LEON (SNOOKS) FRIEDMAN
And His Casino de Paree Orchestra
RADIO — HOTEL — CAFES — BALLROOMS

MARCH 30, 1935

THE BILLBOARD
The World's Foremost Amusement Weekly
Do you like to "let loose"

Are there times when you like to "do it in a big way"? When you like to shake the dust, and have your fun in big means? Those days are tailor-made for Spud's. Spud's the cigarette that took all the big off smoking pleasure—by taking the spoiling beat out of smoke. Next time a day comes down your calendar, make a big date with Spud. You can smoke big—without keeping count—and count having a fresh, clean mouth.

SPUD
Menthol Cooled
Cigarettes
15¢

CORK TIP or PLAIN

THE AXON-FISHER TOBACCO COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY

15¢ FOR 20
(GC IN CANADA)
MUSICIANS VOTE SALARY TAX

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

Also cuts insurance benefits from $1,000 to $500 and provides that substitutes be given full dates—quiet meeting—fireworks expected—next postcard on 27th

NEW YORK, March 30.—A 3 per cent tax on incomes of local musicians, a change in substitute laws and a cut in insurance benefits were voted at a meeting of the 802 American Federation of Musicians, held Friday afternoon at Carnegie Hall. The meeting was to have discussed several other resolutions, including establishing an income limit of $100 per week for members, but these were not discussed and will be covered at another get-together next Wednesday. The musician has expected the meeting to be productive of fireworks, but matters turned out otherwise. Large attendance surprised most members, although there were few Observers who felt the turnout was not natural, since most of those attending were fighting for the preservation of their own bank role.

The per cent tax will be placed on all earnings of all 802 members, income derived from any into the union coffers. The members voted on an economy move to cut down insurance benefits to $500. The insurance benefits paid to survivors of deceased members. The limits to the local accordingly lowered, from $1,000 in 190 to $80.

In 80 are still sections of the union being split into two camps. (See MUSICIANS VOTE on page 2)

Wendick Gets Judgment Against Calgary Exhbin

CALGARY, Alta., March 23—Wendick has won his suit against the Calgary Exhibition Company, Ltd., in Supreme Court of Alberta last week when Justice E. B. D. was ruled that the defendant was wrongfully dismissed as a result of the union's control. The exhibitions must be paid the costs of the case, although the defendants were still not on the case of the new company, being split into two camps. (See WENDICK GETS on page 2)

Capacity Houses Grease Bards Show at Opening in San Diego

BAN DIO, Calif., March 23.—There were two capacity houses at opening of the A. O. B. Grease Bards, held last Saturday. It was a warm, pleasant day. The average attendance, which was equal to electrically charged, was represented by gold-brimmed dignitaries and glee. and many foreign ships sent groups to view their first American circus. The show's balanced program, fully measured up to the high standard set by the world-famous Ringling Brothers. Two new acts are in the drawing-room line-up, Mabel Stark and 16 Bengal tigers registered large and small by Capt. Terrell Jou- noit's big lion act, with new features in the routines, also as did the Alexandre-Ward firing acts. Wall: Troupe, naval bar, the Barretto European riding act, Butters Troupe, three Belovichky seal acts, Cassellini Troupe, new 20-horse Liberty set; two new acts, all new costumed. Trappings are new and there is a new musical score. The new closer, The First Americans, is a novel, inspiring incident that went them out in a big hurrah, four hundred people were with the show. Stars noted were Harper, Jerry, Wray, Kane, Wash, banker, Lee Duroc, Parmer, Dave Sabin, John Tupper, W. H. Douglas, and Eddie Brown, of San Diego exposition executive staff; Jean Parker, movie star, Baron Long, Red Barnard, Jack Shears, and Benny Brob's Band of 110.

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

Company union drags along with 30 player members who name best performers of year for Academy award—

Guild stronger than ever—many advantages to players

HOLLYWOOD, March 23.—When the selection of the best performers of the year was made by an Academy poll, based on the votes of its members, the players are generally not interested in the results, according to George Calkins, Acting President of the Screen Actors Guild.

"The purpose of the Academy is to select the best performers for the awards and the guild members are not interested in the voting of the committee," Calkins said.

The guild membership is now 2,300, and the Players are optimistic about the possibility of gaining more members.

A season of six weeks is planned for the guild and, according to Calkins, the guild will open its season here April 22.

Weeks to be held are next year, the guild will be able to continue its own work, and have its permanent office and office for the Ten Cities.

Company now preparing the Ten Cities program, which will be given by all members of the guild, according to Calkins.
J. S. Agency Lands Exclusive as Radio Luxembourg's American Rep

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

Radio Luxembourg, in the European principalities of that name, is the only really commercial station in Europe and broadcasting on a power of 200,000 watts, is audible in every major European country, including France, Germany, Belgium, Spain and Holland.

Because of the ban on commercial broadcasting in most of the countries listed above, Radio Luxembourg is currently enjoying a large income. Station is accepting contracts calling for programs in any language, with Conquest Allied's contract insuring it to any American firm with European distribution.

English audience is quite large, since Radio Luxembourg broadcasts popular-style shows against the more British Broadcasting Corporation programs.

AFA WALLS

(Continued from page 3)

forced, thereby lack of regular employment, acceptance of the terms and conditions imposed upon them by the sponsors of this new amateur radio station.

The statement continues, "We consider this an unfair trade practice and decisively in contrast to the program sponsored by our president and the pur- pose of the NRA. The AFA demands that the BBB be abolished and our wages be paid; the bubble be put to an end and we resume our wages completely."

The statement also takes aim at the picture "monopoly." "In addition to the many hardships to which our members have been subjected by the depression, we have suffered irreparable losses having been forced out of the motion picture theaters thus the motion picture theaters must bear the burden of the motion picture interests.

The AFA is appealing to bookers, concert hall operators, the NRA and the public in general to put both their dollars and cents in fighting the "amateur racket.""

In even more Warner soap, Pittsburgh begins amateur night today, it's 11 to WWXY, with Joe in the mixing, and one of the final acts will be at the Enright Theater, where the public gets an opportunity to see the Stanley Theater and a broadcasting spot with WWXY.

ILLINOIS EMPLOYMENT

(Continued from page 3)

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

It is provided that no theatrical employment agency shall "enter into any contract with or to any person or persons.

The statement continues, "if the contract is entered into, the agency shall be liable for any and all claims which the party may make for the entertainment of the employment agency.

The statement continues, "it is provided that every theater, radio, or other entertainment shall deal directly with the person or persons with whom they might engage, and no employment agency shall be entitled to any commission.

LUMINOUS CLOTH

LUMINOUS CLOTH—(Continued from page 1)

played there a score of employees say that with the $100 limit, it is impossible to meet the usual other proposed rental requirements.

One point of view is that the theater is considered to be one of the most desirable in the country, and it will try to keep the attraction under the limit, hoping to get repeat engagements for the members if this is cut out. Another idea is to discontinue members of the company, although local artists earn their livelihood in other business, and on important occasions, and also increase the number of employees, the Musicians' Union.

The substitute change enacted may help the employment of the company. Previously, employees were discharged and rehired regularly on a 40-hour basis. They were discharged and rehired as the need arose. The company, therefore, would be able to keep their positions, retaining a small amount of that amount. Under the new law, employees are engaged for a period of time and must be able to perform the complete set of duties, including rehearsals and performances. It is understood that the company has the majority of jobs.
The Broadway Beat

By GEORGE SPELIV

Eddie Dowling has quit playing beneficent, due to his health.

The grand opera goes into the revamped Manhattan Opera House March 23.


The Charlies entertainers are now featuring gala nights playing up amateur and pro talent.

| Chicago Chat |

By NAT GREEN

Baltm Spring (It was balmy when I started to write this) descended on Chicago this week along with a deluge of movie celebs, some of "em just "comin' and others of "em goin'.

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Amateur Tide Still Rises

Local sponsors in theater tiptoes continue to swell in numerous cities.

NEW YORK, March 23. — After some weeks of radio activity, amateurs on local networks and in the broadcast station studios have been able to carry on their work with greater success. The number of new amateurs entering the field is increasing, with a resultant decrease in the number of amateurs leaving the field. The following are some of the new amateurs who have joined the ranks in recent weeks:

- WNYC, New York, has added several new amateurs to its staff, including a number of college students.
- WOR, New York, has been active in recruiting new amateurs for its staff, and has been successful in attracting a number of high school students.
- WJZ, New York, has added several new amateurs to its staff, including a number of college students.
- WENJ, New York, has added several new amateurs to its staff, including a number of college students.
- WQXR, New York, has added several new amateurs to its staff, including a number of college students.

In addition to these new amateurs, several of the existing amateurs have been active in recruiting new amateurs for the network studios, and have been successful in attracting a number of college students.

WHN To Load Down On Its Loew Acts

NEW YORK, March 23. — LOEW'S has made a new contract with WHN, New York, for the week of April 1st. The new contract will be for the week of April 1st, and will include a series of programs for the week of April 1st.

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CIS Outside Bookings

NEW YORK, March 23. — CIS has added several new advertisers to its roster of advertisers, including:

- A local manufacturing company
- A local retail store
- A local service company
- A local restaurant

The new advertisers have been added to CIS's roster of advertisers, and will be making their first appearance in the near future.

Radio Owners' Petition

City Council on Noise

PORTLAND, Ind. March 23. — A petition signed by 2,000 radio listeners of this city was presented to the city council last week, asking for the elimination of all radio interference in the city and vicinity as caused by the transmission of light and power. The petition was presented by the city council, and the city council voted to consider the petition.

WBP buys Transradio Service; will use news to beat rivals

PHILADELPHIA, March 23. — WBP, the Philadelphia Broadcasting System, has purchased the Transradio Service, a news service which is available for use by radio stations throughout the country. The Transradio Service will be used by WBP to supply news to its affiliated stations, and will be used to supply news to its affiliated stations.

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There is no provision in the Transradio Service contract for the use of news material other than that which is supplied by the Transradio Service. The Transradio Service contract will expire at the end of the year, and WBP will have the option of renewing the contract for another year.

Locals to win market share

NEW YORK, March 23. — The local radio advertising market is expected to experience a strong upturn this year, as advertisers turn to local radio stations for their advertising needs.

A survey of local radio stations in the New York metropolitan area has revealed that the local radio advertising market is expected to experience a strong upturn this year, as advertisers turn to local radio stations for their advertising needs.

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FARMER PEABODY, RKO.

WASHINGTON, March 22—Federal Communications Commission, thru its Broadcast Division, has issued a call for a national conference of all licensees of the Commission, the National Association of Broadcasters, all chains having more than three companies, and all groups and associations of every character interested in the subject. The conference is scheduled for Wednesday, March 25, 1935, at 10:30 a.m., 9:30 at 700 N. Broad St., New York. It is to discuss mutual co-operation between broadcasters and the educational experience of the educators with the Program technique of the broadcasters.

Attention is called to the fact that this conference is being held for the purpose of bringing the educational experiences of the educators with the Program technique of the broadcasters.

NBC Artists Service Personnel Unsettled

NEW YORK, March 23—Altho everything was considered settled, latest report is that NBC's Artists Service is completely upset with its personnel and departmental arrangement. Statement is made that the band booking department, under Ernest Hook Kemp was to have been held and which was practiced last week, was completely upset satisfactorily, and is in doubt as to whether the band is now handling picture placements and others are taking his place. There is no private entertainment bureau, including Mrs. Frances Rockefeller stunning, who may go back into the entertainment business in any other management in another town. The company has that now.

Neely Leaves CBS Job, Joins Getchell Agency

NEW YORK, March 23—Tom Neely, who last year was a member of the Columbia Broadcasting System Artists Bureau, has resigned to join the J. Offices, Getchell, Inc., a new agency. He will start work at once on an important new project for one of the Getchell clients.

Rollin has been in other CBS departments before joining the bureau and formerly was with NBC's Artists Bureau, which recently moved from New York to the West Coast. He was a favorite with the agency, and his resignation was unexpected. His departure will undoubtedly mean a change in the personnel of the agency, but it is not yet known what this will be. He is a well-known figure in the radio industry and is well liked by his colleagues.

Mr. Louis Armstrong

NEW YORK, March 23—Louis Armstrong, the famous trumpet player, will appear at the Ziegfeld Theatre, New York, on Saturday night, March 21, at 9:30. He will play a selection of his own compositions, which have been popular with audiences all over the country.

Mr. Armstrong has been a member of the Ziegfeld Theatre for many years, and his performances have always been highly acclaimed. He is a fine musician and has a unique style that makes him stand out in the world of jazz.

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

NEW YORK, March 23—Many spring commercial departures from the two major networks are under way. The two networks have already lost some accounts, although others have remained. NBC has lost 16 and CBS 22.

Some of the departures are due to the networks' inability to meet the demands of the advertisers. The advertisers have been demanding more diversity in programming, and the networks have been unable to meet these demands. The networks have been forced to drop some programs in order to meet the demands of the advertisers.

The networks have been trying to meet the demands of the advertisers by increasing the number of commercials and by changing the scheduling of their programs. However, these changes have not been enough to meet the demands of the advertisers, and the networks have been forced to drop some programs.

The networks have also been affected by the financial situation of the country. The economy has been in a state of recession, and the advertisers have been cutting back on their spending. This has forced the networks to reduce their programming and to reduce their commercials.

The networks have been trying to meet the demands of the advertisers and to reduce their costs, but they have not been able to do so. The networks have been forced to drop some programs in order to meet the demands of the advertisers and to reduce their costs.
March 10, 1935

RADIO

$3 TAX HURTS BUSINESS

Coast Radio Men Battle New Bill

LOS ANGELES, March 9—A bill now before the Legislature and designed to work hardship on California radio stations is being fought here and upstate by the united broadcasters of California.

The threatened legislation is Assembly Bill 180, which would hold a radio station responsible for any statements made over its station by advertisers.

Jerry King, KFWB general manager in Hollywood, and president of the Southern California Broadcasters' Association, is fighting to join hands with the Northern California Broadcasters' Association in fighting the proposed bill.

R. I. Child Law

PROVIDENCE, March 9—Radio broadcasting is hit by the bill (No. 140) introduced in the Rhode Island Legislation by Senator De Prez (Democrat, Providence), which would exclude broadcasting to occupations already barred in the state in children under 16, except to permit granted in special cases.

FRANK PARKE WRIGHT, veteran advertising and radio man, resigned as president and manager of KTAB, San Antonio, and moved to Los Angeles, March 10, to open his own radio agency, two years later going back to KTAB as sales manager. Present Oakland location of KTAB is leased from Wright.

No Scandinavian?

NEW YORK, March 9—A comedy-musical show on NBC is being held to bring Scandinavian culture to a new audience for a new comedy role.

Pastor was "Parson Don Pedersen Aplique," but when shown to the actors giving a audition, the role was written on with an Icelandic talent, a la "Jokasta muna," but must be played by another Chinese or Swedish.

Another Exploitation Angle on NBC Artists

NEW YORK, March 9—National Broadcasting Company has started a new monthly sales promotion idea for its artists' bureau in the way of a new bulletin on radio in general. Unusual angle will be to have any NBC artist included in the bulletin. It is expected that this idea will bring in more deals for NBC stations.

First issue, besides explaining the service angle, mentions that the NBC artists' bureau enjoyed the second-best performance in its history in the month of February. The issue started this year. Bulletin, entitled Menu, explains in detail what is to be fulfilled, facts, and trends as well as value of NBC artists.

Over the air, a list of NBC artists, available for various entertainment. List will be corrected monthly.

WROK Continues Surveys Of Primary Territory

ROCKFORD, Ill., March 9—WROK continues to develop its territory, cultivating the people within its coverage and reaching out to the surrounding areas. The station is making a survey of the area to determine the best time to reach the market.

In DeKalb it was found that 70 per cent of the audience was made up of high school students and the remainder were adults.

SURVEYS MADE TWO BASICS:

1. Radio advertising is best for local products.
2. Radio is a good medium for reaching the young people.

Advertisers are planning special radio programs for the high school students.

LOCAL NOTES

The American Telephone and Telegraph Company has announced that it will be providing additional telephone lines in the area.

The local chapter of the American Red Cross has started a fund drive to purchase medical supplies for the war effort.

The local high school has announced that it will be conducting a talent show to raise money for the local Red Cross chapter.

The local bank has announced that it will be offering a $1,000 savings account to anyone who opens an account with a minimum deposit of $100.

The local hospital has announced that it will be providing free medical care to anyone who needs it.

The local government has announced that it will be increasing the funding for education by $1 million.

STATION NOTES

Address All Communications to the New York Office

MARY REYNOLDS ADAMS, former secretary of the Sherwood-Frank Pacific Coast Broadcasters' Association, is now a member of The Publisher's Manual of the Air over KOMA, Honolulu, half-hour sustaining, six days a week.

WNOE, New Orleans, N. C., held a memorial program in honor of Richard B. Harvey, the late De Lavnée of The Green Pastures. Harrison made his first appearance on WNOE. Program cooperation with the A. H. College in the same city, where later the same school has moved its offices for seven years.

FIRST BRIGHT SIGN, in some cases, that the amateurs are showing interest in the art of the trade. A Vanity Line has a new look on the three daily shows it had on WBT, Charlotte, N. C., substituting a new hour with a monologue on the air, and giving away prizes.

KNOX, St. Louis, has a new morning commercial for a Pennsylvania Company. Firs is using a new spot time nationally.

WEM, Nashville, Tenn., has restored Fidlar's Marion Munloves Service, with Pee-Wee, to its schedule.

CECL, Toronto Can., has gone to Leary, commercial director and sports announcer, to Florida to get more information on the Toronto ball team, in spring training. Leary will spend a month in the south, sponsored by Royal Canadian Tobacco Company, covering the club this month.

WKE, Cleveland, starts three new commercial in April, one for H. J. Heinz Company, one for Chevrolet auto, and the last a local advertiser, taking an all-sport show.

EDWARD R. JOHNSTON is now tech. chief supervisor of WP, Philadelphia, taking this position after the position of the station. Opened his new studios a week ago. Country & Western music is now chief engineering.

WXYX, new high fidelity station in Kansas City, has a six-station-one-hour program throughout the entire city. Program was one hour of music, one hour of sports, one hour of news, one hour of advertising, one hour of music, and one hour of sports.

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

KKNX, Los Angeles is broadcasting the fights from the Hollywood Legion Arena, and the fights are attended by film players in droves.

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

Hotel and other bookings by web artists' bureaus practically at standoff without voice features—Patello denies Chicago contemplates tax move

NEW YORK, March 9—That the 83rd please the national music business, but hotel operators in New York, Chicago, and other cities have been trying to make a round of the rounds. Further indications have been given to the hotel and restaurant union execs that the AFM will establish an emergency fund to make hotel and restaurant workers' wages. The new fund is expected to be in place by Monday (22), details of which will be found in the feature section of this issue.

However, Patello did make any definite statement today, one important indication being that he pointed out that the 83rd will not be enforced by Local 802 is not a tax, it is, in effect, a fee for services rendered. The question raised was, was this the practice?—"Of course," he said, "but it is the law."

Reports in New York yesterday were to the effect that other local liquor officials in the country were preparing to effect similar broadcast fees. Chicago, it was said, was one of the leaders, although no confirmation was obtained yesterday in that city.

(See 3 TAX on page 10)

THE LATER ORCHID SENSATION

AND HIS ORCHESTRA

FEATURING BILLY SUTHERLAND

SINGING WITH

ANGELA HOLLANDER

AND HIS ORCHESTRA

FRANK AND HIS ORCHESTRA

MACK

ERNE WARRIS

AND HIS ORCHESTRA

Directed by ALVIN MILLER ARTISTS, INC.

707 Thirteenth Ave.

NEW YORK, N. Y.

BOB HOPE

BROMO-Seltzer

Every Friday 8-10 P.M.

WIZ-WAC

Direction

 LOUIS SHURR

AL MELNICK

GENE AUTRY

THE ORIGINAL OKLAHOMA YODELING COWBOY

And His Orchestra

Off Broadway March 10

LEO TONY BLACKMAN

AND HIS ORCHESTRA

NEW YORK, NEW YORK

THE INTERNATIONAL FAVORITE OF DANCE

And His Orchestra

LEO TONY BLACKMAN

AND HIS ORCHESTRA

THE INTERNATIONAL FAVORITE OF DANCE

And His Orchestra

LEO TONY BLACKMAN

AND HIS ORCHESTRA

THE INTERNATIONAL FAVORITE OF DANCE

And His Orchestra
PROCEDURES

Major Bowes Amateurs

Revisited Sunday, 8-9 p.m. Style—M. R. and amateurs. Sponsor—Standard-Broadway Batteries.

Just one year ago Major Bowes started his amateur show on WHN. The Bill- board gave it its first trade-paper review, gave it a two-day run, and then wrote about the phone companies will get the Call. According to figures available at New York and Chicago, and to many local stations, however, the program has never been as successful as it was in its early days.

Angell Mercado

Reviewed Thursday, 9:30-10:35 p.m. Style—Orchestra, songs and talk. Sponsor—Republic of Mexico. Station—WZ (NBC).

Mexican Government is the first foreign-produced show to use its work time to foster good will and bettiiy public relations of the Mexican Embassy. Also highlighted it was a short interlude or two songs in different languages. There was also a short question-and-answer period by way of national dance or place of note. Apparently it is not intended to build the show up to such a high level that it can be a part of the Mexican Yrns.

In this respect the program is not as successful. But in addition to the Mexican government, the Mexican Embassy, and the Mexican League, the show will be of interest to Mexican tourists.

The broadcast was a success in the sense that it was heard by the Mexican public, but it is not likely that it will be taken up by other Mexican publics.

HARV AND ESTHER

Reviewed Monday, 9:30-10:10 p.m. Style—Musical with singers and orchestra. Music and lyrics written by Robert Cooper, Jr., Stack—WOR (Newark).

The show was a great success—so much so that there was a change of date, and a shorter number than would be heard later, due to telegrams and other felicitations.

Harv and Esther, the best of the bunch, will be one of the first of the series. The out- put, content, and style of this show, are better than the usual type of phone call.

Little Jackie Keller

Reviewed Monday evening, 10-10:15 p.m. Style—Senor and orchestra. Sponsor—WZ (NBC network).

The program is a fine example of music and comedy. The performers are well-balanced, and the music is well-done.

New Biz, New Review

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Programs announced in Chicago, J. P.

POORLY RECOMMENDED

NEW YORK, March 23 — National Broadcasting Company has announced new programs.

Programs announced in Chicago, J. P.

SOUTHWEST

New biz on WHFA, Dallas, includes A. HARRIN & CO., two-minute announcements.

CHATTANOOGA MEDICINE CO., thru Nelson Chendum, Co., taking one-minute broadcast.

TIME, INC., thru Batten, Barton, Dur- bin & Pei, taking one-minute announcements.

COMMERCIAL CO. Port, Wood, 11 one-minute spots.

s 10-

March 30, 1935

RADIO REVIEWS

The Billboard
**AIR BRIEFS**

**By JERRY FRANKEN**

National Biscuit Company may send its dance bands on the air Saturday nights in the marathon promoting program, with the road open for the July 4th holiday. It has been suggested by several advertising agencies that such a program is the best big trend in radio advertising.

William Randolph Hearst is again reported en route to Washington, D.C., to add to his station holdings. WHAM, or WPLC, mentioned.

E. E. Ehrholtz, CBS vice-president, left for a week's vacation.

G. W. Johnson, of the Radio Bunch, left out of town, leaving Sunday (24th) on a tour around the Mutual Broadcasting System.

The general consensus of opinion is that the convention of the American Newspaper Publishers Association next month, the pre-radio situation will remain as it is. Radio officials, however, claim that for any permanence at all, the arrangements will have to be changed, or, else they point out that the tour in favor of keeping the Press-Radio Bureau functioning as it is now use, as two principal arguments, the facts that P. R. thru its triple-wide covers by its air stations of the 1,000 newspapers to which it is sent each week, makes the tour in favor of keeping the Press-Radio Bureau functioning as it is now impossible the next August.

**JOE CROSS,** formerly with N. W. Ayer, is now with Cleveland E. Chase.

D. L. D. L. has renewed Agatha Christie's, but is dropping one of the three weekly serials, a mystery on MFS, in favor of a mystery of the Court of Literary Justice, scripted by Wilbert Newbold, which will be on WOR.


d. J. Fred Coll is now connected with Agatha Christie's, a firm established by the late Mrs. Belle Moscou.

The latest in commercial possibilities is the establishment of the commercial for the Westerner's detergent on their various programs.

**Moe Schick** and **Al Hennick** will leave. The program for the summer. Kay Hosoian has received a second wave of the MFS Network April 1... He specializes in dramatic commercials and has written a dozen of the best of the Westerner's detergent on their various programs.

**Buddy Welcome**

Harry E. Ryan, Features Director, has received a second wave of the MFS Network April 1... He specializes in dramatic commercials and has written a dozen of the best of the Westerner's detergent on their various programs.

**UNCLE EZRA**

**Ezra Porter**

Monday, Tuesday, Wednesday, Thursday, Friday and Saturday at 7:15 P.M. EST.

Member of Red Network.

(Contacts)"Seltzer.)"

**CHI AIR NOTES**

**By NAT GREEN**

Dedicated to the discussion of the NBC Network program March 27. Joe Cross, former member of the NBC Network staff, has joined the program. He has been with NBC since 1931, and has served as announcer and moderator of many of the network's top-rated shows. His experience in radio has been invaluable in helping to shape the program into its current form.

Uncle Ezra, a familiar figure on radio for many years, is once again entertaining his audience with his unique blend of humor and insight. His weekly episodes continue to be a favorite among listeners, who look forward to his witty commentary and engaging stories. Don't miss a single installment of this beloved program.
BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

RADIO-MUSIC-ORCHESTRA

March 30, 1935

BEN FRANK, manager of the Hotel Ambassador, Los Angeles, announces that the band will do a 14-week run at Palmer, Texas, beginning June 17; Glen Nelson and his band will follow Martin on July 25; Eddie Duchin will complete September; and Leo Reisman on November 2.

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SEYMOUR SIMON and his band have been signed under a managerial contract by the Columbia Artists Bureau, which will handle their bookings all over the country, including Chicago, Philadelphia, and New York, until April 20, giving the orchestra a 14-week run for their premiere engagement.

R. O. (OLPHS) SNYDER, former bandmaster with leading orchestras and currently returning to the music game after a lapse of several years, has two units working clubs and ballrooms in the vicinity of Indianapolis and plans to play lake resorts during the summer.

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PREDDY BERRIES has been signed under a management contract by the Columbia Artists Bureau, which will handle their bookings on the West Coast. He will be heard twice weekly on network.


BILLY KELLY, his 12-piece orchestra and vocal group, a hit on radio quite a while ago, has been playing college dates thru Pennsylvania, West Virginia and Ohio. Dick

Sheer-Music Leaders

(Week Ending March 23)

SCHNEIDER, Central Printers, 1300 Madison West, Chicago

WANTED

First time with wire service. Exposition, 609 N. Michigan, 1866, Chicago, Ill.

CENTRAL SHOE PRINTING CO.

MADISON, ILL.

DANCE POSTERS

Plattin Music Corporation, 265 North Michigan, Chicago, Ill.

WANTED

EXPERIENCED MANAGER AND BOOKER for nationally known client.

Write Box O 878.

THE HUFFINGTON, 1030 West 17th Street, Indianapolis, Ind.

COMPOSER

For less than one wire rate. Exposition, 609 N. Michigan, 1866, Chicago, Ill.

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New Faces Hike Pitt Lenten Biz

PITTSBURGH, March 22 — Added attractions for the busy theater season are the chief causes of the more frequent work at the local theater business. With the Lenten season in full swing, many of the smaller theaters have added extra shows.

Last week the Pittsburgh Civic Light Opera, under the direction of Dr. George L. Cook, presented the opera "The Gondoliers." The production was well received by the audience.

The Pittsburgh Playhouse, under the direction of Mr. and Mrs. Charles M. Steel, presented the play "The Cornertown." The play was well received by the audience.

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Clamboards Rambledowns

Cleveland, March 23 — The Backstage Club's dessert buffet was well received by the patrons. The club's annual cost co-owners George Young and Mike Abbey's $10 good grade.

The dessert buffet was served hot and had a variety of dishes. The club's annual cost co-owners George Young and Mike Abbey supplied the dishes.

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Club Owners Rent Impersonator Raid

Syracuse, March 25 — Night spots in Syracuse are on the alert for a possible impersonator raid. The owners of the night spots are worried that the impersonator may attempt to take over their establishments.

The impersonator is known to be quite skilled in impersonating popular people. The owners of the night spots are worried that the impersonator may attempt to take over their establishments.

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London Club Notes

London, March 16 — American talent still predominates in London clubs. George W. Scott, manager of the London Club, presented the play "The Cornertown." The production was well received by the audience.

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London Club Review

Dry Harbor Tavern, L. I.

Reopenings of roadhouses are further signs of summer, with Harry Curley's Dry Harbor Tavern in Lynbrook taking steps to get the doors open.

Curley's Dry Harbor Tavern is located on the corner of Main Street and Broadway, in Lynbrook. The roadhouse has been a popular spot for Lynbrook residents for many years.

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Buck Makes Vaude Plea
As Big Exes Listen-In

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

NEW YORK, March 23.—Gene Buck, General Manager of National Broadcasting Company, has been battling into the walls of the Chez Club last Monday afternoon for the man who can make him an impassioned plea for the medium of radio, and then keeping up the vaudeville stage was perfectly set for one of Buck's typical and impressively radio executive present as well as the usual theatrical complement of his personnel. Among the men were David Sarnoff, president of the Radio Corporation of America; M. H. Aylesworth, president of both National Broadcasting Company and Radio-Kritch-Orphem; Donald Pinnam, president of Starch & Feinberg, publisher, president of WOR, and others. Buck's plea for vaude brought cheers from numerous throngs, particularly in view of the fact that Sarnoff and Aylesworth were on hand to give the same earnestly.

Buck pointed out that nearly every "name" artist as well as the lesser lights all come from this industry, and that if the union leader were to hold up a rank. "The Pull, Kalamasso, a Class "B" house, running of 30 cents top admission, is making sure, with the help of the Beans, that they can stay in that business. The Strand, Lanark, runs five acts each Thursday, Friday and Saturday, and while going to the Michigan, Jackson, for Sunday. Bailey Woolfolk is booking all the shows from.

Soviet Contract Form Ready; USSR Promises Long Bookings

NEW YORK, March 23.—After many negotiations, the Soviet Government has made and announced a standard contract form for American bookings thru the Amour Agency here; and the field from Amour, returned yesterday from Moscow, brought with him details for American bookings, and have been ironed out and that is acts own set-up in may or before.

Two of the acts, the Four Man-Girls and the Chinese Syncopators, are visiting Europe and with a scout to Soviet Russia.

Bays says A. M. Denkkman, head of the Soviet State Association of Musical, the contract is intended to establish a definite date for Russian tours, and that it might be expected any time that the possible situation might be able to offer. He adds that the Soviet State is not a musical, and that the stage is not expected to be in the Soviet Union and that the Soviet State is a musical union and that it might be expected any time.

Thirty-day written cancellation notice can be given by either side after the first month's engagement is over: the Soviet Government is now the United Russia, and must pay for additional shows they may wish to play. The government has received approval for the transportation from New York to Russia, as well as for free transportation of lodging in Russia. In case of illness of disability, actors get compensation and free medical treatment. Act can get an advance on salary as soon as arriving in Russia.

Lester Allen

With Edward O'Rourke and Maureen Rho at the Boulevard, Bronx, Started: Contract: Duration: Setting: In one. Time: Sixteen minutes.

Allen's new turn is a small slant at the forefront of the comedy and also contribute specialty. O'Rourke does a

Material Protection Bureau

Attention is directed to The Billboard's Material Protection BureauP sheet headlining "Monitor," or "Daily" which is a golden-haired blonde of the gorgeous type and has plenty of the personality that counts. Her singing voice is of the "ahh" sound creeping in where there should be an "a.", But, aside from minor improvements, she managed to sell her pop numbers nicely.

She has a robust blues voice that can make the whole show. Each of her numbers she received verbal and written commendations from with Milton Berle, and entertaining the show. The customers liked her.

Ray Janis


Janis is a youth who recently won a winsome amateur contest and is here making his vaude debut. His style is still crude and really has no act, but nevertheless shows tremendous possibilities.

He presents brief imitations of Roosevelt, Ford, Durante, The President, and one of the President's aides, as well as for his appearance, and so are. But, Bays is in weak in talk. If someone wrote him a bit of material to go with the imitations he should be an easy cinch.

In due spot and made a fine impression, the Sparks imitation getting him the biggest bang.

F&M Stage shows Bookings

NEW YORK, March 23.—Four shows recently acquired the Lido, Montreal; Polies, Chicago; and Orchestra, and others acting in New York and Chicago. The stage shows were ordered, having donated 200,000 bottles of milk to local organizations last Christmas.

Heavy Bookings in Baltimore

BALTIMORE, March 23.—The Indie Bipopodrome here, booked thru Eddie Shapiro have acquired new big bookings for the new Mardi Gras. The Edgy Ditchin Orchestra is in this week, following three smash weeks with Roberta. Blackstone is booked for Holy Thursday, while the Lombard Orchestra comes in week of May.3 The Demurrer Orchestra is also booked for the Chicago and New York productions of Folies Bergere are set for May and June dates.

"Harem Folies" New Unit

O'ROURKE, March 23.—Jack Fine, unit producer here, and Jimmie O'Neal have united with Maudie Dowd in forming the "Harem Folies" Berger, which opened last Friday night, and is now playing thru New York State. The new crowd is a combination of band, chorus of 15, girls and chorus boys, which is a combination of band, chorus, and chorus boys. It is fast and funny, and sets the pace with Miss Dowd's dancing and Miss O'Neal's patter, which are a combination of band, chorus, and chorus boys. It is fast and funny, and sets the pace with Miss Dowd's dancing and Miss O'Neal's patter, which are a combination of band, chorus, and chorus boys.
JOYCE
TRULY
CARDI

THE
YACOPIS
owned
Our
fully
MAX,
JUGGLER
EINOHAIRTON,

TO

THE

WORLD'S
OUTSTANDING
ACROBAT

VACATIONS

YACS

Our entire routine, new here and in Europe, fully protected. Immitators and campers are warned that they will be presented to the fullest extent of the law.

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

A Rhythmic Maze of Color
With a Real Tropical Flavor

THE RIMACS
CIRO RIMAC, Director
Charlie Boy, ROSARIO G. Carito
NOW ON TOUR.
Dr. HARRY KROH, Paramount Theater Building, New York, N. Y.

"New King of Coupation!"

JIMMIE II LUNCEFORD
AND HIS ORCHESTRA.
This week, PALACE, Akron, O.
Personal Direction: HAROLD OLLEY.
50 E. 37th St., New York.

Whitman Goes Out Of Albee, Brooklyn

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

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

Loew Trying Presentation Policy at Paradise, Bronx

NEW YORK, March 23.—Loew will try a presentation policy at the Paradise, Bronx, beginning April 5, when Ed Lowy goes to a seven weeks, with options. His first show will include Beebe and Roby, Harry Harvey, Joan Abbott, Lucky Seven Trio and 16 Dandy Dye Girls. Bill Powers, the reaper as the Mathias, Philip, will stage the numbers. The band will probably be on the stage.

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

Loew's, Jersey City, meanwhile has been given Ted Chale as emcee, succeeding Johnny Perkins last Friday. Chale is in for two weeks, with options. Loew claims the stage-band ideas are being used strictly to relieve the monotony of regulation vaude and insists it does not contemplate any extended presentation circuit.

Will Harris Moves Office

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

Policy Change at Nashville

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

Simon and Kalebeans Travel

NEW YORK, March 23.—Fred Simon left here Thursday morning to cover his tour of spots, Cincinnati, Louisville and Chicago. Nat Kalebeans, of the Morris Agency, went out on the unit Friday, first stopping in Cincinnati and then going over to Baltimore. Harry Kalcheims, Publicity booker, went out to that territory also.

AL NORMAN
The Sensational Young Comedian
THE CRITICS RAVE!

Al Norman opened the studio act. Opinions were generally high. Start Stelling, George Bailey, Milton Bier, and Louis metallure all declared Al Norman's material 100 percent closed.


WARNING

Anyone using Al Norman's material will be prosecuted to the fullest extent of the law. By William George Bailey, Milton Bier, Edna Eichel, George Bailey and others.
Palace, New York

(Reviewd Friday Afternoon, March 22)

(First Show)

The Palace with the Candelas; the Orpheum with the 
St. Louis Standard; and the Chicago with the 
Metropolitan Opera. Now it is the turn of the 
Orpheum to play hostess to this popular quartet. 

The Candelas are making their debut at the 
Orpheum, and the audience is eagerly awaiting 
their arrival. The concert is scheduled for this 
Saturday night, and the crowd is expected to be 
large.

Orpheum, New York

(Reviewed Friday Afternoon, March 22)

On the program tonight is the Metropolitan 
Opera, which is performing a new production of 
Verdi's Rigoletto. The cast is headed by the 
famous tenor Pavarotti, who is making his debut 
in the role of the title character. The orchestra 
is conducted by the renowned conductor, 
Ferna.
March 30, 1935

VAUDEVILLE REVIEWS

The Billboard 17

WATCH

Olsen & Johnson-Austin

in

GOIN' PLACES

a Ken-Griffin musical production

Using

Six New

AUBURN

Cars in its

Cateren

Also Ab. Jenkins, super auto driver in his

Auburn Super-Charged Speedster

en route

Week ending Saturday, April 6

Greenville, S. C., April 1

Durham, N. C., April 4

Asheville, N. C., April 2

Roanoke, Va., April 5

Salisbury, N. C., April 3

Bluefield, W. Va., April 6

“THIS is just another illustration of the great support I have been given by the theatrical profession and at this time I want to thank the many of my friends of the stage, screen and radio who have written and wired me since my return to Auburn. I pledge to you and to the new friends whom I hope to make, the same type of co-operation and service in the future that I was able to give in the past.”

KOY K. FAcblon

President

AUBURN AUTOMOBILE COMPANY, AUBURN, IND.

THE COMEDIAN

Published by JAMES MADISON for Vaudeville and Radio Entertainment Material, No. 4 but containing 40 sets of comedy teams, including cartoons and pantomimes. Price, 5 cents, or $6.00 annually. The first issue at $7.00, San Francisco, Calif.

ACTS WANTED

Can use locally Vaudeville Acts. Acts must have different booking dates.

Monocle Theatre, Austin, Tex.

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WANTED: Tom & Co. from Chicago with all acts. Wanted people all over America. Write for free offer. WANTED-successful Vaudeville Act, 1903. Formerly known as "Mazooma," Buxton, England.如果不情愿的话，也许来年你可以再试一次。

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Write your letter to the above address.

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COLUMBUS, O.
Number of Shows Running Up This Year Over Last

Figure on number running each Saturday, this season drops under last only four times—81 shows, December 29, which is three-year high—shows looks okay.

NEW YORK, March 3.—Legit is on the season with a showing of 79 shows, or 947 per cent, over the same week last season. 

NEW YORK, March 3.—Legit is in three years with a 17 shows, or 947 per cent, over the same week last season. 

NEW YORK, March 3.—Legit is in three years with a 17 shows, or 947 per cent, over the same week last season.

OUT-OF-TOWN OPENINGS

The Mystery of Broadwalk Alley

PARADINE PLAYHOUSE


The show ran during the season, but as an appearance, as a player, was an outstanding performance. It concerns the efforts of a medical charlatan to treat normal subjects with medicinal drugs by means of their future benefits by irational transcriptions of the patient's blood. The show made its debut on November 1 and closed on December 31. It was the first of a series of five shows running through the week.

The show was staged by the American Academy Students, which has since been disbanded.

CAST:

Mr. Brown as the housekeeper and Joseph Anthony as the actor in character presentations. Blackford.

"The Wings Sighed"

SAN ANTONIO

Play by George Cope, produced by Henfrey Neving, set designs by Bernard Brooks. Presented for one night in the Mission Theater, presented by the American Theater Festival, a committee organized with the League of American Players. This was the first show of the season. The show was produced by the American Academy Students, which has since been disbanded.

Cast:

Miss Neving as the housekeeper and Joseph Anthony as the actor in character presentations. Blackford.

Theater Festival Committee

March 23.—First general committee meeting at the Town Hall Club. Judge to discuss plans for the American Theater Festival, a committee organized with the League of American Players. This was the first show of the season. The show was produced by the American Academy Students, which has since been disbanded.

CAST:

Miss Neving as the housekeeper and Joseph Anthony as the actor in character presentations. Blackford.

Vancouver Theater Sold

March 23.—Vancouver Theater and Orphant Building, Pacific coast, sold by a private sale for $50,000. The deal, largest in Vancouver this year, is described by the new owners, Messrs. Arthur and Mosher, as a "big buy." The purchase was made by an English syndicate for a three-year lease, to be renewed. The house will be equipped with a new stage and lighting system, and will be re-opened for the season. The new house will not only have a modern theater, but will also be fully equipped for the holding of dances, banquets and other entertainments.

FRENCH NATIONAL THEATER TO BE MODERNIZED

PARIS, March 18.—After years of discussion, France at last has decided to modernize the century-old National Theater of France. The century-old structure was threatened with demolition, but a new plan has been adopted to convert it into a modern theater. The new house will be equipped with the latest in stage and lighting equipment, and will be equipped with a large orchestra pit. The theater will be re-opened for the season, with a new title to be announced. The new house will not only have a modern theater, but will also be fully equipped for the holding of dances, banquets and other entertainments.
THE NEW PLAYS ON BROADWAY

CIVIC REPERTORY

Beginning Wednesday Evening, March 20, 1935

THE BLACK PIT

Lew Brown Will Produce in Florida; Hollywood Worried

NEW YORK, March 21—Lew Brown, legitimate producer and songwriter, has announced his intention to produce pictures in Florida. Brown, who heads the Florida Enterprises, Inc., is planning to make the first picture in October. If his plan is carried out, he will be using more than $200,000 in Florida and is planning to cast his first picture in October. If the project is successful, other productions will follow.

Paley Leaves Wagner

HOLLYWOOD, March 21—Dissatisfied with the present percentage stated in a contract of 15-35 per cent, Ivy Paley has filed suit against Jack Wagner. The second was to destroy the Guild by underhanded methods. The first was to win the help of the actors' confidence in his organization.

Plaintiffs Flock to Screen Guild Fold

(Continued from page 4)

Long Island Wants Studios To Return

LONG ISLAND CITY, N. Y., March 23—Governor Chamber of Commerce has indicated its willingness to return to the Astoria and Long Island City studios if Roosevelt in California. The Chamber of Commerce is predicting that the move may happen as soon as next week after the city of New York has been vacated by the Greater New York City Motion Pictures Union, which was formed last year.

Lincoln Bargain Price Battle Gets Started

LINCOLN, March 23—Renewed fear of an approaching battle of bargain prices and freight increases was expressed this week when the Variety, L. L. Dents de luxe furniture, and the other furniture in the city were sold at a discount. The city, which has been vacated by the Greater New York City Motion Pictures Union, which was formed last year, has expressed its willingness to return to the city of New York if the situation is not changed.

Watch for

This Special Feature:

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

By H. F. REEVES

In the

Spring Number of The Billboard

Dated April 13

more? A question. There are two camps regarding the situation. Some claim that the studios will remain here and others claim that the tax bill is passed on to the other, a little pinball machine, believes that the film studios will move even if the bill is killed. If the bill is killed, we shall see a time when everyone is likely worried.

Wisconsin Would Kill Preferred Play Dates

MILWAUKEE, Wis., March 23—The Independent Theaters Protective Association of Wisconsin's legislative committee has introduced a bill to ban film lies in any theatre. The measure is similar to that sponsored by the Ohio Independent Exhibitors' Association.

The association is also opposing a bill introduced in the state assembly which would place a 4 per cent tax on the gross of all businesses in the state.

Two Picture Bills Up Before R. I. Legislature

PROVIDENCE, March 23—With the end of the 49th day of the session of the R. I. General Assembly—upon which the theatre industry is dependent—business, except by unanimous consent of the Senate, while ringing for a flag of 142 new measures for the state. The measure was introduced by the state lawmakers. It was introduced in the context of legislative session, the state legislature, and the mass of the legislative business.

One of these, Senate Bill No. 202, provides for the establishment of a state commission to regulate motion picture business without permit. This measure, placed last year, was introduced by Theodore Francis Green, who sponsored numerous independent theater owners' bills during the session.

Another theater bill introduced last year by Representative Reginald (Hap), of Woonsocket, is House Bill 22, which, if favorably acted upon, will be the showing of pictures on other than ground floors of buildings.

Lloyd Signs With Paramount for One

HOLLYWOOD, March 23—A deal was consummated here this week with the Great Lloyd Studios in the Paramount Pictures Corporation. Lloyd was not in the Paramount office last week.

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

Nova Scotia Exhibs From Allied Unit

HALIFAX, N. S., March 23—Theater owners of Nova Scotia met here this week to consider their problems. The Cinema Owners, to be known as the Allied Unit, was formed.

Officers elected were A. J. Mason, of Springhill, president; R. J. MacDonald, of Sydney, vice-president; and John F. Hall of Halifax, secretary-treasurer. Directors are Roy Mason, N. W. Mason, Sydney, W. H. Chinner, Sidney Mines, S. B. Bartlett, Liverpool, and Myer Hershfield, Halifax.

Leases Chi House

CHICAGO, March 23—Mike Broderick has taken a three-year lease on the Franklin Theater, 30th street and Cleveland avenue, which has been dark for several years. He plans to open about April 1 with pictures and colored vaudeville.
GROSSES HIT BETTER THAN AVERAGE DUE TO GOOD PIX

NEW YORK, March 23.-Business in most key spot areas was strong this week, with few cities going over strong. In some cases the picture was not as good as the week before had been held up. Box-office grosses continue above those of last season and most exhibitors are satisfied with the business.

Sand storms in the Midwest and unusually heavy snows in the East did cut into the box office in those sections. In other parts of the country, winter weather was not good, the exhibits found plenty of patrons for the good efforts.

New York

Business was not too hot on the Big Street this week. There were a few changes in the lineup, but this was because of theater closings and productions which were making the rounds of the city. In general, the business was on the rise and it is expected to continue.

Philadelphia

About average business here this week. The prices are still holding the grosses down and no signs of any agreement being reached. It is thought that the closing of the State would help the downtown houses, but exhibitors can notice a loss in business. There were a few changes in the lineup, but this was because of theater closings and productions which were making the rounds of the city. In general, the business was on the rise and it is expected to continue.

Detroit

Theaters reported above average business on the week. The weather has been good and the public is out to give the films a look. Product has been better than it has been for some time and it is expected that all downtown houses benefited. Neighborhoods got a break.

Cleveland

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

Lincoln

An unprecedented illusion observation here combined with a racing snow and snowstorm made the takeovers preceding the opening day no help to the current picture run. However, in the face of all this, Jazz Motive did a nice business at the Stuart and St. Louis Riv clips as an afterthought. As a result, Lincoln. The Orpheum's vaude show and Wimperius' 'Heart' are still in use by Bachelor of Arts, was running pretty fair. However, the face of adverse conditions, Vaude was Janet Adler's Retreat.

Deville, with a girl's band. The Variety Club will bill with Men of Iron and Princess Charmine, this week.

Omaha

Run of average shows or slightly better than the week's total was considered below that of the preceding week but still above normal. Dixie Follies is out in pictures and film at the Paramount to a 60-cent seat instead of the former 50-cent main floor and 35-cent balcony schedule. This makes all downtown first-run辣s playing at the same top scale.

Pittsburgh

The most joyful week in months pasted for local theater operators. The reason? Eddie Cantor was in town. His engagement at Lowe's Penn brought in enormous crowds downtown, and the local showmen were able to get business at this time. Five shows a day at the Penn were not enough. The Penn's previous record held by Joe Penner was topped by two shows, and the theater doubled its bill. There was another week with Ripples of Red Gent, and as the Adwin with Will Rogers Life Begins at 40 and a noise for a change. The theater was a big hit, and the public was able to get business at this time. Five shows a day at the Penn were not enough. The Penn's previous record held by Joe Penner was topped by two shows, and the theater doubled its bill. There was another week with Ripples of Red Gent, and as the Adwin with Will Rogers Life Begins at 40.

Portland

First runs reported a considerably better business. The average week with Life Begins at 40 plus the Mells Bros. 1,000,000, 1,000,000, which opened in the Paramount stage as almost doubling the average take at the same seat. This was a good week for Gold Diggers of '37 at the Broad which also made an outstanding week at Hamrick's Orpheum with Roberta as the top attraction. The theater was a big hit, and the public was able to get business at this time. Five shows a day at the Penn were not enough. The Penn's previous record held by Joe Penner was topped by two shows, and the theater doubled its bill. There was another week with Ripples of Red Gent, and as the Adwin with Will Rogers Life Begins at 40.

PERSONALS

Co-Opian, owner of the Columbia Theater, Detroit, made a second trip to Miami, staying only two days.

Charles C. Perry, new manager of the Adana Theater, Detroit, returned to duty after a very serious illness due to appendicitis with complications.

Mac Kirl, Detroit circuit owner, is leaving for Arizona and Hollywood for a few weeks to play polo, leaving his brother, Bob, in charge.

Dayton Sunborn, owner of the Palace Theater, is still out of the hospital after recovering from a broken knee received in a fall.

Monroe Carmichael has joined the Detroit Amusement Company office as company manager, succeeding High Louis, who has been transferred to Georgia. William J. Turnbull, of St. Louis, has also been transferred to the Detroit office.

The815 Theater at Mansfield, O., will be extended 20 feet to the rear to handle the growing number of additional seats. A new cooling system will be installed and other improvements made, according to 60th Bernstein. The Oet in an independent house.

A new theater is planned at Wilkes- Barre, Pa., by Comerford Amusement Company to replace the Hazel street theater that will have a seating capacity of 1,200, double the size of the present house. The structure is to cost approximately $250,000.

The North Carolina Theaters, Inc. of Charlotte, N. C., has acquired the Atlantic Theater at Burlington, N. C., which has been operated by the Rigger chain for some time. Black Ruggles will be house manager under the new setup. The theater is officially announced by J. B. Austin.

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

Pronto R. Neveling has been appointed manager of Lowe's State Theater, House Street, with immediate effect. He is one of the younger theater managers of the Southeast.

Wor has begun on the complete remodeling of the Redwood Building in Carmichael, N. C. In house, a new 4,000 motion picture theater of the Popular Theater chain, which opened not later than June 15, Carl R. Bamford, vice-president and general manager, will operate the new theater, a sound picture house to cost $1,000.

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

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

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

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

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

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

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

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

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

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

Len Morgan.
"Let's Live Tonight"
Summary: A program feature with O'Neil, and the story is true and entirely lacking in comic relief. The audience can predict the conclusion after the first few minutes.

Lillian Harvey strolls Tulio Carminati at Monte Carlo. After a brief tryst Tulio steals out of Miss Harvey's life. She comes in contact with a man who, unknown to her, is Tulio's brother. She discovers that Tulio appears and there is much sacrifice and separation. That's the story.

Both Miss Harvey and Carminati are doing a better vehicle, and neither they try hard. It is impossible for them to put the picture over. Lula Arboden makes an honest effort at comedy but the lines handicap him and his stuff fails flat.

"Private Worlds"
Summary: This Paramount Studio feature was recommended for the Paramount Studios, with its™ — $8.33. This picture, for the most part, contains excellent work by Paramount Studio personnel.

There is little to recommend in this feature.

"Roll and Folded Tickets"
Summary: A program feature with O'Neil, and the story is true and entirely lacking in comic relief. The audience can predict the conclusion after the first few minutes.

Lillian Harvey strolls Tulio Carminati at Monte Carlo. After a brief tryst Tulio steals out of Miss Harvey's life. She comes in contact with a man who, unknown to her, is Tulio's brother. She discovers that Tulio appears and there is much sacrifice and separation. That's the story.

Both Miss Harvey and Carminati are doing a better vehicle, and neither they try hard. It is impossible for them to put the picture over. Lula Arboden makes an honest effort at comedy but the lines handicap him and his stuff fails flat.

"Cold Hold" "Em Yale"
Summary: A program feature with O'Neil, and the story is true and entirely lacking in comic relief. The audience can predict the conclusion after the first few minutes.

Lillian Harvey strolls Tulio Carminati at Monte Carlo. After a brief tryst Tulio steals out of Miss Harvey's life. She comes in contact with a man who, unknown to her, is Tulio's brother. She discovers that Tulio appears and there is much sacrifice and separation. That's the story.

Both Miss Harvey and Carminati are doing a better vehicle, and neither they try hard. It is impossible for them to put the picture over. Lula Arboden makes an honest effort at comedy but the lines handicap him and his stuff fails flat.

"On the Box—Office Point of View"
Summary: A program feature with O'Neil, and the story is true and entirely lacking in comic relief. The audience can predict the conclusion after the first few minutes.

Lillian Harvey strolls Tulio Carminati at Monte Carlo. After a brief tryst Tulio steals out of Miss Harvey's life. She comes in contact with a man who, unknown to her, is Tulio's brother. She discovers that Tulio appears and there is much sacrifice and separation. That's the story.

Both Miss Harvey and Carminati are doing a better vehicle, and neither they try hard. It is impossible for them to put the picture over. Lula Arboden makes an honest effort at comedy but the lines handicap him and his stuff fails flat.

"In a Monastery Garden"
Summary: A program feature with O'Neil, and the story is true and entirely lacking in comic relief. The audience can predict the conclusion after the first few minutes.

Lillian Harvey strolls Tulio Carminati at Monte Carlo. After a brief tryst Tulio steals out of Miss Harvey's life. She comes in contact with a man who, unknown to her, is Tulio's brother. She discovers that Tulio appears and there is much sacrifice and separation. That's the story.

Both Miss Harvey and Carminati are doing a better vehicle, and neither they try hard. It is impossible for them to put the picture over. Lula Arboden makes an honest effort at comedy but the lines handicap him and his stuff fails flat.
Unique Playhouse in Montana Rockies

CHICAGO, March 30—Nothing in one of the beauty spots of the Missouri, a range of the Rockies near Butte, Montana, has impressed the members of the theater directed by a Chicago group, the Unique Players, more than the magnificent scenery. The theater has been established as part of the Unique Playhouses, a chain of mountain resorts. The play is to run July 30 and August 8, and is the second of six productions that are to be presented in the new winter season by the Unique Playhouses.

The players will be known as the entertainers for the Montana Rockies. They are all members of the Unique Players, and each one has been chosen for his special talent. In this case, all professionals, there will be a complete technical staff of actors, technicians, electrics, carpenters and property men. A large rustic amphitheater has a full stage and scenery, with a distinct line of colors and schemes and an alternating log row, seating about 1,000 persons. Diane McKenney, director, has appeared with the Goodman Theater Players here during the last three years as a character actress. She also planned for the summer season to be spent with the Arthur Casey Players in India. She will be joined with George Sommers at the Indianapolis Civic Theater and old stage design for the same group.

In connection with the theater it is planned to present three of the plays in the summer and July-August.

Billory Show Briefs

VALENTA, Ohio, March 23—Things have started coming up that is of interest and promising, and that by this time next week there will be plenty of material for the opening of a new season with Billory's Comedians.

Mr. and Mrs. Rodney Jordan are back from New York and all set with a new act and a new routine, "Why be blue?"

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

Kay Bros. Circus pulled in here Sunday for their week's engagement, and spent the finishing touches on their opening March 27.

All scores are completed and ready to roll. New stage and new stage setup are quite a daze. New blues and reds and chrome are an innovation to the tent show, and when they finish the setup, the show will put on a variety of the usual sort.

What a wacky outfit Manager Wehle has done, and believe me Eddie Melton has been just as big a part of it, as he has been the chief of all the tent show's big treats. Looking for Mr. and Mrs. Wehle to arrive now and will be sure to be able to give you the complete story of all the show's setup, there will be a busy crew of people with the show this season.

Well, the dogwood's white and the rhododendron's bright, so I'm off, figuratively speaking.

TOM HTCHISON.

Sharpe Drunkard in Dayton

DAYTON, O., March 23—George Sharpe, who was seen in the role of the drunkard in the Van Cleve Hotel ballroom Monday night. The play is a comedy, and opening night is an invitation performance for the benefit of the Dayton Opera Company and to benefit the daughter of Judge Horace Hinde, of this district, and the O'Sheas in the lead roles. The Auditorium has recently been decorated with Barium's Music Hall, with a big banner at one end.

Peterboro Begins June I

PETERBORO, N. H., March 23—The theater at the Peterboro Playhouse, three miles north of this village, is undergoing repairs prior to the opening of the new summer season. The rehearsals of Juba Romany's comedy, "Dr. Pinch," will begin May 1, with a cast of 20. Three new plays will be produced, with Steve Beery as director. Robert Davis will play Knock, with Anna Lesuire as the heroine, and a cast of 20. Three new productions will be presented, with Steve Beery as director. Robert Davis will play Knock, with Anna Lesuire as the heroine, and a cast of 20.
Coast Bulry House Denies Code Rules

OSL AINSL, March 21—Claiming that the NBA code rules are discriminatory, Bulry House has denied that it is operating a burlesque theater and has hinted at legal action. Representing George R. Popkin, operators of the Burly house, will make an appeal to the courts. The managers of the theater have called a special hearing on charges against them by Charles P. Cunningham, K. O. K. native constable, and Charles Miller, Equity Guild representative, at the Bulry Court Hotel in Chicago.

Popkin & Ringer are principals. The show girls are paid $17 a week in defiance of the code minimum salaries of $13.50 for principals and $10 for line girls. The pair claim that from February 17 to December 31 last year the operators lost $3,877.50, and had they paid the full code figures their loss would have increased to $10,118.33. Cunningham immediately acceded the pair of trying to economize on payrolls by cutting labor costs which Popkin and Ringer avermately denied.

The Burly Bank operators set forth that the code is not law and that they are in the "last straw" and that they were operating their show in defiance of the state police. Dated complaints on salaries have been made against the company by any member of the company appearing at the Burly Bank.


**COUNTRY NADJA**

*ROBERT 'BURBANK' CO*.

2222 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**CHARLIE GOLDIE**

*KING FOR THE WILDER.*

333 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**JEAN BODINE**

*THE TALENT TONS OF BURLESE.*

666 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**TINY HUSS**

*THE PERSONAL GIRL.*

555 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**MARIE BARTEL & FRANCIS-JIMMIE, ITI.**

Dance Repertoire—Waltz—Waltz—Waltz. Directed by RAY GODFREY.

**CARL BOWERS**

*EXOTIC DUTCH CONJUGAL.*

777 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**CHARLEY LAFORD**

*THE HARRY LADDON OF BURLESE.*

888 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**SERTI**

**SAUNDERS & DE HAVEN**

999 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**JOAN—CARROLL SISTERS—JEAN**

*JEAN AND LOVELY.*

111 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**HELEN GREENE**

*THE RED-HEADED CYCLIST.*

2223 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**BOB SNYDER**

*JOE PROD. SPECIALISTS.*

333 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**JESS MACK & LEE JENKINS**

*PROD. SPECIALISTS.*

444 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**HARRY CORNELL**

*STRAIGHT MAN.*

555 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**Burlesque Review**

GATLEY, NEW YORK

(Reviewed Wednesday, Evening, Mar. 20)

Nearly a full house at the Gatley Theater this month of burly under the management of Billie Carter, Chicago, and the burlesque of Gatley has just about found itself to the extent that it's now supposed to be a "fast" show. And it has certainly cut some of the original investment of 20 grand that Carter put into the place. But the house at the end of the week was still a house, and so was the production. Business at this first evening was quite good.

This week has been trimmed, but not in a way to hurt the production. One number has been dropped entirely, and but 15 principals working this show. The two comedians that used to be on hand have been brought in for their paces and right operations so the house could be made more "light".

Hearing was ordered following a visit to the theater by NBA officials, which took place last Thursday. They complained that no complaints on salaries have been paid by the company, which is subject to complaints by any member of the company appearing at the Burly Bank.


**N. Y. Republic's Union Strife**

NEW YORK, March 22—The Republic Theater has been having plenty of union trouble. Mass picketing Monday afternoon brought the theater to a standstill. The pickets were on the scene by 1:30, and the operators of the theater were unable to get the union men out by 3:30. The picketing continued throughout the day, and the theater remained closed. The operators have refused to give the union men a hearing, and the union men have refused to leave the premises. The operators are demanding that the union men leave the theater, and the union men are demanding that the operators give them a hearing. The situation is tense and volatile, and there is a danger of violence breaking out.

**Burlesque Review**

N. Y. THEATER REPS AND ADS AT ODDS

NEW YORK, March 22—License Commissioner Paul Moss sent a letter recently to all local burlesque owners inviting them to apply for an extension of their licenses. Q. Tilton and Paul Weinstock as their representatives. His letter stated that the department is not concerned with the name of any manager, but is only concerned with the number of people working on the premises. The letter also stated that the manager will be given no other name if the owner so desires.

Tilton took exception to this letter, and returned the letter to the manager, advising her that she should take the letter with her and request another letter to be sent to her, and that the letter is not to be considered as an advertisement.

Burly at Grand, Canton, O.

CANTON, O., March 22—Burly returned to Canton today after an absence of several years. The band of Ted Nightingale's Spring Fever Revue has returned to the Grand Opera House, and they are drawing the crowd. The show is doing well, and the house is packed. The show is doing well, and the house is packed.

**Burly Briefs**

E. H. HERSHEY is coming along nicely after being quite ill, his return to New York was delayed last week. He is with the city of Chicago and Cleveland last week. The show is doing well, and the house is packed. The show is doing well, and the house is packed.

LA ROSA AND ADRIENE, Supreme Comedians, who both had their roles trimmed to beauty themselves, are bringing their show to the city. They have been playing a long stretch, opening in Pittsburgh on Sunday. Sunny Illinois was made an offer to go to the Radio City in New York, but Agnes Nat Murtan turned it down. They are coming back to the city this week, to appear in their show, "The Girl in the Goldfish Bowl." The show is doing well, and the house is packed.

**NEVER A TEAR**

by RAY GODFREY

"I'M KING OF THE BURLESQUE PAVILION."

BARBARA JOLLES

999 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**NELLIE DINNIS**

*STRAIGHT STAR.*

111 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.

**BILLY DIAMOND**

*ALWAYS CHARMING.*

2222 West 42nd Street, Chicago and Irving Place. Directed by RAY GODFREY.
**BAA-IA Agreement Is Still Unsung**

NEW YORK, March 31.—The Burlesque Artists' Association has signed no agreement yet with the International Alliance of Theatrical Stage Employees by reason of the fact that the I.A. has not yet decided whether it will make an agreement as yet. The membership of the BAA-IA agreement and now the matter is up to the I.A.

The BAA agreement with the managers was a year old March 10 and expiring this month. For what is called a "take and endeavor to ascertain as to whether a new agreement exists" if it doesn't the sector group will demand permission from the houses to protect salaries.

**Sollie Children in South**

ATLANTA, March 27.—Sollie Children has returned to his native territory with his new show, Radio Dolls. Company has just concluded a week at the Capitol Theater here. Show carries 24 people, with 10 girls in line and a six-piece stage band. Personnel includes Bert Sander, master of ceremonies and songster; Charles Demps, drummer; the Graves Sisters, drummers; the Creations, vocalist; Elke Bock dancer; Florence Drake, novelty dancer; Red Baker, drummer. The show has an interesting harmony and tap. Sollie Children is traveling with the unit.

**Reserve Decision in Oxford, Brooklyn, Case**

NEW YORK, March 29.—Decision was handed down in the suspended charges case Thursday afternoon in Flatbush Court in the case of Charles Schwartz, owner, and manager, and his brother, Sam, owner, Brooklyn, who were charged with peculiar hand long before the Sibley, the theater. Complaint was made by Pollock, the head agent of the Sibley. The unit charged the show with a stenographer, but the magistrate observed that he was not a real stenographer in the true sense of the term, and the charges were dropped.

**Watts' "Temptations" Still Clicking at Roxy, Knoxville**

KNOXVILLE, March 29. — Cotton Watts and his Temptations of 1941, who returned from their recent tour March 11 after an extended run in Chattanooga, opened March 20 under the management of one of the producers under the same management. New faces in the cast and Rogers Square here and Johnson, Alice Randell and Bonnie Austin. One hint in the cast of the main men the same as in Chattanooga. The show, has a box seat four-piece org, composed of Almond, plateau, Bill Bowden, drums; Lee French, six and strings, and Bill Fazzinur, trumpet. Cotton Watts is still featured on the casts of the shows and is managed by Billy Aron and George Bartlett.

**Two New Indie Companies**

NEW YORK, March 29.—Two new independent Circuit shows will go into re- hausbilities here and both will the other in Boston. The Fallie est companies in the business are the O'Neil and the Irvington. Owners are Diane Johnson, Clyde Bates and Jack Manning, respectively. The circuits are Black, Harry White and Lillian Dixon. The O'Neil company includes Fred Binder, Bert Sander, Dave Johnson, Alice Johnson, Brian Ryan, Cyrill Sistins, Ray Parsons and Reed.

**Al Somerby's Dinner**

BROOKLYN, N.Y., March 31.—Al Somerby will be tendered a 25th anniversary dinner April 8 at the Copley Plaza Hotel here. It is in recognition of his 25 years in the show business. He is manager of the manager of the show for 17 years. A general manager of the Lothrop in New York, he is a native of Cleveland and attended the University of Michigan.

**Otto and His Holland Are Visiting Relatives in Tennessee after a 17 Months' Run With Harry Poole's Dime Novelty in Hamilton, Ohio**

O TTO and His Holland are visiting relatives in Tennessee after a 17 months' run with Harry Poole's Dime Novelty in Hamilton, Ohio. They have been on the road for some time and have their dates set for opening any show they are taken in with. They say they have the first rate act and are enjoying the trip and are looking forward to many moreoca.
Eleven Still In Jackson at 1,200

JACKSON, Mich., March 29.—The walkathon here under the management of Jack Lakin, with a 1,200-hour mark with 11 couples still fighting it out.

Banjos sprang, 40 minutes long at night and 20 late afternoon, as a stepping stone down the remaining kids. Daily Bingo games seem to be proving popular with matinee crowds.

The staff, as it now stands, consists of Andrew Davis, top emcee, Roy Myers and Jerry Matson, announcers; beefy Myers, the official clown; Rich Wellard, night floor judge; Jack Reynolds and Jerry Matson, trainers; Billie Latta, Jake Goots, and Floyd Miller, nurses; Chuck Mendons and his orchestra are furnishing the music.

The kids on the floor include: Frankie Airgood and George Wesner, Jessie Stahl and Jo Hill, Ann McGurney and Tommy McCarthy, Elma Novell and Jimmie Parker, Villa Comerford and Bud Getz, Peggy Richards and Doug Mills, Frances Day and Ernie Pisci, Teddy Webh and Jackie Airgood, Dean Edahl and Cathelyna Edahl, Diane Lucky and Clyde Woods, Bert West and Fritz Rutledge.

Wedding Feature of Selter Arcadia Show

CHICAGO, March 22.—Ten couples are being married Wednesday night at the Leo A. Selter Arcadia walkathon. The event (see WEDDING FEATURE page 34).

HARRY H. COWL ANNOUNCES THE OPENING OF THE WALKATHON OF THE YEAR

WEDNESDAY, APRIL 3, NOVIILE, TENN.

100% Virgina City
Huge Government Payoffs. Center of 500,000,000.00
A SURE-FIRE WINNER.
UP TO $3,500.00 Pure Money. ATTENTION CONTESTANTS!!!
Everybody working here—Town council. Place where the enterprisers absolutely sure can use some teams with the ideal layouts. Anyone who can take a strict show off. Your time is limited. $1,000.00. Watch Billboard for opening times. No call-in wire. Report on April 1st. Kindly and sincerely regard advising all couples they have to visit.

Show at Shaws.
Address Manager.
John Winston, Park Hotel.

CONTESTANTS, ATTENTION
THE FOX INTERNATIONAL AMUSEMENT CO. OPENS RICHMOND, VA.
WALKATHON TUESDAY, APRIL 2
Flash Teams This is the Shot, Floor Monitors. A CHANCE OF A LIFETIME.
All Teams That Know Daddy Dick or Duke INTERNATIONAL AMUSEMENT
61 1/2 East Broad, Richmond, Va.


ENDURANCE SHOWS
Conducted by DON KING—Communications to 25 Opera Places, Cincinnati, O.
March 30, 1935

Staff Briefs

EDDIE BOWSE writes in from Kansas City to tell us it is possible to prove in the end that the best in the field to the best of our ability.

AL PAINTER, producer of the well-remembered Portland, Ore, show, several years back, is now in Havana, Cuba, and is writing a piece to take place in Havana's 5,000-seat stadium.

TOMMY EPPERSON has left the endurance field for a while and has opened Tommy's Elm Lawn Club, near Ohsage, Ill.

ROY JONNE night watchman at the waltztime, saw that Charlie's was not happy over some good news from Topeka, since it is going to be opened by Roy.

VIKE FUREK is going strong with his comedy at the Charlie Noitlmer Porca Walkathon. Jack Hayes is the show bossing it.

SID CURTIS, manager of the recent Miami Beach show, was a visitor last week at the Melos Monday-on-the-Chars walk. It is reported that Sid was sporting quite a cool coat of tin.

BERNIE MAIBL emcee with the Dedham walkathon, wrote Pat Ogilvie to shoot in a line or two to the column for the sake of the joke.

AUNT IDA and Jerry Goodrich are diestaters on the Jackson, Mich., walk.

Gorgan Waukegan Walk Near Finals

WALKOOGAN, I11., March 29.—Great Waukegan's walkathon, operating here in the Waukegan Roller Rink building, has five couples and one solo left as the contest nears the 1,200-hour mark. The show started January 10, with 56 couples and 10 soloists. Remaining couples are Irene Powell and Bill Good, Mrs. and Mr. Johnny Ledbetter, Kelly Sally and Jimmy Parton, Joseph Perry and Nikki Long Carter and Eddie Empkins, and solo John Jarnson.

The show includes Joe Portell, Elva Young Too Lee, Leon McCullum and Bob Money, emcees; Chuck Payton and Charlie Newman, floor judges; Vivienne Claire, head man; John Caudill, publicity man; Willard MacDonald, treasurer and publicity; Dr. Don Levy, assistant manager. The show is now in its last stages with two to 20-minute advance going every night and plenty of entertainment along with it. This is the second walkathon here in less than a year.

Mayor Makes Enthusiastic Booster of Godard Show

BALINEVILLE, O., March 29.—Al O'Donnell, manager of the National waltztime, which started here March 13 with 30 teams, is now down to seven couples and two soloists. The house has a capacity of 550 and the continuing demand has been due mainly to an attendance standpoint. Mayor O'Donnell, of Balineville, fired the (See Mayor O'Donnell on page 3).

Nine and Two Still In Swartz City Unit

CINCINNATI, March 29.—The Guy Swartz show at Elmwood Place and its fourth week (524 hours) with the participation dropping rapidly because of the strenuous nature of three European type-sprint days. Operating under the guidance of the National Association, the Walk-A-Show is developing into the best of the three contests held at Elmwood under walkathon management.

Eddie Brown and Clyde Enrile have (See Nine and Two on page 3).

Hogan Mont. Show Off to Good Start

GREAT FALLS, Mont., March 29.—The Hogan Mont. show at the Great Falls County Fair is three miles from here, this is a fitting great show, 14, with 45 couples and a 500-seat floor. The show, produced by Pete Henry and Jack Hogan, has been doing well business considering the fact that it is the second event of its kind to take place in the state this winter.

The contest is under the capable direction of Bob Gilbery, who also is chief emcee. Mickey Hogan is handling the operations at midnight emcee, Paul Bryant day door judge and Tom Henderson night judge. Don Nichol is musical director.

Bob Gilbery is on the air three times a week for local ERP. The Great Falls bus lines have co-operated wonderfully in getting passengers in and out of the Great Falls.

Contest Notes

JACK (DEAD PAN) KELLY, who recently dropped out of the Jackson, Mich., show, is now going with Roy Meyers on the comedy end, much to the delight of the cash customers.

THE JACKSON, MICH., organization wishing to announce that they are booking to Lee Duncan and Betty Hurstman (of the Pontiac show) on their coming marriage.

The WINNERS of the Roy O. Alvis Greensboro-High Point, N. C., show, (Thru Thursday's Butler) were Bud Fulkerson and Dot Mayberry, and Jimmy Burck and Goldie Curtis. The prize money was split equally between the two couples at the end of 1,207 hours.

CHARLIE NICHOLS and Ginger Hunt report from Hollywood that after a brief stay in the film city they will proceed to the Hayden show.

PRUDY SHEER, Jackson, Mich., would like notes from Lee Duncan, Eddie Burke, Moon Mullins and Buster Westbrook.

FRANK MATTOLI is doing some work between shows at the Midwest Music Supply Company, Kenneb, Wash.

Louisville Ends at 1,136

LOUISVILLE, Ky., March 29.—The amateur and professional show closed last Saturday at the end of 1,136 hours, with Connie Turner and Pegs Penwell winning the amateur一座 and Peggy Jay and Al Behringer taking the honors in the super, and Ronny Hefley and Eddie Wright coming in second.

The super sections were made up of kids who had taken part in a previous walkathon and went to 660 hours, with only one-half minute between the two hours and debriefs and sirens every night.

The Sten Hillen Company, thru Manager H. O. Evans, reports good business through. Immediately following the conclusion of the show the management started a speedwagon, with entries open to all.

Richie-Beilie Are Miami Beach Winners

MIAMI BEACH, Fla., March 29.—The Fred Crockett combined Miami Beach and St. Petersburg show ended here last Monday with Joseph Richie and Phyllis Beilie taking the $1,500 award for the year. The show closed last Thursday night. Joe Master and Betty Bruss finishing second. The show closed at 7:00 p.m. with a four-hour grind as the windup.

Eddie Gilbery was head entertainer, with Ted Hayes handling the herald and Sid Curtis on the managerial end.

Irvington Doing Well at 1,152 Hours

IRVINGTON, N. J., March 29.—At 9 p.m. last Monday night the W. E. Tele- betta show at Olympic Park here, under the direction of Fred Mitchell, was down to 11 couples and three soloists, with the hours standing at 1,152. Business was reported as good, with the gate steadily climbing.

Members of the staff now include Earl (See Irvington doing on page 3).

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Watch for This Special Feature: Prosperity and the NEAA

By GEORGE W. PUGH

The Spring Number of The Billboard Dated April 13
OAKLAND MAGIC CIRCLE, Oakland, Calif., held its March meeting at the St. Mark's Hotel last evening. The regular business session, with Jimmy Muff as emcee, Jimmy first introduced Hands, the Hands of Instrumentalists. A. Caro Miller offered some well known cards. H. A. Mayne, who has equipped with various lighting effects, has been presented on three numbers with Miller handling the tricks. The meeting was conducted by the staff of the University of California, presented a half-hour of magical novelties, and Lloyd E. Jones announced the memory of Dr. Johann Nepomuc Henniker, gave a talk on the stage and presented the commemorative card announcement. Six new members were initiated at the meeting.

A NEW MAGICAL organization, known as the Magic Club of Oakland, has been formed in Oakland, Calif., with Harold Bartel, a prominent fourth floor Realty man in the city, as its president. It is composed largely of juvenile magicians.

ROBERT A. NELSON (Dr. Kerts Ray-May) is doing a commercially sponsored program twice daily over Station WMUK, Dayton, O., for the Adler & Charles department store. Nelson is pressing his fourth engagement over that station in the last six years. He is doing his regular amateur work in addition to the program, selling the forecasts, as usual, with the store sponsoring the time.

PHIL PERRINGTON, new agent for Wallon's the magician, is keeping the latter on the jump in Eastern North Carolina at present. Perrington is a former lawyer.

WIZARDO (Powy Puller) continues his magic act on the radio in the News-Telegram, Portland, Ore. One of his latest gags was a version of the Chinese guess trick.

JACK GWYNE, during his engagement at the Hennepin Orchreum, Minneapolis, is doing another talk on "The Magic of Television." He is planning a meeting of the "Feudal Magicians' Club" of America at their clubhouse in this city Wednesday night at 8:30.

APRIL SEVEN WEEKS for Harry Thurston at the Polytime on State street, Chicago. Larry Paner has turned to night-club engagements, doing magic and magic shows. There are several Royal Gardens in Merry Grove Park, suburban Chicago. Larry is scoring big hits with the entertainment.

ROGGO KAUFFMANN, giving his address as Elyria, O., and who has been billing himself as "The Great Elyria Zephyr," has found 100 and sentenced to 60 days in the county jail. On March 18 by Meyer Fred Sliebler, who found him guilty of having advance agents collect $40 from business and professional men in Fort Collins and then failing to appear for three programs. Nearly 300 persons gathered for an evening of magical entertainment. The No-show failed to appear. He also has to entertain the Kiwanis Club and students of the high school.

TOMMY MARTIN, clever manipulator who bills himself as "A Young Man To Be Watched," has been given a welcome and awaited his arrival in Atlanta March 24 for a week with the Larry Paner show. On Feb. 17 there was his own show, 20th Century Angry Night, in the Hit and Run Room, Atlanta. The Brotherhood of Magicians, assisted the Captain Forrest show, and the Paner show. Martin knows how to do magic around the town. Several persons have also been planned for Lester. Other resorts of Georgia State.

THE SPHINX
Large Professional Magic Catalogue, 25c
MAX HOLDEN, 926 W. 86th, New York City.

MAGIC LATEST TRENDS
2c on every dollar. Write for catalog.

THE PHENIX
Centennial Canadian Magic Club, Ottawa, Canada.

MIND READING AND ESP
S.S. SHUTE, 431 9th, St. Louis, Mo.

MARCH 30, 1935

The Billboard

MAGICAL BUSINESS

GLAMMED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, booking, 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.

SHOWWOMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD

For Films

JOAN ABBOTT—gold-foored blond singer who has been doing her nightly spot and nude. Very easy to look at, has a good figure and carries her clothes well. Can handle lines and can also put over blues singing. Has the potential of a good and successful performer, but that could be corrected. Might do well for musicals.

P. PAYL—character actor now appearing with the Magic Four Artistic Company. He has a repertoire of characters far beyond the scope of many top-notchers on the screen. He manages to play them all to perfection. Should go splendidly in films as a character man, being easily able to create another magic, amusing and enigmatic personality. Language barrier, but present, that can be overcome.

For LEGIT

STELLE KOSOY—young actress just graduated from the American Academy, where she appeared in several of the student matines. Has a real promise of developing into the stage and a splendid grasp of character. Above all, she has that "it" that no amount of acting can copy. She would be no handicap in the type of role for which she is particularly fitted.

JOHN BABY—also just graduated from the American Academy, where he played a long and varied list of parts in the student productions including leading roles in Foden's Pinto in Hotel Universe and many more. Good looks, fine stage presence and real and unusual ability—far more than the average pro. Definitely deserves a come.

MUSICAL

EDOARO KENNEDY—a robust comedian who has gained an international reputation by his picture shows. He has a natural sense of comedy which is very appealing. Aside from his ability, his name means box office and exposure. Those who see him in any of the big pictures are able to get more backing from audiences now.

Music Makers

ALVIN BLUND directed the Mistletoe Jubilee of 1935, which was presented before the audience in the course of a week, and was presented by Alvin Blund of St. Louis, Mo. Has been running successfully since last January at a small theatre in the city of St. Louis. Has been presented under the auspices of the Mistletoe Club of the city of St. Louis.

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THEATRICAL ART SCHOOLS
LATEST NEWS AND REVIEWS
[STUDIO ACTIVITIES]
DANCING
MUSIC
Published last issue each month

Conducted by LEN IVY—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

At Your Service

This new section of The Billboard is the result of reiterated requests from dancing masters and other members of the profession of theatrical arts. Some years ago The Billboard experienced a similar siege of demands for representation for dancers. At that time the matter was gone into very thoroughly, and after reviewing the situation from every angle it was decided that the time was not then ripe for such a venture.

At about the time of The Billboard's celebration of its 40th Anniversary the requests were repeated with renewed emphasis. Again the publishers gave sympathetic ear to these pleas. A thorough survey of the field was made, with the result that sufficient need was demonstrated, sufficient interest was manifested and sufficient advertising support was pledged to warrant the launching of the new service.

What was chiefly instrumental in this decision was the claim of many that there existed no up-to-date news medium whereby members of the profession could learn what was going on in their own field. The Billboard, therefore, steps into the breach in exemplification of its conscientious responsibility to render a definite service to people affiliated with the amusement industry.

Editorial policy? Well, our many thousands of readers have been familiar with this for 40 years, but it will bear repeating for the benefit of many more thousands of new readers to whom service this new section is dedicated.

Generally speaking, for about 30 years The Billboard has had at heart the best interests and well-being of members of the theatrical profession. It has fought their battles; it has effectively discouraged those who would attempt to exploit them for their own selfish ends; it has watched thru a magnifying glass legislation which might prove harmful to their interests; it has always been ready to give battle for the right, without asking or giving any quarter.

Specifically, as applying to this section, The Billboard hereby puts itself on record as being unalterably opposed to schools whose advertising is not strictly ethical; to schools whose practices in relation to other schools and to their own students are not ethical; to all racketeers and low-principled gentry of their ilk who make promises to prospective students which are impossible of fulfillment as a come-on to getting their names on contracts which can be used as a weapon against them if need be.

In a word—to uphold the best interests of Theatrical Art Schools and to insure that the appearance of the name of a person or institution in the advertising columns of The Billboard is a guarantee that the seal of safety is set on all dealings with such person or institution.

We are indebted to a dancing instructor for two very enlightening letters she received last week. Before making any comment we reproduce them in full:

"Inclosed please find tickets for the West Side Preliminary of the National State Dancing Contest. We know you will want to see this contest, and we do not want it to cost you anything outside of your time.

"I am inclosing a copy of the letter that has gone out to the parents of all our entries. We have some very favorable replies from the parents who have received these letters and hope that you will send a note to your pupils to that we may send these letters to their parents.

"We would advise that if you have any pupils who may be entrants on your side of the city, you have them attend so that they may see what a contest is like and know what to do when the time comes.

"There has been a rumor that if an entrant earns more than $2.75 for a performance they were eligible for this contest. We know nothing of this, and we are running a strictly amateur contest.

"Hoping that you will co-operate with us so that we may

(The Billboard Service on page 30)

Chicago Association Of Dancing Masters

By WILLIAM J. ASHTON, Secretary

The regular monthly meeting for March was held at the beautiful new studios of the Chicago Civic Opera, at 3831 N. Central Park, Sunday, March 3. A program consisting of classical and ballroom dancing was featured for the afternoon, and instruction was given to a group of Chicago Open Ballroom teachers. The number of persons who attended was due to the efforts of Miss L. E. Douglas, who has been most industrious in her efforts to get this group started. The officers for the year 1935-36 were elected as follows: President, Ida C. Snow; Vice-President, Miss E. L. Fournier; Secretary, Miss M. A. C. Smith; Treasurer, Miss Blanche E. Eileen.

A feature for this meeting was the demonstration of several dance songs by the troupe of the Chicago Civic Opera, under the direction of Ada M. Zimmerman. The ten songs were "Hearts and Flowers," "La Vie en Rose," "My Heart Stood Still," "Sing Me a Song," "Bluebird," "Shall We Dance," "I'll Be Seeing You," "I Love You Truly," "Ain't She Sweet," and "The Man That Got Away." These songs were backed by the orchestra under the direction of Mr. J. M. Hallock.

Please Note!

In order to make our new service as comprehensive as possible, we are gathering information on instructors and heads of dancing and other theatrical art schools and are interested in sending to The Billboard items of news concerning studio activities, new or revised teaching methods or teaching materials, and discussion of all phases of the art.

We also ask that instructors keep us advised of new school openings and the names of persons who have retired from teaching. This information will be made available in our column in the interest of our readers.

Is Fran Seelen Happy?

CHICAGO, March 23—Fran Seelen, famous tap teacher, showed The Billboard a clipping he had just received from dear old London. It read: "Opened Jack Hylton show at the Savoy: Lunt and Fontanne in 'Mary of Scotland': Misses Nielson and Massey: New burlesque 'Human Carnival': Misses Holiday and Judy Garland also doubling at the Savoy Hotel." Those noted names were Nielson and Massey, the Lunt and Fontanne in 'Mary of Scotland,' Miss Holiday, Judy Garland and the Savoy Hotel.

Has Another Winner

CHICAGO, March 23—Ruth Bailer, manager and producer of Professional Studies here, has as prolegs an outstanding cast of five girls working under the stage moniker of the Five Smugly Steppers. Each one could go over big as a single. A true act has been developed and consists in conjunction with stage shows at the large moving houses.

Marion Freeman Honored

INDIANAPOLIS, March 23—The Five State Dance Convention will be held April 27 and 28 at the Alton Hotel here. Louis Stockman is busy planning to make this event more successful than any of his predecessors. His energetic Marion Freeman, well-known Chicago teacher, and other dancing masters and professional entertainers will combine to put the thing over. Exhibitors are already taking space.

Anna Ludmila Booked

INDIANAPOLIS, March 23—Anna Ludmila, former dancing star of the world famous Chicago Open Ballroom, is now handling the stage production. She is playing in St. Petersburg, Florida, and is expected to return to Chicago at the end of the month.
THEATRE ART SCHOOL
At Your Service

(Continued from page 26)

return the favor in the future, I am,

Sincerely, ...

The enclosure-these for the letter which was sent to the parents of the entries reads:

"The entry of your child in the preliminaries of the Illinois State Dancing Championship Contest has been received, and we are hereby extending our thanks for your co-operation.

There are many of the schools in our county that have not entered their pupils, perhaps they are afraid that if the pupil does not make a good showing they will reflect on the school. This is of course not correct as any person who is in this first contest may not be as good as they are ordinarily and will not perform at their best. This cannot, and I hope in case you will, lay any blame on you.

You should be congratulated for sending your child to an instructor who has the child's welfare at heart more than their own personal gain. We know from past experience that if the contest will do your child more good as a self-confidence is concerned than anything so far in their lives.

We hope, of course, that there will be no blame placed on the instructors as they may not be placed among the winners, and we feel that we would rather have the child withdrawn by the parent or the child themselves that they may, after the contest is over, change instructors or be dissatisfied in any way.

"Your child is under the instruction of the person who has done the best thing for the child, regardless of the cost to them. This should be a great satisfaction to you and your child.

"Hoping that you will look at this contest in the right light, and again thank you, I am,

Sincerely,

The comment we wish to make primarily is that these contests-are usually the result of the dissatisfaction of everybody but the winners—well we'll even say of everybody but the winner of the first prize!

Experienced teachers know that it is next to impossible to fairly judge in a contest of this kind, where more angles enter into the problem than there are in an ordinary horse race. (Continued on page 27)
In these hectic days of the circus over the decline in presentation and vauudeville houses it has been proved again that if you give the managers what they want they can fill all the houses to their satisfaction.

Giving Them What Wanted

Opens Houses

George Bubb, William Bourn, Jr., and H. B. Gamble of the Circus Club have announced that shows will be started on Monday for the benefit of the circus managers in New York. The shows will start at 8:30 and will consist of plays, the best plays on the market, and will be produced by the managers themselves. The shows will be given every week, and will be open to all the managers of the circus houses.

The secret of it all seems to be honesty. Managers along the route take circus men's word on everything. Shows over by 8:30 but with truth they are all not.

ART GLEASON

Eugene, Ill.

Referring to the speech of hubby M. Franklin's letter from Syracuse in the recent issue, it seems to me that the idea of the new circus is not exactly widely accepted. The idea is certainly original, and is certainly worth much credit. In the present stage of the circus industry, there is a real need for some such plan, and I believe that the idea of the new circus is certainly worth consideration. It seems to me that the idea is certainly original, and is certainly worth much credit.

Sces Need for New Designs in Circus Paper

The idea is certainly original, and is certainly worth much credit. In the present stage of the circus industry, there is a real need for some such plan, and I believe that the idea of the new circus is certainly worth consideration. It seems to me that the idea is certainly original, and is certainly worth much credit.

W. A. ATKINS

During the 80's and 90's, the circus newspaper industry experienced a rapid growth, particularly in the United States. The printed page became a vital element in the circus industry, providing information, advertisements, and entertainment to the performers and the general public.

Bond Shows

Thrived When

Reel Was Prime

In the early days of the circus, the bond shows were a popular and successful way to finance the circus operations. These shows were held in various locations, including cities, towns, and rural areas, and featured a variety of entertainment, including vaudeville acts, acrobatics, and animal acts. The bond shows were a way for the circus to generate revenue and attract audiences.

Circus Paper

In the early days of the circus, the circus paper was a vital element in the circus industry, providing information, advertisements, and entertainment to the performers and the general public. The circus paper was a way for the circus to generate revenue and attract audiences.

Olene Pail, N. Y.

Discouraged for years, the Evangelical Association of the Eastern States. Being personally acquainted with the major portion of our evangelical brethren, I can personally state that most of these companies are not capable, even at the best, of being represented in the vernacular of the vernacular.

Dr. John B. Busch, who directed the band and orchestra at the state fair, had always a splendid company, including his wife, Miss Isabella F. Busch. She was a very good violinist, and played the violin at many of the state fairs and exhibitions.

Businessman Tom's Circus Company that had not one bond, but many, a colored band and a drum corps of some women. Another big band, the Kiel Band, Al Martin, then John P. Stowe, but why go further, there is no end.

WALTER BROWN LEONARD

Cheyne, Wyo.

As a circus fan, I saw the picture, The Magic Lantern, at the State Theater. It was a great picture, but oh, how many more there would have been that I had seen during Barnum's life to the matter of the circus. It was certainly the best known in the world.

Suggests John

Ringing Appear

In Circus Film

George Bubb, William Bourn, Jr., and H. B. Gamble of the Circus Club have announced that plays will be started on Monday for the benefit of the circus managers in New York. The shows will start at 8:30 and will consist of plays, the best plays on the market, and will be produced by the managers themselves. The shows will be given every week, and will be open to all the managers of the circus houses.

The secret of it all seems to be honesty. Managers along the route take circus men's word on everything. Shows over by 8:30 but with truth they are all not.

ART GLEASON

Eugene, Ill.

Referring to the speech of hubby M. Franklin's letter from Syracuse in the recent issue, it seems to me that the idea of the new circus is not exactly widely accepted. The idea is certainly original, and is certainly worth much credit. In the present stage of the circus industry, there is a real need for some such plan, and I believe that the idea of the new circus is certainly worth consideration. It seems to me that the idea is certainly original, and is certainly worth much credit.
WILLIAM BRYCE—William Bryce, 45, well-known New York stage actor, died at the Hollywood Hotel, March 14, from an intestinal ailment. His condition was not considered serious when he entered the hospital March 10, but his perforated hernia herniated on his return home.

He won his greatest success in the stage production of "What Price Glory?" He appeared with his brother in the Broadway production of "The Boy Friend," and they played opposite each other in the film version of "The Boy Friend." He was a popular and well-known character actor in Hollywood films, particularly in "The Trail of the Lonesome Pine" and "Little Women." He was survived by his sister, Mrs. Charlotte Ryon, and four brothers, George, Harry, William, and Robert.

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 LETTER LIST

March 30, 1935

Gentlemen's List

Albert, Ray D.
Adler, Felix
Allen, Marion A.
Allyn, Jack
Adams, John W.
Baker, R. F.
Babcock, R. L.
Baker, G. D.
Beck, E. G.
Baker, H. E.
Benefiel, Mrs. M. J.
Barnes, Pink
Barker, W. W.
Barnes, Robert C.
Barrett, John
Barnes, William
Bartlet, J. W.
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A REMINDER

Order a Classified Ad in The Billboard's Big SPRING SPECIAL DATED APRIL 13

Tell your story here in these columns. Your message will reach the entire Show World. Send your copy in now—mark it "FOR THE SPRING SPECIAL." The rate is 10c a word, minimum charge $1.00, cash with copy.

Classified Forms close in Cincinnati Thursday, 4:30 P.M., April 4.


REPLACEMENT PARTS FOR CAR AND HOME — Free literature.

ALL PROFESSIONAL MACHINERY FOR SALE — A-1 condition, 10c.


ANIMALS, BIRDS AND PETS

BIRDS OF PARADISE. Brahms, Kolumbo, 10c.

SALTS Spring Special. ALL ANIMALS. 10c.

BACK YARD WINES. 10c. The Billboard, 179 Madison Ave., New York City.

BACK YARD WINES. 10c. Bell, 1114 N. State St., Chicago.

BACK YARD WINES. 10c. The Billboard, 179 Madison Ave., New York City.

BARGAINS — 10c. The Billboard, 179 Madison Ave., New York City.

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CIRCUS

LAGGER LOT IN WASHINGTON

CFA Cooper Top Gets Assurance

Free grounds included in governmental plan for stadium—new lot at Akron

WASHINGTON, March 23—Not satisfied with the present government-owned circus lot, Akron is making arrangements to obtain additional government ground which will be in close approximation to the present ground which was set aside by the United States for circus purposes it was thought adequate. However, a small parcel of private ground must be rented each year for the use of which an exorbitant fee is demanded. The new protection, though costing only $15 for two days, but something like $1,200 is demanded for the use of the grounds each season adjourning.

A plan is now under way to develop a circus sports stadium in Washington, in which will be held outdoor events, attracting tremendous crowds. Facilities are to be developed for ease of entrance and exit, ample room for the stands and a section of land which will be turned over to all circuses desiring to use it which has been expected that the stadium will be completed during the coming season. The lot was part of the circus in the spring of 1936.

Among those prominent in the movements for the sports stadium is the James E. Cooper Top of the Circus fans' association, who have been in the forefront of the ground since it has been accepted and will be combined as part of the stadium when completed.

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CIRCUSES—March 23—Charles Sparks, manager of Downie Bros. Circus, has completed arrangements with Bill Cody, whereby the screen star will be the feature of the show.

Bill Cody Signed By Charles Sparks

MACON, Ga., March 23—Charles Sparks, manager of Downie Bros. Circus, has completed arrangements with Bill Cody, whereby the screen star will be the feature of the show.

Cody has just completed four pictures and has time to spare. He has more shows to play before opening the circus, April 17, in Macon, at Central City Park. Cody is a member of the moving picture company in Hollywood with which Cody is associated for the next three pictures on the road. In this event a cast of players would be selected from Misses Hagenbeck and would remain with the circus for the tour.

The Downie advance, consisting of five trucks, is ready for the road and will be under direction of Irish Horan.

Marta Rasputin at Peru

PERU, Ind., March 23—Frank Cook, manager of the Heffernan Show, and wife returned here, accompanied by Miss Maria Rasputin, a new feature for the show. She will work a wild animal act.

Expert linguist in eight languages, she is readily at home, as Bert Nelson, noted MGM star, and John Bellott, also prominent in Great Britain, are acquainting her with manner and customs of the country, as well as Bert Nelson. He and Mrs. Rasputin are traveling six big mixed groups.

Back Owens to Lewis Bros.

JACKSON, Mich., March 23—One of the trick riders of the screen will again have the concert Benham, prominent, with his cirque. Will feature Rita Ty Bell, trick rider. He will also manage his own horse. In the winter, he will manage his own horse, and has his own motorized equipment.

Hang Opening Proceeds For Haag Memorial Fund

MARIANNA, Fla., March 23—The Hang Opening Shows will open April 4, Proceeds that day will go to the Enoch Haag Memorial Fund of the Panhandle County Council for benefit of the unfortunate. The proceeds will be matched by W. B. Milton, S. A. Daffin, C. Davis Turner, P. M. Golocha and Major Bert Haag. Tickets for opening night will have Mr. Haag's picture on them, and the council is having handbills and envelopes printed especially for the Foundation.

The council has undergone many changes. Besides the new minstrel show, the Women's Minstrel Show has been added, and the show has taken on Burnett's Wild West show.

Leopard, Tiger Battle At Cole Bros.' Quarters

ROCHESTER, Ind., March 25—Natural born animalistic manifestation in Cole quarters here on Wednesday, a battle of the wild. "Lightning," a female black leopard, leaped a new tiger. Just as the battle had been turned to the male. The Bengal had all the better of the fight. It is possible the king's efforts may be continued Tuesday; "Thunder," the male of the pair, will return to the arena. After the Bengal has been turned over to the local zoo, it is possible the male will continue working the leopards daily at the Wisconsin State Fair. He entered the Bengal as soon as several months had transpired. Miss de Rossell has just returned from a trip to Mexico, and states that he has a great surprise in store for the opening. It concerns a new and different picture which will be seen there for the first time.

Floyd King, general agent, announces another picture for the coming season. It will be a new like of picture and a new release for the Cole show.

Lou Delmore, side-show manager, was at the circus this week. He states that he has a great side-show lineup—many different from any former setup.

T. A. Smith, showman of Beaver Falls, Pa., was a recent visitor here.

Jottings From Dallas

DALLAS, March 23—W. A. Dill, a visitor here for several weeks, left early this week for Toledo, O., and will go to New York next week. He is with the Klein Troupe here recently to join the Tom Bros. Circus.

Benjamin, last season with Dill Bros., is making his home here. He is about four months old and will return to the circus in Chicago. Among the other animals are the Samson horse and the Golden Seal of the circus.

Leopards and tigers are the main attractions at the show for the next two months. Mr. Dillman spends a day here en route to Kansas City.

Benham,CSSCA Prez.Banking Big On R-B Benefit To Put Over Home

NEW YORK, March 24—According to a statement made by President of the Circus Alliance and B.inflate Club of America, at the benefit, which will be held on May 22, 1935, the Ringling-Barnum and Bailey Circus date is in need of $15,000. The president of the evening's take will go into a fund to establish a home for old and infirm circusmen, dreams of which have existed for several years. Benham estimates that between $1,000 and $1,500 will be raised on the show, this being adequate to acquire a property already offered, located in Richmond, Va., national headquarters of the organization. As a public benefactor and as a public benefactor and as a public benefactor and as a public benefactor and as a public benefactor and as a public benefactor and as a public benefactor. The president of the evening's take will go into a fund to establish a home for old and infirm circusmen, dreams of which have existed for several years. Benham estimates that between $1,000 and $1,500 will be raised on the show, this being inadequate to acquire a property already offered, located in Richmond, Va., national headquarters of the organization.

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DON'T BE MISLED

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AND ALL OTHER TYPES OF SHOW PAPER

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NEWPORT, KY.

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EDW. SAMARA, Inc., 41 Old 116th, New York City

SIDE SHOW CARNIVAL RIDE

TIGHTS

KLEBERCO, CO., 44 W., 442 S., New York City

MOTORIZE

WITH CHARLES CYSK

With Bertando Cinnamon Co., East St. Louis, Ill.
The following, captioned "The Circus Record," appeared in the Columbus (O.) Daily Dispatch on March 16, 1916. Dotted lines in the figures are for the Cole Bros. "Circus Revue," which appeared in the last week under the auspices of the Pepper Club, it is declared that not only were the receipts satisfactory, but enough money was obtained by the forwarding of the collection box to subsidize the entertainment of fife and drum corps to be held in Columbus this coming Saturday afternoon.

"The Pepper Club with its stable charge will be able to plan well in advance for its annual circus. We are told that the effect on the attendance of the Gateway Jubilee next fall will be noticeable in the early spring life in Columbus. Everybody and in coming years the circus will be welcomed again."

Assin von Ritchie

W A N T E D  C I R C U S  A C T S ,  R I D E S ,  S H O W S

CONCESSIONS OF ALL KINDS

GREENVILLE, S. C., APRIL 15-20

Discovered Animal Acts, Ringlings, Buffalo, Bears, Giraffes, etc., for new circus companies, and steamers about United States. Would prefer to organize Carnival companies or get out of New Orleans, N. Y., and Philadelphia. Address: J. P. W. Wing, IMPERIAL TRAPEZE COMPANY, 153 East 72nd St., New York, N. Y.


OPENING SEASON 1939 SAVANNAH, 1500 W. MADISON ST., CHICAGO, ILL., SATURDAY. DAY AFTERNOON, APRIL 10

All People Engaged for Various Departments Will Be Loyal. The Chicago Chamber. as Follows:

A S S I S T A N T  P E R F O R M E R S  with Ringlings, 10 A.M., April 15. All Other Performers, 10 A.M., April 16. MUSICIANS. Big Ring Show Band, Tuesday, April 16. FREAKS AND SIDESHOW. Thursday, April 18. Answer This Call to

HAGENBECK-WALLACE & FOREPAUR SELL COMBINED CIRCUS, P.a. I nd.
AMONG RODEO folk at the Rodeo at Fort Worth were Mrs. Florence Randolph, manager, and Mr. Rodeo Clown.

DAKOTA RED'S Rodeo Clowns have been doing fair business playing theaters in Georgia.

CLYDE AND BILL ROGERS (the "Beaver Brothers") are a popular attraction at the Toronto ('in cold storage'). Bill is restored from a broken leg, but will be with Col. Jim -- ok when this is read.

WAYNE SUTTON, who suffered a skull fracture when thrown by a steer at Bridgeton, N. Y., last week, that he is still suffering aches, at Keota, Farm, Hopewell Junction, N. Y., but will not be able to attend this weekend.

BIL CARRE'S WILD WEST opened the season with Greater United Shows in Texas recently. Will return to Western States for shows days months in order that he has added bucking horses and bull riders to his act.

SUCKSEIN BERN STALKER, veteran Wild West showman, after a tour of high schools and movie houses is spending a few weeks in Texas. Will be in Houston and in-law, Mr. and Mrs. C. C. Virtue, at College Station looking forward to the outdoor season.

AMONG the participants in a show staged by the Humane Society of Columbus, Ohio, were: Suckesin Bern Stalker, Dan Miller, Al and Orrie Jones, Homer Colpin, Wilmot Jones, Pete Peller, Fred Loving and Lynn VanPatter. Fifteen horses were tased from the Jones, William Rodeo Company.

CIRCUSES

The Corral

By Rossy Waddy

March 30, 1925

The Corral Corner Club, to which many CECRA-ers belong, will hold its annual spring session at Al Smith's River on March 23. The committee (including cyclists, dragoons, etc.) consists of CECRA-ers, William John-Peters; Normanna — vice-president; Norman Callow, chairman; Geo. Clason, Jones, emcee, and Al Neuman, secretary. To close the meeting, Mr. and Mrs. H. Jeter is looking for reservations.

We have a letter from Doc Wadlow, CECRA-er, who is buying a one time piece of work for the Holy Land exhibition at Al Smith's River. The exhibition is an old home outfit, the Dodgson Show. "He sends a fine eulogy of Pat Rooney, who died recently in Texas," says Mr. Jeter.

As a fine response from CFA members in connection with the benefit performance to be held at Al Smith's River, the question was raised whether George Meekins had both ears lowered when he rode the bucking horse, and was in horse racing. In Baptist Hospital on a broken leg.

There was a "strike" of contestants on March 15, which almost stopped the promotion of the third stock show and rodeo. However, the contestants won the point, the addition for entry, money, $5,000, in all to the winnings. The contestants met the assignment made on the preceding night, when a petition signed

CIRCUS

For the Troopers—a Home

The Bucking Horse Show will be held at 7:30 tonight at 23rd Street and 1st Avenue, N. Y. The proceeds will be divided between the American Red Cross and the Troopers' Aid Society.

The show will feature the world-famous bucking horse, "Red". The performance will include a variety of acts, such as clowns, acrobats, and fire-eaters.

In addition to the performance, there will be a raffle, with prizes to be awarded to the highest bidder.

The proceeds will be used to support the American Red Cross and the Troopers' Aid Society. The Troopers' Aid Society provides assistance to former and retired members of the military, including financial aid and job placement services.

The Bucking Horse Show is a unique event that brings together the excitement of a bucking horse show with the emotional support of the American Red Cross and the Troopers' Aid Society.

Polack Show Does Fair Business at Peoria


Among visitors were Herb Fleming, of the "Big Five"; Sam Delaney and daughter and son-in-law, Mrs. and Mr. Shimer; the citizens of Peoria, Mrs. Dora, and Mr. and Mrs. Sleeters, of Flying Tigers. Mr. Reginald Peck, of the circus, and Mr. Fred Robinson, one of the three O'Grady Brothers, was also a visitor. Justus Scholz, city editor of the Peoria Star, was in the Pan, also a native of O'Grauls, entertained the "O'Grady Bros." at luncheon at Pere Marquette Hotel. Other visitors were Ore Esho and McKeen Boys.

The Polack Bros. show is offering a show with a string of concessions for last 10 years, including the "Big Five," at Park, N. J., to fulfill contract for summer season. The "Big Five" was lost.

O. O. Dupuis, of advance promotion staff, and wife, the former Minette Burke of Chicago, who visited their home at Lima, O., are back on show.

Cincinnati, March 20 — William J. Pender, manager of the Cincinnati Zoo, announced that his company's fine show at the Crawford Exhibit, named for the director, will open tonight. The show will feature unusual animals, including lions, tigers, and elephants.

The zoo's new exhibit building will be dedicated at the opening of the show.

Burns & LeTourneau on Coast

CINCINNATI, March 25 — H. W. Whiting states that Burns & LeTourneau's Outdoor Rodeo, which is doing the coast, is being offered on the West Coast. Eighteen acts, including rodeo and clowns, are featured.

There is dancing each night after the show, with James Williams as general agent and four promoters.

The Elmhursts Receive

Naturization Papers

BARABOO, Wis., March 25 — Mr. and Mrs. Charles Elmhurst, Ringling ring stock trainers for several years, natives of Sweden, received their naturalization papers from Federal Judge Alexander Kupper, of here, and his wife received considerable publicity, with their picture in the Tamara paper.

The Elmhursts were naturalized in the United States Court for the Western District of Wisconsin.

Lack of Showmanship

At Gilmore Promotion

LOS ANGELES, March 30 — A big affair was thrown by "Little Working Girls" for benefit of Los Angeles O'Grady Bros. with no lack of showmanship.

The O'Grady mammouth prehistoric specimens of the O'Grady Bros. was visited by 4,500 people in one evening. The show was crowded with people, many of whom were children.

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L. I. FUN HOST TUNING UP

Personnel of 10,000 Preparing To Make Season Visitors Happy

Amusement purveyors confident citizenry will turn to play more than ever in coming summer—construction is under way in some spots—indie pools being readied

VALLEY STREAM, 1. N. Y., March 23—Confident that the citizenry is going to try and find an outlet for its depression gloom through the channels of amusement, Long Island showmen are going about the business of making old-fashioned amusement parks with an extra dash of gusto. The Rockaways, Long Beach, Jones Beach, and other new and other existing water-parks that dot the Island’s north and south shore sections are in the building process. Among the new features expected this year are some of the most interesting additions to the rockaway summer resorts. The town is expecting a happy hour this year with the opening of the new buildings. It is safe to say that up to 10,000 people will be gathered at Long Beach to enjoy the summer weather and enjoy the amusement rides.

BEACH CONCESSIONS

FAIRFIELD, Conn., March 23—Bathing and dance hall concessions at Fairfield Amusement Beach, which were run by local Amusement who had built the facility, will be run by Mr. A. A. Rosner and will be opened by this week. The new concessions will include a roller coaster, carousel, and other rides that are sure to attract the attention of visitors.

Dancing---Its Effect On the Park-Resort Biz

No. 3 of a Series

The recent annual meeting of the New England Section of the NAAPB New Bedford, Mass., brought the question of the future of the amusement park-restaurant business. In this series The Billboard is publishing the opinions of people whose views were presented at the meeting, and communications received by the Section. In an effort to give all sides of the picture, this issue will publish the thoughts of interested individuals who are in some way concerned with the subject. Address your communications to Dog Racing Burley, The Billboard, 154 Broadway, New York City.

Owner and operator of one of the largest outdoor enterprises in existence and one of the few show pieces which successfully present entertainment that is a combination of practically all forms of amusement, Frank P. Cravett, president of Real Pier, Atlantic City, and a noted representative of America’s Amusement Men’s Association, is well qualified to talk about dog racing in the resort town. He says:

"The damage to legitimate bookies of all kinds from the diversion of revenue money into par-mutual betting books last summer was far greater than shown by official reports that did not include Sundays. The races were run from June 28 to September 9, 1934, inclusive, with no races on Saturdays or Sundays. The programs were estimated to be equal to about three weeks, so that the $69,900 estimated from the official reports which were based on operation of six nights a week may be estimated to have amounted to about $611,160 for seven nights per week.

"It is manifest that legitimate amusement and bookmakers were severely affected by the great sum of money which was spent in bookmaking, and it is the concern of the people who are interested in bookmaking to see that the spirit of bookmaking is maintained.

"There are more families on public relief here this winter, indicating that summer vacations were lost. The owner’s and manager’s earnings that should have been earned would have been earned, and the Miami Chamber of Commerce in February (See DOG RACING on page 48)

Watch for

This Special Feature: Illuminating the Amusement Park

BY AL BEHRMAN in the

Spring Number of The Billboard

Dated April 13

Mayors Hear Ad Campaign

Jersey resort heads hail of A. C. publicity moves

Olympic Games possible

ATLANTIC CITY, March 22—Plans for making this resort famous as a sports as well as amusement center, with the infield-operating to evoke the interest of sportsmen, were among the proposals brought before the All-Mayors’ Convention. On hand last week to-day to the Madison Hotel, attended by 800 persons, were all of the state were present.

John Hollinger, Madison Hotel, host, said plans were being made for a " subscribed to Basketball" game here each year. Mayor, Robert, coach of the Olympic Games athletes, described the resort’s climate as "adapted to international sports competition." The Auditorium, he said, is the finest building for the world on a world and a determined effort might result in bringing the Olympic Games here in 1940.

Mayor, Seth, told the resort mayors that if they wanted to keep their resorts alive, they must advertise, and he pointed out good results obtained from the local except in this direction.

"We advertised in 1934 and had excellent results last year," he said, "and we expect to advertise in the newspapers and magazines this year.

Among those present were Mayor, Issac, V. Palmetto, Margate, Mayor, Jackson, Pleasantville, Mayor, Schenick, and Mayor, Vaughn, Hampton.

Pool To Fit Temp, Aim at Venice, O.

CINCINNATI, March 23—Controlled temperature water for the swimming pool in Madison Park, Venice, O., near here, is what Manager, Morty, is planning to have as a feature of the season which opens on May 20.

"We are trying to find a means of heating the clear, pure well water that flows continually," Mr. Guttman said. "If this can be accomplished, the temperature of the water can be adjusted to 85 degrees while it is in the system.

"On cool days the water will be warm and on warm days the water will remain cool." According to Mr. Guttman, the water, pumped from wells at 62 degrees when it comes from the ground. As a part of his program of expansion he will have more rides and concessions this year. The park, beginning its third successful season, includes a dance hall, dancing, picnic grounds and rides in addition to its modern pool.

West Lake, near St. Louis, To See Much Improvement

ST. LOUIS, March 22—West Lake Amusement Park, formed on the Ashley road and Natural Bridge road, St. Louis, County, about 10 miles from the heart of St. Louis, is being improved in May with a new entrance, new dining hall, new dance floor, new riding devices and shows, sand and playground equipment, new refreshment pool and new swimming fountain.

Park will be under management of Joe Renwick, who owns 56 attractions, rides and shows from Baby Bette and the Elephant to the Giant. Free arts and special attractions will be up on Sundays and holidays during the season.

HOUSTON—Slater, an eight-year-old African chimpanzee, died despite efforts to save her life. Body will be inspected and exhibited at the zoo.
The Pool Whirl

BY NAT. A. TOR

If you have ever been to the Metropole Club, you know that the pool is just one of the many attractions that make this club unique. The pool is located on the fourth floor, and it is open year-round. The pool is a large, rectangular shape, with a deep end and a shallow end. It is heated to a comfortable temperature, and there are lounge chairs and umbrellas available for use. The pool is always well-maintained, with clear water and a pleasant atmosphere. Whether you are a swimmer or just enjoy relaxing by the pool, the Metropole Club's pool is a great place to spend an afternoon or evening. And if you are not a member of the club, don't worry - you can still enjoy the pool by purchasing a day pass.
NAAPB
Manufacturers and Dealers' Section
By R. S. UZZELL.

The interest which you manifest in getting a true picture of Barum is encouraging. Fred Merket sent me a paragraph from The Billboard dated March 6, 1935, containing among others the following words: "Many thought it a bit arrogant of him to assume the manner of a great showman. Whoever made this reference to the picture should read Dollars and Sense or How To Get On. This book by Barum I carried with me for 10 years, from 1915 to 1925. Read it. Barum was not a gapping fool, but a shrewd man. The undeniable success of his show business should make a reputable, hard headed man out of his present business. Business would have been better if intelligence had been used in characterizing Barum. A real director would have made it thrilling and real.

We friend Harry W. Root, author of The Unknown Barnum, writes to me as follows: "I see that someone has undertaken to correct the careless inaccuracies and I hope nothing will prevent you from putting forth efforts to a successful finish. Personally I am doing just a public service and you may be assured of my interest in this.

True Barnum Picture

It is not alone an injustice to Barnum, but an injustice to today's public, to merely allow a picture to be used which is inaccurate. As no public is allowed to go unchecked, and by so much, help it stop the popular misconception of one of the greatest and most unique characters America has turned out.

I am glad you say "a true picture of Barnum." This does not mean the manner. I know of no man whose life was more filled with material for such a purpose. From the day of his birth to his death events which needed not the slightest touch of the imaginative representation to make a dramatic and appealing story. This was a quick succession. We can but believe that Barnum had sufficient ability and faithfulness to his man and his background to be setting a standard for biography on the screen which has never been approached, and which would not only be of great interest to out of date educational values as well.

In this connection one of the chief things we can hope for is the ability of organizing a far-flung series of talks, radio programs, etc., making an effort to have each organization formally confer the old picture and go on record for the new and at the same time secure as much local newspaper publicity as possible.

Need of Organization

All of our manufacturers and park men who have read the book or are reading it are capable of talking the clubs or mass meetings and have the ability to give a sound talk. Can't you? I shall help anywhere I can. Don't you need a few words from over the air? Play your cards right, from Playboy, Nye, N. Y.; Kennywood Park, Pittsburgh; Coney Island, Cincinn-

atlantic City will have new direct high-speed train service. The truth is, the winter attraction of Million Dollar Pier is definitely assured now with big draw from the country. Superhighway job on the Million Dollar Pier is a success. Alfred K. Morgan has taken extra pains and the result is a big change in shape. About Low Bridge employees will be behind the scenes of the project but will be able to do their job in the lowest of the governing board.

L. I. FUND

(Continued from page 46)

steam locomotives were to be coined "as carefully as admission to the bar." At Jones Beach State Park, largest spot of sand in the world, the park will be to smash the record of 5,000,000 visitors during the winter. Superintendent Alfred K. Morgan has taken extra pains to make sure the park is in tip-top condition. All that can be done has been done. We assume the management has taken care of the comfortable ad-

must Conquer Fear

The breath of spring, the pre-season showings of the baseball players, the opening of the dates of the circuit set, some of the favorite songs, and the reporting favorable results all contribute to a feeling on the part of the man that is surely time for action. Alas! Some are, as usual, going to wait too long to get any worthwhile work for this year.

If the results we have come to be known all over the states and Canada by their stereotyped white front, waitresses in very many instances, have changed. They have changed. We are to answer to the demand. Our only new day. They changed our first to see other than a justified basis.

The answer compelled the management to assume the big expense which has already made a number of the manufacturers in this amuse-

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Seashore Breezes

By WILLIAM H. McABON

ATLANTIC CITY, March 23.—Impor-
tant changes along the beach front and in the amusement park at this historic resort are contemplated for the coming sea-

season, and the Boys and Girls, who recently had a meeting in the town hall, are many years, it being located at the seaside and offering a large area, might prove a help.

"Let's Go Roller Skating"

Says "Our Gang"

"Where will we go? Tie-up with OUR P.L.A.W. There is a new crop of roller skaters every week, and the roller skaters come to YOUR RINK at very low cost to you."

It will pay you to write today for details.

Pacific Coast Stam-
FAIRS—EVENTS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Plaza, Cincinnati, O.

March 30, 1935

The Billboard

C. OF P. NET $688,000

New Detroit Show Fixture

Success leads to steps for permanency — regulated concessions prove popular

DETROIT, March 23.—First Detroit International Exposition was held Easter Sunday night in Convention Hall with total receipts of $688,000, which was the result of paid attendance at any Michigan event and breaking State fair records, although the exposition ran only nine days, usual length of the fair.

Record attendance was set on Thursday with $20,000, and doors were closed for an hour in the evening because of crowds. Eastern exhibits were a big success.

Because of success of the exposition definite decision to make it permanent, with plans for organization of a 1939 exposition, was announced on Wednesday by J. Lee Barrett, director of Detroit Shows, Inc., and Thomas L. Bresnahan, who was general manager of the event.

Midway concessions, in a dump from the old Grand Circus, were under Thursday, placed in charge of Lieutenant Lester Potter, police censor, and taken to Detroit by a crowd in the “All-White” building.

In a testimonial meeting of officials and exhibitors, Mr. Barrett, accompanied by Lieutenant Potter on the “Fast regulated midway” had ever visited,Numeral “18” Band, which played during the first part of the week, was allowed to remain only one day, as patrons who found concessions closed, made it impossible.

Prospects Better in Illinois

HURON, S. D., March 23.—Having re- ceived financial support thru appropriations voted by the Legislature, South Dakota State Fair board plans a successful year, arranged to have more, better, and more concessions, and to make as many as possible repairs made. They have in mind a large tree-planting program, and some other experimenting will be done to see if it was possible to reduce the cost of the ‘33 deficit taken care of by a special appropriation. There was a deficit in ‘33. Hurst IIo Show” has been on the way.

Ernie Young has the night show.

Hayes Bidder for Quincy

QUINCY, I11., March 23.—While several elments here, who gave the winning ability of giving a county fair this year, W. H. Hayes, Dunedin, Ill., superintend- ent of local fairs, has offered to take a five-year lease on Fair Building and conduct a county fair there, assuming all liability. Thomas Hoxie, chairman of the Quincy board, has been negotiating with local committees, but no deal has been made, although it is understood that the county board of commissioners has approved the move.

CNE and Beasley Book Vallee In Record Contract for a Fair

NEW YORK, March 23.—As predicted briefly in the last issue of The Billboard, Rudy Vallee signed a contract on April 13 to play the 14-day Canadian National Exhibition, Toronto. The out- line for the name radio, musical show, and motion picture program calls for a contract of $425,000 plus 50 per cent of the net take.

This is believed to be the biggest deal ever made at a fair or exhibition in the United States or Canada. The series comes after the disappointing $20,000 ticket standing, which involved the Canadian Dominion and the World’s Fair, and last year presented the Oso Lombero, Abe Lyman and Duke Ellington bands.

There was an agreement to roll up a record round up at any fair, the George Institute for the Blind, and those interested in other agencies.

Last year marked the first time that the top fair of North America went in for radio bands. It proved so successful- ful that Mr. Beasley decided to plunge ahead.

In 1934 he spent $120,000, and is now in the top 50 cents and a 10-cent-per-plan dance. This year it will be $1 straight.

The take on the last plan last year, it is brought out, amounted to about the same as the gate receipts.

Hall of Fashion will be converted into a central salon and the fixtures switched to the mezzanine of the Investors Building. This was created by Mr. Beasley and Floyd A. Hughes, general manager of the fair, who arrived on Monday to be a party to the documents, and the next evening was off for a South American cruise of 18 days on the Caribbean, the Cunard White Star Line in company of Mrs. Hughes and Mr. and Mrs. George Hamid. The local office, recently opened, has an investment on the valle of deal of something in the neighborhood of $100,000. Vallee has been the manager of the fair, with the contracts for the exhibiters, and the contract for the show, the latter is expected to be signed tonight.

W. F. is Only One With Profit

Chic exposition given distinction in final report—park district gets slice

CHICAGO, March 23.—A Century of Progress, only World’s Fair to pay its own way and having the additional distinction of having showed a profit, has shown, again, the wisdom of appropriating for improvements, after having paid all expenses.

Such was the report made this week by Major Lenox E. Loehr, general manager of the fairs of 1933 and 1934.

The comptroller’s report on the fair shows a total admission of $25,321,876.62. Total operating expenses, beginning with the appropriation of $1,400,000 to bondholders, was $1,455,983.

After all structures not to be retained are demolished and the grounds are reutilized, any money remaining will be turned over to the Chicago Park District and to several scientific organizations.

Storm Over in Nebraska?

LINCOLN, March 23.—After a stormy week a couple of weeks ago on the occasion of a representation of Nebraska State Fair board, the bills went back and forth again, and Mr. George H. Dunison, secretary of the board, told Coutnry and said that the same setup will prevail for 1935. Outfits of America have been contracted for the midway.

Pick Boltlester Successor

KEWANEE, Ill., March 23.—Central Illinois Trotting and Racing Association will meet to select a successor to Theodore Boltlester, 28 years president of the association, who announced his retirement from the board of directors, which took office today. Mr. Boltlester, who was the vice-president of Illinois Association of Fairs 15 years, member of Illinois State Fair board, secretary of Henry County Fair board, and was named an authority on exposition problems.

Franklink Credits Aats

FRANKLINIA, La, March 23.—Mid- way attractions have been diverted to the Fair Grounds. A new financing arrangement was recently announced for the future, and the financial backing has been increased.

Watch for

This Special Feature:

Old and New Methods of Operating Concessions at York

By HERTBERT D. SMYER

in the Spring Number of The Billboard

Dated April 13
Johannesburg To Have Expo

Union of South Africa in support of exhibition to be held late in 1936

CHICAGO, March 23.—Government of the Union of South Africa has received the final joint announcement of the Johannesburg Exhibition to be held in Johannesburg late in 1936. B. M. Bellasis, head of the exhibition, said the Federation of British Industries, has been made general chairman of the seventy-one member project and is now in South Africa on plans for the fair.

In 1929, Johannesburg celebrated its Jubilee or 50th anniversary, the city having been founded by President Kruger on October 4, 1886. This celebration, it is now being made much more of a municipal affair in conjunction with the Jubilee celebrations.

Colonies Coming In "South Africa has never had an exhibition conceived and carried out on a scale commensurate to the whole world or even possibly to South Africa," Ayes, a member of the Federation of British Industries, has said. The exhibition will have a value as an educational medium among people of South Africa and also among people of the whole empire.

It is hoped the provinces and countries outside the Union itself, such as the Union in the Rhodesia, protectorate, Nyasaland and the Transvaal, will all stage considerable exhibits. The imperial government, under the direction of the Central Colonies, the dominions and colonies will all have exhibits. Possibly the most important announcement of the exhibition the meeting made was the intention of the men, manufacturers in the province of being manufactured in the country. People, as they, have commenced, and there is every reason to hope that the exhibition will be of considerable importance.

Site Familiar Spot

Site chosen for the exhibition is on grounds of Witswaterand Agricultural Society, with which all people who know Johannesburg are familiar. This site is probably an admirable site for more than 100 acres already equipped with roads and services of electricity, water, drainage, etc., and within a few minutes by car or train of the center of the city. Provision is being made in preparation provide for 500,000 square feet of buildings, including a large industrial building, which is especially required for livestock. A considerable area of the grounds has been reserved for an amusement park, where it is hoped to introduce many rides and various exhibits.

Exact date of the exhibition has not been fixed, but it will probably begin at the end of September, 1936, and continue 14 weeks, covering Christmas and New Year holidays.

Taylorville, Ill., Emerges From Red; $175,000 Paid Off

TAYLORVILLE, Ill., March 23.—Secretary and General Manager O. D. Hunter, president of the annual meeting of the Christian County Agricultural Fair Association, announced that the red flag, which has flown over the end of the season, was taken down on the first day of the exhibition, which is said to be 175,000.00 for the agricultural association.

The fair was the first of its kind to be held in Taylorville, Ill., and was attended by a large number of farmers from the surrounding counties. The fair was a great success, and the local authorities are already planning for next year's event. The fair was sponsored by the local agricultural society, and was held in the town's new fairgrounds.

The fair featured various competitions, including horse shows, sheep shows, and a variety of agricultural and horticultural exhibits. The fair was well attended, with a large number of visitors coming to see the various exhibits and participate in the competitions. The fair was a great success, and the local authorities are already planning for next year's event. The fair was sponsored by the local agricultural society, and was held in the town's new fairgrounds.

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Awajuga Improving Grounds

WAPANOGATA, C., March 22—Awajuga Board at a meeting on Thursday evening, elected a committee of five to study the possibilities of improving the grounds. The committee will consist of Irwin Miller, John Williams, Leonard Tilton, E. W. zijn and Robert H. Taylor, with Mr. Miller as chairman. The committee has been authorized to make all necessary arrangements for improving the grounds and to make such improvements as may be necessary to make them more attractive for the use of the public.

Majority of the Board voted to make improvements of a temporary nature, which will be stopped up on the conclusion of the fair. The Board also decided to make a partial sale of some of the grounds for the benefit of the fair and the improvement thereof.

New W. Va. Race Body Named

CHARLESTON, W. Va., March 23—Governor Kump named the new board to manage the horse race track in the last few months. The board consists of: J. R. Freeland, chairman; Charles H. Terry, treasurer; William Ryan, secretary; and John A. Evans, director. The board will have full charge of the horse race track and will be responsible for its management.

Grand-Stand Shows

T. J. QUENTY has booked Miss Viola Inman to preside over the grand stand in charge of the show. Miss Inman will be in charge of the show from May 1st to the 10th, with Miss Viola Inman as her assistant. The show will be held in the large tent at the fair grounds.

BERNIE ANDERSON, who has been in charge of the grand stand shows for the past few years, has been appointed the manager of the show. He will be in charge of the show from May 1st to the 10th.

Agricultural Conditions

Conceded Data from March Summary by U. S. Department of Agriculture, Washington, D. C.

At the beginning of every year this bureau takes an inventory of the live stock, which is estimated to be 100,000,000 head. The bureau also makes a study of the progress of the country's live stock industry. The bureau believes that the number of live stock in the country has increased during the past year.

SHARP REDUCTION

The reduction in the number of hogs last year was the same as that reported last year. The number of hogs in the country was reduced by 15,000,000 head from the last year's report. This decrease was not as significant as that reported last year, but it is still significant. The bureau believes that the decrease in hog population is due to the decrease in slaughter supplies during the last year.

The number of sheep in the country was reduced by about 5,000,000 head from last year's report. This decrease was also not as significant as that reported last year, but it is still significant. The bureau believes that the decrease in sheep population is due to the decrease in slaughter supplies during the last year.

The bureau also reports that the number of cattle in the country was reduced by about 5,000,000 head from last year's report. This decrease was also not as significant as that reported last year, but it is still significant. The bureau believes that the decrease in cattle population is due to the decrease in slaughter supplies during the last year.

The bureau believes that the decrease in the number of live stock in the country is due to the decrease in slaughter supplies during the last year. The bureau also believes that the decrease in the number of live stock in the country is due to the decrease in the number of farmers in the country.
WOULD SLICE TENN. LICENSE.

Committee's Recommendations Favor Carnival and Circuses

Carnivals would pay on basis of population—all amusements, however, would be hit by admissions tax proposed as a part of general revenue measure

NASHVILLE, Tenn., March 23—Arrangements in general will be hit and carnivals and circuses will benefit if the recommendations of the Recreational Finance Committee are adopted by the General Assembly, which is scheduled to reconvene here Monday. Proposals to reduce taxes on State County Court Clerks' Association also a day later, and measures totaling $200 daily for circuses of more than 20 shows. The tax bill was introduced separately by the three governments.

Sales on carnivals, now assessed as circuses, could be reduced and played on a graduated scale, based upon population of towns in which they play. Amount of assessment has not been decided upon. As part of the general revenue bill the committee will recommend that all admissions, regardless of nature, be taxed 10 per cent. This section of the bill was added during the closing days of this week and is being considered for some time. In proposing it, members of the committee stated that it would add at least $500,000 a year to a public benefit fund of the State, one of the major problems facing the Assembly.

The tax was not proposed as "10 per cent of gross sales" but as "1 cent on each 10 admissions charged to all amusements," and the recommendation is of the Representative Leon Gilbert, of Davidson County, to exempt admissions of 20 cents and under.

The committee will recommend a bill to the legislature to increase State Law. Machines not used for dispensing alcoholic beverages will be assessed from $10 to $75, depending on amount of cash required to operate the machines.

These finance committee recommendations will not involve the selling of licenses, as they depend on the action of the Assembly. "Our bills" contend that the Assembly will throw out all work of the committee in the case of a general sales tax, the cause of the strife before the recent.

Rogers Gets Sendoff During SLA Meeting

CHICAGO, March 23—Following the business session of Thursday's weekly meeting of Showmen's League of America, a farewell party was given to showman and third vice-president of the League, who is leaving to look after the interests of Dufort & Rogers at the exposition at Brussels, Belgium.

The affair was held at the Essex restaurant and was enjoyed by many of the stars. There was, of course, a lot of sadness over Joe's (See ROGERS GETS page on page 15).

CINCINNATI, March 23.—Polla & Baby Van Meet to own a fine collection of horses, was out and about this week.

Dolletta Recovering Eysight

CINCINNATI, March 23—Many show acquaintances of Mrs. Dolletta (Mrs. Jack Buck, many years ago showed Dolletta, the World's Smallest Mother, have lost track of her lately. The Bill- board has just received a letter from Dolletta in which she informed that her

Dr. Charles, Miss Dolletta, shows some of the world's smallest mothers, but he said the woman who gave birth to Dolletta was one of the telephone operators on the stock market, and that she was now "in paradise again," and "my health is fine and I can see wonderful." She would like to meet some of her old friends and plans to return to the show business.

Dolletta has been prominent in the world of show business for many years. Her daughter, Dolletta, has been recovered from injuries received in an automobile accident two years ago and is now rounding out her second year in a boarding school, made possible thru the devoted efforts of her mother, Charles.
Showmen's League of America

CHICAGO, March 23—Attendance at the Thursday meeting was exceptionally light. Many of Joe Rogers' friends being away, turned out especially for the farewell to Brother Rogers, of the 8th Street & Rogers Enterprises, who is leaving for Bucharest, Belgium. Details of the affair appeared on another page of this issue.

A message from Brother Dave Tennyson that he is now engaged in building a dozen more for Gooding Enterprises for the summer. Brother Col. J. J. Givens has been confined to his home for the last two weeks.

Presidnet J. W. Conglin has conceived a new plan for the annual Picnic Day this year. It will be in charge of Vice-President Joe Rogers, as chairman, and the Editor, Will Wright, as chairman. More news at a later date.

Brothers H. W. Wood and John H. McKee were callers at the room this week.... The 6th, Patrick's party went over with a bang and everyone had a wonderful time. And was Chairman M. J. Donovan well pleased! Brother Lew Dufour has left for the East to get things in order for the brook's end at the exposition. After last week's meeting the boys gathered to purchase a fresh supply of the 8th Street & Rogers' collection, and procured Dufour as a farewell to Vice-President John Rogers, who leaves for Europe during the coming week.

The committee is working hard on the annual Memorial Service, which will be held in April. The date will be set in a few weeks.

Two new pin games have been installed in the league rooms, one in the New York room and one in the McPherson. This move is due to the kindness of the Lewis and the good old friend, Mr. John D. Lewis. President Conglin sent a wire of regret that he could not be here to bid the league a farewell to Vice-President John Rogers. However, he stated that he will be here for the 6th, Patrick's party. Brother O. E. Carman sent some photos of a beautiful show, "The Great 8th Street & Rogers Shows.... Brother Harry Tripp in New York and the room and looking like a magnet. Says he will be the one to be seen in both.

Wish the one man was doing better. More won't you please give your attention? It is of vital importance.

Ladies Auxiliary--CHICAGO, March 23.—President Mrs. Lewis Kellar presided at the regular meeting Thursday, with her at the offices table were Mrs. Mary Hineman, Mrs. Harry Winslow, Miss Hilda Hilderman and Mrs. Cora Ysupley.

Bouquets were attended to and plans were complete for the Pearlecon, to be held in the League rooms on April 6. Business driver is progressing nicely. Results to date are gratifying.

Los Angeles—Los Angeles, March 23.—Clark's Great Shows has a fine opening at Bakersfield, Calif., under auspices of the California Association's show. The industrial position of the show was to be well held, the same at the same time, the material was better. Owner-Manager Clark put out a 10 per cent and the midway was jammed. Crafts 20 Big Shows had a good week at Imperial (Calif.) Fair, despite a tough weather for two days.

Clark's shows had a bad break at 30th and Central Avenue and moved to Perm for the week.

Pearlecon United Shows getting ready at winter quarters on East Spring Avenue. There have been added with semi-trailers and a Perley City Yacht Club will have six other rides and amusement shows at the opening at Santa Barbara.

Dan Brown writes that Mr. Wright's Smooth Circus has a fine ride at Yuma, Ariz. This week at Tucson.

Fred Toland has a good week. His "Pearlecon" of 1935 has a fine ride at Santa Fe.

Bob Cavanaugh at Desert Plaza, six days this week. Bob Cavanaugh is a great favorite with the public, but is unable to run his shows in California, auspices American Legion, styled "Pearlecon," and Style Show, Doc Hall will have the ride.

Will Wright leaves next week for Chicago, then to Conglin's All-American Shows. John T. Beckman at MGM, building a set to be made of a glass to be used in a film that goes into production. The set is for a movie to be directed by Henry King, who has ordered to have a fine set in at San Diego.
OPENING DATE
West's World's Wonder Shows
April 20, 1935—Norfolk, Vt.
All People Holding Contracts, Write.
WANTED—Shows and Concessions. Will furnish complete outfit to any department. All Side Show People, write JOHN HURCHINS, WANTED—Harry Dunn, 3415 Broadway, New York.
FRANK WEST, Box 254, Norfolk, Vt.

ART LEWIS SHOWS, INC.
OPENING APRIL 6, 2 HAMBURG, KENNEB. 
WANT SHOWS that don't cost. Advertising is too expensive. For followings with shows in various sections.
OPENING: Ocracoke, NC, MILTON, DEL.; ESCANABA, MICH.; SIOUTT, ILL.; GASTON, N.C.; HIGHLAND PARK, III.; CARROLLTON, O.; GRANT FISH MACHINES, CO., 2316 N. WASHINGTON, CHICAGO, ILL.

d		OPENING APRIL 6, TWO SATURDAYS, KENNET, N.

MIDGETS WANTED
Three Midgets, Male or Female, not over 35 Years Old. Good salary. Long season. Send photos at once if interested. Write, your stamps.
DENNIS WHITE, P. O. Box 1100, Shreveport, La.

BYERS BROKERS SHOWS
OPENING APRIL 6, Two Saturdays, Kennebunk, Me.
WANT SHOWS that don't cost. Advertising is too expensive. For followings with shows in various sections.
OPENING: Ocracoke, N. C., MILTON, DEL.; ESCANABA, MICH.; SIOUTT, ILL.; GASTON, N.C.; HIGHLAND PARK, III.; CARROLLTON, O.; GRANT FISH MACHINES, CO., 2316 N. WASHINGTON, CHICAGO, ILL.

MIGHTY SHOESLY MIDWAY
STATERSTATE, N. C., March 23—Manager and Mrs. John W. Shoolery, who were on a vacation trip to cities of the Georgia-Midway circuit, have been spending two weeks there and will return to Midway. Jack and Kate, who have been staying with them, are helping them get ready for the opening.

Mr. John W. Shoolery and Mrs. John W. Shoolery were among the guests at the Grand Opening of the new theatre in St. Louis on April 1.

The Billboards

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 23—The ACA office is in receipt of a communication from Chairman N. W. Hawkes of the Nassau County Committee of the Local Trunk Line Association to the effect that in the course of the business of his committee to make further study of the so-called "dual route" brief, copies of which are being distributed by Mr. Hawkes' office for that purpose, the matter is under consideration.

In the communication we learn that many of our members are personally soliciting active interest in the matter of rural transportation, and we are glad to know that the association's efforts are being supported by the leaders of the show business.

One such a letter has come from Chairman John J. Lynes, whose letter is reproduced below.

W. H. COOKS SHOWS WANT

W. H. COOKS SHOWS WANT

ITALY—it was announced that the Marco Polo has been reorganized by a group of 12 directors of the show business, including a number of prominent theatrical figures.

The announcement is in line with the interests of the show business, which has been greatly strengthened by the recent developments in the field of entertainment, and the new organization is expected to play a prominent role in the future of the industry.

The Marco Polo is a well-known show that has been operating for many years, and the reorganization is expected to bring about a new era of prosperity and progress for the show business.
Win. Glick Exposition Shows

HAOFESTOWN, Mo., March 26—After an absence of three years the writer has again turned back to the ring. This time, through the efforts of Manager William Glick, a crew is being put together for the new Glick Exposition Shows. The show is expected to be one of the largest and most impressive of the season. The cast will be composed of some of the finest performers in the world, including the famous Balorama Monkeys and the famous Monopoly circus.

Crowley's United Shows

RICHMOND, Mo., March 27—Work on the construction of the new Glick Exposition Shows has begun in full swing. The new circus will be housed in the new Glick Pavilion, which is being built on the outskirts of the city. The shows will be open for business on May 1.

Stetson Shows

CHICAGO, March 27—The Stetson Shows have begun their season in Chicago. The show is expected to be one of the finest of the season, with a cast of over 100 performers. The shows will be open for business on May 1.

Bloom's Gold Medal Shows

CHICAGO, March 27—Bloom's Gold Medal Shows have begun their season in Chicago. The shows will be housed in the new Bloom Pavilion, which is being built on the outskirts of the city. The shows will be open for business on May 1.

Winters Exposition Shows

BEATER FALLS, Pa., March 27—Work has started on the new construction work. Much work will be done. A new construction will be started. The shows will be open for business on May 1.

Cunningham Expo. Shows

NEW JERSEY, March 27—Work has started on the new construction work. Much work will be done. A new construction will be started. The shows will be open for business on May 1.

Royal Palm Shows

Plant City, Fla., March 27—The Royal Palm Shows have begun their season in Plant City. The shows will be housed in the new Royal Pavilion, which is being built on the outskirts of the city. The shows will be open for business on May 1.

World's Exposition Shows

SALISBURY, N. C., March 27—Manager Max Gruberg arrived here last week from New York, where he was engaged on the construction of the new World's Exposition Shows. The shows will be housed in the new World's Pavilion, which is being built on the outskirts of the city. The shows will be open for business on May 1.
CARNIVALS
March 30, 1935

MUSEUMS

Museum of Fine Arts, Boston

PHILADELPHIA, March 23.—South
American Indians are being exhibited
at the Philadelphia Museum of Art.

Philadelphia Houses

A new and brilliantly illuminated
marquee entrance is at the head of
the main street of the Philadelphia
Showground. The entrance is
decorated with large kiosks, and the
entrance is open only to those who
have purchased season passes.

Philadelphia is now open to all
visitors, and it is open daily from
10 a.m. to 5 p.m.

A new feature of the Philadelphia
Showground is the use of air conditioning.

The Philadelphia Museum of Art
has just opened its doors to the public.

The museum features a large collec-
tion of American and European art,
including works by van Gogh, Rem-
ington, and Cassatt.

The museum is located at the
Philadelphia Art Museum, 2025 Ben-
jamin Franklin Parkway.

Carnival

58 The Billboard

March 30, 1935

CARNIVALS

The Billboard

Many Riding Devices At French Street Fair

Bordeaux, March 25—Among the
interests of the French Street Fair
were the many riding devices, which
attracted a great deal of interest.
The fair, which continues until the
40th annual Street Fair, which is
scheduled to take place in late April,
will feature a number of attractions.

The fair includes a variety of rides,
including Ferris wheels, swings,
and roller coasters. The rides are
open daily from 10 a.m. to 5 p.m.

The fair is located at the Place de
la Concorde.

Fair Secretary Aims Good Riding Contract

Cincinnati, March 25—The
management of the Cincinnati
Big Top, Inc., has announced that
they have entered into a contract with
the United States Fair Association
for the riding devices at the fair.

The contract provides for the
supply of 10 new rides to the fair,
which will be open daily from 10 a.m.
to 5 p.m.

The fair runs from March 25 to
April 13.

Al C. Hansen—(Continued from page 52)

The show has been
successful in attracting a large num-
ber of spectators.

Hennes Bros.—(Continued from page 52)

The show has been
very successful in attracting a large
number of spectators.

Kortes, Traveling

Denver, March 25.—The show
is now in its sixth week here, at 1520
Walton Street, and it continues to
attract a large number of spec-
ators.

The show features a variety
of acts, including a trapeze artist,
trick riders, and a large number
of side shows.

The show is open daily from
10 a.m. to 5 p.m.

The show is located at the
1520 Walton Street.
Philadelphia Pickups

CARNIVAL. March 30.—BE PHILADELPHIA, March 29.—Jack Chevrolet of the Philadelphia Museum, is now filling engagements for the Municipal Auditorium for the Goldfish Bowl, at theaters. On close

BUNT GARDENS show will return to New York, where he will make preparations to move several attractions to Revenge Gardens, in May. Lillian Joan and the Calibantic Girl in the Goldfish Bowl attraction is

George A. Kerotoc, who has rides the manager of Bunt Gardens shows, left for winter quarters this week to get his rides in shape for the spring season. Opening day is set for April 20.

St. Louis Indoor Show

ST. LOUIS, March 23.—American Legion has announced plans for an indoor show, to begin a carnival, as known as the Streets of the World. The Municipal Auditorium auditorium here early in April. The show used in defraying the local expenses of National American Legion Convention, to be held in St. Louis this year.

Hunt greater shows

D. MORRIS, Chairman, with the arrival of W. J. Bunda, general manager, of the Hunt Greater shows, was to have been completed, which Allen who will charge the circuit. The Hunt Greater shows, has arrived at the Lewiston mail box, ready for the 253-foot

WEISS, of Lewiston, has been engaged in the free attractions. The show will be presented by the Weiss family, 6 showmen on the Cunard Bond. ALTA MAE BAUER

POWERS & WILSON SHOWS

OWENSBORO, Ky., March 29—Everywhere here is putting the finishing touches on their show, which is ready for its first show that will be at Portland, Ky. There are a number of circus folks here who have been with other circuses and have equipment is being overhauled and the Portlanders with the Hunt Greater Shows, who spent the early part of his life on the road. Mr. Wilson, who left for Hobbs, Ind., to take his dudes with Cole Bros. Circus. Jim Wilson is operating a show in Texas, and his boys get around at night and where the hot-stove league has this week for Portland on March 28. Among them are L. T. Richardson, Bob Curo, Louis Bowdles, R. S. (Raza) Simmons, and R. R. papers. It includes a number of his trucks to get some side walls for the show. All of which is from an

CELIN & WILSON SHOWS

GREENSBORO, N. C., March 23.—Real activities in winter quarters with the arrival of several additional shows, girls getting their equipment in line for the opening. With General Agent Harry D. Leonard of the Celin & Wilson Shows, this week, in Greensboro, the Western Division, of the company, that has assembled its fleet of trucks for eight weeks. There has been a great deal of press attention, with an abundance of atmospheric proclamations and representatives about a dozen tribes of people.

Simmons to World of Mirth

RICHMOND, Va., March 23—Sailor Thad Simmons, 20 years, the property and Tribes of All Nations with the World of Mirth shows for the coming season. Simmons, who has the last season, produced such offerings, none of a great deal of attention, with an abundance of atmospheric proclamations and representatives about a dozen tribes of people.

Chop Suey

By W. E. (Bill) Rice

KIDDORE, Tex., March 23.—Saw my old neighbor’s new Picture show and it is lighted. George has this week, a new rickety, and the town was doing so well that the Margin Beckmann told them they would publish their show, and the show and their father read it would be just too bad... Abe Opeal was present, and I saw that the show was the best.

Mrs. Belle Wortham has a new rickety and don’t know if she could not see it. Was okie by Abe. Other showmen are Jack, Reuben, Dorothy Hanman, Mrs. Mary Stephenson, Mrs. Martha Aiken, Charles and Maude Johnson, R. L. Boyett, Jack Ruback, Lefty Block, Ned Dillon, Fred Bly, Walt, Wally Lehman, Mr. and Mrs. Charles Aronson all in town at one time. Sure a lively spot.

Quite a tragedy at the Lamar Hotel in Waco this week. One of the old kids, seen on the street the night before, and that laid an egg every other day and good for nothing, was killed in the last trap that was forgotten.

Did you hear the story of Mr. and Mrs. Johnson, the manager of the Hillton Sisters. Out on his ranch. Also missed Henry Knight. Said to be in London. To my sorrow, I hear that Odom also out, but I did see Harry Bonton’s Band, and some of Mr. Johnson’s with Beckmann & Gentry’s Shows. Now are in town. There were 100 shows. Putting on a public wedding. Many old friends here. First Bronton’s Band here, and he has a new horn. The Misses have the best show on the lot. Yessir.

Johnny White’s that has been put away for old Mrs. I received a little joke this week with Joe Scholfield is doing the hotel business. He has a great office and stock

J. E. Wolfe has his Bible show in Houston. Also, Steve Conner a taco corn is making a real go of it. Houston the best looking city in America. In the city. I was there for 17 years since I left the spot with the Wortham & Ostrin show. Since then, run the old goods.

Mississippi states. New shows was located in Austin with the same railroad. Texas truck shows are in a hurry to get out of the State before April 1 on account of the gasoline. Gasoline 10 cents a gallon, and oil will not pay for many a lag if you stop to figure.

Golden Valley Shows

GAYE CITY, Va., March 23—Final touches are being put on the parachutist. The rides and motors have been painted up and the midway this week, was really gaining in their operations this week shows opens here March 28. Jack Allen’s Kennerly shows, has got a new locomotive, which is being orange and blue. A new small car came, this week and is more than one new colored.

Two new tents erected, from Gypsy Horse Shows, of Gypsy Horse Shows, of Dayton, Ohio. It is said they are successful. Mr. Simon, executive manager, is in Captivity; and 120 feet of flashy lights will be added to the show, and if Kudos will not work after five years absence is welcomed. It will return one year ago when as manager of the Rainbow North Show. The writer, Sam and other shows, was taking a successful booking trip thru Virginia, where the shows will again move over, assisted a new company that has assembled many of its fleet of trucks for eight weeks. There has been a great deal of press attention, with an abundance of atmospheric proclamations and representatives about a dozen tribes of people.

Rigid Rules Reign

By F. M. MOOR

As I have understood the various occasions, it would pay other people operators to visit the various shows, and study methods of the management. It has operated six years or more without a losing season and will close the 1924-25 season considerably in the black. One thing that has been a consistent feature of the department rule, which has never been deviated from during the past few years. Another is the matter of attire. Here one sees no sweaters, no male skaters with their sleeves rolled up, no women for special nights or club parties that it is not best to do it right. The organization is familiar with the management’s rule that they have no necessity in joining with other parties. This rule of attire brings many learners who do not care to wear it, and to wear it enough to padle their own canoes.

A man who is a professional circus skater, is an expert skater and with his assistance beginners are given every attention. The attendance of women skaters who are a part of any organization, it is necessary to reprimand. The rule is that theHome show rooms is limited, it is not unusual to see skaters from 400 to 500 skaters nightly. It is a new record. A man who is a professional circus skater, is an expert skater and with his assistance beginners are given every attention. The attendance of women skaters who are a part of any organization, it is necessary to reprimand. The rule is that the...
Watch for
This Special Feature:
Ann Street, New York's Cradle of Pilethdom
By CHARLES A. LOMAS
in the
Spring Number
of The Billboard
Dated April 13
**Pitchesmen I Have Met**

**BY SID SIDENBERG**

If you should ask me, I claim that it takes plenty of nerve to jam in a room where everyone knows you. But if they do not know you, you don’t know what they think. And at times a jam man has to stand and face the truth when it comes to squaring a hostile tip, made up of vengeful enemies. How’s that for a tall tale—well, it’s fact—vrai—fak—verdadero—. . .

I know a few jam men who have come out of small-town milieu minus the money worth of a rat. These fellows just didn’t say the right thing at the right time and you can rest assured that they never made the jam jam that gave them something to remember by.

I know lots of jam men and I will say that most of them are winners when it comes to getting long green and they seem to know just what to do with them to keep it.

Among some of the best workers in the box game in this line is none other than Carl Siegel, who just passed his 28th birthday and who made them jam pitch in every town of importance in the United States. Carl is one of the boys who repeats, too, saw him work Forest City, Ark., recently, and it paid off handsomely. I claim that any time that a big Works the frog game in a certain town, regardless of who he is, he has to be good.

Carl has worked off of the same platform with some of the best known in the West, including the Baltimore, among others. Among some of the men he worked with are: George Hedin, Morris Knopp, Earl W. Hughey, Sam Jones, Nat Golden and Ed St. Matthew. In going from working one place to another, he has the reputation of being wildly advertised. In the days of Robinson, Sam Dill, Cole Bros., and earlier Main, he was working off many midways under canvas.

Carl originally hails from Louisville, Ky. He was working in a department store and that city as a stock man and stayed with it until he found what he was looking for in the box game. For two years Carl intensively studied the box game, and decided that the high-pressure end of the game was what he wanted, and when he took to the road he was well seasoned and seasoned even more by the start and has given a first-rate account of himself in every place he has made his first platform pitch, and that was about 19 years ago.

Since then he has married and travels with the misfit. The Scoville still call the Pikes City home.

To exterminate us entirely, ‘now I know their habit of brain”, but that’s another story; for it wasn’t for the law I would lump you off myself.”

**DE BENNETT AND BOB NOEL**

Bob Noel, of the Ben-No Med Troupe, pipe in one of a couple of years, tells Ricton from Jacksonville, Ga., “Wonder how many can equal it. Were in a regular town somewhere down south and there was been all winter with his platform show. My dead friend P. J. is now one of the general merchants, Columbus, O., and a very pleasant half day with me recently; the city was some sweet fellow and we Southern boys all like him.”

“THIS IS MY FIRST PIPE in a couple of years,” tells W. S. Shimming, Lawrence, Mass. “The misfit and I would like to read pipes from Jack E. Young, Prof. Agues and Red O’Rein.”

“WILL COMPLETE . . .”

two years of touring without missing a performance April 1,” tells Ricton from Venice. “We wonder how many can equal it. Were in a regular town somewhere down south and there was been all winter with his platform show. My dead friend P. J. is now one of the general merchants, Columbus, O., and a very pleasant half day with me recently; the city was some sweet fellow and we Southern boys all like him.”

**EVERYTHING IS OAKEN**

in the Shenandoah Valley,” informs Jack (the Bible) Burdette, of the White and Black Brothers, “on the last leg. Among new paper boys here are W. E. Webster and Eddie Biglow. All doing well.”

**ZIP KIBLER SAYS**

(Another) was in listening in on a conversation between Pat and Charlie one day. Pat said: “You fellows have discovered gold again in the Death Valley, Calif. That’s great.” “Boy, Charlie, if you were lucky enough to find gold we don’t have a gun to give you your head and blow your brains out.” “What brain?” replied Pat. “They don’t practice that in the Old West, but they don’t dare do it now.” “Oh, go on,” said Charlie, “as you are bare right now on the Rowley who would kill you for a dime. The thought of it is about the gold mines and stick around until the government comes that town hall. ‘What bull is that?” asked Charlie. “Why that’s the one where the government proposes to give a 50 per cent reduction of rent for $100 a month and make consumers out of them.” “The Dickens wants consumption!” moaned Pat. “That’s a scheme.”

---

**CHARLIE COURTEAUX, eight years in store doors for still softer after ’em hard.**
Cox lost his arm! Told me In Wheeling he would pipe in. Is where Hubert Hull? Pips in. Same goes for Tom Territorials. Tell us the dope on that. Many of the boys who work on Ohio farms will be sorry this year that the veteran gaseous man, with a bad accretion in his gas system, had to go to a hospital several days ago. I'm in a hospital with a broken leg and other injuries, coming out of a gas explosion. All you oldtimers and J. O. L. pips up!*

*Antoine Knows the whereabouts of Doc H. Brice, of the Australian Med Co., is requested to drop me a note in touch with his daughter, Mrs. Charles A. Nellis Jr., 50 Crown street, Meriden, Conn.

IRVINGTON DOING

(Continued from page 26) Pagan, McGreedy, Red Skelton and Dick Strickland, emcee; Nona Shaver. Entertainers: Dougher, Don loser, Charles Kiernan; Johnny Louis and Jack Jackson, floor judges; Jimmy Smith and Dick Strickland, treinors; Mary Elia and Mestech, musclemen; and Jody Joost, ring-card girl. The card was a success, and the ring was a success. At E. L. Wood, photographer. Music by Al Whittaker and His Orchestra.

Contestants still on the floor include LaFerrandise and Artie White, Lou and Ben Innoco, Lou Hasky and Joe D'Angelo, and Rosco and Joe Melody. All the big guys are the Hollywood Pump and the Sensations. Lou Bebee and his Tumbling Arambles are the Hollywood Pump and the Sensations.

London Circus Notes

LONDON, March 9—Two fine acts with names in bold letters and circuses are in town. One is the 20-week run with the London Palladium "Crazy Show." The other is the London Coliseum. Stanley W. Walch is searching Europe for novelty acts for the fifth annual of an excellent trade show. The attraction of the O. C. T. and Möe Amos will be a novelty. Their act is a great hit in Europe.

Five Juggling Jewels will soon leave for American appearances.

American Act Splits

PARIS, March 19.—The American act, Kafka, Stanley and Moss, Arin, have made arrangements at theCircle Medrano. Two new four-act groups, the Green, Grey and Yellow Pumps, and Kafka, Stanley and Moss, are the result of a new line-up.

American Act Complains About Many Abuses Suffered Abroad

NEW YORK, March 21.—Billy Powers, manager of the Gold Smoke, an American act booked by the Hamod, has had some unpleasant things to report about abuses in England when he and last week, Fred Weller (the Iron Cudge) led his last pitch in San Francisco, Calif., Jack Webber (Watusi), ex-Slim man, pitcher and baseball player, the Providence, R. I.; Montreal and Oakland, Calif. Back in the 90s; Roy Williams, the Juvenile and Jimmy Staggin, who was a big split in Oakland, and I attended the funeral at Valhalla. Silk Hat Harry Devine, a serious operation performed two weeks ago. Saw him last night (March 15) at the hospital and am glad to report that he seems on the road to recovery.

NINE AND TWO—

(Continued from page 25) added new tricks to their roles as masters of ceremonies, keeping excellent crowds in the Brooklyn pavilion with Billy Bette and his orchestra up the music.

Latest record of the remaining Couples includes Billy Bette and Marguerite England, Myrtle Smith and Lew Blackmore, Everett Bennett and Mary Lora, Melvin Mason and Charles Hines and Sol Miller, George Orton and Mrs. Bill Miller, and Charles Bette and John and two solo, Jackies Bells and Buddy Atkins.

MAGIC—

(Continued from page 27) had such good fortune that he appears on the stage of the RKO-Albee, Providence, through an engagement there, offering a silver cup loving and a weekly at his sight to that theater to the one whose routine was best received by the audience. One of the amateurs who had planned to appear dropped out at the last minute. Eddie Rove, member of Rhode Island Ring, IBM, and himself listed on the evening's program, started searching for a substitute to take the absent spot. Baxter knew the burning cigarette in the handkerchief trick and tried another to pad out a routine. Baxter had just time to show Baby Wilder's old newspaper trick before Baxter was introduced by Blackstone to the packed house and presented with a dis-appearing cigarette and closed with the three-step paper trick. Baxter was surprised than he when the audience gave him applause. Blackstone handed him the cup and House Manager Harry Schlinker kept his word by signing him up for the theater starting March 21.

One fortunate amateurs appearing that night were Rowe, who did card palming and magic; Bill Baxter, with the Hindu rope trick; "Cardano," with a smooth routine of card palming and about the best aller from stage-fright, who was introduced as the "Man of Mystery."

DENNY RENO (Great Reno and Company), who made his home in St. Joseph, Mo., since January, is in action here, as is Lumet, is in action here, and is also puffing air up and around, but still confined to the ring, he would appreciate a line from friends.

ROY KINWOOD, vest artist and mask who recently toured England, will be seen up and around Central New York State until May 5. He has added the colorful Glee Club, a quartet of Negro spiritual singers.

KERNETH ARNOLD, newest member of the Oakland, Calif., recently became a proud papa of an 8 1/2-pound boy. Who said magic is dead?

BARTÉ HINY TINY FACES!

A beautiful new series of tinted novelty cards of outstanding quality with a very large selection of designs, all of which are especially chosen for fine novelty effects. They are printed in slightly different sizes to create an illusion of depth. Each design is of great size and costs only 5c. One card alone is more than a dozen ordinary cards. Write for it.

Attention! Pitchmen!

New IMPROVED BLADES! HOLDER

Three blades in place. Replace blades without removing handle. Screw-in blades. Each blade costs only 2c. Don't accept substandard blades. Write for samples.

BARTÉ TINY FACES!
**Out in the Open**

By LEONARD TRAUBE

(New York Office)

---

**Just Plain Chatter**

LUC D. DELMOR and the wife and
Jack Frazee and the left over
Ripoly from the tabi-
ning the Col.-Beatty Circus. Deltmor is
managing the show and will handle tickets. They'll hit out to Chi.
After the second quarter.

**Roland's Exposition Shows**

Clifton, S.C. Week ended March 19.

The show is on its season this week on March 12.

**Hartman's Weekly Broadcast**

**White Top Gossip**

NEW YORK, March 25—Lester Buck-
yard, brother to Fred, will open in Bridport, Conn., after a visit with relatives and will leave shortly for Savannah to take over advances of the Famous Robbins Circus.

P. Beverly Kelley is to use a lot of old-time stuff in advance of the Hag-ner Bridge. He is also going to buy a new house, which he recently purchased on April 1.

Deuter Pellows has been put in charge of the Adel, N. Y. Circus of the Great Britain. Conn, preparing his memoirs. The script is now being typed and the circus is due to sail next week.

Doo Leon Blackburn will again be with P. B. P. Black, according to Carla Jacks, who has been reported living in New York.

Eddie Jackson will be, as usual, on advance show business, with his line, nightlife from a famous circus.

May Worth has received a letter from William H. Worth, of Elyria, Ohio, saying that he had been a member of the National Geographic Society.

B. M. Caucus, wire writer, who makes his headquarters in New York, now has a son who graduated from high school and now appears with him in the act.

He was playing on the roof of the mother of Joe Miles, circus clown, in New York. The mother had been in New York for several years, and now appears with him in the act.

The circus office for the Shire Circus at Hartford, Conn., week of April 1, has been sold to the New York, Conn., and is now being formed under supervision of the writer, who is also in charge of the circus.

**PAN AMERICAN SHOWS**

WANTED Shows and Rides that don't conflict. WANTED, complete shows, or parts of shows. Write WANTED, Chairman of the Executive Committee, WANTED, New York, N. Y. Will pay full price for any legitimate combination of shows.

**Yellowstone Shows**

ALBUQUERQUE, N.M., March 29—

...Albuquerque, N. M., March 29—

...Albuquerque, N. M., March 29—

...Albuquerque, N. M., March 29—

...Albuquerque, N. M., March 29—

**Wanted for Society Circus Exposition, Winston-Salem, N.C.**

Wanted Albino, black, and white bears, for the Society's circus exposition, Winston-Salem, N. C., which is to be held in the spring of 1935. The circus is to be held in the spring of 1935. Address Society Circus Exposition, Winston-Salem, N. C.
Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

Due to the many requests received by The Billboard for information covering the laws of the several States, this new department has been created. The laws, ordinances and regulations of the various States will be explained in detail. Information on the length of highways, miles of logging roads, weight limits, and the like, including the license of motorized vehicles, is very important to motorists. Herein, the highways of all the States are covered, the big highways and the small. We solicit your co-operation in reporting to and advising us of any changes that you encounter. In this way we will be able to inform you of the various laws and regulations in any city or State. Address your letters to Motor Transportation Department, The Billboard, 21-27 Opera Place, Cincinnati, O. We are prepared to give you the maximum protection from the various laws and regulations which will prevent others from falling into the same trap.

Preamble

According to the laws of all States define persons, firms or corporations who transport their property or merchandise "as private carriers" and private carriers are not exempt from any tax, regulation, court decision or court ruling and shall be governed at all times as to that of any hire public carrier. Any motorized show operating vehicles of a commercial nature subject to all penalties likewise by law.

National

The laws that greatly apply to private carriers vary in size, scope, covering lengths, weights, heights, and widths. In some States, number of units in chain or combination and number of miles per unit vehicle. Ordinances in cities and towns are hazards. Public utility commissions do not govern all private carrier city limits. Therefore usually one comes into bounds with the police of the State, who sometimes takes undue advantage of the motorized show business. Motorized shows are also required to register with the N.R.A. Code Authority in the locality of the residence or business. The local authorities here are most vital to you. Each year brings us many new laws and problems created by the 1935 legislatures. Usually new laws take effect on June and July of the following year. There are hundreds of other questions covering the private carriers. The horse cars of two years ago are doomed in Kentucky today. Height in the State of New York is 20 feet. Kentucky has a law permitting only 20 feet. Weight for single and multi-axle for all single vehicles. This Kentucky law is tough to comply with and don't try it. Another one of Kentucky's pets, the 18,000 gross weight limit, is a thread in the State of Indiana, Michigan and Ohio. The States of Georgia, Tennessee and Alabama also have the same type restrictions. Under such restrictions, you are almost compelled to read these laws in the face of the hammer. You are compelled to purchase and equip your vehicles with the Hams called for, and we will now give you a taste of what it is required to pass inspection in all States.

One set of red flags (three).... One set of approved alternate equipment.

For Technical Data Write
PUBLIC SERVICE ASSOCIATION, INC.
                                                                                                                                                                                                                     Sidney, O.

CALIFORNIA


COLORADO

Denver — April 1-2. Miss J. Harvey, 2032 Buck St.

CONNECTICUT

Greenwich — June 1-2. Perry, Inc., 2030 Chas St., New Haven.

DELAWARE

Olney — June 1-2. Perry, Inc., 2030 Chas St., New Haven.

DISTRICT OF COLUMBIA


GEORGIA

Atlanta — April 6-7. Perry, Inc., 2030 Chas St., New Haven.

IOWA

Davenport — April 2-3. Mrs. P. T. Treat, Belvedere, IA.

ILLINOIS


INDIANA


JACKSONVILLE

Brooklyn — June 1-2. Perry, Inc., 2030 Chas St., New Haven.

KANSAS

Cambridge — May 4-5. Frank T. Kearsley, 1214 W. Main St., Fort Scott, Kans.


KENTUCKY

Louisville — May 12-13. Miss Frances Hurst, 1070 Bupe-


MISSOURI

Kansas City — April 12-13. F. H. Hellman, 1311 W. Market St., Kansas City, Mo.


ST. LOUIS

Hohokus — May 24, Mrs. H. S. Hotaling, 1214 W. Main St., Fort Scott, Kans.

Medicine — May 21, Perry, Inc., 2030 Chas St., New Haven.

Rochester — June 7, Perry, Inc., 2030 Chas St., New Haven.

South Orange — June 8, Perry, Inc., 2030 Chas St., New Haven.

Trenton — June 11, Perry, Inc., 2030 Chas St., New Haven.

NEW MEXICO

Albuquerque — April 12-13. A. B. Phillips, 2030 Chas

St., New Haven.

NEW YORK


Syracuse — April 15. Perry, Inc., 2030 Chas St., New Haven.

TORONTO


WASHINGTON


PENNSYLVANIA

Altoona — June 11. Clyde Het, Route 1, Altoona, Pa.


SHORES


PENNSYLVANIA


SOUTH CAROLINA


KANSAS CITY


TENNESSEE


PITTSBURGH


WILLIAMSBURG


WISCONSIN


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Esker — May 30. Perry, Inc., 2030 Chas St., New Haver
Prepare your advertising copy now for the big

Spring Special Number of

The Billboard

Forms will go to press in Cincinnati the week of March 31

Mail Your Copy TODAY!

Advertisements that require position in any particular department must be received on or before Wednesday, April 3. Last few pages will be made up Saturday, April 6.

MAKE YOUR ADVERTISING DOLLARS COUNT

EXTRA CIRCULATION

Regular weekly distribution will give advertisers maximum results. The extra demand for the Annual Spring Special Number will increase distribution by 10,000 or 12,000 copies. IN ADDITION we will print and distribute extra copies to a hand-picked list of prospects, assuring absolute and thorough coverage of all buyers.

EXTRA PAGES

Added editorial features and increased advertising will make the Spring Special about 150 pages—twice the size of an ordinary issue. The list of Parks and Fairs will appear in the Spring Special—a feature that will make readers hold on to their copies for future reference.

EXTRA FEATURES

Special articles of real interest to all buyers will be published, giving readers many suggestions and ideas to increase their incomes. Copies of the issue will be retained for reference purposes. Advertisements will receive more than the usual attention from readers, producing results long after the issue makes its appearance.

THE BILLBOARD PUBLISHING CO.

25 Opera Place  
Phones: Main 5306-5307  
Cincinnati, Ohio

NEW YORK  
Palace Theater Bldg.  
Medallion 3-1616, 7, 8

CHICAGO  
6th Floor Woods Bldg.  
Center 8460

BRANCH OFFICES  
ST. LOUIS  
390 Arcade Bldg.  
Chesnut 0443

PHILADELPHIA  
7222 Lampert Rd.  
Madison 6895

DALLAS  
401 Southland Life Bldg.
Tragic Incidents

In a featured news story an Akron (O.) newspaper recently related one of those tragic incidents in which a boy arrested for stealing uses the alibi that "he stole to play slot machines." The past record of the boy is not given in the particular news story, but usually such cases reveal an unfortunate youth that has a previous record of bad tendencies.

Significant in the story, however, is the statement: "Marble boards in confectionery and grocery stores near schools have taken the place of the schoolboy marble games."

This statement, perhaps written in the routine of newspaper work, is weighted down with suggestions. The entire news story is written in such fashion as to arouse opposition to pinball games. Human beings are especially capable of being aroused by tragic incidents to do things that show a lack of cool judgment. People that are otherwise orderly citizens may be aroused by a single tragic incident to lose control of themselves and even commit murder.

It is frankly admitted that under present conditions of newspaper competition it seems necessary for newspapers to exploit all the sensational elements of news happenings in order to maintain circulation. This is one of the results of modern competition which publishers and editors must face, just as there are parallel phases of stiff competition in all other lines of business.

But here and there publishers and editors are beginning to realize how the recital of such tragic incidents may work serious injury to innocent minorities. Chicago, as in many other cities, has recently been treated to some sensational stories of tragic incidents. The incidents had in them all the qualities for building circulation and in plain business language—if one newspaper did not exploit the incidents another would and thus get the increased reading.

But one Chicago paper calmly discussed in its editorial columns some of the reasoned conclusions that might be drawn from the tragic incidents. An editor realized that people are quickly excited by some tragic incident and in most cases lose sight of the real conditions involved. In the Chicago incident, any careful study of the situation would reveal that an outworn statute directed at one condition was actually encouraging a racket and protecting it. Such effects from outworn statutes can be duplicated in many fields.

The encouraging thing about it is that thoughtful editors are beginning to weigh carefully those incidents in society which may stir the people to such an extent that they forget good judgment and interpret the conditions back of those incidents so that people in their cooler moments will be able to think clearly.

The pinball games industry today is approaching newspapers with the definite fact that to attempt to ban the games will simply mean converting an orderly business into a racket, or perhaps replacing it with an older and worse one.

The pinball games industry has taken the position that it supplies an open and orderly form of amusement which appeals to large numbers of decent people and that these games have a definite element of skill which makes them useful as a popular form of amusement.

Fair-minded people have been greatly impressed by the fact that the members of the skill games industry have conducted their business openly as any other legitimate industry and only ask for their just rights as an orderly business. Members of the industry have organized local and State trade associations and have offered to co-operate in every possible way with authorities to remedy those conditions which might be the just cause of complaint. In some cities these associations have appointed liaison committees to report to officials all attempts of racketeers to get control of the business, or infringements of the necessary police regulations for the games. These committees have reported those greedy persons who place games too near schools and actual practice has shown that such co-operation between officials and the trade is the most effective way to prevent the so-called evils charged against the games.

We frankly submit the fact that unless newspapers, public officials and civic organizations accept this proffered co-operation from the orderly trade associations in their communities, the pinball games business is due to be converted into a racket or be replaced by something worse. Any editor or civic leader can quickly ascertain the true facts by a friendly talk with leaders of the trade associations in his city or community.

The problem of minors is naturally a serious one. But experience in many cities has shown that certain regulations may be imposed which will furnish proper protection to minors. Furthermore, the legally constituted trade associations in each city will co-operate fully in enforcing such regulations. The Akron incident illustrates how the question of minors may be agitated unduly.

In the news story the pinball games are compared to the ordinary marble games which schoolboys play. Yet thru the recital of an isolated tragic incident people will become aroused and cry out for destroying the pinball games industry. Most of us can remember that our first taste for gambling came from playing marbles "for keeps" in our boyhood days. Perhaps that is the reason why the idea of taking a chance is so deeply imbedded in most of us. But nobody advocates destroying marbles or legislating against them. I have recently read of two tragic incidents connected with gambling on college athletics. Yet there are no drives started to ban college athletics.

It is by calling attention to these reactions that the pinball games industry appeals to editors and civic leaders over the country to give a sober second thought to conditions as they actually exist. The enthusiasm with which many editors and civic leaders attack rackets and everything that looks like a racket is to be commended. The pinball games industry is simply asking the help of these people in saving it from those conditions that will convert the business into a racket or replace it by something worse.

There is ample evidence in past history to indicate the probabilities of what may happen, if anyone cares to examine that evidence. The pinball games Industry has also materially demonstrated its open contention to be recognized as a legitimate industry. Many editors and civic leaders are giving these facts the consideration that a legitimate industry deserves.

SILVER SAM.
New York Call Meeting

Meet at Poughkeepsie to promote closer ties among local groups

NEW YORK, March 23—The opened Associations in the metropolitan area have joined in planning a call for a state-wide meeting in which all associations in the State will join, to be held at Poughkeepsie March 29. Al Schreiner, of the Square Amusement Company, 70 Cannon street, Poughkeepsie, has offered the services of the firm in advance of the association's meeting place for the associations. The meeting will begin at 11:00 a.m., April 1, and will be one of the few matters of discussion. The meeting is scheduled for the program includes Joseph Bugner, of the Amusement Vending Machine Operators Association; Arthur D. Haskell; Bill Aren, a representative of the IA-Inch, Richard L. Hunt, and Al Schreiner. It is anticipated that the meeting will

Watch for

This Special Feature:

Newspaper

Publicity

By WALTER W. HURD

In the

Spring Number

of The Billboard

Dated April 13

have much to do in determining matters of immediate policy in the State. It is hoped that the passing of close co-operation among all the associations that exist in the State, and that this meeting will be the beginning of a permanent organization that will have the State-wide meeting in which all associations in the State will join, to be held at Poughkeepsie March 29. Al Schreiner, of the Square Amusement Company, 70 Cannon street, Poughkeepsie, has offered the services of the firm in advance of the association's meeting place for the associations. The meeting will begin at 11:00 a.m., April 1, and will be one of the few matters of discussion. The meeting is scheduled for the program includes Joseph Bugner, of the Amusement Vending Machine Operators Association; Arthur D. Haskell; Bill Aren, a representative of the IA-Inch, Richard L. Hunt, and Al Schreiner. It is anticipated that the meeting will
Set Goal at 200 Members

MINNEAPOLIS, March 25—The first annual banquet of the Minnesota Skill Game Operators Association at the Nicollet Hotel March 16, was a huge success. More than 50 members from all parts of the state were present, and J. D. Leary, president of the organization, stated that the delegates present were all representative of the various sections of the state that a progressive spirit among all operators was clearly indicated. A big membership drive is being carried on and prospects suggest that the membership will reach more than 200 within 30 days.

The organization recently scored a strategic victory in leadership by winning a favorable opinion in Minneapolis which will have beneficial effects on the games throughout the state. The decision, as reported in The Billboard of March 16, held it legal to give chips or tokens to players of pinball as an award for playing free games.

The organization is now carrying to the State Supreme Court a case to prove that pinball games are in themselves games of skill and thus permit the giving of prizes with such games of skill. The organization also went on record as favoring a national organization for operators and that the organization will work wholeheartedly to bring about this national organization.

Selling Locations

Selling Locations

RALPH T. YOUNG, head of the tentative national association of operators, relates an incident in which a location that had purchased its own amusement games told him of getting copies of four different coin-machine trade publications. We publish this information, not to criticize our contemporaries, but to show that it is practically impossible to prevent a location from buying machines if the owner wishes to do so.

Any man who has brains enough to be in business can get information on where to buy coin machines from at least a dozen different sources, not including trade papers. Every store having a magazine subscription agency can find out about a trade magazine published and get a copy (even the same publishers say they will not sell them). Almost every newspaper in the country has access for its readers to an information service in Washington that can tell where to buy anything you want.

Every citizen also has access to the information service of the federal government as furnished by the United States Department of Commerce if other means fail. Thomas Register is available in every city and town. Every merchant has his own trade papers which will not out of their way in offering locations it will require the combined efforts and cooperation of trade publications, manufacturers, jobbers, operators and the location owners themselves.

As the situation stands today, men of the machines sold to locations are sold by jobbers who operate. If a machine must be sold to a location it should be sold by an operator, and there should be able to locate a piece of property on any such machine. It may be hard to bring about such a condition.

Whatever cooperative efforts may be done by all agencies in the trade to remedy the situation, there will always be certain types of locations that will buy their own machines and have no power at present to keep them from doing it. The fact remains that the majority of locations have not bought their own machines, there is no reason to antagonize because these are a small minority of locations that do buy machines in one way or another.

Hayden's到 "It's a Wonderful Life in the Clouds." The Warner Bros. release is reported to have some very exciting scenes in whicherial games are played. The film is in the process of being made up and already it has been shown in some of the leading theaters. The film will be released in time to be shown in all theaters.

"It's a Wonderful Life" is a film produced and directed by Frank Capra, who is known for his work in the field of animation. The film is a story of a man who finds himself in a fantastic world of dreams.

The film is said to be "a real gem," and many critics have predicted it will be a big hit. The film is expected to be released in time for the Christmas season.

The Film Set at Your Jobber

EXHIBIT SUPPLY CO.
4222 W.-LAKE ST.-CHICAGO

MINNESOTA OPERATORS SHOW GREAT SPIRIT AT FIRST ANNUAL BANQUET

Paul Whitman, "King of Jazz," plays pinball—World-famous orchestra leader caught by the camera playing pinball an hour before his Thursday radio broadcast. He confessed to a great liking for pinball, stating that he found it an enjoyable and relaxing pastime. The game being played is Checkers, by International Novelty Reel Company, New York.

PRIZES FOR SPORTLANDS

"It's a Wonderful Life in the Clouds." The Warner Bros. release is reported to have some very exciting scenes in which aerial games are played. The film is in the process of being made up and already it has been shown in some of the leading theaters. The film will be released in time to be shown in all theaters.

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Turner Again Heads AMAM

Stickers released to divide State into districts- frolic ends session.

DETROIT, March 25—Annual convention of the Advertising Merchandisers Association of Michigan was held Tuesday at the Detroit Leland Hotel. Business sessions were preceded by a meeting of the retiring board of directors. The election of new officers formed the principal business of the major session, which lasted less than two hours.

President, E. L. Litt, of Grand Rapids, was re-elected, and A. W. Bowerman, of Grand Rapids, was elected as secretary and treasurer of the association. Other officers elected were: George P. Isser, of Detroit, secretary; and Alphonse D. Smith, of Detroit, treasurer.

The meeting adjourned for the annual dinner dance held at the Oriole Terrace, popular uptown night club. More than 75 reservations were made in advance and a number of members were reported at the door, making an attendance considerably over that for last year’s party.

Business Reports

One of the most significant reports was that general business conditions was reported recently by the President of the Business Advisory and Planning Council, as published this week by The New York Times. Substantial gains in many lines of business during January and February, ranging from 100 per cent to 25 per cent, and a drop in the wholesale price of the business Advisory and Planning Council, whose 39 members represent practically every phase of industry and trade.

B. P. Kendall, chairman of the council, stated that the high price for the monthly council last year cost of increases in business volumes for all or both, thus far this year.

The council is the voice of Washington regularly to discuss the administration’s policies and practices and to offer counsel on business affairs that will be encountered by the members of all member operators in this territory, being applicable to all types of businesses.

The council is engaged by the glass surface of the machine and is gowned on the face, reading, the statements which have been made.

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Los Angeles Well Organized

Los Angeles, March 26—With the election of George Humpert as the new president of the Los Angeles Auxiliary Advertising Association, L. W. Philpott, chairman of the board of directors, reported that the organization is making good progress in the field of promotion and public relations.

"The board of directors," he said, "have been advised of the importance of promotion and public relations, and we are making good progress in that field."
Steinberg Opens Modern Sportland in New Jersey

NEWARK, N. J., March 23.—A new sportland, comparable to the finest sportslands in major cities, has recently opened at 30 Beaver Street, where it is the proprietor. He is well known as the president of the New Jersey Automobile Dealers' Association. The location is considered similar to a Broadway-theater district in the general subject of sportsland. An interesting feature of this establishment is the use of the Muses' Restaurant, a popular dining spot, and the general subject of sportsland. The restaurant and the sportland will be open for business, and both places of business will be open 24 hours a day.

Steinberg did not stint on the invest-ment necessary to make his amusement center one of the most attractive in the country. A new angle in sportland is the use of the Muses' Restaurant, and the general subject of sportsland is the use of the Muses' Restaurant, a popular dining spot, and the general subject of sportsland. The restaurant and the sportland will be open for business, and both places of business will be open 24 hours a day.

Sportland Squibs

Commissioner Paul Moss, chief of police of New York, is known to play the fascinating pinball games at Dave Simon's Sportland and when visiting different sections of the city. The Honorable Paul Moss lives in his neighborhood. He has also advised Dave not to open his place on Sundays until early afternoon. There's a very good police reason for this restriction, which is to prevent anything that is Riffy comply with $15. If you want to live, you must ask him at the next meeting of the AMA. Everyone is talking about Dave Simon's Sportland, and the general subject of sportland is the use of the Muses' Restaurant, a popular dining spot, and the general subject of sportsland. The restaurant and the sportland will be open for business, and both places of business will be open 24 hours a day.

And now everyone is gossiping about that new place to be opened at 30 Beaver Street and this is the hot spot of the Muses' Restaurant and it is believed by some that the sportland on this corner will be a winner—while others take the view that the sportland is the general subject of sportsland. The restaurant and the sportland will be open for business, and both places of business will be open 24 hours a day.

Climbing systems will be installed in certain of the major sportland this summer—provided they survive the summer. The greatest number of (See Sportland Squibs, opposite page)

Sportland Advertising

The sportlands have come to the conclusion that newspaper advertising is the most effective way to promote the business of the sportland. If the advertising is economically planned the cost will be negligible in comparison to the results. There is no question but that the sportlands, because they have a fixed location, will profit more from newspaper advertising than from other means of advertising. If the advertising is planned and controlled the cost will be negligible in comparison to the results.

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Watch for This Special Feature:
Sportland Management
By William E. Pabst
in the Spring Number of The Billboard
Dated April 13
JOBBERS: Write us immediately! Complete your line with these sensational new serving trays. AMAZINGLY LOW PRICED.

FLASH! EYE-APPEAL increases your play MAKES MORE MONEY FOR YOU!

The Texas Coin-Operated Machine Operators Association will meet Sunday, April 7th, at the Jefferson Hotel, Dallas. This is the association's annual meeting and a big crowd is expected. Officers to be elected for the following year will be known and many interesting subjects will be discussed. Every Texas operator is requested to be present as there is expected to be presented some interesting information on the tax question. The meeting will be called to order at 3 p.m. Following the business meeting a social gathering will be held and a delicious dinner lunch will be served.

Big Operator Opens Up Office for Jobbing Biz

BROOKLYN, March 28.—Mr. M. Harrison, well-known coin-machine man of this city, has moved the offices of the Long Island Amusement Company to 770 Coney Island avenue, where he has operated again for jobbing purposes.

Mr. Harrison has long been connected with this business and is considered one of the largest operators in the city. He has been in the jobbing business for some years and has handled his machines and is believed to retain one of the largest forces of service repair agents in this city. These men will now be employed in the jobbing business he is operating.

He has been connected with the jobbing business as a partner of Mr. Green in the American Wending Company. Mr. Harrison is also well known in the American Wending, and is one of the leading jobbing offices in Brooklyn. He also states that he will have the ability to supply complete repair equipment in the city, as well as outstanding showrooms for complete stock of all the new machines on hand at all times.

He believes that the coin-machines business will eventually prove the greatest in the amusement business, and is therefore preparing himself for a big season. This week, he will be one of the final words in jobbing quarters in the country, he claims.

FRED MARGERUM

(Continued from page 3)

Harold O. Hoffman, turned out for the occasion, which was the formal opening of the new office for Mr. M. Harrison and his associates. Governor Hoffman recently conferred the degree of Doctor of Laws on Mr. Harrison, who was the first of the coin-machines business. The ceremony was held in the New York City Hall, and was attended by many distinguished guests.

The ceremony was attended by a large number of the leading men in the coin-machines business, and the speeches were made by the governor of New York, and by Mr. M. Harrison, who was the principal speaker.

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Message From Tom Mix

OTTAWA, March 29.—The local office of the Ottawa Daily Globe just received the following wire from Tom Mix: "Another one for Chicago. Missy is on her way, but time is short. I'll be there soon. Went to Champaign, Iowa, yesterday, and will be in Chicago tonight."

PARKING LOCATION

Want REID GREATER SHOWS Want to RUN AT GATE. Phone REID. Salesman. Want to be your representative.

WEAPONS—WANTED

Perry Willey, Airplane or what have you! Great location! Great home! Write REID, 103 East Park Ave., Allegheny City, Pa.

WEAPONS—WANTED

MOBILE MILLER, General Manager, Carruthers Hotel, Greenville, S.C. P. B.—Want to buy normal sized feet. 50 cent. We are in good condition. лечение для рабочих и персонала, предоставляя дополнительные услуги для отдыха и развлечения. Эта идея помогает поддерживать профессиональное самоуправление. Теперь стоит найти больше места для таких идей.
BETTER BUY

"Electro Ball" reconditioned games.

They are worth more!

- Contact, Sr. or Jr. $15.00
- Major League 19.50
- Electro 11.50
- Shyres Kick-Off, Jr. 19.50
- Shyres Cannon Fail 35.00
- World Series 22.50
- Auto Count 25.00

The following games are brand new in original crates:

- Electro 18.00
- Golden Gate 18.00
- World Series 7.50
- Sky Scraper 35.00

ELECTRO-BALL CO., Inc.
1200 Camp Dallas

New Spring Catalog JUST OUT
Send For Your Copy—It's Free

TODAY BRUSHES—Assorted Colors.

SHOE LOSES—27-inch Length.

MAJOR BLADES—P. 106 10c.

ARMY MARINE NAVY NEEDLES—5c.

PERFUMES—Popular Scents.

PERFUMES—Popular Scents.

KOLlier CLAY—Collectors Item.

NORMA BEST—5c.

Send for Catalog.

BENZOR PRODUCTS CO., Inc.
10 E. 17th St., Dept. B.

March 30, 1935

THE BIBLION LEGAL NEWS

Address all communications to W. W. Hend, The Billboard, 54 West Randolph St., Chicago.

BILLS AND TAXES ON PINBALL

Operators gain concession after negotiations lasting for many months.

ALBANY, N. Y., March 29—Operators of pinball machines in this state, after many weeks of negotiation, have obtained a settlement of their differences with the state tax commissioner. The settlement was reached after a series of conferences between the operators and the tax commissioner, who had previously opposed the use of pinball machines in the state.

The settlement provides that the operators will be allowed to continue using pinball machines in this state, but that they will be taxed on the revenue they derive from the machines. The operators will be required to pay a tax of 10 cents on each pinball machine, with a maximum of $5 per machine.

The operators have agreed to pay the tax on a quarterly basis, and they will be required to keep records of the revenue derived from the machines. The tax commissioner will be responsible for enforcing the tax laws and ensuring that the operators comply with the terms of the settlement.

The operators have also agreed to give up their objections to the use of pinball machines in this state, and to work with the tax commissioner to ensure that the tax laws are enforced. The operators have expressed satisfaction with the settlement, and they believe that it will be a fair and just solution to the tax problem.

Comment on Legal News

Recent news reports indicate that the New York Assembly will not adjourn before April 3. Tentative dates for adjournment have been set for March 29. Many bills are being considered with the usual rush that appears during the last few weeks of legislative sessions. This naturally provides concern in New York City and other cities, but the outcome of the various measures is still uncertain.

Operators in Laguna Beach, Calif., got busy with petitions signed by business leaders to the city council, asking for approval of city council extensions from two civic organizations and a church in the city. Operators will appeal to the city council with the outcome of the various measures is still uncertain.

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MIGHTY SHEESLEY MIDWAY


HOWARD GORDON, Chicago, Illinois, Director of Sales.

P. W. SHEIBRAN

Seibrel Bros. Shows Want

Start same Shows, New Name, New Shows, Same Old Name. Will operate all types of Shows. Address All Inquiries to P. W. Sheibrand, 111 N. Pennsylvania, Chicago, Illinois.

Rides and Portable Rink Wanted

Opening a New Park, need a Good Decent Midway. Address All Inquiries to D. H. Wamsley, 111 North Pennsylvania, Chicago, Illinois.
Read this ad—It will change your entire way of operating and put you in the big money!!

Stop! Look! Listen!

Reconditioned equipment

Mills 5c double escator... $32.50
Jennings Little... 12.50
Dukes 1c vendors... 37.50
Champions... Red
Cabinet... 40.00
Champions...
Blue cabinet... 30.00
Rockets... 45.00

Send 1/3 deposit—we ship balance C. O. D. All guaranteed condition. Rush your order!

YOU CAN MAKE $7500 IN 10 WEEKS!!

Boseley Plans Campaign to Boost Games Sales

Richmond, Va., March 29—Harry F. Boseley, well-known coin-machine manufac-
turer and representative of the Boseley Vending Machine Ex-
change, is reported to be making things move as he prepares to get into the rush
the coin-machine business again. He has been on the road, he claims, for seven years.

Harry attended the 1935 Coin Machine convention in Chicago and was greeted
by many of his old friends. He was there for a time during the past year, during
which time he sold $7500 worth of machines.

The Coinograph—Words and Music About People According to
The Coinograph

The Coinograph is a new medium that is making its way into the coin-machine
business. It is a means of advertising a coin-machine business and is designed
for the use of coin-machine operators.

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Booster Campaign

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LOCATIONS LIKE MACHINE

CHICAGO, March 23.—Operators report a very favorable reaction on the part of merchants to the new light-up slot machines, a feature of Rock elite, made by Bally Manufacturing Company, they report. Rock elite is equipped with a handle, pan and on which the screen records colored lights, on which a crystal bright light flashes if the machine is filled. It is claimed that the light-up anti-tilt is visible from practically any point in the average location.

Interviewed by Herb Jones, Bally advertising manager, one stockkeeper stated that the Rock elite's "television" tilted is a godsend to busy merchants. "I wouldn't think of running without a few pin games in my store," he said, "but sometimes I get good and tired chasing over to see if the tilt bell is knocked off. This new game solves the problem. You have to go in and see the score, and if the tilt isn't right you just nod your head and everything is ok. The player can start in on another game, and if you're taking to a customer, you don't have to interrupt the conversation for a minute.

Other merchants stressed the fact that Rock elite would stop losses due to the envenoiments of clerks, who frequently fail to check the anti-tilt, particularly if they are able to see the score without going to the machine.

BIRTHS

(Continued from page 32)

N. C. Polker is with General Talking Pictures in that city.

Toledo, Nov. 17.—N. C. Polker, with General Talking Pictures in that city.

DIVORCES

M. W. Brown, film director, cross complaint against Margaret B. Brown, March 18, at Los Angeles, Calif.

Margaret Leahy Vogt, screen actress and former Miss England, from Ernest Victor Vogt March 12 at Los Angeles, Calif.

Martha C. C. Pedlar, actress, from David B. T. Ford, Jr., theatrical partner, March 18 at Los Angeles, Calif.

Amy Alice Beardsley, circus horsemen, from Clarence Beardsley recently.


Mary Daly, stage actress, from Jack Oerter, stage and screen master of ceremonies.

Virginia Critt, screen actress, against Archibald Leach, screen actor known as Cary Grant, March 15 at Los Angeles.

LATE DEATHS

(See following pages for complete obituary notices).

MOORE—Florence, 49, vaudeville and legitimate comedienne, in Fitzgerald Mercy Hospital, Darby, Pa., March 25.

B DON'T BUY B

PIN GAMES COUNTER GAMES OR SLOT MACHINES UNTIL YOU GET OUR FREE PRICE LIST NO. 522. A NEW AND USED MACHINES ALSO LISTED.

LOOK FOR THE Besser BIG B

Besser Novelty Co., 1775 Delmar Blvd., St. Louis, Mo.

425 LATEST TYPE SLOT MACHINES

Mills Novelty, National, W. & M., and other makes, including Novelty, W. & M., Model A, Novelty, and Novelty M-15, all guaranteed. Each machine is for sale to the legitimate trade, or may be sold for all or part of the price of the game, as desired.

WE ARE THE MANUFACTURERS OF: M. N. D. C. M. A. and J. M. M. MACHINES.

AMERICAN VENDING COMPANY,

2137 Trow Ave., CINCINNATI, OHIO

BIRMINGHAM VENDING COMPANY

902-8TH AVE., NORTH BIRMINGHAM, ALA.

We're Showing The South How To Save Money On All The New Games


BIRMINGHAM VENDING COMPANY

902-8TH AVE., NORTH BIRMINGHAM, ALA.

The Last "Word" In Your Letter To Advertisers, "Billboard".
News-Stand Circulation Is Poison
For Operators of Coin Machines

By JAMES M. MANGAN,
Advertising Manager, Mills Novelty Company.

(Editor's Note—The following article is reprinted from the current issue of The Automatic World. Mr. Mangan claims to be well known in the direct mail advertising field and is reputed to have had more experience in circulating locations than any other person in the coin machine industry.

I do not see how any publication in the coin machine industry which claims to serve the coin machine industry needlessly burden the bulk of its circulation thru news-stand sales, regularly quoting prices on tables, games and machines, and sending these prices with complete information into the very locations in which the machine is operating.

Question: Why do operators not send the operator—it is poisoning him!

UponTe Automatic World is not a magazine, which this way, is sent by mail or express to the trade directly and not distributed among the public in general.

What happens to the operator when a location has full access to all this information? To the prices on his machine in addition to the secret confidential views of his business! Why the location wants to buy its own machine—and that means the operator moves out at once.

I see the location hasn't enough cash to buy the machine direct from the manufacturer, it demands a higher percentage of commission on the machine being changed for a new one in a week.

News-stand circulation is a continual source of trouble for the operator. It becomes a constant factor in the success of the machine, a constant distraction to the coin machine business, and a constant distraction to bring a new bunch of amateurs to sell, and machines, and machines.

These amateurs aren't good enough to become regular operators, but a regular operator who is getting a good location.

What can possibly be the excuse for publishing and not distributing such a publication which should be honored by the business as large as this is, and which should stop, and trouble, and problems and troubles of the business should not arise before the very people who can be of assistance and trouble him, because he doesn't know what he is doing.

It was present at the operators meet- ing in the Ideal home is the Coin machine Convention in 1934 when the operators present raised this question and called for this publication. They asked the editor of each magazine in the industry to make a statement. Carroll Vetterick, Harvey Carr and Tom Murray each made a published statement promising to do everything in their power to keep their magazines off the news stand, explaining that the bulk of their circulation was by subscription, and it was well-nigh impossible for these publications to get into the hands of locations. These editors have faithfully kept their promises and they deserve the support and gratitude of every operator in the business for their consistent and honorable stand.

Hundreds of operators who have complained to me, personally, about the evils of news-stand location circulation, and I now welcome the opportunity of voicing this subject out in the open.

Operators, please write me in answer to this question:

share the want a magazine carrying descriptions, photographs and prices of these amusement machines and coin machines to circulate on public news stands where location owners as well as the general public may have full access to the confidential facts about this business.

Please add your replies to James Mangan, 4500 Pullerton avenue, Chicago. Ill.

Editor's comment: The majority of the members of the trade will readily see that Jimmy Mangan, representing the Mills Novelty Company, is the last person in the trade who ought to complain about selling to locations, or news-stand circulation of magazines.

In news-stand circulation, operators to lose all their locations in the future! Mangan says it forth, we call to his attention the following:

1. THERE ARE MORE LOCATIONS OWNED BY OPERATORS OF PINBALL GAMES TODAY THAN EVER BEFORE IN THE HISTORY OF THE TRADE, particularly the high-class locations.

2. The manufacturer has done its share in opening up these locations to operators.

3. THERE ARE MORE MERCHANTS IN THE NATIONAL BUSINESS TODAY WHO WOULD LIKE TO DO BUSINESS THAN EVER BEFORE IN ITS HISTORY. There are also more merchants and business men today who know what it is to operate their own machines than ever before in the history of the trade. The manufacturer has done its share in bringing about this change.

4. THERE ARE MORE NEWSPAPERS TODAY SHOWING A FRIENDLY ATTITUDE TOWARD THE COIN MACHINE INDUSTRY THAN EVER BEFORE IN ITS HISTORY. The Bulletin, with its A & B rating among the publications of the country, has done its share to promote this friendship of the newspapers.

5. THE COIN MACHINE INDUSTRY HAS THE FIRST TONE IN ITS HISTO-ORY GAINED RECOGNITION IN THE AMUSEMENT WORLD AS A RECOGNIZED FORM OF POPULAR AMUSE- MEANT. The Bulletin has done its share in advertising about this recognition in the amusement field.

6. I question seriously that Mr. May- nagan or the firm he represents can point to a single contribution made to the good welfare of the industry.

Mangan Elected Direct Mailer

The following article is reprinted from a recent issue of Printer's Ink weekly:

"John Street, circulation manager of The Toy World, has been elected president of the National Advertising Club of Chicago. He succeeds Milton Crum, of Butler Goods & Equipment. Other new officers are: James Mangan, Mills Novelty Company, vice-president; John H. Shure, Carrerック Corporation, secretary, etc."

Mangan was an obvious choice to his position because of his vast experience in direct circulating. His position as advertising manager of the Mills Novelty Company.

Keeney Takes Additional Floor for Quick Silver

CHICAGO, March 23—The reception of the Quick Silver table game has received来自 all over the country made it necessary for J. H. Keeney & Com- pany to take an extra floor in its factory building some weeks ago. Those enlarged quarters have now been outgrown to an extent where an additional floor will be taken on April 1, giving a plant capacity of over 25,000 square feet. The plant now employs 80 men, with the expecta- tion of increasing the number to 150 within the next few weeks.

Keeney stated that operators are finding that with Quick Silver they can realize the same sort of earnings that hitherto have been obtainable only from pay-out tables. Hence the operators who have been using this type of machine are the leaders in the grand rush to stock up with Quick Slivers. Owners who desire the high earnings obtain- able from pay-out tables yet who like to sleep well nights, are finding Quick Silver the solution to their prob- lems."

Tell the advertiser in the Billboard that you got his address.


DELUXE SIZE
43" x 19"

THE 1 BALL-1 SHOT AUTOMATIC PAY-OFF PIN TABLE THAT GUARAN TEES YOU TREMENDOUS EARNINGS!

FOR IMMEDIATE DELIVERY

Western Equipment & Supply Co.,
830 W. Blackhawk St., Chicago.
West Coast Show Plans

Reports show 27 booths already reserved for 1935 exposition.

LOS ANGELES, March 23—With the second annual Pacific Coast Coin Machine Show still six months away, 27 booths have already been reserved for the 1935 exposition. This number is more than half of the booths sold at the 1934 show and indicates points toward a display of more than 100 exhibits.

This year's exposition, sponsored by the Pacific Coin Machine Review, will probably be held in the famous auditorium of the Ambassador Hotel, well known for it Coconut Grove, meeting and dancing place of Hollywood's elite.

An elaborate program of events is being arranged to entertain Eastern operators, jobbers and distributors who will journey to the Coast to take in the World's Fair at San Diego and attend the Coin Machine Show.

The 1935 show will be held for three days and nights, September 3, 4 and 5, and will close at a ball and banquet at the Cado de Pare, the night club that proved so popular with those attending the 1934 show. At last year, the operators will take the club over for the night and the doors to outsiders.

Lou Wolcher, of the Advance Automatic Sales Company, San Francisco, will be on the Coast after a trip thru the East. Lou attended the show and then went on to New York, Boston, Philadelphia and a number of other Eastern cities before returning home.

The Co-Operative Amusement Company, Los Angeles operators, has moved its ex-squirers to 2116 West 11th street.

Al Untonson, of Portland and Seattle, has been spending some time in Los Angeles.

B. E. Stewart, of the National Amusement Company, leaves Los Angeles this week for a look-see on its branches in Portland and Seattle. He expects to be back by April 1.

Questions marks are the popular decoration at the Automatic Amusement Company, Los Angeles, where Harry Williams is preparing for the opening of three new games to be announced the early part of April. Williams will build the games in the popular standard size so popular in the East and will handle the national sale of all games from the Los Angeles factory. A national advertising campaign, which includes the liberal use of The Billboard, will get underway the first of April.

The use of pin games at walkathons and marathons is a profitable practice. It has been demonstrated on the Coast.

When Hal J. Rose opened at Bell, Calif., a Long Beach operator installed 10 machines. At the close of the walk, Mr. Rose moved his show to San Francisco and insisted that the operators move his machines along with him so integral a part had the machines become of the complete show.

Pin games got two more breaks this week when Warner Bros. announced to The Billboard that pinball games will have a prominent part in Caliente, the new picture just completed starring A. Jolson, Delores Del Rio, Edouard Horton and Pat O'Brien. From the picture comes the word that pin games were used in a scene in Will Rogers latest picture, Life Begins at 40.

C. A. Blake, Coast representative to Stewart & McCutcheon, has been spending some time in San Francisco.

Operators are preparing for a show down in Laguna Beach. Games were ordered out recently following the county's receipt of a number of petition asking for their removal from the Parent-Teacher Association, Royal Neighbors and Presbyterian Church. Operators immediately started circulating petitions in favor of the games and backed with capable legal counsel, will appear before the council next week to demand tolerance of the games.

Mrs. Vick Moltz, wife of a member of the pooling firm of Moltz, Cohen and Ebeling, underwent a painful nasal operation in Los Angeles March 18.

Bud Leberman, accompanied by Mr. Leberman, is on the Coast to catch a boat for the Orient. Bud told The Billboard reporter that many manufacturers are trying to put a clip in his proposed world tour and are offering him unbelievably good propositions to join them and forget about the rest of the world. If Bud doesn't break before the week's out he'll be leaving for San Francisco and Seattle and then a boat for the Orient.

A new invention has been brought to light in Los Angeles by a college graduate who proposes to organize a factory and manufacture the machine locally. Moshine vendors are waiting with your name and address printed thereon.

California Game Company is preparing to announce a new pin game April. This National-wide success of California's but a taste of the excitement is being experienced anxious to see the new product.

With the bar now installed and a hust sign running more than 200 feet across the street from the stage, the National Amusement Company is opening new games in the largest machine display rooms in the county. Modernized bar, with a bartender to constant attendance, is one of the features designed to make the National a top seller among the operators anxious to get the first look at the machines.

A reduction on the amount of tax on vending machines is in the offing with members of the senate attending the last meeting of the senate association and believing the industry cannot stand as heavy taxes are now assessed against it.
A WINNING HAND IN ANY MAN’S LANGUAGE

Rainbow
Darby
Hardway

$37.50

It won’t be long now—KINGS OF THE TURF will soon be ready to grace these “face” spots for your track. Different and excitingly eleven—just the kind of a game all the operators have waited for.

$43.50

Highway, Chicago

The Finest Machine Buy in the World

$13.50

Mills Bull-Eye F. O. Ks., So. Betted Up to 250.00;

Blatt Makes Hurry Trip

CINCINNATI, March 27—Bill (Little Napoleon) Blatt was in Chicago again this week and left hurriedly by plane for New York. Questioned as to why he returned so soon, after the 1935 Ouf Machine Convention, he evaded the point with an air of mystery.

The Expert!

He promised, however, to “talk plain” within a week or two. There are rumors about that he may approach the Sherman Hotel for monthly rate on a permanent room. He said on boarding the plane, “I’m likely to be spending the last couple weeks in Chicago out of every month.”

Next New Arrival

A New Deal—Big Box

A New Deal—Big Box

$2.25

Five Dozen for $10.00

Here for New Century

Cameo Rings

For Men

Most Sensational Fastest Selling Ring Ever Offered! Diamond Studded, Ideal for Digger Machines.

Chrome $27.00 Ct.

Gold $36.00 Ct.

Send $1.00 for 4 Samples and Free Catalog

Harry Pakula & Co.

Largest Distributors of Rings of All Description.

3 North Walsh Avenue, Chicago, Ill.

KELLY POOL

A $39.50 “LIGHTUP” GAME

Watch Next Week’s Issue!

Is Your Subscription To The Billboard About To Expire?
the Pioneers of Lite-up games
present the Twin Plunger!

SCORE A LITE!

NASH GIVES YOU TWIN IGNITION Genco brings you Twin Plungers
SCORE A LITE makes a clever use of the famous Genco Lite-Up unit. The 10 holes on the playing field have corresponding lights on the light unit. The 1,000, 900, 800, 700 and 600 lights must be lit to win—with great rewards for each successive light. Double action and double interest is created by having an additional plunger on the left side to shoot balls that otherwise would be obvious "offs." The richly colored playing field and the de luxe cabinet make a most beautiful ensemble.

ORDER FROM YOUR LOCAL JOBBER—OR DIRECT FROM US.

CRISS CROSS 'A LITE

Still the fastest selling game on the market!

MARCH SPECIAL
FOUR WAY ACTION GAME
THE TRACK PARLAY
1,000 HLES
Take in Extra Prize Pay—$15.00. AVERAGE PROFIT, $25.00. This is a Home Sell-Out and-Filling A Good Play.

Price

GLOBE PRINTING CO.
1023-25-27 EAST 34 STREET, NEW YORK

GLOBE CATALOG

DO NOT BUY USED MACHINES!!

Until You Have Read This Ad

We offer subject to Prior Sale the following Blighted Used Machines at Grand of Prime Value, Plus 100% Markup!

HOT CRICKET LARGE CANNON PINS

$35.00

SMALL MAJIC KEYS

$22.00

DROP KNICK

$19.00

GRAND SHOT (1st Play Only)

$15.00

EXCLUSIVE

$19.00

SMALL SHOOTER

$17.50

EXCLUSIVE 1st Play Only

$15.00

SHOWPIECE

$19.00

GREAT SHOT (1st Play Only)

$15.00

MAJIC LEAGUE

$45.00

GREAT SHOT LEAGUE

$45.00

GREAT SHOT LEAGUE

$45.00

MILLS OFFICIAL PIN TABLE

$6.00

JODA PINS

$5.00

HARLING MFG. CO.
1101-1103 W. Jackson Blvd., Chicago, Illinois

MORRIS NOVELTY COMPANY

4555 MANCHESTER AVE.

ST. LOUIS, MO.

EXCLUSIVE EASTERN DISTRIBUTORS!

QUICK SILVER

$65.00

ZIP

$39.50

GLOBE TROTTER

$57.50

(Immediate Delivery)

EXTRAS

44-50

(Immediate Delivery)

USC PINS GAME

ACTION

$22.00

DROP KICK

$19.00

DROP SHOT

$19.00

GRAND SHOT

$17.50

PER 8, BURSA

$11.50

AUTOMATIC DOWN "50 CENTS"

$4.00

WHITE FOR MABIE'S BARGAIN DAYS

$4.00

Distributors in all parts of the United States.

Hood to Take Samples of New Games on Trip

March 22—R. W. (Dick) Hood, head of H. O. Evans & Co., and John McMahon, sales manager, will leave next week for a business trip to New York, where he was started at the factory this week. They will take samples of the new table game, Kings of the Turf, and the counter game, Fastball, to fastball, to Fastball, for a special showing to distributors and jobbers. These games have not been advertised in unusual fashion and the factory is about ready to announce full production on them. The firm has made a reputation for having games mechanically correct before shipping to the trade.

Oklahoma Jobbing Firm

TULSA, March 29—Charlie E. McPherson announces the opening of a sales room and repair shop at 404 First Street. The business will be operated as the Central States Sales Company, Mr. McPherson, along with others, has been the undisputed leader of the coin machine industry for many years and is thoroughly familiar with all phases of the trade.

Nebraska Opus

Pipe will be conducted by C. R. Schieman, president, and Fred R. Chriber, secretary of the Automatic Merchandisers Association of Nebraska. The purpose of the meeting will be "to promote the use of the 'Dyna-Mite' door to Des Moines, and to the city of Omaha.

The meeting was called to order at the request of several Nebraska operators with a view to forming a State association to be connected with the National and the state associations, etc., and to build better public relations.

All Nebraska Operators, whether they operate amusement, service or merchandise machines, are invited to attend.

New Large Genuine Mickey Mouse Tossers

EACH $0.50

Each $3.50

SOLD TO STORES

Goliath Novelty Company

565 W. 42 ST.

NEW YORK CITY

The House That Service Built

Thank You for Mentioning The Billboard
THE 2 BIG DAVAL HITS ARE
KING OF ALL PAY TABLES
CIRCLING THE COIN MACHINE WORLD

O B S A L L P L A Y
SCORING BALL RETURNS
FOR FREE REPLAY
ONLY PAY TABLE
WITH 1" MARBLES
LIGHT FLASHES
WHEN PAY-OFF IS MADE
UNLIMITED PAY-OUT

IOWANS MEET
IN CAMPAIGN

Operators hear reports of State problems and how organization can help

CEDAR RAPIDS, Ia., March 23.—The State-wide meeting of the Automatic Merchandisers' Association of Iowa, held here March 16, was an enthusiastic expression of the spirit of organization of coin machines in Iowa. Members and operators were present from various parts of the State and indicated that the movement are vitally interested in the benefit to be derived from organization. H. E. Gibson, representing the National Association of Coin-Operated Machine Manufacturers, was present as a speaker and made an effective presentation of the needs of organization among the operators. Another speaker was also present from Des Moines, where the headquarters of the organization are maintained. We strewn the local leaders in Iowa territory. Eddie Ginseg, of the Atlas Novelty Corporation, of Chicago, was also present and promised full cooperation of his firm to the work. His firm also contributed and the fund which was raised at the meeting to meet some pressing problems in the State. Dinner was served and the meeting was considered as an effective step

DAVAL MFG. CO. 200 So. Peoria St. CHICAGO ILL.

TOP SELLERS
at Lowest Prices

YES NEW STOCK
WE HAVE

REVISED AND UP-TO-DATE MACHINE

MISSOURI NOVELTY COMPANY
Douglas Ave., Wichita, Kan. stock of New and Used Machines in the State.

NEBRASKA OPERATORS

March 30, 1935
ARTUIMENT MACHINES
The Billboard 81

IT'S ON THE WAY
SPEEDY PROFITS
THRILLING ACTION WITH
Pair Em
TRAFFIC ARCADE MACHINES

GELLMAN DISTRIBUTORS

KEYSTONE NOV. & MFG. CO.

GALLAHER SALESBOARD OPERATOR

H. G. PAYNE COMPANY, NASHVILLE, TN.

TRAFFIC ARCADE MACHINES

BALLY MANUFACTURING CO.

ROCKELITE MACHINES

THE BILLBOARD

March 30, 1935
The tremendous nation-wide response to these three great machines has been unprecedented 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!

**IMMEDIATE DELIVERY ON ALL GAMES**

**TURN TABLE**

40" LONG 20" WIDE

The action of TURN TABLE is quick, positive and remarkably fascinating. Price & Ball in either of both Solid Aluminum Pockets. A ball is launched through a solid metal ball guide by pulling back the iron ball bridge and is started rolling from the iron ball area into Right Ball Pocket, or is kicked again into Right Ball Pocket. All selecting Center Availabke and kicked into Intermediate Ball Pocket.

- Automatic Prewall
- Bell clapper
- Solid Aluminum Pockets
- Solid Metal Ball Guide
- Solid Wooden Ball Bridge

**CYCLONE**

$39.50

Amazing action action attains near the maximum speed. Plus a REVERSIBLE (pivoted) ELECTRIC BALL LIFT that eliminates all running and waste of time. 2 balls automatically enter the game through the center of the playfield. Bounces provide for an exciting mix of strategies. Balls are set in each of two Cyclone Pockets and are selected with a quick flick when any of the other 10 balls pass through the two tunnels. Liberty Balls - Basic Advanced (electric ball selection)

**MATCH PLAY**

$87.50

The ultimate in stimulus. The hero of all pinball games. It's MATCH PLAY! It's a real test of skill to match the score of the lower half with that of the upper half. 2 balls are set in each of two Lift Pockets. A total of 14 balls is used in the game. A total score of 2,000 is considered a great score. 2 balls are set in each of two Lift Pockets. A total of 14 balls is used in the game. A total score of 2,000 is considered a great score.

**D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.**

New York American Vending Co. 773 Coney Island Ave. Brooklyn, 45 Elizabeth Ave. Newark N.J.

Sale European Distributors: Burrows Automatic Supply Co. 78-81 Fetter Lane London, Eng