neontact to meet the minute requirements of operators and jobbers.

Scoring by Symbols or Numbers in New Game

CHICAGO, March 18. — Castlélite, a new light-up game, was put into production by Exhibit Supply Company last week. "Jobbers who have received their samples have flooded us with orders," says Perc Smith, general sales manager.

"Castlélite is a new idea in light-up games. It allows scores to be made with symbols or with regular numbers. The player can obtain a complete succession of rewards by hitting certain symbol combinations. The game has 'last hail' suspense and other playing features.

Another unusual feature of this game is the fact that the display board is built inside the cabinet away from the abuse of the player, yet visible to the location owner."

MOVE TO CUT

(Continued from page 3)
circuses carrying more than 20 railway cars be taxed \$100 daily and smaller ones \$50 daily. The tax would be split three ways among the State, city and county.

The group further recommended that carnivals, which are now taxed as circuses, be assessed on a graduated scale. Fifty dollars weekly for shows operating in towns of more than 10,000 population and \$25 weekly for those operating in towns of less than 10,000, was the proposal offered.

The committee took all recommendations under advisement.

N. Y. STATE FAIR

(Continued from page 3)
D. O. C. this week to apply for the loan, but conditions under which such a grant would be made were not disclosed by inside observers.

The status of J. Dan Ackerman, director of the fair, remains "uncertain." Ditto the question of holding a night fair, in which the midway is directly involved. Granting of U. S. money may have something to do with that end. Amusement-minded sources directly or indirectly interested in this year's State fair are recommending a night show. Commissioner Ten Eyck is "reserving decision," however, for the time being.

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. 60Lumbus 2770. Cable address "WATLINGITE" Chicago

CLOSING OUT All Used Machines

ALL SHOW-ROOM FLOOR-SAMPLES.

Lightning	\$14.50	Mal. League	\$22.00
Oaiden Oate	14.50	Gridiron	33.50
Electros	14.50	Cross-Cross	39.50
Oppo Kicks	19.50	New	39.50
Selectem	9.50	Sensation	39.50
Boosters	9.50	New	42.50
I. O. U.S.	12.50	Time	42.50
Signals	17.00	Cannon Fire	42.50
Contacts	19.00	New	42.50
Subways	29.50		

WE GUARANTEE EVERY MACHINE. 1/3 Deposit With Order, Bal. C. O. D.

OHIO SPECIALTY CO. 129 W. Central Pkwy, Cincinnati, O.

SMASH GO PRICES ON OUR FAST-SELLING LINE OF GAMES.

35c Lotto-Name Games	50¢	\$10.00
10c Picture Games	.02	1.75
5c Out-Outs	.01	1.25

Just the Items for Prizes, Premiums or to Retail at 50% Profit. Trial Order of 1 Dozen Each of All Above Games, Fully Postpaid, for \$1.00. CASH WITH ORDER. These Samples Alone Retail at \$6.00.

SUNNYSIDE GAMES CO., 1920 Sunnyside Ave., Chicago, Ill.

HILLO

WILL PYRAMID YOUR PROFITS. Almost \$20.00 profit on this new 800-Hole Step-up Board. Sample Board, \$2.25; \$1.65 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. 1803 S. Michigan Blvd., Chicago, Ill.

A 1c POST CARD

Will bring our new Free Catalog of 1000 PRESENTABLES, WM. WOODBURY LINE BLADES, HANDKERCHIEFS, NOTIONS, Etc. DEPT SALES CO., New York, 31 East 20th.

WANTED Pro Golf Ball Machines. A. DUMONT, 263 Creamart Terrace, Collingswood, N. J.

OUR LATEST — Double Edge Blade "BLUE CROWN" At the Low Price of



4.00 Per Thousand

B5C86—FIRST QUALITY, Etched, Blue Steel, Keen Edge Blades, Do not Confuse With Inferior Goods Being Offered. 5 in Package, 20 Cellophane Packages in Carton. Remit \$4.00, and Postage, per Thousand, for Quantity Needed and Get Going in the Greatest Blade Business You Have Ever Had.

EASTER RABBITS for SALESBOARDS

B55N198—Large 28" Rabbit, Made of Moulton Fur. Per Doz. 33.00 Each 3.00. B55N199—19 1/2", Dressed Mrs. Rabbit. B55N197—19 1/2", Dressed Mr. Rabbit. Per Dozen 16.50. B55N199—24", Dressed Mrs. Rabbit. B55N200—24", Dressed Mr. Rabbit. Per Dozen 25.00 Each 2.25

N. SHURE CO. Adams and Wells Street, CHICAGO

6 TABLETS 8c

NEW SILVER-FOIL ASPIRIN DISPLAY



50 Tins. Write for Details. Georgia, Blade Co., Laxative, Prophylactic, Soda, Shaving Cream, Mouth Cases, Feather Detergents. MOUSE-TO-HOUSE ITEMS. B55N198—Vanilla and Lemon. 10-Oz. Pitcher Style Bottle. Doz. 90c. (No less than 10 to be sold). Above cash with order, plus post. CHAMPION SPECIALTY CO. 814-M Central Street, Kansas City, Mo.

WRIST WATCHES \$1.59 IN DOZ. LOTS. \$120—Popular American Made Sport Watch, with Matching Link Bracelet. Suitable for children or adults. Guaranteed one year. Less than 1 Dozen, Each \$1.95. Sample, 25c Additional. Also with Leather Strap at same price. Pocket Watches or Alarm Clocks, 68c. CHECK THESE SPECIALS! B5121—Gents' Unrivalled, Hook Mandie, Durable Covering. Dozen. \$8.00. Sample, Postpaid, \$1.00. B5122—Collar Holders. One Dozen on Display Card. Ours. \$1.75. SPORTLAND PRIZES. We Have the Most Complete Line of Merchandise for Sportland Use in the Country. Send \$25.00 for Our No. 123 Sample Assortment of 50 Prizes. Includes Lamp, Clocks, Cameras, Electric Goods, Desk Lighters, Etc. MONEY BACK IF NOT SATISFIED. 25% Deposit on All C. O. D. Orders. Catalog Free on Request. State Your Business.

JOSEPH HAGN CO. "The World's Bargain House," Dept. 55. 223 W. Madison St., Chicago, Illinois

BESSER'S RECONDITIONED MACHINES

- CRACK SHOT 612.50
DROP KICK 20.00
FLEET 12.50
FORWARD PASS 14.00
SHOOTING STAR 18.50
BAJUK KEYS, BR. 25.00
SAFETY ZONE 29.00
CRISS CROSS 23.50
SELECT 'EM DICE 7.00
TERMS: 1/3 Cash, Balance C. O. D. WE WILL ACCEPT YOUR USED MACHINES AS PART PAYMENT. Send for Our Latest List of New Winners.

Besser Novelty Co., 3977 Delmar Blvd., St. Louis.

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

BILLBOARD LEGAL NEWS

Address all communications to W. W. Hurd, The Billboard, 54 West Randolph St., Chicago.

Michigan City Gets Opinion

SAULT STE. MARIE, Mich., March 16.—The Evening News of March 8 gave details of the reply of Attorney-General Harry S. Toy to local officials who had asked for an opinion on pinball games and other devices following the recent movement to enforce gaming laws. That pinball games may or may not be used for gambling was the essence of the attorney-general's report, according to the newspaper. The verdict was definitely against the giving of merchandise prizes, however, and local operators say that this will work against the popularity of the games as in Detroit. Many operators are offering free games as an award for skill and this seems to have met with no objection thus far.

Local prosecuting attorney has recently issued practically the same instructions which he received from the attorney-general concerning the pinball situation. He declared it was his belief "that baffle boards, in which steel balls roll into numbered holes, are gambling devices if money or anything of value is given to the player for attaining any given number of points."

Some of the machines, it was said, offer free games if the operator attains a certain number and combination of points. The prosecutor said that if this is the case and if money is not paid to the player, then the machine is not used as a gambling device.

"If merchandise or anything of value is given, or money for any purpose whatsoever is paid the player, then the machine is being used as a gambling device," Prosecutor Dimma said. "If, however, free games only are offered for attaining a given number of points, then the machine becomes a game of skill and amusement."

Governor Signs License Bill in South Dakota

PIERRE, S. D., March 16.—The legislative mills of South Dakota ceased grinding this week with adjournment. With three bills relating to coin-operated machines introduced, the final result appears to be that laws to prohibit slot machines and gaming devices have been strengthened to prevent evasion.

A license law was passed to provide funds which will be distributed among the various counties of the State for mothers' pension funds. Certain classes of devices are exempted under this law and include pay telephones, gas and electric light meters, pay toilets, scales, postage-stamp machines and drinking-cup venders.

The bill was made to include machines which did not come under the prohibitions of the former law, such as gum and candy vending machines, pinball games, electric-shock machines and "any other machine requiring the deposit of money or metal chips therein before operating."

Governor Berry signed Senate Bill No. 147, licensing mechanical vending and other machines, on March 15. He also signed House Bill No. 77, broadening laws on gaming devices, on the same day. Both bills will take effect on July 1.

The licensing law includes very extensive fees on all types of machines covered. The assigning of the funds to the mothers' pensions was considered worthy and gave the hope that a reasonable adjustment might be secured. But with the Legislature adjourned that hope was dimmed.

New Jersey Ops Completing Org

NEWARK, N. J., March 16.—The New Jersey State Amusement Association is fast cementing its forces into an effective organization to promote the legality of prizes with games of skill over the State. George Ponsler, as president of the organization, is said to be a capable leader of the new organization. Since the mass meeting held February 24 contributions are reported to be coming in regularly to finance the work.

Plans are now being discussed for employing a business manager who will travel throughout the State in the interests

of the organization. While the headquarters of the organization will probably be maintained in Newark, there is discussion of placing an agent of the association in Trenton to keep tab on affairs in the State capital.

Attorney James F. O'Brien will represent the Jersey ops in their case before the Court of Appeals and Errors at Trenton. This appeal is to test the legality of prizes.

Bill Would Include Pin Games in High License

MADISON, Wis., March 16.—A bill legalizing gambling and other devices thru a State licensing system has been introduced in the State Assembly by Assemblyman John O'Malley, Milwaukee. The measure would provide an annual fee of \$5,000 a year for roulette wheels more than six inches in diameter, with smaller wheels assessed \$50 a year. Coin machines, including the pinball games, would be licensed at \$250 a year.

Salesboards would be assessed 15 per cent of their gross earnings and a tax of 15 cents would be placed on each deck of cards. From 6 to 12 inspectors would be employed to collect the tax, and the bill appropriates \$40,000 annually to the State treasurer for collection expenses.

Under the measure dice less than a half inch long on one edge would be banned, while those above that size would be assessed 50 cents apiece.

Comment on Legal News

The City of Utica, N. Y., has recently adopted an ordinance licensing amusement games. A local distributor reports that it has many new ideas which may be of value to operators in other cities should they anticipate the enactment of a license ordinance. We expect to publish this ordinance for reference purposes in the next issue of The Billboard.

An official checkup on the payment of the sales tax by operators is being made in California. The sales tax applies to amusement games as well as vending machines in that State. It is said to be highly important that operators keep proper records for the inspection of officials.

The headquarters of the Missouri Amusement Machine Association has been announced as 3124 California avenue, St. Louis. John Beckmann, at this address, is acting secretary. The association is very active at the present time and is making a campaign to enlist all operators in the State. A call meeting for completing State organization will be held early in April, exact date to be announced later.

The Tax Magazine, a monthly publication devoted to news and information of taxation, gives a lengthy analysis of the sales tax movement in the February issue. Publication office is 205 West Monroe street, Chicago.

In the legislative field it is expected that most bills relating to coin machines have already been introduced. Surprise bills will be introduced here and there as legislative sessions near the end. Bills introduced during the present sessions of State legislatures show a wide variety of tendencies, ranging all the way from measures to license all types of gaming devices and to include pinball games in this classification as well as measures for licensing penny scales. Arkansas has a bill for legalizing digger machines.

Recent bills show almost an equal number to prohibit slot machines as compared with bills to license pinball and other types of games. Practically all of the bills designed to prohibit slot machines are so worded as to demand an

Games Given Dismissal

First case tried at Nashville brings favorable opinion on skill appeal

NASHVILLE, Tenn., March 16.—The local drive against coin machines received a decided setback yesterday when Criminal Court Judge Charles Olibert dismissed a charge of "operating a gambling device" against Dr. Marlin O. Williams, proprietor of the Broadway Drug Company.

In dismissing the charges Judge Olibert said "these machines seem to be more games of skill than gambling devices."

Questioned regarding trials pending for five other men arrested on the same charge, Assistant Attorney-General J. N. Daniel said that he would try some of the cases before asking for a Supreme Court decision.

"We think some of these machines are gambling devices per se," Daniel said, "and will try some of the other cases before going to the Supreme Court."

The local police began their drive on the machines some time ago, claiming that merchants operating the machines were giving premiums to high scorers.

Machines are still in evidence in drug stores, lunchrooms and hotel lobbies.

Games Favored By Third Jury

MILWAUKEE, March 16.—Six jurors in Municipal Court March 8 returned a verdict of not guilty of keeping a gambling device against Joseph Hoffman. The jury sustained the contention of Howard Haberer, defense attorney, that whiffing is purely a game of skill without the elements of chance that go with gambling.

The principal defense witness was Edward Rohm, a salesman, who declared that an expert player must have perfect co-ordination of the hand, eye and brain, besides constant practice.

It was the third successive instance in which juries have absolved pinball game owners who had been convicted in the District Court.

Flint Ordinance Passes

DETROIT, March 16.—The pin game ordinance, recently reported in The Billboard, was passed by the city council of Flint, Mich., Monday. Details of amendments were not available, but it was understood it passed substantially as drawn, with the object of providing city revenue.

Slug Bill Is Published

Following is copy of Indiana Senate Bill No. 146, prohibiting the use of slugs in coin machines. Signed by the governor March 4, 1935: A bill for an act relating to vending machines and other receptacles designed (See SLUG BILL on page 68)

interpretation or court ruling in order to clarify the application to pinball games. It is highly probable that a wave of city council ordinances in various cities will follow the wave of bills in State legislatures. There remains the danger of rushing thru adverse bills during the closing days of State legislative sessions at the present time. A digest of the various bills that have been introduced recently will make an interesting study in legislative trends—after the sessions are all over.

JOBBERS-OPERATORS-NOW IN STOCK - READY FOR IMMEDIATE DELIVERY. CHECKERS \$44.50, TIME \$2.50, SENSATION SPECIAL \$39.50, A. B. T. AUTODART (Ticket Game) \$5.00. WRITE FOR PRICES OF THE NEW SHYVER'S GAMES: SILVER MOON, JR., ANCHORS AWEIGH, BIC ROUND UP. GEORGE PONSER CO. 11-15 East Wacker Drive, NEWARK, N. J. All Phones: Bigelow 3-2355.

Coinman Has Big Wedding

Texas operators see acion of Clem family take fatal step

BEAUMONT, Tex., March 16.—A marriage in coin-machine circles here took place among the elite social affairs when Theodore Clem, vice-president of the Texas Novelty Company, was married recently to Mary Davis. The Texas Novelty Company has long been known as one of the largest operating organizations in the country and has had a big part in Texas coin-machine history. The bride is the daughter of a prominent business man in Beaumont.

The wedding took place at 5 o'clock in the afternoon at the Episcopal Church in the uptown district and was attended by more than 600 friends of the bride and groom. Many coinmen from other sections of the Southwest were recognized in the audience. Ministers from the Episcopal and the Greek Orthodox churches of Beaumont read the marriage ceremony. The bride was attended by five of her college chums, and Michael Clem, brother of the groom, was best man.

In the evening the guests were entertained at the Elks' Club at a buffet dinner and dance which lasted until the wee hours of the morning. The couple left at midnight on a honeymoon trip of about a month, during which time they will visit various cities in the U. S. They will return to Beaumont to complete their new home and then plan to spend the summer in Europe.

See Music Biz Gaining Fast

The 1935 Coin Machine Exposition recently held in Chicago was the "biggest automatic musical instrument show ever held and foreshadowing that the automatic phonograph will be an outstanding instrument this year," according to a statement released by the Brunswick and Columbia record headquarters. "Not only are organizations and individuals who have made the operation of automatic phonographs a successful business more active than ever before, but numerous newcomers in the automatic phonograph operating field are in evidence.

"Automatic phonographs, of course, demand phonograph records in a continuous stream, and the immense popularity built up by the Brunswick Record Corporation and the Columbia Phonograph Company was well demonstrated by the continuous crowds of interested operators and prospective operators who literally jammed their display booth and reception rooms.

"No matter what the musical or entertainment requirements of any particular operator's location might be in each of the record classes indicated, he found available a wide choice of record-

ing artists. A continuous flow of new business-getting material is provided by means of the weekly and semi-monthly releases of new records issued under Brunswick, Vocalion and Melotone labels by the Brunswick company and by Columbia company under Columbia and Okeh labels. Practically all artists and organizations by whom records are produced are recording exclusively for the label under which their work is issued. "From all angles of observation the patronage of automatic phonographs by the public seeking entertainment seems to be slated for continuous increase on a big scale."

Shipping Firm Reports Foreign Sales Growing

NEW YORK, March 16.—Richard R. Doerr, president of the Dumont Shipping Company, Inc., this city, reports requests from their European and Asiatic offices for the new coin games which were shown at Chicago. Mr. Doerr reports that his firm has been constantly shipping machines since the convention at Chicago for many of the distributors, jobbers and manufacturers.

Mr. Doerr predicted some time ago that the export field would show greater activity during 1935 than ever before. The orders which have been pouring in from Europe, South America and Asia are proof that he was correct in his statements. There have been some very large shipments made to foreign ports in the past few weeks, Mr. Doerr said, and he was convinced that these would be followed up with even larger orders.

It is understood that England will have many locations available for pin games about April 1. The British Isles are at present the largest users of American games.

The Dumont Shipping Company, Mr. Doerr reports, has been asked by many of the foreign operators and distributors to purchase used machines and the firm has an expert in the field constantly seeking equipment for their clients in Europe and other continents.

Pinball Amuses Barber Patrons Who Must Wait

DETROIT, March 16.—George Rosen, Detroit operator of pin games, reports that amusement machines are returning to popularity in play in Detroit. The use of prizes is a major factor in the relative play of machines, however, he states.

Rosen is placing most of his machines in drug stores, restaurants and beer gardens. The latter have proved a profitable type of location for these game machines.

An unusual location which has proved popular is a barber shop. The location is something of a pet hobby with Rosen, and he has apparently studied the clientele here. Young men, coming in for the barber, don't like to wait, and the usual method of just reading the paper or listening to the barber or radio talk is not enough. The amusement device has proved an attractive alternative for play.

When two or three are in the shop waiting they will usually play against each other, Rosen says. This sometimes occurs even between former strangers. It is suggested that the prize could well be the choice of "who's next?"



AND NOW... THE TICKET MACHINE BY A. B. T.

A. B. T.'s Ticket Machine—AUTODART—marks a new era in coin machine operating. At the end of each game the AUTODART vends a ticket, printed with the player's score. If the score is good for a skill award, the player presents the ticket to the location owner. These high score tickets are kept by the location owner. When you collect, you check the record. You'll approve this, because your rightful profits are absolutely protected. There can be no "chiseling."

WINS THE BEST LOCATIONS

The new appeal of the Ticket Machine to the location owner gets the AUTODART into the best spots unflinchingly. The merchant does not have to run to the AUTODART to check players' scores. The Ticket does the work. Explain this, and see how eagerly the "hot spot" locations go for the AUTODART.

Player interest in the AUTODART is tremendous. Partly it is the beauty of the machine and its fascinating skill play. Partly it is the new idea of receiving the printed ticket.

Mechanically, the A. B. T. Ticket Machine is perfect. The Ticket Mechanism is not an experiment—instead a development of the famous A. B. T. Tape Totalizer. The AUTODART works without fail. It ends all old time operating risk and worry.

SEND TODAY FOR COLOR CIRCULAR AND PRICES

The AUTODART (Ticket Machine) is beautifully pictured for you in actual colors in our circular. Its many profit making and profit protecting features are described. Send for circular and prices today.

A. B. T. MFG. CO.

3311-19 Carroll Ave. CHICAGO, ILL.

FREE For All Operators

This is a real book of operating secrets—not an advertisement. It is A. B. T.'s sincere, genuine effort to help all operators whether they use A. B. T. machines or not. Packed with the actual experience of thirty years. No theories. It tells what to do to solve scores of operating problems. Experienced and new operators alike will find this book invaluable. It will undoubtedly help you increase profits.

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WHERE PRIZE-WINNING ORDER WAS GIVEN—The order that won the free automobile given away at the 1935 Coin-Machine Exposition was placed at this booth of the Watling Manufacturing Company, Chicago.

CHECKERS

THREE Interchangeable Pin Games at the Price of ONE featuring the Sensational New UPRIGHT REGISTRATOR Score Board

"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.

Operators' Price **\$44.50**

F. O. B. New York. Complete with CHECKERS, FORM-A-WORD and POKER Panels.

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 Organs. Size: 30" x 41".

Variable PLAY

Score Board can be changed instantly from "CHECKERS" (above) to "FORM-A-WORD" (at left) or to "POKER" (at right) by inserting the optional panels and score cards shipped with each machine.

The Game of 1935 is CHECKERS—It's Your Move!—See Your Jobber.



INTERNATIONAL MUTOSCOPE REEL CO. INC. MANUFACTURERS

Florida Ops Launch Org

Elect officers at Orlando and call State meeting for March 28 in same city

ORLANDO, Fla., March 16.—The call meeting for Florida operators at the San Juan Hotel March 14 was attended by more than 40 operators and resulted in an enthusiastic launching of a State-wide organization. Following discussion of State conditions and the need for an effective organization, A. H. Bechtol, Daytona Beach, was chosen to head the new organization. Bill Frey, Miami, was chosen as vice-president; M. V. Alders, treasurer, and the association attorneys will act as secretarial headquarters for the group. Board of directors consists of George Alcorn, Tampa; Fletcher Fuller, Ocala; A. C. McDonald, Jacksonville; Lee Sharp, Orlando; Ed Padgett, Miami; F. J. Fernside, Palatka; A. H. Bechtol, Daytona Beach.

A call meeting for all operators of the State has been set for 2 p.m., March 28, which will again be held at the San Juan Hotel in Orlando. All operators in the State are requested to attend. The directors will hold a meeting at the Chateau Lido in Daytona Beach, at 2 p.m., on Sunday, March 24.

Too Much Similarity in Games Gets Monotonous

CHICAGO, March 16.—Many carloads of Pacific Amusement Manufacturing Company products have left the Chicago plant of that busy company within the last few days, which may well explain the intense interest manifested by operators and jobbers in Pamco products at the Chicago show. While it is generally conceded that Pacific has pioneered many drastically different games, especially along electrically energized lines, it is remarkable to note that practically every new number introduced by the company has found favor with many of the most critical buyers. In an exclusive interview, Fred McClellan, president of Pacific, said that "It has been my impression that too many games have a tendency to dissolve into one another. Therefore, we have made it our policy to bring out games that are unique in character. A sameness in games is like anything else—it becomes monotonous to the player and consequently is accorded little or no reception when placed on location. But, give them something new, and with cleverly devised innovations here and there, and you'll sustain interest in games till doomsday. With these ideas in mind we have introduced Neotact, the new neon light-up game; Time, one that is taxing our production facilities to the limit, and Roto-Lite, with a burst of colored lights that out rival any fireworks display ever witnessed. The Baby Lite-a-Line is ready for the counter, and with these contributions already in production we feel that we're doing our part to supply operators with location equipment that'll return good earnings for some time to come." Asked if there is anything else ready to place on the market, Mr. McClellan answered in the affirmative, adding that, "to turn loose too many games at this time would result in a confusion for operators trying to make the best selection—that there's time enough at a later date after the trade has retired its investment on the new numbers and shown a profit besides." Having worked as an operator, Mr. McClellan knows the operator viewpoint, and knowing the pulse of the industry, gauges his output accordingly.

Seeks Best Locations

DETROIT, March 16.—One of the most successful operators in Detroit, in the opinion of jobbers who come in contact with all live operators, is Horace Grasseck. Grasseck's specialty is simply "the best locations in town." He does not necessarily have more than many other operators—about 30 locations, totaling 80 machines, but he has somehow learned the secret of getting into the best paying spots. A careful study of locations for years has probably resulted in a fine sense of location values. The

leading hotels, downtown cigar stores and similar spots where play is at its best are almost controlled by Grasseck in this city.

Grasseck believes in establishing the best locations and taking the best care of them. He never is bothered looking for news spots now because he has enough to keep him busy on service, and they are about as good as he can find in town. But frequent change of machines is a standard policy. A machine is never left longer than four weeks in one location by his policy, and they are not merely shifted to a new spot but discarded. The average life of a machine in his possession is thus under a month. They are then turned in on the newest type out on the market, making him one of the principal buyers in this territory. The depreciation on equipment is high, but because the locations are well selected and attended to the rapid turnover pays. Grasseck's policy is a model for the operator who wants a high type of coin-machine business. His specialty is only in one line—pinball games—and he is an authority on the newest machine.

JAK Buys Crane Rights

PARIS, March 16.—The JAK firm, in the Palais Berlitz, has bought the French rights for the exploitation of an English-manufactured crane, the Walden Goliath.

Another of the one-time popular talking-machine arcades of Paris, the Phono Salon, on the Boulevard Saint Michel in the Latin Quarter, has been forced to the wall and goes under the auctioneer's hammer latter part of this month.

The amusement machine distributor and operator, Omnium Automatic, of Marseille, has established a branch office and showroom in the Passage des Panoramas. The firm handles several American coin machines, salesboards and supplies.

SLUG BILL

(Continued from page 66)

to receive lawful coins of the United States of America in connection with the sale, use or enjoyment of property or service, prohibiting the use therein, and the manufacture, sale, offer and advertisement for sale and gift of tokens, slugs or spurious, mutilated, counterfeit, sweated or foreign coins for use therein, and the obtaining of property or service therefrom by means, method, device or trick not lawfully authorized by the owner, lessee or licensee thereof, and prescribing penalties for the violation thereof.

Section 1. Be it enacted by the General Assembly of the State of Indiana, That any person who shall operate, or cause to be operated, or who shall attempt to operate, or attempt to cause to be operated any vending machine or other receptacle, designed only to receive lawful coin of the United States of America in connection with the sale, use or enjoyment of property or service, by means of a token, slug or spurious, mutilated, counterfeit, sweated or foreign coin, or by any means, method, trick or device whatsoever not lawfully authorized by the owner, lessee or licensee of such machine or receptacle, or who shall take, obtain or receive from or in connection with any such vending machine or other receptacle any property or service, without depositing in and surrendering to such vending machine or other receptacle lawful coin of the United States of America to the amount required therefor by the owner, lessee or licensee thereof, shall be deemed guilty of a misdemeanor, and upon conviction thereof, shall be fined not more than \$500 or be imprisoned not more than 90 days, or both.

Section 2. Any person who, with intent to cheat or defraud the owner, lessee, licensee or other person entitled to the contents of any vending machine or other receptacle, designed only to receive lawful coin of the United States of America in connection with the sale, use or enjoyment of property or service, or who, knowing or having reason to believe that the same is intended for unlawful use, shall manufacture, offer to sell, advertise for sale, or give away any token, slug or spurious, mutilated, counterfeit, sweated or foreign coin, device or substance whatsoever intended or calculated to be placed or deposited in any such machine or receptacle, shall be deemed guilty of a misdemeanor, and, upon conviction thereof, shall be fined not more than \$500 or be imprisoned not more than 90 days, or both.

STEP UP YOUR PROFITS

WITH HI-LO THE KING OF INDIVIDUAL BOARDS



Operators throughout the country are dropping everything to make BIG COLLECTIONS with this sensational new individual board.

HI-LO is the answer to every operator's prayer. Think of the profit! A 600-Hole Step-Up Jack Pot Board that brings you an average profit of over \$18.00 and yet has both \$10.00 and \$15.00 possible winners for the boys to shoot for.

By far the Fastest Moving Board Ever Produced! Start TODAY. Order a Trial Dozen at \$1.65 Each, Net, Tax Paid. Sample Board only \$2.25. A deposit of \$1.00 per Board must accompany order.

SUPERIOR PRODUCTS, INC., 1603 South Michigan Ave., CHICAGO, ILL.

Another New Digger Item

From Struhl's New Spring Line

BOMB THERMOMETER

Another beautiful proven Digger money-maker. Chrome finished. Weight essentially adjusted. Size: 3 3/4" diameter. 25c extra for Sample. Full guaranteed. American made. WRITE FOR NEW FREE CATALOG OF OTHER ITEMS. **75c Ea.**

MORRIS STRUHL,

114 PARK ROW, NEW YORK CITY



ROCKELITE "Bally's New Lite-Up Game" \$39.50

USED MACHINE CLOSE-OUTS—ALL A-1 CONDITION.

Cannon Fire, Jr.	\$47.50	Pipe-Eye	8.75	Auto Bank	\$37.50
Little Duke (New Model)	22.50	Puritan Vender	6.00	Rockit	\$7.50
Dico-O-Matic	6.50	Belmont, Jr., Morris	5.00	Wills Q. T. Venders	45.00
Register	14.50			World Series	7.00

TERMS: 1/3 Deposit, Balance O. O. D.

IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.

THE HOUSE THAT CONFIDENCE BUILT

SOUTHERN AUTOMATIC SALES CO.

Est. 1923 Phone 540-542 So. 2nd Street Wabash 5464 LOUISVILLE, KY.

Shyver's Cannon Fires, \$25.00; Mockeys, \$22.00; International's Famous Mutoscopes, with Stand and Comcdy Reels, Kiddie Size, \$10.00 Each.

WRITE FOR COMPLETE LIST OF USED AND NEW MACHINES.

FREE! 3,000 FAST SELLERS
IDEAL PRIZES AND ATTRACTIVE
PREMIUMS ARE SHOWN
IN SPORS CATALOGUE.



All articles possess high quality—yet are priced low. Be sure to send for a FREE Copy of Spors Wholesale Catalog TODAY.

SPORS CO.

3-35 Superior Street,
LE CENTER, MINN.

WANTED

Model F IRON CLAWS. Can use unlimited amount. Must be in good condition and reasonably priced. WANTED—First-class Mechanic. Must understand Claws and Pin Tables thoroughly. No other need apply. CAN PLACE Picture Machine, rental or percentage. Space for Checkers and Chess. PLATLAND AMUSE. CO., 610 Ninth Street, N. W., Washington, D. C.

REVISED AND UP-TO-DATE MACHINE
List mailed you each Wednesday, showing Lowest Prices on Used Machines. Drop us a card and receive this List weekly.

KANSAS NOVELTY COMPANY
255 W. Douglas Ave., Wichita, Kan.
"Largest Stock of New and Used Machines in the Middle West."

MILLS SILENT GOOSENECK JACKPOT BELLS, \$40.00; Rebuilt, \$37.50; Mills Escalator Jack Pot Bells, \$55.00; Golden Bells, \$60.00; Masters Bells, \$65.00; Q. T. Bell or Vendors, \$40.00; Walling to and So Twin Jack Pot Bells or Vendors, \$35.00. One-Third Cash. Get our Prices on Brand-New Machines. KNEZER NOVELTY CO., 1519 E. 60th St., Chicago, Ill.

PENN. OPERATORS

42nd Street ... \$3.95 Contact
4th Ave ... World Series ... \$4.95
ATLAS COIN MACHINE CO., PHILA., PA.
412 So. 20th St.

Demand for Games Grows Weekly in Detroit Area

DETROIT, March 16.—Coin machine business has enjoyed a big pickup in the last few weeks, according to the reports of local operators. Several told Henry D. Lemke, local jobber, that the last week resulted in the biggest return on their routes since they had been in business. Inasmuch as this number included some of the largest operators in the city, the statement was taken as a clear indication of permanent business improvement.

Lemke reports that a series of orders for several hundred new machines is being delayed because the factories cannot make deliveries to Detroit fast enough to supply the present demand.

New Furniture Warms Up

NEW YORK, March 16. — Modern Vending Company has installed new furniture in its private office. And is it hot! Right up to the minute! Nat Cohen and Irving Sommers take great pride in their new furniture and are showing it to all their visitors.

Petitions Work

By WALLIE SACKETT

Editor, Tweetie Publications

The reformers are always sticking their blue noses into everybody's simple pleasures and the pinball games are their new line of attack. Why they should suddenly decide that these pleasurable contrivances are "illegal" is beyond my comprehension.

To begin with the games are advertised as "skill games" and after a certain number of tries a person with a steady hand and keen eye can make the balls fall into the correct pockets just as a bowler can "feel" the lay of the tenpins or the billiard player the necessary touch of "english" to make perfect shots on the green cloth.

The operators have as much right to post prizes for the most skillful player as has the golf club, the bowling alley, the billiard room and a hundred and one other enterprises. This matter has been brought before various courts througout the nation with favorable decisions for the operators. Most States have been fortunate in having an association of operators and wholesale dealers whose interest in the legal aspect of this situation has resulted in a series of petitions now being circulated througout the country.

These petitions clarify the situation so completely that thousands of signers have already affixed their signatures to the proposal.

Besides, all machines operated should carry this prominently displayed label: "A GAME OF SKILL—NOT A GAME OF CHANCE. A 10 per cent amusement tax on this machine is paid to the U. S. Government. We kindly request that persons under 21 years of age and those receiving relief from the government refrain from playing this amusement machine."

As a matter of fair play we believe in the principles of the operators. They have a big investment at stake. They are all interested in fair tactics. All they ask is co-operation, and to that end they are carrying their battle to the courts to prove, conclusively, that these games are games of skill and not games of chance.

To Distribute Venders In New England Field

BOSTON, March 16.—Ben D. Palastrant, of the Supreme Vending Company, has been appointed distributor for the products of the Northwestern Corporation, of Morris, Ill. The small merchandisers which the Northwestern firm manufactures will be boosted in an extensive sales campaign througout the New England States. Mr. Palastrant states. He also says that he will represent the Turf game of H. C. Evans & Company and the Target game of the Pierce Tool & Manufacturing Company.

Palastrant is enthusiastic about both games and believes that the New England market will accept them with alacrity. He also stated that very shortly he would have ready a surprise for the operators in reference to these machines.

BEACON

As Walter Winchell
WOULD SAY—"IT'S THE TOPS!"

THE ORIGINAL
FLASHING
LIGHT GAME
By STONER

It gets
MORE PLAY
PROFIT

The overwhelming success of BEACON is due to its PROVEN ABILITY TO EARN BIG MONEY ON LOCATION! All operators want BIG PROFITS—LOW COST—LONG LIFE in a game. That's why there is such a tremendous demand for BEACON.

Ready For Immediate Delivery!

39.50
TAX PAID
F. O. B.
AURORA

DE LUXE SIZE 41" x 21"

STONER CORPORATION
128 GALE STREET AURORA, ILL.

ATTENTION!!
JERSEY & PENNSYLVANIA OPERATORS
BUY THE NEW PIN TABLES WHILE THEY'RE HOT.
WE HAVE THEM ALL. COME IN AND SEE US.
EASTERN 350 MULBERRY STREET
NEWARK, N. J.

Be Wise!
BUY your GAMES FROM
MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.

RECONDITIONED BARGAINS
Blue Streak... \$12.50 Chicago Club House... \$8.95
Jigsaw... 4.95 21 Vender... 6.95
Airway... 4.95 Booster... 4.95
Bosco... \$3.95

EASTERN DISTRIBUTORS

JACK POT BELLS, Q. T. BELLS, JACK POT VENDERS, CANNON FIRE, BLACK JACK,	MILLS EQUITY, CLASSIC, TICKETTE, DIAL, IMPACT,	QUICK SILVER, TIME, TURNTABLE, ARMY AND NAVY, HOLD AND DRAW,
---	---	--

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

SENSATIONALLY LOW PRICES ON ALL SLOT MACHINES
GUARANTEED TO BE IN PERFECT CONDITION

MILLS SKYSCRAPER SIDE VENDERS DOUBLE JACKPOT (Serials 326,000)	\$40.00
MILLS SILENT VENDERS ESCALATOR DOUBLE JACKPOT	42.50
MILLS SINGLE JACKPOT (F. O. K. VENDOR)	22.50
MILLS VENDER WITH ROCK-OLA JACKPOTS	20.00
WALLING LARGE TWIN JACKPOT (OOLO AWARD)	55.00
LITTLE OUKER	21.50
SUPERIOR RAGE HORSE, Automatic Payout	22.50
JENNINGS SILENT BELL ESCALATOR (25¢ Play)	35.00
MILLS Q. T. VENDERS (Late Models)	49.50

TERMS: 1/3 Deposit, Balance C. O. D.
W. B. SPECIALTY CO., 2507 Marcus Ave., St. Louis, Mo.



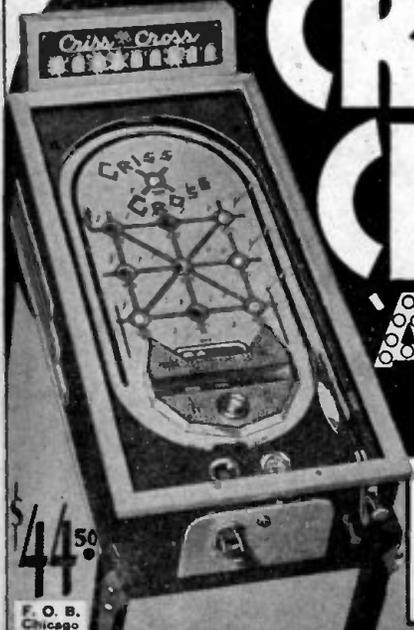
PREMIUM GOODS MEN AT SHOW—Among the many exhibits of premium goods at the 1935 Convention was that of Eric Wedemeyer, New York. Eric and his force are shown seated.

BUY FROM AMERICA'S FASTEST GROWING DISTRIBUTORS

LAVEL PENNY CIGARETTE MA.	5.00	SHAL JR	} 11.00 Each
OHIVES	65.00	GOLDBER GATE	
ELECTRO-HOIST	25.00	BIG BERTHA	
JENNINGS FOOTBALL	10.00	ELECTRO	
FLEET, JR.	15.00	SUPER "B"	
KEW BALL SR.	25.00	Write for information on New KELLY CIGARETTE MACHINE.	

1/3 With Order, Balance C. O. D.
HERCULES SALES ORG. 1175 Broad Street, NEWARK, N. J.

STILL
the fastest selling game on the market



CRISS CROSS
A LITE

The pioneers of light-up games offers you the most sensational game of the year — **CRISS CROSS A LITE**. Now may be played with either 10 or 4 balls. It's the fastest seller **BECAUSE** it's the greatest money maker!

\$44.50

F. O. B. Chicago

GENCO, Inc.
2625 N. ASHLAND AVE. CHICAGO

Pin Games Okehed By Nashville Judge

NASHVILLE, March 16. — Criminal Judge Charles Gilbert yesterday held that marble games are "games of skill" and no more gambling devices than license plates.

The decision was rendered when Judge Gilbert directed the jury in his court to return a not guilty verdict against Dr. Marlin L. Williams, operator of the Broadway drug store, where a marble game was confiscated during a roundup of the machines by detectives January 9.

After hearing the evidence, Judge Gilbert said that there was no evidence that the machine was a gambling device. "Of course, it would be possible to gamble on it, but persons have been known to gamble on license plates," he said.

After having heard the operation of the machine described, he stated that it appeared to be more of a "game of skill than chance."

The machine in question is at present being held in the office of the attorney along with several others confiscated in the same roundup. According to testimony, it paid off in slugs suitable for replaying and not in money or merchandise.

New York Ops Buy Music

NEW YORK, March 16.—Since the big demonstration of automatic phonographs at the Chicago Coin Machine convention, tremendous interest in these instruments has been manifested by many operators. It is believed that there will be many new and large operations of this type of equipment in this territory within a few months as the new machines become ready for delivery.

Many of the large operators have already contracted for these machines and are preparing for a general invasion of locations suitable for these instruments. They are also completing forces of helpers and collection agents, and will attempt to create operations of a size previously unheard of in this territory.

At the present time the small taverns have been the chief locations, but it is believed that the larger spots will also be using phonos because of the surety of the best music now being presented thru records. The fact that records of leading orchestras have been a steady radio feature for some time has brought about a distinct advantage to the operators, who realize just what the locations want in music and can furnish the best orchestras in the country on records.

Opens in Connecticut

NEW YORK, March 16.—United Automatic Sales Company, Inc., with main offices at 693 Broadway, announce the opening of a branch office at 84-86 High street, Hartford, Conn. The office will be under the direction of Edward H. Ellis, well known to the coin-machine trade. United Automatic is the Eastern distributor for Mills Products.

"TOP" SELLERS
at Lowest Prices

#22—3-Blade Tooth Pick Knives.	Doz. \$1.60
#23—5-Blade Tooth Pick Knives.	Doz. 1.00
#24—Auto Bomb. Best Grade.	Doz. 1.00
#14—Shooting Story Books.	Doz. .40
#12—Snake Story Books.	Doz. .55
#25—General Razor, Co., \$2.85.	Doz. 3.75
#26—A. & N. Needle Books, First Quality.	Doz. 4.75
#27—Sawyer Sharpener.	Doz. .22
#28—Keen Edge Knife Sharpener.	Doz. 1.10
	Doz. 12.00

YES WE HAVE NEW STOCK

of Beacon Blankets, Shawls, China Ware, Aluminum, Tails and Flour Lumps, Balloons, Flying Birds, Straw Mats, Japanese Novelties and Domestic Goods at Lowest Prices.

Send for Price List of APRIL FOOL NOVELTIES.

25% Deposit Required on All C. O. D. Orders.

LEVIN BROTHERS
Terre Haute, Ind.

HARLICH *Newest*
SALESBOARD CATALOG

Advance Issue

Just out! Contains all the newest and hottest numbers! If you operate salesboards—order 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 salesboards.

SEND FOR IT NOW
HARLICH MFG. CO.
1401-1417 W. Jackson Blvd., Chicago, Illinois

JAR-O-SMILES



OPERATORS
Leave this jar Deal and Collect \$6.00 when sold. Cost you \$1.65 Each in Dozen Lots. Dealers are selling from 10 to 25 Deals per week.

Werts Novelty Co., Inc.
MUNCIE, IND.

The Finest Machine Buy in the World!
\$13.50

MILLS BULL'S EYE F. O. No., Etc. Serials Up to 250,000. Especially rebuilt for our own operation and never used. Every machine in a revamped cabinet that cannot be distinguished from new. All metal parts renickled.

- ★ NEW SIMPLEX TRIPLE JACKPOT.
- ★ JACKPOTS FILLED WITH NICKEL-PLATED CHECKS.
- ★ EQUIPPED WITH NO-PAY-ON-CHECK DEVICE.
- ★ EVERY MACHINE EQUIPPED WITH METER.
- ★ ALL MACHINES HAVE OUR NEW TOP AND FRONT.
- ★ TWO MACHINES IN ONE, MONEY OR GUMS.

Limited Number of the Following:

MILLS BULL'S-EYE 25¢ Bells, New Simplex Triple Jackpot, New Top and Front	\$12.50
USED VEECOR REGISTERS	.50
MILLS BELL LOOKS	.50
SWEETIES, a Pebble Sized Candy, 10-Box Case	2.50
MINTS, 10 Boxes to Case	3.00

DEAN NOVELTY CO., 114-120 N. Boston, Tulsa, Oklahoma

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.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Vendors—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.

SLOT MACHINES ALL KINDS, \$10.00 Ea.

MILLS ESCALATORS, \$39.50 Each; ADVANCE CIGARETTE MACHINES, \$32.50 Each; USED CIGARETTE MACHINES, \$22.50 Each; SEEBURG'S PAY OFF SWEEPSTAKES, \$42.50 Each; HIGH SCORE POOL TABLES, \$17.50 Each; 50 POOL TABLES, \$10.00 Each; ERIE DIGGERS, \$17.50 Each; 20th CENTURY DIGGERS, \$35.00 Each; like new; MODEL E IRON CLAWS, \$40.00; MODEL G IRON CLAWS, \$75.00; NEW COIN-LOOKS, \$7.50 Each; COLUMBUS PEANUT MACHINES, Used, \$6.00 Each; DAWDY VENDERS, \$6.00 Each; 6 STAR BALL GUM, \$6.50 Case of 5,000. Latest Used and New Pin Games always in stock.

LEHIGH SPECIALTY COMPANY, 165 Green St., Philadelphia, Pa.



OPENS CHICAGO BRANCH OFFICE—Superior Punch Board Company booth at the 1935 Coin-Machine Exposition is shown above. Home office at Peoria, Ill.

THE 2 BIG DAVAL HITS ARE CIRCLING THE COIN MACHINE WORLD

"KING OF ALL PAY TABLES"

REX



Chicago
EXPRESS

★
A
REAL
HIT
★



ONE BALL PLAY MILLIONS
SCORING BALL RETURNS FOR FREE REPLAY
ONLY PAY TABLE WITH 1" MARBLES
LIGHT FLASHES WHEN PAY-OFF IS MADE
UNLIMITED PAY-OUT

and millions of words wouldn't describe the HIT Chicago EXPRESS has ALREADY MADE! It's acclaimed the "Greatest Pin Game Sensation of 1935." Re-orders are coming in from everywhere—the factory is working Double Shift — GET BUSY — RUSH YOUR ORDER TO YOUR JOBBER TODAY!

★
★
★
★



MAKE
THE "ACID TEST" TODAY! All we ask is for you to place Chicago EXPRESS ON ANY TYPE LOCATION—Just watch the RESULTS!"

\$44.50
EACH

F. O. B. CHICAGO

Your jobber has Chicago EXPRESS ready for you TODAY!

MORE

features for Bigger, Better, Easier PROFITS are incorporated in the REX than in any other Pay Table made, including the new, beautiful and sensational "Neo-Classic" cabinet. Four beautiful, flashy colors on the new, thrilling REX playing board and new "come-back" play schemes never before in any game

\$79.50
EACH
F. O. B. CHICAGO

MAKE THE LOCATION TEST TODAY—Your jobber has REX!

RUSH YOUR ORDER TODAY

EUROPEAN OFFICE
GODDARD NOVELTY CO.
11 BROWNLOW ST. LONDON, ENG.

RUSH YOUR ORDER TODAY

DAVAL MFG. CO. 200 So. Peoria St. CHICAGO ILL.

Large Variety of Designs **PILLOWS** Beautifully Colored

On High Luster Satin. Dozen. \$6.00 | On Quality. Dozen. \$3.75 (Size 20x20, including FRINGE)

With Kapok Filling. \$2.00 Dozen Additional.

FREE CATALOG—LARGE VARIETY DESIGNS—MOTIF—TOE—COUCH—PATRIOTIC. "ROOSEVELT." Etc.

25% Money Order Deposit Required. Balance C. O. D. For Quick Action. Wire Money With Order.

WESTERN ART LEATHER CO.
1646 Arapahoe St. (Manufacturers). DENVER, COL. P. O. Box 484.

7% TRACK PARLAY
PARLAY 27 WIN 1203

5

MARCH SPECIAL
FOUR-WAY ACTION GAME,
THE TRACK PARLAY

1,000 HOLES.
Takes in \$50.00. Average Payout, \$17.55.
AVERAGE PROFIT, \$32.45.
This is a Horse Race Game and Invites a Good Play.

Price \$3.39
Plus 10% Tax.

Catalog on Request.

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MAIN OFFICE AND FACTORY
1023-25-27 RACE ST. PHILA., PENN.
16-18 WEST 22ND STREET NEW YORK N.Y.
416 SOUTH WELLS STREET CHICAGO, ILLINOIS.
441 THIRD STREET SAN FRANCISCO, CALIF.
320 EAST 34th STREET YACOMA, WASH.
123 KLEIN STREET SAN ANTONIO, TEXAS
1356 N.E. 1st AVE. MIAMI FLORIDA
272-274-276-278 ST. STREET ATLANTA, GEORGIA

Jersey Jobber Expands, Opening a Third Office

NEWARK, N. J., March 16.—Milton Green reports that the American Vending Company has opened a third office at 208 Essex street, Hackensack, N. J. The firm now has offices in Newark, Brooklyn and Hackensack. Mr. Green also says that he will personally be in charge of the Hackensack office until such time as he believes that it can take care of itself.

Another interesting report from Mr. Green is the fact that Max Liebner, member of the board of directors of the Greater New York Vending Machine Operators' Association and well known to Brooklyn ops, is now managing his Brooklyn spot. Max is well known for his many speeches regarding general jobbing conditions and says that in his new position he intends to demonstrate to all the Brooklyn boys that they can get a fair and square deal from the place he manages. He will be in complete charge of the Brooklyn office of American Vending Company and invites all his friends to visit him.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel. 2 Blades. Brass Bolsters and Lined.

A New Deal — Big Buy Per Dozen, \$2.25
Five Dozen for \$10.00

Send for New Catalog.
RONDE - SPENCER CO.
Wholesale House.
223-25 W. Madison St. Chicago.

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.

OPERATORS — LOOK!
For the Newest and Best in Salesboard Assortments buy **LINCOLN DEALS**

Buy This Bargain. No. 2529. Only \$5.75 Dealer's Price. \$9.95.

It's a brand-new 2,500 1c Sales Assortment—only one of scores of other 1935 numbers. Send for Our Latest Catalog.

Net \$20.50 After Awards \$10.25 Your Share, on 50/50 Basis.

LINCOLN NOVELTY CO. 4325 E. RAVENSWOOD AVE. CHICAGO

Premium Houses Takes on Dresser Line of Goods

NEW YORK, March 18.—Morris Struhl, premium dealer, is featuring the new items made by the Franklin P. Dresser firm for use in diggers and cranes. These items are said to be specially designed for such use, even carefully weighed so as to secure proper balance in the items. Many of the items are already well known to operators. A complete catalog of the premium merchandise will soon be issued by the firm.

Lottie Struhl, whom many of the operators met at the firm's booth at the 1935 Coin Machine Exposition in Chicago, reports that the Dresser items are proving great sellers.

SPECIALS IN USED WATCHES
ELOIN-WALTHAM WRIST WATCHES
Brand-New Cases. BIG BARGAIN.
Write for Catalog.
MICHAEL H. WEBER
138 South 5th Street, PHILADELPHIA, PA. \$2.95

A WINNING HAND IN ANY MAN'S LANGUAGE

Evans'
AUTOMATIC PAY-OUT GAMES



RAINBOW

\$37.51

A LONG LIFE—thrilling game! The two rainbow discs revolve in opposite directions AND if you've matched the colors what a kick you'll get when you pop the pay out!



DARBY

\$35

The greatest horse race game ever built! A game that will live a LONG PROFITABLE LIFE! Select your horse—watch it race around the track! It pays five to one odds!



HARDWAY

\$37.51

We're taking orders now for early delivery for this LONG LIFE game. The two disc dice revolve in opposite directions at the insertion of the plunger. If you "beat" the game it pays a quarter for nickel!

KINGS OF THE TURF

PLACE YOUR ORDER NOW FOR THIS LONG LIFE, NEW TYPE PIN TABLE—YOU'LL FIND IT THE MOST SENSATIONAL HIT YOU'VE EVER HAD! SEND TODAY FOR PARTICULARS!

\$43.50

H·C·EVANS & COMPANY

1528 W. ADAMS CHICAGO

NICKEL ANTE

A REAL MONEY MAKER

1,000-Notch 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

ONE PAIR RECEIVES PUNCH IN LEFT HOLE OTHER PAIR IN RIGHT HOLE

LAST PUNCH IN EACH SECTION RECEIVES PUNCH IN LEFT HOLE

Looking for New Pin Game Idea

CHICAGO, March 16.—A. J. Stephens, of the A. J. Stephens Company, Kansas City, Mo., was in attendance at the National Wine and Liquor Show at the Hotel Stevens March 11 to 15. His firm had a booth at the exposition showing several models of the new line of bars and beer dispensers which they have recently placed on the market. The Baradio, a liquor cabinet for clubs and homes, was also on display. This cabinet is built in several models and has a radio set built in.

The Magic Beer Barrel, which the firm has advertised extensively in the coin-machine trade, was also shown. Mr. Stephens stated that a new model for cigaret sales would soon be ready.

He also said that his firm would be interested in a new idea or invention for a pinball table game. The firm has immense facilities for making cabinets of all kinds and would be interested in manufacturing table games on a royalty basis.



FLASH! JUST OUT!

NEW LARGE GENUINE MICKEY MOUSE TOSS-UP

Stands 30 inches high with body, head and ears fully inflated. Two-color print on two sides. Twin sheets of heavy cardboard. Held in attractive three-color cellophane window envelope.

Gr. **\$8.40**
Sample 10c, Postpaid.

RUBBER TOY SENSATION ZA-ZU SQUAWKING DOLLS

Double-Action Voices. Four Head Designs. Assorted Colors—Combinations. UNBREAKABLE AND GUARANTEED.

Be the First To Get This Exclusive Novelty.

50c., 80c.—Gr. \$9.00
Sample, Postpaid, 15c.

25% Deposit Required with Orders. Confidential List of Cities and Street Numbers Sent Free.

GOLDFARB NOVELTY COMPANY
116 Park Row, New York, N. Y.
THE MOUSE THAT SERVICE BUILT.

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 Pin Pon Boards. Gross. **\$8.00**

Genuine Hurst Gyroscope Tops. Gross. **\$15.00**

Imported Japanese Large Size Gyroscope Tops. Gross. **\$6.75**

Tricky Mouse Toss-Ups, in Envelopes. Per Gross. **\$4.50**

25% Deposit Required With All Orders. SEND FOR A FREE COPY OF OUR LATEST GENERAL CATALOG.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Full Production Soon

CHICAGO, March 16.—According to Jim Buckley, sales manager of Bally Manufacturing Company, there is more truth than poetry in Will Rogers' wise-crack to the effect that "we'll win the next war if they let us shoot marbles at the enemy." Jim suspects that Will was referring to Ranger—automatic pay-out pistol practice game. "Our engineers," Jim states, "have figured out that, considering the weight and high velocity of the steel balls fired by the Ranger pistol, a man really has a weapon in his hand when he plays the game. Of course, the 'bullets' are fired by a mechanical force instead of an explosive, and the bullets are safely stopped by the target board. But remove that board, set up a flock of Rangers in the trenches, and you'd be all set for a scrap! Will sure hit the nail on the head—or maybe I ought to

ATTENTION!!!

IF PRICES TALK THIS AD WILL CAUSE A LOT OF NOISE!

"Rebuilt Machines With a New Machine Guarantee."

MAJOR LEAGUE SR.	\$23.50
MAJIK KEYS, SR.	18.00
SIGNAL, SR.	23.50
SIGNAL, JR.	18.50
GOLDEN OATE	18.50
CONTACT, JR.	17.50
Slightly Used MILLS Q. T. 5c	45.00
VENDOR	
BLACK JACK	} 5.00
OHIO GLOB HOUSE	
DICE-O-MATIO	Each

ACT TODAY! ALL ORDERS SUBJECT TO PRIOR SALE.

1/3 Deposit, Balance O. O. D.

UNION NOVELTY CO.
4459 Olive Street, ST. LOUIS, MO.

EXCLUSIVE EASTERN DISTRIBUTORS

USED PIN GAMES

SIGNAL DROP KICK, ESQUIRE, ORIGINOR, DRAGON SHOT, SHOOTING STAR	\$16.90
ELECTRO, GOLDEN OATE, SU. PER A SUBWAY	\$11.90
PENNANT, SILVER CUP, PLEASE URE ISLAND	\$5.00
AUTOBANKS (While They Last)	\$38.00
WRITE FOR BASES BARBAIN BUY.	

J. M. Keeney & Co. "QUICK SILVER."

Ad-Lee Co. "ZIP."

L. & R. Mfg. Co. "GLOBE TROTTER."

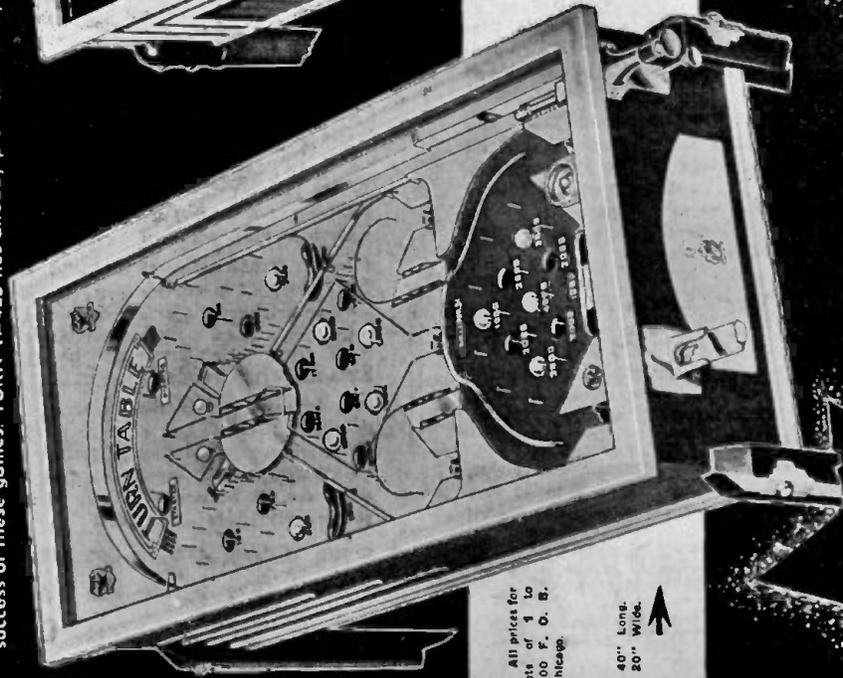
KAUFMAN 455 West 42nd St. Medallion 3-0468
NEW YORK CITY

say he hit the bull's-eye—when he made that crack. Incidentally, we're going to be swinging into full production on Ranger very soon now and the operators who have been anxiously awaiting this marvelous machine will be able to go gunning for Old Man Depression—and 'rub him out' for keeps!"

All America Hails Gottlieb's 3 New Hits!

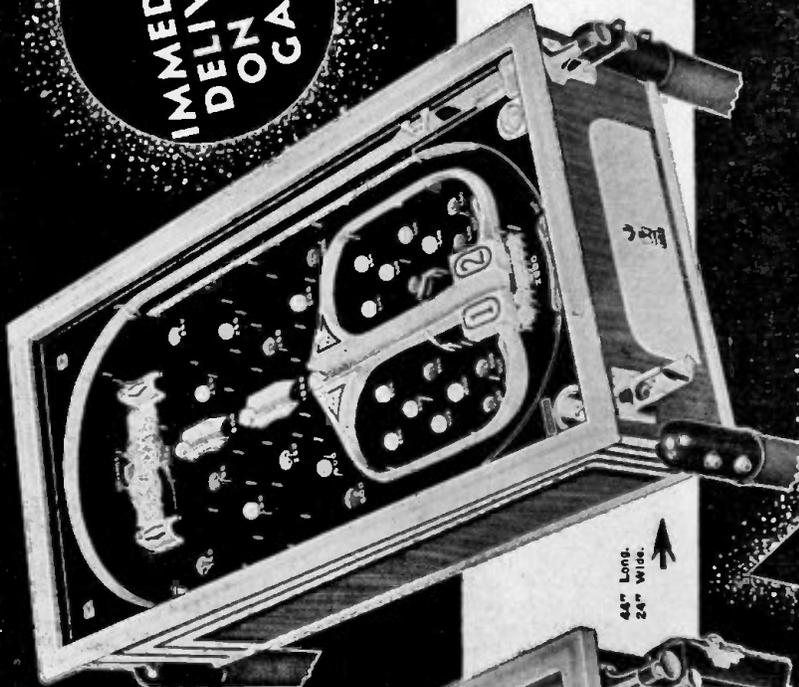
THE tremendous nation-wide response to these three great machines has been unequalled in recent years! From the very first day of the Show in Chicago, the deluge of orders swept aside any doubts of the destined success of these games. **TURN TABLE** has already proved itself a powerful

money-maker. **CYCLONE** with the first Electric Ball Lift is the talk of the trade. **MATCH PLAY** with Automatic Payout is being ordered in large quantities! Now is the time to get behind them! See... play... order these sensational earners from your jobber today!



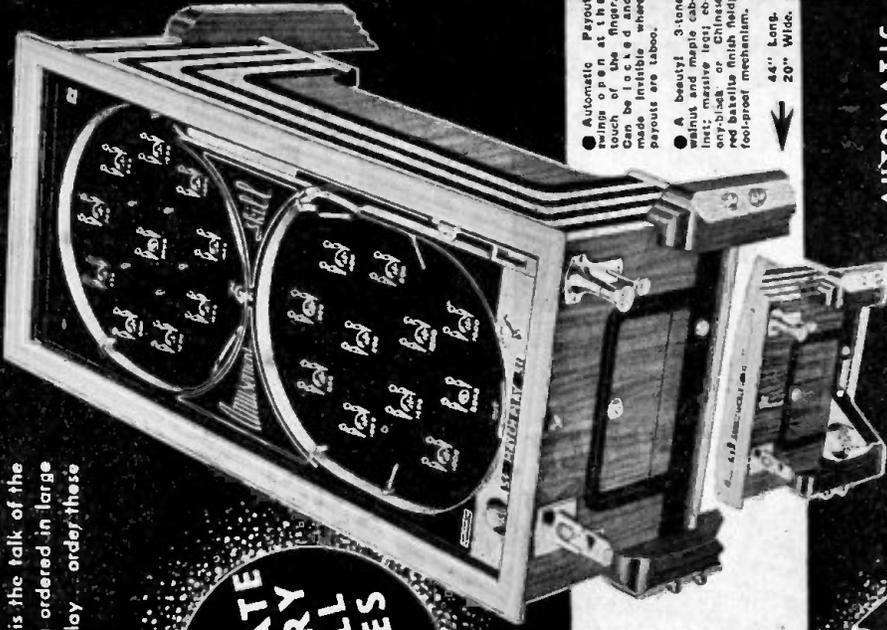
All prices for lots of 3 to \$100 F. O. B. Chicago.

40" Long.
20" Wide.



44" Long.
24" Wide.

IMMEDIATE DELIVERY ON ALL GAMES



● Automatic Payout swings open at the touch of the finger. Can be locked and made inoperative where payouts are taboo.

● A beautiful 3 tone walnut and maple cabinet; massive left, center and right ball lifts; and ball lift finish field; fool-proof mechanism.

44" Long.
20" Wide.

TURN TABLE

The action of **TURN TABLE** is quick, hot and remarkably interesting. Place a ball in either of both "500 Approach" Pockets. A skill shot into the "center" hole turns the bridge and is kicked back over lower Viaduct into High Score Field. To be kicked again into "500" or "1000" Pockets. Intermediate Score Pockets.....

\$39⁵⁰

CYCLONE

Amazing cyclone action astounds even the most jaded player! **PLUS A SENSATIONAL (Patented) "LEG-LIFT" and "WALKER" Ball Lift!** Ball is always ready for play. Utilizes 3 separate balls—20 balls in each of two tiers. The balls are lifted by the ball lift mechanism. The other 10 balls pass through the two tunnels. Lights flash! Balls advance! (Electric Lift optional).....

\$72⁵⁰

MATCH PLAY

AUTOMATIC PAYOUT

The ultimate in coin machines! The best of PLAY! It's a real test of skill to match the score of the lower field with that of the upper field. Utilizes 3 balls. If 400-4 wins; and so on up to 20 coins for a matched score of 2,000. Two balls are lifted by ball adjusting apparatus. A permanent investment.....

\$87⁵⁰

D. GOTTLIB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

New York-American Vending Co: 773 Coney Island Ave., Brooklyn, N. J.
Sole European Distributors—Burrows Automatic Supply Co., 78-81 Fetter Lane, London, Eng.

Wherever there's
TRAFFIC
 there's always a crowd!

TICKET
 MECHANISM PROVEN PERFECT BY THOUSANDS
 OF MACHINES ON LOCATION 12 TO 18 MONTHS

**FULLY AUTOMATIC
 PAYOUT**

**14 DIFFERENT COLORED
 LIGHTS
 ON PLAYING FIELD**

• **NO TIME WASTED
 COUNTING TICKETS**

Every time a Ticket is issued 2 nickels automatically drop into payout compartment. MERCHANT SIMPLY UNLOCKS PAYOUT DOOR AND PAYS HIMSELF BACK FOR ALL TICKETS REDEEMED. When collecting, operator merely divides contents of cash-box. No time wasted checking awards or fussing over a pile of Tickets . . . no chance for argument! This EXCLUSIVE feature alone makes TRAFFIC the greatest, most practical Ticket game ever built!

ANOTHER GREAT DESIGN
 BY HARRY WILLIAMS



**TAKING IN \$150.00
 TO \$250.00 A WEEK!**

TRAFFIC has all the features that insure steady big-profit play . . . LIGHTS . . . OUT-BALL RETURN . . . PROGRESSIVE SCORING . . . SMOOTH, SILENT GLASS MARBLES . . . EXTRA LIVELY "IVORY TYPE" PINS . . . FASCINATING SKILL APPEAL . . . plus AUTOMATIC PAYOUT . . . TICKET VENDING UNIT . . . and FAST 5-BALL PLAY! No wonder TRAFFIC was the outstanding hit of the show! No wonder machines on location have been taking in \$150.00 to \$250.00 a week ever since the Convention! No wonder smart operators predict for TRAFFIC an even longer life than Rocket, which is still going strong after a year and a half on location!

Imagine the beauty of a game with 14 DIFFERENT COLOR LIGHTS ON THE PLAY-FIELD! Imagine the thrill of lighting one light after another till the entire board gleams like a tray full of jewels! Imagine the overpowering urge to light more lights next time . . . and the irresistible impulse to play again and again and again! With or without Automatic Payout, with or without Tickets, TRAFFIC has by far the most magnetic EYE APPEAL and most powerful REPEAT PLAY APPEAL ever built into any skill game!

TRAFFIC'S Ticket Unit is an exclusive Bally development, new and improved, yet based on the Rocket Payout Principle, which has been PROVEN SUCCESSFUL BY THOUSANDS OF MACHINES ON LOCATION 12 TO 18 MONTHS. The mechanism is a masterpiece of simplicity and rugged compact construction, requiring only occasional routine attention. TICKET RE-FILLS ARE INSTALLED IN LESS THAN 2 MINUTES! Tickets are serial-numbered and absolutely counterfeit-proof.

Skillful player, who lights proper combination of miniature Stop Lights, receives one or more Tickets good for Free Games. From 2 to 20 Free Games may be awarded on a single score. Tickets are automatically vended

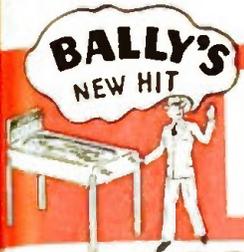
Model A Has Both AUTOMATIC PAYOUT and TICKET UNIT in One Machine. **\$99.50**
Model B Has AUTOMATIC PAYOUT but no Ticket Unit. **\$94.50**
Model C No Payout, No Ticket Unit. Played With 10 Balls. **\$49.50**
 Check Separator on Models A and B, \$5.00 Extra.
 1/3 with Order, Balance C. O. D. - P. O. B. Chicago.

at the moment a winning score is made . . . and if score is increased on subsequent balls, additional Tickets are instantly issued.

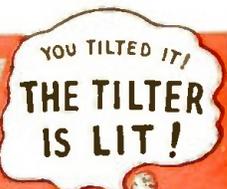
Model A TRAFFIC has AUTOMATIC PAYOUT AND TICKET VENDING UNIT combined in one machine. Operate as Payout Game when desired . . . or lock payout door and operate as Ticket game only. TRAFFIC is the only pin game on the market that gives you PAYOUT PROFITS . . . PLUS THE POSSIBILITY OF QUICKLY SWITCHING TO TICKET AWARDS WHEN LOCAL CONDITIONS CHANGE.

Built for years of trouble-free service . . . designed to hold the play indefinitely, TRAFFIC is a gilt-edge investment in PERMANENT PROFITS. Get in on the ground floor by placing your orders now. The factory is already swamped with orders booked at the Show . . . and only by prompt action can you be sure of delivery in the next few weeks. Order from your nearest jobber . . . today!

BALLY MANUFACTURING COMPANY
 4619 RAVENSWOOD AVENUE CHICAGO, ILLINOIS



ROCKELITE



MERCHANTS CHECK THE SCORE AND THE
Light up **ANTI-TILT**
WITHOUT GOING NEAR THE MACHINE!

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 to 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.

NO MORE LOSSES DUE TO MERCHANT'S NEGLIGENCE

Light-up Score Boards enable the merchant to check the score from a distance . . . but also offer a constant temptation to forget about the tilter. Only ROCKELITE gives you 100 per cent protection by showing both the score and the Anti-Tilter in gleaming lights! ROCKELITE alone gives you ALL THE ADVANTAGES OF AUTOMATIC PAYOUT excepting the actual payout . . . makes life easier for the storekeeper . . . and INCREASES YOUR NET PROFIT by absolutely eliminating payouts on tilted machines.

ROCKELITE'S play-field and scoring system are inspired by the longest-run pin-game in history—the ever-popular Rocket. Try ROCKELITE yourself . . . shoot the smooth, dancing 1-inch glass marbles on the fast, lively play-field . . . feel the thrill of writing your score in brilliant rainbow-color lights! Then you'll know why operators call ROCKELITE the greatest Light-Up Game ever built! ORDER YOURS TODAY!

ONLY
\$39⁵⁰

1/3 with Order,
Balance C. O. D.,
F. O. B. Chicago.



\$KILL CIRCLE
good for \$20.00 daily!

ONLY
\$39⁵⁰

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**

ONLY
\$39⁵⁰

PLAYS PENNIES, NICKELS, DIMES and QUARTERS!

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!

BALLY MANUFACTURING CO.
4619 RAVENSWOOD AVE. CHICAGO, ILL.

THE WHOLE WORLD SENDS MERCHANDISE TO YOU



150 VALUABLE ARTICLES
 THIS CABINET FREE
 25 Purchases - 5¢
 25 - PURCHASES - 10¢
 25 - PURCHASES - 15¢
 25 - PURCHASES - 20¢
 25 - PURCHASES - 25¢



WONDER STORE

A Brand New RED HOT KNOCKOUT

EVERYTHING THAT THE NAME IMPLIES!
 A LARGER PROFIT FOR THE OPERATOR!
 A LARGER PROFIT FOR THE RETAILER!
 TREMENDOUS VALUE FOR THE CONSUMER!

THE MARVELOUS SALES APPEAL OF SOMETHING FOR NOTHING,
 No one can resist the powerful pull of WONDER STORE... they've just got to loosen up!
 Average time for complete sale in retail store much less than 24 hours per case!

EACH CABINET CONTAINS 150 VALUABLE ARTICLES

HERE'S HOW IT WORKS!	25 PURCHASES... FREE... Extraordinary Merchandise	HERE'S HOW IT WORKS!
	25 PURCHASES... 5¢ ... Extraordinary Merchandise	
	25 PURCHASES... 10¢ ... Extraordinary Merchandise	
	25 PURCHASES... 15¢ ... Extraordinary Merchandise	
	25 PURCHASES... 20¢ ... Extraordinary Merchandise	
	25 PURCHASES... 25¢ ... Extraordinary Merchandise	

FOR YOU—\$7000 PROFIT PER DAY!

EACH CASE OF WONDER STORE TAKES IN \$18.75 . RETAILER PAYS \$14.00
RETAILER'S PROFIT \$4.75 PER CASE — YOU PAY \$10.50 PER CASE—DELIVERED, YOUR PROFIT \$3.50 PER CASE!
 As it's like "shooting fish" to place 20 cases of "WONDER STORE" per day. Your profit a fast \$70.00 dolly... PLUS REPEATS!

WE STAND 100% BEHIND THE SALE OF "WONDER STORE"
 We guarantee the sale to you... and thru you to the retailer.
 We will at any time accept for full refund any full or broken cases of "WONDER STORE."

"WONDER STORE"
 \$10.50 per case—delivered
 25% deposit on all orders
 Balance C. O. D.

EXTRAORDINARY MERCHANDISE — EVERY PURCHASE — REGARDLESS OF PRICE!

Abounding **MERCHANDISE**

GENERAL CONCESSION CORPORATION
 6545 CARNEGIE AVENUE • CLEVELAND, OHIO