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Vol. XLVII No. 14

Genera nors

The World's Foremost Amusement Weekly

April 6, 1935

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879, 76 Pages. Subscription, \$5 per year. Copyright 1935 by The Billboard Publishing Company.

BATTLE CIRCUS SIZZLES

ASCAP Collected \$3,375,000 In 1934 on a 25% Overhead

Record high gross at record low cost-annual meeting usual strenuous affair as motion to elect board by membership at large is badly beaten

New YORK, March 30.—Several hundred members and out-of-town repre-sentatives of the American Society of Composers, Authors and Publishers attended the annual meeting of the organization Wednesday night at the Ritz-Carlton Hotel and remained until the wee hours of Thursday morning thrashing out but one vital question and arguing on numerous smaller items at length, the latter coming under the head of petty fault-finding. Most important proposal before the membership was one put forth by Walter Pisher that the ASCAP board of directors be elected by the membership at large instead of being self-perpetuated; in other words, one board voting on the election of another. This was defeated by an overwheiming vote of 375 to 8. sponsors of the motion. Breeches wate made pro and con, and

Not Changed

Will be in Cincinnati during Cole Circus stay . switch in hotels necessary

CINCINNATI. April 1.—The annual convention of the Circus Fans' Associa-tion of America will be held in Cincin-nati during the local engagement of the Cole Bros.-Ciyde Beatty Circus, May 9 and 10. Because accommodations could not be had at the Netherland Plaza Hotel, at which the John Robinson Tent of the CFA holds its regular meetings. Dr. Robert Carothers, president of the local tent, advised, as per story in the last issue, that the dates would be changed, but arrangements have aince been made with the Hotel Sinton for the convention. *(See CFA MEETING on space 67)*

(See CFA MEETING on page 67)

the only ones voting for it being the sponsors of the motion. Speeches were made pro and con, and since no annual society meeting would be such without an oration by Billy Rose, Rose took occasion to work against the motion for electing the board by the membership, stating that it was a move backed by the motion picture in-terests owning music houses, which sought control of the board of directors and the organization itself. Rose based his belief on the fact that certain motion picture-owned publishers were for it and that some 62 writers on the Coast repre-senting the Song Writers' Protective As-sociation there voted in favor of electing the board by the membership at large. All these writers, said Rose, were working and writing for the movies and naturally favored the motion picture interests. This sppears to be a possible rift between the Estern and Western branches of the SFA ranks.

Those voting against the motion were said by some present to be short-sighted and cutting their throats, and that by letting the membership at large elect the ASCAP COLLECTED on page 5)

Popular and Standard Music Men Elect Their New Code Authority

NEW YORK, March 30.—At a meeting held Tuesday of this week and adjourned to Wednesday, the popular music pub-lisher branch of the industry elected its Code Authority which is to supersede the Code Committee heretofore looking after the handling of the recently signed code. Those elected are: Edward F. Bitner, Edward B. Marks, Edwin Morris Jr., Waiter Douglas and John G. Falne. Paine, chairman of the board of the Music Publishers' Protective Association, presided at the meeting. As soon as the oath of office has been administered to the new CA. a meeting will be held on April 2. at the MPFA offices at 1601 Broadway, when the by-laws under which the Code Authority is to operate are adopted and other final requirements fulfilled. When organized, the CA will proceed to co-operate with the CA for the Radio Industry in regard to enforcement of the anti-bribery clauses in the radio code.

the CA for the Radio Industry in regard to enforcement of the anti-bribery clauses in the radio code. Publishers in the standard and clas-sical division of the music industry at-tended a meeting Wednesday at the Ho-tel Roosevelt and four members of the Music Publishers' Association of the United States were elected to the Code Authority. Both popular and standard music CA will work together, of course. Those elected are: David W. Banks; John F. Szenstack, Gustave Schirmer

and W. Dean Preston Jr. Another mem-ber of the CA will be elected by non-members of the association. As mentioned in these columns some time ago, Paine is proceeding to reor-ganize to some extent, his setup at the MPPA in order to conform with code re-quirements. These moves will not, how-ever, materially affect the present work-ings of the association.

Pa. Tax Bill Defeated

PITTSBURGH, March 30, — Showmen have been breathing casier since the 10 per cent State admission tax bill was de-feated 28 to 17 an the Senate at Harris-burg Wednesday. They are now going ahead shaping plans for the coming see-son, which had been temporarily halted by the new threat the new levy threat.

Chicago Plans Wagon Shows New drama department of

city hopes to bring entertainment to the poor

CHICAGO, March 30.—Close on the heels of an announcement from the Chi-cago Park District that it plans a 10-week season of dramatics and pageantry this summer comes word from Mayor Edward J. Kelly's office that the city of Chicago is establishing a drama depart-ment to be known as Chicago's Drama. Margaret Eustice, who was librarian of Hartison High School, has been ap-pointed executive director of the project with offices in the Morrison Hotel. Dr. Herman N. Bundesen, president of the (See CHICAGO PLANS on page 5)

Barnes and Mix Continue Fight

Try to outdo each other in covering paper-agreement made but is violated

SAN FRANCISCO, March 30.—Tom Mix Circus and Wild West and the Al G, Barnes Circus are battling each other plenty for patronage. When the Mix show broke with paper here last week the Al G. Barnes advance car plastered the town with fining huge-lettered bill-boards: "WAIT! Al G. Barnes Circus. Coming Soon. Wait for the BIG SHOW." with no date for appearance. The Barnes show is scheduled to move in May 3 for four days. four days.

show is scheduled to move in May 3 for four days. The shows have been covering each other's paper. With aleight-of-hand un-excelled in shows themselves, first a Mix man put up a poster, then a Barnes man smeared it over with a sign. Then under cover of night another Mix sign, and be-fore dawn a Barnes man back with a sign of his own. It has been this way all along the route. The story is that the two armies sneak-ing up from opposite directions on the same billboards in Freere ran into each other. The Mix man was doing wrong by a Barnes sign. The Barnes man gave him the lyc--whole can of it right in the face. Both sides were fighting until *(See CIRCUS BATTLE on page 67)*

Miller Loses 101 Ranch Control Under Court Ruling; To Appeal

OKLAHOMA CTTY, Okla., March 30.-U. S. Judge Edgar S. Vaught here this week issued a ruling that swept Col. Zack Miller from control of the historic 101 Ranch near Ponca Olty and opened the way to a complete breakup of the holdings, which once covered 101,000 acres.

acres, Colonel Miller was denied relief under moratorium bill, Colonel Miller was denied relief under the Frazier-Lemke moratorium bill, which would have enabled him to hold the property six years and attempt to pay out a staggering debt which accrued when his Wild West ahow failed. Sid White, "cowboy attorney" retained by Miller, said the decision wipes out every bit of the ranch, asserting that an appeal would be taken immediately. Miller sought six years under terms of the New Deal measure to pay principal and interest on debts that aggregated over \$600,000. Only 17,000 acres remain of the property in southern Kay Coun-

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ty. Judge Vaught ruled that the prop-erty no longer belonged to Miller, that it had previously been legally disposed of at theriff's sales to salisfy morizages. Unless reversed by a higher court the ruling closes one of the most interest-(See MILLER LOSES on page 67)

Per Cent Scale

For Managers House managers of Con-

solidated Circuit to get percentage wages

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Equity Warns 11 Benefiters

Those playing unauthorized charities cautioned-TA work continues

NEW YORK, March 30.—Actors' Equity is cautioning the 11 members who ap-peared recently in unauthorized bene-rits, but is not taking any drastic action, it was indicated this week. The Theater Authority, meanwhile, continues its at-tempt to collect a percentage of author-ized benefits and to prevent actors from playing grats at unauthorized shows. On the other hand, a bill has been in-troduced in the State Legislature in Al-bany which would prohibit less than 75 per cent of the net of any benefit going to the charity involved. to the charity involved.

to the charity involved. The Theater Authority complained to Equity last week that Eddle Cantor, Jimmle Durante and Patsy Flick, who had charges against them already pend-ing, had appeared at another unauthor-ized benefit when they played the Jew-ish Consumptive Relief of Denver at the Astor Hotel Sunday. Equity discussed the charges at its council meeting Tues-day. day.

Cantor was called Wednesday by Equity and it is understood that he promised not to appear in any more un-authorized shows after explaining that he had not been familiar with the Equity ruling when he promised to play henefits.

these benefits. Equity has promised the Authority it will ask its franchised agents not to so-licit their acts for unauthorized bene-fits. The American Federation of Actors is circularizing its members next week. again urging them to support the Thea-ter Authority. The Loew booking office, which has been criticized often for asking acts to play benefit shows, is now referring tal-ent requests to the Authority. Alan Corell, asystant secretary of the

play benefit shows, is now reterning tai-ent requests to the Authority. Alan Corelli, awaynni secretary of the Anthority, says the organization has ap-proved a special benefit for Jack Inglis, vaudevillian, whose-legs were amputated recently. The show will be held May 5 in the Ambassador Theater. Sam Scrib-ner, head of the Authority, will be treas-urer of the show and will set aside a special fund for Inglis to be adminis-tered by Actors Pund. Edgar Allen is contributing his services as supervisor of the talent end. The Authority okehed the Newspaper Guild benefit iast night and the APA Ball tonight, and sho the Hebrew Or-phans' Sheltering Home, at the Mosque. Newark, and the Theatrical Square Club, at the Lismore Hotel here April 7, and the Professional Children's school, at the Biltmore Hotel May 5.

Decca Issues Statements; Will Send Checks April 25

Will Selid Checks April 25 NEW YORK, March 30.—Deccs Record Company has sent out royalty state-ments to all publishers concerned, but no checks were inclosed. Letter stated that the organization was not in a position to pay royalties due at the present time, altho it is planned to do so on April 25. At that time additional capital voted by Decca Record Company of England will have been received and made available.

Pooch Racing Inside

POOCH KACING INSIDE BOSTON. March 30,-There is a deep belief among the bright ones that when all the fireworks and the shooting about dog-race courses has simmered down the real winner will be the Boston Garden, which is pretty well inside and making no noise at all at present. It would bring in money during the summer when, after the single circus date in May, the Garden drops dead until fall, only sitting up to pay taxes.

FEATURE NEWS

Music in Jail

DETROIT, March 30 .---Al Creen, DETROIT, March 30.—AI Creen, who led the orchestra at the Temple Theater, has taken over a new post at the State Reformatory, Ionia, Mich. It is believed to be unique in the his-tory of music. Applying the theory that "music hath charms to soothe the savage ocssi," the State hired him to or-ganize a band made up of convicts. His objective will be the Individual musical education of convicts rather than an or-ganized band at the start. The new policy is wholly experimental at present. wholly experimental at present.

Celeb Nights Taboo For Chi Musicians

CHICAGO, March 30. — Considerable discussion pro and con has been caused by the recent order of the Chicago Fed-eration of Musicians prohibiting orches-tra leaders and musicians from attend-ing celebrity nights. While some few of the leaders have expressed themselves as satisfied with the ruling, a largo number reacht what they consider unnumber resent what they consider un-warranted regulation of their spare time activities.

activities. New ruling of the union provides that any musician who appears at a celebrity night shall be paid the regular union scale. This, of course, automatically bars them from attending, as no cafe proprietor is likely to be willing to pay out the required amount. The union contends that orchestra leaders do not went to attend these affairs and have done so only because their employers urged them to. urged them to.

Grock Writes Operetta

LONDON, March 30.—Now living in semi-retirement, Grock, world-famous circus and vaude clown, has written an operetta based upon the life of the Chevaller Dieon, French apy and fencing master, who lived thru the lath century as a woman and who, after death, was discovered to be a man. The operetta will be produced in one of the European capitals this summer.

England Acts To Bar U. S. Musicians

LONDON, March 30. — England has taken action toward barring American bands from playing here, giving as its reason, announced thru the Labor Min-istry, the attitude of the United States Department of Labor in refusing admis-sion to English musicians. During the week 100 Chicago marimba musicians were turned down when they sought to play at two concerts. It was said that when America eases up. 80 will Great play at two concerts. It was said that when America cases up, so will Great Britain.

NEW YORK, March 30 .- Duke Elling-NEW YORK, March 30.-Duke Ening-ton, colored orchestra leader, was all set for a European tour, including England, but probably won't make it now because of the ban. Ellington has been playing in England regularly each year.

WHO Unit Booked for Great States Theaters

CHICAGO. March 30.—Earl Kurtze and George Ferguson, of the WLS Artists' Bureau, have signed the WHO (Des Moines) Barn Dance and have booked it over the Great States Theaters time, opening April 21 at the Periless Theater, Kewance. Show has a cast of 16 that includes Lem and Martha, Grandpa Jitters, Loulsiana Lou, Joe and Jean. Eim City Quartet. Lindy Brown and Perky's Huskers. It is considered a runner-up in popularity to the WLS Barn Dance here.

Barn Dance here. Kurtze and Perguson have booked Lulu Belle and her husband, Skyland Scotty, together with Ezra Buzzington's Band, into the State-Lake Theater for some time in April. They also have placed under contract for use in barn-dance units Polly Jenkins and her Ploughboys, three-people rube combo.

Weeks Gets Film Test

BOSTON. March 30.-Ranny Weeks, who has been conducting in the pit of the RKO-Boston, has taken a movie test for Fox and before long. and may be Hollywood bound

802 Planning Monster Benefit Which May Last for 12 Hours

NEW YORK. March 30.--A monster benefit for unemployed musicians in the membership of 4.0csi 502. American Ped-eration of Musicians, will be held at the end of April at the Armory on Park avenue at 34th street. New York. Actual form of the benefit was still undecided forther but it is likely to consist mainly torm of the ocherit was still undefield today, but it is likely to consist mainly of a long session of dance music, sup-plied by the leading name bands from all branches of show business in New

all branches of show business in New York. Fred Waring heads the orchestra com-mittee that is arranging matters, with Waring also contributing personally to the success of the affair, both financial-ly and with his company. One meeting offices and another was hald yesterday

at the New York Athletic Club. Among at the new YOTE Athletic Cuch Among those attending were Hal Kemp, Borris Morros, of Paramount-Publix; Larry Spier, Irving Aaronson, Don Albert, from the Capitol Theater, New York; John McManus, Lambs Club; Ben Bernie, An-dre Kostelanetz and Ozzie Nelson, Others were expected, but couldn't make it be-cause of dates.

cause of dates. Regardless of whether various acts work at the benefit, radio and theater bands will most likely predominate. One plan, said to be favored, is that the af-fair be a 10 or 12-hour dancing carnival, to the music of the orchestras coming in, with one spot devoted to a band composed of the various leaders each playing an instrument. Admish will be \$1 per head.

Legit Code Authority Votes **Tax To Enforce Ticket Rulings**

NEW YORK. March 30.—The legit code suthority, at its meeting Wednesday, de-cided to enforce the ticket broker pro-visions in the code, which have been a bone of contention for the past two years. This was done when the CA ap-proved the findings of the budget com-mittee, created to find ways and means of raising money for enforcement. It is the CA's answer to the recent query of the NRA administration as to whether provisions or had decided to let them drop. If the latter, it was requested

that the CA delete them entirely from the code.

The budget committee, with Brock Pemberton as chairmar, auggested a plan of assessment that would affect legit houses thrubut the country. Under the plan, each house would be assessed \$5 a week each week that it was open. a week each week that it was open. Bimliarly, producers would be assessed 85 a week for each attraction that was playing. Dr. Henry Moekowitz, vice-chairman of the code authority, esti-mated that under this plan about \$1,000 would have been raised by June 16, which is the date of the expiration of the present code. If the code is con-tinued, it is figured, the assessment would net about \$5,000 a year. The code suthority oftend the plan.

The code authority okahed the plan, and it will be sent to the NRA adminis-tration in Washington for official ap-proval. If that is given it will get under way at once. Meanwhile, no efforts will be made to enforce the ticket provisions, pending the decision on the budget.

SAG Demands Extra Redeal

Claims Central Casting Bureau list unfair-files report to Sol Rosenblatt

(See CASTING BUREAU on page 20)

New Rep Company **Formed in Chicago**

CHICAGO. March 30.—The American Art Theater, a new organization formed to produce dramas in the Middle West with headquarters here, and an offshoot of the Oxford Players, who have been on of the Oxford Players, who have been on tour in the South and West the past three months, has announced that its repettory company will begin an cn-gagement here shortly atter Easter. A theater to house the company is now being negotiated for. Robert H. Breen, who conducted a dramatic festival in Minneapolis last year and who secured a grant of \$10,000 from the federal gov-ernment for equipment, is stage director, of the organization.

erament for equipment, is stage director, of the organization. The company's Chicago repertory will include Hamlet and Romeo and Juliet, Goethe's Faust, and the loory Door, by A. A. Milne. It is also planned to pro-duce a new play called Anaco by Martin Flavin. Breen's company consists of Wilya Davis, Robert S. Shrewsbury, War-ren Douglas. Kathreen Fandel, Oliver Henning, Dorothy Bourek, Evelyn Steele, Harrison Hutchinson, Richard McKenna, Everett G. Marahall, Gerd Bernhart. Everett G. Marshall, Gerd Bernhart, Everett Eimer and Harold Gilman, Kenn Barr is art director. Ticket prices will be based on a dollar top scale.

Baer, Dempsey Bid For SO Road Show

NEW YORK, March 30.—Max Baer, heavyweight champion of the world, and Jack Dempsey, ex-champ, may make a national personal appearance tour this summer for Standard Oil Company. The tour will be for the same exploitation purpose for which SO used Guy Lom-bardo and his orchestra this seasoft. SO hear Lombardo under contract and

bardo and his orchestra this seasoft. SO has Lombardo under contract, and is probably going to put the band on the air for a commercial when the organiza-tion winds up its series for Plough, Inc., July I. No decision made as to the next road show, aitho the fighters have been given bids. Each would get \$5,000, week-ly, according to report.



N Ow at the Hotel Hamilton in Bermuda Scatt wanted, when he was a youngster In tray, to lead a symphony orchestra. He thanged his mind when he came to New York or organization, taking up the saxophone when he came here. His flist band played for NBC in 1924. He was besides a conductor for WEAR, sax soloist. His engagement record includes three years at the Lide Country Club. 14 months at the player. New York, and six months at the states in Boston.



April 6, 1935

FEATURE NEWS

FAMOUS LANDMARKS

5

802 Victor in **Burly Strike**

NEW YORK. April 1.-Local 802, American Pederation of Musicians, has won its strike fight against local bur-lesque theater operators after a strike lasting about a month, agreements be-ing signed Saturday (30) covering the Republic and Apolic.on 42d strect, New York, and Werba's, in Brooklyn. Facts last until Labor Day of this year.

Strike was caused by the operators' desires to cut down on orchestra sizes, with the musicians then walking out and being supported in the walkout by stagehands and picture operators. The stagehands and operators have also returned.

Local is now moving its forces against the Oxford, Brooklyn burlesque house, which has been nonunion for several the vears.





For PEHMANENT STOCK, roung, good-look ing Leading Man and Inernor, both good verse; rowing General Humbress Man, sing Bar-lines. Appearance, solviers, solility essentials what all style letter, don't missionesent. Non-Value all style letter, don't missionesent. Non-consecutive week here. Naiaries guaranteed. in 153d STATE THEATRE, Seminole, Okta

Wanted for World's Medicine Co.

Colored Male Municipan. Must read and fake road show make. Also Male Comodians and Perform the comodiant of the comodians and Perform first type instrument and "Pirt. Mink use min-mered type instrument and "Pirt. Mink the three to four-wreek stands. We pay carfare, you pay all other suppress. State are, what shows you baye worked on, all you can and will do and salary expected in lift letter. DR. ROSS DYAR, P. O. Box 201, Indianapolis, Ind.

WANTED

Colored	Performers	and	Musiciana	for Maxey
Medicine	Shows.	Must	change for	two weeks
Musician	s must rea	d and	fake. Stat	e all in firm
letter.	Plano Play	er that	can hand	le real show
	and winter	MELIOT	Write at	
	6.0	D 84	AVEV	

P. O. Bez 1813. Winston-Salem, N. D.

WANTED-Propie all lines. Chorus Girls who can lead numbers. Musicians all instruments. Dancer strong scough to feature. Open April 12. Wirs or come ca. All who were with me last acason wire. They is short. don't waste it. STAW STARLEY. Wanager. Rado Foilis. cars Rubin A. Cherry Show, Montgomer, Ala.

WANTED FOR BISBEE'S COMEDIANS

Weekstand repertoirs unite canvas. Perform-ers doubling B. & O. or Novelty Receisities, Dancing preferred. Alto San, Tombone, Hot Drumneer, Long season. Salary sure, make It low, Rebensals April 15. Write, don't wire. FOR SALE-Gable End for 40 Top, khakl, good vendition. Cheap. Wiblewillo, Tana.

KENNEDY SISTERS WANT

Banner Man with car, General Boolees Man Goubling Druns, Rass or Tombore, Musicians Goubling write, Caurasman doubling B. & U. Stalary small but sure. No Bocorne, Bishop, Teg., work April 1; Hebbronville, Tex., week April 8.

WANTED General Business Man that can dou-ble Trumpet for Orchestra for Tent Repertoire Row, Rehearmals week of April 21. State all first letter. MADDEN-STILLIAN PLAYERS, Lake Olty, Ia.

1.1

v And

Finish the Job!

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PER CENT SCALE-

(Continued from page 3) that will give them added incentive to up their grosses and, at the same time, guarantee them a basic living wage. The plan is being administered by Gilbert Josephson, who has just rejoined the cir-cuit as field contact man.

ASCAP COLLECTED-(Continued from page 3)

contrates from page 3) board of directors the film concerns could be prevented from gaining control of the society. Others believed that the movie-owned and other music houses were on the verge of selling out to radio and other users of music.

and other users of music. Reports read by the president, Gene Buck, and E. C. Mills, who reviewed the past year's progress of ASCAP, were favor-ably received for the most part, altho petty items were questioned by some members and the large benefits taken as granted. Treasure's report on financial status was well received. Treasurer Saul Bornstein revealing that the management had a little pin money saved up during course of its recent years of prosperity despits depression in most all other fields

despits depression in most all other fields and in the music business itself. Total gross license fees received from domestic sources during 1934 was in ex-cess of \$3,375,000. This was collected at an overbead and administrative cost of 25 per cent. Gross was the largest in history by far and the overhead in pro-portion the lowest, since some years saw as high an overhead as 50 and 60 per cent. Report on the group insurance plan was also made. Future of the publisher membership signing up en masse is still in doubt.

Future of the publisher membership algoing up en masse is still in doubt. Contracts run out between writer and publisher members at the end of the year and while the writers are willing to sign with ASCAP 100 per cent, the "rebei" publishers, numbering about a dozen, are still holding out, and the publishers who wish to sign want to wait and see what the "rebei" do. Altho the writers have waived their claim to a 50-50 ownership in performing rights of the copyrights and are willing to let the publishers con-tinue on the same basis as in the past, no publisher contracts have come in from the dissenting group of publishers.

NEW YORK, March 30.-Federal Judge John O. Knox sustained the motion of the government's attorneys that part of

Wanted Bryant's Showboat Dramatic People, including Heavy Man, Must do apecialties. Write Montgomery, W. Va.

the ASCAP answer to the anti-trust suit be stricken out as irrelevant. The court decided that the early portion of the answer pertaining to ASCAP's origin and moves was not needed. At the same time, Judge Knox denied the motion made by Nathan Burkan, general counsel for the society, for permission to take deposi-tions abroad. However, if Attorney Bur-kan finds that after the portions of the answers are stricken out that these depositions are needed, he will again entertain the motion.

Aan

Altho it was believed that Attorney-General Bennett would move for an early trial date, it is now believed that the case will go over until the fall.

CHICAGO PLANS-

(Continued from page 3) city board of health, is director of the

(Continued from page 3) city board of health, is director of the children's programs. According to the plans as laid out by Miss Eustice, it is hoped that three wagon stages will be constructed before summer so that various groups, mostly amateurs, can emote and perform before the more unfortunate people of the city who cannot afford any theatrical amuse-ment. The city's department of public works is supposed to start on the con-struction of the first theater on wheels this week, if and when the materials can be found, as so far there is no city fund available for the purpose. It is said that Mayor Kelly is personally fi-mancing the project at present, but that tuture expenses will come out of the government funds he hopes to get for the building of the proposed lake-front exposition.

with the Chicago Park District and the city of Chicago Park District and the city of Chicago both planning to produce amusement in one form or an-other and the Blinois Emergency Relief other and the Bilinois Emergency Relief units under the direction of Dr. Simeon Wall already playing several parks week-ly, it is the opinion of the more prac-tical minded that the first thing that should be done is the getting together of these three departments so that they will not step on each other's toes. They say that if there is to be any money spent on employment it is no more than fair that unemployed professional actors ahould get the jobs.



Ciacinnati's most popular hostelay. In its public and private rooms, its dining rooms and restaurants, even its sample rooms, are combined all the things that make for delightful hospitality in the medium or delightful hospitality in the

-from \$2.50 singles \$4 double F. W. PALLANT, General Manager



ONTARIO HOTEL Well-Known Theatrical House.

SPECIAL RATES TO PERFORMERS. 62D North State Street, Chicago, III.

WANTED-STOCK LOCATIONS

For summer dramatic stock activities in East. Prefer New England. Also spots for fall, whiter and spring. Niraicht rental or percentage. Pro-ductions ruranneted. Exabilithed organization. Write STOCK. BOX. NY-57, Billboard, 1644 Biodoway, New York.

PERFORMERS WANTED — Planist, Magician, Small Orchestra. Enlarging Show. Others write. No wirrs. No advances. Johnny. Mack, Bateman wirr. Wo Nerve Close. RIGTOR, Reprodis, Ga. WANTED-Med. Performers, all lines. Musi-change for ten days, double Pisno. Also Musical and Noreitz Acta. Musi have own transportation. No wires. Write full particulars, lowest misry. THE WEXTERN CO., Wycosca, Wia.





N THE Forum Page of this issue appears a letter from Ralph Whitehead, executive secretary of the American Federation of Actors, asking The Billboard to use its influence to put a stop to "the general practice of the employer being pernitted to employ amateurs who appear either gratis or receive insignificant fees far below the minimum as prescribed by the Motion Picture Code-or

some trifling prize." Our good friend Whitehead should know that he not only has our pledge to exert every reason-able resource to this end but that The Billboard has called the attention of performerdom to the amateur show evil ever since it became potent enough to be diagnosed as a menace to the show business. This was about two years ago. And nobody outside of The Billboard's observers And nobody outside seemed to have been worried about the trend until it reached the point where it threatened to strangle what little was left of vaudeville.

So what did the good folk comprising the vaudeville committee of the Code Authority of the Motion Picture Industry Authority of the Motion Picture Industry do? We haven't decided definitely yet but the best guess we can make-until we consult one of our learned friends versed in the decodification of hiero-glyphics—is that they made the world safer for amateurs winning contexts. In other words, the winners used to get from \$2 to \$5, but the vaudewille com-mittee decreed that they should get at least \$7.50. Which solves the amateur problem as thoroly as the World War succeeded in ending all wars and pro-moting brotherhood among men. * * *

* * * It seems, patient readers, that the Mo-tion Picture Code as originally written and signed by the President did not clearly define the status and handling of amateurs. Protests were made to CAMPI and the vaudeville committee was set to work on the task of concocting inter-pretations of the minimum wage pro-visions so as to embrace the amateur problem. problem.

The committee sweated and toiled and what they turned out follows:

Any person appearing as an amateur in any theater shall not be paid for services rendered either directly or indirectly.

directly. If payment is made, either directly or indirectly, the amount shall not be less than \$7.50 per day, as prescribed in the Motion Picture Code for professional per-

formers. When the code was recently amended we looked in vain for an allusion to the amateur phase in the revised and amended portions. We called upon John C. Film, executive secretary of CAMFI, for enlightenment. He told us that the vaude committees interpretation stands. Which means that, so far as the code is concerned, the amateur problem is solved like the troubles of the French peasants who were told to est cake by Marie An-toinette. toinette.

Among the large circuits RKO, Warner, Loew and Skouras are leaning heavily on amateur shows in spote that should by any decent standard be carrying their chare of raudeville or presentations. We could not swear without being greatly fearful of committing perjury that the winners of amateur contests in major etr-cuit houses receive a minimum of 67.50. Even if they do-on certain occasions-the fundamental aspect of the proposi-tion remains the same. The code inter-pretation of the amateur question is an insult to the intelligence of the per-former. We don't blame Whitehead for * .

getting hot under the collar. With his sincre concern for the welfare of the actor we wonder why he doesn't tell the vaudeville committee to go straight to heil.

heil. The learned interpretations amount to something like this: Mr. Exhibitor doesn't have to worry about the code when he "books" an amateur show. So long as he pays the whner \$7.50 he is complying with the code. He dare not pay the other bimbos a penny: unless, of course, he wants to pay them \$7.50, too. If this means that the code crowd have done anything for the actor in regard to protecting his minimum wage clauses against the stage-struck activities of smateurs, we'll cat our hat.

*

The amateur situation is bad enough. but we are not as much worried about It for the welfare of the actor. That there ex-ists an amateur problem is indicative. without doubt, of one thing: that there brand heat is herd as. Exhibitors with Roxy tastes and empty pockets will try desper-ately to cater to the demand for stage sitractions with smateur shows and cockeyed varieties, under various names, by the longer they persist in serving the spurious article so much stronger-thanks, at least in this case, to talkies and he radio-will the demand be for real acts and a real show made up of pro-fessionals.

HILE we are in the picking mood we should let out a few barbs at certain actors who ought to know better. We refer to the performers who want to save money on material and instead of buying gags or maybe burning midnight oil writing them they resort to inane ad libbing about low salaries and iayoffs. Unfortunately, this stuff is always good for a laugh. Mr. and Mrs. Public invariably enjoy hearing a poor slob of a ham kid himself before the footlights; make an ass of himself before the laips of years to work a few weeks, and so n.

so on. If the average audience, en masce, pos-sessed high intelligence, the wise-guy actor would be hissed off the stage. The intelligent audience would reason: "If you're paid so little you must be terrible and it's an insuit to us that the manager and the must be the paid of the stage. And if

you re paid so little you must be ensured and it's an insuit to us that the manager of the house books you in here. And if you hay off so darned often there can surely be no doubt about your super-lative inferiority. Then out of here! Go some place else to tear yourself down! We want entertainment." But, the average audience is not highly intelligent. It is made up of average men, women and children who—from most recent indications—get to see vaudeville only if the film biggles of their towns so decree. It's awfully funny to them that an actor, whom they used to look up to as to god on Olympian heights, should bring himself right down to their level and tell them how stupid he is as a per-former.

Additional new territors has he as a per-former. Additional for the searchingly into the economics of show business. They don't care about the displacement of vaude by radio, takies and spitefully dark houses. All that they feel—if they feel at all along this line—is that the stage has lost something. They don't know what it is, perhaps, but we in the business know full well that it is that sweet-sounding quality called glamour. Addience can't tell us why, but they realize, too, that they have somehow lost their respect for the actor, this respect having formerly served as the tinseled dreas of what we in the theater know as illusion.

dress of what we in the theater know as Illusion. The policies, make money with vaude as they did in the good old days, should take steps to censor the sort of ad libbing re-tered to here. Actors who continue to any choking of their own supply of ap-peal and actually killing the buainess that is their Hie. Pleasant for all were the days when the public wondered and wanted to continue to wonder about the salaries of actors who made them laugh, cry and experi-ence vicariously the emotions portrayed lights. Those days are well nigh gone. Whether or not they return again, bring-ing with them a renaissance of vaude-ville, is up to the actor. Just as it is up to have his own organization or live on the bounty of managers who care as much for the actor as Johnny does for castor oil.

The Broadway Beat

By GEORGE SPELVIN

Pat De Mayo and his new partner, Vivian Leland, will tour vaude and ballrooms with their new dance act. . . The Lew Beck bencht last week, to raise money for a stohe for his grave, netted the sponsors only 869. . . Noble Sixsle has been holding scores of meetings to get his pet idea, the Negro Actors' Guild, under way. . . The Greek stock company at the Long-acre Sundays throws a benefit for each principal before the season closes, thus reverting to the ancient and honored custom. . . Such benefits used to be an integral part of the theater back in the days of knee breeches and periwigs, and even before. . . One major vaude booker says that whenever the theaters have a bad winter the outdoor amusements clean up in the summer. . . . Which should augur well for outdoors this year. . . . Head-lines in a local paper say that Cincinnati saves money, but New York won't even try. . . That's right—Cincinnatis avec dough by buying their ilguor across the river in Kaintuck, thereby dodging the State tax. . . . While on the subject, if your Alexanders aren't turning out so well try a little less gin or a better brand, and use more clow grease shaking 'em up. . . . Be fussy on your brand of creme de cacao, buy the cream a day shead of time and let it thicken in the lebox, and use shaved lice to get a creamier head. . . . Anything else you want to know? . . . Gwen Stone, of the Stone and Vernon adagio act, returned to the abow after a week's layoff caused by injuries in a fall. . . .

Chicago Chat

By NAT GREEN

BEAUTIFUL, talented Dorothy Page is going places or Tm a bum prophet . . . The only regret is that Chicago's going to lose her, . . . Just when she was becoming a radio headliner, off she files to Hollywood for screen tests. . . . They were okeh, and so on Sunday night (March 31) atter her Headin' South air program she will fly back to the movie capital. . . . She's under contract to Universal to take the lead in a muncal picture as yet un-named, and U. has a five-year option on her services. . . It would be diffi-cult to find a lovelier, more natural and unapoiled artist than Dorothy, and if the movics will just leave her as sweet as she is we'll be grateful!

Fred Wagner is managing that Will Harris Chez Parce Folices show, which is proving a steriing box-office attraction thru the Midwest. . . The Chicago Amusement Publicists' Association is holding some interesting luncheons at which usually some well-knrwns are guests. . . Lote of fun-and plenty of needling, so don't go if you can't take if! . . . Actors' Foliucal Association has become the Actors' League of Ilinois, but we're still of the opinion that established associations can better promote the interests of performers than a new organization without backing or background. . . None of 'em, how-ever, will get anywhere without a strong leader and the solid backing of the actors. . . The old submarine 5-40 is still anchored in the Chicago River at the Michigan avenue bridge and picks up m't a few two-bits in the course of a day. . . . Pred Rosenthal and Max Landau are sharing the new offices of Will J, Harris in the Butler Building. . . Billy Lorette, clown cop, and the missus are basking in Florida submitine.

Seems as if there's no limit to the angles the movie men can think upl . Always some new improvement, something to make life more pleasant for us. . Just the other day the first theater in the world to have every seat equipped with a device by which the hard-of-hearing can enjoy, the taikies as well as anyone else was opened here in the Loop. . . And as there are some 300,000 afflieted in Chicago alone, the theater should be a success. . . And last Thursday the Chicago and Northwestern Railway instailed motion picture spparatus on its crack "400," world's fastest iong-distance train, and while the passengers were carried along on their way to Milwaukee at a mile a minute they saw-and heard—Columbia's The While Toum's Taiking. . . Experiment was so successful the railway officials are consider-ing showing foature films in a specially built theater car on the runs to St. Paul. St. Paul.

We took a ride over to the World's Fair grounds the other day, and it brought a touch of sadness to see what had been a magic eity now reduced to junk. . . . The heautiful Chrysler and General Motors buildings have been torn down, so have scores of others, and those that remain are mere shells. . . The furnishings are being sold piecemeal, most of them going to junk dealers. . . . The Sky Ride towers still stand, gaunt akeletons over-looking acres of debris, and about the entire grounds there is a foriorn air that is depressing. . . . But—thus end all world's fates!

April 6, 1935

BADIO

Conducted by M. H. SHAPIRO-Address Radio, Music and Orchestra Communications to 1564 Broadway, New York City. 🗏

ABC NETWORK PASSES OUT

Pigskin Games Set By Associated Oil

By Associated UII SAN FRANCISCO, March 30.—For the 10th consecutive year, Associated Oil Company in 1935 will present broadcasts of all principal Pacific Coast college football games under a contract which has been signed by the company officials and William Monshan, chairman of the radio committee of the Pacific Coast intercollegiate athletic conference. Th addition to football, this year's contract gives Associated Oil exclusive sponsorship of the broadcasts of all in-tercollegiate athletic events. This in-cludes football, track, basketball, rugby, crew and baseball. While the figure for this year's contract was not given, it is known that Associated Oil paid out \$75,000 to the conference and to leading independent schools for the broadcast privilege last year. "Decision to broadcast Pacific Coast

875,000 to the conference and to leading independent schools for the broadcast provideger last year. "Decision to broadcast Pacific Coast football games in 1935 is due to the tremendous interest shown not only by Western motorists, but also by football fans, former students of Western schools and parents of students in all parts of the United States," said P. E. Allen, do-mestic sales manager of the oll company. "More letters of appreciation for the broadcasts were received in 1934 than in any previous year. They came from mearly every State in the Union, from Hawaii, Manila and even Europe." The sportacast achedule in 1935 will probably be greater even than in 1934, when 320 station game broadcasts of football contexts were presented, according to Harold R. Deal, advertising and sales promotion manager for the Associated Oil Company. Highlight of the 1934 football broadcast for the first time of the Pacific Coast source in the world.

rebroadcast around the world,

Lehn & Fink Sign Merman, Al Goodman

NEW YORE, April 1.—Lehn & Fink's Lysol program will take the 8-8:30 Sun-day night spot on the Columbia Broad-casting System network beginning May 5. Saking the first half hour of the op-posish to the new Major Bowes amateur Hour for Chase & Sanborn. Ethel Mer-man has been signed for the show and Ted Rusing will act as ensee and straight man for Miss Merman's talk. Al Goodman's Orchestra completes the

show. Eddie Cantor, who vacates the Pebeco spot late this month, has been signed by Lehn & Funk to return in the fail definitely, and in 1936 will do a 13-week stretch in the spring and another in the fail. Lennen & Mitchell agency handles both these L. & F. accounts;

Hopper Celebrates Birthday

CHICAGO, March 31.—De Wolf Hop-per, grand old man of the musical com-edy stage, celebrated his 77th birthday yesterday at his home here. Today he files to Kansas City for his regalar broadcast of America's First Rhythm Symphony from Station WDAP and will cut a cake with 77 candles with friends there.



Radio Wins Neb. Victory; KFAB Man Is "Wrastled"

KFAB Man Is "Wrastled" LINCOLN, April 1.—Radio won a mash-ing victory here last week when a dispute arose in the Legislature whether or not to permit the breadcasting of house and senate debates. At first the move was voted down by about three to one, after which Foster May, the KFAB newscaster, went on the air and told the radio audi-ence the legislators did not want their districts the hear what they said. May, for this, was grabbed by Repre-sontative Rasdal and hreem bodily from the press boz. However, two days later a reversal of the vote found radio right on the toor of the house. KFAB officials deem this is an admission that radio is as strong a molder of public opinion as the press.

.....

Philly Musicians Squeeze Stations

PHILADELPHIA, March 30.—The 83 iax per musician recently enforced by Local 802, New York branch of the Amer-ican Federation of Musicians, is likely to be duplicated by the Philadelphia local. Understood the musicians here have informed all radio stations to expect such an impost, with the local holding off for a month or so before putting it thru. In the meantime, the stations, it is said, have been asked to put in house bands of 16 men each, which most of them are doing. Satisfactory arrange-ment of hiring additional men may re-sult in the union foregoing the \$3 tariff.

WGST, WJTL Have New Heads

WGST, WJTL Have New Heads ATLANTA, March 30.—Stations WGST. operated by Georgia Tech, and WJTL. operated by Oglethorpe University, have just named new station managers, with J. W. Clark in charge at WGST and S. A. Claier head man at WJTL. Under its new management WGST, stronger in power of the two, has been inclined to lean towards thester talent on spots and as a result the Four Bars of Harmony, playing a holdover date at the Capitol. Atlanta's only vaudeville theater, were on the air three times this week. Thea-ter also received an additional plug when Noel Lester (the Great Lester), magteian, put on a 20-minute skit.

Low Leaves CBS Bnrean

CHICAGO, March 30 .- Paul Low has CHICAGO. March 30.—Paul Low has left the Columbia Artists' Bureau, Inc., where he has been associated eince last August, and intends to free lance the booking of orchestras in the future. Nell Conklin and his secretary, Grayce O'Dell, are the remaining members of the Co-lumbia Artists' Bureau staff remaining here.

Web Takes Inevitable Powder; Another "Third Chain" Blows

Early in the week five outlets take run-out potion and Arde Bulova follows suit-finances, the usual trouble among those interested, is the cause

NEW YORK, March 30.—Richard Him-ber, orchestra jeader, has been find \$1,000 by Local 802, American Federation of Musicians, after a trial which went into several sessions. Before the actual trial Himber was called before the local to undergo an interrogation. Himber was found guilty of violating local regulations. It was found that when he played at the Easex House in New York he augmented his regular or-chestra with several men to broadcast, but paid under union scale. Later, find-ings ahow, he repeated this action when he played for NBC and again at the Ritz-Carlton Rotel.

Amos 'n' Andy Back Home

CHICAGO, March 30.—Freeman P. Gosden and Charles J. Correll (Amos In' Andy), along with Bill Hay, their an-nouncer, and their wives, return to Chi-cago Monday after a month's vacation at Palm Springs. Calif. Their program will originate in the Merchandise Mart tudios for approximately three weeks. will originate in the Merchandise Mart studios for approximately three weeks, at the end of which Gosden and Cor-rell plan to leave on another personal-appearance tour.

Gale Page in New Serial

CHICAGO, March 30. — Gale Page, popular NBC singer, will make her ap-pearance in an entirely new role, that of a dramatic actress, in a new serial. *Masquerade*, starting April 2. over an NBC-WEAF network. The new program. written by Irna Phillips, marks a dis-tinct departure in type among day-time serials in that its central character is a man. It will be heard daily except Saturday and Sunday at 11 a.m.

ployees are claimed not to have received inal pay. At the station it was said that Arde Bulova, co-owner of WNEW, had con-tributed personally to the continuance of the network. Station men also said that tying up with ABC had cost the local station plenty. End of ABC was forecast when George Storer retifted as general manager about two or three weeks ago, at which time Bulova stepped in. Storer had organized the latest third chain last year, with WMCA as the New York station, leasing WMCA from Donaid Plamm. After a period at this station several of the chain backers expressed dissatisfaction with the way things were going, the network being operated at an expensive pace and, after a reorganiza-tion, the American Broadcasting Com-pany and moved over to WNEW. It's aybody's guess as to how much the venure cost.

Stations which went off ABC earlier last week included WIP. Philadelphia, which hooked up on a two-station net-work with WMCA: WTNJ, Trenton; WOL, Washington; WCEM. Baltimore, and WDEL, Wilmington.

WDEL, Wilmington. In the original list of ABS backers were Clendening Ryan Jr., Allan Ryan and John Hay (Jock) Whitney. They were also in Federal Broadcasting Cor-poration, lessees of WMCA, which paid Knickerbocker Broadcasting Corporation, owner of the station, \$165,000 annually for rental.

KYW Rate Card Adds Features

PHILADELPHIA, April 1.—KYW new rate card (No. 2) effective today, pro-vides for numerous changes under Class P, but otherwise leaves all preceding classes as they are. Class P pertains to Announcementa, including daytime, spotted between programs, evening, 10-word announcements and during the Household Economic Period.

Household Economic Périod. A Special Feature section has been added to the card, allowing for a 10-minute avening period following Press Radio news, 6:35-6:45 pm.; 10-minute daytime period also following news period 10:05-10:15 a.m., and the Musical Clock in 15 or 30-minute units, daily except Sundays before 6 pm., sold only on a basis of aix times weekly.

"Grandpa Burton" Moves to New York

CHICAGO. March 30.—The Grandge Burion show, written and acted by Bill Basr, a youth of many volces. has moved to New York, and beginning April 1 will be heard Mondays. Wednesdays and Fri-days over an NBC-WEAF network. In the series Baar will take as many as nine parts in one broadcast. CHICAGO, March 30 .- The Grandpa

Ye Major Bowes Is the St. Peter At Gates to Amateurs' Paradise

NEW YORK. April 1 .- Insofar as the "amateurs" are concerned the millenium has arrived and they are now greeting one another and doing their stuff in The short of the state of the s an organ grinder and his monkey are okch. The monk takes in the abow from the main sisk in studio BH and quickly doffs his cap to the applause, whether for his master or a school teachor who "only wants the monsy so that she can teach music to little kiddles free." Probaby there is such a thing as the "professional amateur." They may be heard telling another contestant that

they are satisfied to wait until next week and get a good spot on the pro-gram. Most of them have tried for prizes and glory at most every amateur radio and theater show for miles around. Some of them have been comparative big shots in an out-of-the-way spot, but they do not care for the Roman saying about being the first man in a small town. They'll take any spot in a big studio that means a hookup on the air. Rather pathetic is the former waude

studio that means a hookup on the air. Rather pathetic is the former waude act reduced to worse than a matteur status. The amateur still has another trade that keeps him going. But the act that may have played the big time once or was a standard turn on the family circuits has no hope but to grab a few crumbs from the radio table. At the Chase & Sanborn show the amateurs are allotted the first several rows so that Major Bowes' assistants can readily pick them out and steer them to the mike. In the afternoon they give an im-prömptur rehearsal for balance, etc. Most of them are destined to remain on the list for next week's ahow.







Hardest Hit by \$3 Tariff, WNEW Has Plan To Beat It

Outlet which ran 7-hour "dance parade" from remotes to use house band in make-believe night club visits, using credits and theme songs, etc.-will make money

Issing credits and theme songs, etc.—will make money NEW YORK. April 1.—WNEW. Newark, is changing the setup of its dance parade program, with the new system expected to be ready in time to go on the air carly this week. Under the new arrangement, a studio orchestra will play for three hours, starting at midnight, instead of the steady succession of remote pickups which the station has been making. This method will allow the night goots forced off the air by the \$3 fee for all remote broadcasts now being enforced by Local 802. American Frederation of Musicians, to go back on, taking credit amouncements. Station expects to save about \$20,000 annually. WNEW cut its dance parade an hour, when this fee went into effect March 1. Station then took its bands from spots boutside Local 802's jurisdiction, mixing these remotes with portions of the foor shows from New York niteries, these last going on without the bands. Leo Kahn will direct the new three-hour session from within its own studies. Kahn is the WNEW musical director. Each spot with its own band will have its theme song played by the house band at the beginning and end of its 15-minute or half-hour period. Reason the station expects to save \$20,000—and possibly more—is that it will be in a position to reduce some branches of the personnel, as well as eliminating the line charges involved in the pickups. Babby Feldman, vice-president of

the pickups. Bobby Feldman, vice-presiden WNEW, handles its dance parade. vice-president of

Ronnie and Van in Philly

CHICAGO. March 30.—Ronnic and Van, funsters on Tony Wons' House by the Side of the Road, with their former vaude partner, Frankic Kamplain, dpen an engagement at the Hotel Adclphia, Philadelphia, April 3. They will con-tinue at the hotel, commuting from New York, as long as the Wons' program Work, as long as the Wons' program is be heard at the Drake Hotel here as soon as the show returns from the East. CHICAGO, March 30 .- Ronnic and

New WCFL Feature

a new dramatic feature. The Loop Play-house, a "little theater of the air." this week, presenting the Gordoni Players in love dramas. CHICAGO, March 30 .- WCFL started

Blue Moon, Every Day, Here Comes Cookie, Faro Thee Well, Annabelle, My Meart Is an Open Book, Crow Too Old To Dream. Isle of Capri. Lavely To Look At. I Believe In Miracles. Solitude.

New NBC Trio

New NBU Irio CHICAGO. March 30.--A new girls' trio known as June. Joan and Jeri makes its debut on the NBC network April 7. The group was assembled by 8. L. Hunt-ley, creator of the Meschal Ike cartoon strip, after he had auditioned 37 pro-fessional couples. They have been sing-ing together only six weeks and have never made a public appearance to-gether, tho individually and in other trios they have been heard on the air many times. Members of the tho are June and Joan Harrison, 17 and 18-year-old sisters of Hollywood, and Jer Paull. 19, Russian born. Their accompanist is Jull Bishop, of Premont, Neb. The trio will be heard on several NBC programs.

Radio Code Changes Approved By NIRB; Members Share Cost

Dy 1111D; INTERITIETS SHARE LOST
WASHINOTON, March 30.--National Industrial Recovery Board has approved mendments to the Code for the Broad-casting Industry relative to the incur-ring of reasonable obligations, necessary and proper to the maintaining of stand-ards of fair competition, etc., and the rated in connection with the necessity
B (b) Each member of the Industry shall pay his or its equitable contribu-tion to the expenses of the and subject to rules and regulations pertaining thereto issued by the National Industrial Recov-ery Board. Only members of the ad-ministration, as affended and approved, all of Section 8 (b) and Section 8 (a), section 8 (b) and Section 8 (b) in-serted. Section 8 (a), after detailing the stove, says authority is given to:
(1) Incur such reasonable obligations bers of the Industry and to that end, if incressary, to institute legal proceedings therefor in its own name.
8 (b) Each member of the Industry still the contribution to the expenses of the maintenance of the Code Authority determined as a resultable contribution to the varians provided and subject to insued by the National Industrial Recovery Board. Only members of the Industry Board. Only members of the Industry by the code and contributing to the expenses of the administration, as hereinsiter provided (unless duly exempted from making such contribution), shall be entitled to participate in the selection of members of the Code Authority or to receive the benefits of any of its voluntary activities or to make use of any emblem or insignation.
8 (c) The Code Authority shall neighted to the code authority and participate and the variant and the variant and the second the code Authority and the second the second the code authority and the second the sec

8 (c) The Code Authority shall n 8 (c) The Code Authority shall nei-ther incur nor pay any obligation sub-stantially in excess of the amount there-of as estimated in its approved budget, and shall in no event exceed the total amount contained in the approved budget, except upon approval of the Na-tional Industrial Recovery Board, and no subsequent budget shall contain any deficiency item or expenditures in excess of prior budget estimates except those which the National Industrial Recovery Board shall have a approved.

which the National Industrial Accovery Board shall have so approved. Article VI. Section 10 is amended by deleting subsections (1) and (8) and re-designating the subsections is sub-sections (b) and (1) as sub-sections of (2) and (g), respectively.

West Coast Notes; **Dobbs Not Renewed**

SAN PRANCISCO, Calif., March 30,-The new cruise of Capt. Dobbsies Ship of Joy, sponsored by the Alemite Divi-sion of the Stewart-Warner Corporation. apparently wasn't so successful. The ship has sunk along with Hugh Barrett Dobbs. Horace Heidt's Brigadiers have heen salvaged, and the CBS transcontias the "Alemite Quarter Hour With Horace Heidt's Brigadiers."

Morace Heat's Brigadiers." Mel Venter, who announced the pro-gram, is also doing the commercials in place of Capt. Dobbsie. Considerably pepped up, the show has more music and novely, and Heidt is emsceling. The shakeup is no reflection on Dobbs. The current series of broadcasts had not per-mitted full usage of his showmanship hecause of the shortness of each pro-gram, only 15 minutes and semi-weekly. gram, only 15 minutes and semi-weekly,

gram, only 15 minutes and semi-weekly. Dobbs effected a happy settlement of his contract with the sponsors, and is "resting up a few weeks" before an-nouncing future plans, which will prob-ably be another air show. KFRC's Blue Monday Jamboree be-comes a Coast-to-Coast CBS sustaining on April 8 after expiration of the con-tract with its present sponsorship of the makers of Crazy water Orystals, makes its last air appearance on April 8 with the expiration of the contract. KYA has imagurated a new type of

KYA has inaugurated a new type of Amateur Hour. It's Calling All Stars, a (See WEST COAST NOTES on page 10)



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ANSON WEEKS

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The Dramatist of Song Recent London Leed "Good Rever" Content Leed The Content Statust State Song Statust Song Content Content Content Hotel Roosevelit, New York City,

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FREDDY

Master of Cersmonies at the ROXY THEA-TRE, New York, In-

TRE, New 1 dafinife Run

EDITH MURRAY

MUSICAL DIRECTOR

WNEW AND NETWORK

HIS ORCHESTRA NEW YORK, N. Y.

** THE 4-BTAR DANCE SENSATION **

PAUL MARTELL

AND HIS ORCHESTRA

FEATURINO BILLIE STAR.

ARCADIA BALLROOM

WARREN

ANO HIS ORCHESTRA. Oliection, IRVINO MILLS ARTISTS, Inc. 799 7th Avenue, New York

ORCHESTRA

MACK

ERNIE



BOSTON, March 30.—All records have gone overboard here for requests to wit-ness a radio broadcast with a grand total of more than 14,000 pouring in for the Jack Benny broadcast Sunday night over the NBC hookup from WBZ here. Mr. Benny and company are doing a weck in person at the Metropolitan, the company being Mary Livingston. Mean-while Don Bestor and his orchestra are playing a dance date at the Normandy, formerly the old B. F. Keith Theater.

Over 14.000 Bostonians

Request Benny Tickets

BOSTON, March 30 .- All records have

New Biz, Renewals

NEW YORK, March 30. - Columbia Broadcasting System has one renewal. It is.

HEALTH PRODUCTS CORP., thru Willam Extr Co., Inc. RENEWS effective April 21 on WABC and 41 stations Coast to Coast, Sunday 6-6:30 p.m. Program is Ray Perkins, Arnold Johnson Orches-

to Coast, Sunday 4-6.30 pm. Program is Ray Perkins, Arnold Johnson Orches-tra and amateur show.
 National Broadcasting Company new hiz and renewals include:
 SHEPPTELD FARMS CO., thru N. W. Ayer & Son, New York, started March 25 WEAF only Monday thru Friday, inclu-sive, 6:45-7 pm. Dramatic sketch, GENERAL POODS CORP., thru Benton & Bowles, starting April 29 on WJZ and 23 stations; rebroadcast on 38 stations.
 WJZ time is 7:15-7:30 pm.; rebroadcast 11:15-11:30 pm. Monday thru Friday, inclusive. Program is Tony and Gus, sketch by George Frame Brown, with songs by Mario Chamlee.
 OAKLAND CHEMICAL CO., thru Small, Kleppner & Seifer, starting April 3 on WJZ only, Wednesday 10:45-11 a.m. and Thuradsy 4:15-4:30 pm. Program is Vaughn de Leath, songs.
 TROY HILLS, INC, thru Trades Adv. Agency, starts March 31 on WJZ only, 11:05-11:15 a.m. Graham MeNamee, news comments.
 REAL SILK HOSIERTY MILLS, thru Irwin, Wasey & Co. Chicago. RENEWS effective April 7, Sunday 9-9:30 pm., WJZ and 16 stations; rebroadcast 12-12:30 midnight on seven stations. Mu-sical program.

PROCTER & GAMBLE CO., thru Pedlar & Ryan. RENEWS effective April 15, Monday, Wednesday, Thursday, 3:30-3:45 p.m. on WEAF and 18 stations; rebroad-

cast 4:45-5 p.m. on 21 stations. Program is Barry McKinley, baritone: Ray Sinatra Orchestra. Program shifts April 30 to Tuesday, Wednesday, Thursday 3:45-4 p.m. on WEAF and 40 stations.

RAD10

CUSHMAN PRODUCTS (Bakers) thru Al Paul Lefton, started March 25 taking announcements half-hour daily except Sunday.

JOHN LUCAS & CO. (paints), thru Jerome B. Gray & Co., starting April 1 until April 29, with reservation, taking three five-minute programs weekly.

GEORGE A. PALMER (Haddon Heights, N. J.) (religious program), one hour daily except Sundays, half hour Sundays started March 24. Thru G. F. Crawley Agency.

Agency, New business on WMCA includes: MARYLAND PHARMACEUTICAL CO., thru Joseph Katz Adv. Agency, starting October 1, 1935; October 1, 1936; October 1, 1937; 26 weeks each year for three years, taking weather reports three times daily

MOE GOLDSTEIN, INC, direct, start-ing April 14, taking daily sports resume by Dick Fishel 6:45-7 p.m. JACKFIN CLOTHING CO., thru Roger B, Belkin, started March 29, Friday 11.30-Backford Branna Is Informality of

a midnight. Program is Informatity of ack Dempsey's. CARTER'S LITTLE LIVER PILLS, thru

Street & Finney, started March 23, taking daily one-minute announcements, HARRY S. GOODMAN, direct, started March 24, Sunday 10:45-10:50 p.m. Pro-

gram is talk

STEELCOTE MFG. CO., thru Mortimer '. Mears, Inc., starting April 22, taking one-minute transcription announcew ments

ments. MANNINGTON MILLS, INC., direct, taking several five-minutc spots, starting April 1 for two weeks. Program not set. A. C. SPARK PLUG CO., thru D. P. Brother & Co., starting April 4 twice weekly with one-minute transcriptions.

Chicago

Station WLS reports the following business

business: GARDNER NURSERY CO., thru North-west Radio Advertising Agency, continu-ation order for three 15-minute pro-grams at 7:45 a.m. and three five-minuto transcriptions at 7:15 a.m. CHICAGO GOLD SMELTING AND RE-FINING CO., thru Chicago Union Ad-vertising Agency, series of 15-minute programs at 11:15 a.m. ROOSEVELT HOTEL, New York, seven (See NEW RIZ or program)

(See NEW BIZ on page 10)

The Billboard 9

Intercity Set With 4 Payers

WMCA-WIP combine puts out special rate cardmore stations may join

NEW YORK. March 30.—Intercity Broadcasters, the new two-station hook-up composed of WMCA, New York, and WIP, Philadciphia, started its first week with four commercial programs. IB was organized by Donald Flamm and Bene-dict Gimbel Jr., operators of the New York and Pennsylvania stations, respec-tively as a computational stations. York and Pennsylvania stations, respec-tively, as a competitive more against WOR, Newark, which, with its new 50,000-watt power is in Philadelphia strong. Two stations are working to-gether on a co-operative deal, absorbing line charges themselves.

line charges themselves. Four commercials are Three G'a, clothing firm; Dr. Clapp, dental account; Fitch investment Service and a paid religious program. Stations are also exchanging sustaining programs on a large scale, WMCA taking several hours daily of dance bands, starting at 11 p.m. Exact program swaps are being arranged now. Arrangements are for each station to sell in its own territory, with John Blair & Oo. (formerly Greig, Blair & Spight), station representatives, selling stations outside of these spots.

Indications are that Intercity may be-



EDGAR KOBAK. vice-president of BOAR DEAR. INCOME. INCOMENTAL OF A STATE OF April 12.

ARTHUR CORNWALL, lyric tenor, is singing over several Washington, D. C., stations, besides serving as a govern-ment employee. Cornwall was on the American Broadcasting Company thru WOL, until that network ceased functioning

Rose-Martin Company, away from Red-

get the opening game broadcast of the Philadelphia Athletics, WIP finally get-ting it. Stoney McLinn is the station's ting it. Stoney new sports man.

CLAUDE SHARPE, tenor, and Leon Cole, organist, have returned to their WSM, Nashville, sustaining spots.

WHK. Cleveland, has signed L J. Fox, fur firm, sponsor taking a series of ama-teur shows from Loew's State Theater in Cleveland, beginning April 10.

Alisbrook's Orchestra, has joined the commercial department of WBIG, Greensboro, N. O.

STATION NOTES

Address All Communications to the New York Office

BLACRSTONE PRODUCTS COMPANY on WBT, Charlotte, N. C., thrice weekly for Thatylax, has purchased further time for another product, Dr. Sour's aspirin. Account has shifted agencies, going to field-Coupe

PHILADELPHIA stations struggled to

BILL PARKER, musician with Bill

RUDY WIEDOFT, leading saxophone player, started a new sustaining on KNX, Hollywood, recently. Mona Oontent is plano accompanist and Bill Lawrence and Stuart Buchanan joint m. c.'s.

LEO M. KENNETT, manager of The South Bend (Ind.) Tribune radio de-partment, has resigned and is now managing WHBU, Anderson, Ind.

CECIL BROWER, star violinist with Milton Brown and his Musical Brownies, has signed for a year with the forthcom-ing Kellogg program on CBS. Brown's orchestra plays on KTAT, Fort Worth. and the Southwest Broadcasting System

WBIG, Greensboro, starts a new Monwhat, or enhanced by starts a new moni-day program April 1 called Dancing Around the Town, consisting of dance music played by Bill Allsbrock, Duke Barron, Al Smith and Roger Gordon's Orchestra, each for a quarter hour. Two of the bands will be in the studio, others nicked up from various night apots picked up from various night spots.

WIP, Philadelphia, has appointed Glann Parker as night supervisor.

WBT. Charlotte, is replacing recorded programs with live talent. George Fraser and Pere Martin, pianist and xylophon-ist, have been added to the sustaining staff and the team is being used to re-place the record playing formerly used between evening announcements. Sta-tion also started a new sustaining spot, with Ted Doolittic, comedian, and an-other called Johnnie and Webbie.

LEE ARMER, president of Southwest Broadcasting System, is in Washington, D. C. With him is D. A. Kahn, manager of KGKO in Wichita Falls, Tex.

LEE RICE, production manager and announcer for two years at WGH, Now-port News, Va., has left to go with Gen-eral Motors Corporation in Baltimore, in GM's advertising department. WGH re-cently reopened its Norfolk auxiliary studios. They had been closed for tha past half year. st half year.

1

RADIO-REVIEWS

PROGRAM REVIEWS

"Lights Out"

Reviewed Wednesday 12-12:30 a.m. tyle-Melodrama, Sustaining on WEAF Stu (NBC network).

With as much notice as a mob might give a bank prior to holding it up. NBC unloaded this crisp script sandwiched in between a couple of dance orchestra susbetween a couple of dance orchestra sus-tainings at an hour when no listener expects to hear anything but music. Which made this hunk of dramatics that much more effective and music leave the dial twister thinking about the incident and dispel all taste for the abounding night club music in question. For instead of just another band com-ing on a mug began the story of a bank robbery in the first person, tersely atting the facts until the succeeding episode was dramatized. Subsequently there were both narrative and dramatic sketches, action and even a moral for the finish. the finish.

sketches, action and even a moral for the finish. Briefly, the story revolves around a gang moll who filts naturally from one gangster to another. Thus after the bank robbery, in which some \$375,000 was the haul, her boy friend picks a fight with her just after the loot is counted up, and the Swede member of the mob, unable to make the pail lay off, takes a shot at him and knocks him off. The Swede and Marcella go to Europe and live a gay life. He loses a quarter of a million dollars at Monte Carlo and ti is not long before he geta unduly sus-picious of Marcella and a friend, whom he finds together. The usual procedure of her boy friend beating her up takes binock the Swede off in order to save the gal. The couple go to Santa Monica, Calif. to take things easy, and Marcella. In her bit of first-person tak, tills of becoming friendly with their physician. She is also allowed to go out on occasion with other gentlement friends, it seems. Her lord and master has returned from a stickup, as in-diacted in reports that reach her, and phone call that is surely suplicious, and her going for a ride with the young doctor. In the meantime ahe gets a phone call that is surely suplicious, and phone call that is surely subplicious, and if the stream, that one costing her her iffe. Her screams, however, stiract the phone, who may or may not have already been on his trall. en on his trail.

been on his trail. Closing episodes find him in the death house conversing with a knowing kreper. The killer doesn't want to die and he can't take it at all. In a sort of reverie he "remembers a big cop taking" a hot at him, and then he woke up in a jam for fair. And so he is dragged away to the chair or scaffold a meek. when betten down supman who might velow, broken-down gunman who might have been like any other man but for certain circumstances that took him off have the proverbial alley.

the proverbial siley. Technique in writing and producing this script is one of pure radio license and can't even be compared to the flash-back from the movies, since characters dead at the close of the tale do con-siderable talking of their experiences. This feat, combined with the terse, stark, sock of the drama, is probably one of the most realistic pieces radio has ever reserved. Inquiry beings the infn that presented. Inquiry brings the info that the author is Willis Cooper and that the program was an audition for a potential program was an audition for a pochelish sponsor. The right hour, sponsor and product and equally strong scripts ought to click hands down. Program origi-nated in Chicago NBC studios. M. H. S.

"Welcome Valley"

Reviewed Tuesday, 8:30-9 p.m. Style -Dramatic sketch and orchestra. Spon-or-Household Pinance Corporation. Mutton-WJZ (NBC) network). Stution

Station-WJZ (NBC) network). Later Tuesday evening time is used and Edgar Guest, poet-philosopher, is retained from the familiar Musical Memories series. Program is leas musi-cal, in fact, a series of episodes, and the locale is the office of the Welcome Val-ley Chronicle. Guest is the kindly philosophizing editor of the community philosophizing editor of the community aheet. Folks drop in and obtain advice on various matters, mostly of the sort Guest dispenses in his pollyanna poems. Thus most of the dramatic portions of to 13. the show lead into a poem recited by Guest. The "budget-management" idea is pretty well infused througt the pro-ROBERT A. JOHNSTON CO., thru coedings and the first item on tap con-N. W. Ayer & Son, Inc., Painted Dreams,

cerns a newly arrived baby. Next there is a boy who needs a dime for a new coilar for his dog and a rhyme on the friendship of a dog follows. The village doctor is cheered up because he is down in the dumps and the case of the late Number of a dog the dog the dog the In the dumps and the case of the late Richard B. Harrison is cited by Guest, who reveals that "De Lawd" of The Green Pastures was 66 years old before opportunity knocked at his door and let him do the thing he always wanted to do. Dramatized episode deals with his getting the job at a Harlem rehearsal hall. Subsequently a group of singers offers songs from the show. Joseph Gal-licchio Orchestra supplies the accom-paniments and incidental music. paniments and incidental music.

Story is by Irna Phillips insofar as Story is by Irna Phillips intofar as the dramatic portions of the show are concerned and the characters involved include Luke Ferguson, the printer; Ehrmy, his wife; Esther, his sleec; Dr. Haines; Stephen Rogers, newspaper columnist; Jeffrey Barker, a wealthy re-tired farmer, and Mrs. Jenkins, social leader of the town. Players included Bernardine Flymn. Don Briggs and Sid-ney Ellstrom. Offer is made of a budget-management booklet. M. H. S. ney Elistrom. Offer is management booklet. M. H. S.

Billy and Betty

Reviewed Friday, 6:45-7 p.m. Style Dramatic sketch. Sponsor — Sheffie Farms Company. Station-WEAF. Sheffield

Farms Company. Station-WEAF. Five-day-a-week series of spot broad-casts bring on a program designed to appeal to both old and young, but evi-dentity lesning more to the latter. Cen-tral characters are a sister and brother of the high-school age or possibly younger who publish an amateur news-paper and are subject to the youthful going to school. Apparently it is in-tended to combine drama, humor and occasionally pathos; for the most part the first few aketches seem to have done unusually well.

the first few aketches seem to have done unusually well. Climar of the Monday to Friday series finds the duo running short of funds in their publishing venture and Billy calls a meeting of his schoolmates, all of whom are "editors." He stages a marvelous stock pitch, outlining his plan for a corporation and letting them in on the share-buying proposition. He has an investment of \$45 in a press and is willing to incorporate for 100 shares of (par value 90 certs) stock and winds up like an auctioneer, but there are no what a corporation is. Betty gets busy and the small share buyers get in on the deal. Billy, of course, retains 51 per cent of the stock. Finish is one of thoes "bold me back" fights, in which nothing happens, but excitement is high for a few minutes. The big track meet is the next big issue on tap. Piano music interludes separate the episodes and denote lapse of time. Coming and going is a free-for-all group singing of the theme song. Here Comes the Mikman. Sheffield credits much on the cleanliness of the product, handling hands. James McCallion and Audrey Egane, child mike performers, play the chief roles. M El2.

NEW BIZ-

(Continued from page 9) minute announcements at 1:15 p.m.

one-minute announcements at 1:10 p.m., March 25 thru April 8. LITSINGER MOTOR CO., renewal or-der for 14 one-minute announcements from March 18 to 31. Placed direct. OEPPERT STUDIOS, thru Lessing Ad-vertising CO., continuation order for two-minute announcements at 7:10 a.m.,

WALKER REMEDY CO., thru Weston-Barnett, Inc., and World Broadcasting

parnett, Inc., and world Broadcasting System, 30 one-minute transcriptions at 630 a.m. from March 25 to May 3. COLLINGBOURNE MILDS (Dexter Yarns), thru Rogers & Smith, series of five-minute talks once weekly at 2:40 p.m., tf. STEPLOG CASHALTY INSURANCE

STERLING CASUALTY INSURANCE O., thru First United Broadcasters, 38 CO.

CO., thru Pirst United Broadcasters. So 15-minute programs at 6:30 s.m. from March 11 to June 7. OLSON RUG CO., thru Phillp O. Palmer & Co., renewal order for 12 15-minute programs at 8:45 a.m., April 1

daily except Saturday and Sunday, 11:45 to 12 noon, for eight weeks, beginning April 1.

April 1. E. L. DU PONT DE NEMOURS & CO., INC., thru Batten, Barton, Duratine & Osborn, Inc., Headlines of Other Days, local commercial, 9:07 to 9:15 pm., daily except Saturday and Sunday for eight weeks, beginning April 1. ELECTROLUX REPRIGERATORS, thru Datter Barton, Durating & Orborn Inc.

Eatten, Barton, Durstine & Osborn, Inc., time signals daily except Sunday be-tween 6 and 11 p.m., for 13 weeks, be-

tween 6 and 11 p.m., for 13 weens, be-sinning April 1. Station WBBM has the following: THE GLIDDEN CO., thru Schwimmer & Scott, Painters of Meiodies, a new three-a-week series heard Tuesdaya, Thursdays and Saturdays, 12:30 to 12:45 p.m., beginning April 2. Features the Men of Notes, trio, and Billie Bailey, blues singer.

Men of Notes, trio, and binte baney, blues singer. BOWEY'S DARI-RICH program. While the City Sleeps, shifted on March 29 from Thursday to Friday, 6:30 to 6:45 p.m. Sunday broadcast remains the same.

Philadelphia

LEWIN'S FOOTWEAR, starting April 1, taking three five-minute programs week-ly. On WIP.

B. WEISBERG (cravats), started March 19 with four announcements weekly. On WIP.

A. L. GREENBERG (uniforms), started March 19, announcements. WIP. NORTH AMERICAN INDUSTRIAL LOAN CO., taking three spot announcements weekly, starting April 1 for one month. On WIP.

weekly, starting April 1 for one month. On WIP. CRAWFORD'S, INO. (furs), taking siz weekly announcements, started March 24. On WIP. I. W. SIMON (seeds), taking participa-tion announcements. On WIP.

Newark

New business on Mutual Broadcasting System includes: EMERSON DRUG CO. (Bromo Seltzer),

EMERSON DRUG CO. (Bromo Selizeri), thru J. Walter Thompson Co., New York, starts April 8. Monday and Wednesday 9:45-10 p.m., on WOR, Newark; WGN, Chicago; WXYZ, Detroit, and on WLW, Cincinnati, 7-7:15 p.m., Tuesday and Thursday. Program is Pathe News of the Ata Air

Indistay, Program is raise from the output Robert A. JOHNSTON CO. (Instant Pudge), thru N. W. Ayer & Son, Chicago, starting April 1, Monday to Priday, in-clusive, 12:45-1 p.m., on WOR and WON and WLW, 1:45-2 p.m. Program is Painted Dreams, New accounts on WOR are: EDUCATOR BISCUIT CO., thru John W. Queen Adv. Agency, started March 28, Monday to Saturday, inclusive, taking the 5-5:15 Tranaradio News periods. GARTIZLD WILLIAMSON CO. (seeds), etarted March 29, Monday and Friday.

started March 29, Monday and Friday 6:55-7 p.m.; shifting April 8 to 6:60-6:55 p.m. Recordings.

Southwest

NACOR MEDICINE CO., thru Neisser-Meyerhof, Ohicago, started March 22 over SBS network. Program is Milton Brown and Southwest Barn Dance 10:30-10:45 pm. Pridays. Originates KTAT, Fort Worth, for ERLD, ETSA, KTRH, ENOW,

WORCD and KOMA. STERLING CASUALTY CO., thru Neisser - Meyerhoff, Chicago: started March 22 over BSB network. Southwest Barn Dance, 10:45-11 p.m. Fridays. Origi-nates RTAT, Forth Worth, for KRLD, ETSA, KTRH, KNOW, WACO and KOMA.

WEST COAST NOTES

WEST COAST NOTES (Continued from page 9) Tuesday afternoon feature. Participants are actors, not musical entertainers. They are given parts to read in weekly plays and the feature is a big drawing card for the station. Martin Provenson, NBC announcer, has resigned and gone to Hollywood to crash the movies. Don Thompson, NBO producer in charge of special events, is subbing on the announcing staff until a new announcer is appointed.

new announcer is appointed. Freaton D. Allen, manager KLX, Oak-land, has been re-elected chairman of the Northern California Broadcasters Alle Northern California Broadcastere' Associationa, Gene Clark, announcer and continuity writer, KJBS, has been made vice-president of the San Francisco Pro-gressive Speakers' Club.

Los Angeles

LOS ANGELES. March 30. — Pinal papers were to be signed in Hollywood this weck whereby the National Broad-casting Company will lease the Consoli-dated Laboratory building on Melrose avenue. Chain will use the building for its least fundre

its local studies. Universal is using the Bing Crosby program emanating on the Coast each

Material Protection Bureau

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

Radio fields. Those wishing to establish material or idea priority are asked to inclose same in a scaled envalope, bearing their name, per-manent address and other intormation deemed necessary. Upon receipt the in-ner packet will be dated, attested to, and filed away under the name of the claim-ant.

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

Wednesday night to boost the popularity of some of its contract players. Studio offered Andy Devine on last Wednesday's program, and Valerie Hobson, June Clay-worth and Eole Galli are set for future appearances.

Earl Keate, former vaudeville booker

Earl Keste, former vaudeville booker for Fanchon & Marco, has joined the staff of the Thomas S. Lee Artiste Bu-reau at KHJ to handle thrater and con-vention bookings. The Los Angeles Gas Company is stag-ing a terrific radio campaign to fight the proposed charter amendment that would withdraw its gas franchise on the April 2 election. Company is buying all uncontracted-for time on all of the local stations atter 6 pum, each evening.

April 2 election. Company is obling in uncontracted-for time on all of the local stations after 6 p.m. each evening. Raymond Paige threw a bomb into the midst of the KHJ radio personnel this week when he handed in his resignation as musical director for the station and the Columbia-Don Lee network. Paige announced he was dissatisfied with the handling being given him by the Lee Artists' Burcau and felt they were not working for his best interests in offer-ing his ability at cut-rate figures. Paigo will continue over the network on pro-grams on which he is already under contract. These include the Campbell soup program, which has two-and-a-haif years to run in options, and the S. & W. products show once a week. The Woman's Magazine of the Afr fea-ture on the Coart NBO stations has

The Woman's Magazine of the Afr fea-ture on the Coast NBO stations has been transferred from a morning broad-cast to 2 pm. spot formerly occupied with the Al Pearce broadcasts.

with the AI Frarce broadcasts. Mr. and Mrs. Skits is the name of a new 16-minute feature to make its debut over stations of the Columbia-Don Lee system April 1 at 3:45 pm. Program is for the Pittshurgh Plate Glass Company.

INTERCITY SET

(Continued from page 9) come an Eastern Coast network. Re-ported that talk is already on involving

ported that talk is already on involving a Baltimore station, most likely WCBM, which previously was on the American Broadcasting Company lines, as was WTP. Northern spots are also likely. Intercity is underselling WOR by an average of about 40 per cent. Hourly rates for the two stations are 8 a.m. to 6 p.m., \$325; 6-11 p.m., \$600, and 11 p.m. to 9 a.m., \$330. WOR costs for the same period are \$500, \$750 and \$500. WOR also has different discount deals, no discounts being made unless 25 or more periods are taken. Intercity deal has a funny angle in

more periods are taken. Intercity deal has a funny angle in that several WOR alumni are now with either WMCA or WIP. Al Rose is han-dling sales promotion for IB and the New York outlet, with Bert Lchbar WMCA sales manager. Al Cormier is general manager of WIP and formerly held that job at WOR.

WAAB Amateur Tienp BOSTON, March 30.—The M. & P. Theaters of New England, formerly the Eastern section of Publix, are reapling with their radio talent series. The try-outs are held in the various theaters on a given night when any patron can enter and show his stuff. Audience applause mames the winner, who is automatically pusted into a place in the semi-finals, which are broadcast weekly over Station WAAB. Boston, and a portion of the Yankee network. Three judges listen in and pick a winner. The winner gets a week's engagement to perform somewhere in the Metropolitan Theater for a salary.

Kennaway to New Offices

CHICAGO, March 30.-Due to increase in business and the necessary enlarge-In Ouslicks and the netwood of the first state of the office staff, Kennaway, Inc., band and orchestra bookers, have leased the entire ninth floor of a Michigan avenue building and will move their of fices to the new location April 29.



Featuring "BUDDY EDDIE RYAN. WELCOME AND ORCHESTRA" ANE M. PARDOLL. Mer DIRECTION OROHESTRA CORP. OF AMERICA. 1819 Brondway, New York, N. Y.

Now Appearing SAVARIN

CAFE

ROBER

N

TRANK FISHMAN.

AND

PTHE

GREAT

WALTZ"

GYPOY LEE.

AND PIESTERA.

FRANK 9

HILTON SISTERS

Forld Famous Siamese Twins NOW ON TOUR

HIS ORCHESTRA

B ORCHESTRA. Ming RKO Thestree with "Veniss Fair" Revue.

OURS

VIOLA BURT,

1

12

Floridian Hotel, Miami Beach, Fia. OROHESTRA GORPORATION OF AMERICA. 1010 Broadway, New York, N. Y.

* AUGIE-

"GULF HEADLINERS"

RANK THE P.M. WARG-CBS

• Center Theatre, N. Y.

JOHN F. MURRAY LARRI WMOA

And His

HENRI GENDRON

and his AMBASSADORS

ORIENTAL GARDENS, Chicago, III OECHESTRA CORF. OF AMERICA New York, N. Y.

HOTEL PICOADILLY ORONESTRA, N. Y. Personal Management FRANOIS GORDON

MUSICAL DIRECTOR

ERRY-

1619 Broadway, New York, N. T.

A NEW trio, Jack, June and Jerry, start April 23 on CBS for E-Z Prezz, doing two shows weekly, one WABC only on Thursdays, and another, Tuesdays, on the network. And this is the story—. Several weeks ago Ben Rocke was visit-ing Peggy Piynn. Latter's sister, a danc-er, came in later, and after she was in-troduced to Rocke, he asked ber, partily as a gag, to sing a song. She finally did. Then he asked ber to come to his office and sing on a mike. And she did. Rocke liked her voice and with Nat Wolff brought in the two male members of the trio. After weeks of reheartals, they gave their first-and so far, their only-sudition. The p. a. about getting the job is unnecessary. job is unnecessary, job is unnecessity. Lucky Strike is dropping the guest star idea and is auditioning trios for its Saturday night show. That means the cigaret firm and Shell Oil won't be com-peting for the guesters on the same night. First Shell show will include, besides Al Joison and Victor Young. Miriam Hopkins, Jack Stanton and Peg-gy Gardner, Bebay Venuta and the big Shars, Mag and Buddy. . . Charlie Le-land starts as m. c. of a new sustaining show on NBC April 0. The program will satirize and burlesque radio — that is. everything except commercials. Mort Lewis is writing it. . . Boake Carter plays the Hippodrome, Baltimore. a week starting April 5. . . Michael Brothers auditioning at WMCA. This atation, incidentally, is also getting the Chevrolet transcribed show which WOR has. On the Air Daily Via ROM WKBM-WGR, Addr. Robtert Geltman Fenway Hotel, Cleveland

ADD future bookings to the Fleisch-mann show. April 11, The Cohen Canyon Hilbitties, s' help me. April 18. Guy Robertson in a sketch. Will Scarlett, by Maurice Barrett. And April 25, an all-Chinese troupe in a piece called Tides. Equitable Life Insurance Company is planning to return to the air. Harry Jans, Peggy Flynn and Hal Kemp start April 3 for Eno Salts on NBC. With Educator Biscuits buy-ing Transradio news on WOR, the sta-tion has sold all its four spots with the exception that not all the accounts are taking siz-day service. Rod Arkell is now radio director for the William H. Rankin Company. ad agency. Barry McKinley and Ray Sinatara have been renewed for Camey Soap by Procter & Gamble. Jack Dempsey's restau-rant, the scene of a brondcast for WMCA. Medicine, that starts April 6.

Gary Cooper goes on for Lux April 7. ... Frank Parker leaves for the Coast to go into the film Ziegfeld the Greaf April 8. .. New sustainings are start-ing to pile up, with the commercials saying au revoir. ... Jerry Cooper's CBS matines show moves to a Sunday night spot April 7. ... Dark Enchant-ment, the dramatized Negro fairy tales, stays another 13 weeks on WOR. ... Dana H. Blackman, formerly with NBC, is now selling for Century Play Com-pany's radio department.

The Billboard 11 Robert H. Edson Presents



CHI AIR NOTES By NAT GREEN

RAD10

AIR BRIEFS

By JERRY FRANKEN

New York rep, visited the home studies over the weeks-al. . . Graham Robertson. WLS New York rep, visited the home studies over the weeks-al. . . Tom Baker, WBBM tenor, back at studies after being laid up with laryngitis. . . Irene Beasley, first lady of radio, auditioning a unique abow consisting of a male en-semble and her own orchestra, possibly involving a series of personal appear-arices thruout the country. . . It's for the net that first started her on the way to fame. . . Eddie and Fannie Cava-naugh celebrated the 13th anniversary of their first broadcast March 31. Real air vets, this lovable pair!

Phil Stewart and Virginia Clark go on the NBC network April 14 with their Better Speech program, taking the time now odcupied by Immortal Dramas, which is folding. Wonder if it's now occupied by institute programs, which is folding. . . Wonder if it's true Joey Nash is on his way out of the Dick Himber Studebaker programs and True Joey Mash is on his way out of the Dick Himber Studebaker programs and that the sponaer is looking for a singer to fill the spoti ... Tony Wona'show will emanate from Radio City studios last three Sundays in April and first Sun-day in May.... Voice of Love on WBBM extended from half-hour to three-quar-ters, now being heard 12:30-1:36 a.m. ... Ben Bernie, temporarily fed up with the ponies, will angel a Broadway pro-duction. 'tis said... Mary Jane Walsh, a Lillian Gordoni grad, opened Sunday night with Seymour Simons' ork in Mil-waukee and will be his featured vocalist. ... Charlie Kretzinger. of WBGM's Gene and Charlie, celebrates a birthday April 5.... MLS Westerners back home from two weeks' weaction in New York. ... A series of educational talks on archeological research starts on WGN April 4.

April 4

Ted Weems, ork leader, and Arthur Fuller, Paimer House public relations director, will do their Uncle Ned letters for a mag. . . Countess Olga Albani, who leaves the Realsilk show for the 'summer, will soon be on her way too Hollywood. . . The new Eddle Guest show, Welcome Valley, which made its debut Tuesday night on an NBC net-work, sounds like a winner. . . Very well done and should have a tremendous audience appeal. . . Irna Phillips is

writing the show, ... Bob Elson, WGN sports announcer, ushers in the '35 base-ball season April C at Wrigley Field in first exhibition game of the season. ... New York sponsor may grab Harry (Radio Guide) Steele as announcer for CPS show and hold make no mistaker

first exhibition game of the season. . . . New York sponsor may grab Harry (Radio Guide) Steele as announcer for CBS show-and hed make no mistaket . . . Georgie Goebel back on WLS and his voice, which has changed considerably since his earlier. WLS programs, is more pleasing than before. . . . College Inn bands are switching from NBC to CBS. . . . Mme. Schumann-Heink made her debut as an actress Friday night in the First Nighter program on NBC, appearing with Don Ameche and June Meredith in a specially written play. Lillian Gordoni directs the *Enick-Enack Theater*, new children's program on WCFL. . . Arthur Page on week's trip thru Michigan, Indiana and Ellinois, talking with radio station officials and education heads in connection with WLS guidance series. . . Jan Garber leaves the Trianon and WGN April 21 to play a return engagement on Catalina Island. . . . Carlos Molina will follow him at the Trianon for two weeks. . . . The lith birthday anniversary of WLS and the National Barn Dance will be criebrated April 13 with a gals barn dance party in the "old hayloft" at the Eighth Street Theater. . . . Song of the City, NBC's dramatic shot which Waiter Wicker authors, produces and stars in, has been drawing so much fan mail Waiter had to hire an extra sec to help him out. Yeastfoamera celebrated April 3 with end to hire an extra sec to help him out. Yeastfoamera celebrated April 3 with a gals barn dolly, just back from a tour with Gene Autry, now heard again in Little Cafe of the Air on WCFL. . . Fray and Braggiotti, CBS two-piano artists, headin-ing at the Cing Theater this week.

Pedro in Singing Show

CHIGAGO. March 30.—Don Pedro, or-chestra leader, will make his debut as a singing and guitar-playing troubadour on WBBM April 2. Show, sponsored by Oakite, will be heard every Tureday and

Burke Joins W9XBY

Burke Joins WYADI KANSAS CITY, March 30.—Charles G. Burke has been appointed sales manager of WYXBY, Kansas City high fidelity station. Burke comes from WDAY, Furgo, N. D., where he was sales head for six years. Prior to radio work Burke was with several newspapers.



RADIO-MUSIC - ORCHESTRA

BANDS and ORCHESTRAS By ROGER S. LITTLEFORD JR. (Cincinnat) Office)

JOSEPH LADD and his orchestra are playing dates around Edwardsville, Ill.

EARLE OREENE'S Royal Rockets, Mid-EARLE URLEAR D KOUSE MODERNES MAD western colored combo, recently closed a three-day engagement at the Taylor-ville (IIL) Auto Show. The band has been working Central Illinois spots for most of the winter.

DON TRANGER and his orchestra are playing one and two-night stands thru the Northwest. Personnel includes Tran-ger, Al Stutt. Jack Arnold, Bill Engel-thaler, Vic Sears, Glenn Carraway, Dex Bulin, Norman Hinkle and Bill Haupt Jr.

BERT JACKSON has joined Mel Snyder's Band at the Hotel Gibson. Cin-cinnati. Jackson will handle first sax.

FRANK SCHOPIELD and his 12-piece ork, who have been one-nighting thru Maryland, moved into Pennsylvania April 1 to fill cubb and college dates. Peggy Toth and Teddy Cook are handling the useal subtracts vocal numbers.

RALPH C. VORHIS is using a small combination to fill club dates thru North-ern New York. He recently closed a month's stay at the Floridel in Saranac

FREDDY MARTIN will move direct from the St. Regis Hotel, New York. to the Empire Room of the Palmer House. Chi-cago, April 17 to replace Ted Weems, who goes on tour. The fill-in band at the Empire Room changrd March 28, the Embassy Four replacing the Empire Four.

JIMMY GARRIGAN and his band opened at the Oriental Gardens, Chicago, March 29 for a four-week stay. Don Pedro, leaving for a personal appearance tour, will return about the first of May.

JIMMY ORIER has been signed by Radio Productions to produce a motion picture abort subject. Night in the Biltmore Bowl.

PAUL WHITEMAN and his 40 musi-clans will appear in the 20th Contury Pilm Company's new musical, Sing, Goo-ernor, Sing, starring Lawrence Tibbett.

GUY LOMBARDO entered the St. Francis Hotel, San Francisco, March 29 for a week's engagement, replacing Anaon Weeka, who is doing a series of one-night stands. Lombardo will go cast on com-pletion of this supresent pletion of this engagement.

TEX HOWARD recently inaugurated a 12-week engagement at the Trianon in Seattle, Wash. Howard recently com-pleted a winter season at Casino Bail-room, Ocean Park, Calif.

CATO'S VACABONDS opened March 23 at the Oriole Terrace, Detroit, after an engagement at Casa Madrid in Louis-ville,

OBORGE HAMILTON moved into the Baker Hotel, Dallas, Tex., April 2, replac-ing Larry Lee's Ork. Hamilton came from the Cosmopolitan Hotel in Denver.

GRAY GORDON and his NBC orches-GRAY GURDON and Hill, singer-dancer, and Gretchen Lee, both well known over CBS, replaces Barney Richards and his music at the St. Anthony, San Antonio, Tex.

HAL GRAYSON, with Martha Tilton offering speciaities, has been held over for an extra week at the Olympic Hotel Bowl, Seattle, Wash.

MIRE CARAPELIA and his orchestra continue to be a decided hit at Mary's Dreamland Night Club in St. Louis. Carapella recently celebrated his 14th anniversary as an orchestra leader, the occasion for which was a special "big night" at Mary's Dreamland.

HOWDY WILCOX has finished an all-winter engagement at the LaSalle Hotel in Battle Creek, Mich., and opened April 2 at Palais Gardens in Lansing. Connie Robinson is singing.

WALTER E. NOURY'S Rainbow Ram-blers have returned to the Grill Room of the Hotel Plaza, Haverbill, Mass.

HAROLD MANNING and his orchestra have spent most of the winter at Don Dickerman's Pirate's Den in Miami Beach, Fia. Lineup includes Manning.

Thatcher Chase. Norman Manning, "Frissy" Hann. Lowell Martin and Dick Dee. Dickerman has had connections in the past with the Heigh Ho. County Fair and Blue Horse clubs in New York.

RUTH HART and her Virginians, an all-girl combination, have moved into Melody Gardens. Detroit, after bringing a six months' engagement to a close at Brown's Spanish Villa. Ruth's versa-tility as leader, emsee and blues singer has proved popular with Motor City dance patrons. dance patrons.

OWEN REED'S Missourians are back OWEN REED'S Missourians are once in the Tiger Tayern, Baton Rouge, La., with a roster that includes Oswald Bernich, Henry Waikins, Tom Eilerts, Keith Hester, Bradley Bond, Tilden Law-rence, Gene McDonnid, Jerry Girard, Harold Collins, Charlle Rawls, Margaret Longmire and Reed.

ROSALIE CARTER continues to sing the songs with Harry Carter's Band at the New Howard Hotel, Baltimore,

JACK BELASCO and his orchestra are playing thru the Midwest with the Broadway Nights stage unit. Besides di-recting the band and emsecing the show, Jack doubles in a comic role.

BUTT LEE opened the new season at Chicken Roost Grill, near Batavia, N. Y., March 30. Band played in vicinity of Bufalo most of the winter.

JIMMY LIVINGSTON followed Husk O'Hare into the New Tulsa Hotel, Tulsa, Okla., March 23. Baby Cleo is still fea-tured and Pat McCarthy is arranging.

HENRY HALSTEAD began the season April 1 at the Cocoanut Grove, atop the Park Central Hotel in New York.

RAY WILLIAMS terminated a long engagement at the attractive Indiana Ball-room in Indianapolis March 25. Ray and the boys return to the spot May 25.

JACK WINSTON and his 13-piece orchestrs are doubling between the Hotels Plaza and Gunter in San Antonio, Tex. Louise Bruce and Jack do the vocals.

RALPH BRICE, head man of "Brice's Aces of Syncopation." is assembling a stage unit in Nashville, Tenn., to play fair dates and theaters.

JULES LANDE and his ensemble are playing Sunday afternoons in the Egyp-tian Room of the St. Regis, New York, and daily during the cocktail hour.

RUDY BUNDY played the Greystons Ballroom, Cincinnati, last Saturday and Sunday and then moved to the Indiana Roof Garden. Indianapolis. until April 16. On April 17 he will return to the Casa Madrid, Louisville, being the first band to play a third return date at the latter spot. Rudy and his manager. Doc E. D. Perkins, were recently commis-sioned colonels on the staff of the gov-ernor of Kentucky.

AFTER A WEEK at Peony Park. Omaha. Neb., Jack Wardlaw and his orchestra are making a series of one-nighters taking them thru three States, Nebraska, Iowa and Kansas. Band, which hails from the South, is using 16 pieces. with Bob Bland, Roland McKellar and Jene Kimbell as vocalists.

Sheet-Music Leaders

(Week Ending March 30) Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consemus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to day the shellowance.

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

11.

12. 5000.

7. Little White Gardenia. 8. Here Comas Cookie. 9. If the Moon Turns Green. 10. Solitude.

Blue Moon.

Chain Store Music Deal a Boomerang

NEW YORK, April 1.—Indications are that chain stores will again be handling sheet mult of: a large scale once more, and the only drawback now, according to some publishers, is the agreement exist-ing between the several music men who settled out of court with Max Mayer dur-ing course of his restraint of trade action against a group of publishers and the Music Dealers Service, Inc. (now out of existence). Report is to the effect that certain

Report is to the effect that certain publishers or a publisher complained to the Federal Trade Commission that the agreements consummated by Mayer. head of the jobbing house that bears his name, is a pact in restraint of trade, be-cause a central organization for dealing with the chain stores cannot be made and the intent of the agreements kept intact. Mayer states that he is in ac-cord with a central bureau to handle the music for all publishers who so dethe music for all publishers who so de-sire, but he does not want this central organization to be in the jobbing business, nor have anything in the way of business methods which are not in ac-cord with the wishes of all publishers, such as returns or discounts being being allowed or not being allowed, whatever the case may be.

> BALLROOMS By ROGER S. LITTLEFORD JR. (Cincinnati Office)

CHICAGO .- The Trianon Commercial CHICAGO, -- Ine Trinon Commercial Properties, Inc., owner of the Trinon Baliroom and other real estate proper-ties, has filed a reorganization petition under Section 77-B of the amended bankruptcy law. The liabilities are ap-proximately \$1,500,000.

CHESTER, W. Va.—Doc E. D. Perkins will be the manager of the Rock Springs Park Bailroom here this season. The bailroom will operate nightly thruout the summer.

LINCOLN. Neb.—The Marigold here, which has been operating only two days a week for the past three months, started last week to run five days. Ac-cording to its boss, Jim Beltzer, it will continue to do so thruout the summer. The Marigold has always shut its doors with the opening of the big suburban pavilions. Reason the spot will remain open is the general optimism created around town by the new liquor bills now in the Legislabure. The Marigold will make work for about four bands a week during the summer. during the summer.

during the summer. CHICAGO-Oh Henry Park ballroom at Willow Springs. a few miles south-west of Chicago. opened its season last week under the management of Rudy Verdebar. This suburban dance spot was established 14 years ago by John Verdebar. It was burned in 1932 and rebuilt at a cost of \$85.000. The old policy of "park plan" dancing, charging 10 cenis a dance. has been discarded and a straight admission now is charged. Dance scasions are held on Wednesday. Gaturday and Sunday, with well-known bands furnishing the music. The place has built up a stendy clientele. Record attendance was 3.400 dancers in one night last summer when Clydc McCoy's Band was playing. Beneath the ball-room is the Marine Taproom. where excellent food and liquid refreshments are served.

MUSIC NEWS

April 6, 1935

Music Publishers' Protective Associa-tion will collect approximately \$19,000 in music license fees from the huge Chev-rolet spot broadcast schedule. Story of which appeared exclusively in last week's issue of *The Bilboard*. Licenses of course are being issued to the World Broadcast-ing System on behalf of the music pub-lishers whose works are being used. As usual, Harms. Inc., and Witmarks will receive the Hon's share of the license fees collected, altho a goodly number of other publishers will also share in the receipts. Electrical transcription series, set for 13 weeks, may be renewed.

in view of the success attendant on In view of the success attendant on their initial contract with the British-Gaumont folks Moc Seigler, Al Good-hart and Al Hoffman have sailed for England to furnish songs for a new flicker to be produced by the foreign concern. They left last weck, and ac-cording to present schedule will remain abroad until late in June.

Another firm is planning to join the army of music publishers already housed in the Brill Building, New York. The latest tenant is Sherman, Clay & Co. They expect to be thoroly installed this week

Sammy Stept, composer of Tiny Liftle Fingerprints and other modern ditties, is on his way to Hollywood to join the increasing army of songwriters already located in that part of the United States. Stept is traveling as a free lance with no particular tearmate in mind. He expects to the up with a lyricist when he reaches his destination.

Bill Jacobs, of the Chicago office of the Sam Fox forces, is in town to look over the trade here. Another visitor is Hy Polson, in charge of the Cleveland branch of the same establishment, Pol-son will remain in the East indefinitely as contact man and also assist Robert, Stone, professional manager of the New York end. According to Mr. Stone, the Por emporium will expand gradually hereabouts, with some changes and ad-ditions to the staff as soon as the firm is intrenched in its new quarters.

The way Duke Ellington's tune Solifude is now showing up is remind-ful of the old-time pre-radio plug when a firm worked on a number for months before letting go and then the song would continue to ride for many months to come. Exclusive Publications, due to Sidney Mills et al., were confident about Solifude, but never rushed it. It has pleast momentum now plenty momentum now.

Herman Pincus, songwriter, and col-Herman Fincus, songwriter and col-umnist, is no longer associated with Stansey-Lang. At present he is de-voting his time to grinding out numbers for popular consumption. His latest is lift a Consultance It's a Coincidence.

A new department has been inaugu-rated by the Famous Music Corpora-tion with Rudolph Frimil Jr. in charge. Frimi is the son of the noted composer of revues and operettas. His dutics will be to look after numbers that appeal to those who carn their living in the con-cert and other fields apart from the "pop" division. As a consequence the FMC will issue several standard songs to meet what they think is a fast-growing demand. demand.

DETROIT—The Majestic Baliroom is being reorganized as the Mayfair Bali-room, with complete remodeling of the structure because of widening of Wood-ward avenue. A new operating com-pany, the Woodward Avenue Dancing Academy, Inc., has been formed by Carl N, Woods and Carl Fischer, the owners. The old name of Majestic Institute will be retained for the dancing school.



- Isla of Capri When I Grow Too Old To Dream. Lullaby of Broadway. Evary Day. Clouds. Good Ship Lollipop. 3. 5. 6.

Isla of Capri

to-day fluctuations.

April 6, 1935

NIGHT SPOTS--GARDENS

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

'ROUND THE TABLES

Chi Ork Leaders **Get Gold Plaques**

CHICAGO, March 30.—Five orchestra leaders who have helped to develop the Midnight Flyers program at the Black-hawk Cafe into one of the most popular night-life events in Chicago were pre-sented gold plaques last Monday night when the second anniversary of the

when the second anniversary of the "Plyers" was celebrated. The event was a gala occasion at-tended by many screen, radio and stage notables and a program of unusual in-terest was presented. Otto Roth, pro-prictor of the Blackhawk, had his chef construct a beautiful birthday cake for the affair, and during the festivities the cake was cut and distributed among the muesta. guests.

guests. Pierre Andre, master of ceremonies, who has held that post since the in-ception of the Flyers program, presented the gold plaques. Unfortunately, a rule of the musiciana' union prevented the orchestra leaders from being present. Nevertheless the presentation speeches were made and the plaques later were sent to flal Kemp, Seymour Simons. Art Jarrett and Jan Garber. The only one personally presented with his plaque was Kay Kyser, whose band is playing at the Blackhawk. Kyser then presented a similar plaque to Pierre Andre in recog-nition of his splendid work on the pro-gram.

London Club Notes

LONDON, March 25 -Savoy Hotel has again a sock floor show, with the tal-ent, largely American, solely booked by Eric Wollheim. Joe Jackson, panto-mimist, still clowning here and creating more belly laughs than one usually

minist, still clowning here and creat-ing more bely laughs than one usually hears at a place of this type. The Four Franks, swell and fast-paced American comedy, dancing and aron nowelty, dou-bling with the London Pailadium, also well like here. Tex McLeod, ace of roping mono-logists, scores heavily with his topical chatter and smart evolutions at the Cafe de la Paiz. Douglas Byng, English production co-median, is back again with his sizzling and risque comedy lyrics at the Cafe de Faris, where he is almost resident. Felix Ferrey's Monie Carlo Folics of 1935 still hits at the Grossmor House, where premier honors go to Gomez and Winona, probably the best and most graceful dance team seen here in years. Laughs come thick with the okch offer-ing of the-Arnaut Brothcrs, who are doubling in vaude. Emily Adreon is a big hit here with acro and stair danc-ing, and Vals and Stuart do fine with a snappy routine. Four big hits at the Dorchester Hotel, where he present edition is in its last week, are Betty Jane Cooper and the

where the present edition is in its last week, are Betty Jane Cooper and the Lathrop Brothers, America's dance fash-Lathrop Brothers, America's dance fash-ionists, who are plenty popular here; Eddie Vietch, original and mirth-pro-voking pantomimist; Diana Ward, swell songstress, and Roszelle Roland, the Golden Girl, whose nude dancing is artistic and graceful. Sid Tracey and Besale Hay, versatile and accomplished American dancers, register solidly at the May Fair Hotel, where they are in for a two weeks'stay.

Howard and Gallet **Opening Chicago Spot**

CHICAGO, March 30 .- Frankie Howard CHARGE MARCH 30.—Frankle Howard and Ralph Gallet recently took over the old Lighthouse Cafe at Morton Grove. III., and will spend about \$20,000 before reopening it under the rimme of the Cocoanut Grove around May 15. It is probable that Al Borde will book the attractions.

"Gay Boy" Still Running

SYRACUSE. April 1.—Fay Norman's Gay Bey Retus continues to run to big business at La Villa while triai of the eight boys and Miss Norman is peat-poned a week. The boys, held on charge, of indecent exposure, are first good draws La Villa has had, and another boy show is packing them at the Eim Lodge, Miss Norman claims revue vio-lates no law. There is a bill now in State Legislature to forbid men enter-tainers to wear "omen's clothes but it's not passed yet.

SIX SPIRITS OF RHYTHM opened at the Coin de Paris, New York, last week.



BILLY VAN will extend his three-week engagement at the Lakewood Cafe, Providence, R. L. into the middle of April. Billy began emsceing the spot three weeks ago after a successful trip thru Kentucky,

CHET SPRINGER, after spending the winter in the South, is appearing nightly at Burton Inn. in suburban Filmi, Mich. Russ Cornish, Joe Aroks and George Dailen are working with him.

ELDON D'ORIO, xylophonist; O'Neil and Beaucaire, comedy team; Denny Beckner, dancer, and Helen Kelly, song-stress, plus Raiph Britt's music, form the current entertainment setup of the Olever Cub for Actacle Olmos Club, San Antonio, Tcx.

BILLY STONE, now in his 16th week as emsee at the Club Mohawk, Peoria. Il., is the latest addition to Texas La-Grange's list of club entertainers. Under LaGrange Billy is set for the Mohawk until early June.

PARKER BROTHERS, hand balancers, are playing the Missouri Athletic Club in St. Louis this week.

JOHNNY KAYE'S Boys Will Be Girls JOHNNY KAYZ'S Boys Will Be Girls show is current at Eim Lodge, Syracuse, N. Y. Lineup includes Merry Pickford, the Male Sally Rand, Ocne Baye, the Male Lily Pons and a line of six would-be cals Wheenet be gals. Whoopst

JORED AND MARGO, dance team that met with success thru the South last winter, has joined Barney Rapp and his New Englanders at the Hotel Gibson. Cincinnati.

BILL CHURCH, under the personal management of Jimmy Daley (Stan Willis' Albany rep), will make a Coast-to-Coast tour presenting his singing, dancing and stories. Bill just completed his 10th week at the Little Casino, Binghamton, N. Y.

BILLY AND KAY, apache dancers, have been at the Hotel Ingalis, Bell-fontaine, G., for more than a month. Combo is reported angling for a Paramount Pictures contract.

THE CARIOCA CLUB. Chicago, has been putting on a snappy and entertain-ing floor show that includes Crystal Cook, soubret: Drene George, ballada; Hope Parker, dancer, and Billy Kent. Ċ. DB.

MAURINE AND NOVA, dance team, opened at the Continential Grill of the Hotel St. Moritz, New York, March 22 following a run at the Central Park Casino and a week at the Hotel Plaza. New York

NEW TALENT at the Hotel Weylin in York includes Charlie Wright, New York includes Charlie Wrig accordionist, and Julie Gillespie, butante singer. Alexander Fogarty her accompanist,

FRANCES MADDOX replaced Gertrudc Niesen at the roof garden of the Hotel St. Regis. New York, March 22.

THE TRIPOLI TRIO are appearing at a Rialto Cafe, located in the Woods Building, Chicago.

ROLLS AND ROYCE have been held ver for a third week at the Coconut over for a third wee Grove, Boston, Mass.

JOHN HOYSRADT, monologist and legit actor, who just closed with Kath-arine Cornell in Barreits of Wimpole Street, has been added to the floor show at the Caprice Room of the Hotel Wey-lin, New York.

COLONNADES, at the Essex House, New York, closes for the summer April 27 when the Glen Gray Ork goes on tour.

EARL SANDE, once America's premier jockey, makes his theatrical debut at the Stork Club April 3 as a singer.

SHOWBOAT DANCE HALL In St. Louis is featuring Henri A. Heitman's revues on Tuesday, Thursday, Saturday and Sunday nights, with Glen Young's Gr-chestra. This club is rapidly gaining

popularity and the special nights bring out large throngs.

TOMMY SACCO, Chicago, reports the following bookings which opened March 30: Derona and Barry and the Carbell Sisters, at the Triangle Gardens, Peoria, Ill.; Marge and Marie, Gioria Shayne, Lona and Larry and Blossom and Marilya LeeMori, at the Blue Moon, Milwaukee.

SUNNIE SOUTHERN, who calls himself a "Clown of Ceremonies. rcturned recently to club work with his old theme song. Married, Married, Married. He has been busy most of the winter in clubs near Indianapolis.

GENE DANA, female impersonator, is currently appearing at the Edgewater Club, New Orleans, with Billy Bhomer and Georgie Kay.

REX HATCH, planist, and Prieds Up-hold, singer and guitarist, opened the spring season last week at the Palm Garden in Columbus, O. After two weeks they will return to the Hotel Chittering Chittenden.

CHUCK AND JANE McCUTCHON, youthful brother and sister dance team, are featured at the Ritz Cafe, Superior, WIS.

GLORIA CLUB, Columbus (O.) night spot, presented last week Kay and Dean Schooley, dance duo; Babette Winfred, singing comedienne, Mary Boise, song-stress, and Ralph Donohuc, emsee.

SALLY CARLISLE is dancing for ber fourth week at the Golden Pheasant Club, Peoria, Ill. The floor show con-sists of Gene Bradicy, mistress of ceremonies; Ethelyn Berry, soubret: Octa-via Powell, duncing violinist, and Stefano and Serena, ballroom team. Jack O'Bricn's Band is furnishing the music.

THE THREE MEGAPHONES. Fletch, Herb and Hank. left Sunnyside Garden in Detroit after eight successful weeks and have opened an indefinite run at Boar's Head in the same city.

EUCLID CLUB, Bay City, Mich., last week presented Lois Lee, mistress of ceremonies and songstress; Trixie Black, eomedy dap, and Crompton and Daley, male dance team.

IZZY COHEN and Eddle Funda, vet-erans of the burlesque stage, have opened a booking office in Syracuse, N. Y., under the name of Central The-atrical Bureau. They are devoting a majority of their time to local clubs and ballrooms.

FRANK ORILLO has opened if Riviera Restaurant in Lockport, N. the Y. Floor shows are presented 4 and Jimmy Barrons's Band furnishes the rhythms.

FIFI D'ORSAY heads the new floor show opening this week at the Royale-Frolics night club in Chicago, replacing Joe Lewis, who has been there for five months.

BILLY TERRILL, well-known in rep bills Terkill, wei-known in rep circles, will not take his show out on the road this year. He is currently op-erating a night club in Conran, Mo. Terrill is employing some of his old showmen's tactics in the exploitation of his new club.i.e., tack cards, hand-bills, one-shuts and radio programs.

SID SPACII heads the floor show at the new Thompson's 16 Club. Chicago. opened last week by George Thompson

OREY WOLF TAVERN, near Sharon. Pa. featured Anne Bradley on the floor show the week of March 25. At the close Anne joined Jimmy Hodges' Miami Nights in New Bedford, Mass. Marque and Suranne, dancers, and Jack Org-ory and Company in Novelty-Land Und out the sufericument at the Orge filled out the entertainment at the Grey Wolf. Lec Leali, with Erwin Bendel vocalizing, furnished the tunes.

FREDDIE ROLAND'S emsee work and singing proved popular with Joe Feld-man's Plaza Club in Cleveland.

NewBroadwayShows

NEW YORE, March 30.—Two leading Broadway cabarets bring in new shows next week, with the Paradise and Hollywood restaurants changing talent, Paul Whiteman Orchestra, with his entire troupe, go into the Paradise. Petil

troupe, go into the Paradise. Show at the Hollywood will star Sophie Tucker, with Jack Waldron, m. C.; the Magellos, Baron and Blair, Vera Neva, Marion Martin, Cackles O'Neal and Ann Graham. Smith Ballew's Orchestra goes in with the new show. This lineup re-places Rudy Vallee, who winds up a long run at the spot. Altho Abe Lyman, the orchestra lead-er, bought into the Hollywood recently, reports that he took over controlling in-terest are erroneous. Lyman has 50 per

terest are erroneous. Lyman has 50 per cent, the rest held by Joe Moss, with Moss handling all management details.

"Springtime Revue" Stays at Palmer House

CHICAGO. March 30.—Artists in the Springlime Revue, now current at the Empire Room of the Paimer House, will have an unusually long run for a cafe show. They were to have given way to a new show April 18, but have proved so popular they will remain for a full 12 weeks, closing May 29. Those in the re-vue are Raphael, concertina artist, mak-ing his first American and first cafe adagio dancers; Bernhardt and Graham, ballroom dancers; Bernhardt and Graham, ballroom dancers; Stanley Morner, tenor, and the Abbott International Dancers.

Veloz. and Yolanda, famous dance team, open at the Empire Room May 30.

Charlotte Club Drawing

CHARLOTTE, N. C., March 30.—The Club Arbor, owned by John Arbor and Sam Slusky, opened here March 13 to good business under the management of H. D. Singletary. The club follows a no-cover-charge policy, with a minimum \$1 check.

SI check. Opening week show included Peggy Finch, blues; Regina Manctta, tapa, songs and toe; Beth Harless, aerobatic taps; Bera Hart, scoring a hit with her rumba taps, and Charlie Kay handling the emsecing. Unit was followed by the Hotel Radisson Flame Room Ork. Current are Vera Hart, holdover; Douglas and Dot Fleming, comedy; Mary Andrew, blues; Jored and Margo, waitz team, and a sure holdover for an addi-tional week, and Bill Mayott and his Hotel St. Moritz combo.

Hotel St. Moritz combo.

New Theater-Cafe For Chicago Loop

CHICAGO, March 30 .- A de lune thea-er-restaurant that will feature glamorous musical revues is to be constructed just off Michigan boulevard at the Chi-cago River, according to announcement today from the McCormick Management Corporation. The project, unnamed as yet, is being called unofficially River Casino and construction will start late in April.

It is stated that the place promises to be outstanding in the world of enter-tainment and dining, the cuisine to rank with the finest Continental resrank with the linest Continents rese-taurants and the cutertainment features to be presented from a large and com-pletely appointed stage. Two orchestras, especially organized, will entertain in the main dining room, Spot is on the north edge of the Loop, between Michi-gan avenue and the lake.

GILBERT AND VICKY RAYE, this week at the Palais Royale, Lansing, Mich. make their next stop at the Shadowland, Flint.



VAUDEVILLE

Conducted by SIDNEY HARRIS-Communications to 1564 Broadway, New York City-PAUL DENIS, Associate,

Indie Operators Force Circuits To Use Vaude

Taft, Cincinnati, has RKO on the hop-Columbus and Cleveland vaude-minded because of Cincy-Indies in Pittsburgh and Baltimore make circuits use vaude

NEW YORE, March 30,—The independent theater operator as a valuable asset to the vaude field is now seen in Larry Sunbrock's combo venture at the Taft, Cincinnati, the success of which prompted RKO to splurge with stage shows and thus throw wide open to fiesh a town that was devoid of it for some time. Pur-thermore, Sunbrock's good fortune has several other indie operators in that terri-tory working on arrangements to throw in attractions, which will probably result in the circuit theaters meeting the opposition. Then, too, there are several other ports thermore, the country where indie

spots through the country where indie operators have forced the circuits to meet their opposition and all manage to

operators have forced the circuits to meet their opposition and all manage to keep operating. The Hartman, Columbus, is a theater seeking to emulate the success of the Cincinnati indle house. Gus Sun is said to hold the lease on that house, and is reported to be dickering with Thurston to play for him. Thurston paved the way for Sunbrock in Cincinnati. Sun how is playing George Jessel in his house. Another indle house in that territory using "mame" vaude is the Circle, Cleve-land, operated by a Mr. Marmorstein, who uses one "name" a week with a sur-rounding small show. He recently played Belen Eane and Jessel. The Taft, Cincinnati, opened with Thurston to a \$15,500 week, netting the magician close to \$7,500 as his ahare. Followed with a vaude show headed by Penner, then a Parce show, and now Ted Lewis is there in opposition to Benny Meroff, Boswell Sisters and Rosco Ates at the Shubert. Next Priday's show at the Taft will be Robinson's Circus, to be inlowed by Jessel. Among the shows inned up by the Shubert are Ina Ray Hutton, Lupe Velez, George Olsen and Guy Lombardo. Before Sunbrock started to click at the Taft, RKO had its shows hooked from Chicago into the Shubert. Switched it to Bill Howard's books here for high-priced shows, tho. There are other spots in the country where indie operators are forcing circuit theaters to continue stage shows and are

There are other spots in the country where indic operators are forcing circuit theaters to continue stage shows and are managing to match them show for show. Two prominent spots are Pittsburgh and Baltimore. The Alvin, Pittsburgh, com-pels Loew and Warner to use stage shows, and in Baltimore lasy Rappaport at his Hippodrome has been giving Loew a stiff fight. Last year Loew tried to sandwich him by putting vaude into another house there, but that flopped soon.

IA Orders Closer Checkup on Vaude

Checkup on Vaude WASHINGTON, D. C., April 1.—The International Alliance of Theatrical Stage into the lookout for vaude acts not living up to cale have been law in enforcing rules affecting vaude acts and that they have pieces of equipment to travel without. —The stage of the stage of the stage pieces of equipment to travel without carring a "vaudeville certificate." —The certificate is obtainable from the acts with nore than eight pieces of the stage of the stage of the stage with and carrying and stagehand do not need a vaude certificate, as the stage of the stage of the stage of the the act have of the indicate of the stage and the stage of the

Hines Band Robbed

CHICAGO. March 30.—Ed Fox. man-sger of the Earl Hines Eand, who just returned from a trip with the band. re-ports that vandals broke into the bus carrying their instruments and baggage while it was parked in Philadelphia last Sunday morning and got way with property valued at \$1,400.

JACK HANLON, also known as Gene Petri: Please communicate with Elias E. Sugarman, The Billboard, New York City. You will team something of advantage to you.

Loew Favoring Presentations

Presentations NEW YORK, March 30.—Loew resumes reven weeks of stage-band policy. The house used Johnny Perkins Ave weeks and Ted Claire two weeks as emsee. Bud-dy Monroe, vocalist, who played the house the last seven weeks, is now going out as alige for Loew, opening Friday in Dew, meanwhile is laying out a heavy reprioritation campaign for Ed Lowry at him there indefinitely, aitho he is booked or only four weeks. Lowry opens Fri-day Hon weeks. Lowry opens Friday the second show, week of April 12, will include Fred Sanborn. Youthful phradise Girls. The Globe, Bridgeport, has asked the booking office for a straight diet of units. As no units are available weeks of April booking office for a straight diet of units. As no units are available weeks of April booking office for a straight diet of units. As no units are available weeks of April booking office for a straight diet of units. As no units are available weeks of April booking office for a straight office for and there Fonzale support Meison the first week, and Brelyn Okkes, Three Yates mon and Buddy Monroe, the second.

More Chicago Time

CHICAGO, March 30.—Two more full weeks are about to be added to the time booked out of here. Al Steffes' Alvin Theater. Minnespolis, reopens April 4 with a full-week vaude policy, booked by Billy Diamond. Initial bill has Tom and Betty Wonder. Paul Nolar; Lealt. Ayres and Gold; Ross' Continentals and the Three Rinfords. The Alvin is the former Shubert Theater and has recently undergone extensive alterations and re-modeling. The Capitol, Detroit, will start full-week bills about April 20 and will be booked by Dick Hoffman, of the Diamond office.

Shirley Brenner to N. Y.

CHICAGO, March 30.—Shirley Bren-ner, for the last aix years secretary to Louis R. Lipstone, production manager of Balaban & Kaiz. Is leaving his em-ploy today and will locate in New York.

Watch for This Special Feature: Vaudeville — Yesterday, Today and Tomorrow By GEORGE A. GODFREY in the Spring Number of The Billboard

Two More Vaude Houses In Manchester, England

Dated April 13

LONDON, March 23.—Manchester, sec-ond biggest English show town, will have additional vaude next month when two of its biggest theaters, the Palsce and the Ardwick Empire. go over to twice-nightly vaude. The Palace resumes vaude with a strong international program, including several American acts, April 8 and will controlled by the GTC-Moss Empire's combine and will co-operate with the Palladium.

combine and will co-operate with the Palladium. The Ardwick Empire, Stoll house, re-verts to vaude April 1. Most of the stage crew and staff of the now de-molished Manchester Hippodrome will be employed at the Ardwick Empire, which will be renamed the New Hippodromc.

Landau Produces Unit

CHICAGO. March 30.—Max Landau, local agent, is taking a filmg at produc-tion with the opening today at the Main Street Theater, Racinc, Wis., of his unit, A Night at Monte Carlo. The show, in three special sets, has a cast composed of the Russian Fantasy act, Page and Keating, Rudy Horn, Sandra Miller, the Ryane, Jean Davis, Harold Willard, Curry and White and Juanita Wesley and a line of 10 girls. Carleton Kelsey is mu-sical director and Jack Lazaar is stage manager. manager.

New Borde-Tyrrell Unit

CHICAGO. March 30.—Al Borde and Phil Tyrrell have a new unit in rehearsal called Schooldays on Parads which they expect to open April 5 at Racine, Wis. Cast has a 10-piece band, a line of 10 girls and 10 principals. Show is routed thruout the Middle Wast after its break-in date. date

More Amateurs in Boston

BOSTON, March 30 .- Loew's Orpheum is now putting on amateur contests Monday nights, with Earle Nelson as emsee. Gash prizes given, but no radio emsee. hookup.

Short Percentage Hops in the Sticks Profitable to "Names"

NEW YORK, March 30.—The wildcat-ing of attractions into the hinteriands or from one to three-day stands by the Villiam Morris Agency continues to prove ery successful. The office has been be-ne a percentage arrangement, and as a enult the office is throwing more of its titractions into this field. The "names" after a variable of the set of the set of the set of the enult the office is throwing more of its titractions into this field. The "names" after a variable of the set of the set of the set of the enult the office is throwing more of its titractions into this field. The "names" after a variable of the set of the optime time do on weekly guarantees. Armos 'n' Andy, who blazed the trail of percentage dates in the sticks, play-ing towns that haven't had fieth for some time, have been given more time. NEW YORK, March 30.—The wildcat-ting of attractions into the hinterlands for from one to three-day stands by the William Mortis Agency continues to prove very successful. The office has been be-aleged with requests for these "names" on a percentage arrangement, and as a result the office is throwing more of its staractions into this field. The "names" realize more dough from these short hops than they do on weekly guarantees. Amos 'n' Andy, who blazed the trail of percentage dates in the sticks, play-ing towns that haven't had field for some time, have been given more time. They open in Wilkes-Barre April 25 for three days, then go to the Steel Pier. Atlantic City, April 28; Hazeiton, April 28; Pottsville. April 30; Williamsport. May 1; Scranton, May 2, 3 and 4, and Binghamton. May 9, 10 and 11. Joe Penner, also pioneering in this di-rection, has additional dates, too. He goes into the Capitol, Wheeling, Tues-

tour

tour. When Amos 'n' Andy started on this tour recently they chalked up a gross for one day of \$3,000 in Huntington. W, Va., and pisyed to the same gross in Richmond in a 1.500-seat house. On this recent tour they did as many as under the number they did one day last years in Atlantic City. year in Atlantic City.

Loew Watches Vaude Dirt

Vigilant against dirty comedy-radio comedians and ad libbing a headache

NEW YORK, April 1.—Loew is keeping a close eye on its shows for evidence of dirt, indicating that it is not relaxing its insistence for clean shows even tho the church eampaign against dirt has died down. The comedy acts are being watched in particular, certain comedy singles being under constant eye of the house staff for offensive ad lib. remarks or bits. or bits.

or bits. Certain comedy stars played by Loew have been warned by the booking office to watch the dirt, or else. Loew assured them they were just as funny with clean material and that dirt was not necessary or wanted. Those comics known for ad libbing are constantly being censored and house managers cautioned to watch them cleast. them closely.

Radio comedians have been among the Radio comedians have been among the worst offenders. They seem to break out in a flurry of blue gags when away from the restrictions of radio scripts. They probably feel they can get away with dirt in vaude whereas they can't on the

air. J. H. Lubin recalled, just before he left for a rest in the South, the days when the only "dirt" a vaude booker had to worry about were the words "hell" and "damn." Even in old-time burleaque, Lubin recalls when the bare legs of dancers were positively scan-dalous and, of course, a sure box-office magnet. Later came the stout girls in tights, giving burleaque another box-office boost. Lubin blames the current low stand-

Lubin blames the current low standards on the Broadway revues, which broke the ice for nudity and smut sev-eral years back.

Michigan IA Organization

LANSING, Mich., March 30.—Clyde Adler was elected president of the Michi-gan Association, a new organization formed by backstage employees and pro-jection operators and members of the International Alliance of Theatrical Stage Employees at a meeting hald here Wednesday. John Fitzgerald was elected vice-president. The purpose of the association is to oppose any anti-theatrical legislation in the State and to support any bills which have to do with the betterment of the theater.

of the theater.

Other officers elected include John Cashin, secretary-treasurer, and Alex Wineaki and Frank Young, trustees.

Detroit AFA Gains

DETROIT. March 30.—Increase of 25 per cent in membership the last month is reported by Walter Ryan, local rep for the American Pederation of Actors. Present local membership is 240 as the result of a special offer campaign. The local branch is bandling com-plaints for Ohlo as well. Complaints sent to Cleveland. NRA-compliance head-quarters are being bandled thru the De-troit local. All but two of 45 local claims against theaters for violations of the code minimum wage have been paid. the code minimum wage have been paid. Raiph Whitehcad, executive secretary of the NRA, is expected thru Detroit short-ly, on his way to the West Coast.

Units for La Porte, Ind.

CHICAGO, March 30.—The La Porte Theater, La Porte, Ind., will have stage shows every Sunday, commencing to-morrow. Unit shows will be used for the time being, booked by Tommy Sacco.

Feldman's Vande Circus

NEW YORK. March 80.—Nick Feld-man has sold RKO the All-American Circus to open in Union City April 13 for three days. Cast includes May Wirth, Tarzan.' Bix Lelands, Nelson's Baby Elephants, Torell's Circus, Six Whiriwinds, Flying Rus-Els, Laddie La-mont, Bluch Landolf and Alle Young.

April 6, 1935

Units Made To Order

Bookers forced to put on units on short notice-demand still exceeds supply

NEW YORK. April 1.-Indic bookers are being forced more and more to patch together units for their houses in order to meet the demand. Indie bookers are linding themselves obliged to piece to-gether "units" on short notice. This is gether "units" on short notice. This is due to the theaters' demands for units and the bookers' inability to dig them up fast snough. Even Loew has had to slap together units occasionally. Re-cently Loew had Irving Yates piece to-gether a unit, Broadway Jamborec, for Bridgeport to fill in a week before an-other unit was available. The Yates unit turned out so well that it was kept together and given more dates. The Down here element intred Brodules

together and given more dates. The Dows have almost turned produc-ers, due to lack of available units for the "Comerford and Schine houses, in particular. Certain of their houses want mothing but units and the Dows often have to piece together shows on a few days notice. The usual procedure is to get a versatile chorus troupe or a veter-an band and build the acts around it, with an emsee thrown in to the together the loose ends. The Paramount, New-ark, for example, has been staging its own units for months. Eddie Sherman is putting home-made

own units for months. Eddie Sherman is putting home-made units into Pay's. Philadelphis, this and next week, with John Hickey staging them. The Bert Smith show then comes in, with the Platinum Blondes and the Guinan Gang units following. If avail-able units are exhausted, Sherman will probably again piece them together for the house. the house

Abe Feinberg has been staging his own units for Fay's, Providence, when none others are available. These units are usually given a few more dates thru New England. George Godfrey and Jack Lin-der put up a few units themselves earlier this season. One of the reasons bookers can put

One of the reasons bookers can put One of the reasons bookins cloater and put up units for just one or a few alter his the fact that the costumers and scenery builders are willing to rent out their material by the week and take it back as soon as the unit folds. The sets and costumes are then touched up and resold to smaller units or to cafe shows.

British Drive Against Dirt

LONDON, March 23 .- Pollowing the re-LONDON, March 23.—Pollowing the re-cent prosecution of Tex McLeod. Ameri-can vaude comic, for using questionable material at a vaude engagement, a fur-ther antl-dirt drive has been instituted. Several revues have had to delets sexy scenes, comedians have had to take out gags, and the scenes in more than one play have been altered.



VAUDEVILLE

Amateur Craze Gets A Play in Syracuse

SYRACUSE. April 1.—Current craze for local radio-theater amateur shows is proving a boon to musicians and stage-hands. There are three runnig here now in theaters where no bands had been. RKO-Keith's is tied with Bears and USUN for Thursdee pickt shows I or WW RKO-Keith's is tied with Sears and WSYR for Thursday night shows. Locw's State is tied with a five-morchant com-bination and *The Journal* for Tuesday night shows, and Schine Eckel is in-augurating Saturday noon shows, tied with all Schine houses throut Central New York over WSYR on Saturdays. Bruce Brummit's Band gets break at Locw's and Ken Sparnon's at Keith's. Eckel system not set.

NVA Post Renominates

NEW YORE. April 1.—The NVA Post No. 690 of the American Legion has nominated officers for the new term, with elections taking place April 9. Those nominated are Bennie Franklin, commander; Bert Spencer, Fred Ellen-berg and Dick Sexton, vice-commanders; Billy Rose, finance officer; Albert War-ner, adjutant; Sam Miller, historian; Frank Miglino, chaplain, and Tom Mc-Namara, sergeant at arms. Franklin says the post has "no con-nection with the NVA Club, but works harmoniously with all theatrical organ-izations for the betterment of condi-tions of our profession.

tions of our profession.

Silver on Eastern Trip

CHICAOO. March 30.—Morris S. Sil-ver, general manager of the William Morris office here, is planning to leave for New York on a combination busi-ness and pleasure trip. He will drive and be accompanied by Fred Rosenthal, local agent. Expects to be gone about two wrets. two weeks.

Eastown, Detroit, Vaude

DETROIT, March 30 .- The Eastown Theater, considered the best local money-making neighborhood theater, has added three-day vaude. House is managed by Joseph is Ross for Wetaman & Wisper. Vaude being booked thru the Cur Attention the Gus Sun Agency.

Memphis on a Vaude Spree

Wauce Spree MEMPHIS. Tenn., March 30.—Two lo-cal theaters will be playing value at-tractions next week simultaneously for the first time in five years. What might be regarded as merely a local flesh war is pretty generally taken to be a defi-nite sign that stage shows are doing a comeback thruout this entire region, particularly in view of circuit affilia-tions of the participants. Dissolution of the Loew-Paramount pool here, with M. A. Lightman replac-ing Loew as Paramount's operating part-ner in charge, precipitated the stage competition. Lightman has been book-ing oceasional "name" shows and units of the Folies de Parce and A. B. Marcus type into the Orpheum here for several months. Loew, its operations confined

now to a single theater, has booked now to a single theater, has booked Larry Rich and his unit for the week of April 6. Across the street at the Or-pheum Lightman will have Paul Ash and Company. April 19 Loew will play Ted Lewis Ted Lewis.

While no announcement has been made regarding other shows at Loew's State, it is understood that the circuit will book occasional "name" attractions as they are available and will make a policy of placing Hollywood and Broad-way personalities here for personal ap-pearances in transit from one coast to the other. Lightman, in conjunction with the Paramount booking office, is lining up whatever he can get. The town is jubliant over the prospects. Loew has not played any sort of a vaude at-traction here since dissolution of the Loew-controlled pool of all downtown will book occasional "name" attractions Low-controlled pool of all downtown houses in the summer of 1932 with the exception of a two-day Amos 'n' Andy date about this time last year. Not since early 1931 have two movie houses offered stage structions the same week.

Willis Cancels Havana Tour

HAVANA. Cuba, March 30.-Stanley H. Willis has found the revolution too hot for show business and will not bring his Broadway on Parade Rerue here. Duc to the uncertain political conditions, the town is described after 7 o'clock in the evening, few people venturing out to visit the theaters.

VAUDEVILLE NOTES

JACK MIDDLETON, Cincinnati booker, reports the biggest business in several recent years. He is using 30 acts weekly in Obio, Indiana and Kentucky spots.

LA FOLLETTE the Magician is head-ing a new unit called Continental Plashes, produced by Bill Leicht. With the show are Nine Demons of Rhythm. Grindell and Ester, Parker Brothers and Lynn, Adrian. Veima Kelley, Margie Wright and Johnny Stevens. Playing wright and the Kelley, Margie tevens. Playing the East.

JACK GWYNNE left New York for a string of RKO dates in the Midwest. returning some time in May.

JACK LEWIS is piloting a new act, hree Generations. featuring Ruth Three Generations, fcaturing Goode, with Edith Helena and Josephine Goode, 1 O'Brien.

FRANK DONIA, standard comedian, is now doing an act with Lydia Harris, who has been a single for a long stretch.

JACKIE TERRIS and Watt Watkins. song-and-dancers, have returned to New York for vaude after a 12-week run in a Philadelphia night club.

LES NICHOLS, whistler and mimic, was a recent visitor to The Billboard Chicago office and reports that he has just returned from an extensive tour of theaters in the West and Northwest.

PAIGE AND JEWETT. Hal and Ruby Crider and George Latour have had a good season since leaving the Harry Clark unit. They are playing B. & K. and RKO dates in the Midwest.

BALABANOW FIVE sailing in April for Europe. Booked thru Billy Jackson.

HARRY BURNS has been given 10 more weeks by Loew, opening in Pitts-burgh April 12.

MATTY ROSEN has disbanded his Greenwich Village Follies unit.

NILES AND GARRON are back in New York from the Midwest, where they toured ballrooms and vaude.

BERNYCE FENEY, formerly of the vaude act of Feney and Morrison, has gone into the costume business in Chi-cago.

AD AND LIB, radio impersonators, gave an audition in Chicago two years ago and Sen Kaney told them they had a knockout stage act. Mont Harris at the Ambassador, St. Louis, thought so too. Now the boys are playing de luxe picture houses and are a decided hit everywhere.

KYLE'S SHOWBOAT REVUE, 48 peo RYLE'S SHOWBOAT REVUS, 45 peo-ple, has just finished seven weeks of three-day stands thruout New York. Long laland and New Jersey. Playing hallrooms, suditoriums and theaters. Another Kyle unit has been playing repeat dates in the same territory.

HARRY ROISMAN'S ALABAMIANS HARRY ROISMAN'S ALABANIANS and the Evening on Broadway unit are playing thru the West, booked out of the Wilbur Cushman Agency. Roisman writes the Cushman office is offering consecutive work to units and that the West and Southwest are bungry for good, clean entertainment.

BENNY MARKS has played in five Vitaphone shorts the last few months. Resumes vaude soon.

BILL MILLER is staying with the Matty Rosen office. He was almost set to switch to Curtis & Allen.

MAC MEKAY is now one of the three Page Boys. He joined up with Al and Larry Page.

BERNICE STARR, recently with Billy Kelly, has joined Sol Gould's act.

JOE ST. ONGE and Company, novelty act, is now working on the Coast. Played two weeks at the Goldon Gate, San Francisco.



Palace, New York

(Reviewed Friday Afternoon, March 29) Roberta, the Fred Astaire - Ginger Rogers-Irenc Dunne box-office mopperupper, is doing the honors at the Palace this week, and probably for a second week, too. The vaude has been trimmed accordingly, with but four acts running only 36 minutes. Still it's a trim show



that keeps the customers sufficiently entertained. It's a five-a-day week, the house opening at 9:30 a.m. The tapes are all up, and at the start of the second vauue show opening day there were lots of storders this target the divisor of standees, thinning out, tho, during the vaude.

VAUDEVILLE REVIEWS

the value. Bartell and Hurst, aided by Fred Larkin, Eddle Ash and an unbilled girl, are the helioers with a dance flash of class proportions. A nice turn-dressed and staged well-and opens with a neat balfroom waitz adaglo, followed by the unbilled girl's elever acro routine, and eloses with an adaglo quartet involving corking catches. Got mitted well.

corking catches. Got mitted well. Jean Carroll and Buddy Howe, a new combo, the former recently teamed with Marty May, work effectively in the deuce frame and fared okeh. Both are good performers and they employ a nice atock of chatter. Sing a little, too, and Howe chips in with a nifty hoofing solo, and both of them finish with a sort of Astaire-Rogers number, which is all richt but too early a follower after the right but too carly a follower after the

Eddle Peabody came off with a huge



The Voltaires in "HARMONY and MOTION"

A Quintette of Versatile Dancers presenting their own Original Conception of Adagio and Athletic Endeavor in an entirely novel manner. FOX THEATER, BROOKLYN, N. Y., WEEK MARCH 30-NOW!



hand in the trey spot. This little fellow has plenty on the ball and he's more than an instrumentalist. He's a show-man. The way he hops to that stool, his occasional singing and other things involve showmanship. Besides, he's grand entertainment when he plays the the is stilled hard the banjo, his 16-string harp-guitar and the violin

violin. O'Donnell and Blair close, doing an act similar to Willie, West and McGinty or vice.vcrsa, A darn good act and very amusing, but cntirely too short with only four minutes. One long laugh and it's all over. There are three men and only four minutes. One three men and it's all over. There are three men and a woman and all take picnty of banging around from the well-timed use of props. That carousel bit on a gate is a humdinger. Audience took to it big. SIDNEY HARRIS.

Loew's State, New York (Reviewed Friday Afternoon, March 29) (ED SULLIVAN UNIT)

(ED SULLIVAN UNIT) Ed Sullivan is here again with his Docal night club Revue, made up of local night club talent and featuring Harry Rose as emsee. The show is ch-tertaining, despite a few slow spots, and the Sullivan name ought to bring in some extra dollars. The picture is The Whole Totor's Taiking (First National), and business at this show was only fair. The stage show **runs** 63 minutes and has the Ruby Zwerling pit band up on the stage. Harry Rose opens the pro-ceedings with song and patter and then brings on Alice Dudley and Jack Cole. a class dance team. They obviously were too highbrow for this audience and a fast tap team would probably have been more welcome.

more welcome. Dolores Farris, blond dancer, was on for a toc whirl and acrobatic number and made a fair impression. Gall Gall, an amazing sleight-of-hand artist, had the customers wondering what was what. His tricks with live chicks are the nerts and he works fast and furlous. A claver magician with a style all his A clever magician with a style all his

A clever magician with a style all his OWE... Ross MacLean, a vigorous tenor, COn-tributed a couple of numbers and made a nice impression. Grace and Beatrice Saxon stopped the show with their hotcha warbling of queer arrangements. They encored with Jitters. Their de-livery is an odd combo of singing and shouting of catchy rhythms. the novelty alone being enough to put them over. Suilivan himself makes a nice impres-sion. His modesty is quite engaging and he handles lines fairly well. Besides working in a couple of blackouts, he supplies some gab with his Jewish dialect. He works from the audience and in the blackouts and did much to help Harry Rose knit the show together. Rose's emseeing was more than adequate and was attuned perfectly to this audience's likes.

Chicago, Chicago

(Reviewed Friday Afternoon, March 29) Mary Brian heads the bill this week, and whether or not she can buck Lent and whether or not she can buck Lent and draw them in anyway is a question. At today's second show builtness was way off while the other Loop houses with stage shows were all comfortably filled filled

The Evans Girls opened the show with The Evans Girls opened the show with a modernisite routine done in glittering costumes and swagger sticks. The girls made their entrances from the rear of the stage and as they came on their images were reflected in silhouette on the back drop. An effective piece of stageeraft that added to the effective-ness of the number.

stageerait that added to the effective-ness of the number. Carter and Holmes, two men, held the deuce spot. One of them does a tap dance while playing the harmonica and uke and also gives an impression of an amateur buck dancer making his first stage appearance. The other does com-cdy fails and some talk is interspersed before ticks. between tricks. Their comedy wreatling match was funny and they closed with a dance finish done with acrobatics. Took two bows.

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house was too big for an act of this type. They worked hard but the up-hill climb was too steep. The act is as good as it ever was. Good hand. Two bows.

Two bows. The Evans Girls returned for another number doue before a festive drop covered with lanterns. Mary Brian, as-sisted by Arena and Hines, did several tap routines including some challenge work and joined the Evans Girls for the finale. F. LANGDON MORGAN.

Academy, New York

Academy, New IOFK (Reviewed Friday Evening, March 29) Frank and Milt Britton Band, aug-mented to a small unit by the addition of two dance acts, accompanies the week's booking of Roberta here and be-week's solid pleasure. Brittons, of course, are getting the benefit of their picture appearance with Rudy Vallee in Sweet Music, which played this house last week. At the start of the 9 p.m. vaude show biz was very good. Never any doubt about the entertain-ment when the Brittons work. That band act remains unique and bilarious, whether being seen for the first time or

bang act remains unique industrous, whether being seen for the first time or the 10th. The slapdash, knockabout, seitzer-squirting, violin-busting busi-ness, centering on the antics of Mousie Powell, would make the Sphinx laugh. Routines remain the same, including the composer and Poet and Peasant num-bers.

bers. Weldon and Honey, boy and girl hoofers, come on early with a fast bit of legmania. The girl is a nice-looking blonde. They return at the close for another rapid-fice routine. Three Sophisticates are an okeh girl knockabout comedy dance trio. Girls work hard in a series of aerobatic hoof-ing and fail tricks that brought them back for an unforced encore. Latter

back for an unforced encore. Latter consisted of straight challenge dancing, JERRY FRANKEN. *

Earle, Philadelphia

Reviewed Friday Afternoon, March 29) The Roxyettes, who became a popular institution in Philly during the Mast-baum's brief regime, return as the Earle headliners this week to draw out a good

headiners this week to draw out a good crowd. They are the prime features in a smart revue. Johnny Perkins, rotund comedian, opens the show with a few good gags and swings the house orchestra into a spirited medley. The 32 Roxyettes fol-low, in attractive riding habits, and pre-cent a prencing routing to the time of

low, in attractive riding habits, and pre-sent a prancing routine to the tune of Sophisticated Lady. Bob Ripa, dexterous juggler, has the next spot, which he fills to the satisfac-tion of the audience. Using the ball and per routine, he performs many un-usual feats and won sustained applause. Perking again appears and warbles a

Usual feats and won Sustained applause. Perkins again appears and warbles a broad comedy ditty about Johnny being kept after school and then introduces the Roxysttes in their second number. Clad in orange gowns and black capes and gloves, against a black and orange background, they offer a sinuous mod-ern dance routine.

Bellett and Lamb then score with their comedy and eccentric dancing, with the tail Bellett making a particular hit with his contortionistic stunts. Ruth Petty, blues alnger, has the next spot, singing Ear/ul of Music, i've Got Rhythm and other hotcha ballads into the mike. Perkins returns for some nonchalant comedy chatter with her. Finale brings on the Rokyettes for a fast tap routine with a collegiate motif. In white and green costumes, they dance to Varsity Drag, College Rhythm and other rah-rah tunes. It makes a bright flash finish.
The film is Love in Bloom (Para-

The film is Love in Bloom (Para-ount). H. MURDOCK. mount).

Roxy, New York

(Reviewed Friday Afternoon, March 29) (Reviewed Friday Afternoon, March 29) The Sailci Puppets headline the Rory stage show this week and take up the major slice of the running time. But they can't take too long: they pack-enough entertainment for a full layout. The little figures are managed with destretity and finesse and their antices are thoroly amusing. And a novel and interesting angle is injected when the curtain raises to reveal the line of puppeters above the miniature stago working their wooden pals around. It's

puppeters above the miniature stage working their wooden pais around. It's exciting to watch how they handle them. An outstanding bit is the puppet which lights a cigaret and actually smokes it, a feat that drew heavy rounds of applause. And the finale is a wow, with its puppet orchestra in front of the

miniature stage working away for all it's That serves as the finale for the worth. complete stage show, with the Gae Poster Girls only coming on to share the final bow. The Foster kids also introduce the

puppets, doing a can-can in costumes corresponding to those worn by the puppet chorts in the opening miniature number. They open the show with a knockout chair routine that possesses novel effects and the usual smooth ability that these kids give to their most

ability that these kids give to their work. Two acts and an amateur make up the rest of the show. The Six Danwills do their nee tecterboard work at the start. getting applause thruout, and ending excellently with the three-high filp-flop from the floor. Lorraine and Digby score nicely with comedy and knockabout dancing, with the gal dem-onstrating that she can do comedy, handle lines, dance superlatively and even sing a bit in a pinch. She's a standout performer. This week's winner of the Town Hall amateur radio contest is Henry Lucken-busch, a fine-looking and engaging youngster who plays the accordion in a manner that many pros could envy. Ho does a difficult classic and then apolo-gizes for playing a pop as encore, saying that the management asked him to. That's the right spirit. The pop in question is Nola, and he does a job of it. The kid's good. Preddy Mack didn't lend the band at the second performance opening day.

Preddy Mack didn't lead the band at the second performance opening day, nor did he emsee as usual. The latter ethore was taken over by one of the One Foster kids, who performed it acceptably. The picture is *Fill Love You Aluays*, and the house was fair at the showing caught. EUGENE BURR.

Shubert, Cincinnati

(Reviewed Saturday Afternoon, March 30) With the Taft, local independently op-erated house, highlighting Ted Lewis and his Musical Klowns, always a good draw here, RKO shoots the works at the Shubert this week with a three-star lay-out featuring the Boswell States, Benny Merof and his mad musicians and Roscoe Meroff and his mad musicians and Roscoe Ates, stuttering film comic. It's a money show, both from the expense at andpoint and as a box-office draw, and the Satur-day matimeers relished it. Stage show when reviewed ran 100 minutes, despite a cut in the running time from the Fri-day showings. Full house at the first show today, and it's a bill that should iam the house all week

Jam the house all week. Benny Meroff and his 13-picce or-chestra send the show away to a flying start with a fast number. The versatile chestra send the show away to a flying start with a fast number. The versatile Benny has surrounded bimself with a grand gang of hokum artists and the boys toss the hoke hither and yon to telling results. Save for a few moments, the boys are never serious thruout the show, and their comedy is well accepted. The first of Meroff's specialisti is Jay Hill, who pulled a good hand with his rendition of Jsle of Capri in tenor voice. The Coffe Sisters, harmony tho, in a tough spot what with the Boswell girls on the same program, lead the ork boys in an effective bit of choral work, with all using megaphones. Pulled a sound hand. Jackle Marshall, a grand clown and mimic, drew more sound hand-panking with a comedy song number, a trombone novelty and his trained fies bit. Last piece of business is a mifty. Dolly Bell comes on here to contribute a tasty bit of acrobatic dancing that frings her a warm mitt. Meroff follows with a bit of solo work on a half-dozen different instruments. with Red Pepper, 300-pound trumpeter, furnishing the comedy relief in the background, assisted by the rest of the Meroff gang. Florence Gast, blond looker. and Benny Meroff comedy relief in the background, assisted by the rest of the Meroff gang. Florence Gast, blond looker, and Benny Meroff keep up tha good work with a bit of sing-ing and comedy erossfire, with the ork boys never letting down on their own hokum stuff.

hokum stuff. Roscoe Ates had casy sailing. He stut-tered and mugged his way thru to the audience's great delight and then in-dulged in a bit of horseplay with the ork boys. Latter business dragged a bit and could be trimmed ndvantageously. Ates is assisted by a comely redhead, who works okch. The end found the film comie taking several bows to a smash hand. Peter Ray, Meroff's dusky hoofer;

smash hand. Peter Ray, Meroff's dusky hoofer; pleased immensely with a corking bit of hoofing, featuring a tap rhythm toe-dance that's a honey. Pulled one of the soundest hands of the afternoon.

The Boswell Sinters had trouble-trouble in getting off the stage. They stopped things colder than the proverbial mackerel with their delightful harmony singing. Opened with Rock and Roil and followed in turn with Lullaby of

VAUDEVILLE REVIEWS

Broadway and Fare Thee Well, Annabelle,

Broadway and Fare Thee Well, Annabelle. For an encore they did Isle of Capri and for a second one, their old favorite, Dinah, Had to beg off. Balance of the running time is taken up by Mcroff and his boys with a long line of laugh-provoking antics, with Jack Marshall and Red Pepper handling the bulk of the clowning, and well, too. Meroff, appreciative of what those out front want, paces the entire proceedings lin a showmanly manner, and sees to it that there's never a dull moment. He's a glutton for work and the audience liked him. A sock close brought the Mcroff gang a wow hand. BILL SACHS.

Oriental, Chicago

(Reviewed Saturday Afternoon, March 30) The French Revue, produced by Andre Lasky and staged by Paul Batchelor, with artistic costumes by Francis Pallister and scenery by Leo Stahr, of the Chicago Theater staff, is holding the boards here

After the overture Parce, led by Charles Ruddy, with the song sung over the p. a. system by Marguerite Claudet and Chauncey Parsons, the show opens on a Channecy Parsons, the show opens on a colorful scene showing the outside of the Cafe de la Paix. The chorus of 17 do a couple of numbers and Chudet sings My Man. Bernice Allan contributes a nifty tap routine with turns here and the ensemble is well directed. The fight scene at one side of the stage diverts one's at-tention from the stage picture and could easily be eliminated to advantage. Roy Sedley makes his first appearance in the next spot with some beckling done y Billy Zeck from an upper box. Long and Short, two men in sailor costume, did an eccentric dance, some sewing pan-tomime and a monkey bit with aerobatics

tomime and a monkey bit with acrobatics that was good. A beautiful adagio number, perfectly

A beautiful adagio number, perfectly lighted, was next. After the chorus girls cavorted a bit. Mile. Corinne and Robert Robinson did their Satan's Dance of-Death to the ballet music from Faust and got a big hand. During this scene John McDowell, who posed as a bronze statue, came to life for the finale. The Gaudsmith Brothers with their two French poodles had little difficulty in making the customers haueh in the next

making the customers laugh in the next

making the customers laugh in the next spot and left to a good hand. The Apple Danse, a feature of the show, was next. Making their appearance from a large prop apple, Mile. Corinne and Robert Robinson did an artistic and graceful routine to a Kreisler tune. They were followed by Kendail Kapps and

120AD

Junior. Kapps played the clarinet while dancing and later did an aerobatic tap while Junior sang. Roy Sedley made his second appearance

Roy Sodley made his second appearance here. Sedley should know by now that his material does not warrant him stay-ing on as long as he does and he should be convinced when the audience doesn't go for more than hall of it. About half of what Sedley does would be enough. And it seems as tho he can't keep from getting smutty. The pigeon gag is bad enough but the impersonation of a goose should be thrown in the alley. Even the South State street bonky-tonk burleaque houses would hesitate to use it. A modernishic routine by Corinne and

A modernistic routine by Corinne and Robinson was followed by a parade num-ber, and the entire company was on for the finale. F. LANGDON MORGAN.

London Bills

LONDON, March 25. — Several new openings at the Holborn Empire, Ray-mond Baird, American novelty saxo-phonist, clicks heavily on his first show-ing here with a bright offering. Jack Holland and June Harl, American danc-ers, and Sherkot, French comedian, both from Cochran's recent success, Stream-ting cross collidius and Shecket state the

from Cochran's recent success. Stream-line, score solidly, and Sherkot gets the best laughs in the bill. Four Franks, peppy young American entertainers, remain at the Pailadium, where they show-stop at cevry perform-ance. On the same bill Gypsy Nina, singing accordionist with glorious pipes, is a sensational hit. is a sensational hit.

Vaude improves at the Coliseum. where there are three American laugh hits, Joe Jackson, who is a comedy riot; the Three Sailors, and Hibbert, Bird and

the Three Sailors, and Hibbert, Bird and Ready. Last two acts are held over in-definitely. Business improved here vastly due to aforementioned entries. Prince of Wales non-stop show still runs with success. It is left to two American girls, Binche Collins, versatile impressionist, making a big name this side, and Constance Evans, the original "Ripley" girl, with a corking dance routime, to score the honors of the show. Will Mahonev's road show moves to

routime, to score the honors of the show. Will Mahoney's road show moves to the Empire. Liverpool, and capacity business greeted Mahoney and his American principals, Evic Hayes, Joe Griffin and Omar. Wilson, Keppel and Botty, one of the funnicst of comedy dance trios, click plenty at Shepherd's Bush Empire, and De Wolfe, Metcalf and Pord, brilliant American novelty dancers, are a riot at the Gaumont, Hammersmith.



Jimmie Lunceford AND HIS

"Harlem Express Unit"

Reviewed at the Regal, Chicago. Style -Band unit. Settings-In one, two and full (special). Time-Sixty minutes.

full (special). Time—Sixty minutes. Produced by Harry Gourfain, this unit has much production value and gets away from the usual formula of colored shows. Show opens with the entire company before a New Orleans dock scene. Jigsaw Jackson, with his marvelous contortion dancing. follows, and then a very funny blackout hid in an undertaker's parlor. The Six Porters contribute a song and dance before the appearance of Jimmie Lunceford and his band of 14 in a special full stage set with band car. During this portion of the bill Willie Smith vocalizes; the band

the bill Willie Smith vocalizes; the band plays several numbers, among which are imitations of Elington. Lombardo, Louis Armstrong and Whiteman; Rudy Wil-liams gets tunes out of a shoeshining rag: Babe Mathews sings and dances; there is a Glec Club number, and Ford, Marshall and Jones do fast stepping. Company has rhorus of 12 girls and six boys and is nicely costumed, mounted and lighted. The unit is very entertaining and ends with a hot pro-duction number. Show as it now stands should furnish plenty of tough com-petition for the better known colored bands and units. F. L. M.

Farrell and Taylor

Reviewed at Orpheum, New York. Style-Comedy, instrumental and danc-ing. Setting-In one. Timo-Fourteen ing. Set minutes.

This is a merger of the Billy Farrell dancing turn and the Bud Taylor com-

edy and musical act. The new act has quite a bit of comedy and solid enter-tainment, altho it is handleapped by a losse routine. Tightened up and given better continuity it should be okeh.

better continuity it should be oken. Farrell is on practically thruout and, toward the end, exhibits his own hoof-ing talent. An old man is brought on for snappy old-time tapping, while Dorothy, a comely brunet, is, on for funny Dumb Dora and mixed-language talk. She got plenty of laughs. Taylor does novely instrumental work and sap comedy. Including a session at the comedy, including a session xylophone.

In the middle of the bill here, the act pleased the customers. P. D.

Danny Dare Dancers

With Terry Lawlor

Reviewed of the State, New York, Stule-Dancing and singing. Setting-in one and full stage (specials). Time -Twelve minutes.

Sixteen Dare dancers, eight boys and eight girls, in this one, with Miss Lawlor, vocal soloist, filling in the change wait. The act manages to be different from most vaude flashes, and that reason alone is enough to put it over.

Act opens with the 16 dancers in Spanish costumes and before a colorful Mexican courtyard set. They offer a snappy heel-clicking and prancing rou-tine and then retire to allow Jean Haz-lett to do a minute of fast acrobatics. Miss Lawior then steps out in one to warble Blue Moon. Voice and delivery are fair.

The closing number has the dancers before a golden drop and doing a combo ballroom and adagio number. Effective stuff, permitting the act to close to a fine hand. P. D.

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BOB DAVIS CONTINENTAL FLASHES Week April Sth. PANTAGES THEATRE, Birmingham, Ala.



Young Oriental Denove (not strip, team and artical etroise enough to strip, team and article etroise enough to strip the strip of the conductor mail organized (dir Hand, nicht conducter mail organized (dir Hand, Dawing Team, Nister Act, Torch Singer, Novely Artisa of all hinds, Touth, looks and talent absolutely receaser, Riebesrals Detroit, April 18th, Lire Arent with car who can vonitated. FRED FRAZER 8931 Clarendon, Detroit, Mich.



Giris, Musicians, Descrers, Rhumbe, Carloca, Hula and Tap. Musicians, Niruz Instrumenta and Piano Accordionista. Oyen latter part of April in Maine. Long season, sure par. Wille all particulars in theil letter. Three who have wurked for mo before, write. ANNETTE MCKIERNAN, SSE East 48th 81., Broching, N. Y.

VARIETIES ON PARADE WANT VARIEITES ON FARADE WART A-1 Pork Wire and Norelty Acts. Those doing ive arts given preference. Git Minicians, unnon, Ital double bot specialities: Nister Teams, real specialities, fast Dancing Act. Young and upto-data warfords. Wire lowers salary, act, bright, weight, Nister if you have car, April 4-5-0 State Theater, Winston-Staten, N. G.

LEGITIMATE

Conducted by EUGENE BURR-Communications to 1664 Broadway, New York City.

30-Cent Meals For Actors

Union Church will provide them, carrying on work of the Dinner Club

NEW YORK. March 30.—The Union Methodist Episcopal Church. which orig-inally housed the Actors' Dinner Club, announced this week that it would car-ry on the club's good work, tho in a somewhat modified form. The Dinner Club, as reported here previously, was forced to fold March 16 because of the right cet of ford rising cost of food.

rising cost of food. The Rev. C. Everett Wagner, pastor of the church, issued a statement Thurs-day saying that meals would be provided to members of the profession at the nominal price of 30 cents, and on Fri-day some 75 actors and actreases met to line up the new organization, which will be known as the Actors' Kitchen and Lounge. The 30-cent price will be of-fered to both employed and unamployed, but about 120 players in the latter cate-gory will receive two dinners free each week, in return for assisting for one night in the preparation and serving of the food. Six shifts will be used. About half of those attending yester-

About half of those attending yester-About half of those attending yester-day's meeting indicated their willing-mees to work one night in return for the dinners. It was planned to form six crews of 20 persons each, each crew working on a definite night of the week. A temporary membership committee was appointed, to examine the credentials of all guests as they arrive. Unlike the Dinner Club, a real effort will be made to restrict dining privileges to those con-nected with the theater.

nected with the theater. The committee is composed of Barbara Winchester, Howard Urbach, Eisle Earle and Marryat Wilson. A steering committee was also ap-pointed, its members being Brace Con-ning, Edith Tachna, George Damroth and William Sharon. A permanent council of nine will be elected at a meet-ing scheduled for next Wednesday. It is hoped to be able to serve about

ing scheduled for next Wednesday. It is hoped to be able to serve about 300 dinners a night at the church—per-haps more. The scating capacity is 160, and, with the dinner hour extending from 5 o'clock to 7:30, it is figured that that number can be served. The Kitchen will start functioning Tuesday, according to present plans.

Nudist Players in **Trunks and Muslin**

NEW YORK. March 30 .--- As suspected NEW YORK. March 30.—As suspected by the wise, the opening of the Nudist Thester Guild up Mount Vernon way was attended with something less than strict adherence to nudistr rules. The Guild, which announced itself as a project to convert people to nudism thru the medium of the theater, pre-mented *The Chi From Child's* in 1950 in Mount Vernon Monday night, with the men wearing high bathing trunks and the gals swaddled in nests of net-ting. Bpectators paying their 63 cents in the hope of getting an eyeful of nudists in the raw felt they were swindled. swindled

swindled. The Guild, according to its announce-ments, plans to descend on Broadway, with tryout in Brooklyn and possibly Newark first. According to the threats of the press sgent, the show will be housed at the Cosmopolitan, starting either April 8 or 15. Broadway's openminded-ness being somewhat greater than more being somewhat greater than Mount Vernon's, it was hopefully stated, the cast may be able to get down a little closer to business. Even at that, tho, they'd be well dressed compared to burlesque performers or even a legit chorus gal.

Victoria Palace to Legit

LONDON, March 20.-By taking over the Victoria Palace, former West End vaude house. Beymour Ricks. English actor, will place the theater, now dark, again on the map as a playhouse. House will run a season of popular plays in which Hicks will produce and also play the lead. the lead.



De Tanko's New Comedy

NEW YORK, March 30. — Boris de Tanko, Russian playwright and critic now in New York, has just completed the script of a new play, One Summer Day. It is a comedy.

Day, it is a comedy. De Tanko, who was a pupil of Sardou, had his The Red Swan presented last season by the Cleveland Playbouse, where it met with an enthusiastic reception. It is now under negotiation for a Broad-way production. Deals with Russia at the time of the revolution.

Pantomimes Survive

LONDON, March 22.—Of the countless pantomimes seen in England this last Christmas season only two are still run-ning, Aladán at the Prince of Wales, Birmingham, and Mother Goose at the Theater Royal, Leeds,

THE NEW PLAYS ON BROADWAY

MANSFIELD

Beginning Thursday Evening, March 28, 1935 LADY OF LETTERS

LAUT UF LETTENS A comedy by Turner Bullock, featuring Muriel Kirkland, Directed by Dmitri Ostrov. Set-ting by Metropolitan Studio. Presented by Dmitri Ostrov. Susie Willifer. Betty Bourjaily Professor Gilbert Willifer. William Williams Julia Pace Anne Sutherland Henrietta, a Maid. Coorgette Harvey Mr. Creepmore. Bursar of Southerm Union College Education College Adelaide Willifer Muriel Kirkland Cornelia Lawrence Roberta Baatty Richard Mays Shepperd Strudwick Ruhard Mays Peter Powers Dr. Newberry, President of Southerm Union College Lawrence Roberta Baatty Richard Mays Shepperd Strudwick Warren Ansley Levie King Winifred Shaw Katherine Squito The entire action of the conedy Takes place

Texas. ACT I—The Living Room. A Morning in March. ACT II—Scene 1: The Same, in the Latter Part of June. Morning, Scene 2: The Weeks Later. Evening, ACT III—The Same. The Following Morning.

Advertised curtain time-8:50.

Curtain rose at showing caught-\$:50.

An unreasonably dull little farce spat-tered upon the Mansfield Theater stage Thursday night. Its title is Lady of Let-ters, its author Turner Bullock, and its producer and director Dmitri Ostrov. Strictly a scatter-brained little piece, it manager to mater likely uncommonic boring as it goes thru its brain-scatter-ing, having neither wit nor interest to relieve it. It serves, however, to bring Muriei Kirkland back to the New York

stage—and it also serves to bring a few smiles to the customers lips and numer-ous pains to their necks. Miss Kirkland's homecoming, as may

ous pains to their necks. Miss Kirkland's homecoming, as may be gathered, was hardly auspicious. It was, as a matter of fact, inauspicious with regard to both play and perform-ance. For Miss Kirkland, enacting the dotty young wife of a Southern college professor, plays in a single key all eve-ning, a charming key perhaps, but one that is well calculated to avoid reliev-ing any jot or tittle of the inherent bordom of the play. It seems a bit like stale Ruth Gordon. The farce—'comedy.'' Mr. Bulock calls it—has its addlepated matron dashing about in all directions, in the manner of Stephen Leacock's horse and of all addlepated stage matrons. This one, however, is particularly virulent. Mr. Bullock asks us to get enjoyment out of the fact that she buys the rights to a manuscript from a penniless author, sends the book away in her best moron manner, and when it is published be-comes a celebrity overnight. Of course, she is unmasked in the end, but none of it seems to matter. If it were consistently funny that might be different. The supporting cast is capable, with

different. The supporting cast is capable, with Roberts Beatty and Anne Sutherland standing out. Shepperd Strudwick is squandered on the part of the play-wright, and William Williams (shades of Iolanthe's Strephoni) induiges in some annoying diction as the professor. At that, it would have helped if some-one could have induced him to sing A Shepherd I or Good Morrow, Good Mother.

EUGENE BURR. Mother.

LONGACRE

Beginning Tuesday Evening, March 26, 1935 TILL THE DAY I DIE

one-act play by Clifford Odets. Staged by Cheryl Crawford. Scenery by Alexander Chertoff from suggestions by Paul Morrison. Presented by the Group Theater.

ristering by the Group tristerer.
Karl Taussig
BaumElla Kazan
Fillio Margaret Barker
Zelda
Detective Popper
Martin, an Orderly
Another Orderly
Captain Schlegel Lewis Leverett
Adolph
Zeitner
Schlupp
Edsel Peltz
1st Storm Trooper
2d Storm Trooper
3d Storm Tropper
th Storm Trooper Abner Biberman
Boy Wendell Keith Phillips
Old Man
Other Prisoners, Elia Kazan, David Kortch-
mar. Paul Morrison
Major Duhring
Frau Duhring
Ist Detective
2d Detective
Secretary
Arno
Stieglitz Lee Martin
Julius
Women
The action takes place in present-day Berlin.
SCENE 1—An Underground Room. SCENE
2-Office Room in the Columbia Brown House.
SCENE 3-Barracks Room, Brown House,
SCENE 4-Office Room, SCENE S-Tillie's
SCENE 4-Office Room. SCENE 5-Tille's Room. SCENE 6-An Underground Meeting
SCENE 4-Office Room, SCENE S-Tillie's

WAITING FOR LEFTY

deed.

deed. It now really begins only in October— at best the last week in September, ac-cording to Mr. Barron's pessimistic audit, it ends the first week in March. That leaves, at generous counting, just five and a hair months.

All of which is somewhat depressing. If Mr. Barron were wrong we could jeer at him and at his industrious tabulations. Disconcertingly enough, however, he is right; the season is, to all intents and purposes, over. Only a dozen shows at most remain to come in. More and more

the theater is becoming restricted—in audiences, in number of productions, in playhouses, in financial support, in terri-tory and now even in time.

tory and now even in time. None the less, this corner will not be-gin casting up the accounts of the 10 best plays and players, of the 10 best this and that, until the customary sea-son, some time in May. Partly it is sheer sentimentality; partly it is because items for the lists may be found in even the meager roster that is still promised. If Mr. Barron had been just a week earlier with his request he would have missed the performance of Miss Elens Miramova in *Times Bave Changed*, which is perhaps the greatest of the season.

A one-act play by Clifford Oddets. Staging un-credited. Setting, cyc. Presented by the Group Theater. Russell Collins att. Russell Collins

08				Lewis Levereti
Edna				Ruth Nelson
Miller .				Gerrit Kraber
Favette				Russell Collins
Irv				Walter Coy
				Paula Miller
Sid				Herbert Ratner
Clayton				Bob Lewis
Acate b	aller			Ella Kazan
				Abner Biberman
Secreta		******		Dorothy Patters
				William Challes
				Russell Collins
				Roman Bohnen
				Cilfford Odets
				.George Heller
				Cobb, Wendell
Keith I	rnillip	is, Harry	stone, Be	mard Zanville.

dvertised curtain time-8:30. Curtain rose at showing caught-1:46.

This reporter can read Marx with a certain amount of pleasure; he can find in-terest and enjoyment in books avowedly dealing with communism; he was one of the few bourgeois in the city in whole-

FROM OUT FRONT By Eugene Burr

This reporter had expected to be faithful to the death, in the matter of the 'American Academy series of matinces; but the government, no less, stepping majestically from its marble potestal took a band in the game, and he found himself an eleventh-hour traitor. A coy judge decided that a dramatic reporter would look extremely nice in a jury box, remarking (with what seemed at the time like a particularly offensive attempt at humor) that the fidelity of theatrical courtroom scenes might just as well be judged from first-hand information. So, while the final Academy matinee of the season went merrily on at the Empire last week, your correspondent sickened painfully upon a panel in the State Supreme Court. Trelawney of the Wells was the play, and another reporter, perforc, covered it. What he said about it is a matter entirely restricted to him, his conscience and the players concerned. But, even the involuntarily unfaithful. I want to take this chance of wishing luck to the youngeters who have borne with me throut the season. The pleasant This reporter had expected to be faithful to the death, in the matter of the

luck to the youngsters who have borne with ms thruout the season. The pleasant days of the Academy are over for them; they are plunged, willy-nilly, into the aleazy machstrom of Broadway, to sink or swim as their own ability and the jests of the mad gods of the theater may dictate. Since those gods are mad, their jests are sometimes uneavory.

of the mad goal of the theater may dictate. Since those goals are sometimes uneavory. Gone-and gone forever-are their days of hand-picked audiences, of kind understanding, of a fact condoning of what faults there be; they must now take their chance with the rest in the wildest, cruelest and most semeless turmoil that has ever masqueraded in the guise of a business or profession. They must be prepared for heartbreak, unrewarded drudgery and disappointment that is often understanding, of a very few-if any-will eventually stumble to its heights. They must be well equipped with knowledge and courage and perseverance, with the shilty to take resounding bladder-whacka upon their unsupecting skulls. And, saddest of all, they must also be equipped with the favor of the theater's crary goda. Even talent is often, much too often, not enough. To those (and there were a good number of them) whose performances were surprisingly fine go the thanks of an enforced playgoer. To those whose perform-ances failed to measure up to the purely personal standards of one spectator go sincere apologies for what, in the course of relentless duty, had to be done. To them all go heartfelt good wishes for the future.

Of late the theatrical season has been shrinking, like a bank balance in the crash. Once it stretched majestically from the last week in August to the middle days of June—and even in the summer's drought the number of running shows approximated what would now be known as the height of the season. Once, when only two dozen shows weathered the heat of July, it was thought disastrous. Then, gradually, there came encroschment. Labor Day secome the start, and the end of May was the end. Later, even Labor Day saw no new shows, and April wrote the finis to production; the theater's cotton cloth contracted quickly in the deluge of depression. But this year Mr. Mark Barron, of the Associated Press, asked critics of the dallies to name the 10 best performances of the season at the begin-the season has become a cutty-cark in-playhouses. In financial support, in terri-tory and now even in time.

All of which is somewhat depressing.

hearted sympathy with the taxi drivers in their recent strike—but when he goes to the theater he naively expects to see a play. That may be old-fashioned, but it can't be belped. It may prove that your correspondent is a pernicipus bul-

your correspondent is a pernicious bul-wark of a fetid bourgeoisie. But, un-fortunately, he lowes the theater-lowes it so much that he feels it can be and abould be an aim in itself. All of which leads up to the fact that the Group Tbeater on Tuesday night pre-sented two one-act plays by Clifford Odets, a member of its acting company, who has been acclaimed the white hope of American playwrighting on the basis of his Awake and Sing/, which is current-ly at the Belasco. The first of the one-acters, Till the Day I Die, is a new one, dealing with the Nazi

The first of the one-acters, Till the Day I Die, is a new one, dealing with the Nazi regime and the hard fate of the Comrades under Hitler's iron rule. The other is the by-now-famous Waiting for Lefty, which was originally presented for one night at a left-wing benefit, but which proved so popular that it was revived at every left-wing benefit that came along. And left-wing benefits are almost as numerous as soan boyse in Union Sources soap boxes in Union Square.

scop boxes in Union Square. Of the two, Lefty is undoubtedly the more important. Dealing with the sad fate of the taxi men (thru the simple de-vice of turning the theater into a hall housing one of their meetings), it man-ages to strike out at many current evils, violently, rightcously and with fire and fervor. This it accomplishes thru a scries of set-in blackouts, depicting the stories behind the various speakers on the ros-trum. It is as stirring as the beating of a drum—and just shout as dramatic or meaningful. Mr. Odets, unfortunately, has confused

Mr. Odets, unfortunately, has confused a play with a pica. As a pica, Waiting for Lefty is strong and heady stuff; as a play it is sprawling and dull. One (or two at most) of the inserts has dramatic effect; the dialog rings with life and truth dur-ing the meeting scenes. But the ance-dotes are exposition rather than action; they are case histories known to us all;

Ing the meeting scenes, but the antion: they are case histories known to Us all; there is an air of stage phoniness hang-ing about them, and their characters are nothing more than figures from cartoons in *The New Masses*. It is all fine and indignant, driving home a badly needed lesson—but as a play it seems infernally dull. In lecture form it might be some-thing else sgain; as a matter of fact, the out-and-out speeches in the meeting scenes are the most interesting and ex-citing portions of the drama. Lefty may have gained huge acclaim at the benefits it played; it may gain huge acclaim from certain Broadway patrons. But the uptown theater in general de-mands drama rather than straight propa-ganda that a picked audience quivers to hear. The latter man be enough to create a left-wing sensation, but, unfortunately, it is not enough to create a play. . As for *Till fibe Day I Die*, the less said about that the better. It tells, with rgbid sciouaness and atrokes of custard-ple humor, of the plight of the Comrides in Nazi-ridden Berlin. Horror is piled upon heavenly harp-strumming in comparison. It may be that such toings do occur under the rule of the filthy Fuebrer, but the writing is so overwought, unre-strained and super-seccentuated that, on the stage, the svents became merely fantastic and faintly laughable carica-tures.

tures. Cheryl Grawford's staging, flat and artificial, does less than nothing to help. The writing is ridiculous enough to lose all propagandistic or dramatic value, but the play appears actually comic with its silly and overemphasized direction. It might conceivably be effective only in a beer garden, with She's More To Be Pitied Than Censured sung between the acta.

acts. The playing of the Group Theater's acting company in Tili the Day I Die could charitably be described as ama-teur-tho Alexander Kirkland made about one line in each 20 count for something, and George Heller and one or two others were believable in several minor parts. The playing of Waiting for Lefty is uncommonly good. One scene and a group of characters were dropped from Till the Day I Die

Alviene ST THE Theatre 40th ANNIVERSARY.

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

after opening night, which, at least, is

after opening night, which, at least, is something. Lefty displays Mr. Odeta' gift for un-cannily human dialog, but to produce the other play is hardly fair either to him as a living force in the American theater. In any case, the program proves again that too many of our young radical playwrights depend upon their special autiences' interest in the general class struggle, rather than upon their own playmaking, to lend interest to their plays. EUGENE BURR. plays.

49th STREET Beginning Monday Evening, March 25, 1935

A WOMAN OF THE SOIL

play by John Charles Brownell. Staged by John Cameron. Setting designed by Yellanti, and painted and constructed by Milland H. France Sons, Inc. Presented by John Cam-

rance Sons, inc. Presented by Join Cameron. Margaret Young. Ellen Brewster Steve Baldwin. Brandon Peters Doctor Wade. Dodson Mitchell The Rev. Donald Ferguson. Maurica Wells Bert Mason. Frank Monroe Weir Douglas. Alfred Kappeler Robert Young. Arthur Pierson The Entire Action of the Play Takes Place In the Living Room of Margaret Young Farm-houso in Vermont. ACT I—Late Afternoon in August. ACT II —A Half Hour Later. ACT III—Several Days Later.

Advertised ourtain time-8:45. Curtain rose at showing caught-8:48.

A Woman of the Soil would have been far better off under it, so far as last night's audience at the 49th Street Thea-ter was concerned. For A Woman of the Soil, a play by John Charles Brownell, directed and presented by John Cameron, was as boring, inept and appailing a little mess as has smeared itself out upon

was as boring, inept and sppaling a little mess as has smeared itself out upon the stage this season. So duil was it in ita insistent inanity that a reporter cursed with jury duty found himself looking forward with comparative delight to serving on a very duil contract case. It's all about sweet little Ruth, up in vermont, who has been brought up by a kind aunt, and who, in gratitude, in-tends to waste herself upon that sunt's rotter of a son. The list of the gentle-mar's vices is something for the records; he is a drug addict, a drunkard, a lecher, a spendthrift, an egotist, a cad and an actor. (The last-named vice, unfortu-nately, is not shared by Arthur Pierson, who plays the part.) Little Ruth is beloved by the whole orant ask her hand because he served two years in the hoosegow for almost mur-dering a man who murdered his dog. She is also beloved by the Reverend Don-ald Ferguson, a prissy but pure-brarted preacher. In addition, the kindly village doctor and a playsright who has known her fiance fail under her inexplicable charm, and the community turns itself into a villageful of devastatingly duil Cupids intent on bringing Ruth and Bres the end the Reverend Ferguson

Cupies intent on origing room and Steve together. In the end the Reverend Ferguson (absolutely no relative of the Reverend Davidson of Rains) entices the fearsome fiance onto the lake and tosses him over-The rotter is recue dy the total and the set of the set of the lake and tosses him over-board, drowning himself in the attempt. The rotter is rescued by the noble Steve, but, after confessing his ains, con-veniently dies. It is, unintentionally, one of the funniest last acts in captivity. It seems almost silly to tilt against Mr. Brownell's gusty windmills. If it had all been played in costume it could easily pass as genuins two-karst Bouchcault, The dialog is as stilled as a aize-48 beldame in size-36 stays, and the style and plotting are reminiscent of the Way Dourn East achool at its height. The direction (early opry-house) is in

no plotting are reminiscent of the Way bown East school at its height. The direction (early opry-house) is in piezing. Brandon Peters does his bet-piezing. Brandon Peters does his bet-piezing. Brandon Peters does his bet-piezing. Brandon Peters does his bet-piezing and height beter all study he has to work with as Steve: Alfred house height beter all beter all be pool that and that northing. Evely house the lines: Ellen Brewster's absurdity of the lines the doct or be absurded be and phoney for Vermon's absurded be and phoney for Vermon's absurded be absurded be be be be absurded be bene better be be doct or the the Auth as is Miss Brewster's he doct or the were a om the gene be be doct or the bester be bene of the second act. The the bester be bene borders of West-outer to the 49th Street right now. The bester's hesting asystem histes the bester bester bester asystem bistes the bester bester bester bester bester the bester bester bester bester bester Breiter Berter bester bester bester bester bester bester the bester's bester bester bester bester bester bester the bester bester bester bester bester bester bester bester bester the bester be

BROADWAY R	UNS
Performances to March 30, 1	maluurina
	ened Perf.
Accept on Touth	
(P)mouth) Dec. Awake and Singl (Belasco). Feb. Bishop Misbehaves, The	25115 1947
(Cort) Mab	20 46
Black Pit (Civic itep) 31ar. Children'n Hour, The (Filliotty, Nov.	
Escape Me Never1 (Shubert) . Jan.	21 NO
Fly Away Home (48th St), Jan	15 89
Green Pastures, The (return	24 39
ensage.) (44th Street) Feb. Laburnum Gross (Booth). Jan. Lady of Letters (Mana-	14 80
field)	. 28 4
Moscow Art Players (Majustic) Feb.	16 45
Deluge, Tho Mar.	23 3
Enemics	. 18 4
Marriage and I Forgot (double bill)	. 11 2
Poverty Is No Crime Feb.	20 7
Revisor Feb.	10 11
White Grand The Mar	25 10
Old Maid, The (Empire) Jan.	7 98
Strange Child Feb. White Guard, The Mar Old Maid, The (Empire). Jan. Peronal Appearance (Benry	
Miller's)	17197
Petticoat Fever (RMz) Mar Petrified Forest, The	
(Broadhurst) Jan	7
Three Men on a Horse	20 71
Till the liey Die and	av +4
Three Men on a Hone (Playboue)	
ble bill) (Longacre) Mar	267
Woman of the Soll, A	9
(49th BL) Mar.	. 25 B
Musical Comedy	
Anything Goes (Alvin) Nov.	21
Great Waltz, The (Center), Sept Revenge With Music	\$2217
(New Amsterdam) Nov.	28125
Thumbs Up (St. James) Dec.	17108

MAJESTIC

Beginning Monday Evening, March 25, 1935. THE DELUGE

An American drama by Henning Berger, pre-sonted In Russian. Starring the Moscow Art Players and featuring Michel Chekhov, G. Chmara and A. Jilinsky. Directed by A.

Hinsky.	Presented by S. Hurok.
Fraser	Michel Chekhon
O'Neill	G. Chmari
Beer	
Stratton .	
	T. Swoboda
Nordling .	B. Kremenetzky
Charlie	B. Alekine
Lizzie	Elizabeth Kedrova
	ire Action of the Play Takes Place
in the Salo	on of an American City in the West

Advertised curtain time-8:15.

Curtain rose at showing caught-8:15.

Some years back Arthur Hopkins pre-sented The Deluge in its native tongue, and now M. Chekhov and company bring it back in Russian. If memory serves, Henning Berger's play, as first shown, didn't last as long as it abould have-or, rather, as long as it deserved. Ed-ward G. Robinson was a member of the original cast-without the machine gun.

A la Russe it is again vigorous, noisy and realistic dramatic farc, enlivened by the unbefolded nuality of the acting. It and realistic dramatic farc, entitlened by the unbridled quality of the acting. It gives free rein to Messrs. Cheknov, Chmars and Jilinsky, and gives abother saxy role to Elizabeth Kodrova. Their performances are more realistic than the rather uncovvincing aspects of the cloud-burst and dam breaking.

To recall the story briefly: Into a saloon of an American Western city come O'Neill, a legal shyster: Frazer, a bank-rupt wheatbroker; Frazer, a bank-broker, Frazer accuses O'Neill, and his friend, Beer, a crocked stock-broker, Frazer accuses O'Neill of cheat-ing on a dam construction contract and broker. Frazer accuses Oveill of cheat-ing on a dam construction contract and they nearly come to blows. Another character is Lizzle, a prostitute-who fell by the wayside after Beer, now engaged to a wealthy woman, seduced her. The saloon is charged with crossing currents of hatred. While the unpleasant 'crew are gathered drinking, a storm breaks. leading soon to the breaking of the dam and what appears to be certain death for all those in the place. The char-acters change, losing their violousness. Frazer and O'Neill make up after O'Neill acknowledges his wrongdoings. Beer promises to marry Lizzle. But the following morning the storm subsides and reversion to type immedi-stely sets in. They all reneg: Beer takes another runout on Lizzle and again The season of the Mascow Art Company ends March 30. JERRY FRANKEN.

Ensemble Theater Offers "When the Crash Comes"

NEW YORK. March 30,-No matter what the offering happens to be at the Chanin Auditorium, the chief at-traction remains the view from the audi-torium's windows at night. On the 50th torium's windows at night. On the 50th floor of the Chanin Building they over-look a city made magic with myriads of aparkling lights. It is a vast fairy-land spread below, with the dim, black river encircling its zone; human en-deavor seems dwarfed by the nocturnal view of markind in the mass. How dwarfed, then, must seem mere play-acting upon a stage. The Chanin Audi-torium, definitely, is unfair to its the-atrical tenants. atrical tenants.

Its present tenant is the Ensemble Theater's production of Beverley Nichols' When the Crash Comes, the second pro-duction of the first subscription season, which opened Tuesday and closes its brief run Sunday.

The play is a long-winded and talky satire of both communism and the status quo, which proves, among other things, that there is something to be said for the Messrs. Odets, Maltz, Bidar, Sifton and the rest of the boys after all. For one must take sides in order to become exciting: When the Grash Comes takes no sides at all. Undoubtedly: there is good satirin ma-

Comes takes no sides at all. Undoubtedly, there is good satiric ma-terial—plenty of it—in the play. Some-times it is well presented, but for the most part it is buried under unneces-sary words and extraneous plotting. And in addition, the piece bogs itself down pretty badly with loose ends and anti-climaxes. losing itself in the tangle of its own evident muddleheadedness. One scene was cut after the opening—but one scene hardly scemed enough.

one scene hardly scemed enough. When the Grash Comes is infernally dull-the it seems hardly fair to judge it by this performance. But on the other hand, it seems hardly fair to judge the performers by this play. If the ac-tors allowed the comedy and the satire to fall into a stilted vacuum, the play left the performers often stranded in a morass of hollow and impossible words. morass of hollow and impossible words. It is, in any case, most inadvisable for incrpretenced players to tackle a plece that calls for English accents, particu-larly Cockney. It was upon painfully assumed British speech that the cast chiefly stubbed its collective toe. The players seemed procecupied with accents rather than acting. rather than acting.

Camills Rowen, however, was natural and able as the heroine, and Ellie Regis, a suitry and enticing lass with a lovely speaking voice, showed definite possi-bilities, tho she was hampered by her idea of Cockney. The rest were, at best, acceptable. Pitt Herbert's pseudo-Eng-lish speech grew a bit painful at times, and so did the attempted character act-ing of Jerome Seplow, who played a butler. butler.

builter. Seplow also had the direction on his conscience. It was direction that failed signally to give any ald, making the per-formers appear, one suspects, far worso than they might otherwise have seemed. Reports have it that Mr. Seplow directs according to Moscow Art theories. Any theories of direction—except the presen-tation of a play in the most effective tation of a play in the most effective manner possible—are so much blige-water; particularly so is a half-baked Moscow Art method practiced on a crew of inexperienced actors.

EUGENE BURR.



TEACHERS' SUMMER COURSE, JULY 8 TO AUG. 16

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

MOTION PICTURES

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Paramount To Use Long Island Studio in First Anti-Tax⁻ Move

NEW YORK, March 30.—Report has it that beginning within the next month Paramount will move one or more units from Hollywood and will use its Long laiand studio for regular shooting. It is not known what will be the first picture. The move is intended as the first of a gradual removal from Hollywood should the new tax get by the California Legis-lature. lature.

The Paramount Studios here have been leased to the Eastern Service Studios and of late have been occupied by Heck and MacArthur and Christie shorts.

HOLLYWOOD, March 30.—As things now stack up the proposed high tax will pass in the Assembly. The lawmakers do not seem to be worried about the threat to move studios out of the State and are not taking the talk seriously. "If they're not willing to bear their share of the burden in these days they are not good eitizens," said Assembly-man W. M. Jones. "Maybe they better think of the Flor-ida summers and hurricance before they

ida summers and hurricanes before they there," commented Assemblyman J. J.

Uneasiness here continues. Here the studies will actually pull up stakes if the tax goes thru and playera who own large homes here and real estaters with large developments are not

Atlanta Buys Shrine Mosque For Use as City Auditorium

ATLANTA, Ga., March 30.—Hended by Mayor Key, the Atlanta city council has drawn up papers which will ultimately result in the purchase by the city of Atlanta of the Shrine Mosque property. which houses the beautiful 5000-scat Fox Theater, for use as a city audi-

torium. Altho costing in the neighborhood of \$3,000,000, when it was built six years ago, the property has been offered to the city for \$175,000. Thester was first operated by Fox, then Loew's and was closed for a time until reopened about two years ago, and is now operated by the Lucas & Jenkins chain as a straight picture house, sitho stage equipment is finest to be found. When first opened P. & M. units were used.

Penn. To Get Sunday Picture Referendum

HARRISBURG, Pa., March 30 .- A bill calling for municipal referendum on Sunday movies and theatricals will be brought before the Pennsylvania House

brought before the Pennsylvania House of Representatives in the hear future. Governor Earle and the Democratio State organization are unwilling to have anything to do with the meas-ure. The governor said his tax program must not give way to other legislation. Both factions, however, are taking a neutral stand on Blue Law smendments. Despite opposition from rural legisla-tors, it is believed the bill will pass the House without difficulty.



too sure that the producers will not carry out the threat. The average player doesn't care much one way or another.

Chi Theaters Complain of Screeuo and Bank Nights

CHICAGO, March 30 .-- At the meeting this week of the grievance board of the Code Authority here, they again showed their teeth with the issuance of showed their teeth with the issuance of a stop service order against a down-State theater that chose to diaregard a previous cease and desist order of the board. The Majestic and La Saile thea-ters, La Saile, operated by the Great States Circuit, were successful some time ago in obtaining an order, thru the grievance board, for E. E. Alger's Peru Theater, Peru: Rexy Theater, La Saile, and State Theater, Mondota, to cease running at admissions less than stipu-lated in their contracts. According to the Great States Circuit, the Peru Thea-ter continued to violate the order, so ter continued to violate the order, so it was again brought before the board, which issued the stop order against it, to become effective April 5.

to become effective April 5. There seems to be no chance of any theater in this territory running either screeno or "bank nights" unless they control their particular neighborhood. The Calumet, Hammond, Ind., com-plained against both the Orpheum and Paramount theaters, Hammond, about screeno and against the Parthenon, for running "bank nights." and the Madlin, Chicago, filed against the Lindy and American theaters for screeno. All were told to cease and de-sist the practice.

Notre Dame Students Are Asked To Boycott House

NOTRE DAME, Ind., March 30.-In or-der to impress theater owners the need for compliance with demands of the Le-

for compliance with demands of the Le-gion of Decency and to demonstrate the influence of Catholic action, stu-dents of the University of Notre Dame have been saked to boycott a South Bend playhouse. Despite promises by the management of the Paisce Threater in South Bend that it would keep all performances on a high moral plane, it recently adver-tised and presented a stage performance. The Spices of 1935, featuring the "foun-tain of sex and nuclty in gold." University officials complained that such a presentation was unfit for any stage. The local theater manager stated

such a presentation was unit for any stage. The local theater manager stated that he was powerless and had to accept whatever abows were booked by the Chi-cago operators of the playhouse.

Lightman Makes Many **Changes in Memphis**

MEMPHIS, Tenn., March 30 .--- ML

MEMPHIS, Tenn., March 30.-M. A. Lightman has named new managers for his three major downtown theaters here. Fred Pord, formerly with Baenger in Shreveport, will manage the Palace, re-cently taken over from Loew. Gene Oliver, one-time manager of the Ar-kansas Theater. Little Rock, succeeds Charlie Mensing, resigned, at the Or-obseum.

pheum, William H. Ramsey was moved in from Lightman's neighborhood Memphian to Johnson having been promoted to ad-vertising manager for the Lightman cirvertusing manager for the Lightman cir-cuit. David Groakind, associated with the Warner circuit office here for sev-eral months, will manage the Memphian. Curby Smith, of Jonesboro, comes in here as special exploitation director.

Pittsburgh Reopenings

PITTBBURGH. March 30.—A number of neighborhood theaters are scheduled to open within the next two weeks. Lou Padolf, former salesman for the local RKO exchange, opens the New Linden in Bellview April 5. The Grand Theater in Duquesne, closed for a number of years, will be reopened in two weeks by Glenn Floyd and Joe Huszar. I. Pa-looka will reopen the Royal Theater in the South Side. That house has been closed for 19 years.

Congrats to Terry

NEW YORK, March 30.—Torry Turner, well-known publicits, is receiving the con-grapulations of the isdustry on his clever handling of the Aunt Jemimen National Contest in connection with Universal's "Imitation of Life." Hundreds of thester managers entered the contest, which proved to be a business builder for every house showing the nutrure. Turner can house showing the picture. Turner can always be depended upon to conceive original ideas and the boys are englously awaiting his next exploitation stunt.

Detroit Has Wholesale Shift of House Managers

DETROIT, March 30.—Wholesale shift of managers among theaters, aside from the principal first-run houses, was made this week by George W. Trendle, presi-dent of the United Detroit Theaters. Fublix operating unit. Trendle has had a long-established policy of shifting managers at intervals of approximately six months in order to give each man the advantage of a wide range of ex-perience in meeting various types of operating problems.

periance in meeting various types of operating problems. Asher B. Shaw, manager of the State Theater, first-run house, was trans-ferred to the Riviera, leading second-run neighborhood theater, while Russell Chapman moved from the Riviera to the Madison, downtown low-price policy house, and Rex Mincklay was trans-ferred from the Madison to the State.

New Orleans Exhibitors Oppose Daylight Saviug

NEW ORLEANS, March 30.—Motion picture theaters are offering the only organized opposition to proposed day-light-saving ordinance here. They are signing up their employees to petitions protesting the measure, to be given a hearing next week by the commission council.

Central Trades and Labor Council, postal carriers and florists are only other postal caffers and horses are only other groups who have announced protests. A joint committee sponsoring it claims to have 10,000 names in favor. There has been no daylight saving here since the law was abolished in 1920. Newspapers are on the fence.

Gallup With Columbia

NEW YORK, March 30.—Bruce Gallup, of Donshue & Coe, advertising agency, has been named publicity and advertis-ing director for Columbia pictures, suc-ceeding Herschal Stuart, who resigned this week. Gallup assumes the new post on April 8. He was formerly associated with Columbia in the same capacity and was once with United Artists.

Showman Elected

DETROIT, March 30.—Another Miohi-gan showman has been elected to pub-lic office. J. J. Webber, owner of the Princess Theater at Chelses, has been elected president of the city council. It was the first time he had ever run for office. However, despite his lack of en-perience in politics, his operation of tho theater must have won the respect of his fellow townsmen, for Webber piled up the biggest majority ever given a candidate in Chelses. DETROIT, March 30 .- Another Michi-

Wisconsin Would Levy 4 Per Cent Tax on Theaters

MADISON, Wis., March 30.—Tho Carow bill, a broad tax measure which seeks to replace the property tax on real estate, has been introduced in the State Assembly here. Included among the items to be taxed are cigare. cigareta. rne items to be taxed are cigars. cigareta, cosmetics, automobiles and a 4 per cent tax on the gross revenues of theaters. In addition the theaters would be obliged to secure a license to operate, obtainable on payment of a 85 annual license fee. license fee

Mills With "Time"

NEW YORK, March 30 -A. K. Mills, formerly on the publicity staff of Bat-ten, Barton, Durstine & Osborn, adver-tising agency, has been named assistant to Vice-President Raiph Rolan, in charge of publicity and advertising for March of Time.

Casting Bureau Is Panned by Extras

(Continued from page 4) fillered thru the Hollywood grapevine that certain individuals named were stricken from the records prior to a public announcement of the completed

Meanwhile, on Tucsday the Hollywood Picture Players' Association, the Pic-ture Players' Alliance and the Troupers. Picture Players Association, the Fide ture Players' Alliance and the Troupers. Inc., organizations representing extra and bit players, forwarded to Rosenblatt a protest stating that the action of the Extra Standing Committee in ,selecting only 1,004 extras from the list of several thousand was a direct violation of the purpose of the National Recovery Act. The protest demanded that the re-regis-tration act be disapproved and that she committee be reorganized to make it more representative of the extra player. The tric protested further that the manner in which the names had been chosen by the Extra Standing Commit-tee was grossly unfair, for no statement has been made by the committee as to how information sought and obtained by it from studios, casting and other organizations and from the question-naires filled out by the players them-selves had been used. Also cited as a violation of the NRA

naires filled out by the players them-selves had been used. Also cited as a violation of the NRA is the so-called "active list" whereby certain extras would be listed as those available and desirable for various types of screen extra work. The protest point-ed out that the purpose of the NRA was not to simmer the list down to a mini-mum number but rather to re-register the extras and secure more of an equal distribution among a reasonable num-ber who could exist on the salarles thus derived and satisfy the producers with their services. If the present list as prepared is to stand the three organiza-tions demand that the standards by which the various extras were judged abould be made public. The Screen Actors' Guild is opposed to putting the present list, as compiled, into effect and in its statement to Rosenblatt demounce the sotup as most unfair. Furthermore it was intimated

unfair. Furthermore it was intimated that the guild might resort to court procedure if necessary to see that the

The second secon

clans and various other studio labor groups. The IATSE, holding an American Pederation of Labor charter, has been in the ill graces of the studios since the general strike of 1933. Major studios have refused to recognize other than so-called "company unions"--a situation which IATSE is anxious to overcome. Adding its strength to that of the Screen Actors' Guild, also holding an AFL charter, the IATSE hopes to put up a fight that will cause the studios to recognize their group and drop the company unions, strongest of which is Local 40, Studio Electricians. Local 40, Studio Electricians.

Benedict Promoted

HOLLYWOOD, March 30.--Howard B. Benedict, well-known New York pub-licity man, has been appointed director of advertising and publicity at the RKO Radio Pictures Studio in Hollywood, under the direction of S. Barret Mc-Cormick, national director of advertis-ing and publicity for the company. Eddy Eckles, the incumbent, will remain at the studio as director of exploitation, under Benedict.

Dead Men Okeh

HOLLYWOOD. March 30.—Judge Joseph Sprouls in the case of Mrs. Doris Preislar against Universal ruled that the showing of a dead man in newsreeks is okch. Mrs. Preislar brought sult for \$4,500,000 against Universal and theatars showing newsreel shots of the dead "Baby Pace" Netson. Mrs. Preislar contended that the slight of the dead man caused har to suffar untild the dead man caused her to suffer untold agonies and impaired her health.

MOTION PICTURES

BOX - OFFICE GROSSES HIT AVERAGE IN KEY CENTERS

NEW YORK, March 30.—Business in most key spots was average or better this week. In some of the Midwest centers where the duststorms have been raging business was off. In some Southern spots floads have hit the grosses. In most cities, however, good pictures have been getting a play.

Exhibitors are surprised at the small dent Lent has put in grosses. Almost every city reports that no material difference is noted. The smaller towns have feit the season more than the effes.

New York

No sensitional grosses this week in the Times Square belt, but business was up to the point where there were no complaints. The Music Hall grossed heavily with The Little Colonel, which is being held over. Naughty Marietta, at the Capitol. was above average and is booked for another week. The rest of the houses were so-so. The neighbor-Boods clicked nicely.

Chicago

The Loop houses report good business for the week. Good pix were responsible for the draw and next week's lineup looks good for bigger grosses. Those houses showing good product were favored by the fans with the medioere pictures taking it on the chin.

Philadelphia

Business just fair here. Pictures not so hot and the patrons gave the radio a play. Gut prices still keeping grosses down with no relief in sight. Exhibitors claim it is up to Warners to make the first move to up prices to their former level.

Cleveland

Grosses were far above average this weak. Almost every downtown house clicked in a big way. The pictures were he best seen bere in months and the fans greeted them as they descrued. Next week's lineup looks good for conlinued big takes. Neighborhoods have no complaint.

Seattle

Just average business this week. Pictures were nothing to brag about, but the takes were above those of last season. Neighborhoods got a big play with second-run box-office hits.

Montreal

Nothing spectacular in the grosses here. Pictures just average and fans

didn't go for them. Next week's fare looks okeh for bigger grosses and with a break in the weather the exhibs are confident they can smash a few records.

Providence

The RKO-Albee here will break all existing records this week with Roberta and a neat four-act stage show. Both vaudeville and film will be held over intact for a second week. Loew's State with Wallace Beery in West Point of the Air getting big night draw, but somewhat off at matinces, tho grosses on week will hit close to 200 per cent mark. Strand has a wow hit in Rugelss of Red Gap and will do 175 per cent; with Fays also coming close to that mark with Great Hole Murder and its stage show. Majestic will average around 150 per cent with Will Rogers in Life Begins at 40. Victory with five independent first runs fell down to 75 per cent. Modern also approximately that with return engagement of Man of Aran for four days and Pouer for balance of week.

Pittsburgh

Business is holding up surprisingly well. Despite summer-like weather which has a tendency to keep the folk outdoors, the good box-office pictures have done exceptional business. This week. The Scarlet Pimpernel, at the Fulton, and Folies Bergere, at Loews Penn, are in the lead. The former looks set for a long run. Gold Diggers of 1935 held up well at the Stanley, altbo not as strong as former Warner tuncfests. Broadway Bill, Clive of India, David Copperfield and The Gilded Lify are now circulating in the nabes and registering well.

Lincoln

Ruggles of Red Gap capping a threeweek series of exploitation stunts in its behalf was as big as its campaign on the opening clipping off a pace that indicated a new high gross for the last couple of months. It's at the Stuart. This picture is also banging hard at records all over this territory. Lent seems to have little to do with the altuation now, proving that good pictures get the biz regardless of season. Living on Veiret, at the Lincoln, is next in the money. The Varsity hanging to its dual policy has Let's Live Tonight and In Spite of Danger, which is drawing fair. At the Orpheum an average week is in sight after three days of vaude and Little Men, which was followed in by Private Life of Don Juan.

PERSONALS

Eddis Selette is now managing the Regent Theater in Albany. He's a great believer in throwaways and among many hings has conducted a popularity contest, organized a Booster Club, made a lisup to give away a parlor suite, stages yift nights and runs a Kiddie Kartoon Karnival.

The Palace Theater in Memphis. Tonn., formerly controlled by Loew's, will be closed and remodeled at a cost of \$35,000 during the summer. according to M. A. Lightman, who is now operating the house. Renovations call for rerecoration of the theater thruout and the installation of new seats. The name of the theater probably will be changed and the new personnel selected within few days, it was stated.

Leon Benham, of Philadelpha. connected with the advertising and publeity department of Warner Bros., is the new manager at the Queen Theater. Stanley-Warner first-run in Wilmington. Del. Benham succeeds E. I. Lewis. The Queen runs vaudeville.

March of Time Distributors Corporalon was incorporated at Dover, Del., to teal in motion pictures of all kinds. The company lists a capital of \$100,000. Tussell A. Smith, Jackson Heights, L. L. Y.; Keith T. Middleton, New York City, and Henry G. Walters Jr., of Eimhurst, L. L. N. Y., are the incorporators.

Full houses greeted the opening of the new Vanity Theater, Crawfordsville, Ind... March 17. House is owned by the Voh-

derschmitt Enterprises, which now has seven theaters in the Indiana territory.

The old Keystone Theater, Chicago, built 25 years ago, has been leased by the Essaness Theaters, Inc., and will be completely modernized by it. An airconditioning system is to be installed and other improvements will be made at a total cost of about \$40,000. House, which has been renamed the Mode, will not be closed during improvement.

Joseph Kollar, Detroit film censor, is booked to speak before Detroit school children on the emotional attitude toward motion pictures. As a learned student of psychology, Kollar is especially fitted to deal with this subject.

C. C. Bounds and Ted Lewis, coowners of the Princess Theater at Texarkana, Ark., have purchased the Midway Theater there from W. B. Smith. R. E. Scoggins and Ben Carter.

J. C. Ritter has installed new screen and equipment in the Rialto Theater, Detroit, resulting in 30 per cent improvement in sound reception qualities.

Edmund C. Shields, of Lansing, vicepresident of the Butterfield Circuit, is a candidate for regent of the University of Michigan

Julius Fodor, of La Porte, Ind., owner of the Cozy Theater at Benton Harbor, Mich., has incorporated his Benton Herbor company as the interstate Theater Corporation. Price Wars

O NE of the greatest evils of the picture business is the stupid action of cutting prices in order to cripple a competitor. It is practiced by both affiliated and independent houses and has done more to keep theaters in the red than any one thing.

Almost every section of the country is suffering under this curse and altho most exhibitors are anxious to break away from it there are a few in each district that refuse to put prices where they belong.

Theater owners today are giving their patrons too much entertainment for the money. Price trends should be up and the running time of shows cut. Instead, disgruntled exhibitors are giving more entertainment at cheaper prices. This cut-throat method should be eliminated.

It is not possible for a conscientious exhibitor, who gives his patrons good pictures, comfort and sanitary conditions, to compete with a dump, for the unscrupulous theater owner can always undercut his competitor.

One price cutter, in trying to kill off competition, can bring down prices in an entire city. This was once the exclusive practice of affiliated chains when they wished to buy a house, but of late it has been taken up by independents and has hurt the show business all along the line.

The code has done some good in eliminating many of the abuses of unfair competition, but the job is primarily up to the exhibitors themselves. If they can't reason with a shooting gallery operator they should tilt their prices regardless and let the cutter go his way. They should not permit one man to establish prices in any community.

Fans are willing to pay fair prices to see good pictures and a five-cent tilt would bring no squawks, yet this five cents would spell the difference between profit and loss to most theater owners.

The cut-throat theater operators have done untold damage to the industry in their selfish endeavor to corral all the dough. Yet these same men are the first to run to their Grievance Board and yell their heads off at any fancied damage.

Exhibitors should not permit themselves to be stampeded into price-cutting competition. If the showman will put on a good show, keep his theater clean, use his head in exploiting his product and know his patrons, he never need fear the price cutting of a dump.

In many spots efforts are being made to tilt prices upward and there are indications of success, but if success comes it will be in spite of certain undesirable elements in the business. If the vast majority of theater owners, who constitute the backbone of the show business, will get together on a fair box-office price and ignore the throat-cutter, they will achieve their aim.

Don't go into a panic at the sign of cutting; instead pay more attention to your show and your competition will fade.

Len Morgan.

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MOTION PICTURES

FROM THE BOX-OFFICE POINT OF VIEW

"Mark of the Vampire" (METRO-GOLDWYN-MAYER)

Previewed at Fox Uptown. Los Angeles. Calif. Time-63 minutes.

Release Date-April 5.

with Lionel Barrymore as its only big mame, this stereotyped mystery thriller has nothing new to offer, but does man-age to build up a few hair raisers before the plot unfolds just as you pre-dicted—the scheming guardian who killed the father of the heiress gets

killed the father of the heiress gets his due. This Tod Browning production is as effective as its weak story will permit. Inclusion of the daughter, ably han-died by Elizabeth Allan, in the plans to reveal the murderer is its only variation. Barrymore is the central figure as the professor whose hypnotic powers un-cover the heavy, played by Jean Hersholt. Hersholt.

Hersholt. Of course, there are all the errie ef-fects of vampires, bats, rats and the usual dust-covered organ in the base-ment of the haunted castle, but it all unravels weakly to reveal Bela Lugosi as the head of a group of hired ghosts. ed ghosts. Blackford.

"Moscow Laughs" (AMKINO) Cameo, New York Time-85 minutes.

Billed as "The First Soviet Jazz Con milet as the risk south of the control of the south of the second of the south of t uninteresting.

unliteresting. The story is that of a sheepherder being mistaken for a noted orchestra conductor and difficulties when he breaks into society and later becomes leader of a jazz band. The comedy is all of the obvious type, but it is clean and the audience at the Cannoo liked ft. The production is more elaborately staged than in other films to come out of Russia and in many of the scenes one can almost see the Hollywood touch. The heblights of the feature are the

Can almost see the Hollywood Gutch. The highlights of the feature are the business of cattle roaming thru a sum-mer palace; the fight of the jazz band musicians: the conducting of the sym-phony, and the clever comedy work by the heroine. Lubov Orlova.

The picture will no doubt click in in-dustrial cities, but it is not for the average theater. The dialog is in Rus-sian with English titles. Morgan.

"Cardinal Richelieu"

(20TH CENTURY) Previewed at the Village. Westwood Village, Calif. Time-81 minutes. Release Date-April 28.

Holding strong interest for history lovers, the Darryl Zanuck production of a chapter in the life of Cardinal Riche-Heu at the time when he was the power behind the throne of Louis XIII is one behind the throne of Louis XIII is one of the most spectacular and lavish George Arliss productions to ever come out of Hollywood. No expense has been spared by 20th Century to make this picture the most pretentious of all Arliss starring vehicles. In the title role Mr. Arliss offers an unusual portrait of the man who, for a brief spell, controlled the destinies of all Prance. His interpretation of the Cardinal will be numbered among his prestent screen efforts.

greatest screen efforts. A well-selected cast supports Mr. Ar-liss. Playing the role of Louis XIII, a

man who, while vacillating between the opposing influences of court politicians and his Cardinal, was strong willed enough to make his power of resistance a force of dramatic interest, is Edward Arnold. Maureen O'Sullivan, playing the role of the ward of Richelicu, and Cesar Romero. Holiywood's latest ro-mantic rave, enact a love drama thru the turbulent chapters of political in-trigue, hate and mistrust. Others include Douglas Dumbrille, Francis Lister, Hallwell Hobbes, Violet Kemble Cooper, Katharine Alexander, Robert Harrigan, Joseph Tozer and Lumaden Hare. man who, while vacillating between the

Robert Harrigan, Joseph Tozer and Lumsden Hare. Picture deals principally with the stormy times of King Louis XIII, when church and state were contending for power. Cardinal Richelicu is pictured as a military genius. statesman and re-ligious leader. When Europe was draw-ing a ring of steel swords around France in a military alliance whose aim was to reach Paris and piace Louis brother on the throne. When the ruler's own wife was notting against him. When to reach Paris and pince Louis brokaer on the throne. When the ruler's own wife was plotting against him. When Richelieu manipulated Louis to take power away from the land-holding no-bility and thus, under one king, weld Prance into a united nation which could defy the world. All are told with his-torical accuracy. torical accuracy.

defy the world. All are told with his-torical accuracy. The screen play of Cardinal Richelieu was adapted from the Bulwer-Lytton stage play by Cameron Rogers, with the shooting script prepared by W. P. Lipscomb, one of the suthors of Clive of India, and Maude Howell. The camera staff was headed by Peverell Marley. Art Director Richard Day has dupli-cated the splendor of feudal France, the glittering magnificence of Louis XIII's palace, the cathedral of Notre Dame in Paris and the palace of Richelleu. Rowland V. Lec. whose direction was responsible for Count of Monte Cristo, was intrusted with the direction. Brart showmen will make the most of this picture and prement it in road-show fashion. So offered and so exploited it will prove a profitable attraction.

Blackford.

"Black Fury"

(FIRST NATIONAL) Previewed at Warner Bros." Studio, Burbank, Calif. -Time-92 minutes. Release date-Not set.

Release date—Not set. A mighty story of industrial unrest 11 graphically told in this swift-moving dramatization. Black Fury presents a Paul Muni unknown to his legions of film admirers, for here they will see him in the forceful role of a leader of men: a demagog of justice, a powerful force among the men in his stratum of hu-manity and a weak, unprincipled im-becile in the hands of crafty strike precipitators. precipitators.

precipitators. Story, told in striking truthfulness and of interest because it is so closely allied with the lives of hundreds of thousands of workers, opens in the coal fields, where Mull is a man among men, a prince of good fellows, engaged to marry Karen Morley, the daughter of a miner. The girl runs away to marry a company officer and Muni finds refuge in liquor. Toting a heavy jag he wan-ders into a minc workers' union meet-ing wherein the men are being called ing wherein the men are being called upon to decide to stay with the union and fight it out or withdraw. In a half-crazed condition Muni leads the men in a powerful denouncement of the union and under the guidance of Barton McLane, an employee in the service of

precipitating organization to man their mines with scabe and police officers. Sober to the evil that he has caused Muni takes possession of the mine dur-ing the night, loads it with dynamite and refuses to turn it over until the

and refuses to turn it over until the miners he has wronged win out. Picture is one that will cause wide word-of-mouth publicity and will find itself criticized considerably. However, it is enjoyable entertainment and a pic-ture that will add prestige to your house. Blackford.

"Death Flies East" (COLUMBIA) Warner's Downtown, Los-Angeles, Callf. Time-85 minutes. Release Data-February 28.

Closely paralleling Murder on a Honey-moon, made by RKO Pictures some months ago, this picture is far from being satisfactory entertainment and profits will fly out of your box-office window when Death Flies East hits your house. Film has nothing new to recom-mend it, and action of the story so closely resembles the RKO feature that it looks as if this might have been a

it looks us as carbon copy. Florence Rice and Conrad Nagel head the cast. Phil Rosen is credited with

the direction. Action, that is, what there is of it, takes place on a Douglas air liner en route to New York. A girl convict jumps parole to grab a plane and reach Sing Sing before a man is about to be electrocuted. Said man holds in his electrocuited. Said man holds in his power the words that will release her-self and a doctor from murder charges. Others on the plane include a young chap with important papers to deliver in Washington, an Oriental, an insurance salesman, a detective, an ordinary traveler, a business man and a deaf woman. The detective is killed and all passengers are thrown under suspicion. As in most mystery yarns, plenty of rea-sons are offered why everyone should be sons are offered why everyone should be

Death Files East is deminer, in houses where the patrons eat up most any-thing on celluloid this one will silde thru without too many squawks. Blackford.

"A Night at the Ritz" (WARNER BROS.) Warner's Downtown, Los Angeles, Calif. Time-60 minutes. Release Date-March 23.

Based on the idea that a green-horn cook at the swanky Ritz might be fun-ny. Warner Brothers have turned out a picture that will please the not too fastidious. Picture is sheer nonsense thruout, with a slight touch of romance aloughed off in favor of a few silly

aloughed off in favor of a few silly situations. William Gargan, a press agent in need of funds, succeeds in selling the Ritz management on the idea that Eric Rhodes, the daffy brother of Patricia Eilis, is a master cook. Management fails for the master chef and releases Paul Porcasi in favor of Rhodes. Rhodes, with Allen Jenkins as a stooge, provide plenty of laughter in their kitchen scenes, and just as the master chef is about to give indigestion to a bankers' luncheon Bodil Rosing rushes in and saves the gents' stomachs. in and saves the gents' stomachs. Gargan and Miss Ellis provide the ro-mance. Rhodes is funny at times, and

Jenkins makes an effective foll. Gor-don Westcott is capable as the columnist Jenkins kidnaps when Westcott gets wise on the birds in the kitchen.

wilse on the birds in the kitchen. William H. McGann's direction is slow and jerky, with too many waits between laughs. Picture could be trimmed to 50 minutes very easily. As is it's only fair program entertainment. Blackford.

"The Man Who Knew Too Much" (GAUMONT BRITISH)

Mayfair, New York Time-80 minutes.

Time-ou interest. The Gaumont British feature is one of The Gaumont British feature is one of the best melodramas to come out of England and will give Hollywood direc-tors a mark to aboot at for real thrilis and unbroken pace. Alfred Hitchcock, the director, has turned out a worthy product and it will do well in any the ater in which it is booked. The story is an attempt to assassinate for the direct during a symphone

In a foreign diplomat during a symphony concert. The man who knows that the crime is to be committed cannot ward the authoritics, for the gang has his daughter hidden away and threatens to kill her if the father gives the police a

the second secon meller yarns.

There are only two names in the cast anere are only two names in the Cast known to fans in this country. They are Edna Best and Nova Pilbeam, the latter having played in *Little Friend*. You will make many new customers if you play this one. Morpan.

"New Adventures of Tarzan" (BURROUGH TARZAN ENTERPRISES) Previewed at the Alhambra.

Alhambra, Calif. Time-60 minutes

Alhambra, Calif. Time-80 minutes. Failing to cover its identity as a series of Tarzan clips from past pictures this feature shows possibilities only for juve-nile patronage. At a Saturday morning matinee it will click beautifully. Picture is dull, alow and lacks sus-pense until more than halfway along High point is reached when Tarzan, leading a band of explorers, happens upon Guatemalian natives, who insist on defending ancient Mayan ruina of the Central American jungles. Tarzan reels performs the usual Tarzan feats of physical prowess by bounding hither and you until bringing the troupe out in safety. Plot is simple and takes side steps occasionand for several receinent four chapter serial if chopped up after each Tarzan demonstration. Blackford.

Harry Brandt Again Elected ITOA Prexy

NEW YORK. March 30.—Harry Brandt has been re-elected president of the Independent Theater Owners' Associa-tion despite the fact that he didn't want the lob.

the job. Other officers elected were Charles Schwart, vice-president; Maurice Brown, secretary; Leon Rosenblatt, treasurer, and Dave Schneider, sergeant at arma. The board of directors consists of Mor-ris Fleischman, Leo Brecher, Hyman Rachmil, Herman Eisenstadt, Louis Schiffman, John Benas, Jack Hittem, Al Cooper, Rudolph Sanders, Morris Good-man, Ben Roman, Dave Weinstock, Ber-nard Pear, William Yoost and Dave Davis.

Lincoln Set for New **Bargain Price Battle**

LINCOLN, March 30.—Arrival of J. H. Cooper from New York to turn an eye at the local situation, which finds his opposition entirely on a dual bill policy. has the row conjecturing sgain and it's believed that a return of duals and bargain prices such as was prevalent last summer may again be the vogue. War between him and L. L. Dent has been raging in four States for the past year and will probably be a bloody one of crippled box offices here. LINCOLN, March 30 .- Arrival of J. H.

Holdovers

Issue Reviewed.

a strike, an employee in the winter of a strike-precipitating organization, leads them out on strike. Owners of the property lock out their former employees and amploy the strike-

THEATRE EQUIPMENT NEW & USED WAITS FOR FALL CATALOG MOVIE SUPPLY COMPANY 144 S. WABASH AVE. CHICAGO, ILL. THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Died Generally. Conducted by MARTIN C. BRENNAN, 100 City Taitraalis Balding, Pits Birmi, Sydner, Amirikan Olico of TEN Elitaboakh.

CURRENT BROADWAY FILMS

suspected. Miss Rice and Nagel have very little to do with the story and very little op-portunity to demonstrate their abilities with the meager parts assigned them. Death Files East is definitely not an electron Ya balance

April 6, 1935

REPERTOIRE-STOCK

23 The Billboard

Conducted by BILL SACHS-Communications to 25 Opera Place, Cincinnati, O.

Slout Players **Opening May 6**

VERMONTVILLE, Mich., March 30,-Cecil Rawson, boss canvasman for the L. Verne Slout Players, arrived at the L, verne Slout Players, arrived at the show's winter quarters here last Satur-day and immediately began work on overhauling and repainting the Slout outfit and equipment. Crew mombers are arriving daily.

Rehearsals are set for April 24, with the opening May 6. Show will play two, three, four and five-night stands. In Battle Creek and Lansing, Mich., how-ever, the Slout Players will show 10 days. It will be the company's ninth canvas season in Michigan.

Chryss sesson in Anteligan. Those already selected for the cast in-clude Bert C. Arnold, Greg Rouleau, Dorothy Dumas, Pup Shannon, Bill and Beas Thebus and L. Verne Slout. Tony Jackson, dancer, and the Three Musketeers, ccentric musicians, will be carried for vaude specialties. Several additional members will be added to the roster before the show hits the road.

Billroy Show Briefs

VALDOSTA, Ga., March 30 .- Mr. and Mrs. Billy Wehle, accompanied by Sena-tor E. C. Wehle, Billy's dad, arrived here early Sunday morning and Billy made a beeline for the winter quarters to see what had happened during his seven weeks' vacation in Miami.

Pulling his car up to the warehouse, jumping out, leaving the motor running, door wide open, he came in on the run and came to a sudden stop, hesitated for a few moments and then let go with: "Am I amazed?"

After he was shown around he was all praise of the way the show was turned out for him and says that to balance the equipment he is going to have the best stage show he has ever had.

Actors, actresses, chorus giris, musi-cians and specialty people are arriving every day and by the time you read this rehearsals will be well under way.

The opening is set for April 5 hero. Which way we are headed no one knows and don't seem to give a hoot-in-anny. They know it won't be "up." Don and Della Paimer drifted in Sun-day and blew out Monday to do the job

of contracting.

"Buzz" Brown, who slings a wicked paste brush, and his crew have already plastered this town with a flash of pa-

plastered this town per that is a wow. Complete roster will be in next week. Don't forget to visit this year. TOM HUTCHISON.

Manhattan Players in 4th Week at Worcester Theater

WORCESTER, Mass., April 1. — Guy Palmerton's Manhattan Players are now in their fourth week at the Worcester Thrater here. Current offering is Laff That Off, to be followed next week by Vit's a Wiss Child. The Palmerton or-ganization opened here March 11 with Howard Lindsay's Your Unole Dudley. The local press has dubbed the com-pany one of the best stock troupes to play here in a long time. In the cast are Frank and Marjorie Clarke, leads; Helen Arlan, ingenue; Richard 8. Bishop, seconds; Byrd Bruce, seconds; J. Hartison Taylor, characters; Gertrude Dion Magill, characters; Ar-thur Gage, juvenile; Raibh Elkina and Joseph L. Hall, general buainess. Guy Palmerton is director-producer. Palmerton expects to operate the company here until June and then take whalom Theater, Lunnenberg, Mass. WORCESTER, Mass. April 1. - Guy

Whalom Theater, Lunnenberg, Mass.

Dorothy Lockhart To Direct

BRIDGEWATER, N. H., March 30.-Dorothy Lockhart, once co-organizer of the Philadelphia Theater Association, has been engaged to direct the Wagon Wheel Players, of the Pasquancy Music Colony, Inc., in their second season of summer stock. Opening bill is Milne's Belinda Others will include The Pourth Wall, Candida, The Laie Christopher Bean, Three-Cornered Moon, Men Must Fight, First Mrs. Frazer and Hay Fever. Company plays last half of the week to a subscription audience of natives and summer residents. Eate Conway and H. Willis Lawrence head the cast now being engaged. BRIDGEWATER, N. H., March 30.-

Rep Ripples

FRANK (RAKEY) CAMEL, the last two seasons comedian and specialty man with the Norma Ginnivan Comman with the Norma Ginnival com-pany under canvas, postcards that he will be featured with a 12-people tent dramatic company which the Triangle Theawical Enterprises of Toledo, O., is slated to launch soon. Earl Caton is president and Abe Sakols secretary of the Triangle outfit.

MR. AND MRS. KLINK LEMON. Bessie Leighton, Billy Miller and Billy Gilbert of the Bert Bertram Players, jumped into Valdosta, Ga., last week for a peek at the new Billroy Comediana' outit. Bessie Leighton, in commenting for a peek at the new Billroy Comediana' outit. Bessie Leighton, in commenting on the layout, says: "Billy Wehle has the most beautitul and fashy outit in the business. The eight trucks, be-sides being big advertising features in themselves, are equipped with sleeping quarters for the drivers and their help-ers. We also visited the Kay Bros'. Circus in Valdosta. They also are put-ting on a new coat of paint."

WALTER D. GAYLON SR. is now pro-ducing several of his own plays with local casts in schools and auditoriums in the Knoxylile area. Gaylon's plays are titled The Last Valoar and Rose Arbor Homestead or Face in the Flowers. He formerly trouped with the Columbia Musical Comedy Company and Columbia Musical Comedy Company and the Knickerbocker Stock Company and back in 1910 had out his own tent show known as the Greater Southern Stock Company. He is working under local auspices at the various spots.

JANES HAMILTON, hanner man, has closed with the Ray Howell Show and joined Henry L. Brunch's Comedians in (See REP RIPPLES on page 25)

Powers in North Houston; Inaugurates Sunday Closing

HOUSTON, March 30,-Powers Players, under the management of Steve Powers, have pitched their tent in North Houston have pitched their tent in North Houston for an indefinite engagement. New faces on the show include Jackson Purdy, who has returned to the show to do leads. Others are Dorothy McGuffin, leads; Jimmy Power, juvenile; Helen Mae, in-genues: Ed Herrington, characters; Corine Hart, general business, and the team of Walker and Cozy, parts and specialties. Powers has added a new light plant to the outfit. the outfit.

A unique policy of the show inaugu-rated at this stand is the Sunday closing and the donating of the outfit to inter-denominational religious meetings. The idea has brought many friends to the Powers Players. These religious gather-ings are in charge of Rev. Wilbur Hall.

Gordon Cast Is Complete

CHICAGO. March 30.—George Gordon has completed casting for his tent show, which opens at Crown Point, Ind... May 15. Company, directed by Oswell Jack-son, has Andrew Leigh. Billy Kent, Ar-thur May, Bert Black, Helen Kilduff, Ann Neilson, Lynn Arden sund Mannette Omey, with Lee Orland in advance. The Gordon Players Have a tent 80x100, seat-ing 800, and use a repertoire of seven plays. These are The Chair, Over the Hills to the Poorhouse, Making of Molly Malone, Ten Nights in a Barroom, Hén-pecked Henry, She Loved a Saitor and Won by Waiting. The show will play Indiana territory.

'Drunkard' Set for Long Run

PTITISBURGH, March 30. — Jerry Floum's production of The Drunkard, now in its 29th week at the Port Pitt Hotel, will run thruout the summer, if current business is any indication. The play has been building in box-office re-ceipts since its opening and has played to hundreds of repeat customers. George Sharp, co-manager, who wint to Dayton, O., to stage a similar presentation, took with him Norman Porter and Tim O'Bhay, a couple of the leads. They were replaced here by Frank Purlong and Regis Joyce. A new specialty here between acts is that of Lela Moore and her Dance of the Lovers.

BERTHA CREIGHTON, former charac-Grand Rapids, Mich, is now directing the Community Players in Flint, Mich.

Kansas City Jottings

KANSAS CITY, Mo., March 30.—Cliff Carl, manager of the Cliff Carl Come-dians, has closed his circle stock, which has been in operation for the last 25 weeks, to paint his outfit and reorganize his show for the tent season. "Pop" Sherman, vetran Midwest char-acter man and director, is said to be con-cidering launching a convas thester this

sidering launching a canvas theater this

Fred Reeths announced his intention to again launch his tented theater this

to again launch his tented theater this spring. Fred has been out of the busi-ness for several years. B. L. Dickson, now in his 12th week of circle stock, with headquarters at Aber-deen, S. D., reports that he has seven more weeks to go before beginning a string of split weeks in the Black Hills country. Dick Henderson manager of the Hen-

Country. Dick Henderson, manager of the Hen-derson Stock Company is leaving here today after a stay of several weeks by (See KANSAS CITY on page 25)

Dayton Citizens Back Plan For Five-Week Stock Run

DAYTON, O., March 30.—A group of influential citizens, headed by Judge Frederick Howell, will sponsor a spring dramatic festival, beginning May 13 and running five weeks, with a different pro-duction each week. The State Theater will probably be used, with the Junior League co-operating. Harry Oresham, director of the late Dayton Players, will be director. He is now in New York selecting plays and plays. Sciena Royle and Coarad Nagel now mentioned as possible leads.

NRA Picture Code Amended To Take in Reps, Tabs, Etc.

WASHINGTON, March 30.—Motion Picture Code of the NRA has been amended to include under the terms "presentation and vaudeville" a num-ber of designations which certain com-panies have been using to curcumvent the code's labor provisions. These designations are "rep shows." "tab shows," "wagon shows." "medicine shows" and "showboats." Another amendment compets com-panies to pay fares back home to mem-bers of their choruses who have been discharged.

discharged.

Mack-Mnrray Players **Ready for Canvas Trek**

NELSONVILLE, O., March 30 .- Mack-NELSONVILLE, O., March 30.-Mack-Murray Players, now playing school benefits in Southern Ohio with Uncle Tom's Cabin, will begin their tent sca-son around the middle of May. Com-pany will begin its canvas trek by show-ing a few Ohio River towns and will then jump into West Virginia. Show will start out with a new outfit this year: and will carry 18 people, mak-ing one and two-night stands. Plays to be featured are Uncle Tom's Cabin and St. Elmo. Ella MacDonald and Nelson Edwards, managers, report a good winter season.

Abc Rosewall Changes Bills

KANSAS CITY, Mo., March 30.—Abe Rosewall Company, current at the Dubinsky Bros' Liberty Theater here, has discontinued its series of dramas dealing with the activities of the Kansas City police and will present instead a number of comedy dramas in tabloid form, each show to run 45 minutes. The first bill was presented the last half of this week, titled The Meanest Woman in the World. Abe Rosewall is being featured in rube comedy parts. Other members of the Rosewall cast are Jerry Dean, Russell Murdock, Ralph Dennis, Al Pierce, Sylvia Summers, Katherine Al Pierce, Sylvia Summers, Katherine Kaye, Verna Dennis and Florence Strand. There is also a male quartet.

Stock Notes

PEROL BALLARD, stock juvenile, barely escaped death in the flames which swept the Club Rendezvous, Chicago, carly last week. Six people WOTE burned to death in the conflagration and 16 are in the hospital as the result of burns. It was Ballard's second week as entertainer at the club.

S. CARLTON AYERS directed the Al-toona Players in Three Cornered Moon in Altoona, Pa., March 27 and 28. Tessie Dermbert, William Clear and Dean Dreifus were featured.

DEWEY CAMPBELL Stock Company DEWEY CAMPBELL SLOCK Company will open its fourth season soon at Hoff-man, Minn. A tour of the northern part of the State will follow. Cast includes Eileen Gibbs, Katherine King, Flo Camp-bell, Edward Opla, Walter Litzen, Fred Crosby and Mr. Campbell.

ELBERT A. WICKES is this week pre-senting the Abbey Theater Players at the Mctropolitan, Seattle, Waah. In-cluded in the cast are P. J. McCormick. Elicen Crowe, Barry Pitzgerald, Maureen Delaney, Arthur Shields, May Craig. Michael J. Dolan, Aldeen O'Connor, Denis O'Dea, Prolie Mulhern, P. J. Carolan, W. O'Gorman, U. Wright and Joan Sullivan.

Green Players Doing Okeh

WALNUT BIDGE, Ark., March 30 Joe Greenfield's Judy and Mac Green Play-ers, who begin their tour March 8, have been finding business good in this terri-tory, according to the management. Company is playing high school auditoriums, presenting a three-act comedy, six acts of vaude and an orchestra. There are 12 people in the troupe. The company will move under canvas as soon as the weather permits.

SUMMER STOCK **OPPORTUNITY**

For Lease or Sharing Terms, Ideal Location and Theatre for soud Summer Stock Omepausy. Long reason. Seven-day week. No opposition. Ample parking. Drawing population over a million. CARLIN'S PARK MARYLAND.

PUDDIN' HEAD JONES!

Cast 3 Men. 2 Women. One Set. A rewritten (Not a Cati Version of CHEATING WOMEN." A knockout. 55.00 Crefts 310.00 Tami Season. Coates Hause, PAUL PLAY OD, Kenze Oly, Mo. Coates House,

JUST WIRE-OAY OR RIGHT WAYNE AGENCY Booking Irophe-Leasing Plays. Chambers Building, Kasas Oliy, Mo.

FOR SALE

17 Sets of like new Modern Wardrobe, 6 to 10 to set. Some peed cleaning. Also Dandy Chorus Wardrobe Trunk, cost \$152.00, First \$100,000 cets all. This is a real buy. Will billy supress \$20.00 derout, balance C O D Wirs, don't write, SiLLV WENLE, Manager, Billioy's Comediani, Valdoria, Ga.

WANTED

Specialty Team and Shaile. Denocets that do Black preferred. Must be youns and sober. State all and lowest in first lettes. If you have house car say so. Denois Stope, Art Gilbert, Ruit Leo write. BERT RUSSELL, Summarion, S. O.

CLIFF CARL COMEDIANS Wants Actors that Double Orchestra or A-1 8 cialtics. Aching Heart has been done her Write COUNCIL, GROVE, KAN.

People In All Lines Wanted Summer Tent Season. State all first letter JACK RIPLEY PLAYERS, 1101 Blue SL, Duboges. Joya

WANTED-BOSS OANVASMAN For small kep Show, week and S-uight stands. Must be experienced, sober and reliable. GEORGE GORDON, 550 Surf Street, Chicago.



BURLESQUE

Conducted by SIDNEY HARRIS--Communications to 1564 Broadway, New York City. 🚃

New Actor Org. Seeks Charter

EW YORK. March 30. NEW YORK, Narch 30.—Petution for a State chorter has been filed by an or-ganization known as the United Bur-lesque Artists' Union. Inc., which would be a rival organization to the Burlesque

be a rival organization to the Burlesque Artists' Association, an American Peder-ation of Labor group chartered by the Associated Actors and Artists of America. The pectition was filed by Irving Cyrulli, Brooklyn attorney, and the signers were Jeanette Hold. Margaret Sweeney, Jack Bagley, Bortha Bagley and Betty Schwartz.

A hearing on this application for a charter is supposed to be scheduled for April 5.

Sophie Tucker To **Champion Burlesque**

New YORK. March 30. — Sophie Tucker. arriving in town Monday from Florida, released a statement that she intends to campaign to retain the bur-lesque code. A former burlesquer her-self. Miss Tucker intends to prove that the girls in that field need all the pro-tection they can get on wages and work-ing hours.

the store of the set o the girls from the Republic Theater were at the station to meet Miss Tucker, hut Tom Phillips, president of the BAA, sent them away.

CLEO DOUGLAS, assistant stage di-rector for the Wilners, recovering from throat operation.



Burlesque Review

Rialto, Chicago (Reviewed Friday Evening, March 29) After being dark for several months this house reopened today under the di-rection of N. S. Barger, who also operates the Star and Garter. Being the only real burleycue in the Loop it should have a good play. If today's business can be taken as a criterion the success of the venture is assured as the bound can be taken as a criterion the success of the venture is assured, as the house was packed all day. Policy is four shows daily at 25, 35 and 50 cents ad-mission. Fred G. Clark is producer, as-sisted by Ida Rose, with technical direc-tion by Emil Brenner. H. Helmes is house manager; Joc Kallison, assistant manager, and Jimmy King, orchestra leader. lcader.

Company is headed by Mae Brown, who gets the electric light billing and does one strip number. Other strip numbers are handled by Dagmar, fea-tured exotic dancer; Tiny Huf, a peppy miss of personality, and Joann Dare, the company's ingenue. Comedy is taken care of by Bennie (Wop) Moore and Don Dixon, with Jack Buckley as straight man. Singing assignments go to Sally Darling, the prima donna; Erin Jackson, Gene De Vaux, and Dave London. The chorus of 19 is well drilled and are fair lookers.

Gene De Vaux, and Dave London. The chorus of 19 is well drilled and are fair lookers. The show, Fine Feathers, is in 17 scenes and Clark has done a good job in the short time he had for rehearaals. His production and posing numbers are pleasing to the optics and the scenic and electrical effects are colorful. Comedy bits at the beginning of tho show were somewhat weak, due more to the material used than the comedians. The biggest laughs eame from "the scene done by Moore, Buckley and Tiny Huff participated, and the scene done by Moore and Dison with their dycing dialog. Heaviest applause was drawn by the 11 Trowsfore number, which featured Dagmar and the singing of Sally Darling and Gene De Vaux. Other outstanding production numbers were the tambourine firlil, which de-veloped into a can-can number, and the Indian number, which featured the pos-ing of Brengk's golden horse. Lighting effects here were aces and the audience, which cance to see strip

as hiercedes and Her Golden Horse. Lighting effects here were aces and the audience, which came to see strip numbers mainly, was awed to applause by the colorful numbers. When the comedians get to working better together and Clark has more time to plan bis shows some interesting shows can be looked forward to here. P. LANGDON MORGAN.

Burly Briefs

Comm. Moss Keeps After Burlesque

NEW YORK. March 30.—The License Department clamped down on the Irving Department champed down on the Irving Place Theater last Saturday, penalizing it with a 48-hour suspension of license for violating rules and regulations set up by the authorities. The theater did not do a matinee that day, but did w night show after securing an injunction signed by Supreme Court Justice Me-Cook. License Commissioner Paul Moss has refused to discuss the matter.

Moss is still keeping after the burly theaters here. He arranged for a meet-ing yesterday at noon with Tom Phil-lips, president of the Burlsque Artista' Association, and this Wednesday will meet in bis office with all the local burly operators.

N. Y. Republic Beset by **Heavy Union Picketing**

NEW YORK, March 30.—All week long the Republic Theater was the scene of many disturbances resulting from the mass picketing of the house by the union crafts. There were numerous ar-rests by the police, and in some in-stances pickets were beaten.

stances pickets were beaten. On Monday evening there was a large demonstration and the police arrested 26. They were carted away in patrol wagons and the crowd then dispersed. The following evening there was another demonstration, with Eddle Weinstock, manager of the house, and 10 pickets be-ing arrested. An ambulance was called at the insistence of Dick Walsh, union percentative, who charged police with representative, who charged police with brutality.

Thursday evening there was another and among these charged with made, and among these charged with disorderly conduct were Al Wager, dele-gate of Local 802 of the musicians gate ounion.

Minneapolis Birthday

MINNEAPOLIS, March 30. — With a special show lined up for the occasion, Manager Harry Hirsch celebrated the 26th anniversary of the Gsyety Theater this week. Cast included Jerri McCaw-ley and Carolynne Snowden.

MARKIE WOOD, versatile principal with the Supreme, busy between stage appearances typewriting scenes with am-bitions of becoming both a bit as well as a number producer herself some near future day.

guarantee of five or more weeks.

U-NOTES By UNO

HONEY BEE KELLAR was tendered a big birthday party in a decorated dressing room backstage of the 42d Street Apollo. New York, recently. Mem-bers of the two Wilner companies, also the stagehands and musicians, attended to help make whoopee. Ditto Mr. and Mrs. Max Wilner. Allea Glibert, Emmett Callahan and Ann Corio. Mother Eims and Jack Cadden and Countess Nadja. Palmer Cote and Honey Bee were at-tentive hoat and hosters. tentive host and hostess.

JULIUS MINK. new orchestra director at the Eltinge, New York, popular with the principals for excellent assistance from the pit. His crew includes hen Chase. Ben Zeiger, Irving Mink and Milton Small.

PHYLLIS VAUGHN, stripping princi-pal, after two years of continuous West-ern engagements, returned to New York and opened with the Supreme March 24 at Minsky's Brooklyn.

SILLY TANNER was heap big host at his New York tavern last week to Pea-nuts Bohn, the regular Tucsday night guest of honor. Week before Gus Hill was the feature in the beefsteak feed.

BOBBY TAYLOR, with the Star and Garter (Chicago) cast, writes theater is doing nice business and productions are beautiful. Also that Mickey O'Nell gave a second wedding-anniversary party to (See U-NOTES on opposite page)



April 6, 1935

BURLESQUE-TABLOID

💳 Tabloid Conducted by BILL SACHS-Communications to 25 Opera Place, Cincinnati, O. 🚍

Tab Tattles

F RED HURLEY. erstwhile tab pro-ducer, whose burly troups is now in its seventh month at the Gayety, Louisville, was a visitor at the desk last week. He was in town on business and in its seventh month at the Gespety. Louisville, was a visitor at the deak last week. He was in town on business and if it pans out will have an important announcement to make. He'll know the answer in a couple of weeks. . . . Charles (Kid) Koster, well-known ad-vance man. now ahead of Anton Scibilia's Folies de Parce, was another visitor during the past week. Koster infos that the show is changing its mame to Monte Carlo Revels and that Mitzie Green is joining when the com-pany opens at the Shubert, Cincinnati, next week. The Scibilia unit sails for the Orient early in May. . . Ned Alv-rod is back on the advance of the A. B. Marcus Continental Revue. The Marcus show was slated to go to Australin in May, but we hear now that it's jump-ing off or South America Instead. . . . Jay Mason, who has been dabbling in this and that around Cincinnati for Dallas, where his mother is critically ill and not expected to live. Jay plans on remaining in Dallas thruout the sum-mer and returning to Cincy in the fall. . . . Mason Speed, trumpet player, for-merity with various tabs. Das just fin-ished the scason with his own ork at Mendel's. Fort Lauderdale. Fia. Speed joined the ranks of Benedicts when he middlesisled it with Irna Myres at bendel's. Fort Lauderdale. Fia. Speed joined the ranks of Benedicts when he middlesisled it with Irna Myres at bendel's. Bort Lauderdale. Fia. Speed joined the ranks of Benedicts when he Midlesisled it with Irna Myres at bendel's. Hort Lauderdale. Fia. Speed joined the ranks of Benedicts when he Riello, Dayton, O. They are slated to open April 29 with Dr. Jim David-son's Hiellywood Comedians under canvas. Hollywood Comedians canvas.

JACK ARNOTT and wife, Beth Basara, are in Cincinnati after suddenly closing their Odds and Ends Revue in Muncie, Ind., early last week. Dissen-sion in the ranks and bookings that left him nothing but grief were the cause of the sudden closing, Jack re-ports. In a visit to the desk last week Jack and Beth announced that they would remain around the Queen City long enough to frame a new unit. . . . Jack M. Drayton, advance agent. has Just been dismissed from the Nashville General Hospital after a dangerous just been dismissed from the Nashville General Hospital after a dangerous siege of pneumonia, which included a 51-hour stretch under the oxygen tent. He hopes to be up and on the road again in a few weeks. . . . Smilling Billy Does has replaced Bob Conn as comedian on the Owen Bennett show. . . . Dot LaMont is said to be framing a tab in Louisville. . . . Raymond LeRoy's six-people fioor-show unit has just finished a two-week stay at the Martin Hotel, Gowanda, N. Y., and now is current at the Option House. Brad-ford, Pa., where LeRoy is also emseelag. Arillie LeRoy and Jean Sandlin are

is current at the Option House. Brad-ford, Pa., where LeRoy is also emseeing. Arilie LeRoy and Jean Sandin are billed as a sister team. LeRoy is the only male in the turn. *Palais Royals Revue*, now swinging southward, has been chosen as a feature for the forth-coming tobacco week jubilee to be held in Readville, N. C. In the *Palaiss Royals* personnel are Guy Johnson, the Frazier Brothers, the LaPons, Miller and Miller, the De Leo Twins, the Warner Sisters. Bea LaVarne, a chorus compris-ing Vicki Kocher, Henrietta Chryste-line, Bertie Stroup, Louise Burton, Mar-garet Lucas, Renee Conti, and Carl Pischer and his ork, made up of Paul Wagner, Earl Horn, Dick Busy, Peter Mack, James Todd and the Three Har-moneers. . Jimmie Givens and Ann Karol, dance team, now appearing in Kingston, Jamaica, recently had the honor of dancing for the Royal High-besses, the Duke and Duchess of Kent, at a ball given at Eing's House, Kings-ton.

HARLIE MACK'S Cordially Yours is C HARLIE MACK'S Cordially Yours is scheduled to open at the Capitol, Atlanta, April 7 for a week's stay. Unit carries 20 people, including Inez and DeWyn, Edison and Louise, Curtis Coley, the Brodell Twins, six girls in line and the Bouthern Melody Boys, seven-piece stage combo. . Boonie and Helen [Marvin Boone and Helen Taft), dancers, have soilt after completing a saine thru Maryin Boone and Helen Tart, dailers, Bare split after completing a swing thru the South with a unit show. Helen has gone home for a rest, while Marvin is teaching dancing in a Nashville hoofing school. They expect to team up again in

about two months. Zackaria Whito and King Hunter are the features with Miller & Slater's Get Lucky Revue. Others in the troupe include liathic Mac Lewis, Evelyn Wiggins, Neilie Brock. Katherine Verse, Marie Cowan, Mae Brown, Dorothy Moore, Homer Lee Brown and Sara and Lola Wilkerson. ... Roy (Felix) Faustino, who closed as comic with Walt Nicbols at the Rialto, Dayton, O. in June, 1930, and who has been out with Wait Nichols at the Rialto, Dayton, O., in June, 1930, and who has been out of the business since that time, is now in his sixth month on the staff of Station WJBC, Bloomington, III. Hc's serving as announcer and also appearing on three programs weekly, and says he's nuts about the radio game... Jack Moore is in his 18th week at the Roxy. Tulsa, Okla, where he is producing and doing straights and comedy. He has a company of 14 people, including Larry Cox, juve; Bob Castle, general business; Tommy O'Deil, comic; Gladys Franze, Bobbit King and an eight-girl line... Ed Harringand an eight-gir line, ... Ed Harring-ton has closed with Poole's Paris Follics in Houston to join the Steve Powers show working under canvas in the same city. ... Lillian Murphey is a new addition to the Paris Follies personnel.

Marcan 'Party' Set for Morris

HAMMOND, Ind., April 1.—After 28 weeks on the Wilbur Cushman time Joe Marcan's Surprise Party opens at the Paramount Theater here Saturday for Dick Bergen, of the William Morris of-Dick Hergen, of the William Morris of-fice. Featured in the revue are Sanha and Loomis, Geraldine Ross, the Carmen Sisters, the Two Flashes, the Three Chapman Sisters and Don Greenwood, card manipulator. Attraction carries an eight-piece ork.

BURLY BRIEFS-

BURLY BRIEFS (Centinued from opposite page) stead... The Minsky - Weinstock combo are still dickering for a house in Atlantic City for this summer.... Bob Rogers opened Sunday at the Gotham, New York, replacing Jack Shaw. Johnny Kane, stage manager. closed for Minsky-Weinstock Saturday at the Republic, New York... Pat Pier-rot and Maxie Purman closed there also. Joe Forte's Indie show closes this week in Washington, D. C.

U-NOTES

(Continued from opposite page) Mr. and Mrs. (Marian Morgan) Buster Lorenzo at the Wacker Hotel. Present were Evelyn Crawford, Mr. and Mrs. Harvey Gatchett, Sonia DuVal, Nick Car-ter. Gertie Foreman, Ada Leonard and BOXY.

ALLEN PORTH, former burlesque straight, now with Rex Weber's new vaude act. Opened March 30 at the Madison, New York.

JEAN LEE and Jeas Mack, a long time with the Wilners, celebrated an 11th wedding anniversary March 27 by blow-ing themselves to a feast and show at the Casino de Paree, New York.

ADA LEONARD, featured at the Star and Garter, Chicago, is billed on the program as "Venus Come to Life."

HOWARD EVANS now producing numbers for Irons & Clamage at the producing Gayety, Buffalo.

SEDAL BENNETT, once the lady champion wrestler of burlesque, sent a March 23 of her Outpost, 25 Windward avenue, Venice, Calif.

MAE BROWN and Dave London, two more principals, booked for the new Blaito (Chicago) stock. Among the chorine pets of producer Fred Clark to leave New York for the Rialto were Mickey O'Day, who says she is no rela-tive of John Kane, manager of Minaky's Brockiwr, Dethie and Clark Cara and Brooklyn: Dottie and Clara Gray and Ruth Freeman.

BETTSIE LEE, of the Galety, New York, celebrated a 22d hirthday March

JOE HURTIG, theater operator and JOE HURTIG, theater operator and showman, formerly of Hurtig & Seaman, and Bob Collins, former burlesque comito, now in Strand Theater Building, New York, vested with the world rights in the sale of a newly patented portable beer cooler which Charles Marx invented and is manufacturing under the firm name of Wechsler & Marx at 178 Suf-folk street. New York State rights con-trolled by Cournoyer & Diokman, asso-

ciated with Hurtig & Collins in the same Strand suite.

RUSSELL (RUSTIE) CONN, for the last several months stage manager and producer at the Garrick Theater, St. Louis, which closes the latter part of this month, will leave with Mrs. Coan for their home in Van Wert, O., imme-diately after the theater closes. Prior to his Garrick Theater connection. Coan was associated for several years with the Daiton Brothers' Follics. Dalton Brothers' Follics.

REP RIPPLES-

(Continued from page 23)

Hamilin, Tex., recently, Hamilton has charge of the ads and also is handling the press for the latter show. He reports business satisfactory.

RUSTY AND DOT WILLIAMS, of the Odell white Show, are towing their new streamlined house trailer with a brandnew six delivered to them recently.

BILL AND BEULAH CUMMINGS closed BILL AND BECLAH CUBALINGS Closed with the Kennedy Sisters Show at Tait. Tex., last week and jumped into Mathis, Tex. to take over a root beer stand for the summer. Bill and Beulah had the concessions on the Kennedy Show. They report just fair business for the com-pany in the Texas country.

NELSON EDWARDS, co-manager with NELSON EDWARDS, co-manager with Ella MacDonald of the Mack-Murray Players, is recuperating from a throat operation and an attack of the flu. Ed-wards and Miss MacDonald recently visited the Spaun Family at their bead-quarters in Adelphi, O. Rusty Barton, of the Spaun Family Show, stopped off in Nelsonville, O., last week to say "hello" to the members of the Mack-Murray Players. Rusty was driving a new truck dressed up to look like a million.

RAY WENCIL, last season featured RAY WENCIL, last season leatured comedian with the George C. Roberson Show, has been signed for an additional five weeks at Von Thenen's, Chicago night spot, bringing his total to 16 weeks. This will carry him up to the opening of the tent season.

ROSE DAVIDSON, of the Davidsons, is seriously ill at the Chapman Hospital, Speed, Knn., and would appreciate a line from all her friends in the business. The Davidsons closed recently with the Fred Dunning Players.

JOHN AND FERN RAE have closed a SUMM AND FERN RAE have closed a six months' stock engagement at Hunts-ville, Ala., and jumped to Miami, where they joined the Heffner-Vinson Show. They report having a swell time in Miami before joining the show and go into raves about the swell bunch of people on the Heffner-Vinson outfit.

CHET SPRINGER, formerly of the CHET SPRINGER, formerly of the Shannon Players and Newton's Come-dians, postcards from Flint, Mich., un-der date of March 29: "Back in the night club racket for a while. Michigan looks pretty good after five months in the South. I have my own orchestra playing nightly at the Burton Inn here and think I'll forget the grease paint for a while."

IN LAST WEEK'S ISSUE we carried a story on Phil Miller's visit to the home office of The Billboard. Mr. Miller is of the Buddy Players in Pennsylvanis. Inadvertently, the head got thru to read "Phil Maher a Visitor." The error served a good purpose, however. It brought a letter from that rop and stock oldtimer, Phil Maher, who for the last several years has been doing radio work in New York. He writes as fol-lows: "I swear I am not the pere of Buddy Miller, as mentioned in The Bill-board this week. I am not Uncle Phil

cither. I would feel flattered if I were. I have not been in Gincy in years as I have been busy writing radio material. I should also mention that I have just finished a three-act comedy drama. Wandering Minstrel. If I had a boy (or girl) named Buddy I'd quit work and let the youngster support pop."

KANSAS CITY-

(Continued from page 23)

open a circle in Northern Iowa. At the conclusion of his brief stock engagement he will jump the show to the resort towns of Michigan for his usual summer season in theaters.

Season in inclusion. The Thiton-Guthrie Company closed its Iowa circle last week and M. R. Tilton has gone to La Harpe, Ill., for a much-needed reat before opening the canvas

sesson in May. Hal Stone's Comedians are now in Arkansas after a winter season under canvas in Louislana. Stone is busy read-

canvas in Louisiana. Stone is busy read-ing plays and making preparations for the opening of his regular territory in Lowa. Show is now headed north. The many friends and acquaintances of Ted Maxwell, playwright and former rep-ertoire leading man, now writing radio continuity, will be glad to know that Mrs. Maxwell is the Orphan Annie of the air, which is broadcast every day over a pation-wide hookup.

air, which is broadcast every day over a nation-wide hookup. Roe Nero's Show is organizing in a North Carolina spot to play its regular territory thru the Southern States. M. L. Mitchell, manager of the M. & M. Show, is at home in Hot Springs, Ark., and is making preparations for the open-ing of his tent theater early in May. The abow will be rehearsed in South Slouz City, Neb., and will play its usual terri-tory thru the Dakotas.

Houston Pickups

HOUSTON, March 30.—Mitzie LaGarde Players are now located at 315 Milby street, in the port and industrial center, and in a house with a larger scating ca-pacity. Business is satisfactory. Phil Duncan Players continue their policy of appearing under fraternal aus-ples around the city and are getting along okch. Gil Johnstone and Jackson Purdy re-cently visited the Darr-Gray Show and

cently visited the Darr-Gray Show and report an enjoyable get-together with management and members of the company.

Drunkard Company has finally A Drunkard Company has finally opened in the city and right at a time when Texas Rangers are raking all places suspected of selling hard liquors or per-mitting gambling. The local company is appearing at the Rice Terrace in the Rice Hotel and is contracted for a two weeks' stay. Biling strong and there has been no scarcity of customers.

CALL-WANTED CALL-FOR HOLLWANTED CALL-FOR HOLLWOOD COMEDIANS State of the second state of the second state of the second by calaties and not too rood to dorble fine. CAN by calaties and not too rood to dorble fine. CAN by calaties and not too rood to dorble fine. CAN by calaties and not too rood to dorble fine. CAN the second state of the second state of the second provide and must be canable doing write. This is a week stand Musical Show, using both forus and the second state of the second state of the second state of the second state of the second tableid residence that as misrereveentation will tableid residence that the second state of the second state of the second state of the second state tory invest by letter; no where this call by let-ter insmediately, as rehears and state of the second state policyrine people roomounicate. Wally Beenang and Lotte, Billy Reed and Reed, Im-rant and write. All friends write. No advance to the second state solution. Woll.WWOOD cooled of alter boling. Moll.WWOOD cooled of alter boling. Moll.WWOOD cooled to the second state solution. No te.



Straight Man. Must sing. Drummer. Also other metul People. Wirs, don't write. HOWARD IN-ORAM, Mighty Sheenley Shows, Statesrille, N. C.

WANTED Sister Teams. Noreity Acts. Girl Singers or any Acts suitable for Rand presentation. Show open since September. Reorganization new show. Atsady work until Jane 35. Wire HOW MANAGER, Carolina Theatre, liktory, N. C.

t sure.



WANTED

Buriesque Pcopie in All Lines. Feature Strip Women that can talk, Comediane, Stri Men and Juveniles with good singing voices, also Specialty People. Salary small but A-t experienced Chorus Girls, Salary, S15.00. Open Saturday, April 13. Wite JACK KANE, Colonial Theatre, Indianepolis, Ind.

ENDURANCE SHOWS

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

NEAA Victor In Calif. Fight

SAN JOSE Calif., March 30. - Score one for the National Association of En-durance Shows. The past two weeks the durance Shows. The past two weeks the bay area has been the scene of a legal battle between operators Hal J. Ross. Charles M. Hayden and George W. Pughe, represented by NEAA General Counsel-Secretary Richard S. Kaplan, of Gary, Ind., and the usual and various "special interests," bolsiered by a staff of prominent local attorneys. Ross and Hayden wanted to open in San Francisco and George Pughe was all set for his local opening when the opposition de-veloped. The net result is that both shows are open. shows are open.

After receiving the decision in the Pederal Court in San Francisco, enabling the Santa Clara Valley Walkashow to (See NEAA VICTOR on page 56)

Talbott Mishawaka Unit Does Good Biz

MISHAWAKA, Ind., March 30.—The Hugh A. Talbott walksthon at Tasmo Gardens here is over the 1.400-hour mark with six couples and four solos battling it out for the honors. Good crowds are displaying keen interest as the show en-ters its final stages. Johnny Agrella is putting the kids thru the windup grinds. The wedding, held Friday night, turned 'em away.

The wedding, the staff includes Bob Taylor, contest The staff includes Bob Taylor, contest director; emsees, Duff Davidson, Bernie Marcy, Skippy Williams, Merritt Cook, Tony Lewis and Joe Paimer; Joe Agrella, Eddie Grayson and Ronnie Reed, floor USUAWARA, page 57) (See TALBOTT MISHAWARA, page 57)

> Watch for This Special Feature:

Prosperity and the NEAA

By GEORGE W. PUCHE in the

Spring Number of The Billboard **Dated April 13**



OFFICERS of the National Endurance Amusement Association

Ross-Hayden Walk Off to Fast Start

UII to Fast Start SAN FRANCISCO, March 30.—Charles M. Hayden and Hal J. Ross have joined hands and on March 21, under auspices of Golden Gate Post. No. 40, American Legion, started a walk at the Oolden Gate ballroom here. Termed the "Battle of the Champions." and with strict European rules prevailing, the walk had 40 couples on the floor the opening night. They represented prac-tically every State in the Union and various European countries as well. It's one of the best conducted walks ever (See ROSS-HAYDEN on page 56)

Elgin Show Over 900

ELGIN, II., March 30. — The Ralph Dahlstrand walk at Moonlight Gardens here, which started with 31 couples, was down to seven couples and three solos at 900 hours. The solid hour treadmill grind has been taking 'em out at a rate of one a night for the past few days. The show is reported as a success from the start, packing them several nights a week. week.

Some 2.000 fans witnessed the recent wedding of Buddy Doucette and Bee (See ELGIN SHOW on page 56)



FOR TWO BIG OPENINGS

NORFOLK, VA. BOSTON, MASS.

Write or Wire W. E. TEBBETTS or R. FRED MITCHELL, Olympic Park Ballroom, Irvington, N. J.

WALKATHON---FLINT, MICHIGAN

Opening date about April 22. Michigan's most up-to-date amusement park. Contestants wanted with good wardrobes and able to entertain. No transportation. No wires. No phone calls. Don't come unless you are sent for, as only a limited number will be accepted. Write only to

"DOC" L. H. FIRESTONE, 616 Genesee Bank Bldg., Flint, Mich.

"Show Must Go On"; Ga. Gov. Signs Amended Bill

Gov, Signs Amended Bill MACON, Ga., March 30.—Ray C. Alvis apparently solved his Georgia troubles this week when the governor signed an amended bill. Considerable time, energy and money was expended in bringing this about, Alvis being almost constant-ly in Atlanta, to stalemate the tre-mendous pressure exerted by the lobby of unfriendly "interests." As the show swings past the 720-hour mark there are nine couples and one solo still pounding the boards. Those still in are George and Johanna Francis, Johnny Grove and Marle Braughton, Jimmie Kelly and Mae Chareau, Jack Broadwall and Alice Kimbrough, Jimmy Warren and Peggy Armstrong, Billie Lyons and Leila Thayer, Egg Rockhill and Frances Stewart, Frankle Sharabba and Evelyn Cooper, Charley King and Lois Long. The staff now consists of Ray C. Alvis, spistent manager; Jack Freeman, top emsee; Harry Jarkey, Chuck Payne and Jerry Davis, emsees; Mickey Thayer, heat judge; Tony Moreno, floor judge; Walker, nurse; Jacke Fields, head train-er; Clyde Morse, trainer; Kenny Werk-man_concessioner; Mortia Epickke and

Walker, nurse; Jackie Freids, nead train-er; Ciyde Morse, trainer; Kenny Werk-man, concessioner; Mortis Spickler and Bob Bennett, aids; Dot Thorne, Curley Thorne and "Puddles" Pond, cashiers; R. O. Barnes, night doorman; Harry Pitts, day doorman; Earl Ektering, sound technician; J. A. Jones, boss can-(See "SHOW MUST on page 56)

Raabe Colo. Walk **Setting Fast Pace**

GRAND JUNCTION, Colo., March 30.

GRAND JUNCTION, Colo., March 30.— The Western Walkathon Producers' abow here, under the direction of Carl W. Raabe, is enjoying a nice husiness with turnaways several nights weekly. The show is in the heart of the downtown district, with broadcasts thrice daily over KFZJ. The unit is sponsored by the Veterans of Foreign Wars. Show has now gone alightly over 750 hours and is featuring 30-minute grinds afternoons and evenings. Teams still in the running are Bob McEroy and May Smith. Bill Anthony and Alms Berg-strom. Buck LaMar and Billie Morris, Jerry Bullivan and Amy Soderstrom, Cecil Cool and Bee McComb, Frank Luther and Adell Bloomingkenper, Herth Hallo-way and Vera Waltz.

and Adell Bloomingkemper, Herb Hallo-way and Vera Waltz. Featured on the staff end are Ducky Naccarato, head emsee: Jack Bruno and Curly Lender, midnight maniacs: Carl Rasbe, manager; George Rasbe, night manager; Jimmie O'Neil, day floor judge: Bob Austin, night floor judge and heat man; Dale Humason's Orchestra; Alyer Payne and Jack Percy, trainers; Emily Bruno and Franzella Percy, nurses; Elmo Owens, dieltitan; Red Glibertson, chef; Peggy O'Neil, wardrobe matron; Jack Flannery and Jimmy Hudson, cashiers, and George Clausen, concessions.

Elmwood Wedding Does Turnaway Biz

CINCINNATI, March 30.—Good crowda eontinue at Guy Swartz's walk-a-show at Elmwood Place. Turnaway business marked the public wedding Sunday (See ELMWOOD WEDDING on page 57)



FACTORIES WORKING 100% Want contestants with entertaining ability and wardrobe, who can stand pros-perity, good treatment and sponsors, with prize money assured. If you kids are tired of promises and conversation, join an organization that open, remains open and pays off. Positively no contestants accepted until first notified Communicate by letter unit of BOS TAYLOR, contest Direct Band, solid and the second state of the solid solid state and the solid Sol

If You Can't Take It, You Won't Make It– So What! NEMA

AL GODAR ANNOUNCES

RACE OF NATIONS SUPER

Starting April 8, Salineville, O. Show clubed from openating, no only real extertaining Teems with talent wanted, as two of Ohlo's largest virgin cities will follow. Floor moury a knockball. All Mines and Potteries working here. Teams Anowing Al Conk, Wiggles Roore and Pat and Dirth O'Bries advise and come on Dealing Net Mearler. Johle Del Are, n Peters, tutube Booth, son, Krunez Ider, Dolores Garcia, Billy Farmer, Frenchie Le Jastric, Vie Jures write. No col-lect wires. Address.



W A L K A T H O N CONTESTANTS

CONTROL ADVISOR ADVISO





THE GREAT NICOLA writes from avana under date of March 24; "After Havana Havana under date of March 24: "After spending several weeks in Miami, most of which was in the sumshine on the beach. I have completely regained my health and am once more feeling fine. However, I expect to take a month or two more rest for good measure, so decided to fly over here and look over the situation. The all-too-recent revo-lution over here has left things in bad ahape and with the curfew law still en-forced—tho it has been relaxed a little forced—the it has been relaxed a little commencing last night—there is not much going on that is of interest to

"I have been here several days and in another week expect to fly back to Miami and then on to other Florida attain and the balance of my vacation. After that I expect to return to my home in Monmouth, III., and settle down to some serious work on my show.

down to some serious work on my show, "I hear that Marvelo is to show here tomorrow night and I will no doubt attend his performance. Montez seems to be having a lot of success in Miami. I saw him there a number of times. "Whom should I bump into as I was getting my ticket at the Miami airport but James Sharman, my good friend from Chicago. I first met Jim in Bom-bay, then Chicago, then Singapore and now in Miami. So it seems he is a globe-troiting magician the same as L"

ADE DUVAL, now presenting his Rhapsody in Silk in London, pipes as follows from the British capital under date of March 18: "In our third week over here and enjoying it immensely. Hope to stay a while. Week of April 1 we get out first taste of doubling, bc-tween the Finsburg Park Empire and the Trocadero, a night spot."

MILBORNE CHRISTOPHER is playing as an extra added attraction at the Old Mill inn, York, Pa. He has been mysti-fying the customers with his sleight-of-hand deception and has been broadcast-ing his adventures in magicland over WHP, Harrisburg, Pa.

SYLVIA SPECTOR, of the Thurston Show, who was stricken ill with appen-dicitis during the magician's recent en-gagement at the Taft. Cinclinati, went to her bome in Baltimore last week to recuperate from the operation. Mr. Thurston saw to it that she had the best of medical attention during her stay in the hospital and paid all her expenses, in-cluding her fare home.

T. NELSON DOWNS, the "coin king" T. NELSON DOWNS, the "coin king" of Marshalltown, Ia, will be honored by the Midwest Magical Society at a meeting an his home town in Soptem-ber, it was decided at a recent monthly session of the organization held at Grand Island, Neb.

FOSTCARDING FROM New Bedford, Mass., under date of March 23, Al Delage has the following to ray: "Magic is not dead in this part of the country. I am booked four weeks shead in Fall Elver, Mass., schools. Just completed a week's

MIND READING "SECRETS"

MIND KEADING "SECRETS" This book explains under one cover the Most Buccessil verbal, Blien and Crystal Beil Mind Reading Methods used by Pamous Stare. Club and Perior Performers of the Present Day, such as The Vauderlie Musical "Glient Thought" Thus Antiperior Act, and White'lle Mind-Reading Act Wingerd Marsury -- Baning, Benational, Bur-Pite Mind-Reading Experiment, L Latigt Day Miraci-a "Different" Bort of Sure-Pite Test. Vanderlie Crystal-Gassign Act, Protectie Brieder for Blied Thought Transmission Acts, Preture Mind-Reading Act, On Asserting Question, Mindow for Blied Thought Transmission Acts, Preture Mind-Reading Act, On Asserting Question, Mindow for Blied Childer Thought Transference and Mind-Reading Act, written Doit Starb Stone for Mind Reader: "Bliedfielded Drives, a Most Breading Act, written Doit Childer Basertaines; The Chees Engint Tour, Voice Onliner Instructions and a Weehout Act entitied "Gambols of the Outlow Netholstrom" FUBLICATIONS, F. O. Bas 18, These Beaster Bia, New York, R. T. FREE MAGGIC CATALOG



HAX BOLDEN: 220 W. 414 6t., New Yerk ONT. /

engagement in a large store window to engagement in a large store whole to advertise the store. Last week I played my Mirthful Mysterics eight times in one day. Have also played a number of children's hospitals and institutions around here."

THE PORT WAYNE, IND., Magicians' Club will hold its annual show at one of the dowutown theaters some time in Apill, according to Don Thomas, treas-urer of the club, who is in charge of ar-rangements in the absence of Dr. Eugenc Bulson, club president, who is traveling in Bouth America. The Old Port Play-ers, playing stock at the Majcatic Thea-ter, Fort Wayne, will assist in the pro-gram by staging a one-act play.

THE GREAT HUGHLEY, billed as "the the Detroit and Michigan Exposition in Detroit recently. He was spotted at the gate to the Babcock Plantation Revue and drew a good trade, playing a lone act.

PROF. L. LEVITCH. paimist and psy-chologist, is working theater lobbles in the Tennessee and Georgia country. He reports business conditions good in that section, but states that a mentalist who worked that territory recently has made it difficult to follow in in a number of spate. spots.

ALEXANDER NAGY (Alexander the Great) entertained 200 people recently in a magic show at the Our Lady of Hungary Auditorium, South Send, Ind. He was assisted by Philip Foxwell, South Bend, Ind., magician, and Virginia Peter-eon, Marian Pulkerson, Paul Toth, James Harris and John Bata.

ARTHUR A. A. ALMON opened his home in Pawtucket, R. I., recently to fel-low members of Rhode Island Ring, IBM, for their monthly meeting. Almon also entertained Harry Blackstone one eve-ning during the latter's recent engage-ment at the RKO-Albee, Providence. The April meeting of the Rhode Island or-ganization will be held April 5 at the home of Publicity Director James E. Roe. 30 Viola avenue, Riverside, R. L

JUST RECEIVED a copy of the March issue of The Quad-City Magic News, edited and published by Donald Hen-dricks, of Davenport, Is. A newsy little aheet with a fair amount of advertising. It's the official organ of the Quad-City Society of Magiclans and the Quad-City Assembly No. 27, SAM.

PRANCISCO (A. F. Bull) recently pre-sented an evening of magic at a privato engagement for the president of the Pa-cific Telephone and Telegraph Company ciric Telephone and Telegraph Company at the San Prancisco Golf and Country Club. Robert Montgomery, movie star, was among those present. Francisco re-ports that Montgomery is an ardent magle enthusiast. agic enthusiast.

MAGICIANS AND ILLUSIONISTS are getting a good break in Paris this season. Chefalo and a big company of illusionists have just finished two weeks at the Em-pire Music Hall, and Ynaleb and his com-pany of magicians recently completed three weeks at the Theater Albert Isr, where they occupied the entire bill. De Rocroy and his company of magicians are at present heading the program at the big Gaumont Palace, and Nina Sokolska, female illusionist, is at the Petite-Casino big Gaumont Palace, and Nina Donoman, female illusionist, is at the Petite-Casino

BECOND ANNUAL Magician's Con-clave, sponsored by the Mystic 13 League of Magicians, was held in that city March 14 and 15. The two-day ses-Act written for the Entertainers: The Creater of the State of the Entertainers: The Creater of the Entertainers: The Entert of the Entertainers of the Entertainers: The Entert of the Entertainers of the Entertainers: The Entert of the Entertainers of the Entert of



The purpose of this department is to benefit producers, bookers, agents and others oncerned with the exploitation of tatent in the major indoor fleids thru The Billboard's werage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to thea-ters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK DFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

HELEN JEPSON — Met opera so-prano, also heard Thursday nights on the Paul Whiteman Kraft-Phoenix Cheese programs. Splendid voice and lovely appearance. In addition, her appearances at the Met have given her stage background. She should be a fine has for all her stage backgroun be a fine bet for pix.

BRANDON PETERS — legit actor doing his best in A Woman of the Soil, which is at the 40th Street, New York, at time of writing, the prob-ably not at time of reading. Gives a straightforward and appealing im-pression and has acting ability. Buried in the unbelievable tripe of his present play, he still manages to make the part almost convincing.

For VAUDE

BOBBY MORRIS-burlesque comedian whose talents rate the notice of builder-uppers. Vaude would be the next field—and then on and up. A little bc-mustached fellow, he relies



"IN ANSWER TO Speed Bays' recent item, I want to say that no one can make me go to work." postcards Al Tint from his Chi headquarters. "I wasn't from his Cni headquarters. "I wash't made to go back to work on the Trout Minstrels. I was guaranteed my salary by Sol Berns in Detroit, so I went back to work. Please publish this for Speed's benefit."

THE BOOSTERS' CLUB, Weirton, W. Va., presented The Black Diamond Minstrel Revue in that city March 19 and 20. A' cast of 80 participated, in-cluding a number of old-time minatrel men. The list was topped by Paul Ber-winkle, George Dressel, George Kabish, William Gardner, William Johnson, James Cavett, William Fahey, David Higgins, Thomas Hill, Emil Wolfe, Harry Russell, Carl Crawford, Harry Bmith, Clarence Crawford, Barry Bmith, Clarence Crawford, Berry Chafn, Byron Saylor, David Recse, Homer Brad-ley, Harry Tarr, William Miller, Joe Divio, Andy Duiasi and Andy Rosso. The affair was staged by D. J. Reese, Faul Berwinkle and James Cavett.

Plans are being worked out for the creating and establishing of an annual National Minatrel Night. We would like to hear from our members with a view to ascertaining the possibility of such a night in their respective communities.

"IN MENTIONING minstel owners and managers. I believe everyone will agree with me that we should never (See MINSTRELSY on page 28)

National Minstrel Players and Fans Association

By ROBERT REED. Secretary

Paul Donley, singing fireman, of Sharon, Pa., is stirring things up in that and surrounding territory. "The new membership drive is on in full swing and we hope to double our membership within the next 90 days," writes Donley.

On eccentric clowning of ace order. With a couple of foils and good situ-ations and material, he should be able to do a good comedy act for vaude.

For LEGIT DRAMATIC

ANDY CLYDE-versatile film actor ANDY CLYDE-versatile film actor who for years has played everything from droll comedy to pathos, always with marked success. He should calls for a homespun character. A finished player who knows the value of lines and situations and gets the most out of them. His name should mean something, too.

For RADIO "DOROTHY"—charming little bru-net with the Farrell and Taylor vaude act, who does mixed language in the Roy Atwell style. Might make an ace partner for Atwell on the sir. She's a big laugh-getter with the act.

The members of the executive board will meet in Cleveland the second week in April to discuss plans for the holding of our annual meeting in September. Consideration will also be given to the problem of delinquent dues. new mem-bership drive and the creation of addi-tional minstrel circles thruout the nation.

Several letters mailed to our members have been returned to headquarters for lack of forwarding address. It is easen-tial that we have your home or permaaddress to insure receipt of your mail.

Sam Griffin, vice-president in the Cali-fornia area, reports the opening of the new membership drive in that sector as a roundup of old-time minatreis. Many oldtimers now reside in the area of the Golden Gate, and an effort to locate them will be made by Mr, Griffin.

H. W. Lenox is en route to his home at Round Lake, N. Y., after vacationing for several months in the Southland.



41st YEAR

The Sillboard

Founded by W. H. DONALDSON

Published Every Week

The Billboard Publishing Company



THE FORUM

This department of The Biliboard is conducted as a clearing house where readers may express their views concerning current amutement mat-ters. Opinions reparing particular shows or actis will not be considered Weither will attention be given on this page to communications in which personal problems are discussed. Lecters must be algoed with the full name and address of the writer and should be written an one side of the paper Those not accreding 300 mords are preferred. Sand communications to the Forum, The Billbeard, Box 872, Cincinnail, O.

New York

loss thru having been forced out of the motion pic-ture theaters thru

New York. No profession or class of workers has suffered the ravages of the depression more than have the members of the the-atrical profession. In addition to the many hardships to which our people have been subjected due to the depression, we have suffered irreparable

"New Amateur Racket" Is Hit By Whitehead

the monopoly created by the motion picinterests

We are now confronted with an evil that threatens to destroy completely the few remaining opportunities offering em-ployment to our members. We refer to Jew remaining opportunities of the general practice of the employer be-ing permitted to employ amateurs who appear either gratis or receive insignifi-cant fees far below the minimum as pre-acribed in the Motion Picture Code-or they receive some trifling prize. We have data in the form of indisput-able evidence to the effect that a great number of these so-called amateurs are professionals, who are forced thru the lack of regular employment to accept the terms and conditions imposed upon them by the sponsors of this new ama-

by the sponsors of this new ama-We consider this an unfair trade pri

We consider this an unfair trade prac-tice and decidedly in contrast to the program aponsored by our President and the purpose of the National Recovery Act. We therefore appeal to you, in the hope that you will use your influence to put a stop to this unjust, and un-American attempt to break down wages completely. RALPH WHITEHEAD, Executive Secretary.

Executive Secretary,

American Federation of Actors.

Bloomfield, N. J. John Ellis was right in his letter in

the Porum of Mach 16 regarding that picture. The Mighty Barnum. Imagine P. T. doing a cakewalk at the head of his parade! I do not know where the movies get that circus at-mosphere. I saw Wallace Beery and John Boles in the

Think Actors Not To Blame

Not To Blame In Circus Film Sentiemen and they surely know all about the white tops by this time. Of course, they have their parts to play and can not be blamed for the results of that picture. The Mighty Barnum. Looks like pieture. The More the merrier. Let's hear from some of the former Forum letter writers on the circus. JOHN & BUNN.

JOIN A. BUNN. Bradford, Fe. For 30 years or mora I have read. I can safely say, hundreds of articles on what is the matter with magic, and ex-posing. From what I have read many topnotchers believe in exposing. Some time *ago one of them said that magic should be taught in school -by some of the Sunday papers. I guess his with will come true. The topnotchers I have been exposing in the papers, on the sir, with pamphlets, books in their show and in any way that makes money for them or is good adver-tising. If these topnotchers can get sawy with this kind of advertising, why cart the smaller fry? What I can't un-derstand is why the smaller fry don't get right in the field with exposing. If you are putting on a show and exposing is getting these big fellows aomewhere, advertise that you are going to expose all of your tricks, stay two nights, and they have them said the labout them also. A fellow came thru this part of the

them also. A fellow came thru this part of the country right after the Selbit sawing-

the-woman-in-two was brought to this country, stayed two nights and exposed this illusion the second night, from soup to nuts, and people paid to see the show the second time. I believe it is the only thing to do. It couldn't be any worse than it is. A fellow exposed some mighty fine tricks in *The Detective Magazine* some time ago. In *The Biliboard* he said, "I am proud of my exposing." Why did he say that? Because he wanted to make for tricks in *The Science Magazine* some money for himself; that was the first thing. The excuse was this: He told the magicians, "I am saving the people from the mediums." Oh, boy, if that isn't a sweet one! Some years ago a very prominent magician found his pictures and the in-ventions of another man in a magazine under his name. He told the magicians if was a mistake, etc., but not on his part. Listen to this: More dealers than magicians, more magic books and pam-phiets than you can find congressional records. Magicians' meetings and en-tertainments every month, from one end of the country to the other, free. Some of them mighty fine. What chance has the small fry in magic, trying to make a living at magic, against such odde? For the size of the USA you will find very few magicians and in vauderille very few compared to the number of other acts.

Tew compared to the number of other acts.
Millions of people out of work, but the fellow who has a job will toil you the country has been saved. And so it is with the magician who is making money in magic. Magic is all right: it is the other magicians. When you read the history of the big shots in magic up to the present time, and I mean all of them in regards to exposing, it doesn't read nice. They all exposed, in some way or other, to get their names in the papera.
I do not believe in exposing, but I don't believe exposing has hurt magic at all, compared to the organizations and societies of magic in going out into the bways and highways, pleading with everybody to join their magic society. And I know of fellows being forced into being members. If you can't make any money out of magic, then exposing Mediums' a number of very good tricks. He had a very good excuse. He was another fellow trying to save the world from going work to it. You dare do it. You are not high up enough in the society for the prevention of exposing. No, sire; you will have to be a high officer in the society. Then you dare do it. You are not high up enough in the society for the prevention of exposing. No, sire; you will have to be a high officer in the society. Then you fare the trict of the you of the society for the prevention of exposing. No, sire; you will have to be a high officer in the society. Then you fare the brain the society. Then you fare the prevention of exposing.

you can expose and be proud of it. ZETTO THE GREAT.

	Santa Claus, Ind.
In the Forum of I	March 30 appeared a
letter from Art R.	Rothrock on "When
Circus Was Carried	to Wrong Town."
While this is not a	common occurrence
with the movement	of show trains, the
	same thing hap-
Second Circus	pened with the
Second Lircus	second section of
Section Didn't	the Adam Porc-
Section Dian t	paugh-Sella Bros.
Follow First	Circus during the
LOHOM LILP!	1906 season. The
	chow were moving

show was moving to Neosho, Mo., and the second section was hauled to Webb City, Mo. The ma-jority of the people with the show did not know of this, but if they will refer to old

route books and notations therein they route books and notations therein they may see something about a "late parade" in Neosho. Ben Austin can tell one about an advance car being carried thru a cer-tain Minnesota town, Mankato, I believe, and hauled to St. Paul, due to a bill-poster telling the conductor, when they hooked on that night, that St. Paul was the next stop. MIKE T. CLARK.

Richard S. Kaplan, general counsel, and Don King, treasurer, arc to be com-plimented as workers for the newly or-ganized National Endurance Amusements

Rallying Call	duran
ls Sounded for	of the shall
Endurance Biz	make

Boston. In the Forum recently Frank Norton asked if anyone knows the date when Sig Sautelle got into Dunkirk. N. Y., found the lot under water and played the opera house. I am not quite sure, but if I am not mistaken it was in the spring of 1914 in early May. I

Band Leader	but if mistake the spri
In at Finish	in early was be
With Sautelle	with the season a we had

Saranac Lake

By BETTY HUNTINGTON

A houquet to little Rita Preftacy for being the youngest and latest arrival at the Lodgs. She comes from Brooklyn and her brother works for Warner Bros.

and her hrother works for Warner Bros.⁴ New York office. Bestrice Lee and her porch mate, Sylvia Abbott, are both showing im-provement. Bee has added poundage and Sylvia is getting ready for the rib. Father Kitts arranged a very interest-ing lecture last Sunday in the lounge. A large audience gathered, and those



The Largest Circulation of Any Amuse-ment Weekly in the World Havana, Cuba,

e pioneers, I give it my ort and I

erators who become members of the asso-clation set aside 1 or 2 per cent of gross receipts to build up a defense fund, or what might better be termed an calight-

receipts to build up a defense fund, or what might better be termed an chlight-enment fund, to be used for the purposes for which the movement was started. If this plan is adopted I will carry out my part at the coming Havana show. I would like to see Charles M. Hayden, Fred Crockett, Harry Cowl, John Sake, Duke Hail, Louis Slusky, Zeke Young-blood, Walter Tebbetts, Bern Kirk, Bob Lee, Fred Sheldon and Pop Dunlap ac-tively enrolled in the new organization. We have a man-sized fight on our hands and we owe it to the men who have organized this association to get behind them and give them financial support. Endurance business is still in the evolutionary process. The support given overwhelming and genuine for this form of show business to pass out of the pic-ture just because monopolistic movie moguls want the indoor show field all to themseives. Richard Kaplan, Hail Rosa, Leo Seltzer, Oeorge Pughe, Hugh H, Talbott, Eugene (Red) Leinen and Guy Swartz have taken up fighting arms; let's support them.

	but if I am not
d Leader	mistaken it was in the spring of 1914
t Finish	in early May. I was band leader
a Sautelle	with the show that season and I know

With Sautelle with the show that season and I know we had plenty of rain and high water and played two or three "opery" houses and lost a few stands completely on account of wash-outs on railroads. The season started off badly and kept getting worse, and in July the show was sold to Louis D. Tillman in Binghamton, N. T., and he started it west, where we ran into more had business finally clos-ing in Leitchfield, Ky., when the Eric Printing Company took it over and shipped it to Lawrenceburg, Ind. Most of the equipment found its way to Hall's farm in Lancaster, Mo. That was Sig's have had the title out since, but all have been failures. HARRY STUROIS.

will ever know." THE MINGO MINSTRELS were greeted by capacity audiences in the Harrison-Morton School Auditorium. Allentown, Pa., March 13-15, when they presented their annual minstrel revue. Charles (Sweet Tooth) Eistler directed the two-part program, which listed a cast of more than 50 performers. Loads wero taken by Alfred Barto, Wayne Allen, Elmo Sylvester, Ed (Spud) Sperling with his little Sperlings, Raymond Schlicher, Edward Howelle, Lillian (Goldie) Fielder. Rudoiph Mattaon, Edward Howella, Al-fred Barto and William Berger. Milt Amey, 61-year-old veteran of minstrelay, was given a rousing ovation for his song. The Nigger and the Bec.

Member Audit Bureau of Circulation By The Billboard Publishing Company R. B. LITTLEFORO. Prevident and Ceneral E. WEVANS, Socretary-Trassurer. A. C. MARTMANN, Editor Outdoor Depti., 250 Deres Piese, Cincinnail, O. E. E. SUOARMAN, Editor Indoor Osoti., 1564 Bross Piese, Cincinnail, O. Main Office and Printing Works, The Billboard Main Soc. Cable Address, "Billshop," Chrolin Main Soc. Cable Address, "Billshop," Association to foster and protect the fast - growing en-durance show business. As one

make the sugges-tion that all op-

Phone, Main 5306. 6able Address, "Billtyby," Citclinelin, Billtyby,"
 BRANCH OFFICES NEW YOHK-6b, Floor, MEDAILION ALSIE, 1564 Rendwar, Phones, MEDAILION ALSIE, 1564 Rendwar, Phones, MEDAILION ALSIE, 1564 Rendwar, Barnes, MEDAILION, State State, State State New Streets, Phone, Central 8480, ST. LOCIN--300 Arcade Ridz, Atk and Olive Nircets, Phone, Carti-nut 9443, DALLAN-401, Nouthand Life Bidz, Althous, Contral 8480, ST. LOCIN--300 Arcade Ridz, Atk and Olive Nircets, Phone, Carti-Alde Commerce Nircet. Phone, 24202, PHIL ADELTHIA-- N. R. Fairlet, T222 Lauport, Rossi, Cores Rost, London, W. C. 2, RYDNEY, AINTIALIA-- Diardin, C. R. 2, RYDNEY, AINTIALIA, JOB Fill Kirreet. PAILS--Theodore Wolfram, Hotel Stevens, Rue Alfred Stevens,

Vol. XLVII. that couldn't attend listened in to the worth-while educational talk by Father James A. Cloran, of Montreal.

James A. Cloran, of Montreal. With spring in the air and hope in our hearts, we welcome the thought of exercise which was recently given to many. It all means improvement and we are anklously awaiting the next step —the big okeh. We enjoy the treat Bob Faricy offers us nightly. His "wonderful touch" at the piano is something hard to resist and we stay for hours singing our old favorites. And in case you don't know, Bob used to be Helen Morgan's accom-panist. panist

APRIL 6, 1935.

Y

No. 14

Bob used to be Heien Morgan's accom-panist. We envy Joe Dabrowsky, Bill Kazan-jan and the ever-pleasant and efficient Mrs. Hagney, who enjoyed a motor trip to New York for the week-end. George Harmon's wife is recovering from an operation performed at Sydam-ham Hospital, New York. We're glad to hear she's coming along nicely. Gometimes married men prove their efficiency in different ways. For in-stance, Bert Pord knows his women and his shopping. He had a birthday last week and we were pleased to present him with some useful giffs in token of our appreciation for his expert service which he gladly gives each week. Please write to those you know in Saranac Lake.

MINSTRELSY-

MINSTRELSY (Continued from page 27) forget our old friend George R. Guy." writes Kenneth (Doc) Haines, of One-onta, N. Y. "I believe ho is the oldest minstrel man living. Up to a few years ago he owned and operated his own show successfully for more than 40 years. It began years ago with the orig-inal Six Guy Brothers, who were a show in themselves, I have never had the pleasure of working for George R. Guy. but I trouped with him on the Van Arman Show in 1927 and 1928. He was then a man well past 70, hut as full of fun and a live wire as always. He made the parade as well as the rest of 'em, even at his years. George R. Guy is a man of sterling character and a perfect gentleman. He has put hundreds of performers and musicians in the busis ness. He now makes his home in Spring-field, Mass., where he is engaged in put-ting on home tailents. He has forgotten more about minstrelsy than most of us will ever know." will ever know."



ANSCHUTZ-Charles J., 63, who under ihe name of C. J. Raymond appeared, with the late Bert Baker, comedian, and also formerly with the Lew Dockstader Min-streis. March 27 in Speers Hospital, Day-ton. Ky. Of late years he had been as-sociated with the Addison Sponge Com-pany, Cincinnati. Funeral services March 29 in Newport, Ky., with interment in Evergreen Cemctery, Fort Thomas, Ky. His mother, two brothers and a sister sur-vive.

BARWALD-Mrs. William H., known BARWALD-Mrs. William H., known professionally as Mercella Forreste, in New York March 23. She had not been active in the show business due to ill-ness since 1918, when she played the role of the mother in A. H. Woods' pro-duction, Friendly Enemies, She also apduction, Friendly Enemies. She also ap-peared with Nance O'Neil in Magda and The Fires of St. John. Earlier in her career she had played in stock and repertoire. Survived by her husband.

repertoirs. Survived by her husband, a legitimate actor, and three sisters. Mrs. Laura Blanchard, Mrs. W. H. Numsen and Mrs. Grace Gaston. BASSETT-Herb. 23, parachute jumper, March 23 at Jackson, Miss., while giving an exhibition. His home was in Colorado Springs Colo.

Borings, Colo. BOGARD — Martin, artist, sometimes employed by motion picture studios. March 25 at Riverside, Calif., after a brief illness

BROCKELHURST-Patricia, 24. March 23 at Los Angeles following a long ill-ness. Her husband, James Brockelhurst, secretary with Universal Film studios,

Survives. BROOKS-Frank E. 70, trotting-horse trainer, was stricken March 26 while driving a trotter at the Medina County Pair grounds at Medina, O., and died a few minutes after he had fallen from the sulkey. He had been trainer for as stable of horses owned by his brother, Porest, of Cleveland, for six 'years and had lived at the fairgrounds. Besides his brother, three sons survive. Funeral services March 27 and burial was in Medina.

In blother, and the solution of the mathematical services March 27 and burlsl was in Medina. CHAPMAN—Dr. William Rogers, 81, musician and conductor, March 27 at Palm Beach, Fia. He was formerly choral director of the New York Phil-harmonic Society under the late Anton Seidel, and for 40 years was director of the Rubenstein Society of New York. He retired two years ago. Survived by his widow and a daughter. CONKLIN — William, 63, stage and screen actor and actor-producer rela-tions representative for the Motion Pic-ture Academy, March 21 at his home in Hollywood from the effects of a para-lytic stroke suffered three months ago. Conklin was a leading man on the stage for 20 years. In 1918 he went to Los Angeles as an actor with the old Balboa Film Company. Conklin acted in film productions until 1828, when he became assistant to Charles Miller, West Coat head of Actors' Equity. In 1936 he joined the Academy. Conklin was the liaison officer of the New York Lambé' Club on the Pacific Coast and was a member of the Macquera. Funeral services were conducted March 23 at the Hollywood Cemetery chapel and cremation followed. His widow and sister survive.

Conducted March 25 at the Annywood Cernetry chapel and cremation followed. His widow and sister survive. OORLISS-George A. 57, who with his wife and son toured the various vaude circuits with a musical act billed as the Musical Howards, at Lunenburg, Mass. March 26. Burial at Lunenburg with

Alexander Moissi

Alexander Moissi, 54, noted European actor, died in Vienna March 22 of pneumonia. He was one of the great-

actor, died in Vienna March 22 of pneumonia. He was one of the great-est of the contemporary acting group, and even when his audience failed to understand the language he was speak-ing, his personelity and ability were so marked that he aroused enthulaism. Born in Trieste of Italian-specking parents, he began by playing small parts in Bohemian theaters, later go-ing te Bajilin, where Max Reinhardt took him under his care. He soon be-came a success. During the war he served in the Austrian army. Besides playing in Berlin, Vienna end Paris, he toured the United States, many plays he appeared in were "Romeo and Juliet," "Othello," "Cyrano de Bergraet," "Antony and Cleo-patra," and the works of Coathe, schiller, Yon Hoffmansthal, Shaw, Ib-sen, Toistoy and Chekhov. While in this country, at matinees he recited from Heine, Goathe, Anderson, Dehmel and others.

Trew rears, His only picture appaarance was a few years ago in "The Royal Box."



military services under the direction of the Spanish-American War Veterans. Besides his widow and son, he is sur-

vived by a daughter and a brother. EISNAUGLE-Charles Wesley, 36, of a heart attack, March 13 at Chillicothe, O. He was formerly connected with David A. Wise Shows, J. L. Cronin Shows and other amusement companies, and last fall had his own organization, titled the Eis-naugle United Shows. Two brothers, Ony and Carl, and a sister. Ethel, survive. In-

and Carl, and a sater, Etnel, survive. In-terment at Chillicothe. FREY-Carl George, 21, former motion pleture stunt man, was found dead March 21 at San Diego, Calif. His body was bound by chains and he had been garroted with the chains and a bott. An athletic medal was stuck thru bis more Bolica set unable to decide

belt. An athletic medal was studk thru his nose. Folice are unable to decide if it was suicide or murder. GAGNON-M. J. (DOC), 63, in Fort Erie, Ont., March 17 of pneumonia. GELDERT-Grace Duffle Boyland, 73, author, journalist and lecturer, March 24 at Memphis of a heart attack. Her husband, Louis N. Geldert, publisher; a son, Malcoim Stuart Boyland, and a daughter, Clover Roscoe, motion picture scenarist, survive. scenarists, survive.

usugater, Grover Moscoe, motion picture scenariats, survive. GOLDMAN—Benjamin, 45, attorney, March 20 at the Cedars of Lebanon Hos-pital, Los Angeles, from blood poisoning caused by infected teeth. At one time Goldman was a motion picture exhibitor and later organized the Minneapolis Ex-change Mangers' Association, which was to become the Pilm Boards of Trade. Funceral services March 22 from the Temple Israel and burial was in the Home of Peace Cemetery, Los Angeles. GREEN-William (Billy), 54, film executive, for the last two years repre-sentative of the National Screen Bervice in Utah and Idaho, recently in Port-land, ORE, of pneumonia, which set in Borton and Educational Films. His widow, Fannie Green, survices. HAMMOND—Ann, 30, radio and night-club entertainer, was killed March 27 when the auto ate was darving plunged into a river at South Bend. Ind. Ap-parently she failed to see a warning sign at the foot of a closed-end street. HARRIS—Howard, Sr., 68, at his home in Woodstock, N. J., March 22, of pneu-mmin. With his son, Howard, he owned and operated the Salem County Fair there, also the Hartis Rodeo. He was also a prominent stock and daty farm operator. Burial at Woodstock March 24. HARRIS—William Alva, 4, son of Al-Bert Harris, radio technician, March 17 at Los Angeles. accidentaily as a result of carbon monojde fumes generated from a smoldering fire. His parents survive

at Los Angeles, accidentally as a result of carbon monoxide fumes generated from a smoldering fire. His parents revive

HARRISON—Andrew J., better known with circules as Dad, March 23 at his home in Memphis. He suffered a stroke several weeks ago. He was connected with King Bros. circules from 1921 until 1934. Survived by daughter, Mrs. Maude Harrison Patterson, of Memphis, and son, Harry A. Harrison, of Francisco. San

KATZ-Mrs. Ike, whose husband has had concessions with many carnivals and at fairs, dropped dead at Fort Worth, Tex., March 25, Besides her husband, she is survived by a son, two sisters and a hrother

brother. LAWLOR-Mrs. W., 80. mother of W. H. Lawlor (Aussie of the American vaude act of Aussie and Czech), at Melbourne, Australis, recently. Aussie and Czech are currently appearing in

Europe. LIVESEY-Mrs. Rhoda Frances Ben-LIVESET-MIS. Rhods Frances Ben-nett, 66, widow of Christopher Robert Livcsey, Providences, R. L. musician. of a heart attack at her home in Providence March 22. Her death followed that of her husband by less than two months. Puneral services March 23 with interment in Pocasset Cemetery, Providence. MACEY-MIS. Helen, 44, wife of Ray Macey, owner and operator of the Miami Beach night club, Miami Beach, Fia, suddenly in Chicago March 29. Mrs. Macey was a sister-in-law of Earl Kurtze, of the WLS Artist' Bureau.

of the WLS Artists' Bureau.

MODY-James B. Jr., 49, recently at the Veterans' Hospital, Newington, Ohm, after a three years' illness. He was a former theatrical press agent and news-

paper man at Springfield, Mass. and Hartford, Conn. MOYD-Harry, veteran of the show business for 27 years, March 26 in Phila-delphia after a heart attack. His death followed shortly after being taken to the Jewish Hospital there. Mr. Moyd, born in New Jersey, entered the show busi-ness at 16 by ushering in theaters. A few years later he went on the road as a biliposter for the Buffalo Bill and Pawnee Bill shows. For years he was advance agent for a number of cir-cuses and carnivals, among them the Krause Greater Shows, Rubin & Cherry Krause Greater Shows, Rubin & Cherry and Zeidman & Pollie. For 10 years Mr. Moyd was president of the International Alliance of Billposters and Billers Local Aniance of Binfosters and Binfes Local No. 4, Philadelphia. During the last three years he conducted the Eastern Poster Company, Philadelphis. The business will be continued by his son. Louis. Survived by his widow and son.

O'DEA-Mrs. Mary M., 64, at Ciay County Hospital, Brazil, Ind. March 28 from injuries sustained March 17 in an auto accident. Survived by her hushand, James; three sons, Edward, Paul and Michael; two brothers, Joseph T. and Charles W., and a alster, Mrs. Fred Mohr. She was a sister of the late

Mohr. She was a sister of the late Jerry Mugivan. PIPIFAX-Little, 53, who with his partner. Panlo, formed one of the oldest and best known of clown acts, at Leipsig, Germany, March 14. Pipifax was fulfilling an engagement at the Krystal Palast, Leipsig, when stricken ill. Deceased had been in show business since the age of 14 and had headlined all over the world. He played some eight or nine seasons in American vaude-ville, and was included in the first British Royal Command Performance at British Royal Command Performance at the Palace, London, July 1, 1912.

PROCTOR — Benjamin, III, 27, Wellesley Hills, Mass., Boston represen tive for Stromberg-Carlson, radio of radio set tive for Btromberg-Carlson, radio set maker, and Chickering & Son, plano manufacturers, in an auto accident at Fort Lee, N. J., March 25. His widow, Mrs. Laura Gregg Proctor, survives. FRYCE-Warwick, English vaude and radio entertainer and magician, who was also known as a writer of stage material, in London March 16. REEL-Otto C., 58, veteran amusement promoter, in Elkhart, Ind. March 26 of paralysis. He suffered a breakdown four years ago and had stayed with a sister, Mrs. Lucille Crouch, in Elkhart since

years ago and had stayed with a sister, Mrs. Lucille Crouch, in Elkhart since that time. His wife, Jennie Lytle, died many years ago. He formerly was an advance man for the Hagenbeck-Wallace Circus and later launched a number of amusement enterprises. RICHARDSON-Jacob W., 78, former vaude performer in the team of Rich-ardson and Mitchel, as the result of an automobile accident in Bound Brook. N. J., March 18. He also appeared as a single black-face act.

J., March 18. He also appeared as a single black-face act. RIGOS — Lillian, 30, in New York March 22 just after abe had taken an audition at Station WHOM, New York. Finishing a plano selection, she walked across the studie and collapsed. ROGEE-Leon, veteran international comedian and vaude mimic, at Macon, Durnes thatch 19. Borns had played in

ROGE2--Leon, veteral international comedian and vaude mimic, at Macon, France, March 13. Rogee had played in vaudeville for more than 40 years and had appeared many times in America and England. He had also played four complete world tours. BAXE--Templar, 65, writer and singer, at his home in Cincinnati March 33. Born in London, Mr. Baxe received his education in Brussels, Belgium, and in the University of Bonn, Germany. He distinguished himself as a writer and singer of romantic roles in musical com-edy. He was brought to this country by Charles Dillingham and was best known for his role in The Gay Musician. He was engaged in motion picture work in Hollywood when ill health forced him to retire several years ago. His widow, to retire several years ago. His widow, Mrs. Bertha Sare, survives. SHANE-Everett T., 46 colored tuba player, who has trouped with various

player, who has trouped with various minstrels, carnivals and circuses, at the City Hospital, Columbus, Gs., March 22. He was on the side show with the Downie Bros.' Circuis last season. Fu-neral and burial in Columbus. His wid-ow and a daughter survive. STOUDER-Frank E. 67, former the-ater owner of Fort Wayne, Ind., at his

residence in that city March 22 fol-lowing an illness of several months. In 1886 Mr. Stouder became treasurer of the old Temple Theater. Port Wayne, and nine years later leased the theater and operated it until 1915. He organ-ized a company in 1910 to purchase the Lyric Theater in that city, which he managed until the holding company sold the property in 1915. In 1913 he organized the Palace Theater Company there and took the initiative in the erection of the Palace Theater, Pt. Wayne. He managed the Palace for many years and had a half interest in the theater at the time of his death. He way a 32d degree Mascon. Eurivied the threater at the time of his death. He was a 32d degree Mason. Survived by his widow, Mrs. Julia Wilson Stouder; one daughter, three brothers and two sisters. Funeral services in Port Wayne March 25, with burial in the Linden-wood Cemetery there.

wood Cemetery there. TAVERNIER—Helen Bell, 69. actress. in New York March 21. She was in the original cast of What Happened to Jones at the old Bijou Theater. New York, and also with Joseph Jefferson in The Cricket on the Hearth. She played the juvenile lead in The Country Fair with Neil Burgess. She retired 19 years ago after playing in The Flame. TAVIO D. William A. (Billar) 69

ago after playing in *The Flame*. TAYLOR—William A. (Billy), 63, motion-picture publicity and exploita-tion man in San Antonio March 23 after a lingering illness brought about by an auto accident several years ago. He was p. a. for Pox and other com-panies in the days of slients and before that was an agent for rep and stock ahows, first with the Taylor Stock Com-pany owned by his surviving uncle. anows, here with the rayin source com-pany, owned by his surviving uncle. Harry W. Taylor, theatrical and amuse-ment park executive, and then with the Cook & Church Company. He was active until 1932, when he was hit by active until 1932, when he was hit by an auto in Oklahoma City, having worked there, as well as in Dallas and San Antonio, during his long career. At one time managed picture houses in Fitchburg, Mass., and was also a circus p.a. Interment was in San Antonio. He was a member of the Dallas BPOE.

He was a member of the Dallas BPOE THOM-Emily Shadbolt, 83, mother of the late John James Thom, supplier of circus sets for motion picture produc-tions, March 23 at her home in Los An-geles. Funeral services March 27 and interment at Rosedale Cemetery, Rose-dale, Calif. Her son passed away Jan-uary 7 last.

TODD-William Prank, 82. at St. topho-william rrank, 54, at St. Stephen, N. B., recently. He was active many years in promotion of St. Stephen Pair and as a harness howeman on fair tracks of Eastern Canada and Northern New England. Was a former member of the New Brunswick Legislature and of the Canadian House of Commons, the Rivel Curbach or and Mark (See FINAL CURTAIN on page 31)

Florence Moore

Florence Moore, 49, vaude and legit comedienne, died in the Fitzgerald Mercy Hospital, Darby, Pa., March 23 after an operation, as briefly men-tioned in last issue. Death was at-

after an operation, as briefly men-fioned in last issue. Death was at-tributed to cancer. She was born in Philadciphia and while touring with a stock company owned by her brother, the late Frank Moore, played her first part in Moscow, Ida., when a male member of the troupe became III. After that she joined the company regularly, but wann't paid. Her first Breadway date was in 1912 in "Manky.Panky," and during the mexit 20 years she was in many productions. In vaude she and her second hes-band, the late William (Billy) Mont-gomery, who died last year, were a headline act, jeles I. Schowb was her first husband. Her third husband, from whom she was separated, was John O. Kerner, Her best known show was "Parlor, Bedroom and Bath," in which she played two years.

Kerner, her per known stow which she played two year. Other shows were "The Pleasure Seekers" (1913), "Passing Shaw of 1916," "Breakfast in Bed" (1920), "Music Box Revue" (1921) and "Interna-tional Revue" (1921) and "Interna-tional Revue" (1930). Her last New York role was 1932 in a revivel of "The Cradle Sastchert." That same year she also played in Clerclanatt in "The Passing Show of 1932." A sister, Mrs. Emma Verrel, of Phil-adelphia: a niece, Florence Verrall, of the same city, and two nephows, Ed-ward Verrall, of Lansdowne, Pa., and Caorge Verrall, of Philadelphia, sur-vice. Interment in Mount Pasce Cemetery, Philadelphia.

MAIL ON HAND AT CINCINNATI OFFICE 18-17 Opera Place. Parcel Post

Crawford, Jack Middoz, Rob. 140 Crawford, Jack Middoz, Rob. 140 Frost, 20 Myers, Ray A., 30 Hall, Virginia, 40 Oliter, 0, L., 30 Hamphryz, Jaa, 80 Otto, Marry A.Bo Compute, Juis Compute, 130 Travia, L. H., 40 Humphry, Jas. 8c Roth, Marry A., Jonlen, Iula Cornella, 130 Travia, L. H., Knight, Jack, 6c

Anderson, Jewis Basker, Mr. Ballo Basker, Mr. Gloidra Basker, Mr. Gloidra Basker, Mr. Gloidra Basker, Mr. Gloidra Basker, Jane, Jewis Basker, Jane, Jewis Basker, Jane, Jewis Basker, Jane, Jewis Basker, Jewis Basker, Jane, Jewis Basker, Jewis Basker Blake, Jeannetten. Bock Sisters Bowman, Cara Brachan, Ella Bracham, Mrs. Joo Bracham, Ruth Brandon, Margie L Borgan, Lina Bradas, Mia Joo Brabam, Mia Joo Brabam, Ruth Reeny, Mra. Billie Brandon, Margie Broterick, Mra. Paul Hilerngs, Mrs. J. G. Riff, Mrs. Jewel

Broderick, Mrs. Paul Paul Hiterngs, Mrs. Hit. Mrs. Jewel Kolored) Brown, Mrs. Brown, Mrs. Children, Mrs. Brown, Mrs. Brann Brown, Mrs. Brann Brown, Netty Mord Brown, Netty Mord Brown, Netty Mord Brown, Netty Mord Brown, Mrs. Carbon Broden, Mrs. Broden, Mrs. Broden, Mrs. Broden, Mrs. Brokanan, Mrs. Broken, Mrs. Broke

Burden, Mark Lee Birrer, Mirs, Lee Burder, Mark Lee Campbell, Mark Lee Casavant, Gryay Christiansee, Mr. Kaye. Geritude A

W. C. BAF. United Street, Marka Cinese, Ann-Mark Cinese, Cerene Contex, Line Kallerman, Mary Ooker, Annie Ookersa, Jennie Virmala Keily, Mark andy Keily, Mark andy

Oderman, Virgunia Kierman, Josephine Onlison, Alles Conke, Mr. Charles F. King, Mra. Molly Ooley, Stella Mae Ooley, Stella Mae Ooley, Stella Mae Construction, Marke Crawler, Marie Crawler, Marie Crawler, Marie Crawler, Marie Crawler, Marke Crawler, Crawler, Crawler Crawler, Marke Crawler, Craw

Crane, Nra. Crave, Nra. Crowier, Marie Crowier, Prances Curtia, Mra. Martle Curtia, Mra. Martle Curtia, Mra. Martle Curtia, Str. Martle Dale, Jerry Dale, Jerry Dale, Jerry Daleryapie, Marcelyn Verne LaCiele, Amy L. LaMotta, Nita LaRovria, Jacqueline LaVenia, Caroline

Marcelyn Dalley, Irene Darling, Joan Darldson, Mrs. George E.

La Venia, Caroline Layne, Mary Lengard, Miss Bobble

Bardion, Mr. George E. Davis, Miss E. Fay Davis, Mr. Johns. Lanotte. Nita Davis, Mr. Johns. Lanotte. Nita Davis, Mr. Johns. Events, Mr. Events, Mr. Lanotte. Lanotte. Mr. Lanotte. Lanotte.

Bar, Mar, Dechaot, Mar, H. Bochaot, Mar, H. Deinas, Nur, C. Dennos, Nur, C. Dennos, Nur, C. Dennos, Nur, C. Dennos, Mary Dittor, Solly Dittor, Violet Doratias, Midred Doratias,

Dertater, Velna Dravo, Karloo Drev, Marico Drev, Marico Danse, Mira, Goneco Danse, Mira, Goneco Ducan, Mira, J. O. Ducan, Mira, J. O. Ducan, Mira, J. O. Ducan, Mira, J. O. Derthy, Mar. J. O. Derthy, Marker, Mira, O. P. Macker, Mira, M. Casa Partin, Mira, Ton Paulin, Mira, Ton Martin, Opul



NOTE-The mail held at the various offices of The Billboard is classified under their respective heads, I. e., mail at the Cincinnati Office will he found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

Thomas, Ira Thomas, Mira, T. Weitall, Mabol M. White, Wrs, Harry Thorp, Mira, Busio White, Mira, Mira, Mira Thomas, hin. Thomas, Olive Thorp, Mrs. Sudo Thorpe, Mrs. Erresting Mrs. Ruby Mrs. Si White, Mrs. Harry Widdows, Mrs. Widdows, Early Widdows, Early Williams, Rabe Williams, Rabe Williams, Rabe Williams, Mrs. Des Williams, Mrs. Ted Winston, Lonise Wondow, Lonise Wondow, Mrs. Thorpe, Mrs. Bourson, Mrs. Carlo, Frid
 Thorpe, Mrs. Routing
 Williams, Mits, Billing, Mits, Carron, Rammey J.
 Tullians, Mrs. Rabay
 Williams, Mrs. Betty
 Williams, Mrs. B.
 Carron, Kattury
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 Word, Mrs. Ida
 Wood, Mrs. Tel
 Waster, Mrs.
 Woodward, Mrs.
 Ward, Mrs. Jausene
 Woodward, Mrs.
 Ward, Mrs. Julianno, Woodward, Mrs.
 Ward, Mrs. Jausone
 Woodward, Mrs.
 Ward, Mrs. Jausone
 Woodward, Mrs.
 Carlan, V. Le
 Charborne, Grand, Rissis
 Warte, Anna Masyne
 Warte, Mrs.
 Warte, Mrs.
 Zeids, Mafan
 Weibon, Mrs. Tellina M.
 Young, Edna M.
 Young, Zarise, Jana M.
 Warte, Mrs.
 Weibon, Mrs.
 Weibon, Mrs.
 Weibon, Mrs.
 Weibon, Mrs.
 Carlans, V. Lettaro, V. Lettaro, V. Lettaro, Waster, Mrs.
 Warter, Anna Masyne
 Young, Edna M.
 Young, Zarise, Allia M.
 Young, Zarise, Allia M.
 Young, Zarise, Allia M.
 Young, Zarise, Allia M.
 Charpell, DeLlaie
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Palmers, Mar, Circus Paul, Josephine A. Peddeio, Mrs. Tom Petham, Una Ience, Helty Petry, Ambida Perry, Mrs. Amy Phillips, Ethel Pianka, Ennoa Pianka, Ennoa Pianka, Ennoa Pianka, Ennoa Pianka, Ennoa Pianka, Gene Pias, Mrs. Gene Poweril, Mrs. M. Powerienda, Master Poweril, Mrs. M. Prentice, Mrs. W. Bandell, Generieto Raspell

Rannell Recore, Elsie Reichback, Mrt. Ben

Rense, Margie Rhanab, Mrs. Margaret

Rhanan, Margare-Rhind, Andre Rhoades, Mrs. Lillian Ricardo, Merie Richards, Mrs. Eddie

Rice, Mrs. Silm

Rice, Mrs. Silm Richje, Ray Rikey, Mrn. Billy Ricchie, Marie Robertsco, Mrs. Bobinson, Klity & Eddie

Bobinson. Kitty & Eddie Robinson, Mra. Rogers, Estelle Robins, Virginia Romarne, Gerirde Rosen, Mrs. Heleo Boss, Dorothy Roy, Dorothy Roy, Dorothy Russell, Marguer V.

Russell, Marguerite Russell, Roma Russell, Roma Russell, Roma Russell, Roma Russell, Dorothy Saunders, Mirs H. Scholding, Mirris Gehedding, Mirris Gehedding, Mirris Rott, Mirs B. Rermour, Leellie Sheiden, Mirs Schtt, Mirs B. Rermour, Leellie Sheiden, Mirs Scheiden, Mirs Scheiden, Mirs Scheiden, Mirs Scheiden, Mirs Sheiden, Mirs Sheiden, Mirs

Shicobea, Mrs. Jimmie Silberblatt, Mrs. Clara

Clara Smith, Amy Smith, Larie Ranth, Mrs, Ardola Emith, Mrs, Marie Emoth, Mrs, Marie Boodgras, Mrs, Marie Boyagier, Mrs, Meico Boyangier, Mrs, Heico Boyangier, Mrs, Belco

Spanger, Heiter Sparks, Billis Spencer, Mary Jane

Spenorr, Vera Borigan, Vera Star, Mes. Dan Star, Mrs. Mas Starting, Mrs. Myrtle

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URTAIN-

nued from page 29) itenant governor of New

and was licutemant governor of New Brunswick seven years. VAN LOO-Ernest, 82, dean of the French opera singers, in Paris recently. VINCENT-Charles T., 76, playwright and actor, at Gien Cove, Long Island, N. Y., March 21. He was born in Eng-land, spent his boyhood in Australia and came to America at 17. While act-ing in an amateur group in California a producer saw him in his professional debut in Yakie and brought him east. For 15 vears he played different parts. ing in an amateur group in Contorna a producer saw him in his professional debut in Yakle and brought him east. For 15 years he played different parts, at the same time writing plays. In 1900 he formed the stock company at the Glen Cove Opera House, which he owned. He also conducted a book and curlo shop on the leiand. Among his 23 plays were A Grass Widow, Running Wild, The Editor and Dolly Varden. Probably the best known is The Man From Merico, in which William Collier Br. starred and which later was made a musical for Eddle Foy. James J. Corbett, the late ex-heavyweight cham-plon, appeared in two plays Vincent wrote for him, A Naval Cadet and Gen-leman Jack. Others were On the Quiet, with Collier starred; A Gay De-ceiver, Miss Dirke, Old Glory and Our New Man. His widow, formerly Grace Ingersoll, survives. VORHEES-Edwin Walton, 82, in New Haven, Conn. March 24 after a short illness. He was the father of Pauline Voorhees, concert organist and choir director, of New Haven. WHITE-Mrs. Elizabeth, recently at her homs in Chicago. Survived by two daughters, Edma and Babo White. WILSON-Mrs. Margaret McKay, 43, former carnival and Hawailan show per-former, March 25 at the Sanders Me-morial Hospital, Florence, S.C. follow-ing an operation. Funeral scrvices were held from the home of her daughter in Colympia Centery three.

heid from the home of her daughter in Columbia. S. C., and interment was in Olympia Cemetery there. Survived by her husband. Tom W. Wilson, non-professional, of Cheraw, S. C.; a daugh-ter, Ioia Riley, of Columbia. S. C.; a mister, Mrs. Bertha Easler, and a son, W. W. Riley. WOLFE-Mrs. Nellie Long, 66, who toured for many years with various stock companies thru the United States and

Gonzalas, Pedro Graham's Horses Green, Joe Griebling, Otto Harlan, Jack (Flash), Harlan, Jack Hess, Jimmas Hunsberger, Walter Hutchison, David Hutchison, David Hutchison, David Hutchison, Fred

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Heary, Mrs. Billis

Gentlemen's List Gasaaway, Doo Green, Bilt E. Howell, Ray, Show McKay, W. C., Mitchell, Francis

Canada, in Appleton, Wis., recently after a seven-month illness. Mrs. Wolfe and her first husband, Frank Long, for many years operated the Neille Long Stock Company. She also has appeared with the Noble Dramatic Company, the Wiede-mann Stock Company and the Wide Stock Company. In 1907 the deceased appeared in The Rejuvenciton of Aunt Mary, starring May Robson. Mrs. Wolfe retired from the stage upon the death of her husband in 1919. She married Prank L. Wolfe in 1925. Besides her husband she is survived by three daughters and four sons. Body was taken to Alliance, O, for burial. Mrs. Wolfe was a member of the Pythian Sisters and the Eastern Star. of th Star.

WOODS-March, 48, writer and artist, was killed instantly March 24 when his automobile skidded on a road near the California-Nevada State line. He leaves his wife.

his wife. ZANELLI — Renato. Chilean singer, who had appeared with the Metropoli-tan Opera Company in New York, as well as in various European capitals. March 25 in Santiago. Chile, while waiting to undergo an operation. He received considerable publicity several years ago when his voice changed from baritone to dramatic tenor. Survived by his widow and a brother. Carlos Moralli, also a well-known singer.

MARRIAGES

ALLEN-FRANKO-Frank Allen, of the Flying Allens, to Vera Franko, of Mc-Keesport, Pa., March 23. BARRY-LEJA-Clara Leja, manager of the Hoover Theater, Dearborn, Mich., ro-cently to William J. Barry. BLEZARD-THOMPSON -- Bruce Ble-zard, New York screen carbonist, and Irene Thompson, nonpro, in Greenwich, Conn. March 18.

Irene Thompson, nonpro, in Greenwich, Conn., March 18. BOARDMAN-HUBBARD—True Board-man, radio announcer with Station KHJ, Los Angeles, and Thelma Hubbard, radio actress, recently at Los Angeles. BREWSTER-HILL-Eugene V. Brew-ster, former publisher of film maga-zince and now writing for the screen, to Liane Hill March 23, Jersey City, N. J. CLARK-RICHMAN — Lilly Richman, former wife of Arthur Richman, play-(See, MARRIAGES on page 66)

	Winz), Joe	Siebold, Emil
21	Winter, Lewis F. Wish, Jack Wizard of the East Wolf, M. M. Wolf, T. A.	Siebold, Emil Singet, H. Sink, F. J. (Whitey Sianton, Wm. A.
	Wish, Jack	Sink, F. J.
u	Wizard of the East	Sianton, Wm. A.
	WOILT, M. M.	Birtina, A.
	Wolfe, Harry Max	Stone; Al
	Wolfe, Harry Max Wolfe, Jerry Wolff, Jeffres	Sullivan, B. A.
	Wolff, Jeffrey Wolford, Harty	MAIL ON
	Wonder, Tom A:	CHICAG
۲.	Wood, Douglas A. Woodbin, E. C. Woodcuff, Harry	600 Wo
	Woodbill, S. C.	52 Weat]
	Wood, Frank A. Wooda, Claude Wooda, Fred, & Lillian White	Ladie
	Wooda, Claude	LACLE
	Woods, Fred, &	Abi. Princess
£	Manlain O T	Bolce, G. W.
	Woolrich, C. H. Wortham, John F.	Carter, Hazel
	Wante Buck	Chedell, Alice
d	Yances, Gentre B.	Dair, Mrs. Jimmic
-	Yatel, Bonny	Forrest, Evelyn
	Yeaka, George M.	Hankemon, Ruth
7	Yoshidas, The	Abi, Princeas Barker, Mrs, Glen Boice, G. W. Carter, Hazel Chefell, Alice Dair, Mrs. Jimmle Dair, Mrs. Jimmle Dair, Mrs. Jimmle Dair, Mrs. Jimmle Dair, Mrs. Haskemon, Buth Kneekt, Kiasa E. Knuble, Imolet Lesis
	Yoshidas, The	Knuble, Imolet Lewis, Marjorie H Lewiston, Mrs.
	Young Bult L	Lewiston, Mrs.
	Young, Charles Young, Ruht, L. Youngblood, Zeke	PLATT
		Lucke, Shirley Hale, Laura Lee, Frances M.
L	Zarido, Jne Zeitlin, Mack A.	Lee. Frances M.
	Zenug L.	Malloy, Ullaine Mason, Frances
1	Zigier, Jack	Mason, Frances May, Babe
	Zimdan, Harry Zogi, Frince	Gentlen
	Zolmer, Harry Zudd, Johnnie	Adler Felix B
0	Zuid, Johnsto	Adler, Felix B. Allison, John Bet
N	BAND AT	Atkinson, Jarmon
	RK OFFICE	Beard, W. C.
		Alfacot, John Iser Alkinson, Jarmon Barker, Al Beard, W. C. Bernard, Beany Hisine, Gordon Roeble, Bert Mattanately, B. T.
	adway.	Risine, Gordon
¢	s' List	Breitenstein, R. L
	John, Allee	Brittenstein, Howard Bodd, Billy Burke, Leo H. Cameron, G. Caron, Geo. Caron, Geo. Caron, Sim
	Kaye, Edythe	Burke Leo H.
	Kennedy, May Kruger, Itay La Goldio	Cameron, C.
	La Goldie	Carson, Geo.
		Cole l'ete
	Lane, Bertha Lee, Connia	Cole, l'ete Collins, R. Cook, Ulrich B. Daley, Ray
	Leland, Florence	Cook, Ulrich B.
	(Fred)	DeBerry, bill
	Lewie, Mrs. Irrin	DeBerry, bill
	Lewie, Mrs. Irrin	DeBerry, bill
	Lewie, Mrs. Irrin	Delserry, Bus
•	Lewie, Mrs. Irrin	FINAL CU
0	Lewie, Mrs. Irrin	FINAL CL
	(Fred) Lewie, Mrg. Irrin Manstield. Martin, Albe Martin, Albe McCormick, Kittle McCormick, Kittle McCormick, Pauline Mitchell, Jerry	FINAL CU (Contin and was lieu
	(Fred) Lewie, Mrg. Irrin Manstield. Martin, Albe Martin, Albe McCormick, Kittle McCormick, Kittle McCormick, Pauline Mitchell, Jerry	FINAL CU (Contin and was lieu Brunswick sev
	(Fred) Lewie, Mrs. Irrin Mansfield. Mayston, Babe Martin, Alloe McCormick, Kitile McGregor, Paulino Mitchell, Jerry Nasi, Miss	FINAL CU (Contin and was lieu

Gentlemen's List

Van Altee, Billy Van Hoesen, W. H. Van Horen, Januel Van Taitored Van Wert, Itay Vandsandt, Rille Verter, Wally Verter, Wally Verter, Barl Verter, Barl Voger, Chas. John Yogerded, Geo. Voger, Chas. John Yogerded, Geo. Voger, Chas. John Yogerded, Geo. Voger, Chas. John Vogerded, Geo. Voger, Chas. John Voger, Chas. Joh

April 6, 1935



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ES. ES. Prastis, Roy, & Co. (State) Lenoir, N. C., 3; (State) Winston-Salem 4-8. Pray & Bragiotti (Chicago) Chicago. Prench Casino Show (Fal.) Cleveland. Gali-Gali (State) New York. Garay Jr., Josquin (Riverside) Milwaukee. Gaudamith Bros. (Oriental) Ohicago. Gautier's Toy Shop (Marbro) Chicago.

Geraid, Gene: Cumberland, Md., 3-5. Ghezis, Les (Tower) Kanass City. Oine, De Quincy & Lewis (Albeel Brooklyn. Gordon, Reid & King (State) Newark, N. J. Ooss & Barrows (Century) Baltimore. Green, Mitzi (Earle) Washington. Greepy & Ramon (Oxford) Philadelphia.

Hackett & Triessuit (State) Newark, N. J. Hall, Bob (Earle) Weshington, Moriolato, States, Markan, States, Three (Plymouth) Worcester,

Harvard, Winifred, & Co. (Loew's Orph.) Boston. Haynes & Beck (Flymouth) Worcester, Mass. Hayworth's Seabec, Bdwy. Novelites (Margie Grand) Harlan, Ky., 3-4; (Hipp) Corbin

Grand) Fartes, ----6-5. Hello, Paris (Pal.) Cleveland. Henning, Pat. & Co. (State-Lake) Chicago. Honan, Helen (Pal.) Chicago. Hubert, Frits & Jean (Marro) Chicago. Hyde, Herman (Orph.) Minneapolis. J

Kapps, Kendall, & Junior (Oriental) Chicago. Keene Twins, Vic & LaMarr (Gates Ave.)

Recher Twins, Vic & LaMair (Gates Ave.) Brooklyn, Nell (Loew) Jerssy Oity, N. J. King, Mickey, & Go. (Century) Baltimore. Large & Morgner (Pal) Oblicago. Laky's, Andre, French Revue (Oriental) Chi-

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U Usher, Mae (Loew's Orph.) Boston.

Van's, J. G., Palais Royale (Capitol) Atlanta; (American) Chattanooga 7-8; (Royale), Co-lumbus, Ga., 11-13. Velser, Lupe (Orph.) Minneapolis. Vespers, Pour (Orph.) Minneapolis. Voz. Walters & Co. (State) Newark, N. J.

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b-ballroom, c-cate, cb-cabaret, co-country club. h-hotel, nc-night club, re-readhouse, re-restaurant, and 5-thete-t

(Week of April 1)

Aberto, Don: (Blork) New York, nc. Alvin, Danny: (Gold Coast Emhassy Chub) Chicago, nc. Armatrong, Mrs. Louis: (Vendome) Buffaio, h. Armatrong, Mrs. Louis: (Vendome) Buffaio, h. Do. Augustoff, Jan; (Warwick) New York, h. Austin, Shan: (Eastern Star) Detroit, c. Austin, Sid: (Congress) New York, re. B

Barron, Duke: (King Cotton) Greensboro. N. G. h. Bartol, Jeno: (Ambassador) New York, h. Baste, Bob: (Liberty) Predonia, N. Y. c. Beccher, Kelth: (Stavass) Chickgo, h. Bastoo, Leon: (Gistando & Parce) New York.

Balasco, Leon: (Clasino de Farrey rev sue. cb. Beill, Jimmy: (Sk. Clair) Chicago, h. Bergins, Freddy: (Medsowbrock) Cedar Grove. N. J., oc. Bernie, Ben: (Valencis) Jamaica, N. Y., t. Berger, Jeank: (Silver Biar) Sulphur Springs, Berger, Jack: (Ator) New York, h. Berger, Mait: (Club Piccardy) Chicago, o. Brrgere, Mait: (Club Piccardy) Chicago, d. Brrgere, Mait: (Club Piccardy) Chicago, d. Berger, Fredis: (Flying Trapeze) New York, h.

re. Diske, Lou: (Ouyon's Paradise) Chicago, b Bonelli, Michael: (S. & H. Dining Room) Florence, S. C., re. Britt, Ralph: (Oimos Dinner Club) San An-tonio, res. e. Bromberg, Sammy: (Von Thenen's) Chi-caso e.

cago, G. Brown, Herb: (Vendome, 28 W. 56th St.) New York, nc. Buckley, Joe: (Harry's N. Y. Cabaret) Chi-cago, G.

Caceres, Emilio: (Mayfair Club) Plint, Mich., ne. Calloway, Oab: (Paradise) New York, 2. Campbell, Jimmic: (Marquette Club) Chi-

Carver, Jack: (Japanese Oardens) Detroit, b Cato's Vagabonds: (Oriole Terrace) Detroit,

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Lynden, Ralph: (Steamship Oliis) Chicago, c.

McDonald's Music Mixers: (Milton Park Inn) Milton, Ps., nc. MPherson, Hugh: (Daniel Boone) Charleston, W. Va., h. McParland, Frank: (Besux Arts) New

York. c. Madriguera, Enrico: (Ches Parce) Chicago.

nc. nc. Mailiand. Johnny: (Perahing) Chicago, b. Makins, Eddia: (330 Club) Chicago, nc. Mannie, Eddia: (350 Club) Chicago, nc. Mannon, Wingy: (Piccadilly) New York, nc. Manni, Joe: (Oub Leisure) Chicago, c.

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BC. Michel, Marti: (Montclair) New York, h. Milla, Jay: (Orph.) New York, t. Milton, Al: (Bollywood Club) Chicago, c. Moss, Joc: (Vanderbilt) New York, h. Murray, Bethunc: (Taik of the Town) Chi-

cago, no. Myers, Stan: (Terrace Garden) Chicago, c. N Nance, Ray: (Club Morocoo) Ghicago, nc. Navara, Laon: (St. Morits) Naw York, h. Nelbaur, Eddie: (Casino Moderne) Chicago, Nelson, Roward: (Zano) Zanesville, O., h. Nelson, Oxale: (New Yorker) New York, h.

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Olman, Val: (Reno Merry-Go-Round) New York, nc. Oliver, Piccollo: (Anna Held's) New York, ra. Oisen, George: (Met.) Brookha, t. Opika, Bob: (Shadyude Osrdens) Claveland, b.

Mares, Paul; (Harry's N. Y. Cabarel) Chi-

the second s

Pellegrino, Nick: (Casino) Chicago, c. Penfield, Don: (Western Bowery) Chicago, c. Pioner, Pranz: (Red Lion Inn) Chicago, c. Pintt, Earl: (Modernized Cabaret) Harrisburg, Ps., Dc. Pollack, Ben: (Park Avenue Penthouse) Detrolt, nc. Prima, Louis: (Pamous Door) New York, nc. Purnell, Benny: (Cacius) Austin, Tex., re.

R Rainbow Rambiers: (Plaza) Haverhill, Mass ...

35

h. Raphael, Don: (Cubanasan) New York, ma. Rapp, Barney. (Oibson) Cincinnaid, h. Reinaid, Jacquest: (Coconut Orove) Boston, re. Reichman, Joe: (Siatler) Boston, h. Reich, Benny: (Club Bohemis) Detroit, ne. Reich, Al: (Gocoanut Grove) Lansing, Mich.

The Billboard

Alcci. Al. (Doceandur Grow) Landing, Mich., DC. Richards, Don: (Billmore) New York, h. Riloff, Sian: (Citb Roman) Chicago, c. Rehmann, Johnny: (Blackstone) Ft. Worth, Thr., h. (El Morocco) New York, nc. Rodsiyue: (Forsailles) N.w York, ch. Rosaves, Sian: (Ciub Hajah) Chicago, c. Rosave, Sian: (Ciub Hajah) Chicago, nc. Rusro, Danny: (Canton Tea Gardens) Chi-cago. C.

Sabin, Paul: (Desuville Casino) Miami Beach,

Fia. 7841. (Destrine Galacy Analis Stell, Fia. 88 mmsrco. Gene: (Endrick-Hudson) Troy. N. Y. B. Sanders, George: (Cinb Carloca) Chicago, c. Schuster, Mitchell: (Lexington) and (White-hall) New York, h. Scorgin, Chic: (Royal Palm Club) Miami, nc. Scott, Billy: (Congress) Chicago, h. Sciere, Irving: (Dizie) New York, h. Sheridan, Phil: (Davenport) Spokane, Wath., h.

Sherioan, Phil: (Duvenport) spokana, waah. b. Binson, Seymore: (Bchroeder) Milwaukse. h. Sissie, Noble: (French Casino) New York, cb. Sissie, Noble: (Florida) New York, cb. Gnith, Joyreht, C. Gubray, Chicago, Ork, cb. Gnith, Joyreht, C. Gubray, Chicago, Ork, cb. Gnider, Lloyd: (National) Amarillo, Twz, h. Bryder, Frid: (Rhubashy Club) Chicago, a. Boyder, Mail: (Club Chatsau) Daytom Beach. Fla. nc. Stanley, Sian: (Skirvin) Oklahoma City, h. Stanton, Maurie: (Club Minust) Chicago, ma. Steartor, Charles: (Lotus Gardens) Cleve-land, b.

Straigh

land, b. Straight, Charley: (Brevoort) Chicago, h. Sirammielio, Don: (Promenade) Hartford, Conn., nc. Stone., Jesse: (Club Morcocc) Chicago, nc.

т Tate. Erskine: (Arcadis Gardens) Chicago, C. Thurn, Otto, Bavarians: (Fittaford Inn) Fitta-ford, N. Y., Bc. Tindley, Bob: (Colosimo's) Chicago, ne. Todd, Milch: (Bubwsy) Chicago, c. Tranger, Don: (Gatewsy) Echocha, Wis., 6-7, Trini, Asthony: (Governor Clinton) New York, b. Tropper, Harry: (Midway Masonic Temple) Chicago, b.

Tork, h. Harry: (Midway Masonic Temple) Chicago, b. Techer, Orin: (Jrog) New Orleans, La., h. Tyler, Ted: (Jocksy Chub) Charleston, S. C.,

Vagabond. Charles: (Edwards) Jackson, Milas., h. Walentino, Arturo: (Firense) New York, re. Vance, Johnny: (Club Joy) Lexington, Ky., Be. Vangha, Walter: (Midway Oardens) Chi-

Cogo, 6, Velazco, Emil: (Waldorf-Astoria) New York, h. Velaz, Esther: (Roosevelt) New York, h.

w

Wagner, Sol: (Via Lago) Chicago, nc. Wallace, Roy: (Gondois Tavern) Indianago-olla, Ind., nc. Warren, Arthur: (LaRue) New York, re. Werens, Ted: (Palmer House) Ohicago, h. Weinbrecht, Roger: (Shawnee) Springfield.

Weinhrecht, Roger: (Shawnee) Springfield, O., h. Weits, Eddie: (Richmond) ischmond, Va., h. Wilteran, Paul: (Paradise) New York, ch. Wilch, no. Williams, Feas: (Savoy) New York, h. Winston, Jack: (Gunter) San Aslonio, Tex., h. Winston, Jack: (Chates Des Flaines) Obloa-go. 6.

INDEPENDENT BURLESK

Blue Rhythm Girls: (Hudson) Union City. N. J., 1-6.

Bright Byes: (Gayety) Ballimore 1-6. Cupids Carnival: (Gayety) Washington 1-6. Daughters of Desire: (Trocadero) Philadelphis 1-6. Messin' Around: (Orph.) Paterson, N. J., 1-4. Racket-Dears: (Howard) Botton 1-4.

MISCELLANEOUS

Bink Circus Revus: Kewashum, Wis., 1-6. Birch, Magician: Jacksonville, Ala., 3: Pied-mont 6: Talladega 5: Lineville 6: Spiacauga Alexander City 9: Rosnoks 10: Legrange,

Alexander City 9; Roanoks 10; Lagrange, Ga., 11.
 Dressen & Mortis Circus: (Capitol) Madison-ville, Ky., 4: (Ahambra) Hopkinaville 5-4.
 Pictcher'a, Harry, Purpis Bage Ridera; The Dallas, Ore., 3-4; Redmond 5; Prineville 4; John Day 7; Exmett, Ida., 8; Weiser 9; Outario, Ore., 10; Namps, Ida., 11.
 Prye, Illusionist: Nelson, Neb., 3; Parnam 4; Haven, Kan., 5; Sweise Bprings, Mo., 4.
 George, Doc. Ventriloguist: Minnespila, Minn., 1-6.
 Johnson, Zeida, Mentalist: (Lyric) Hurnisville, Ala., 1-4; (New) Jasper 5-10; (Dora) Dora 11.

(See ROUTES on page 64)

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CIRCUSES

Communications to 25 Opera Place, Cincinnati, O. Conducted by CHARLES WIRTH-

BARNES SHOW

Program Runs To Spectacular

Mabel Stark's tigers, Jacobs' lions, 30-horse Liberty act among features

erty act among features SAN DIEGO, Calif., March 30.—It took the Al G. Barnes Circus to break the yough on outdoor smusements in south ern part of State for some weeks. The Saturday, the day being a very pleasant on the search offering runs largely to the spectacular, an apparent big outlay in new costumes, trappings and color and philing effects. Show is given in three rings, center steel arena and two stages. Thornton have supplied and arranged is contained by George Cunning-hants, new hay animals, lead stock and been retranged with new sons and dince ham to dispose the display of mubers for display entimes. The wenagerie is conductably entimes, head stock and been retranged with new sons and dince ham for the display of mubers. Char-tott Billywood impression is well with the singers doing soice, are immerse in the singers doing soice, are immerse in the singers of bornes and doine speets the singers doing soice, are immerse in the songers of bornes and doine speets the singers doing soice, are immerse in the singers doing speet, are immerse in the singers doing speet, are immerse in these offerings, together with els print the singers and with els print the singers and with spei to the singers doing speet, and other lead offer the singer songer song with els print the singer songer songer songer songer the songer songer songer song with spec-tal thing arrangements, give a more the songer songer songer songer songer the songer songer songer songer the songer songer songer so

philos, tability, holes have the pro-cial lighting arrangements, gave a most dazzling effect. The center stage be-tween the offering of the two speech has been provided with new settings. The Spanish Court, or rather. Court of Old Spain ides, is carried out and here was presented the big ensemble, a spiendidly drilled chorus and dance numbers. Spe-cially featured are M Lopez and R. Pala-fox doing the Chauparachon number; Chata Excalante and A. Flores doing The Continental, and vocal offerings by Char-lington Mack. These numbers acored heavily. The fine band of Charles (Spud) Bodrick is respiendent in new uniforms (Sce BARNES SHOW on page 39) (Sce BARNES SHOW on page 39)

New Location at Utica

UTICA. N. Y., March 30.—Because the New York Central Railroad is building a new freight depot on the Wurz ave-nue lot, where circuses have shown in Utica for many years. the shows will set up their tents in a 10-acre lot in Yorkville, a suburb.

Honest Bill Advance Roster NEWNAN, Ga., March 30.-The ad-vance of the Honest Bill Circus opened here on March 16. F. J. Frink is gen-cral agent; J. Eddle Sheets, brigade agent; John Lampton and Abe Poweil, lithographers; Maurice Collins, E. B. Walker and Jack Cook, billposters. A line of new special paper is being used.

> Watch for This Special Feature: Abraham Lincoln and Tom Thumb By. R. GERALD MCMURTRY in the

Spring Number of The Billboard **Dated April 13**



GLORIA AND BONNIE HUNT. 18-GLORIA AND BONNIE HUNT. Is-year-old iwin danghters of Jack Hunt, the manager of the State-Lake Theater, Chicago, who begin their third year with Hagenbeck-Wallace Circus as slagers and pro-ducers of the ballet and dances in the spec. Their mother, Dee Hunt, will have charge of the ballet on the road—Theatrical Studio, Chicago.

Another Bull to Hoogewoning

LANCASTER, Mo., March 30. - Col. LANCASTER, Mo., March 30.—Col. William Hoogewoning, of Ottumwa, Ia., has purchased another elephant. "Vir-ginia." from the Hall estate. He has leased it, also some other animals and equipment, to Atterbury Bros.' Circus. W. H. Woodcock and wife will be in charge of this. Hoogewoning also bought two new trucks and two trailers to tenerout his animal unita. Animals to transport his animal units. Animais and trucks are quartered on Hall farm. The woodcocks are breaking a dog and pony to work with elephant "Fan-chon." It will be presented by Nellie Orton and will play parks and fairs.

orton and will play parks and fairs. Woodcock recently delivered three cameis and aix ponies to Vilas Park Zoo, Madison, Wis. Were sold by Hall estate. Some of Mrs. Hall's clephants will appear at St. Louis Police Circus. E. Welsh left here for Rolla. Mo., to take charge of bulls with the Russell show

Cole in Savannah Last of September

SAVANNAH, Ga., March 30.—A com-mittee from Alec Temple (Shrine) ap-peared before city council on March 20 and sought municipal permission for the Cole Bros.-Clyde Beatty Circus to show here during the last of September. This, Mayor Gamble said, would be granted. The committee included Judge Wilkes S. MacFeeley and B. S. Wells.

Macreeley and B. 5. Wells. The circus will not only show here, but in Valdosta, Augusta and Albany, where there are Shrine clubs of Alce Temple. The circus is being presented for the benefit of the fund being raised by Alee Temple to make a pilgrimage to the imperial Council in 1936 in Seattle.

When the circus shows here it will have a street parade. In which the Shriners will participate.

Seils-Sterling Advance

MT. VERNON. Mo.. March 30.-J. C. Admire is general agent; Ray Roberts, car manager, and Art Miller, press agent on the Selis-Sterling advance. Roberts has following crew: Joe Quacken-busche, boşs biliposter; Pearl Lake, boss lithographer; Ralph Bliss and Jerry Wil-son, country route No. 3; Elmer Schrader and Fred Stange, country route No. 4; Virgil Jones, Jack Gaye and Willard Turke, lithographers; "Deba" route No. 4; Virgil Jones, Jack Gaye and Willard Turke, lithographers; "Debs" Barlow, mechanic and pastemaker, Curtis L. Thornton will have brigade four days ahead, erew including Johnny Spence and Elmer Ottwell. Others on advance arc J. Eddie Holmes, pro-gramer, E. O. Keith and Bert Thomas. Special paper will be used for will Wallet riding troupe and "Donnezzle" sensation. Show is scheduled to open sensation. Show here on April 6.

IABP&B, Local No. 61

ATLANTIC CITY, March 30.—At a re-cent meeting of the Billers' Alliance. No. 61. following officers were elected for this year: John Rumford, presi-dent; Whitle Anderson, vice-president; Dave Burns, secretary; George Warner, treasurer; Harry Himler, business agent; Bert Nordmen, sergeant at arms; trus-tees, James Brown. Tom Nace, B. Nord-men; Central Labor Council, H. Himler, J. Rumford and T. Nace.

Rudy Vallee-Circus Bug

NEW YORK, March 30.—Add Rudy Valies to the roster of those who in their kid days went wild about anything circusy. Appearing as guest of honor al the month-ily "Fall Guy" luncheon of the Circus Saints and Sinners at the Gotham Hotel on Wednesday, the leader of the Connecticut Yankers said that as a youngster in his native Maine he built miniature circuses, "and efter a while got a lot of canves and had a regular big top." Valice joined the club, bought six seats for the organization's benefit show, the opening night of the had a regular big top." Valice Joind the club, bought six seats for the organization's benefit show, the opening night of the Ringling-Barnum Circus at Madison Square Cardon on April 11, and as a bowout sang "The Man on the Flying Trapoze." . . . Police Commissioner Valentine sold that the CSSC fills an important need. "Too many of us-myssif among tham-look upon the performer as one who is never in want, never III and always self-sustain-ing. It's a good thing that they have an organization which will provide a home for them when they are past their per-forming days." Other headliners in al-tendance boosted the circus. Dexter Fal-lows, p. a of the Ringling Show, and whose name graces the title of the local tent, looks for a "better than normal" opening night at the Garden. Big Show's press staff starts work on the New York dailles beginning next Monday.

Demnati Troupe At R-B Quarters

SARASOTA, Pia., March 30 .- A large SARASOTA. Pis. March 30—A large group of townspeople who gathered at the depot here last Friday morning to see a group of Arabs, forming the Harzam Demnati Troupe, detrain for the Ring-ling-Barnum Circus winter quarters were given quite a shock when the sons of Saudi stepped from their Pullman clad not in the flowing robes and sandais of the East, but in the latest Manhattan creations for young men who want to keep in style.

Manhattan creations for young men who want to keep in style. The troupe of 14 Arabs was met at the train by circus attaches and within a short time they were working out the group of trained camels which have been taught a special routine. The camel routine is said to be vasily different from anything ever seen in this country before

before. George Popovics, New York travelog cameraman, spent some time at the quarters gctting a little atmosphere for his Florida travelog, which is expected to be released shortly.

Business Conditions Good, Says Joseph C. Donohue

SARABOTA. Fis., March 30.—Joseph C. Donohue, general traffic manager of the Ringling circus interests, popped into town the other day, had several huddles with General Manager Sam W. Oum-periz and others and went right on north again. Taiking to The Billboard corre-spondent, the traffic chief said that things "look mighty good to me for the coming circus season." He said business conditions are exceptionally good and a successful circus season is the natural order of things. While here he visited a while with Roland Butler.

Street Show in Indiana

CINCINNATI. March 30,-Prank W. Street's Trained Animal Show is play-ing theaters and school auditoriums in Indiana prior to opening outdoor sca-son at Convoy. O. April 5 as free at-traction for Chamber of Commerce and Merchants Spring Opening. Several new dogs and a pony have been added. There are now 12 dogs. When the show appeared at a school at Lima. O. Street and Manager A. H. Schurt invited the inmastes of the Allen County Children's Home to witness the performance and approximately 300 children attended.

Two Acts for Concellos

CANTON. O., March 30.—The Flying Concellos and a new flying act to be known as the Randalls have started a two weeks training seasion in city audi-torium here preparatory to joining the Ringling-Barnum Circus. According to Art Concellos, who has both acts, the Concellos will continue with three people and the Randalls will have four.

"Elephant Stampede" Presented At Hagenbeck Quarters at Peru

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William Overpeck is assistant to Charley Getz, blacksmith. Stagecoach used by Tom Miz in making his first Westerns and loaned to Sulphur Springs Park, adjacent to circus farm, was moved by Eimer Barnhart, of H.-W, to Miami County Historical Museum, courthouse, past week, where it will be placed on dianlay display.

Joseph Schrader, head keeper of De-troit Zoo, and wife visited quartera. Were guests of Mr. and Mrs. Rudy Rudy-noff, J. L. Marley and wife, South Bend. Ind., renewed acquaintances with Wil-liam Davis at farm. Marleya will not troupe this year.

Mrs. D. Hunt, of Chicago, arrived, and with daughters, Gioria and Bonnie, busy training girls in ballet and specialty dance numbers. Costumes designed by Mrs. Emma Biggar and Mrs. Alma Stevens are very elaborate.

are very elaborate. John McGraw, Clarence Welsheimer, Don Craig, James O'Dell, Pat Welsh, Thomas Brown, Frank Rotandi, Les Smith, William Murphy, Bul Balley, Heavy Byan, Johnny Larry and Jack Polk arrived past week and will be with Johnny West, ring stock superintendent. Robert Porsythe is assistant. West is in-ventor and builder of patented kicking safety device which will be used on all horses in pad room and will eliminate kicking and other injuries. Al Martin stopped en route to Roches-ter, Ind. Paul and Lloyd McIntosh are in charge of Jockey Club cafe here.


CEA President U.A. Revelar, PILAN R. H. TAHTLESEG, W. M. HUCKINGHAM, 2030 West Lake Street. Thames Bank, Chicase, ILL Norwich, Cona (Conducted by JOHN SHEPARIH, Editor, The White Tops," 609 Fulton St., Chicago, IL)

A new member received into association on March 22 was Mrs. Madeline Park, Bedford road, Katonah, N. Y.

We regret to record the death of Ed-ward A. Johnson, editor of The Herald, St. Peter, Minn.

W. Floyd Hopkins, manager of Hotel Peru. Peru, Ill., writes that Peru is a good town for a circus and has a large territory to draw from. Hopkins re-cently addressed the city council, statcentry addressed the city council, stat-ing that the city ordinance concerning circuses was so strict that it was im-possible to bring in such entertain-ment and he suggested that the objec-tionable features be eliminated from the amusement ordinance.

Jim Chloupek, Oakland, Calif., writes that CPA Stedman Van Wyck, of same city, is slowly improving from his ill-

Harper Joy visited Guy Toombes, CFA, at Salt Lake City. He also visited CFA Joss Westmoreland at Beverly Hills, Calif.

Harry R. Peverly, CFA. Melrose, Mass., writes that Mrs. Peverly has returned from hospital, where she underwent an operation.

operation. The following met for luncheon at Harry Atwell Luncheon Club in Hotel Sherman. Chicago. March 22: Harry Atwell. Nat Green. Clint Finney, Burt L. Wilson. Bill Sneed, John Shepard, Tex Sherman. Robert E. Hickey and Arthur Hopper.

Arthur Hopper. / President Frank H. Hartless returned from a trip to Texas on March 23. Had long visits and conferences with Past President Harry Hertzberg: Col. C. G. Sturtsvant, CFA historian: Porter Sturtevant, CFA historian: Portar Loring and other San Antonio CFA. The Christian Science Monitor of May



O. O. HILL. A. S. SOLOMON SIDE-SHOW BANNERS. Best Work and Material. Frices Right. SOLOHON & HILL STUDIO, Nanjastat Beech, Mass.

8 will contain a story on the OFA by Floyd Bell of Boston. Marshall L. King, Alexandria, Va., first president of CFA, was chosen as one of nine directors for Chamber of Commerce of State of Virginia.

Wichita, Kan., Briefs

WICHITA, Kan., March 30,-Peple and WICHITA, Kan., March 30.—reple and Tito, taiking clowns, have been at Fox's Uptown Theater for 15 Saturday matinees for Burr Fox Club Boys and Girls. Charles Dryden will be with Atterbury Bros.' Circus, doing bartel posturing and

Bros.' Circus, doing barrel posturing and comcdy juggling. Tom Whiteside troupe of five, wire act, will be with Burleigh Allen's One-Ring Circus, new show, going out of Wichita. Biue Boys (Hill and Simmons), spring-board acrobats and clowns, go to Barnett Bros.' Circus. Jack and Clara Moore, tight-wire act, and "Quiet" Jack Moore, will be with Sle-brand Bros.' "Piccadilly Circus." "Quiet" will be equestrian director and do an-nouncine.

nouncing.

Here and There

WASHINGTON. March 30. - Harry Dean, former trouping trombonc player with various circuses, is here working

with various circuses, is here working for the NRA. Capt V. H. (Slim) Walker, in charge of the Manchester (N. H.) Zoo, is break-ing a new iton act that will be a feature of Gorman Bros. Circus, worked by Jack Lorenzo. Will also furnish the Gorman show a dog and pony number. Bill Ketrow has built a real show in Mlami. Has had seven men working full time since the closing of show. Shorty Bookman has built some beauti-ful truck bodies. Ketrow furnished a number of acts for the Grotto Circus at Orlando. for the Capt. the 3 Orlando.

Bill Trueman and wife will have their cookhouse with Morris Miller this sea-son. They are rebuilding their outfit

son. They are rebuilding their outlit at their quarters near Augusta, Ga., and preparing for the long trip north. Ted Milliken, former circus bandsman and now a member of the U.S. Navai Academy Band at Annapolis, Md., was here recently, and with John Landes and the writer paid a visit to the quarters of the Hunt show near Alexandria, Va. Al F. Wheeler has gone to his home in Oxford, Pa., for a few days. Charlie and Mildred Hunt were with the May Wirth riding act in Lewiston, Me. Mrs. John (Grandma) Hunt is visiting her granddaughter, Hazel Williams, aerialist, feature of the Flying Trapeze Club in New York City.

New York City. Vio Robbins, band leader of the Cole show, spent the winter near Marianna, Fla.

The Silverlakes will be with Nellie Dutton Attractions, and Toby Tyler will be back with the Hagenbeck show.

Jasper Brown, boss clivrasman with Cole & Rogers Circus last season, will not troupe this year. Mark Javens is steward at the Elks' Club in Eustis, Fla.

REX M. INGHAM.

Backell, Willard, **Mahery in Chicago**

Mahery in Chicago Rochester, Ind., March 30,-With a rev of 39 men, William Backell, man-ager of No. 1 advance car of Cole Bros-ciyde Beatty Circus, departed for Chi-rago to commence billing for Coliseur-engagement April 20-May 5. He was pointed there by Clyde Willard, brigade manager, and Frank Mahery, manager of No. 2 car. Preliminary details incident to start of Chicago engagement were andled by Si Semon, special agent. In the neigbborhood of 100,000 sheets of part and Brank Mahery, manager of No. 2 car. Breiminary details incident to start of Chicago engagement were andled by Si Semon, special agent. In the neigbborhood of 100,000 sheets of part and banners will be used. Jess Adkins and Zack Terrel snumcos fying acts will appear simultaneously on program. Harold Barnes, juvenile danc-ting, tumbling, somersaulting acrobat of the wire, is also in Rochester. We Prenita, boss painter, meigh-borhood 30 cages will be used to dis-parts and allegorical floats. In neigh-borhood 30 cages will be used to dis-parts and langurical floats. There are five hereds of elephants, two caravans of amals.

camels and innumerable hay-cating ani-

mals. A perfect specimen of petrification, that of Bill Scroggins, is now en routo here in charge of Prof. William H. Agnew and wife. Exhibit will form the No. 2 side ahow. Harry Wills, steam callope player, is expected to reach quarters ahortly. Waiter Grebb, chef, is feeding more (See BACKELL, WILLARD on page 45)

"Birdie"

NEW YORK, March 30.—The Ringling-Barnum billing crew started to plaster New York on Thursday for the Garden opening. Ed Kelty, the circus photograher, sneaked in shead of the brigsde by anging Big Show paper in his studio hanging Big Show paper in his studio windows on West 46th street 24 hours

Cole, H-W Start **Chicago Billing**

CHICAGO, March 30.—Paper for the optning of the Cole Brothers and the Hagenbeck-Wallace circuses is up all over Hagenbeck-Wallace circuses is up all over town. Billing started Monday and both crews have been busy all week. Or-dinarily billing would not have started before April 1, but with shows opening day and date the earlier start was deemed advisable. Indications are that the town will be more heavily billed than it has been for many years.

Letter From Stanley F. Dawson

Letter from Stanley F. Dawson CINCINNATI, March 30.—Stanley F. Dawson, who left the West Coast and recently arrived at Columbus, O., writes: "The last person I talked to on Coast was Louie Berg, who had run over from Honolulu to visit old friends of tent show world. Mark Kirkendall and Buby and Ed Nagle were down to train to start me on my trek castward. Had a nice visit with Eddle Delevan and wife at Kansus City. At Chicago aw Lester Berger and Jack Abrama, and then on to Rochester, Ind., where I found Mesars. Adkins and Ter-rell busy and Charley Hall, of the Collisoum. Chicago, going over matters of their Chicago engagement. Found Marry

their Chicago engagement. Found Harry Harold, Earl Lindsay and Arnold Malley busy office executives and Joe Kuth always on hand with the Pierce-Arrow

always on hand with the Pierce-Arrow for emergency trips. Every department was humming with activity and on every turn you ran into an oldtimer, such as Blackie Diller, John Eberle, High Pockets, etc. Also saw Floyd King. "After several hours at Rochester Mr. Murden, of Peru, drove me to Peru. Be-fore closing the Rochester incident, met George Cutahall, superintendent of tickets. Bob Courtney will be one of his staff. Had a visit with Prank Cook and Fred DeWolfe. Met an old friend of my boyhood, Henry Brown, who has charge of H-W stock. Saw many candy butchers, including Cy Hawkins and Bright Eyes. "The Priday before I left the Coast, in

Bright Sycs. "The Friday before I left the Coast, in company with Mark Kirkendall, I saw Third Degree of Masonry conferred upon Capt. Terrell Jacobs, of the Barnes Cir-cus, at Baldwin Park, Calif. "Passing thru Chicago, said hello to Dan De Baugh and Joe Donohue. Learned that Mr. Jordan was still in Florida. Was sorry to hear of continued lliness of Col. Bill Roche. Was in-formed that Joe Dolan is frequently seen in downtown districts. "Arriving at Columbus, learned that Cole-Beatty Shows had a wonderful week there recently and that the boys made headquarters at Jimmy Albanese's night club."

Picked Up in Houston

FICKER UP IN HOUSION
 HOUSTON, March 30.—A. C. Thornton, long a friend to showfolk and known to many in the profession, has been pro-moted to Capitain of Detectives of Hous-ton Police Department.
 G. W. Christy, who has been visiting some of the Christy units, is back, look-ing after things at quarters. A bonfire was made of several of the wooden cars stored at quarters to make room for steel equipment.
 Tony Prince, clown, has a miniature circus and makes frequent appearances under PTA auspices.
 McCoy Bros., who have been winter-

McCoy Bros., who have been winter-ing at Dayton, near here, will take to road next week, playing one-night stands.

Indoor Shows for N. Y. Towns

UTICA. N. Y., March 30.—Cosmopolitan Entertainments of this city has closed negotiations for promotion of indoor cir-cuses at Herkimer. Hion, Mohawk and Ogdensburg, N. Y. Will be under aus-pices of American Legion. Captain Schultz and his lions, etc., have been obtained to headline. Schultz will bring all his animals and other at-

will bring all his animals, and other at-tractions will be added. Concessions will be added and a concert will be presented after the main performance.



WANTED RIDING SADDLE

T I G H T S



carlier.

CIRCUSES



Under the Marquee By CIRCUS SOLLY

RUSSELL BROS.' CIRCUS is set to play Indianapolis April 15

HOLMEN BROS., old-time comedy bar act, have summer resort, Park of the Lakes, at Cadillac, Mich.

FLOYD HARVEY. electrician, infos that he will not be with Russell Bros." Circus.

ROY HILBERT will play the indoor circus at Jackson, Mich., with his dog act.

WALTER L. MAIN is busy with his string of farms and other enterprises in Ashtabula County, Ohio.

ARTHUR DUPUIS will handle tickets and make openings on aide show of the Cole-Beatty Circus.

BILLY STILES has finished his winter dates and will be on Scal Bros.' Circus Bide Show.

BILLY FREEMAN, singer and dancer will again be with Arthur Wright's Side Show Minstrels on the Ringling show.

ADVANCE CREWS of the Al G. Barnes Circus and the Tom Mix Circus and Wild West are still battling on the Coast.

PRANK P. MEISTER, of Apopka, Fla., has been re-engaged as band leader of the American Dog and Pony Show, of Mobile, Ala. Opens middle of April.

CAPT. LOUIS VAN DYCKE, who is ill at 212 East 26th street. New York City, wishes to thank his trouper friends for writing.

OPFICIALS of the Hagenbeck show, Peru, Ind., have asked police to protect Marie Rasputin from possible kidnaping following threats.

PETE STAUNTON, who again will be with aide show of Ringling-Barnum and who has been wintering at Lockport, N. Y., will leave shortly for New York.

J. C. ADMIRE advises that Little Rock, Ark: Memphis and Nashville. Tenn., will get Seils-Sterling Circus early in April. All three spots will be played two days each

LAVENIA SISTERS, following engagement at Seminole fun Dance, West Palm Beach, Fis., motored to Cairo, III., and will present double trapeze and cloud swing as free acts for West Bros.' Carnival

BOB HICKEY, publicity man for Cole Bros.' Circus, is at work in Chicago. Hagenbeck - Wallace press department started there April 1, officially, but some preliminary work had already been done.

EDDIE KECK, character clown, with Tudor Oirls and Avery, contortion act, will be with Bob Morton in Buffalo, Philadelphia and his other dates. Act is now working night clubs.

TOM AUMANN, equestrian director and big show announcer, will be with Atterbury show. He spent most of the winter hunting and flahing in the north

KING BAILE, manager of Side Show with Belis-Sterling Circus, has signed Ricco, snake-skin boy; Jolly Ting, fat boy, and Determination Howard, arm-less wonder.

CAPT. RAY STEELE is readying his new act. He will feature Spido, the Brazilian Spider-Man, in a novelty wire act. Steele is assisted by Capt. Jack Daro.

MICKEY KING, aerialist, visited her eister, Mrs. Art Concello, at Canton. O. She plans to go to Europe in May, play-ing principal cities until fail before re-turning to the States.

IN CONFORMITY with its policy that IN CONFORMITY with its policy that clucuses must make some contribution in return for a consent to show in Buf-falo, the finance committee of the com-mon council on March 26 granted a per-mit to Ringing-Barnum to show there on July 15 on condition that they allow 300 crippled children to see the perform-

ance. Another circus, Cole Bros., Ob-tained a permit only after agreeing to pay a percentage of the second day's show to local charities. Latter's dates are June 6-7.

CIRCUSES

BO3 HIATT and Brother Roy left Mt. Airy. N. C., to join Hagenbeck advance in Chicago. John R. Hall has joined Barnett Bros. advance. P. A. (Pawnee) Boone has given up management of Grand Theater. Mt. Airy, to go with Barnett show.

THE PAPES (Billy and Concha) are in their 16th week with *The Girls in Cellophane* musical unit. Team is pre-senting perch, foot silds and acro dance specialty. Unit is using special paper to exploit the acts.

C. R. HALL, manager of Hall's Animal Actors, is at Lancaster, Mo., making arrangements for his abow. He bought a 10-month old camel and a mulc from the W. P. Hall farm. M. H. Barnes the W. P. Hall farm. M. H recently visited the Hall farm.

HERBERT WORTHAM, of Parsons, Tenn., states that Barney Bros.' Circus had bad weather there, also that Ver-non West and wile joined the show. West performs on the wire and his wife is doing swinging ladder number.

VILLETTA ELLET, daughter of Maud Ellet, aerialist, is producing floor shows and recently opened with her girls at Chris' Hofbrau, Springfield, Long Island, N. Y. Miss Ellet placed a team of acro-batic dancers with Al Sands.

DALLAS PICKUPS-Bobby Peck will again be with Ringling-Barnum, doing swinging ladders. She is working night clubs in the East. Myles M. Bennett, now engaged in radio work here, announced that he will join Ringling-Barnum latter part of May.

J. L. JOHNS has closed his conces-sions with Jones' Bros. Wild West and Circus and will be at home in Macon Ga. for several weeks, supervising the building of two light plants, one 15 and the other 30 k. w. These will be mounted on a truck.

BERT (SUICIDE) NELSON, who will be one of the features of the Hagenbeck-Wallace Circus this season, has a very interesting article in The Saturday Ere-ning Post, entitled Lion Taming's the Bunk! The story, which probably was "ghosted" by a S. E. P. writer from infor-

mation furnished by Nelson, is apt to arouse considerable controversy among animal trainers.

GEORGE VOISE pens that following acts in and around Saginaw, Mich., are busy on new stuff for coming scason: McCoy, Melcer and McCoy, tranpoline; Flying Vernons; Bell Roberts, single traps and muscle grinds; Three Flashes, tumblers; Bounding Beltrams; Three Dels comedu activities Dels, comedy acrobats.

THE CHICAGO DAILY NEWS of March 23 carried a half-page feature story by Gene Morgan, one of their ace feature writers, entitled Trapece Artists Train in Bloomington, "Big Top" Capital. The story tells interesting things about many noted aerial artists who make Bloomington their home.

CRISTIANI TROUPE will offer chistiani TROUPE will dire some new stunts this season. Lucio Cristiani will feature for first time a backward somersault from horse to horse. Lucio informed The Billboard representative at Cleveland that this will probably be last American tour for the family, as it expects to return to Europe in the fail.

THE WORLD'S FAIR, of London. in its February 23 issue, stated that the late Whimsical Walker's "best gala suit," complete with wig, string of sausages and "red-hot poker," has been presented by Mr. and Mrs. Ernest Makower to the London Museum.

JUHN LANCASTER, featured by Ripley as America's oldest clown, recently cele-brated his 78th birthday anniversary. He is holding a responsible position in Washington and goes to his work every day with all the energy of a young man of 21. He is frequently called upon to perform in neighborhood events in the nation's capital. JOHN LANCASTER, featured by Ripley

THE RINGLING show has been well represented at the Miami (Fla.) Bilt-more pool's water show every sounday. The Wallendas were a feature attraction. The Wallcadas were a feature attraction. Box office under management of Toby DeVreeze. Bobby Worth. Matthew Mc-Gowan and Billy Carr are the ticket dis-pensers. Cliff Bammel, formerly with the Ringling show, is in charge of ushers and ticket takers.

EMMETT KELLY, tramp pantominic clown and cartoonist, who had played Davenport-Adkins indoor circuses, was at Roxy Theater, Cirveland, week of March 22. Will play Gayety at Buffalo

Barnum Was Right

PARIS, March 25.—Fooling the public is resorted to all too often by cartain the-atrical agents and managers. Latest ax-ample is oftered at the Caumont Palace. The wire-walking act, Lepomme and Part-ner, which just closed at Cirque d'Hiver, is playing the Gaumont Palace, billed as "Ap-ple and Partner." "Lepomme" is the French for "the apple." The booker, no doubt, feels he's clover, but one of his predecessors at this same house lost his job thru similar tricks. job thru similar tricks.

and then go to Chicago to open with Cole-Beatty Circus. Kelly's picture. tilled "The Fulmaker," in tramp make-up painted in oil by Walter Karwic, was in Chicago Art Institute from February 24 until March 10, and was selected along with 12 others from 124 paintings as winning prizes and containing hu-man interest for annual catalog of Chi-cago artists in their exhibit of paint-ings. ings.

ONE OF THE MOST beautiful tributes ONE OF THE MOST beautiful tributes ever paid to showfolk broke in a feature story in The Beaumont Enterprise March 17. The story dealt with the meeting and romance of Jesse Walker and Grace Glasscock of nearly two-score years ago when Mrs. Walker, then Grace Glasscock, was star performer on her father's, John Glasscock's, circus, travel-ing thru Texas. Mrs. Walker is the state of Alex. Fourter. Mite and Donlew inthers, John Glasscock's, circus, travel-ing thru Texas. Mrs. Walker is the sister of Alex. Poster, Mike and Donley Glasscock, all of whom have for the last several years been in the oil game in Toxas.

THE CANTON (O.) REPOSITORY, is-sue of March 25, carried a column of circus news captioned "Canton Show-folk Ready for Road as Tenta Are Spread" under the by-line of Rex Mc-Connell, Canton representative of The Billboard. The column included many newsy items of Canton circus per-formers and executives who are readying for another season under the "white tops." Dennis R. Smith, theatrical com-mentator for The Repository, in an ex-planatory paragraph gave credit to The Billboard and McConnell for the con-tribution. tribution.

Paris Pickups

PARIS, March 25.—The Cirque Medrano is offering a good bill, headed by the Rigoletto Brothers in their buriesque aerial number and fake magic. Other numbers are Gibson in his knife and hatchet-throwing act: Kirk's troupe of acrobats: Maurice and May, bike act; Yost, chmedy clay modeling: Conrad Will, xylophonist, and Sphinx Trio of contor-tionists. Ferroni, juggler; Schumann's horses and all the clowns held over from preceding program. Enos Frazere, trapeze

Itonista. Ferroni, juggler; Schumann's horses and all the clowns held over from preceding program. Enco Frazere, trapeze artist, heads circus bill at Cirque d'Hiver. The Cirque Pinder opens its esson this week at Rennee. Program includes Big-rrd in a triple somersault on motorcycle; the 10 Deblars, bicycle act; 8 Carolis, jockeys; Williams troupe of aerialists; 8 Fredysons, teeterboard; Rastelli troupe; trained zebras, elephants and kangarosa. The Cirque Andre-Rancy-Amar Frees, under canvas at Bordeaux, is offering a new bill, including Germain Aeros, slackwire; Trio Nor-Ber-Tys, aerial act; Acadir troupe of Arabs; Wong-Chio-Ching truue of Chinese, and Rover, wire act. Luisita Leers is presenting her trapeze number at the Casino Municipal in Cannes. Howard Nichols, hoop juggler, and the acrobatic quartet, "Chick" Dressler, Mora, Tymga and Era, are at the Alhambra, in Geneva.
 "Bill" Fezon, owner of the "Menagerie Fezon," was scioualy clawed by one of his ilons while showing at street fair in Bordeaux. Georgio, animal trainer with the "Jungle" menagerie, also at Bordeaux, was so badly mauled by a lion that he went to the hospital.

Atterbury Opens April 27

DAKOTA CITY, Neb., March 30.--The Atterbury Bros.' Circus will open in Pastern Iowa on April 27. W. W. Clark will be manager of privileges and candy stands; W. J. Pee will manage side show, and L. C. Batley will handle banners.

Ferris To Start in June

LOCKPORT. N. X., March 30.--Norton Perris, owner of Perris Society Circus, will take to road in June. Bookings will be made under club auspices in smaller towns in this State and Pennsylvania. Main tent will be 60 by 40, with one ring. Dogs. ponies and aerial number will be on program.

Circus Saints and Sinners Club For the Troupers and a Home

March 37 was a gay day for the Dexter Fellows Tent. New York. There were 118 present, the greatest number ever in at-

present, the greatest number even in at-tendance. . . Great to see so many of The Billboard folks present—Traube. Anderson, Sugarman and others . . . and a goodly crowd of clrcus folks headed by Dexter Fellows. . . Preny Tony Sarg told of the plans for the Benefit Night . . how the big names of the tent were going to take part in the spec riding on elephants, those al-ready volunteering being Eddle Eleken-backer, Joe Cook, Rudy Vallee and Mar-tin Johnson. While diners were combacker, Joe COM, Rudy Valled and Mar-tin Johnson. While dimers were com-fortably scated who comes rambling into the luncheon but our own Harold Hoff-man, now governor of New Jersey... then there was Police Commissioner Valentine... he poked lots of fun at the crowd about the little black book and the names of the members if com-

and the names of the members it con-tained . . . the commissioner was pre-sented with a fine non-breakable watch.

Clarence Chamberlin, Tex O'Rourke, General Kincaid, Fred Margerum, etc. . . In absence of Harry Baugh, Chai Pancoast occupied ticket wagon. Liberty, issue of April 6, has a circusy cover. An eccentric clown's head with aerialists working over it. Stookie Allen had the following in his "Above the Crowd" illustrated feature in The Doily Mirror of March 27: ""Fearless, laughing and spectacularly, Alfredo Codona is unrivaled in aerial grace and skill. He climares his unsur-passable flying feats with his renowned triple somersault. Only Alfredo. of all grace and skill. He climktes his unsur-passable flying feats with his renowned triple somersault. Only Alfredo. of all aerialists, can do this feat. He is flying 60 miles an hour when he strikes the hands of his brother... A brave man is Alfredo, outside of his flying feats. In 1932 Octavio Castrenelli, keeper of a circus python, was attacked by the giant snake. Alfredo dashed up, grabbed it by the head and rencued by the insisted on giving his performance abortly after." The executive committee of the Dewter

The executive committee of the Dexter Fellows Tent, according to a notice re-ceived from its Chairman Ollie Oliphant, ceived from its Chairman Olle Oliphant, will meet once a week until night of the benefit; also decided that the tent will be up all day during April 11 for any members to meet other members from other States who are coming into town ofor the benefit performance. We are also arranging to have a snack to eat, plenty of punch and some music at the tent after the show, when the show people will be entertained by the tent mem-

Again we ask everyone who is coming into New York City during the show's stay in the mstropolitan (New York) area to attend to make his or her at-tendance night April 11. F. P. PITZER, National Secretary.



HOMER HOLCOMB has been booked to clown at the Ogden (Utah) Pioneer

THE CLYDE S. MILLER attractions have been booked for the Fair-Rodeo at Auburn, Neb., carly in August.

EXECUTIVES of the Ellensburg (Wash.) Rodeo were re-elected at a re-cent meeting of the association, among them L. J. Richards as arena director.

THE HARDING SISTERS, Darlene and Malee, in trick riding and roping and other acts, will troupe this season with Downie Bros.' Circus

QUITE A NUMBER of Wild West show QUITE A NUMBER of Wild West show and rodeo people attended the funeral for Howard Harris Sr., who passed away March 22 at Woodstown, N. J. Among them were Col. Jim Eakew and his wife, Dolly: Leonard and Peggy Murray, Blacky Russell and wife, Tommy Hor-ner and Mrs. Mildred Mix Horner, Mr. and Mrs. Bob Roebuck, Slim Walsh, Jack Jackson and Roy and Ray Nib-lick. The Marris husiness enterprise lick. The Harris business enterprises, including stock sales. Salem County Fair, Harris Rodeo and other interests, will be continued, handled by Howard Harris Jr.

AMONG folks at Del Rio, Tex., are Everette Colburn, Pete Orubb and Johnny Rufus. They plan making the St. Louis Rodeo, then to Ardmore, Okla., St. Louis Rodeo, then to Ardmore, Okla., and return to Del Rio for the lith an-nual Del Rio Rodeo. Also at Del Rio is Proseer Martin, last season with Col. W. T. Johnson, who has charge of ad-vertising for the rodeo. Folks already contracted for the show include Dick Griffith and Lucylle Roberts, trick riding; Johnny Rufus, trick roping, and Jimmis Nesbitt, clown.

Jimmis Nesbitt, clown. CORONA, Calif. — A successful two-day Rodeo was staged here recently. An annual civic event put on by cattle men and business men of the town and com-munity. Hugh Strickland was areas director. Calves and steers were fur-nished by Andy Jsurgui and bucking borse by Leonard Ward. Trick roping Sam Garrett. Ike Lewin clowned. Mon-tie Reger jumped his long-horn steer over automobile. The American Legion Band furnished the music. Winners: **First Day-Bronk riding**. Pox O'Calla-han. Johnnie Stater; calf roping. Jerry Littrell (18.4), Hugh Strickland (20.2): team roping. Lloyd Saunders and Bill McFauland, Saunders and Jim Gardner. Canada Eid; steer riding, Canada Eid, Fox O'Callahan. Cowpony race. Canada Kid, Leonard Ward. Sunday-Bronk Hoping, Lloyd Saunders (19), Clay Carr (20.1); team roping, Saunders and Mc-der Callahan. Cowpony race. Canada Kid, Fox O'Callahan; cowpony race-Canada Kid, Fox O'Callahan; cowpony race-Canada Kid, Leonard Ward. ET. LOUIS. March 30.—This city is

ST. LOUIS. March 30.—This city is sequiring a Western atmosphere with a lock of cowboys coming to the Milk Fund Rodeo. Fred Bristow, Waiter Hanflock of cowboys coming to the Milk fund Rodeo. Fred Bristow, Walter Han-an, and Ray Larson, cowboy artist, were the first in. Larson is painting the town on preparing the Coliseum and every-bing will be in readiness for what is inpected to be a record crowd for the the comparing the Coliseum and every-bing will be in readiness for what is the construction of the rodeo among whether the set of the rodeo among whether the set of the rodeo among who children being the big incentive. The arens director, Candy Hammer, is ered and gueen of the rodeo among who children being the big incentive. The arens director, Candy Hammer, is ered and supervising the details of reparation. The promoter, John G. hismbolis, has left the hiring of acts, udges and timers to Hammer. Special titractions have been engaged to make this a diversified show. Prank Moore. If Madison Square Carden note, was one of the visitors at Phiambolis' office on its way home from Port Worth. The atomal Stock Yardi, across the river from the rodeo. The boys are evidencing is been interest, as their requisition order of 1.000 tickets was received at the ordes on adquarters for the commission mem. Phiambolis states that contrary

to rumors, neither Ole Oraham nor L. Edward Chance will be in any way con-nected with this rodeo.

ROAMING Challes will be as any may con-nected with this rodeo. ROAMING AROUND HOLLYWOOD--Riding Actors' Association has voted to give honorary life memberahip to some screen stars who are noted for Western pictures, including Tom Mix, Col. Tim McCoy, Ken Maynard, Buck Jones, Johnnie Mack Brown, George O'Brien, Hoot Gibson and Rex Bell. Mix's mem-bership presented him while his circus was showing here. Colonei McCoy will receive his before leaving to join Ring-ling-Barnum Circus. . . Mabel Strick-land, Paris Williams and Bonnie Grey went to Tijuana, McXico, to ride in the Coronado Town Pitte annual mid-winter race for girls. . . Steve Cle-mento. accompanied hy the two Mexi-can girls to appear in his Mexican Revue in Col. Tim McCoy's concert fea-leaving April I for New York City. . . Gabriel Soloduhin and wife, Ludmilla Mischenko and Trenty Globa left to join the show. . . Johnnie Schneider and wife and some others have not re-turned from Australia, as was reported. They are still traveling with the Wild West show under the management of W. Stewart McCall. . . Iron Eyes Cody and High Eagle also remain with the show.

show. PORT WORTH. Tex.—Contestant winners latter portion of the Rodeo in con-nection with the Pat Stock Show here (winners the dirst few days were given in last issue): Cali Roping—Wednes-day afternoon (March 20). Charles Jones (26 2-5); Everett Shaw (20), King Merrett (40): night, Jack Sellers (37 2-5). Hugh Bennett (38 1-5); Juan Salinas (39 3-5). Thurnday afternoon. Irby Mundy (27 2-5), E Pardee (30 3-5). Glean Lowrey (32 2-5); night. Charles Jones (20 3-5). Bob Crosby (23 1-5). King Merrett (24 1-5). Friday afternoon. Hugh Bennett (23 3-5). Juan Salinas (24). Dick Truitt (48 3-5); night. Howard Westfall (21 4-5). Manerd Gay-lor (24 2-5). John Bowman (27). Sat-urday afternoon, J. D. Ambergy (20 3-5). Dick Truitt (28). Hugh Bennett (30): night. Joe Welch (20 4-5). Jake Mc-Clure (21 3-5). Breezy Cox (23 3-5). Sunday afternoon. R Pardee (20 3-5). Sunday afternoon. R Pardee (20 3-5). Sunday afternoon, Robe Croaby (30 4-5): night, Jake McClure (20 3-5). Manerd Gaylor (21). Howard Westfall 264 -5). Finals, Evertt Bowman. Hugh Bennett. Boy Crosby and Jake McClure. Manerd Gaylor (21), Howard Westfall (264-5). Finals, Everett Bowman, Hugh Bennett, Boy Crosby and Jake McClure. Steer Wrestling-Wednesday afternoon, Tom Breeden (72-5), Hub Whiteman (82-5). Mike Hastinge (13): night, Rusty McGinty (74-5), Hugh Bennett (84-5). Dave Campbell (9). Thuraday afternoon, Ward Watkins (74-5), Ban Bowden (11), Everett Bowman (121-5); night, James Irwin (152-5), Dick Anderton (25), Dave Campbell (411-6). Friday afternoon, Donald Nesbitt (121-5). Slatz Jacobs (123-5), Ward Watkins (143-5). might, Rub White-man (9), Dick Truitt (10), John Bow-man (104-5). Saturday afternoon, Donald Nesbitt (10), Herb Dahl (153-5). C. Booth (273-6); night, Hub Whiteman (82-5), Whitey Hoffman (16), James Neebitt (182-5). Sunday afternoon, Hugh Bennett (83-5), Dave Campbell (12), Rube Roberts (13-5); night, James Neebitt (13), Dick Truitt (143-5), Dave Campbell (20-5), Finals, Dick Truitt, Dave Campbell James Nee-Linpbell James Neuber (13). Dick Truitt (143-5), Dave Campbell (203-5). Finals, Dick Truitt, Dave Campbell (203-5). Finals, Dick Truitt, Dave Campbell (203-5). Finals, Dick Truitt, Dave Campbell (203-5). Finals, Bit and Hugh Bennett. Wild Horse Race-Wednesday afternoon, Pets Grub, Don Tyler, Joe Welch-Jackle Cooper 828 prize bucker; night, John Jordon, King Merrett, Roy Matthews-Eing Mer-rett and Faul Crain split prise for best bucker. Thursday afternoon, Pets Grubb, Jackle Cooper, Ward Watkins-Watkins also prize best bucker; night, King Merrett, Faul Crain and Hoy Mat-thews split second and third-Rusty McGinty the prize for best bucker. Friday afternoon, Pets Grubb, Don Tyler, Ward Watkins and Jackle Cooper tied for best bucker prize; night, King Merrett, Rusty McGinty-McGinty also prize best bucker. Stauday afternoon, Mit Moore-Joe Welch the \$28 for best bucking mount; night, King Merrett. Sunday afternoon. Pets Grubb, Don Tyler, Milt Moore-Tyler also prize bet bucker. Finals, John Jordon, King Merrett. Bronk Riding-Finals, Earl Thode, Eddie Curtis, Pets Enght. and Pete Grubb, Bareback Bronk-Finals, Hoyt Heffner, Emoky Bryder, Shorty Hill and Hughle Long. Smoky Snyder, Eddie Cameron and Wal-ter Craves. Cowgitts' Bronk Riding-fia Dell Jacobs. Cowgitts' Trick Rid-

ing-Betty Meyers. Cowboys' Trick Riding-Dick Griffith. Cowboys' Trick Roping-Chester Byers (the only con-testant to hold the "Arst" in the events from last year's show).

CIRCUSES

Acts for Pittsburgh Show

PITTSBURGH, March 30.-Chairman PITTSBURGH, March 30.—Chairman James J. McGrath Jr, announces that he has aiready booked the following acts for the annual Shrine Circus to be held in Syria Mosque here week of April 29: Mincahua, Marie and her Pals, Six Lucky Boys, elephants, Mickey King, Ullaine Malloy, Shubert and Carpenter, Aerial Solts and Jule Lorenz. Other acts will be added. George E. Myers will act as ringmaster. ringmaster.

Walter Buys Animals

HOUSTON, Murch 30 .- Frank J. Wal-HOUSTON, March 30.—Frank J. Wai-ter Jr. has purchased considerable circus stock, also some equipment during last several weeks. Six Shetland ponies and some ring stock have been received. Pour of the Gentry Bros.' wagons and three cage wagons were recently ac-quired. An office and ticket wagon is included in the lot. The Waiter Circus appeared as a grand-stand attraction at Houston Pat Stock Show.

BARNES SHOW-

(Continued from page 36) and offered a fine program, standard overtures and novelty numbers. The Bonham Bros. Boys' Band of 115, with Jules F. Jacques directing, who came as

specially invited guests, gave an hour's entertainment preceding the performof the performance proper, Mabel

of the performance proper, Mabel Stark, with her 15 Royal Bengals, two new ligers and several new tricks, as usual, went over big. The new lion act of Capt. Terrell Jacoba, 17 males and females, is a standout, full of thrills. There are some new tricks and the three fighting lions give plenty action. The flying acts of the Escalantes and the Wards regis-tered heavily. Phil Escalante on the high wire; the new 30-horee Liberty act; big 28 menage number; Waltier troupe, aerial bars; three seal acts of Joe Belo-vockay; Berths Matlock, foot alide; Dazzling Durbans, jugglers, and the Canestrellis were other high spots of the performance. Others contributed to make up a nicely balanced, pleasing program.

The Program

The Frogram Display No. 1.—Grand Entry, The Pageant of Gold, magnificent in detail. No. 2.—The Fierta of the Colorado, on stage, Old Spain passing in review, No. 3.— Ring 1. revolving ladders. In 2. trapeze, Esther Exclante (did hell catch); Gino Cancestrelli, Babe Thomas-sen and Peg Michel. In 3. revolving lad-lers, Earl Michael and Mike Oarner. No. 4.—Here special announcement for Jacobs and mixed llon group. Went over to big hand.

to big hand.

No. 5.—On track (special announce-ant), Ali Ben Ahmid carried in mouth No of elephant.

No. 6.-Ring 1, elephant, pony and dog. Golda Higdon. In 2. tiger riding ele-phant, with LaVerne McClain, trainer. In 3. elephant, pony and dog. The offer-ings in ringe 1 and 3 decidedly different from former presentations. Some new types trick

No. 7,-First appearance of clown group with racing outrich and big hippo, Lotus, driven to floral cart by Joan Le Perr.

No. 8.—Ring 1, jumping hounds and ponies, worked by Jack White and Paisy Reed. Ring 2, Ione Carl, dancing gui in lions' den; her reappearance after retire-ment for some years. Ring 2, jumping hounds and ponies, by the Misses White. No. 9.—Ring 1, cloud swing, Babe Thomassen, on ladders swinging and singing musical number, You're in Looe, with special colored light effects. Diste Whitaker, Bertie Youden, Betty Leon, Doris Cleveland, Bertha McAfee, Lorraine Wells, Heien Wright, Rhea Jack, Hazel Moss, Ruby Woods, Lorena Di Marco, Doliy Jacobs, Ring 3, cloud swing, Vivian Rosard. Rosard.

No. 10.-Special announcement for Mabel Stark. Aside from unusual merit of this act, was noted new lighting effects.

No. 11.—Ring 1, Liberty horse act, Austin B. King, trainer. Ring 2, 30-horse act, by Margaret Gorman. Ring 3, Lib-erty horse act, by Roland Simpson. No. 12.—Special announcement for

Waltier Troupe on aerial bars. Went over to much applause. No. 13.—Track and rings given over to antics of 26 clowns, several new laugh-

getting walkarounds.

No. 14.--Ring 1, juggling, the Ood-dards. Ring 2, the Dazzling Durbans, a juggling offering of great merit. Ring 3, the Canestrellis, juggling and balancing. First concert announcement by Jimmie Woods

No. 15.—Ring 1, footalide, E. Romero. Ring 2, Bertha Matlock, slide (specially announced). Ring 3, foot slide, Dick Buttera

ters. No. 16.—Ring 1, scals, worked by Deah Higdon. Ring 2, scals, Doris Cleveland. Ring 3, scals, Golda Higdon. Scals trained by Joe Belovockty. No. 17.—Gaited thorobred horses. Ova Thornton riding Kirby Dare; San Marcua, ridden by Alma Taylor; Teddy, by Rhess Jack, and Senator, by Roland Dimpeon. Nost pleasure number, which resting a Most pleasing number, which received a

Most pleasing number, which received a big hand. No. 18.—Ring 1, iron jaw, Rosard sis-ters. Ring 3, iron jaw, the Butters sis-ters. Ring 3, iron jaw, Marchal sisters. No. 19.—Principal riding act. Ring 1, Thors Lillian. Ring 2, Ottavio Canoscifui and big anakes. Ring 3, principal act. Agnes Helen. (Here time required to ar-range hangings and props for statue act and given over to clown band number.) No. 20.—In all rings, nosing and statue

No. 20.—In all rings, posing and statue acts. A marvet of plastic art, snow white horses, dogs, men and women in end rings; in center all in bronze. Mms. rings; in center all in bronze. Mms. Cherie has chosen for presentation sub-jects of history and art. New swivel ar-rangement for operation of curtains, spe-cial lighting effects and props. Nympha and Satyr and Af Valley Forge outstand-ing in presentation and detail. This was one of most applauded numbers in pro-oran. gram.

No. 31.—On track, leaping hounds and whippets, two dogs doing marvelous high leaps. Performed by Jack and Anna leaps. White.

White. No. 22.—Ring 1, zebra group in some new tricks, performed and trained by Austin B. King. Ring 2, the Canestralis, three men and three women, on unsup-ported ladders. Do three high with for (See BARNES SHOW on page 53)

RODEO, APRIL 92 to 97 DUQUEENE GANDER, PITTERUNGH, PA. The Other to Follow, Ruildocrine, Caif Rumme, Pay Noney Each Day 255, 515, 510. No fred. Other semis con-unct and mount. CAN USE Wild West Acta Combar come co., or writes Int. Noted Wabster Hell, Noted Wabster Hell,



PARKS-RESORTS-POOLS

Conducted by CLAUDE R. ELLIS-Communications to 25 Opera Place, Cincinnati, O.

KENNYWOOD READY

Pittsburgh Playground Will Add Hoffman Leases **Rides Among Its Improvements**

Hamid-booked acts have been contracted for regular season-opening for week-ends is scheduled for April 21-prospects for putings are best in some years

PITTEBURGH. March 30.—With extensive preparations, including hundreds of dollars in improvements, almost completed, President A. B. McSwigan announced that Kennywood Park will open for werk-end business and Saturday night dances on April 21. Regular picale season, the 36th, will begin daily operation on May 17. Most favorable list of picnics in years, name bands and a number of free acts have already been booked. Heading new features will be a Lusse Shooter, Cuddle-Up and a novel Kiddle Coaster by the Philadelphia Toboggan Company. The acts, booked by George A. Hamid, Inc., thru Frank Cervone, lo-cal representative, include Cortello's Plans in Blackpool Shelved

Plans in Blackpool Shelved BLACKPOOL. England. March 20.— Blackpool Corporation Highways Com-mittee has decided to shelve for the time being several improvement plans that had been suggested, reports The World's Fair. These included a pro-posed \$500,000 sports stadium at Squaires Gate and acquisition of prop-erty on Central Beach. It was declared Central Beach development might be taken up by private enterprise.

Company. A new this board of plotter cal representative, include Cortello's MGM Hollywood Stars; Jeanne Clark and Company, trapere artists; Will Hill's Elephants and Wilbur's Circus; Looping Nires, motorcyclists; Great Brava, actial-ist; Robert Cinne and Company, hers for the third successive year; Rellmut Troupe and the Ricardos. The staff lists A. J. Wyant, manager; R. W. Comstock, assistant manager; E. J. Kannelly, chief of police; Charles Mach, master mechanic; John F. Mc-Tighe, concession manager, and Alf Kamm, director of exploitation. Ace Brigode's Orchestra opens the first long company of the first long integent on May 17 and will be fol-lowed by a list of bands popular here and in neighboring towns.

Queen Takes Spring Cruise

CINCINNATI, March 30. — Fresident George F. Schott, Coney Island, an-nounced departure on Tuesday of the paintial steamer Island Queen on its samual spring excursion of Ohio River towns all the way to Cairo, II., staging mightly "moonlite" dance rides and Bunday daylight sight-seeing cruises out of various ports, before returning to Cincinnati to launch the local season on April 13. The Queen has a crew of 78 on the trip, under command of Capt. P. P. Noell, traffic manager. Bid Sidell and his 10-piece orchestra have been engaged to accompany the boat to provide dance music.

Minnie Railway Extended

DETROIT, March 30. — A model of Detroit Zoological Park is being in-stalled near the tiger exhibits as a guide to visitors. Eccle is 1 to 48. giving practical-size models. Planned future exhibits not yet constructed are in-cluded. With the miniature railway being extended and its carrying capacity increased, more visitors are expected in remoter parts of the park.

AUBURN, N. Y., March 30.—While in Postida, William B. Haeffner, president of Cayuga Amusement Company, operator of Enna Jettick Park, foot of Owasco Lake, landed a 6-foot 10-inch salifash weighing 60 pounds, which he is having mounted. Enna Jettick Park will open on Decoration Day, with Charles A. Parker as manager, and will remain open until Labor Day.



McCullough Lake

LIMA. O., March 30. — McCullough Lake Park here has been leased by the Marquis Amusement Company to Walter J. Hoffman, who has operated the spot at intervals in 14 seasons dating from

3. Houman, who has operated its spot at intervals in 14 seasons dating from 1911. The widely known resort will open its 40th season on May 15. New bath-houses and equipment are under con-struction, all buildings are being painted and carpenters are converting the auditorium into the largest dime-dance in Allen County. Several major road bands have been arranged for by Mr. Hoffman and several names have been booked for personal appearances, augmenting floor shows. Mr. Hoffman proposes to drain the 17-acre take and construct a half-mile motor speedway and a concrete grand-stand to seat 10.000. A large cashno will be built during the season in center of the speedway track.

Capitol Beach May Expand LINCOLN, Neb., March 30. Capitol Beach probably will open about May 11 for a four-month season. Policy may be enlarged this year if rains continue to fall in this territory. The swimming pool. again to be managed by Ralph Beechner, will again sell season tickets for \$4.



"IN THE SNOW AT 40 DEGREES BELOW ZERO," says Tom Richards, of Calgary (Alta.) Zoological Society, in telling about Rez and Alberta, African lions presented to Calgary Zoo by Capt. Dan Riley in July, 1933. The ilons have successfully passed their second winter in the zoo without any strictical heat, and Canadian weather records show that during January Calgary ex-perienced the coldest prolonged spell in the last four years.

Dog Racing-Its Effect

April 6, 1935

No Dates for Bruin

CHESTER, W. Va., March 30.—Kind-heartadness of C. C. Macdonald, owner-manager of Rock Springs Park here and Idlewild Park, Ligonicr, Pa., nearly cost him his life. He returned from Florida with a guantity of dried dates and thought of Barney, 650-pound bases in ono of the park cages. When Mr. Macdonald stepped into the cage with his offering Barney ignored the dates and lunged viciously at the visitor, who succeeded in getting safely out of the cage. The man-ager returned with a rifle and Iald bruin low. The meat was offered to Latrobe and Ligonier Sportmen's clubs for a low. The meat was orrered to for a and Ligonler Sportmen's clubs for a banquet.

A. C. Waiting **On Kennel Club**

City will take money if racing promoters take a chance, says mayor

ATLANTIC CITY, March 30,--If At-lantic Kennel Club, which operated grey-hound races here last season, puts signa-tures on the dotted line April 1, end of its extended option period, and wants to take legal risk of running greyhound races in the Auditorium this summer, it is all right with Mayor Harry Bacharach.

Atlantic City Amusement Men's Asso-ciation, however, will protest the action.

ciation, however, will protest the action. "Dog racing took the convention hall out of the red," Mayor Bacharach said. "It made a difference of 10 points in the tax rate because we ended the senson with a profit. I don't mean to say that I know they can and will operate this summer. That is for the Kennel Club to decide. But if they are willing to rake the risk we are willing to take their money." money.

General Manager Phil Thompson said that if dog racing is returned many angles complained of by amusement men of the city will be done away with. Among these he mentioned free passes. It is believed some agreement will finally be reached between all parties concerned.

Anderson, Busy in Detroit, Is To Submit Cincy Designs

DETROIT, March 30.—Ernest Ander-son, designer of park attractions, is making headquarters in Detroit for varimaking nearquarters in Decisit for vari-ous jobs now in progress. He finished creation of the Jungle Show in Eastwood Park last fall and is now designing a Streets of Paris for Paul Heinze, man-ager of Edgewater Park here. Former Collescum in Edgewater is to be enlarged and rebuilt into the new show.

Mr. Anderson was to leave for Cinela-nati this week to submit new designs for devices in Streets of Paris and Laff in the Dark at Coney Island there.

R. J. DeLamarter, manager of Grand Rapids Street Rallways, who is also in charge of Ramona Park, returned from a trip to Arkansas. Appointment of a new manager for the park by Mr. De-Lamarter is expected shortly.

Bike Bally for Boardwalk

- No. 4 of a Series"

On the Park-Resort Biz

No. 4 of The recent annual meeting of the New England Section of the NAAPB in New Bedford, Mass, brought the dog-racing question to the fore as an industry which threatens to have an undestrable effect on the amusement park-resort business. In this series The Billboard is publishing the opinions of people whose views were presented at the meeting thru commu-nications requested by the Section. In an effort to give all sides of the pio-ture The Billboard will publish the thoughts of accredited individuals who are in some way concerned with the subject. Address your communications to Dog Racing Survey, The Billboard, 1564 Broadway, New York City. In the last three articles amusement

Isse produce, were rove cury. In the last three articles amusement park, resort and "opposition" interests, including motion-picture theater opers-tors, have had their say. All of them branded dog racing as a racket which is detrimental to the morale as well as the finances of individuals in the com-

munitles where these meetings have been staged.

At the New Bedford convention, which At the New Bedford convention, which furnished most of the ammunition for this series, practically every delegate voiced his opinion. Howard Duffy, Oid Orchard Beach, Me., said there is "too much pussyfooting," and if a campaign were put on to blat out this form of "vicious competition" it would be bound to bring tangble results.

"victors competition" it would be bound to bring tangible results. R. S. Uzzell, secretary American Racrea-tional Equipment Association, declared that dog racing "plays havoc with every-body and everything." Douglas Boyle, Newport Beach, New-port, R. I., describing the situation in that State, said there were 45 days of dog racing in 1934, with prospects for 66 days during this year. during this year.

"Dog racing is a serious threat to the small operator particularly," he said. "The situation has reached the point (See DOG RACING on page 42)

ATLANTIC CITY, March 30.—A great bicycle pageant in Soptembor is planned when the Cycle Trades Association of America returns for its convention after four years' absence. Several events drawing national attention are contem-plated. An order from Mayor Bach-arach permits Boardwalk bicycle riding before 9 a.m., first time that it has ever been permitted on the walk. Mayor intends to do the thing up with plenty of bally and grand opening of the Boardwalk to the bicycle will take on tone, with tape cutting and a parade with the mayor in the lead riding a bicycle. bicycle.

AUBURN, N. Y., March 30.—A more-gage foreclosure action, brought by Ed-ward F. Brayer against Fitch S. Bills and others, has been filed in the county clerk's offics. Property involved is Island Park, foot of Owasco Lake. Action is on a claim that there is \$20.000 remaining unpaid on a first mortgage and a second mortgage of \$5,000.



(All communications to Nat A. Tor, care, of New York Office, The Billboard.)

Harald Arias writes from Woodside, L I.: "As a steady and interested reader of the Pool Whirl. I want to correct a statethe Pool Whiri, I want to correct a state-ment in a recent issue. I refer to the notice about Dare-Devil-Jack, who calls his 150-foot dive a world's record, which is incorrect. First, the actual height of Brooklyn Bridge is exactly 136 feet above the water, and, second, I am glad to state that I am holding the official world's record (in fact, four different records) in high diving.

"My highest dive, which was witnessed by European authorities, was done at 192 feet. At that time I had my diving tower put on top of a railroad bridge across the Elbe River at Schandau, Germany.

"It may further interest you to know that I succeeded in several dives out of bilmps and autogiros from heights somewhat over 200 feet. These dives I don't call records, as they were done for movies or air shows and not witnessed by officials.

by officials. "While I am writing I want to drop another line about how much I appre-ciate your most interesting column. As a matter of lact, your writing has given me so much inspiration and informa-tion that I switched from my serial acts, with which I came over to this country, back to aquatic exhibitions. Two sea-sons ago I had a wonderful engagement at Sunnyside pool on Long Island as high diver and instructor during the en-tire season. As the pool manager thero revealed to me, the signing up of my him dive act by him was originated out of your column with the many ideas and promotions you related therd. "My two to three dives a day drew a lot of people, and the thrills the chil-drem got from taking diving lessons from a high diver brought them in even on many days—really. It certainly is a wise more for pool managers to remember that the public, bealdes entertaining themselves, want to be entertained. But it must be sensational and shouldn't take up too much of their time." This letter hrings to mind eomething While I am writing I want to drop

This letter brings to mind something I have wanted to write about for some time. For example, Dare-Devil-Jack, in a communication to this department a communication to this department some weeks ago, claimed the high-diving record of the world. Now comes Harald Arlas' contradiction. I can't help be-lieving both these pro divers. But it's impossible. There must be one world's

Pool men receive hundreds of letters from diving exhibitionists during a sca-son and all of them seem to claim world's records of some sort. It may interest both Darc-Devil-Jack and Har-ald Arias that during the last few months I have seen no less than 20 let-ers from different divers, all of whom hoast of the world's high-diving record. It's no wonder then that pool owners have the time of their lives trying to ungage a world's high-diving champ. Who is the titleholder? Who is there to say yees or no to the leim? Pool men receive hundreds of letters y yes or no to the claim?

Mr. Arias mentions in his letter that his record is the official one, and that curopean authorities witnessed his rec-ord-breaking feat. I should like him to should be made his title official new the authorities were. Not that I doubt him, mind you, but I have al-ways been of the opinion that the rea-ion the exhibition high-diving profes-tion the exhibition high-diving profes-tion never progressed to great heights in he pool field is that there is no official body that I know of that makes these lives world's records. Possibly the solution to this is for

Possibly the solution to this is for



high divers to form an organization of their own, with their own governing board to pass upon the leaps. If Dare-Devil-Jack or Harald Arias or some other exhibitionist wants to step out and be the first to form such an association. I assistance I can to get pool owners to recognize such an organization.

recognize such an organization. In the meantime the writer would like to hear from both high divers and pool men on this plan. Don't you think the formation of a club of pro diving ex-hibitionists would help you, as a diver, get more jobs, or you, as a pool operator, have more faith in hiring certain ex-hibitionists? hibitionista?

Apropos of pro aquatic performers, I understand a most unique stunt is be-ing pulled by my friend Roland Tegt-meier, 215-pound marathon swimmer, of Everett, Wash. Roland, whom I met at the Toronto swims a few years ago, is now training at Grand Coulee Dam, Wash., in preparation for the Catalina Island swim during the San Diego Ex-position this summer. Roland is training out that on the

Asian some using the Sail Diego Ele-position this summer. Roland is training out thar on the sagebrush, sand and seabrock desert in what is claimed to be "the world's smallest swimming pool." It is his own invention, a 12x5-foot tank with an old inner tube fastened at one end in which to imprison his feet and give him an aquatic treadmill effect. Tegtmeier has the whole Columbia River, but he de-cided he could get better training con-ditions in his thimble-sized natatorium. By filling the tank with water and then getting in and fastening his lega with the inner tube, he can swim all day and never get anywhere. The re-sistance of the rubber tube, he explains, gives him a pull which simulates con-ditions to a large pool. Not bad, eh?

DOTS AND DASHES-The plucky wife of the late Lester Lemonick is back at work in offices of Cascades twin pools. New York City. . . . That annual swim-ming pool manual is on the presses and

(See POOL WHIRL on page 45)

Class Vs. Mass Spat on in A. C.

ATLANTIC CITY, March 30 .- The bat-ATLANTIC CITY, March 30.—The bat-tle of class vs. mass. as stirted up by decision of three Bouth Jersey resorts to construct special paid heaches along their coran front for those who object to min-ging with the "excursion crowd," is be-ing waged here with much feeling by two of the resort's leading hotel men, one a commissioner. Bold wield considerable influence so far as beach-front regula-tions are concerned.

Finance Director Prank B. Off is against any regulations which would harm the one-dayers and excursion trade, altho his hotel benefits from neither. Across the block from him is former Senator White, who has sponsored several plans for segregation and is advancing the idea of keeping excursion crowds on a separate beach, providing a separate park for their luncheons and drawing a strict line he-tween "class and mass." Director Off declares it is excursionists who have made Atlantic City and that

from them all amusements, restaurants and small enterprises benefit.

Enna Jettick Buys 14 Acts From Hamid

NEW YORK, March 30 .-- Probably the earliest and biggest purchaser of free earliest and biggest purchaser of free acts for the coming season is W. B. Haefiner, president of Enna Jettick Park, Auburn. N. Y. Haeffner picked out 14 acts on the George Hamid books for the period between May 25 and September 2. Attractions are Looping Nixes, Smith's Diving Ponies, Great Brava, Demnatis, Pailenberg's Bears and Dogs, Queens of the Air, Clerans, Roberta's Circus, Billy Ritchey's Water Show, Janet May, Walker's Oddities, Australian Wood-choppers, Madeline Berlo and Kanasawa Jape.

Joe Hughes, of the Hamid office, nego-tiated the deal with Haeffner for the second successive year.

PHILADELPHIA.-Dr. Rodrick Mac-donaid, Harvard University, succeeded C. Emerson Brown as director of Phila-delphia Zoological Garden. Mr. Brown resigned after 18 years' service, during which Fhiladelphia Zoo gained world-wide fame. Mr. Brown announced that he would take a vacation before con-sidering several offers.

Asbury Park

PARKS-RESORTS-POOLS

By DOC BEEBE

ASBURY PARK, N. J., March 30.-Castle, Asbury Park has settled down to Castle, Asbury Park has settled down to normal as one of the standout all-year-round resorts in the East. During the winker week-end attendance on the Boardwalk ran into thousands. This is not publicity of the phony variety, but is taken from actual figures. It is ad-mitted that the Morro Castle drew plenty of sightseers all winter, but what accounted for the big pull on the last two Sundays?

This is March, not July. Yet you see visitors from Pennsy, New York, Ohio and all over New Jersey. Asbury veter-ans are proud to hear complimentary remarks from all people at all times, of course, but their cars are especially geared for praise from those who are making their first visit. This takes in the groups which mobbed this ahore to get a peek at the femous ship.

Now to get down to the doings of the Now to get down to the doings of the Boardwalk boys. Ike Harris and Harry Walters are operating flashers and going full speed at week-ends. There are of flashers which will be absolutely new in design and radically different in op-eration. Who said that resorters don't have their share of inventive genius? Harris and Walters employ Herman Schates and Billy We-Will-Get-His-Last-Name-Next-Time, a pair of live wires.

Name-Next-line, a pair of live wires. Nat and Abe Morris, the "Kitchen Utensils" kids, are making the peelers talk and say "come to daddy." Wil-liarns and Lloyd are their able assist-ants. Nat, who recently became a father (for the fourth time), realized following the great event that more money would be needed for baby abocs, which accounts for the extra hard work he put in during the winter.

Ben Hoff, proprietor of the New Art Toy and Peather outfit, was seen walk-ing brinkly up the Walk from concession ing oriantly up the walk from concession to concession getting orders for his toys and canes. Wonder how a man weigh-ing about 200 pounds, height four feet two inches, can step so fast in new shoes. Some haby!

Molly Slott is operating the scale con-besh on Walk at Fourth avenue, her old stand, and is expecting a good senson as of yore.

All the candy kitchens are ready for the coming swing. The best candy and pop corn are sent from here to all parts of the country. During the season the post office sets aside a large part of the building for the handling thousands of packages leaving the kitchens for U. S. A. towns.

Sportlands and restaurants among other enterprises are ready to meet the season with renewed hope. Sportlands

Direct Waterway To Link A. C. With New York City

ATLANTIC CITY, March 30 .-- Project of a direct water connection between Atlantic City and New York was assured this week following a visit of Louis St. John, president of the Chamber of Com-Joan, president of the Chamber of Com-merce, and a delegation of prominent hotel men to Washington, where they conferred with Brigadier General John B. Pillsbury, assistant to the chief of engineers, concerning deepening the In-let channel to a depth necessary to ma-sure passage of passenger ahlps.

sure passage of passenger ahlps. This has been the only holdup on the proposition for some years. Iniet chan-nel now is 8 feet deep, while neces-ary depth is 11 feet. General Pillsbury said he had ordered the dredge Absecon, now in the Guilf of Mexico, back to At-lantic City and that the entire channel would be cleared out before start of the summer season. A five-hour boat serv-ice to New York is in the offing by a New York company.





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NAAPPB Manufacturers and Dealers' Section

- By R. S. UZZELL-

The export of amusement park and Jarground equipment from the States during January, 1935, according to of-ficial document from Washington, amounts to \$7,900 to Belgium, \$7,400 to Italy and \$1,384 to Mexico. it was \$749. To Canada

To no other country for January do we find in the document any amount, we find in the document any amount, under this head, worth mention in this column. Belgium should abow an ac-tive Petruary and March because of the exposition at Brussels unless all used equipment is to be installed. England and France are sure to take some amusement equipment into Belgium for this fair. this fair.

None of us yet know how much, hut by the close of April we shall have the whole story. We are confident of a fairly good American representation be-cause of H. G. Traver, Richard Lusse and Charles Page being over there.

W. St. C. Jones, of W. B. Berry Com-pany, Boston, was in New York City a few days ago. He is active and confi-dent that America will continue to carry on and that hot dogs will be in demand as usual. Jones made himself useful at the New England meeting of park men. as he always does.

Dogs Versus Gloves

Oddly enough, one of Jones' best Canadian customers, Frank De Rice, was Canadian customers, Frank De Rice, was here at the same time. De Rice was re-turning from his winter sojourn in Florida. Quite a change from Manni to Montreal in March. Frank is a na-tive of Portland, Me. He knows what cold winters are.

Here is a fine illustration of the fact that the user of our equipment can take it easier in winter than the producer of the equipment. We must keep the fac-tory grinding while they enjoy life in winter.

winter. De Rice conducts more hot-dog stands than any other one man in Canada. He had the sports arens in Portland, Me, for years, where he had a boxing bout each week during winter months. He has given this up because, he says, box-ing now lacks colorful characters who sustain interest and draw crowds. There is more money for faultar them is safer money now in feeding them than knocking them out.

Expose Catches On

Harper Brothers, publishers of The Mighty Barnum, manifest a keen inter-est in our campaign against the picture <text><text><text><text>

May "Thumb" Rides

That victory in the Ocaster litigation at Bridgeport, Conn. in favor of the owner and operator is gratifying to ina. About 85 per cent of Coaster accidents are due to tha foolhardy who attempt to stand up and are toppled over at a curve or to the antics of drunks. On a busy day aspecially is when these ele-ments seem more unrestrained in their conduct.

conduct. Often it fails to register with the court or jury that when the train goes over the top the passenger must be re-sponsible for his own action. Few are the socidents from defects in construction or carelessness of operators. From reports coming in now we see

PARKS-RESORTS-POOLS

that more paint will be used in parks this year than for several years. Shine them up. It pays big.

The Spillman Engineering Company and William Rabkin could hardly ask to be busier than they are just now. The bees are buzzing in the hive out L. L. bees are buzzing in the nive out b. L. Custer way. He has a bicycle boat. Here is where he makes them work for a ride. Some of the parks have been so nearly completely exploited by the pic-nics that unless there is a halt the pic-nics will thumb the rides.

Seashore Breezes By WILLIAM H. McMAHON

ATLANTIC CITY, March 30.—Resort is pointing for Palm Sunday week-end, which is expected to be record breaker and see many of the summer amuse-ments going full ... more than 20,000 expected to witness Louisians State University and University of Pittsburgh clash in annual basket-ball tourney at Auditorium, being aponnored by Legion and presented by Atlantic City commit-tee on special events.

tee on special events. Plenty of plugging is being used on the aquatic carnival for Ambassador Pool April 6 . . . first time a swim meet is being played as a city-wide event, with an eye on the box office. . . . A "Spring Show" will occupy the Arditorium on April 12, with whole series of events topped by ice carnival April 20, making Easter season hum with specials . . . preparing for big crowd and extra trains are scheduled from Pittsburgh. Baitmore and Washington districts. districts.

Production Manager Al Steinberg of Million-Dollar Pier returned from flying visit to Texas, where he negotiated with sensational circus act for entire summer sensational circus act for entire summer at pier to occupy main spot. . . The Inist. once a center of resort amuse-ment but dead for many years, received new life this week in announcement of fixing up of docks and bulldings re-cently taken from railroad by Donald Riddle . . it is planned to add a pavilion for concerts, bands. Hawaitan music, aquatic sports and other flesh attractions. Broadous Casino Polifies, in week-end

attractions. Broadway Casino Folilas, in week-end engagement at Steel Pier, spread out and carried the whole bill ... pier may yrin two showhouses for Easter, as well as big baliroom, with name band ... ocean stadium enlargements contem-plated ... Unprecedented success of basket ball this winter at Million-Dollar Fier, with usual gate about 2,500, has given promotional folk food for thought and rumor is that Steel Pier will receive proposition to house a pro basket-ball offering for use of Auditorium ballroom for third league ... out-of-town show-men are watching local experiments along this line, as this seems to point it on the base bang worked out for celebration of 250th anniversary of Bridgeton annual rodeo and several small amusement parks. Broadway Casino Follies, in week-end

Long Island Patter By ALFRED FRIEDMAN

FROM ALL ABOUND: Fireworks are slated for Jones Beach, starting in July. The Rocksways and Long Beach are ineworks shows during July and August. All in all, the Island's airways will flare

All in all, the Island's sirways will flare with more colors than Jacob's coat. Bands Point, which gained prominence as the scene of the Huey Long punching two years back, is expected to lift its barriers against those who are not so socially so-so. The beach, one of the finest as well as most exclusive in the Long Island territory, understands that all pocketbooks are the same when they oblige with the desired tariff. Roadside 2008 are expected to be among the big money takers in Island outdoor big this summer. Comparatively new, the zoo big has come into im-

outdoor big this summer. Comparatively new, the zoo big has come into im-portant standing with the annunce-ment of Frank Buck to take a hand at it out near Massapequa. Most of the zoo spots cater to motorist trade. One promoter was planning for a while to open at Central Park, a Long Island community, looking with favor upon the prospect of calling it Long Island's Cen-tral Park Zoo.

prospect of calling it Long Lanna's Cen-tral Park Zoo. It's a strange state of affairs with those movie theaters that operate during the 10 or 12 months that constitute the

summer season around the local beaches. Of the dozen or more, all of them mod-ern in most respects, it is doubtless if there are more than two or three that

there are more than two or three that can make themselves paying proposi-tions just during the operating times. The name of the band, and everything else for that matter, is a heavily veiled secret, but the unit that'll manufactures music at Jones Beach this summer will be comprised of 37 pieces, which marks a new record for a beach band on Long Teland as far as size is concerned. Island as far as size is concerned, ROCKAWAY BEACH: J. Turpin, one

of the Walk's largest concession owners, is chairman of the amusement commit-tee of the Rockaway Chamber of Comfrommerce. . . Everyone's back from Florida, where the season was reported as being pretty good. The Wave preparing its annual editorial greeting concessioners.

There's been a slight reduction in rental fees on the Boardwalk, but the difference has been much smaller than was expected in most instances. When Willie Alien opens his huge When Willie Allen opens his huge dance emporium then the season's about to start. And he's getting ready to open LONG BEACH: Organized publicity

start. And he's getting ready to open! LONG BEACH: Organized publicity pooming Long Beach as a summer play place and winter residential quarters starts breaking within the next oouple of days and, if local officials are to be taken seriously. Atlantic City had best look to its laurels. . . Sportlands are tops in the number of Walk places, re-strictions being none too tight. . . Billy Mason is back from Florids. He first year he made the trip without being chauffeur-driven. "It was great." he opined. "I could drive wherever I wanted to without having to take orders from anyone." from anyone."



SALT LAKE CITY. — Captain Ralph McCollum. of Hogel Gardens Zoo, accom-pliahed the seemingly impossible when a six weeks' old leopard lost its mother and refused to drink. At first cow's milk was forced down its throat and then goat's milk, but this was not equal to richness of the mother's milk. Cap-tain McCollum then ground up meat and experimented in forcing the cub to cat. Result is the baby has grown by lesps and pounds. Captain McCollum has put Rex. a leopard, thru many tricks and the animal became so tame it was recently taken to Commissioner Pat Goggin's office to perform. Goggin's office to perform.

SAN DIEGO.-Because the huge duck pond of Exposition here is a natural sanctuary for many wild birds, as well as the home of innumerable species be-longing to the zoo, during hunting sea-sons and cold weather it is a haven for hundreds of fowl from all over the Pa-cific Coast. The zoo itself will be one of the highlights of the exposition which opens in Balbos Park on May 39. It is called the second largest in the country, from point of specimens, and the third largest in size. It is also dis-tinguished by several "onlys." The only part of mountain gorillas in captivity are housed there. Seal pond has the only herd of rare Galapagos fur seals in captivity. The buge flying-bird cage, largest in the world, shalters the only monof-war birds in captivity in the world, and Mrs. Balle Benchley, curator of the zoo, is the only woman in tho SAN DIEGO .- Because the huge duck

world to hold such a job. OKLAHOMA CITY. — The State pre-sented Oklahoma City Zoo with a large six-compartment aquarium which is to be stocked with native flah, reported Zookeeper Leo Blondin. The interesting zoo collection is growing steadily. There is a zoo radio program each Wednesday statistic over WKX. School classes have started spring visits for lectures and animal stories under escort. Plates with common and scientific names have been placed on all cages. The eight attend-ants have been provided with uniform caps. The eight cape buffalo, George. has been born to Colonel and Alice. Imp and Nozle, brown bears, are parents of twins. In the gost run kids of all colors are arriving. Queen, the old lioness, has four cubs. making 28 bables for the 15-year-old cat. Surplus animals shipped to Sait Lake City Zoo comprised a male black wolf, male swift for and pair of large native raccoons. large native raccoons.

CINCINNATI-Sunday visitors had difficulty in recognizing the main Zoo entrance in its new adornment of soft

tan and apple green. Comments of adtan and apple green. Comments of ad-miration, too, were heard in the mon-key house, which has been redecorated and modernized. The new directional posts, set at important interactions, proved a great help in getting around grounds, indicating the housing of the more important animals. Among newer animals the giant iguana, Slamese more important animals. Among newer animals the giant iguana, Biamese binturong, Nubian ostriches and African Elands. A cable received stated that a shipment of wild animals for the new African Veldt has been shipped from the Dark Continent. It is expected that the animals will arrive in Chelnaut in about a month, which tentatively sets the opening of the Veldt about the middle of May. the opening of middle of May.

PTTTSBURGH.—Gifts by the William Randolph Hearst ranch to Highiand Park Zoo here are a male and female fallow deer and two siz-month-old tigers.

Indiana Group Plans Spots; Has Option on Stoner's Mill

FORT WAYNE. Ind., March 30.—Fred L. Barthold, David O. McComb, Howard H. Etzold, John A. Williams and Fred L. Barthold Jr. have acquired options to purchase the old Stoner's Mill site for year-round recreation grounds, tourist site and sport garden in a historic spot, founded in 1834, about 10 miles north of here on Coldwater road, U. S. High-way 27.

On the 156 acres the old farm barn

Way 27. On the 156 scres the old farm barn may be remodeled for dances and the "swimming hole" changed to an attrac-tive pool, with lockers and open-air theater, also to be used for conventions. pageants, style shows, beauty contests, etc., may be featured. It is proposed to establish picnic grounds for games. rides and other attractions and to pro-vide for winter activities. Tred L. Barthold planned development of River View Park, Fort Wayne Speed-way and other enterprises; Mr. McComb has been superintendent of Allen County schools 20 years; Mr. Etzold is a life-long resident of Fort Wayne; Dr. John A. Williams is president of King Spe-cialty Company; Fred L. Barthold Jr. is a construction engineer; William N. Balou is ex-judge of Allen County Su-perior Court, and Dean Ellison is con-structor of highways and waterways. structor of highways and waterways.

DOG RACING (Continued from page 40) where we will be forced to work for legis-lation to put dog-racing tracks out of existence."

cuistence." One park operator stated that the problem is aggravated by the fact that the general public demands that type of race meeting. "tho it is my private opinion that betting is an evil and the racing truly a racket." Andrew A. Casassa, former mayor of Revere and owner of smuscment prop-erty, described the situation as "interest-ing." "The races are backed by millions of dollars and there is very little we can do about it, but if we can prove that they are injurious we can at least try to control them. They are serious competitors." competitors."

Discarded on Coast

A report submitted by an editorial rep-resentative of The Bilboard from data furnished by this publication's outdoor correspondent in Los Angeles read as follo

California had a number of fine racing "California had a number of fine racing plants and some of the most noted racing dogs were bred in that area. After a while the game became overdone. Horse racing was permitted only around San Francisco. In the preparation of a bill to legalize the pari-mutuel betting system care was taken to make certain regulations which would almost elimi-nate the possibility of dogr racing on regulations which would almost elimi-nate the possibility of dog racing on a commercial scale. This was brought about by stipulating the hours of the day during which racing and betting are permitted. The hours, as set down by law, eliminate night and Sunday meet-ings. The game, for the present, is very much in the discard. There will be an eliminate predict again but the much in the discard. There will be an attempt to put on racing again, but the chances are that the big horse-racing interests out there are powerful enough to prevent it." Daniel E. Bauer, of Acushnet Park, New Bedford, felt a little hesitant about battling dog-race interests. "It's dynamite," he said.

HOPE Ida.—Pend Orellie Recrea-tion Resort has been launohed on shores of Pend Orellie Lake here by E. W. Cramer and E. H. Best, who will build a park around the famous Trestle Oreck Inp.

FAIRS--EVENTS

The Billboard 43

Conducted by CLAUDE R. ELLIS--Communications to 25 Opera Place, Cincinnati, O. 🚍

"POLITICS" SOCKED IN IOWA

Big Stadium For Phoenix

New \$97,000 structure is to replace burned stand on State Fairgrounds

PHOENIK. Ariz., March 30.—A modern stadium. with space for concessions and exhibits, will get under way on the State Fairgrounds about May 1, to replace the grand stand destroyed by fire some weeks ago. Cost will be 857.064.60, of which the State will supply 835.000, the balance representing Pederal Relief Administra-tion allocation. Of the State appropria-tion, 822.400 is fire insurance and other receipts turned back to the State general fund. fund

Legislation making possible the appro-priation was proposed by Phoenix Post. Veterans of Foreign Wars. Seating ca-pacity to be about 9.000. Construction will be of steel and concrete and six months has been allowed for completion. A public address system will be installed. Space for exhibits and concessions will total 22,800 square feet. Overall length of the stadium will be 502 feet by 72 feet wide and 35 feet high. The building will house offices, lounges for women and men, judging stand, jockeys' weight room and conference room. Judges' structure will be 50 by 14 feet and will contain modern race-track equipment.

equipment.

A number of betting bills have been passed by the Legislature, but only one has been signed by the governor With the new stadium, the winter season 1935-36 abould bring many fast horses to these parts.

Mutuel Betting Legalized

IVIDITED Betting Legalized PHOENIX, Ariz., March 30.—Governor Mouer's pen on Monday legalized race betting in Arizona when he signed House Bill 187, introduced by Repre-sentatives Hill and Batchelder, Maricopa County. The measure deals with horse and dog racing, legalizing pari-mutuel machines, the State getting 4 per cent of revenue derived and going to the State fair commission. Nine per cent is to be retained by operatives of pari-mutuel machines.

Whitehead in Los Angeles Headquarters of C. P. Expo.

Headquarters of C. P. Expo. BAN DIEGO, March 30. — George O. Whitehead, who was publicity repre-sentative of the Ripley Believe it or Not exhibition on tour last season, resigned as field representative of the NRA to be associate director of admissions at California Pacific International Expo-sition here on May 29-November 11. He has charge of Los Angeles ticket headquarters for the expo, and among his ticket salesmen are several who were identified with A Century of Prog-ress in Chicago. Harry P. Harrison and Raymond Harrington. Chicago, are in charge of advance ticket asles in San Diego headquarters.

Watch for

This Special Feature: Old and New Methods of Operating Conces-

By HERBERT D. SMYSER Spring Number of The Billboard

Dated April 13

sions at York



LEE M. SHELL, Worthington, new president of Minnesota State Fair board, uho is rounding out 30 years in fair activities. He has long been associated with the big Gopher State show, mostly in the speed and amuse-ment departments. He is active in councils of and a regular attendant at meetings of the International As-sociotion of Fairs and Expositions.

Jones and Kelley Returned To Exec Board in Michigan DETROIT. March 30.—New members of the executive committee of Michigan State Fair board were appointed by James F. Thompson, commissioner of agriculture.

agriculture. James B. Jones, chairman of the board last year, was reappointed, despite a change in political administration. Others appointed are H. B. Kelley, secretary of Hillsdale County Fair; E. J. Windle, Brooklyn, and James Vernor Jr.. Detroit, on the board a number of years.

Events Booked in Pittsburgh

Events Booked in Fittsburgh PITTSBURGH. March 30.—Tom Mc-Kee. new promotion and relations di-rector of Duquesne Garden, said a num-ber of events have been booked for the house that will keep it open until hat in summer. A competitive rodeo, first to be presented here, has been booked for week of April 22. Following will be a dog show and possibly a six-day roller-skating race. Now on is a six-day roller-skating race.

Action on Ackerman Sought Action on Ackerman Solight SYRACUSE, March 30.—With Director J. Dan Ackerman apparently set to hold his State Fair job until after 1935 fair, it is said Democratic candidates have started new attack, and three of them went to Albany last week to try to sell the idea to Agriculture Commissioner Peter G. Ten Eyck. They want a Democrat named at once, with a promise to retain Mr. Ackerman in an advisory capacity re-mainder of year.

Fair Officials in Stand Against **Change in State Board Selection**

Resolutions passed at Storm Lake meeting for continuation of non-partisan policy governing show in Des Moines-would raise State aid figures to \$125,000

STORM LAKE, Ia. March 30.-A group meeting, attended by about 40 fair officials of the State here on March 32, took action against bills pending in the Legislature, some of which, it was declared by E. W. (Deak) Williams, secretary-tressurer of the Fair Managers' Association of Iows, "are a bit far-reaching as presented and, if paased, would wreck the Iowa fairs in general." Resolutions selection of members of the State Fair board and voicing need of restoration of be State appropriation for county fairs to the sum of 8150.00. C. J. Bains, secretary of Buena Vista County Fair, presided at the meeting, which was held upon invitation of the Buena Vista Fair board. W. R. Coyle, Aita, was secretary. State Fair Proised

By Row on Site

San Francisco show backers and supervisors at loggerheads over location

BAN FRANCISCO. March 30.—If the board of supervisors don't wake up, make up their minds in a hurry and put aside petty differences the proposed San Fran-cisco Bay Exposition, set for 1938, may collapse, leaving the field to Los Angeles, which wants to stage a Boulder Dam Exposition that year without opposition, it is being said.

It is being said. Supervisors for several weeks have been battling among themselves and for the third time last Monday refused to approve Yerba Buena ahoals as site for the proposed exposition, planned to celebrate completion of Golden Gate and San Francisco-Oakland bridges.

San Francisco-Oskland bridges. The shoals of Yerbs Buena Island (Goat Island), between San Francisco and Oskland, is choice of the exposition corporation formed to finance and pro-mote the fair. Consisting of bankers, industrialists and merchants, the cor-portation announced that under no con-sideration would its money or backing go to any other alte.

Every sort of pressure has been brought to bear upon the supervisors, but to no avail. By a 6 to 5 vote the board turned down the Yerba Buens site. It wants the exposition held on the mainland, and unless a miracle hap-pens when the supervisors meet again will be mainland or no exposition.

SAN DIEGO .- A major governmental BAN DISUO.—A major governmenta-spur to economy recovery, the Federal Housing Administration has announced its participation in California Pacific International Exposition, opening here May 29, with an exhibit designed to visualize ways the public may benefit from the National Housing Act.

State Fair Praised

Bite Pair Proised State Pair Ponised The resolution simed at proposed faste Pair board changes is as follows: bar the inception of the lows State point of the inception of the solution of the inception of the solution of the sheet of the solution of the solution incorporated in our the solution incorporated in our the solution of experience and with the solution of the solution of

Little Premium Boosting

Little Premium Boosting Regarding future State aid, the mest-ing had this to say: "With greater pros-perity in prospect for lows agriculture and the resulting fact that more counties will stage annual fairs in 1935 and 1936 than have in the past few years, and particularly because of the desire on the part of fairs in general to make their premiums more adequate to the high (See "POLITICS" SOCKED on page 45)

Program for MAFA Spring Meet in Worcester Is Set

BOSTON, March 30.-With the annual spring meeting of Massachusetts Agricul-tural Pairs Association set for the Hotel Bancroft, Worcester, on April 18, Becre-tary A. W. Lombard has been concen-trating on the program. L. B. Boston, department of agriculture, will talk on What the State Requires and Why. Gen-eral Manager Charles A. Nash, Eastern States Exposition, has selected How the Tail Setting and Docking Law Works in Massachusetts. After the urual lunch, Edrar L. Gillett.

Tail Setting and Docking Lab Works in Massachusetts. After the usual lunch, Edgar L. Gillett, commissioner of agriculture, will discuss the 1935 lite-stock program of his de-partment, and C. M. Snyder, General Electric Company, will offer an illus-trated lecture on Modern Lighting, Ralph H. Gaskill, Topsfield. Is down for Flowers and Shrubs Pay Big Dividends, and C. F. Connors, new chairman State racing commission, for pari-mutuels. There will be announcements in con-nection with dynamometer and wood-chopping contexts from secretaries of fairs where these contexts will be staged. in addition to reports from committees on judging and legislation. Some times will be devoted to a round-table discus-sion.

Fort Worth Show Tops All Former

Grand champion steer of the show brought \$1.25 s pound at auction, 1 cent less than that brought by the 1984

More work in Site of the sport of the sport work of the sport work of the sport work of the sport work of the sport of the sport of the sport of the sport work of the sport of the sport of the sport of the sport work of the sport of the sport of the sport work of the sport of the sport of the sport work of the sport of the sport of the sport work of the sport work of the sport of the sport work of the sport work of the sport of the sport work of the sport work of the sport of the sport work.

show publicity several years, was out this year because of illness.



About the best evidence that the 1935 About the best evidence that the 1930 season is to be the best in many years is seen in announcement from Secre-tary Al Saunders, of Goshen (N. Y.) Grand Circuit meeting, of the list of stake entries to the 15 events that are to feature that meeting on August 12-17, which now looks as the it will rank to the the second s the year's outstanding harness horse meeting.

meeting. Not only is the list one of the largest in history of that association, but it is also one of the most complete ever re-ceived by a secretary. Followers who annually look to Goshen for the big doings of the season can begin to look forward to a week of the greatest of sport, for 425 entries were received to the 15 stake events, an increase over lists received there in past years that is truly phenomenal. All important stables that are to race down the Grand Circuit have entered outstanding stars at have entered outstanding stars at Goehen, with leading Eastern stables that like to take in that meeting if they make no other. have

Three Top Features

Three Top Features Chief interest among race followers, of course, centers around the three top features, \$35,000 Hambletonian state, Progressive trot and Goshen pacing stake, the last two being divided into three separate divisions of races. It is with the fast divisions of these two aged stakes where interest is centered nof, for Hambletonian entries were made on January 1. and hence have been known for some time. The fast trot drew the largest and most select list of entries, 23, while the fast pace attracted a fashionable list of 15 stars. In the fast trot are represented prac-

In the fast trot are represented prac-tically all aged stars that will be out

WANTED ACTS

That Gan Work in 70' Top. ALSO WART ORCHESTRA TO PLAY FOR EXPOSITION. Also can place party with flaby Binco Game on

American Legion Merchants' Exposition, Auto Show and Circus

MAY G-11, INCLUSIVE. OAVE CASTELLO, Director, Handerson, N. C.





TRI-STATE RODEO AT NEW HARMONY, IND., AUGUST 1-2-3-4. MRS. FRED DENTRY, Berr.

Cardinal Indeedicat Concessions and Free Acts, Cardinal Indeedicat Concessions and Free Acts, THE ANNAA FAIR H. A. SCHULZ, Concessions, J. F. RORRIS, Secretary, Anna, Ill,

WANTED

FOR BICHWOOD, O., PAIR, AUGUST 6 TO 9. SHOWS AND GAMES. O. E. STOUT, Sect.

WANTED - A:1 Carniral or Blows and brakien, week of July 4. Greatest Celebration of kind in Central Penperivanis at this time. Write F. BOWLING, Olarreid, Pa.

WANT Rides of all kinds for Community Fair, July 3 and 4, Danven, Masa Will have huge Boafire and Fireworks Display WM. W. DURGIN, 5 Larchmoot St.

making turf history this season, In-cluding Alle Watts McKinney, 2:03½; Allpep, 2:01½; American Hanover, 2:03½; Angel Child, 2:01½; Ankabar, 2:01½; Bertha C. Hanover, 3: 2:03½; Captain Hanover, 3: 2:02½; David Thornton, 2:01½; Hanover Maid, 2:02½; 1/01/grood Borla, 2:02; Hollyrood Dennis, 2:01½; Hollyrood Portia, 2:03; Ireno Hanover, 2:01; Kashmary, 2:01½; Lu Barient, 2:03½; Mac Hanover, 2:02½; Mary Reynolds, 2:03¾, former Hamble-tonian winner; Maxhall, 2:03; Tandouela Stout, 2:02½; and Vansandt, 2:03½; Taffy Volo, 2:02½; and Vansandt, 2:03½; Canton Stout, 2:02½; and Vansandt,

FAIRS--EVENTS

2:00%.

This group rates as about as great a bunch as was ever named in a trotting stake and is one that on race day will produce a battle worth going many miles to see. If we were to single out any three as likely winners it would be Angel Child, 2014; David Thornton, 2:014, and Kashmary, 2:014.

Entries Promise Much

While the fast pace did not draw such a big entry it boasts of more fast-record performers than the big trot does and on paper looms up as a race of races. The list includes such stars as Calumet The list includes such stars as Calumet Dubuque, 2:01%, a world's champion: Calumet Evelyn, 3:201%, a double world's champion: Dick Reynolds, 1:59%; Dominion Grattan, 4:202%; His Majesty, 4, 1:59%, a world's champ; Hollyrood Sara, 2:02%; J. E. Vonian, 2:01%; Logan, Scott, 4: 2:00%; May E. Grattan, 1:59%, another world's record-holder; Mc-I-Win, 3, 1:59%; a double record-holder; Phil Cochato, 2:01%; Quite Sure, 3, 2:01%; Raider, 1:59%; T. D. Van, 2:02%, and Zombor Hanover, 2:00, This, as records of the candidates reveal, is a field that fairly bubbles over with class. with class.

But the hig entry at Goshen was in the \$2,500 Good Time stake for 2-year-old trotters, which received one of the biggest of all times, a total of 70 of tho biggest of all times, a total of 70 of the country's top youngsters. Of course, some of these, one can guess, are en-tered, as the saying goes. "on the cuff." but at that if is a truly remarkable entry. Three other stakes received more than 30 entries each. Hollyrood, for 3.year-old trotters, worth 31.500; Village Farm, for 2-year-old pacers, worth \$1.000, these getting 40 and 33, respec-tively, and the Hanover, for 19 class trotters, which drew 32.

If the Goshen entry is an indication If the Gosine entry is an inducation of what other nace secretaries are to receive in support for their programs, 1935 promises to be the best season the sport has enjoyed since 1929. And there is every indication that the Goshen is every indication that the G card is a good standard to go by.

Short Biographies Of People Engaged in Fair Business

Under this heading from time to time will appear a short biographical sketch of some person active in the fair field.

CHET G. MARSHALL

Born in Arlington, Neb., April 27, 1883. Home in Arlington, where he has been active for Washington County Pair since 1918. Scoretary seven years and on active for Washington County Fair since 1918. Secretary seven years and on board 17 years, secretary of Great Eight Northeastern Nebraska Fairs Circuit and has been secretary of Nebraska Associa-tion of County Fair Managers three years. Parents, Mr. and Mrs. B. A. Marshall, itve in Loma Linda, Calif. Member of Masonic bodies and Ameri-can and Western Associations of Nurserymen. Gardening a hobby. Wife, Margaret A., not active in fair work. Children. Betty, 20, and Frances. 17 years old.



LOGANSPORT, Ind. — Cass County Pair Association elected Ben Pennington president; Herman Martin, vice-presi-dent; Leo Price, secretary; Willard Winn. treasurer.

BIO RAPIDS, Mich.—American Legion Agricultural Pair Association named these chairmen: Grounds, John Nichols; atock. B. E. Musgrave; sports, Byron Aldrich; concessions and exhibits. Her-man Krahn; free acta, William Sack; gates. Ralph Nelson; music. August

Mehl; electricity. Oordon Goltz; grand stand, Earl Raylor; school days, W. W. Manning; police, Glenn Alber; publicity, Earl Bender; refreshments, William Nelson.

DICKSON, Tenn. — Dickson County Fair Association elected R. A. Freeman president; H. M. Ewing, Anthony Ses-sler, vice-presidentis, C. E. Buitrey, sec-retary-treasurer; W. O. Hake, manager of concessions.

MULLINS, S. C.—Marion County Fair elected D. M. Harper president; J. S. Meggs, treasurer; T. S. Mulikin, secre-tary; J. G. Freesland, manager.

CHILTON, Wis.—Carl J. Peik was re-elected president of Calumet County Agricultural Society; Johu Doern, vice-president; Dr. Royal Klofanda, treasurer; A. L. McMahon, secretary.

McKINNEY, Tex.—Collin County Free Fair board clected R. P. Newsome presi-dent to succeed A. H. Eubanks, who served two years. W. P. Abernathy is vice-president and W. Hammond Moore sccretary.

CONNERSVILLE, Ind.—Fayette Coun-ty Free Fair Association re-elected Charence E. Edwards president; Omer Donieker, vice-president; J. L. Kennedy, secretary; J. H. Mount, superintendent of concessions: M. M. Erb, treasurer; A. R. Griffin, superintendent of speed.



PRAGUE, Czechoslovakia-Prague In-ternational Sample Fair opened on March 9 with more than 3,000 firms cxhibiting and ran a full week.

WOOSTER, O.--Wayne County Pair board has budgeted \$20,015 for the 1935 fair. Secretary Walter J. Buss reported net profit of \$7,385.00 for 1934. Premi-ums will remain the same except slight increases in dairy cattle, Grange, horse and school departments. Receipts in 1934 were \$23,520.12; expenses, \$16,331.03. Indebtedness of \$6,500 was retired last year. year.

LANSING, Mich.--William Watt, Bay County, is to be appointed assistant sec-retary of the State Fair board, it was announced by George A. Prescott, who became secretary on April 1. Miss Ida Harris, of this city, will be auditor of the complexience office in Detenit of the commission office in Detroit.

LANSING, Mich.—In answering State Agricultural Department charges that Upper Peninsula State Fair was ex-travagant in use of funds during 1934. former State Senator Herbert J. Bush-ton. Escanaba, said the fair association used only \$20,000 of racing commission funds for operating the past season. "That is the best I've ever known the fair to do," he said. "We were entitled to \$40,000 from racing funds."

MARSHPIELD, Wis.-To aid Central Wisconsin State Fair, issuance of \$8,000 in city bonds has been voted by city council. This is expected to meet press-ing obligations, and profits from future fairs are expected to cover the remainder over a period of years.

VANCOUVER. B. C.-Authority to ar-range a bank loan of \$70,000 to finance reconstruction of Porum on the Exhibi-tion Association's grounds in Hastings Park, roof of which collapsed on January 21. was given by the civic budget com-mittee to the city's finance committee.

MICHIGAN CITY, Ind .- Colonial VIIlage, one of A Century of Progress at-tractions, has been purchased by a realty company and will be moved to Beverly Shores, a subdivision on Lake Michigan. west of here.

HARRISBURG - State Parm Show commission has set dates of January 20-24 for the 1936 Pennsylvania Parm Show

RAVENNA. O.—Portage County com-missioners will be able to support Ran-dolph Fair as soon as a bill sponsored by Representative J. A. Jones, Ravenne, is signed by the governor. Measure, spon-sored at request of Randolph Fair As-sociation, provides commissioners may pay from \$500 to \$1,000 to an independ-(See FAIR GROUNDS on opposite page)

-Bay State Fairs-By L. B. BOSTON, Director Division of Reclamation, Soil Survey and Fairs. State Department of Agriculture. A. W. LOMBARD, Asst. Director. EDGAR L. GILLETT, Commissioner

of Agriculture.

The Essex Agricultural Boclety, Tops-field, has received from donations a suffield, has received from donations a suf-ficient sum of money to paint a consid-erable number of its permanent build-ings as well as fences. The work will start shortly and we hear that a "Paint-Up Day" is scheduled for April 10, when everyone who can use a paint brush will be given an opportunity to show his or her artistic ability.

The fairs in Western Massachusetts have held "paint up" and "clean up" bees for many years and have found them a very satisfactory way to improve the appearance of their fairgrounds.

Topsfield, located as it is on the New-buryport Turnpike, attracts a great deal of attention from the automobilist, and this paint-up plan will tend to brighten up the buildings and make the plant look even more attractive than it has in the past. the past.

Otis E Hall, managing director Hamp Otis E Hall, managing director Hamp-den County Improvement League, sent out invitations for the annual Regional Fairs meeting held on Wednezday. March 13, under the auspices of the Hampden County Improvement League at the League Building in West Spring-field. An unusually interesting pro-gram was arranged and this year Mr. Hall extended his invitation to includo representatives from fairs in the four Western counties.

While the meeting was primarily for grange and community fairs, the county and larger fairs send representatives. Everyonc is given a chance to speak and the League Building is a busy place from 10:30 a.m. until late in the afternoon.

The so-called depression has not been a deciding factor in fair attendance dur-ing the past year in spite of arguments to the contrary. This is borne out by the crowds at the Eastern States Exposi-tion in 1933 and at Brockton, Sturbridge. Great Barrington and other fairs in 1934. There is evidence all about us that people go places, do things, buy commodities, attend ball games, go to these places which they are interested in whether they can financially afford to or not. It is an incentive or desire or in-terest which pulls the crowd and swells the gate receipts. Discounting rain, cy clones, earthquakes and other upheav-als of nature, people will turn out if the incentive is there.

The fairs this year will exceed all pre-vious records in attendance-providing the weather is good and the fair man-agements provide the necessary incen-

Tennessee Contracts Let; Price Scale Is on Uptrend

Price Scale Is on Uptrend NASHVILLE, March 30.—With closing of a contract for auto races on Septem-ber 21 with Alex Sloan and awarding fireworks to Ohio Display Fireworks Company, Tennessee State Pair is far ad-vanced on arrangements for the 30th annual on September 16,21. Royal American Shows will be on the midway, and Ernle Young will supply the acts, including his review. Exclusive contracts let to date are: Noveitles, Desplanter Bros, scales, Slim Winslow; minute ple-tures, M. Puhrmon; claars and cigarets. Oscar F. Olofson: laundry, McEwen's Laundry; checkroom, F. L. McMurry: peanuts and pop corn. J. H. Wade; bot-tled sodas, Nu Grape Bottling Company; bread and buns, Betty Lou Bakery; frozen custard, Mrs. Sarah McCaffery; palmistry, Nan Rankine; milk, Nashville Fure Milk Company; ice, Merchants Ice Company; fish and oysters, Anderson Pish and Oyster Company. Prices this part indoret every instance are greater than last year. In no one case has there hen a reduction. than last year. In heen a reduction.

Phil C. Travia, superintendent of con-cessions and amusements, declared no games of chance or skill will be per-mitted this year.

PORTLAND, Ore. -- William L. Nor-vell, advertising man, has been named manager of the 1935 Portland Rose Testival.



By CLAUDE R. ELLIS (Cincinnati Office)

A WEDDING on roller skates had plenty of publicity in Cleveland news-papers when the ceremony was per-formed in Euclid Roller Gardens on the night of March 27, reports Assistant Manager Albert Rau. The couple were attended by an imposing retinue, and even the little flower girls and the presiding justice were on rollers.

ROLLER-skating act of Leo Hand and Bernice on March 23 were on their fifth week at Brightview Beach Club, Roch-ester, N. Y.

TEAM of Stebber and Leonard from Montrey Roller Rink, Spokane, Wash., played a week's engagement at Davsy Jones Locker, night club.

FIVE champion European figure skaters who recently performed before 16,000 spectators in Madison Square Garden, New York, will compete in the Chicago Stadium Sunday, April 7. Skaters are Vivi Anne Huiten, Sweden; Maxi Herber, Ernst Baier, Germany, and Idl. Penetr, and Kail Zwack Auctia Idi Papetz and Karl Zwack, Austria. Event is sponsored by Chicago Figure Skating Club and affillated organiza-

IN CARMAN Rink. Fhiladelphis, a mile amateur race on March 22 was won by Jimmy O'Brien, with Reds McLinn second. O'Brien did not gain the lead until there was only a quarter lap to go. Maicoim Carrey and his father, Jesse Carrey, managers of Carman. are plan-ning a 25-mile team race for profes-ationals. Maicoim is training for this event and will be defending his title, as he and Bill Holland were victors last year.

"IN BUILDING patronage for any rink," declares Francis J. Baldwin, Ra-venna, O., "it is first necessary to convenna, O., "it is first necessary to con-sider the feminine element and provide conditions and equipment that will at-tract them. In dance halls a jet of perfume frequently is put into the air by an atomizer, and when there is a good crowd in a rink why not use it there also? If a fragrant atmosphere does not drive crowds away from dance halls it certainly will not drive them from rinks." Judging from his busi-ness, Mr. Baldwin looks forward to a good summer service for rink managers. ness. Mr. Baldwin looks forward to a good summer season for rink managers, he says. He was recently visited by Bill Scholle, one of the veteran managers of that section, who was accompanied by Red Collins, who has been associated with Manager Scholle several seasons and previously with Russ Golden in Akrom. Red is a widely known hocksy player and racer, but a recent auto ac-cident put him on crutches. He is ex-pected to open the rink in Brady Lakr, O. this month. this month

IN WINTER GARDEN, Galliva boule-IN WINTER GARDEN, Galiva boule-vard, Dorchester, Mass, announces The *tattler*, snappy dope sheet of the rink, semifinals in a graceful skating contest will be held every Fridsy until April 16. It is for couples and the winners on April 16 will be awarded a pair of Chi-cago gold-plated skates. One skate of the pair will be awarded to the gantie-man and one to the lady of the win-



ning couple. Each skate will be en-graved with name of event, time and winners' names and is intended as a souvenir.

ARNE LIE, Norwegian skater, is ap-pearing in exhibition in Jeff Dickson's Palais des Sports Rink in Paris. A new roller-ekkaing rink, Skating Palace, has been opened in Lyons, France.

ANNOUNCEMENT was made by War-saw (Ind.) park board that the munic-ipal pavilion at Center Lake will be turned into a rolier-sksting rink, the structure being leased by George W. Karnes, Plymouth, Ind.

SHE has joined the roller-skating act SHE has joined the roller-skaling act of Earl, Jack and Betty, appearing with N. T. G.'s Paradise Revue, advises Gypsy Myers Davidson. Unit is booked in vaudeville until the end of July and then will play 12 weeks of fairs for George A. Hamid, Inc. She will play the did with Jack Dalton and Company. The revue was scheduled to go from the Madison Thester to the Academy of Music in New York.

IN OLYMPIA Roller Rink, Lancaster, Pa., races were held recently, with a fair crowd in attendance, with Browns-town (Pa.) Boller Rink, under man-agement of Prank Erzen, who accom-panied his racers. Other rinks repre-sented in the races were Shell Pot Fark Rink, Wilmington, Del., and Hanover (Pa.) Rink. A half-mile ladies' race was won by Ethel Wielman, Brownstown; time, 2:05. Half-mile men's novice was won by John Weller, Olympia: time. won by John Weller, Olympia; time, 1:45. Mile Class A analeur was won by Dick Litch; time, 3:32. Starter was by Dick Litch; time, 3:32. Starter was Jack Daiton; timekeeper. Howard Weller, Judges were Frank Erzen and E. A. Har-wey. In a graceful skating contest on March 9 the two couples selected were Mirian Ulmer and Richard Litch and Gertrude Hulliher and Earl Sangrery. The judges were Manager and Mrs. Jack Dalton.

MINBOLA (L. I., N. Y.) Fairgrounds Roller Skating Rink held its annual Spring Carrival March 14-16, packing in large crowds on each day. Races, acts and exhibitions featured the occasion. An event of the same nature is planned

ROSE KRESS, of the widely known roller-skating trio, wrote interestingly from South America to Ware Brothers, Chicago Roller Sitate Company, in part: "Spent a delightful 18 weeks in Havana, Cuba, Played Testio Campoamor six weeks, other theaters and night clubs. Sailed for South America on January 18. Was a wonderful cruise thru Panama Canal. Saw Johnny Doye and Company Arrived in Lims Peru, on January 18. Was a wonderful cruise thru Panama Canal. Saw Johnny Dove and Company in Panama, doing a nice act and play-ing a cafe. We left Lims on Rebruary 18 for Trujillo, Peru. Arrived there on Pebruary 11. Piay one week and return to Lima for another month. Believe we will go to Chill next. Then to Buenog Aires. Fresume we will remain there for some time. Their business methods are far from dependable, but my Euro-pean experience stands me in good stead also had vast experience in European business methods, therefore we manage. Our act is entirely new to these people and, needless to say, we do well. They are gray about Gringos. Americanos, anyway. We are working and are grate-ful, but would not say we are making a great deal. At least, not according to money I have made in the past. But a living is something nowadays. We do not work hard. Do 10 performances a week. Che show at night and a ver-mouth at 6.45 p.m. three evenings a weets utving new to sec."

On Rollers in England BY CYRIL BEASTALL

Amateur roller-dance championship of Amateur roller-dance championship of Great Britain was won for the third suc-cessive year by Jim and Joan Lidstone, youthhil Derby pair, in Forest Gate Rink, London, on February 28. Second place went to Ernest A. Clarke, London, and Mrs. Gladys Frost, Derby, who were beal-en only by then narrowset of margins, while O. D. Garner and Queenle Knott, London, Unished third.

while O. D. Garner and Queenle Knott. London, finished third. Billy Wetherall, Warfington, England, has just put up a new non-stop endur-snce record on rollers of 129 hours, 30 minutes, at Stoke-on-Trent. I have been trying to fis up for a match between Benny Lee, London, Eng-

land, and Malcolm Carey, Philadelphia, Pa., short-distance speed champs on their Pa., short-distance speed champs on their respective sides of the Atlantic. In these times it is very difficult to persuade rink managements to speculate to any big extent and so far my efforts have not met with any degree of success. As mat-ters stand the younger Carey has won several world titles at from one to 10 miles, while the diminutive Englishman claims the hair-mile record.

While on the subject of speed, prac-tically all times put up in England are for flat tracks, whereas banked tracks seem to have been more popular in America. The only banked rink now open over here is Cricklewood, London. nd even then the banking is extremely shallow

Holland Park Rink, London, which Holland Park Rink, London, which closed about air years ago, was a favorite rendszvous of post-war speedmen. many records being put up on this big rink which had a very long floor and was nar-row in proportion to its length; approxi-mately nine laps to a mile. Arthur R. Egington's paced (pro-fessional) records from one-half mile to 15 miles put up at Holland Park in

fessional) records from one-half mile to 16 miles, put up at Holland Park in 1923-724-725, still stand. Eglington's one-mile time of 2:55 3-5 is 7 1-5 seconds slower than his ama-teur record put up at Olympia, London, in 1911, and which still holds good to this day. But which still holds good to this day. But whether this great speedman was past his best in 1923 or whether the ider track at Olympia suited him better difficult to decide. His one-hour rec-rd of 19 miles, 651 yards, still stands wide

Is dimcuit to decide. His one-nour rec-ord of 19 miles, 651 yards, still stands after 11 years. The largest track available in this country today is at the Embassy, Bir-mingham, which is approximately 11 laps to a mile. Next come Forest Gate. Lon-don. approximately 1434 to a mile, and Alexandra Palace, London, approximate-ly 15 to a mile.

"POLITICS" SOCKED-(Continued from page 43)

(Continued from page 43) standard of exhibits and also their dc-airs to extend the scope of 4-H Club work, we, the representatives of North-west Iowa faira, ask that the amount of State aid to county fairs be put at a figure which will insure each fair its ahare of State funds to match its own funds as provided by Chapter 2,903. We believe that at least \$126,000 abnuld be appropriated for each year of the blemilal, will be necessary and justified if Iowa sgriculture is to be adequately paid for its efforts to make improvement in breed and wariety as exemplified at the various county fairs of the State." It was the opinion that there be no general increase in premiuma, with a few exceptions of lêveling off to take care of discrepancies, which might be con-strued as increases. President J, P. Mullen, Fonda, and Secretary A. R. Corey, Iowa State Pair; Secretary Treasurer Williams and E. C. Genereaux, White Bear Lake, Minn., sec-retary of Northweet Harness Horse Asso-ciation, were guests and entered into dis-cussion of the topics.

clation, were guests and entered into dis-cussion of the topics. Secretary Leo C. Dailey, Clay County Pair, Spencer, seconded by President J. M. Patterson, Eossuth County Pair, Al-gona, made the motion that the resolu-tions be drawn protesting a proposed change in the naming of the State Fair board, "which would throw our State Pair into political hands." by passage of Genate File No. 209.

Rates Under Discussion

Among questions discussed were pre-ums, admission charges, Children's miums. miums, admission charges, Children's Days, 4-H Glubs, open classes, feed and bedding, concession rates, carnival per-centages, lights and advertising and some talk of alight increase in race purses. Dinner was served at noon in the Hotel Bradford, followed by a short floor show with Miss Havis Crouse, acrobatic num-ber; Miss Mary Lou Hughes, toe dance, and Miss Marjorie Ann Johnston, whistling soloe. whistling solos.

Among members signing the resolu-tions were E. W. Schreiber, E. J. Edwards, C. G. Guibranson, P. J. Swanson, A. R.

Browne, W. R. Coyle, C. J. Bains, Alta; Leo C. Dailey, Spencer; L. M. Ruck, Fonda; V. E. Herbert, W. E. Gaffey, Will P. Miller, Albert Tymeson, J. S. Whitney, Perry Rutledge, W. C. Jarnagin, Storm Lake; W. H. Chivers, Charles Lent, Henry Vetler, A. E. Nelson, Manson; P. L. Mc-Dermott, W. E. Hall, Moville; C. E. Myers, O. Skow, Humboldt; H. F. Lang, W. A. Cobb, Sac City; E. B. Rutledge, Port Dodge; J. M. Patterson, Clark Scuffham, E. L. Vincent, J. A. Rancy, Algona; Abel Anderson, Rutland; Ulno Wilson, Llver-more.

FAIR GROUNDS-

(Continued from opposite page) ent agricultural fair in a county in hich there is no authorized agricultural society.

PARAGOULD. Ark.-Plans are under way to organize Greene County Fair Association

WARREN, Ind.-Warren Driving Club has taken over the old Tri-County Pair-grounds from the Warren Community Club. The latter organization bought the buildings at a nominal sum and turned the plant over to the driving club as a training place and for race meets.

POOL WHIRL-

(Continued from page 41) will be out soon with some real lively technical news, according to the pub-lishers.—Edi (Truckhorse) Weiner, one-time football star for N. Y. U., is break-ing into the swimming-pool publicity field. ... Wonder what happened to Katherine Nevina, who used to do the press work for St. George indoor tank. Brooklyn.—Construction work has started on those new handball courts at the Luna Park tank. Coney Island, N. Y. ... Paul Harrison. Broadway columnist for the Scripps-Howard news-papers, has just returned from Miami and he says you can have all those out-door Florids pools but give him the good of London Terrace inclosed natatorium in New York.—And that exclusive here many, many months ago about George (Continued from page 41) in New York.—And that exclusive here many, many months ago about George Kojac. Olympic ewim flash, being signed to work as an instructor at the Gros-singer pool. Ferndale. N Y. this summer was confirmed last week by the press.

BACKELL, WILLARD

(Continued from page 37)

than 200 employees. Biness will prevent Weiter Rairden trouping this season. His place in red ticket wagon will be filled by Harry Harreld. Olyde Beatty has added eight male African lions and two Royal Bengal tigers to his act. His wife is rehearsing a tiger riding an elephant.

African lions and two moyas being the to to his act. His wife is rehearing a tiger riding an elephant. Maurice D. Lowe, Erie (Pa.) Likho-graphing and Printing Company, was at quarters two days last week. In neigh-borhood of 100 different four-colored lithographed bills will be used to harald show. Harry Anderson Jr., of the En-quirer Job Printing Company, Qunch-nati, and Theo. Lee, of the Louisville Color Gravure Company, were also visitors. The latter firm has contract for printing The Life Story of Clyde Beatty, souvenir magazine, and program of the Cole Bros. Circus. John Cunco, of the Cunso Press, Ohi-cago, has about completed an edition of 1,000,000 booklets to be distributed free, advertising the ahow. It is composed of 24 pages and printed in three colors and gold. Warw Brown boss hostler at Peru,

gold

Henry Brown, boss hostler at Peru. Henry Brown, boss hostler at Peru, Ind., quarters of Hagenbetk show, booked over the stables containing the show's draft horses, numbering 160 head. He was a guest of Blackie Diller, who fills a similar position with Cole abow. Bert Bowers, of Peru, is a frequent visitor. Clarence Adolph. in charge of the store and commission and purpose

the store and commissary, allounces that there were over 1,100 paid visitors to quarters last Sunday.



Send for Attractive Book **APPROVED HOCKEY SKATE** Fastest, Smoothest Fibre Wheels with Racing Bushing and Cones. Order a Pair NOW. CHICAGO ROLLER SKATE CO.

4427 W. Lake St., CHICAGO, ILL.

CARNIVALS

April 6, 1935

-Communications to 25 Opera Place, Cincinnati, O. 🚞 Conducted by CHARLES C. BLUE-

UNITED IN CENTRAL JOPLIN

First on Streets In Some 20 Years

Show will start season in the Missouri city, moving direct from Shreveport,La.

EANSAS CITY, No., March 30.—Dur-ing a visit to Kansas City yesterday Robert L. Lohmar, general representative United Shows of America, stated that his show would open the 1935 season on April 22 at Joplin, Mo., where it will play on downtown streets under the suspices of the Joplin Chamber of Com-merce.

It will be the first time for a traveling It will be the first time for a traveling amusement company to exhibit on downtown streets in Joplin for many years. The show will move out of winter quarters at Shreveport, La., on April 19 and go direct to Joplin.

JOPLIN, Mo. March 30. — John R. Castle and Robert L. Lohmar, of United Shows of America, were here early this week and succeeded in signing with the Chamber of Commerce for their open-ing engagement here on streets. The affair will be known as a Piesta, which this city is endeavoring to have as an annual event. It is the first time that Joplin has allowed a carafuel to play on Main street for some 20 years. The svent is being heavily advertised.

Pearson Shows To Open In Winter-Quarters City

ST. LOUIS. March 30.—Mrs. C. E. Pear-son, owner of the C. E. Pearson Shows, advised that ahe has aix men working in winter quarters at Ramsey. II., at pres-ent, readying for the opening of the season about the middle of April. in Ramsey. The show will open with four rides.—Merry-Go-Round, Ferris Wheel. Titta-Whirl and new Allen-Herschell Auto Ride; five shows and about 20 con-cessions.

Hai Graham has been made manager of the show and Mrs. Pearson will again Handle the advance,

Hemmington in Hospital; Suffering Bullet Wound

CHARLESTON. S. C., March 30.-Earl Hemmington, of Washington, a member of Krause Greater Shows, exhibiting here this week, is a patient in Roper Hospital here, suffering from a builet wound of his head, inflicted late last week while he was asleep in his auto van parked within the city limits. He is expected to recover.

DOVER, Del., March 30 .- Endy Bros. DOVER, Del., March 30.--Kndy Bros.' Shows. Inc., was incorporated here to deal in carnival and show equipment. The company listed capital stock of 100 shares, no par value. The incorporators are M. M. Lucey. H. I. Brown and L. S. Dorsey, of Wilmington.



Spring Number of The Billboard **Dated April 13**



MR. AND MRS. JOHN M. SHEES-LEY, of Mighty Sheesley Midway. The photo was snapped while they were on their recent vacation in Florida.

Max Gruberg Gets N. Y. State Fair

SYRACUSE, N. Y., March 30.—Max Grubereg has been awarded exclusive contract for his Gruberg's World's Ex-position Shows to furnish the midway amusements at this year's New York State Fair, at this city, Mr. Gruberg was here this week in interest of securing the engagement.

Western States Shows Will Start at Austin

Will Start at Austin ST. LOUIS, March 30.—Western States Shows, which have been wintering in San Antonio. will open their season on April 13 at Austin. Tex., for a week's engagement, and then go back to San Antonio for a week at the Bat'is of *Plovers*, in conjunction with Beckmann & Gerety's World's Best Bhows. A Obsdal and Jack Ruback, optra-tors of this show, will both be en tour with it this season. They have quits a few fairs booked, according to Ruback, among them the State Pair of Colorado, at Pueblo, and have added several rides and shows to their lineup for the com-ing season. ing season.

Scanlon and Partner Framing Snake Show

MIAMI, March 30.—C. B. (Doc) Scan-lon (he of the goatee and tropical hel-met), veteran showman and a specialist in the presentation of reptile at-tractions, with a partner is launching an elaborate snake show for the coming season, to be with America's Model Shows. Scanlon has spent several weeks in trips into the Everglades and has collected many specimens of native rep-tiles, which will be exhibited in snow-white cases with glass fronts. In the center of the show's interior will be a large pit of pythons. Show will have a bamboo front. bamboo front.

Three Shows Start On Road Seasons

RAS Begins Season Tour

DE LAND, Pia., March 30.—After play-ing some intermittent winter fair en-gagements in this State, the Royal American Shows started their regular season here this week, furnishing amuse-ments for the Valuas County Fair, which is sponsored by American Legion with Charles Abbott as managing director. Last year's record, played also by Royal American Shows, tumbled when Chil-dren's Day receipts for midway business had been tabulated. The week prom-ises also to reach somewhere near the boom time midway gross established here when every sandhill in the ad-*(See RAS BEGINS on page 49)*

(See RAS BEGINS on page 49)

R. H. Work at Cheraw, S. C.

CHERAW, S. C., March 30.—The R. H. Work Shows, after a month's work in winter quarters, opened the season last week with a small part of the show on a downtown lot here. Business was not

a downtown lot here. Business was not good, but planting time for the farmers had a great deal to do with this. Thad Work came from his home in Indiana, Fa. in time for the opening and will be in charge of transportation. Shorty Shell and Al Gordon, who were in Charge of construction, have done a good job and have everything in good abape. Mr. and Mrs. J. E. Burt, who spent the weinter in Titueville, Fis., came in the week before opening. Mr. Burt will have (See R. H. WORF on rose 491) (See R. H. WORK on page 49)

Great Atlantic At Augusta, Ga.

AUGUSTA, Ga., March 30.—The Smith Great Atlantic Shows formally inaugu-rated their senson here Monday, the week's engagement on the showgrounds at Boundary and Green streets. In his assembly of riding devices Man-ager K. F. (Brownie) Smith has his Ferris Wheel erected in duplex manner with the similar ride of Sam Mechanic, who also has his Whip and Merry-Go-Round on the midway. Other rides are Brown's Circle Swing and Hull's Kiddie Auto Ride.

Brown's Circle Swing and Hull's Riddle Auto Ride. The shows in operation this week in-clude the Division Minstreis, with band and orchestra; Billy and Fay Latham's (See GREAT ATLANTIC on page 49)

Page Shows Postpone Opening to April 6

JOHNSON CITY. Tenn., March 30.-Because of heavy rainstorms in this area Owner-Manager Page of the J. J. Page Exposition Shows, has decided to post-pone the opening engagement for his company from April 1 to April 6. At a meeting of the Elizabethton city council an ordinace to prohibit carnivals showing inside the city limits was amended to allow the Page Shows to oc-cupy the public playgrounds there, start-ing April 15, proceeds of the engage-ment in benefit of the fire department.

Ballyhoo Bros.' Circulating Exposition . A Century of Profit Show By STARR DeBELLE

Minnow Lake, Pla. Week ended March 30, 1935.

Dear Charlie: One of the biggest events of the sca-

Dear Charlle: One of the biggest events of the sca-son. Promoted by the Ballyhoo Brothers themselves. And believe it or Bot they are taking the credit for it in a big way. Still simpping themselves on their backs and telling the world that they really don't need an agent. Big Tri-County Fish Fry. Minnow Lake located on the edge of three coun-ties. Billed like the World's Fair. Ex-cursions on all railroads, busses and alr-ways. Twenty thousand people paid admissions the first day. Admission two bits, and "all the fish you can est. You bring your own skillet, bread and wood." Our auspices and show em-ployees seincd and fushed for two days and ights. Only 500 pounds of fish caught. The promotion looked like a flop, but the Ballyhoo Brothers prom-ised them fish and fish they got. Or-dered the 1.000-acre lake drained. Con-tracted 200 steam shovels and dug a canal to the river 40 miles sway. Fish a miracle. Tons of fish taken out of the empty basin. Our crystal gazer had predicted this while others knocked tho *(See BALLYHOO BROS. on page 51)* (See BALLYHOO BROS. on page 51)

Beckmann-Gerety Get III. State Fair

SAN ANTONIO, Tex., March 30,-L. S. (Larry) Hogan, general representative Beckmann & Gerety's World's Best Shows. wired the show mangement Wednesday that he had contract for the Beckmann-Gercty amusement organization to fur-niah midway attractions at this year's Illinois State Pair, Springfield, "signed, sealed and in my pocket."

This marks an additional prominent 1935 fair engagement for that company. Another is South Texas State Fair, Beau-mont, B. Gerety having returned to the show's headquarters here with that contract

the show's headquarters here with that contract. Preparation of equipment at the Beck-mann & Gerety winter quarters is pro-gressing at a rapid pace in order to have all in readiness for the opening engage-ment at the local annual Battle of Flowers. Trainmaster Arky Bradford has completed overhauling the rolling stock. Ted Webb has arrived from South Orange, N. J., and with his crew is re-building his fine motorized frozen cua-tard outfit. Harry Illions has his at-tractions — Bozo, Magio Carpet. The Rapids and The Funnles—ready to op-erate, and they all look wonderful after thoro overhauling and redecorating. Emer Day has completed his new corn game outfit and is helping Felix Char-nisky overhaul the Heyday. Sam Gor-don, manager of concessions, informed the ahow management from St. Louis that he purchased a new automobile, also that he would arrive here about April 5. Pete Kortes, whose winter travel-ing museum has been playing in Denver, Colo., five wrcks, is heading his attrac-tion back to San Antonio.

New Regulations Being Drawn Up at Detroit

DETROIT. March 30.—New regulations to govern the operation of carnivals in Detroit were being drawn up by the city council this week. Since June, 1933, no free-lance carnival with game concessions played in the city, the only permitted dates being under auspices of churches. lodges and similar organizations. Car-nival men protected last year against favoritism abovn churches, which were allowed varieties of gaming devices which had been banned at open carnivals. One or two organizations, including

One or two organizations, including Gienn Wade's Shows, opened early in the season last year for a few weeks without concessions, carrying only rides and cook-

Senior Brothers Will Launch

A Society Circus With Jones CINCINNATI, March 30.-While on a visit to The Billboard yesterday, Billy Senior, of circus and free acts note, in-formed that preparations are being made by both the Johnny J, Jones Exposition management and the Benior Interest to cranval realm with the Jones organiza-tion this year, titled Benior Brois' Bociety Circus, starting at the company's Wash-ington engagement late in April. Also the Vera Bpriggs (Mrs. Billy Benior) high free aerial act as free attraction, a com-bination of riggings comprising rings.

CARNIVALS



Showmen's League of America

CHICAGO, March 30 .- President J. W. CHICAGO, March 30.-Fresident J. W. Conklin presided at Thursday's meeting. With him at the table were Vice-Presi-dent Jack Nelson, Treasurer Lew Keller, Secretary J. L. Streibich and Past Fresi-dent Sam J. Levy.

The committee on special nights an-The committee on special night an-nounced arrangements compileted to entertain the Circus Pana' Association and members of the circuses in tho League rooms on the night of April 18. Those in charge of arrangements are Brothers Maxie Herman, J. A. Morrissey, Lew Keller and John L. Lorman.

President Conklin stated that he had been in conference with the landlord and expected to have a definite report on a new lease in a short time.

The house committee and the The nouse committee and the presi-dent after conference ordered all plo-tures taken from the checkroom and placed in the meeting room, where they may be enjoyed by those who wish to view them.

President Zebble Flaher left on a Dusi-ness trip to the East... Vice-President Joe Rogers salid for Europe on the Bremen yesterday. Wires of bon voyage were sent by the League.... Don Moore, a member of the Pacific Coast Showmen's Association, was the guiest of Brother Will Wright at the League

Past President Edward A. Hock was absent from this week's meeting. A business trip was the cause. . . Brother Frank Ehlenz is getting his out-Brother Frank Enteries is getting his out-fit ready for the summer, hence his absence from the rooms on occasions. . . Brother Morry Brod is being kept busy ere the opening of the season. Says he is glad to have found something to occupy his time. . Brother Mike Rosen advises that he may stay in and sround Checkon for the sayly mart of the Rosen auvises that he may stay in and around Chicago for the sarly part of the season. Brother Maxie Herman advises that he will leave about the middle of April to take up his duties with Conklin's All-Canadian Shows.

Conklin's All-Canadian Shows. Brother Sam Bloom, chairman of the house committee, has returned from Hot Springs. Says he is feeling fine. Brought in the reinstatement of Jackie Smith, which he says is the result of efforts on the part of Brother Louis Fishman. Notices of dues were mailed this week. Dir you get yours? If so, why not at-tend to it at once? The Ladies' Auxiliary is to have a party in the League rooms on April 6.

LADIES' AUXILIARY

CHICAGO, March 30 .- President Mrs. ew Keller was hostess at Thursday's regular bi-weekly social meeting. Cards and bunco were the order. Attendance was large, and there were many nice prizes for winners.

prizes for winners. The membership committee is working hard, and with the co-operation of all members it is expected to put the 1935 drive over in a big way.

Philadelphia Pickups

PHILADELPHIA. March 30. — Harry Bentum was visiting in the city for a few days. Looking over the field with a view to picking up some promotions. Jack Ryan was in the city during the week. Expects to start soon for his season's connection, but did not divulge what it would be

what it would be. Jack Fields, who has done considerable Outdoor promoting in the city, is now Connected with a local office booking club and cabaret attractions.

club and cabaret attractions. Local promoters are getting busy booking spots for the coming season. There will no doubt be the usual num-ber of local auspices block parties and home carnivals. Ted Ward, who has been working on the front of the South Street Museum. has signed to go with Rosen's Museum at Coney Bland for the coming season.

SAO CITY, Is., March 30.—Crowley's Unlied Shows were recently awarded con-tract to furnish the midway amusements at this year's Sac County Fair here.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 30.—The response to Builtein No. 3, which was recently sent out to the American Car-nivala Association membership, has been most gratifying. It indicates that the membership of the association is awake to its purpose and is willing to give whole-hearted co-operation to its efforts. All of the showmen who have written us look forward to a very good year, and with gradual improvement in business and industrial conditions all of the progressive carnivals should do well. The 1936 membership certificates and

The 1936 membership certificates and membership cards have been prepared and are ready for issuance. If you have not received yours, please get in touch

not received yours, please get in touch with us at once. Showmen generally will be interested to know of legislation pending in Massa-chusetts to prohibit the exhibition of live animals at gasoline stations and roadside stands and at all similar places, not legitimate places of exhibi-tion. We believe that this is good legis-lation from the showmen's point of view and a move in the right direction. As was editorially stations and a well-kept station needs no exhibit of animals to attract business. If an eating place does not appeal by its own neat attrac-tiveness, then stopping to see the animals is hardly worth while. Such roos do not add to the attractiveness of the roadside and they ought to be dis-couraged." It would be well for all if gesoline-station proprietors and others would keep out of this phase of the show business.

A decision on the railroad transportation matter is due to arrive almost any day and as soon as the same is received copies will be sent to the ACA membership.

Dallas

DAILAS, March 30. — Hennies Bros.' Shows enjoyed a very good week at their opening spot. Kilgore, Tex. C. W. Dunn. formerly with K. G. Bar-koot Shows and T. A. Wolfe Shows and now connected with an insurance pub-lication, was a visitor to the local office of *The Billboard* Tuesday. J. George Loos was in town Sunday. Opens Greater United Shows at the Corpus Christi Fair today. At the Stock Show in Fort Worth last week a few out-of-town visitors seen on midway were Tommy Tidwell. of T. J. Tidweil Sbows; Martha McCleilan, of the McCleilan Shows, who was in Ft. Worth to place "Junior" in school, and Silm Johnson. of Midwest Novelty Company.

Johnson, op Midwest Notety Company. Kansas City. Charles Green, secretary of the Mis-souri State Fair, Sedalia, judged the horse show at Ft. Worth. Ralph Ray Joined the Santa Fe Expo-sition Shows at Lawton, Okia., with a string of 10 Phil Little-Ralph Ray con-cessions

Fred Bond is in a local hospital recovering from an appendicitis opera-tion, which she underwent early this week

H. L. (Sheeney) Bush and wife are making their home with Fred Bond until the opening of the Dodson World's Pair Shows in St. Louis.

Reid Greater Roster

LEESVILLE, S. C., March 30 .- Follow-

LESVILLE, S. C., March 30.-Follow-ing is a roater of the Reid Greater Shows, b. C. and are playing here this week: Staff: Earl A. Reid, manager; Mrs. Mabel Reid, secretary; Sam Riley, gen-end, secretary; Sam Riley, gen-tary, C. Dalvine, electrician; Ted Mun-dorft, superintendent rides. Thies: No. 12 Eli Wheel-H. J. Denny, foremar; William Hust, assistant. Whip-foremar; William Hust, assistant. Whip-el Stewart, foreman: Max Mau, assist-ant; May Thomas, tickets. Kiddle Auto Ride-C. G. Townsend, owner; Mrs. Townsend, tickets. Kiddle Auto Ride-G. G. Townsend, owner; Mrs. Townsend, tickets. Kiddle, own-er; Jack Chesty, foreman: James Paden assistant: E. L. Bowman. tickets and scenic artist. Tit-a-Whit-Ted Mun-dort, foreman; Ray Chandler, assistant; renchy Monty, clutch. Bhows: Monkey Motordrome - Mrs. scharge; Will Wagner, tickets. Pit Show -(See RBID GREATER on page 49)

"LOOP-THE-LOOP RIDE" Spillman's Latest and Best Achievement



Rida Mon-Make 1935 a PROFIT Year with this thoroughly PERFECTED and PROVEN

LOOP-THE-LOOP is actually grossing more money than other rides costing two and three times as much. LOOP-THE-LOOP is DIFFERENT—no other ride compares or competes with 11 for THRILLS—APPEARANCE—ACTION—or FLASH.

THRILLS—APPEARANCE—ACTION—or FLASH. Unusually low operating expense, simple and easy to transport and elect; mainte-nance expense is negligible—the ideal Ride for every Park—and every type of show, whether Railroad, Motorized, or Gilly. Among the many orders already booked are LOOP-THE-LOOPS for Royal American Shows, Dadson Shows, H. H. Avery of Scattle, Wash.; R. E. Haney of Kanuas City: two outfils for F. E. Gooding of Ohio; United Shows of America: World of Mirth Shows! Rubin G Cherry Exposition and Model Shows of America: World of Mirth Shows! Rubin for Cherry Exposition and Model Shows of America: the list is growing rapidly and our plant is very busy—get details quick! WING: AWARE ONE AVARA with money to Invest—eet in on the ground floor while

WIDE-AWAKE OPERATORS with money to lavestinget in on the ground floor while can place you where you can make real money-excellent Park and Traveling Show we can place you where you can locations available, but going fast.

PARK AND SHOW MEN-If you haven't the money to buy for yourselves, send us best concession proposition-buyers are looking for good worth-while spots.



Frank Downie presided, with John T. Backman, secretary. There were two members accepted, Frank Messina, for-

The condition of Brother Jack Reilly, now at General Hospital, was reported as favorable. Brother Burr McIntosh slowly recovering. H. C. Rawlings out after a minor surgical operation. The condition of Past President J. Sky

mer trouper and now a prominent lum-

ber dealer in Los Angeles, and Lou B.

Berg, now engaged in tent and awning

business in Honolulu.

condition of Past President J. Sky Ciarks unimproved. Monday's meeting could have been called "oldtimers" night." There were present Ed Mozart, John Miller, Charley Guberman, Capt. W. D. Ament, Lou Berg and C. O. Schultz, and it was a night of "Do you remembers." The membership special committee is doing a fine job. All reports indi-cate a largely increased membership by September 1.

cate a largely increased membership by September 1. A communication from Velma Henry thanked the PCSA for the beautiful flowers sent during her recent illness. Baron Long advises that the week of December 9 will be held opcn at the Biltmore Hotel. On a date in that week the annual PCSA Charity Banquet and Beilt with be held

the annual PCSA Charity Banquet and Bail will be held. Harry Fink in from San Fernando. . . Will Wright made his farewell ap-pearance at the club until next winter. End of meeting lunch and refresh-mente were served by John Backman and Clyde Gooding. Troupers, when you are approached on the matter of joining PCSA better give it serious thought. It means something to be a member of PCSA.



WANTED WANTED Concessions of all Rind for concessions of Second Man on Merry-Go-Round and Perris Wheel. PRUDENT'S AMUSKMENT SHIWS, 134 Order Ave., Patchogne, L L Phone 315.





ASTRO FORECASTS AND ANALYSES

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NEW DREAM BOOK

Cards, 35c. Shipments Made to Your Customers Under Your Label

e or ads do not appear in any book. Our M SIMMONS & CO. 19 West Jackson Blvd., CHICACO. Enstant Delivery. Send for Wholesale Prices.

100 Card Bingo Game \$3.00

anda 2 Call Sheets, 75 Caling Numbers and 100 Wooder Counter, set postpaid anywhere in the U. E. for only \$3.00.

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1935 Astro Forecasts 14.7 and 37-pare Besdings. Apparatus for Mind-Menders, Mental Magic, Bpirit Effects, Budika Pa-Bodis, New Personal Character Analysis Appearance, Send Sto Giant Illustrated Cata-bone and Sample. None Pres. NELSON EM-TERPRISE, 198 South Third, Golumbus, O.

ELGIN WATCHES, \$1.65 EACH (7-Jewel, 18 Bizs. New Yellow Cases.) 7-JEWEL, 16 SIZE ELGINS & WALTH., 52.55. FLASH CARNIVAL WATCHES, 500 Each.

CRESCENT CITY SHEELING CO., Old Gold and Silver Buyers and Refiner, 118 R. Broedway, St. Louis, Me.

USED SHOW PROPERTY FOR SALE. 510.00 Heery Lifting Selid Ear Selis. 550.00 Automobile Burnoer Game and Track. 550.00 Automobile Burnoer Game and Track. Electric Gamery Flees Michine. Seli Cheep. 555.00 Khaki Tent. 15:327, Good Condition. BUT SINK SKATES, CONCESSION TS, GUESS-FOUR-WEIGHT SCALES, Pay WEI'S CURIOSITY SHOP, 20 South and Speed, Philadelphia, P2.

Corey Greater Shows

WANTED Motordrose, Montertone, Mochanic Pentro and Control of the Sha at Bowrs, Stort Wheels, Ball Outers, Grb Bule Ducers and Greb, Address P. 0. BOX 918, Jonatown, Pr. Mechanical Girl, Snate

Bremer Shows Want ILL BOY Monker Motordroma. BOOK Shows merit. Concessions open: Kalle Rack, African ip, American Painsie, Pitch-Till-O'Win, Hoop-, Candy Wheel, Scales, Beil Geme, High Artik-Corn Game, WitLL BOOK Four Rida. Show rea Witonaa. Minn, May 18, Our Fain start Tune, Address P. O. BOX 22, Wockster, Wilna

dary and percentage. "Electrony Cook Open Game open. Will BOOK Mer-d and Eid Riden. No gais. No con-tinth. Mins. this week. Ool. T. L.

CARNIVALS

THE SPRING SPECIAL, next issue.

FRANK ZORDA infos that he will

Typewritten communications intended r publication should not be all CAPITAL

MAX GOODMAN is reported as in-vesting \$5,000 in a new concession which

for pub letters.

MIDWAY CONFAB

By THE MIXER

CLYDE (FRENCHY) CURREN arrived at winter quarters of Zimdars Greater Shows a few days ago to rebuild and paint the three shows he has booked COURTEOUS treatment of the pubpaint the three she with that company. EDWARD JESSOP spent the last few seeks in and around Cincinnati.

TORAK MICHELLE postcards that he and the missus will team in a novely fire act this year, billed as The Singha-les-Chimingo and D'all-the Gold Devii and White Goddess.

As customary each year, the fairs, etc., lists will appear in the Spring Special, and the last issue of each month liast date of issue) thruout the season will be a List Number—aitho the lists sometimes are included in special issues dated near the last Saturdam of months. last Saturdays of months.

SIADA LA MARR infeed from Charles-ton. S. C., that she would be with Sparton Bros.' Side Show, with monster snake, with Peerless Exposition Shows this venr.

HAROLD MUIR, last five years em-ployed at a theater in Imlay City, Mich., has been preparing to leave for head-quarters of Endy Broa' Shows, to as-sume a position on the executive staff.

AL AND ALICE ALFREDO worked thru Georgia and Florida during the winter, and of late have been with Leo



SHOWING ONE SIDE of the interior frameup and some of the attractions of Carl J. Lauther's traveling museum. Another photo (both taken recently at Newark, O.), displayed longer platforms and more attractions on the other side of the assembly, and floshed with velvets and other adornments, as in the above reproduction. Last two weeks the museum was in Columbus, O.

CHARLES R. HALL, over Missouri way, recently added a lion, a camel and a small bucking mule to his animal actors in Hall's Animal Show.

J. WEAVER, late agent for Blue Eagle Shows, has been promoting headon collisions of automobiles as special events in Tennessee.

SMALL & BULLOCK AMUSEMENT COMPANY got a praise story on the tills page of *The Saluda Standard* when that show played at Saluda, S. O.

THE CHEERY VOICE of Mel Cope-land. saying "I guess you're right." etc., will be heard this season on the Blue Ribbon Shows' midway.

BOBERT EVERHART, of Dundes, O., "Popeye" impersonator, who was one of the attractions in Ripley's Odditorium at the World's Pair in Chicago, has signed a contract for his appearance at the Pacific Coast Exposition at San Diego, starting May 29.

Welcomed back into the show press representative fold is the veteran Harry C. FitzGerald, with Mighty Sheaslay Midway. Harry has been mostly with circuses way, warry as been mostly with circulas in his outdoor activities. Started his p.-a. carser many years ago with the Great VanAmberg Show, for the late jerry Mug-ivan and Bert Bowers.

he will present at the State fairs he has Bistany's Mohawk Valley Shows, headed booked. for the Carolinas,

WHILE in Pittsburgh recently Jack V. Lyles. general representative, arranged for the Johnny J. Jones Exposition to again play the old Exposition Fark in the "Smoky City" two weeks in May.

THE FLYING VALENTINOS, management of George Valentine, one of the performers, others including Lorraine Mather and Alfred and Roy Valentine, are free attraction with Greater United Shows, opening at Corpus Christi, Tex.

DURING A RECENT WEEK Royal Palm Shows and Krause Greater Shows were "40-milers"-that is, they were 40 miles apart-the former at West Palm Beach and the latter at Pahokes, Fis.

WHILE IN Canton, O., an route to join Mighty Sheesley Midway, Jimmy Finch had a chat with W. A. (Red) Anderson, who was working on a special home for a radio station and wasn't de-cided about going on the road this year.

MARLO AND LE FORS, aerial act, after spending the winter at their home in Californis, recently opened with State Fair Shows as free attraction. Another free act with Mel Vaught's midway opry is Otto Tangliebar doing a fire high dive.

MILT MORRIS, Bill Martin and Charlie Cohen, the "Big Three." are building a string of concessions to op-

erate on the midway of the Johany J. Jones Exposition. Buddy Faddock and Morris Lipaky will also be with the Jones caravan this year.

"Captain john" Sheesley has been out of the class of the "40-miller" many years. This searon his 25th annual tour. Ha has win-tered his show on the Wost Coast, on the East Coast and centrally, and has entertained the public from down in Florida to far up into Canada. Me has never had any "board of strategy" or "brain trust." He has weath-cred all tho gales single-handed, armad with keen vision and thought and an impressive personality. And he is still "The Captain!"

DON MONTGOMERY, trainmaster for World of Mirth Shows this season, has been preparing to leave Savannah. Ga., for the Richmond (Va.) winter quarters. accompanied by the missus, Maud. During the winter Don was night man-ager at Hotel Gilbert, Savannah; Mrs. Montgomery as hostess. By the way,

Some Filosify; Some Incidents

By HENRY HEYN Ad writers wanting "rides that do not conflict"—easy to read, but why not cell them or state definitely what rides that you have now and save some latter

chasing.

that you have now and save some latter chaing. Just rolling along in 1923, 1 had a ride with the International Attractions, of Moose Jaw. Canada, and played a fait at Swift Current, Sask., to a big day and moved in and out and our baggage cars were in town only 24 hours (Way-burn the next stand). The Billboard now having an office in Dallas reminds me that in that city 1 walked into some flying bullets in 1913. A young man parked a car there and stopped out when another man bagen shooting at him. The victim ran around mearors the streat and in a few min-utes died in a drug storc---but I had left there by then, making no datours. Owars of neat ridas or othar attrac-tions that deliver service and good on-terteinment and capitalize a mkdway for several thousand dollars, besides put in the office a "C" or so ach weak, surely should not be requested to honor a flock of wild passes without redemption. Since we were both at 1t for many years I, a till can't fugure why it took, ark., to get cught up with my cousin, George E. Engresser, owner Schell Bros' Circus. Bill Rice says the Shrimp and Oyster

Coorge E. Engresser, owner Schell Bros." Circus. Bill Rice says the Shrimp and Oyster auspices at Bilosi was new to bim. Well, in 1927. with J. W. Laughlin Shows, we had an auspices near loplin, Mo., that was new to us. It was the Anti-Norse Thief Association—after the first night everybody thought tha A. M. T. A. should mean, "Absolutely Hang That Agent."



THE NEW KIDDIE AIRPLANE SWING



Seating capacity 15 children, weight abo pounds. Machine is actually driven by di of the propellers, giving the children the ston of riding in a well plane. Descript mices throus request prices up A SALTE, peringville, Brie Co., H.

hese folks are known in both the circus nation with large circuses, Maud as occlist).

M. JACKE MILLER, who got flood-bound in Missouri while on route to oin Great Sutton Shows, stored the route to rucks and side-show cquipment at Poplar Bluff and joined Von Schoen's Dircus Side Show with West Bros.' anuscment Company. Circus.

MRS. HARRY O. MELVILLE and Nate liler played Fort Pierce, Fla., following neir dates with the Scooter and Kiddie sutos in West Palm Beach. Then to be followed with the fair at Jacksonville, nd then to Myrtle Bcach, S. C., for the Immer Besson

A LETTER from James McFarland A LEATER From James MCFWind dvises that Lee Springfield, last season with New Deal Shows and Bar-Brown Shows, will have his three rides (re-tently purchased a new 4-abreat Merry-Go-Round) in an amusement

W. H. (Duke) Brownell Joins Ringling Show

NEW YORK. March 30 .- Having just NEW YORK, March 30.-Having just prived from Florida, W. H. (Duks) frownell called at The Billboard office ind announced that he had joined the dvance of the Ringing-Barnum Circus. Frownell, weteran carnival contractor, was with West's World's Wonder Shows at seaton.

He'll be here until a day or two after he opening of the circus at the Garden nd then goes to Boston.

I. R. Edwards Attractions

WOOSTER. O. March 30. — Winter nurters is now open at the fairgrounds are, with a crew of men painting rides ind repairing rolling stock. Prof. Rit-enhouse will furnish an eight-piece and this season and the Howard Sisters will have their two free acts with the how. The lineup will consist of 4 rides, shows and about 20 concessions. Rex brum has booked his Hawaiian Show. ack Brown. J. J. Harvey, Alva B. Pyle and H. E. Barchney have booked concessions. A new sound system is being installed in the advertising truck. Ames Fish will again have charge of the erris wheel. Bill Bayne and Frastus have tharge charge of trucks. J. R. Ed-ands has returned from a booking trip bru Eastern Ohio, Western Pennsyl-ania and New York State. The open-ng is sisted for Massilion, O., on April 7. MRS, DORA H. EDWARDS. WOOSTER, O., March 30. - Winter

ol's Liberty Shows Going Qut Spick and Span

ST. LOUIS. March 30.—Sam Solomon. wware of Sol's Liberty Shows, during a lisit to the local office of The Billboard Dueday, advised that he has personally uperintended the work of repainting nd building in the shows' winter quar-ers at Caruthersville, Mo., the past wo months. Mr. Solomon stated that II rides, show fronts, trucks and trail-rs have been gone over with new paint; bew canvas has been purchased, and one new show fronts built.

The show will leave winter quarters The show will leave white quarters bril 3 and open the season in Sikeston, io. on April 10. Solomon has also purchased additional motor equipment uring the past few months, and is oing out this season larger than ever. He came to St. Louis on a buying exdition.

REAT ATLANTIC-

(Continued from page 48) onkey and Canine Revue; Serpentine, uman Enigma; Congo pit show; Happy sck Eckert, fat man; Samuel's Girlesque swie, Two other shows are in course i construction. There are about 30 consions

The show will be transported on four silroad haggage cars and about 10 motor rucks. Sam Mechanic's light plant will texts. Sam Mechanics light plant will e shipped to the show soon. There are been so many showfolk visitors a simplete list of them could not be se-ired. B. H. (Bill) Nys is the general sent. Hugh Lowe joined the husiness epartment. Elmer Purdue and his bride theme. three months are handling promo-ns. Skeets Carlin and Frank Burr are billposters.

CABNIVALS

Chop Suey By W. H. (BILL) RICE.

TEXARKANA, Tex., March 30.—Saw in the notes from Paru that they were putting the likenesses of the fire 4-Paw Brothers. That will be news to the old-timars. Guess they will have a picture of the late Pete Sells.

Seems like happy days are here again when you read about the activities of those sterling general agents Arthur Hopper and Floyd King.

More "news"---Willic Barle is now working for Eddie Brown. How that "lazy guy" could pick up his feet and exchange piaces with "Slew-Foot Bill," who always makes the morning coffee about 6 g.m., is beyond my understanding

Called on Eva Odom at Shreveport hut she was out driving her two-cylinder Cadilizo-that, by the way, was the first two-scated atto ever in Birmingham-1914. They tell me it still has the big oll-burning lights and the rubber horn. However, her Rex Hotel is right up-todate, with everything that goes to make a real' hotel.

Had a long visit with my old friends John R. Castle, Bill Hirsch and Bob Lohmar. They have a 40-car show that is about the last word in new and up-to-date equipment. They just received their new lights from Olson, of Los Anthere have not been allowed to be an an and a set of a se

Everyone agrees in Tampa that the Cigar Industry Golden Jubilee received more nation-wide pictorial publicity than any event ever staged there. Here more nation-wide pictorial publicity than any event ever staged there. Here is the clipping service final checkup, and they miased pienty, even if they did charge five cents each: Dancing girl with tobacco dress, 1.367; big cigar with Max Bear and Al Lopez, 234; hig cigar and bathing girl, 436; hig cigar with three girls, 127; big cigar girl with beautiful hands, 491; cigar contest, 241; cigar-making contest winners, 292; wed-ding, 521; mats to Florida dailies, 207. Universal Newsreel made picture of con-test, wedding, floats and hig cigar. To-tal of 4.502 hits, which proves that if you have something out of the ordinary the newspapers will use it, even if you have only sig weeks to do it.

Truck-show owners should have some kind of an organisation to fight things kind of an organisation to fight things like this: March 24 Hennies Brothers had a truck stalled on the road out of Kilgore, Tex. Driver had license and load under the limit. Constable arrested driver, who was fined \$15.50. Justice saked arresting official what the charge and he said "anything--speeding and reckless driving"--and the truck was stalled. John Francis had three trucks in a constable's toils at the same time but was unable to learn what it cost him. him.

No dice for the monkeys as yet. Elsie Calvert looking in the pink. Has girl show with United Shows of Ameri-ca. Jack Rhodes still has his Mail ca. . . Jack Rhodes still has his Mail Pouch cudd. . . Chamberlin's Monkey Show at winter quarters. . . Hannies up-to-date cookhouse under manage-ment of Tommy Martin, the ex-athletic showman. and Eddle Phillion. . . Floyd Clogston has a pip of a ciggle shootem. . . . Eddle Clark has a great flash on his rolly polly. His agents are Sticks Wesmoreland and Bill McLaugh-lin. . . Joe Murphy with a new kind of bowling. Has Virgil Sells and Whitey Suyder. Snyder.

Jim Dunlavey and his wife with the hig anake show. Jim's good-looking sprout (who was born since I last saw him) is now Mrs. Harry Hennics.

OSCEOLA. Ark., March 30.—Finishing touches are being applied to the equip-ment of Great Button Shows, and a member of the company states that everything will be in resciness for the scheduled opening on April 6. Manager Frank Button and his assistant manager, Krnis Dannon, have been busy with some innovative plans for this year's tour. Ed Groves with his 10 concessions has again booked with the abow, his minth year with Gutton.



Why gamble with profits? Why put up with costly rooms and meals and train fare?

Why stand for inconvenience and discomfort while traveling? Why not be comfortable and increase your efficiency and earnings?

Split-Coach will make money for you by saving it. A complete home on wheels. Twice the room expanded it measures on the road. Luxurious travel.

Put a Split-Coach to work and cut overhead to the bone, Buy now

And Benefit by Present Low Prices! SPLIT-COACH MOTOR CORP., YORK, PA.

Last Call——Last Call——Last Call KNEPP & DEHNERT COMBINED EXPOSITION, Inc.

ALL CALLENGES OF THE CONTINUE OF THE ACTION OF THE ACTION

right WANTED TO BINIK Loop-OPIene, Good proposition. WANTED-Lectimate Concessions of all kinds. POSITIVELT NO RACENET. PROMOTERSE-Real Nets More Pormote canable of bandling BIG CELEBRATIONS. We hold CUNTRACTS for 18 Fairs and Celebrations. This show carries D Major Hides and 2 Kiddle Rides, 16 Money, 3 Servational Free Acts. PAIR NET, METAFIES and Organizations in SOUTH CABOLINA and GEORGIA, we have more offer line.

RAS BEGINS-

(Continued from page 46)

(Continued from page 46) jacent countryside was a teeming bec-hive of citrus growers, farmers and tourists. Carl J, Sedimayr, general man-ager, is hopeful of approaching thoso famous figures. The entire show could not be set up here because of lack of space. Indequate water facilities made it impossible to utilize Carver's Hippo-drome, which factures Mary Lowe in a horseback high dive. There was room for only two of the show's four Ferris Wheels and only one of its two Sky-rocket rides.

Wheels and only one of its two 5Ky-rocket rides. Raynell and her Gang, in Carloca, fea-turing Ginger Ray, so far has topped the midway. The Kemp Motordrome, featuring Marjoric Kemp in her lion automobile ride, and Dick Best with his group of strange people, today have heen struggling for honors with about an eren-break gross. Diamond Kitsy, un-der management of E. V. McGarry, has enjoyed an unusual atternoom play. The Midget Village has had two good chil-dren's day runs, one a school holiday thru the county and the other a special publicity department promotion in co-operation with Stores and newspapers. The regular season gets under way with Sam Gluskin in advance; Jack Dadswell, last year's publicity man, and Prank Winchell handling publicity, sup-ported by Frank Warren, in radio, and Horace Walters in charge of sound trucks. The abow's second engagement of the season will be played at Albany, Ga.

Ga

REID GREATER-(Continued from page 47)

tickets: G. W. Perry, inside. Gorilla Show—Texas Slim Williams, owner. Pat Show—Mary and Johnnie Webb. Minstrei Show—Sixteen people. Illusion Show— J. A. Mittendorft, owner, carrying five people.

Oncessions: Cookhouse-Frank Shep-Onncessions: Cookhouse-Frank Shep-pard, owner: Pearl Sheppard, cashier; Larky Lane, chef; Earl Johnson, griddle; Bob Pesha. Nick Sweeney and Jamise Asby, waiters. Virgil Kline and wife, Lola, one concession: Mr. and Mrs. Kline, three; Pete Hoffman, four; Fred White, one; Sammy Lawrence, six; Dutch Bluamthal, three: Blacky Robbins, 30-foot corn game; Helyne Reid, one; E. W. Evans, five; Johnny Claburri, four.

R. H. WORK-

(Continued from page 46) charge of the lot and also have his pop-corn machine on the midway. Mr. and



Made up in 15 Sets of 100 Cards each, Wood Brieze. One Winner in the untire earles. 53.25 r Set of 100 Cards. **BINGO CORN GAMES**

54 Curda, 54.96; 100 Cards, 516.68; 158 Cards, 512 58; 256 Cards, 513-96; 259 Cards, 527.59; 306 Cards, 527.59; 306 Cards, 526.68.

All Sets complete with Wood Markers, Tally and. Direction Sheet. Send for Free Sample, etc. Send for Free Sample Carde and Price List, We pay postage except 0. G. D. expense Instant de-lwerr. No checks ascepted. Established 10 years.

J. M. SIMMONS & CO., 19 W. Jackson Blvd.



MAKE \$58.00 A DAY - CANDY FLOSS



Mrs. Elmer Cohan have completed the inside of their new show,

Inside of their new abow. Descon Hampton, who with his family of minstrels again present their show with the Work Shows this season, ar-rived the day before the opening. Mrs. Hampton had presented her husband with a baby boy on March 9, their läth child, but on March 16 the infant passed away. The entire abow personnel was addened. But troupers that they are, the Minstrel Show opened and the show went on. Mr. and Mrs. Ihle, who have the photo gallery, were shout the busiest people on the midway.

The Billboard 49

Duukel Lands C. & W. Dates While in Pittsburgh Area

PITTSBURGH, March 30. - After a PITTSBURGH, March 30. — After a three weeks stay here, Harry Dunkel, general representative for Cetlin & Wil-son Exposition Shows, lined up a long and promising list of dates. Notable among them are the Wilkinsburg (Pa.) and Vandergrift (Pa.) bookings, towns which have long been closed. The C. & W. Shows are slated to be the first to play in Wilkinsburg in 10 years, while in Vandergrift the first carnival in the town since 1923.

Fair dates, which Mr. Dunkel has just closed, include Butler, Bedford, Ebens-burg, Reading and Lewiston, all in Pennsylvania, and Harrington, Del.

Waddell Back to Dodsou

WACO, Tex., March 30.--Rev. Doc Waddell, veteran and well-known pub-licist, is returning to Dodson's World's Fair Shows for the coming season as di-rector of public relations. He was for-merly with that company for some years. Lately he was publicist for the Big State Shows and more recently with the Holy Land Exposition playing under auspices in this State.

Royal Amusement Company

Ditca, Miss. Two weeks ended March 26. Auspices, Woodmen, of the World. Location, center of business section. Weather, first week rainy, second week far. Business, according to the weather. The first show romance of the year culminated en route from Wesson to this point when Lecta Wells and A. J. Lamb, concessioners, were quietly mar-ried at Mendenhall, Miss. Manager J. E. Clayton has placed his two rides in quarters at Wesson for painting and general repairing, preparatory to the reg-ular season, which will open about the middle of April near Memphis, Ten...-following the engagement here he leased middle of April near Memphis, Tenn.--following the engagement here he leased his interest in the show to R. O. Lewis. who will operate independently until then. Jimmie McKee took over the po-sition of show electrician and manager of the Snake Thusion Show, succeeding Jim Gill, who left for his home at Magee. Jim Ghi, who let for his nome at angle. Miss., until the regular season opens. Ted L. Sharkey, manager the Athletio Show, has placed a concession on the midway. Joe Miller and T. B. Gorman joined with one concession each. At the follow of the engagement here Art Duel, father of Mrs. Charles W. Ecker, whose husband owns and operates the Hawai-

ian Show, suffered a stroke of paralysis and was taken to hospital at Jackson. Miss., where little hope was entertained for his recovery. J. B. ELLIOTT.

Great Southern Shows

Sandersville, Ga. Week ended March 23. Weather, Javorable. Business, Jair. Bob Page booked Louisville, Ga., for this week, but on arrival there Manager Wise, after looking over the location, decided to move on to Sandersville. Mr. Wise and the writer were grieved on re-ceiving a telegram March 13 from Chilli-cothe. O., informing of the death of Charles Wesley Eisnaugle, who for sev-eral years was connected with the David A. Wise Shows. The writer, after being four weeks in St. Joseph's Hospital at Savannah with a broken leg, has returned to the housecar, where she will be con-fined a couple of weeks. After the plaster cast is removed will get about on crutches for a while. On arrival at the housecar had a plesant surprise. The ladies of the show had arranged a "welcome home" and had cut flowers, potted plants and fruit awaiting. Mr. and Mrs. George A. Abbott added another attractive conces-sion, making three for them. Jack John-son is now operating a grotery wheel. Sandersville, Ga. Week ended March Secretary Verne Giles' photo gallery. Secretary Gordon Chapman of the Sandersville Fair ras a frequent visitor.

DOLLY WISE

R. H. Miner's Model Shows PHILLIPSBURG, N. J., March 30.—The show will leare winter quarters on April 22 for the opening at York. Pa., April 27. So far accounting there will be four shows, three rides and about 10 conces-sions. Marian Dennisleigh, of New York, will have two shows—Parisian Models and Garden of Eden (anake show). J. Apgar will have the cookhouse. Mr. and Mirs. George Russell will have two con-cessions: R. Parker, one: M. Miner, two; Duke Wells, one: A. D. Hauling, one: A. G. Golden, two, and the writer one. The rides and office roster will be the same as last year. With the exception of G. Almon all of the old hands have reported for duty. The Abbottsville (Pa.) Fair will start off the fair season. for duty. The Abbottsvine (and the fair season, M. PIMENTEL.

Harris' Rides

FINDLAY, O., March 30.—Harris' Rides are undergoing a complete overhauling and repainting at winter quarters here. Five men are on the job. The rides— Merry-Go-Round, Perris Wheel, Chair-plane and Kiddie Plane—will leave in time to open at Edinburg, Ind., on May 4. BESSIE HARRIS.



The Following Names Were on Our Canadian Manifest for the Year 1932:

NATHAN CLASSMAN, ETHEL CLASSMAN, ABJE CORMAN, JACK JACOBSON, HARRY DUVAL, LOUIS ISLEY,

JACK BUSH or JACK BURKE, MAYNARD H. BAKER. MATNARD H. BARER FRED HEUSE, MABEL WESTFALL, DONALD CAMPBELL, JAS. PAYNE.

As it is very important that we know at once if all the above returned to the United States, we are asking that each of the above write us at once giving your address. no we can varify your return. Will greatly appreciate hearing from you at once.

RUBIN & CHERRY EXPOSITION, INC., Box 52, M Box 52, Montgomery, Ala.

Kaus' United Shows

CARNIVALS

NEW BERN, N. C., March 30.—Lots of winter quarters work finished and still plenty to do. This spot is ideal for a winter quarters. Local merchants co-operate with the show 100 per cent. If take long for them to get it, Weather has been splendid this winter, with only a few days extremely cold. Thru the kindness of O. A. Kafer, manager of the Masonic Theater, members have been able to go to his theater at any time for a small price of admission. The show has purchased a new Chevrolet truck to carry the transformers. Word was re-ceived that James Van Vender, better known as Ferris Wheel Slim, was ill at NEW BERN, N. C., March 30 .- Lots ceived that James Van Vender. better known as Ferris Wheel Silm, was ill at his home. Mr. and Mrs. William Nuss' cookhouse will grace the show's midway this season. Mr. and Mrs. Bolton will again have the candy floss concession, their second season with this show. Mr. Shapiro, of Triangle Poster Company, was a caller. LEONARD DUNLAP.

O. C. Buck Exposition Shows

NEW YORK, March 30.-O, C, Buck will open his O. C. Buck Exposition Shows in the heart of New Rochelle, N. Y. on April 20, with Twin Ferris Wheels, three-abreast Carousel, Whip, N. Y., on April 20, with Twin Ferris Wheels, three-abreast Carousel, Whip. Chairplane, Auto Skooter and the fol-lowing shows: Odditles of 1935; Isle of Bali-Bali, presenting Oriental folk songs, music and dances; Venomous Snakes of the world and Darwin's Theories. All merchandise concessions owned and op-erated by the show. Cookhouse, grab, soft drinks, custard and pop-corn con-cessions have been leased to Max Gouid. Ken Walters has the corn game. A five-cent gate will offset the expense of free acts. Four electric power and light units will be mounted on two trucks. One advertising truck combining the califope and amplifying system. There will be a fleet of 12 trucks and trailers. Technical construction of apparatus is under the supervision of Mr, Buck. On the staff are Al G. Grill, general repre-sentative; Elwood Johnson, contests and special events, and Billy Giroud, man-ager of concessions. All of which is from an executive of the show.

West Coast Amusement Co.

West Coast Amusement Co. Oakland, Culif. First week ended March 23. Lecation, East 1sth and 71st. Dustness, Jair. The show had its fifth straight week of bad weather, Colt wo clear days for the show had its fifth straight week of bad weather. Got two clear days for the show it is location. Manager fields car auto ride formerly owned by brings the show's tides to eight. Man-get Ted Levisti, of the Ten-in-One, has added five new acts for the season. Jack hewis, of Poley & Burk Shows, was a month of the termine of the ten-ing the new acts for the season. Jack hewis, of Poley & Burk Shows, was a and Charles Curran, of Cratts hows, and others. Frank Ward will be with Hilderbrand Shows as special agent. Oille Polk will leave here soon for the West Coast Shows. Stitts Whal-pert is now the show's official Billboord again Manager Mike Erekos away moot of the time on business. General Agent home at Los Banos. Andrew Co Co's adord family visiting him from their home at Los Banos. Andrew Co Co's adord family visiting him from their home at Los Banos. Andrew Co Co's adord family visiting him from their home at Los Banos. Andrew Co Co's adord great with his Athletic Arena. All of which is from an executive of the abov.

West Coast Shows

West Coast Shows SEATTLE, March 30.—Work at winter quarters is progressing rapidly. Twenty-five men are answering the call to meals D, Smith and Ted Schultz as waiters. All of the motor equipment and rides are newly repaired and all of the show fronts sporting new banners. The color scheme of the show has been changed for the coming scason. The mainager, W. C. (Spike) Huggins, has purchased the only reversible Dodgem in the Northwest from A. B. Miller, who will manage it and also handle two conces-sions. Earl Myers has artived and is building a new cookhouse. Harold Compton came from Los Angeles with a complete new Circus Side Show. Del-bert Dorrance has the Ferris Wheel ready for the road. The show this sea-son will be transported on 24 semi-trailers and trucks, carrying 6 rides. 7

shows and 20 concessions. The writer, Pierre Ouelette, has contracted promis-ing spots in the Northwest and every-thing seems bright for a successful sea-80**D**.

Royal Palm Shows

West Palm Beach, Fla. Weck ended March 23. Seminole Sun Dance, spon-sored by West Palm Recreation Commis-sion. Location, Bethesda Park and sur-rounding streets. Perfect weather. Busi-ness, disappointing.

The seminole Sun Dance, anticipated by the management of the Royal Palm Shows, and its show, ride operators and concession operators as the outstanding event of the Florida fair and celebration season fell below all expectations from a business standpoint. Four days of fes-tivities opened Tuesday afternoon and closed Friday night. The shows con-tinued thru to Saturday midnight. The Sun Dance arena, seating some 7,000, played to capacity on two days. The midway was jammed all week, but the people seemed to enjoy walking much better than apending money. They "ah'ed" and "oh'ed" the show's mag-nificent display of fireworks.

Berney Smuckler, Harry Saunders, Joe Redding and Lou Hoffman played their parts well in the handling of the show's, end of the amusement obligation. Aerial end of the amusement obligation. Aerial Bauers and Cramor and his educated dog, from the shows, augmented the arena program. Mr. and Mrs. Hyla F. Maynes, Bryan Woods, Dr. Joseph Hoff-man, Arthur Lewis, Claude Woods, Roy Rathrock and Henry Tanok, Curtis Ire-land, George Reinhart, Albert Saxon, Fritzie Brown, Simon Krause, Benny Renn, Charles Dodson, Frank Matthews, Mr. and Mrs. Earl Purtle were midway visitors. A word of praise goes to R. W. Milburn, police chief and chairman of the commission, for the perfect order maintained during the entire week. WILLIAM JUDKINS HEWITT.

Big State Shows

Big State Shows Houston. Week ended March 23. No auspices. Lot. North Main street. Weather, slightly cool. Business, good. The writer paid a visit to Big Stato Shows on this lot, which Roy Gray pro-moted last season, and scored heavily on it. Since then a used cars sale lot. Gray faced an emergency but proved there is no such thing as "can't." In-fluenced used cars salesmen to move cars and permit the show to put up. The Big State cutit on two other lots since opening season, but money on ledger's right side. Writer held "birth remembrance service" for newborn un-to Mr, and Mrs. "Curly" Webster, con-cessioners, in Houston Heights Hospital. Writer baptized and christened the baby James H. Webster. Writer held a servico for Ruth. oldest daughter of Mr. and Mrs. Scout Younger, of Dodson's World's Fair Shows, who passed on at Fort Myers, Fla. Louis Bright and his charm-ing sister and wonderful "dad" on the lot. En route to Valley. Big State Shows on Houston Tots two more weeks. REV. DOC WADDELL.

Johnny J. Jones Exposition

AUGUSTA, Ga, March 30.—The ad-vance brigade started Wednesday with J. G. (Tommy) Thomas in charge, and is billing Greenville, S. C., and suburban towns within a radius of 25 miles, using made especially for this show. Joseph Sty arrived from Irvington, N. J., with his crew and will have all new cock-house equipment. George (Wobbly) Henderson will again manage the dining chr on the show train. Joe Pearl will again be maliman, The Billboard agent and in charge of the commissary depart-ment. Jimmy and Finky Owens are here in the concession department. Earl Mil-ler has everything ready for his World's Fair Freaks and has signed George (Doc Comning as emsee and an imposing ar-ray of talent, including Freezo, human polar bear; Leo Allo, lobster boy; Joe Allen, human corkscrew Milton V. Nel-son , sword swallower; George Dickens widget fire-cater; W. B. Robinson, tur-talist. Slover's Pony Ride has been bocked, Eimer Rhodes is overhauling the Hey-Dey, Mildred Hudgins will arrive soon from Miami with her con-rived this week from Atlanta. The beautiful new main entrance front is out. General from Atlanta. The beautiful new main entrance front is out. Market from Atlanta. The beautiful new main entrance front is out. Market from Atlanta. The AUGUSTA, Ga., March 30 .--- The ad

CARNIVALS

The Billboard 51

My Experiences -By LEW DUFOUR-

SAN DIEGO. Calif., March 30.-Leav-ing Chicago with Mrs. Dufour, routed over the Rock Island & Southern Pacific Bailroad. Pleasant surprise-Alex Sloan Railroad. Pleasant surprise—Alex Sloan on train en route to Excelsion Springs. Dinner guest of P. Earl Oottner, pas-senger agent of the Rock Island Rail-road. At Tucson General John Pershing and Charles Dawss at depot—both prom-ised to come to San Diego to see the ex-motion position.

and Charles Dawes at depot—both prom-ised to come to San Diego to see the ex-position. Day after arrival out to exposition frounds. Surprised to see the Ford. State, Palace of Education and Women's buildings going up so rapidly. Three shifts—24 hours a day. Many big er-hibitors coming in each day. Given a line office in the Administration Build-ing. Mesars, Parmer, Larson and Tupper requested that I make my wants known, with such considerate executives how can the fair be anything but a success! Zach Farmer, executive manager, con-ducted Arthur Briebsne around the ex-position grounds. Mr. Briebane in-quired if they were going to have a good midget fame; Mr. Marison, and Diego and its great fair. Stanley Graham. of midget fame; Mr. Marison, who handled there incheon guests of the San Diego funder fame; Mr. Marison, who handled there incheon guests of the San Diego can be fair. Barison who handled there incheon guests of the San Diego can be alk regarding the ex-position. Orville Crafts looking the ex-position. Orville Crafts looking the ex-position. Grounds over; now seeningly interested in the fat. Attended dress rehearsal of AI G. Barnes Circues. A great show. Mrs. S. Loronin entertained Mrs. Waldo Tup-re, Mrs. Eddle Brown and Mrs. Dutory while Manager Cronin took care of the outport of men. Pleasant chats with others on the how. Fiail Dave Morris and wife on the lot saying hello to all the folks. Harper Joy, Seattle banker and former president of the Circus Fans. having the time of his life. Congratula-tions to S. L. Cronin for his selection of a fine executive start. John D, Kilonis Shows

John D. Kilonis Shows

John D. Kilonis Shows MANCHESTER. N. H. March 30.— Bidie Walah, the show mechanic, has all of the ride motors overhauled and in first-class shape, and is now overhauling the trucks and trailers. Frank Smith has finished wiring the new panel front for the Minstrel Show and is now build-ing a large stage, as this show will be restured. Panel fronts for all the shows, and all rides will be painted. F. Stan-ley Reed, general agent, arrived back has how after making an extended trip thru Vermont, Maine, New Hampshire and Rhode Island in the interest of the show. He is now busy with his national and local advertising banners. Has closed several advertising bontracts and has enough work to keep a sign painter busy a week. This show will have one of the cload, and the credit goes to the congenial Ray Highamith, who has this large eating the form. The show will carry 6 rides. I shows, sbout 28 concessions and 2 shows, sbout 28 concessions fuely officia Ann and Mrs. Kilonis spent meat bafairs in Ohio and will motor here. of the winter in Chicago. Electricat hail will be here soon with the new ride and will get his power plant in shape for the opening here. April 25. All of which is according to a show representa-tive.

Wm. Glick Exposition Shows

HACERSTOWN, Md., March 30-Winter quarters a busy scene, with farence (Blackic) Edwards and crew overhauling and repainting the Cater-period of the state of the state of the rew painting and overhauling Over-he-Jumps, Lindy Loop, Double Perris Wheel, Merry Mixup and his kiddle rides. Trainmaster Sammy Smith, who strived in quarters has week, checking over the skilload equipment preparatory to mak-ing his first move, which will be after borted from the main office at Balti-more that Mr. and Mrs. William Pur-hase will arrive in a few days to get their Funhouse in shape. Jim Hodges ill have the finest Side Show of his

on his Athletio Show. Grace Marion hus booked her pop corn and peanut stands. Rip Winkle will have a string of concessions. The show this season will travel on 20 cars and operate with a pay gate and carry several free acts. F. PERCY MORENCY.

pay gate and carry several free acts. F. PERCY MORENCY. Celin & Wilson Shows GREENSBORO, N. C., March 30.— The last stages of work at quarters now in progress. Everything will be re-painted. Sorrow struck the show per-sonnel when Mrs. John W. Wilson lost ber mother, as was announced in The Billboord, on March 19. Mr. and Mrs. Wilson and Mr. and Mrs. Celin left immediately for Roanoke, Va., and the funeral was held on March 22 from her home at Hollins, Va. R. W. Becker was hired as epecial agent for the coming season, as were Mary and Boblic Mack. They will start to work shortly. Leo Carrell lost one of his bears by death He purchased two ponies for an act. Jack Rinehart is building an entire new outfit for the Lone Star Ranch Show. A delightful birthday party was given to Neta Fontaine at winter quarters on her second birthday. She is the grand-daughter of Mr. and Mrs. Leo Carrell, Among the guests were George and Rus-sel Harms, Alvin Shirley and Clark Coley Jr. Ladies in charge were Mrs. Samuels and Mrs. Clark Coley. Neta Fourier and Jake Fnust recently re-turned from a trip thru West Virginia. Harry Dunkel sent all the "good Irish folks" on the show shamcocks, and in-cluded I. Cetlin, Jake Fnust, S. Samuels and Hör Harlem. Speedy Merrill is finished and waiting for the opening, ueo Garrell is completely rebuilding and phains for both the Kari Miller Revue and Höt Harlem. Speedy Merrill is finished and waiting for the opening, teo Carrell is completely rebuilding and phains for both the Kari Miller Revue and Höt Harlem. Speedy Merrill is finished and waiting for the opening, teo Carrell is completely rebuilding and phainting his show and rides. A. W. Howell has the Lindy Loop looking fine. At the last meeting of the Boostera Cub John W. Wilson was the hoet and of ourse, the genial Mrs. Wilson the batts for both thus withon was the hoet stard of ourse, the genial Mrs. Wilson the batts for both Withon was the hoet stard of ourse, the genial Mrs. Wilson the

World of Pleasure Shows

BROOKVIILLE, Pa., March 30.—Gen-eral Manager Bert Rosenberger, who has been sojourning in Florida for about six weeks, after a tour of 24 weeks with Hol-lywood Flashes, a stage unit playing gittes in the South, some time ago re-ceived a scratch in one of his arms that developed into blood poisoning. He is now greatly improved and is returning to winter quarters, building show fronts and painting. Doc Hamilton, late of Russell Bros. Circus, has been en-gaged as manager and will leave Miami for winter quarters about the middle of April to assume his duties. The show will carry eight major rides and a kiddle BROOKVILLE, Pa., March 30 .- Gen-Will carry eight major rides and a knoue ride, eight shows and a limited number of concessions. Will travel on four rall-road baggage cars and a fleet of trucks, and will play spots in Pennsylvania, New York and West Virginia. All of which is from an executive of the show.

BALLYHOO BROS.-

(Continued from page 46)

(Continued from page 46) promotion. He said: "I see something fishy about it all." Concessioners took their best hold here. If anybody beefed they paid him off with a fish. One native won a five-pound carp. Then turned the wheel for a quarter to see if the operator cleaned it or not. He went for a 10 spot at a quarter a rattle. They finally cleaned the fish, but not the one from the lake. Almost started a dem. It wasn't the money, but someone gave him the Bronx cheef thru a fish horn as he waiked away.

The biggest single score on the weak was made on the nickel snow-cone booth. A native went for \$500 at five cents a cone. No beet, he walked away as cool as a eucumber. Our cookhouse served mock turtle soup for a change from fish. It was mock day in the cookhouse. Even the ham-burger was mock. Priday was the big day. It made this town famous the world over. There is hardly a person on the face of the globe who can't tell you the big day here. Ask anyone "What was the Big Pish Day in Minnow Lake?" and they will answer "Priday."

In Minnow Laser and they will allower "Friday." Our seals and sea lions took advan-tage of this spot, took on a few extra pounds of weight. It had been a long time between fish in our menagerie.

GRUBERG'S WORLD'S EXPOSITION SHOWS -CALL

SHOW OPENS SALISBURY, N. C., APRIL 20. AMERICAN LECION PAGEANT OF PROCRESS. LOCATION ON MAIN STREET.

CAN PLACE few up-to-date Grind Shows, Monkey Speedway or Circus, Snaka Show, Fal Show. Can also place high-class Motordrome. WANT Kiddic Auto-Ride. Will Book or buy same for cash. Bill Collins wants for Circus Side Show Mental Act, Freaks to feature, Class Blower, Novelity Acts and Mali-and-Mali. Write BiLL Col-LINS, care show, William Benbow wants Colored Performers, Musiciani, two Saxo-phoner, Trombone, Trumpet. Those with wives that double Chorus given preference. Write WILLIAM BENBOW, eare show. CONCESSIONS—Can place few up-to-date Grind Concessions. American Palmistry. Photo Callery, Scales. HAVE FOR SALE 12-Car Lindy-Loop, good as new. First \$1.000 cash takes it. Address Lindy-Loop, good as new.

MAX GRUBERC. Manager, care Yadkin Hotel, Salisbury, N. C.

WEST COAST AMUSEMENT CO., Inc. WANTS

Free Act. (must be spectacular) for 30 weeks' steady work, Lady High Oiver, write or wire. We can use two Grind Shows, with or without outfits. CONCESSIONS—Open for Eawling Alley, Cigarette Callery, String Came, Country Store, Novelties, other legitimate Concessions not conflicting. LONG SEASON OF CELEBRATIONS AND FAIRS. FOR SALE—Chair-o-plane and National Calliope. Cheap. ATTENTION—Fair and Celebration Secretarics of Pacific Northwest, get in louch with us. We ofter 8 Riding Devices and Shows. NOTE—We play Lodi Amerikan Legion Picnic, May 4 and 5. and Isleton Asparagus Festival following, and with the biggest 4th of July in the Northwest, Free gate. Audicess all communications to MIKE KREKOS, West Coast Amusement Co., General Delivery, Sacramento, Galif, April 2 to 17. Permanent Address, 201 6th Ave., San Fran-cisco, Calif. No collect wires.

CALL CALL SOL'S LIBERTY SHOWS, INC.

SHOWMEN, RIDE MEN, CONCESSIONAIRES, TAKE NOTICE!!

Show leaves winter quarters Monday, April 8, opens at Sikeston, Mo., Wednesday, April 10. All report at winter quarters not later than Saturday, April 6. Can place useful people in all branches of the carnival business. Can place Pit Show Attractions and Merchandise Concessions.

Address: SAM SOLOMON, P. O. Box 223, Caruthersville, Mo.

HILDERBRAND'S UNITED SHOWS WANTS

HIGH OR FIRE DIVER-MALE OR FEMALE, IMMEDIATELY.

Gustantee 25 weeks or more contract. Wire, don't write. Opening MARCH 30 AT GLENDALE, GALIF., for a nine-day run. followed by SAN FERNANDO, MERCED, SACRA-MENTO, EUREKA, MARSHFIELD and ROSEBURG, DRE. WILL ALSO BOOK any Show of merit. This is a brand-new show and we are booked through nine Western States, Including many Fairs and Cekbrations. State full particu-tars in first wire. 60X 1032, Los Angeles, Calif. Phone, Michigan 5606.

IMPORTANT-UNITED SHOWS OF AMERICA

SHOW OPENS JOPLIN, MO., HEART OF CITY, STREETS AND LOTS, CHAMBER OF COM-MERCE FILSTA OKLEBRATION, APRIL 22 AND WEEK. Show Trains learo Shurteport Thursday, April 18. All Show People and Working Men Report

CAN USE two more capable Talkers. Ride and Show Help come on. GOODMAN CONCESSION CO., INC., take notice.

WORLD PLEASURE SHOWS

PLAYING PITTSBURGH TERRITORY-OPENING MAY 4TH WANT-COOKHOLSE, will cusamite lichtiz Elic Dyzers, Coro Game, Peng Arada, Ameri-can Paimistry. Lead Bhoothas Gallery, Clarerits Shoothas Gallery, Rail Games, Prozen Custand, Irbaio Gallery, Fish Pond, Juszaper Joint, Peng Prich, Cardy Apples or any other legitimate concessions. Few choice wheels open. WANT-SHOWS, Ten-indrae, Cray and House, Huaded Commenty, Grind Shows or any shows of merit. Will furnish new outfits to reliable showmen. Will give real proposition for any major Flat Ride and Leop-th/Flanc. WANT-Banner Mag, must have cr. Address BERT ROSCHNEROSCH. General Manager, Brookville, Pa., or OOC MAMILTON, Mengger, 1514 N. E. 2d Ave., Miami, Fis.

Cod and Roe, the Human Fish, with their under-water act, the top-money attraction. Our auspices so elated with their act they presented them with a giant grotto, 10 pounds of fish food and a keg of imported worms.

Our canvasmen saved the office many dollars. They waterproofed all our tents with fish oil. Tops looks like slicker costs. The odor a bit bad for a fyw days, but we placed the blame on awhale exhibit that was giving us some opposition 10 blocks away.

Saturday night found the Ballyhoo Brothers angling around, finally speared a live one and netted the move.

MAJOR PRIVILEGE.

MAJOR FRIVILUSCE. P. S.—Our illusion show manager white around the gilla. Somebody hooked his living mernaid. Wonder what bait was used. It might have been a fin. But he abould worry, had a school of mermaids around him last year. M. P.

WILL BUY used KIDDIE RIDE FERRIS WHEEL OR AEROPLANE. E. MERSON, 1233 Glenmore Avenue, Brook lyn, N. Y.

FOR BALE-At sarrifice, 3 Rides, good condi-tinnt 1 Whip, Mancris: 1 Chair-O-Piane, 1 Air-O-Piane Swing, Pince 31,500 for 3 ridea. Good hersain for acmeene. Write M. BROWN, 204 E. Main St., Amitendam, N. Y.



RIDE HELP WANTED CAN PLACE experienced Help on Merry-do-Nound, Ell Wheel and Whip. Setting up Wed-nerry Morning, April 3, at West Vernor and Staff Area, Detroit, F. L FLACE.

FOR SALE Electric Riddle Acroplane Ride and Peep Show. Cheap for cash. 4444 GLUE, Cincinnati, D.

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

Knept & Dehnert Shows

COVINGTON, Ky., March 30 .- An out-COVINGTON, Ky., March 30.—An out-standing social event of the quarters season occurred last week when the showfolk were guests of Col. Dehnert, manager, at his beer garden and were en-tertained by the White Sisters and their troupe. They feature little Betty Lou White in contortion and a singing num-ber. Other features included Mrs. White a collephane dorect Weiter Johnson White in contortion and a singing num-ber. Other features included Mrs. White in a cellophane dance: Waiter Johnson, vocalist: Georgia Peach, piano: Bob Ren-shaw, steel guitar, and Mabel Stark do-ing her butterfly dance: Charlie Zing the emasee. Among those attending were Col. and Mrs. J. P. Dehnert, Mr. and Mrs. F. M. Wood. Mr. and Mrs. Charles House. Mr. and Mrs. Mel Bigley, Mr. and Mrs. Ralph Jackson, B. Croeby and wife, Ruth Maddox (formerly Mrs. Jack Bloom). Jack Berry, Jack Taylor, Charles Dunne-gan, Millard Potts, Stanley McGregory, Sam Prambes, Earl Thompson, Chappie Drew, Jimmy Terry, William Sparks, Mr. and Mrs. Sam Schwachter, Mr. and Mrs. William Zink, Mr. and Mrs. Wilbur Schmitz, Frankie Hitchcock, of vaude note; Earl Reed, of The Bentucky Times-Stor, and many others. An order for the new marques has been placed with the Ward Tent and Awning Company. Four show tops pur-chased recently will arrive in a few days. Work at quarters is being riabed in order to have all in readiness for the opening of the season. P. M. Wood has been on the sick list this week. Among visitors have been Thomas and York, conces-sioners: Willism Swaub, Edward Jeasop, W. Roby, A. F. Schrimocher and Sam Scocky. Mick Widdway

Mighty Sheesley Midway

STATESVILLE. N. C., March 30.—The 35th annual tour of Sheealey shows will be inaugurated on April 8, and the in-domitable "Captain John" is coming out of winter quarters with a grand army of people, steel cars, attractions, brilliance, color and novel midway features. Cap-tain is justly proud of his route, thru the untiring efforts of his general agent, C. W. Crearaft. An attractive line of special paper will be used this season. All work is well in hand for the opening date.

date. Charley Pounds remains the "chan-cellor of the exchequer." En route from completing railroad contracts, Agent Cracraft paid a hurried visit. B. C. May and wife here and ready for the advance. Cracraft paid a hurried visit. E. C. May and wife here and ready for the advance. John D. Sheesley and his agents have his department in readiness. Alex Baunders arrived to stage the new Folics Bergers. Earl Kettering, former drome rider, here on a visit from Macon, Ga. Clyde Jordan, package-candy conces-sioner, has his agents neatly garbed and ready for work. Hilton Hodges' new midway offering will be a novelty. Diet-rich, the show's artist, has done a mas-terful job on the fronta. Eddle Gamble and wife are here. Mr. and Mrs. O'Leary (the former Stella Hardenbrock) were greeted by many friends. Many of Hymie Gooper's agents have. arrived. Edward (Texas) Smith and his helpers have his department in fine condition. Huck Washburn will handle the fruit wheel of Charles Sheesley, Jimmy Hucks, at His-leah Park all winter, has arrived. Mike Goodman also here. Jimmy Austin is again the show's custodian. The "ever-

Available-15 Rides Also Concession Stands to Rent to Auspices Within 100 Miles of Chicago. FOR JULY 4th WEEK CELEBRATION Concession Supplies on Consignment to Reliable Auspices. DOOLAN AMUSEMENT CO. CHICAGO. 147 West 69th Street.

BAR-BROWN SHOWS

WANT for 1935 Reason, Shows of merit, especially wranined Colored Minetrel Also one Flat Ride and Data and Grind Nock Concessions. WILL BUY test of Complete Onth mitable for Side Show of 9 to-18 how, provided in scool condition. Will open first week in May, Address O, E. BARFIELD, Gainzerlis, Fla., this week; Hawtherns, Fla., Next week:

BRIGHT LIGHT SHOWS Opens in Pitaburgh Pa, April 20th an Pitate Fist Bide, Loop O Pisas, for more ones. Opening my Decker Show, for some onessions JOINT GEONIA, Mar., 1817 Car-m Rt. S. B., Pituburgh, Pa.

M. B. ANGUSENENT GO. want Corn Game, Cook Figure, Grind Stores of all blads. No grift. Ath-icid Man. We have complete overlit. Stake Show, Ride Help. Lotwrills Mc. April 1 to 8: Ad-vance, Mc. 8 to 18. G Wallker, Massager

young" and urban Ward (Dad) Dunbar continues as maliman and salesman of The Biliboard. Jack Murray and wife are getting their attractions in readiness. H. C. FITZOERALD.

Yellowstone Shows

ALBUQUERQUE, N. M., March 30.—By next Saturday the show will be at its opening stand, Gallup, N. M. The para-phernalia presents a most attractive apopening stand, Gallup, N. M. The para-phernalia presents a most attractive ap-pearance, with newly decorated rides and beautiful color schemes designed hy the artist, Frank Cook. W. S. Neal, owner-manager, is seen daily these days with his sieves rolled up and digging right in with his crew of working men. Six new show tops have arrived from the Pueblo Tent and Awning Company. Mrs. Eddie Lynch, who was abed for two weeks, is up and around again. Mr. and Mrs. Dutch Ward joined with one concession. Greetings were exchanged with members of Golden West Shows. Among the visit-ors here were Mr. and Mrs. Brownie Miller, Mr. and Mrs. Raiph Beicomb, Frankie Cul-wert and Al Hatfield. WILLIAM M. SUTHERLAND.

Blue Ribbon Shows

Dille Rithmen Shows COLUMBUS, Ind., March 30.—As the opening date, April 20, approaches, the quarters crew is working overtime in order to have everything in readiness. Every bit of new construction is given inspection by Manager L. E. Roth and he is pleased with his equipment. Mr. Roth has purchased a new truck with trailer for the new office and the new 75-k.w. transformer. This makes 16 trucks now here, all with 20-foot trailers, and moro will be added later. Mr. and Mrs. Tom Mehl advised by letter that they would be here in a few days. Ray Rogers, fore-man the Big Eli Wheel, is expected daily. The writer, Frankin Smith, has just re-turned from a successful bualness trip in the South and it is now reported that the show is booked solid until the middle of December. of December.

MAGIC-

CARNIVALS

(Continued from page 27) Buddy Gwynne and Jack Gwynne. Be-sides plenty of show, there was plenty of ents and beer.

sides pleaving of show, there was plenty of ents and beer. Friday night's seasion was held at the club's headquarters at 1638 East Lake street. The clubroom was filled to ca-pacity with magteins who had gath-ered to discuss the various problems affecting the art of magic, such as the need of a magicians code, ways and means to eliminate the free magic show and the evils of giving away magic tricks and secrets as a means of adver-tising some firm's product. On the Fri-day night entertainment program were Ernie A. Anderson, secretary, who gave the address of welcome and also acted as emsee in the absence of Joseph Con-rad, who was unable to make the meet: Louis P. Preus, Harold Peters, Douglas Dulac, Vernett Schoneck, C. George DeWitt, Alvin T. Simonson, Lawrence E. Gerde, C. A. Guimont, Jesse Neff, Arthur C. Nelson, C. A. Munson, Sig-mund J. Jacobe, Frank Cary, Dr. Fray and William G. Schreiber, A contest open to all magi was held Friday night. with L. E. Gerde taking first prize; C. A. Munson, second; William G. Schreiber, third; Alvin T. Simonson, fourth; C. george De Witt, and Harold Peters, seventh.

BIRCH THE MAGICIAN, now on an extended tour thru the Midwest, is curious to know whether it is true that Thurston mentioned him as his successor in a recent broadcast out of Cincin-nati. Meanwhile, Birch continues his tour, which opened June 7 and winds up May 14 in Altoona, Ps.

PAUL DUKE entertained the promiand hand surgeon, Dr. Lorenz, recently at Leon and Eridie's Club. New York. The doctor was so impressed by Duke's manipulations that he insisted "Duke's fingers are more nimble than mine.

MUSEUMS

Brydon's International **Congress of Oddities**

KANSAS CITY. Mo., March 30.—Clos-ing a successful 10 days' engagement here tonight at 1123 Walnut street, in the heart of the theater and business district. Ray Marsh Brydon, like Johnnie Walker, is "still going strong." This en-gagement marks the 80th week since the show one end at Sirmingham. Ala. show opened at Birmingham, Ala.

show opened at Birmingham. Als. With a tremendous billing, newspaper and radio campaign, backed with a show which includes many outstanding fca-tures, the Auditorium is doing a con-sistently good business. Mr. Brydon. routes and books the show. usually leav-ing on Tuesday, but always returning by the end of the week to make the next town with the show motorcade. which consists of a big bus, four trucks and a dozen private cars. The show closed at Hot Springs, Ark., on a Mon-day night, made the more than 500-mille jump thru the terrible dustatorm to Kansas City and opened for business on Wednesday. ednesday.

Wednesday. Snookie, chimpanzee, was recently made an honorary member of the Lions' Club at Wichita Falls. Tex.; of the Kiwanis at Oklahoma City, and at Hot Springs was made a liftetime guest of the

Rivanis at Oklahoma City, and at Hot Byrings was made a liftetime guest of the American Legion. With Capt. Marion Graves in charge this marvelous little simian has become a star actor. Theups with newspapers, entertain-derprivileged children, making friends with city officials and local merchants. Brydon has blazed a trail of popular ac-claim in the traveling museum field. Following is the complete roster of the show: Ray Marsh Brydon, operative les-see; J. J. Stevens, lessor; O. R. (Ray) Oramer, manager and auditor; William J. Hilliar, director public relations; John Gearhart, Eimer Yancey and Jockey Day, advance; Owen (Slim) Webb and Jim Hall, tickets; Roy E. Chapman's Kilties Band; Lazaro All, eye manipu-lator; Henry McLeod, human pincush-joor man; waiter (Rube) De Lenz, art of deception; Slim Jim and Big Berths Curtis, world's strangest married couple; Mrs. Elizabeth Webb, mysteries of Bag-dad; Julius B. Shuster, pick-up man;

E. L. Blystone (Bly), rice writer; Laurie Johnson, sword swallower; Ross Heath. Johnson, sword swallower; Ross Heath, clay modeler and lecturer; Ruth (Heath) clay modeler and lecturer; Ruth (Heath) Duncan, giantess; Starr DeBelle, lec-turer; Little Lord Leo, Prince Dennis and his wife, Lady Ethel, midgets; Leona and Jack Halligan. mentalists; Clarence Thorpe, cartoonist; Lady Rose, litho-graph-skin woman; Bob Wallace, pop-eye; Johnny and Willle Carpenter (Pip and Zip); Captain Mosely, strong man; Luther King, chef; Bob Roy, assistant; W. S. Smith, mechanic. Else-John, un-der management of Bobby Lynch. is now the annex attraction and is drawing large crowds at every show. The com-bination is one of the best annax fea-tures Brydon has ever had.

Wagner's 14th St., N. Y.

NEW YORK, March 30.—This week's feature is Susie the Elephant-Skin Girl. presented by Julius Kuchnel, who de-livers an interesting lecture about her. Other attractions are Sealo the Seal Boy, with his everlasting smile: Carlho, the Watch King, magician; Ajax and his Punch and Judy; Sahja, mentalist, who leaves soon to take a vacation be-fore starting the summer season; Prof. Prank Graf, still tattooing; revue, which this week is offering Oriental and Spanish dances; Cal and Zeke, hillbilly enter-tainers; an illusion. Bill Crosby and Raymond Wagner, on the front, havo just received their summer-weight uni-forms. Museum will remain open thru-out the summer. Charles Leroy, lec-turer, will have attractions with Oscar C. Buck's carnival. Business continues to be good. TOMMY MYELL. NEW YORK, March 30 .- This week's

Show at Newport News Gets Okeh Despite Press Attack

NEWPORT NEWS, Va., March 30.-Considerable publicity was given an anti-vice and narcotic show featuring Jack Lee, lecturer, which played this city last week, when a local newspaper delivered a severe attack upon traval-ing museums in general in a front-page editorial, urging a prohibitive license to been them out.

keep them out. Radio Station WGH took issue with the newspaper, and a committee of city counclimen and the police chief visited

C. J. Lauther's, Traveling

C. J. Lanther's, Traveling COLUMBUS, O., March 30.—The first museum here for three years and the people seemed to be hungry for enter-tainment of this nature, as over 9,000 amusement seekers crowded the place during the first week's engagement. Lo-cated in the old Liggett Drug Store Building, 34 feet wide by 180 feet long, at 90 North High street and with plenty of window space for the lighted display boards, it is one of the best framed storenoms of the present tour. Major Peeler, director of Public Saf-ety, and Chief of Police Fred Kuntz were guests of writer and compli-mented the entertainment. Mr. and Mrs. Lauther. Mr. and Mrs. Fisher. Woodrow Oison, Mr. and Mrs. Roekford, Percilia Lauther. Lillian Jones and the writer were guests of George Wydick, manager of the Chittendon Hotel, at the Purple Cow Night Club. Professor Emil, accordion player, jolned here, also Maynard Boher, ticket seiler. Among visitors have been Dave Tennyson, man-merer Coding Shows No. 1: P. C. Drum. Maynard Boher, licket seller. Among viaitors have been Dave Tennyson, man-ager Gooding Shows No. 1; P. C. Drum, manager Gooding Shows No. 2; Arf Con-verse, side-show owner; Mike Reed, mo-tordrome manager; Jack Richards, late minstrel entertainer; Earl Shipley, circus clown; Roy Barber and father, local pro-moters, and Mr. and Mrs. Charles Buell of Newark. O. The show will conclude its winter tour tomorrow and the two semi-trailers, big passenger bus and the six sedans will head southward to Shreve-port, La., where United Shows of Amer-

secand will need southward to Direct-port, La., where United Shows of Amer-ica are wintering. Mr. Lauther will have two shows with that organization for the summer, and the writer has been engaged as publiciat for the second scason. ROY B. JONES.

Philadelphia Houses

PHILADELPHIA. March 30. — Eighth Street Museum has a complete new show this week and results are at top notch. On the big platform are Joe Grendel, sword and radio tube swallower, and Punch; Pearl White, iron-tongue exhibi-tion; Rajah Corey, Oriental magic; Jackie Mack with sword-box illusion. New dancers in the annex are Mary Monge, Fay Weston and Babe Noian. Mile. Defren still featured in a fan dance. PHILADELPHIA, March 30. - Eighth dance.

South Street Museum presents all new South Street Museum presents all new features this week, with beat business of the season. The following are on the bill: Anderson Sisters, spotted family: Aloa, the alligator boy: Laurello, re-volving head and novelty entertainer: Captain Sigfried, tattooed man; Mme. Verona, mentalist. The Smith & White Revue featured in the big pit. Dancing girls are still holding forth in the an-ner. Dex.

Morris Miller's, Traveling

Morris Miller's, Iraveling COLUMBUS, Miss., March 30.—Morris Miller's Traveling Museum took the road again after a month's stay in New Orleans. The first stand was Meridian and business was satisfactory. Many show poople were visitors during the week, among them Al Fine, manager Meridian Fair; Don Carlos and his wife, and in Columbus the entire personnel of New Deal Shows. The show now con-sists of Morris Miller, owner; Fred Meyers, general agent; Oy Stephenson, press representative; Frank McGuire, bill-poster; Doc Ward, general superintend-ent. The Filipino Midgets, Australian Fin-Heads, Big-Lipped Savage. Congo ent. The Pilipino Midgets, Australian Pin-Heads, Big-Lipped Savage. Congo the irresistible; Joe Allen, human cork-screw: Rosselle, Baby John, fat man; Lady Hazel, fat lady; Frank Russell, strong man; Ossified Man, Don Pierce. Inside lecturer; Frank Zorda, magician and assistant manager; Mrs. Goldie, sword box; Lady Evangeline, mind act; Zorda's two-headed baby in the annex; Mrs. McDonaid. In charge of cookhouse; Professor Nelson, sword swallower; Mack McDonaid, announcer; Shorty Fiaher McDonald, announcer; Shorty Flaher and Talbot Ward, ticket sellers; Duckey-Wuckey, clown; Smilo, clown for street advertiging; Goldie Fitts, inside man-ager, Mr. Miller plans to keep the museum intact till June. FRANK ZORDA.

the show, placed their stamp of approval on it and several were quoted as credit-ing the show with being an educational exhibition.

The City Council's license committee this year may boost the tax on these shows from \$30 to \$50 weekly, altho for some reason the newspapers are urging a \$100 Hornes some reason the \$100 license.

Art Lewis Shows

BRIDGEPORT, Conn., March 30. Much winter quarters work is being ac-complished. Al Bydairk, rides superin-tendent, and crow ars rebuilding the rides. All rides will have now lumber rides. All rides will have new lumber throut and will soon be ready for paint, the decorative work by Snapp Wyatt, of Coney Island note. From the looks of things the show will be the most claborate that ever left its winter guarters. H. G. Paull is building a new hear on E Dodga truth for the culture. body on a Dodge truck for the callope. Twenty men are now working in quar-ters. The show will open in Bridgeport about April 26. Bill Akers, representalive, has been very successful in booking pagagements, and Owner Art Lewis is pleased with the route. Billy Beaudreau will again have his Motordrome on the indway, with men and women riders. Morris Michales will be at quarters soon to build his new cookhouse. Mr. Lewis, to build his new cookhouse. Mr. Lewis, who went to hospital for a minor opera-jion. is expected to be out soon. Jack Kelley will manage the Ten-in-One. Inylor Brothers will present their three free acts nightly. Jack Douglass will manage the Art Lewis Revue. Morris Hannum and Curly Ingram have booked bucessions. Ben Lewis, former conces-ion manager with the show, will not ravel this year, as he has several places of business in New York City, in which hart Lewis is also interested, and he will remain there as manager. The midway will have six major rides, three kiddie ides, eight shows and about 30 concesides, eight shows and about 30 conces-ions. The season will be for 28 weeks. AL ROGERS.

Baltimore Briefs

BALTIMORE. March 30.-West Coast mithy arrived here last week, check-ing up on his girl show interest at 412 fast Baltimore street. Mr. Smith is one if the most outstanding store showmen iver to come east. With three units of

The most outstanding store showmen ver to come esst. With three units of he Underworld Expose Enows-one in Newport News, Va: one in Roanoke, Va: one in Washington, D. C.--and a iril show in Baltimore, and has arrange-nents for a stractions to open in Atlantic Dity, Revere Beach and Old Orchard seach for the park season. Duke Jennette, husband of Baby Lil-an, Baltimore fat girl, is arranging everal shows for Cetlin & Wilson hows. Herbert the Magician is work-ing the two-headed baby in the annex if the museum here and in his spare the museum here and in his spare for is to take charge of for Jen-ette on the C. & W. Shows. The Monumental Amusement Com-bing, C. E. Morfoot, business manager; J. Burns, field manager, and Marie M. forfoot, secretary, is to open here April 0 on the streets, with rides, conces-tons and a few shows.

ons and a few shows. John T. McCasiln sold a great amount

f tents and banners last week and has een busy with his night club booking. HARRY J. BOWEN.

World's Exposition Shows

World's Exposition Shows SALISBURY, N. C., March 30.—About men have been working full time tely at winter quarters and all equip-nent will be in fine ahape when the now opens here April 20. More lights an ever will be a feature. Manager ax Gruberg recently purchased a No. Ell Wheel and a Kiddie Wheel. Wil-am Benbow has been engaged to pre-nt his all-colored Havnas Rumba Ra-be. Bill Collins will be in charge of the Wax Show and the Circus Side Show. A. (Doc) Burns will have charge of the Wax Show and the Circus Side Show. A. (Doc) Burns will have charge of the Max Bhow. The writer, Perey artin, and wife; Max Gruberg and Mra-sarry Ramiah paid the Cetlin & Wilson Hows a visit at Greenaboro, and re-wed old acquaintances. Upon his re-trn to Ballsbury Max Gruberg immedi-ely left on a business trip to New ork State. Jack Lyles, agent Johnny Jones Exposition, was a recent visitor. alt McCanless, Charlie Lents and D. L. Boot) Rasinger, are frequent visitor. alt McCanless, Charlie Lents and D. L. Spot) Basinger are frequent visitors, so Billy and Hoke Basinger and Red spding. Everybody on this show was my to learn of the death of Mrs. James odges" father, who died and was buried Charlotte, N. C., recently.

ubin & Cherry Exposition

MONTGOMERY, Ala., March 30 .- With e return of Rubin Gruberg from Flor-a and Mrs. Rubin Gruberg from her use thru Italian waters the finishing the opening date, which is scheduled this city on April 13, everything will

e spick and span. Work around the be spick and span. Work around the grounds is being pushed forward, with crews working into the nights. The folks expressed themselves as being well satis-filed with the new color scheme for the cars and wagons. Some of the new at-tractions this year will be the Wax Show, owned and managed by L. C. Mc-Henry, of Charlotte, N. C., who is a past master in conducting a way collection master in conducting a way collection of outlaws such as he presents. Another will be George Marquis' Spockeasy Re-vue, presenting illusions de luxe. A com-plete lineup will be given at the opening of the secon of the season

of the season. America's Model Shows will open at the Duval County Fair, Jacksonville. Fls. on April 12 for eight days. The Model Shows will present a scene of brilliancy this season and have a num-ber of new attractions. Both organizations will use one or more sound trucks for publicity. Mr. Gruberg has greatly improved in healtb and is well on the road to entire recovery. F. S. REED.

BARNES SHOW-

(Continued from page 39)

terriers as top mounters. Received fine hand. Ring 3, Ova Thornton and trained poples.

ponies. No. 23.—Principal act of Bernetti fam-liy, seven people and four head of stock. No. 24.—Ring 1. six elephants worked by Shirley Baron. Ring 2. eight by La Verna McClain. Ring 3. six by Margaret Garner. This is a snappy act, splendidly presented. For finish 20 elephants in long mount on track presented by Wai-ter McClain. Second concert announce-ment ment

No. 25.—Ring 1, tight wire, Escalante Girls. Ring 2. Philip Escalante on slack wire, and he sells it in splendid manner by his marvelous work, especially the where, and ne sens it in spiendic manner by his marvelous work, especially the "drunk" finish. Ring 3, Butters troupe, speedy, fisshy workers on tight wire. Fine hand. Next was clown boxing number.

ber. No. 26.—One of most pleasing numbers on program, high achool and menage horses ridden by Ova Thornton, Aima Taylor, Dirke Whitaker, Shirley Baron, Mimi Canestrelli, Margaret Garner, Gayi Thomas, Dolly Jacobs, Heien Wight, Bertie Youden, Alfreda Avaion, Rhes Jack, La Verna McClain, Deah Higdon, Vernis Mitchell, Hazel Moss, Doris Cleveland, Lorraine Wells, Ruby Woods, Anna White. Golda Higdon, Laura Both, Peggy Mar-shall, Vivian Rosard, Helen Penny, Patsy Reed, Bertha McAfee and Joan LeFerr.

Read. Bertha McAtee and Joan LeFerr. Clown crazy number while rigging being set for fiying acts. No. 27.— The Exclantes and the Wards measured up to the standard set by these well-known flying trapeze acts. For closer The First Americans, a fast hurrsh number, all appearing in Indian costumes. Jockey. fist, hurdle, Roman standing and charlot races for finish. Show ran two hours and 35 minutes but will be worked into a two-hour pro-gram. gram.

gram. The clowns: Roy Barrett, Lew Hershey, Art LaRue, Van Wells, Andy McCoy, Sam King, Arthur Burson, Pat Kilng, Pay Avaion, Bopo, Letty O'Neil, Ralph Mil-ler. Gino Canestrelli, Mike Garner, Bill Kilng, Dan McAvoy, Billy DeVoc, Red Kirk, Toots Papke, Otto Ganestrelli, Homer Goddard, Milt Taylor, Happy Kel-lams, Toots Marion, Harry Martin and Harry Adsit. The concert offers Wild West and sing-

Rarry Adsit. The concert offers Wild West and sing-ing and dancing numbers. George Pen-ney heads Wild West and Mma. Cherie produced numbers in *The Hollywood Re- pue.* Those appearing are George Penney, trick rider and roper; Chief Sky Eagle. roper and how and arrow trick shooting; Sunbeam Sky Eagle. rider and roper; Jean Villa Lobas. trick roper; Margaret Wolfe, trick rider and roper; Margaret Gaumont, trick rider and roper; Margaret Gaumont, trick rider and roper; Margaret Bky Eagle, trick rider and roper; Helen Sky Eagle, trick rider. Hollywood Revue has 12 line girls, with Joe and Lillie La Forme feature dancers. Concert goes for a dime. The Staff

The Staff

The Staff S. S. Cronin is general manager; J. Ben nustin, general agent; Theo, Forstall, treasurer: Mark Kirkendall, white wayer; Jack Youden, secretary; Robert Thorn-ton, equestrian director; Charles Red-rick, musical director; Leonard Karsh, superintendent of front door and auditor of tickets; Bill Parks, front door; John Manager Car No. 2; Ed P. Mawell, local contracter; Don Hanna, contracting press agent; Jack Grime, general press rep-resentative; Bernis Head, story man and press; Max Flatcher, chacker-up; George Awe, boas billposter; Chester Peike, superintendent candy stands; Mel Smith, manager side abov, with Al (Big Hat)

CABNIVALŠ

AMERICA'S MODEL SHOWS Want for Season 1935, Opening April 12 DUVAL COUNTY FAIR, JACKSONVILLE, FLA. Up-to-date MONKEY SHOW capable of getting money. BIC SNAKE SHOW, no small anakes. LAW AND OUTLAW WAX SHOW, nothing but the best. HICH-CLASS ILLUSION SHOW and TWO-HEADED BABY. We will furnish outfits for the above, but they must have power to them. We will not book any junk. Want to book KIDDIE RIDES, except Ratur Auto Baby Auto. Will place first-class BILLPOSTER, profer one with own truck. WORKMEN in all departments and first-class RIDE HELP. IF YOU HAVE A MONEY-CETTING ATTRACTION YOU CAN GET MORE MONEY WITH THE BIG ONES. Show Train leaves Waycross, Ga., on Wednesday, April 10. **RUBIN & CHERRY EXPOSITION, Inc.** Opens Montgomery, Ala., April 12. Want Workingmen in all departments. First-class Canvasmen that can handle tonts. Ride Men that are good mechanics and know rides. handle tonts. WRITE, WIRE OR PHONE

No. 5 Eli Ferris What, Two-Abreat Merry-Go-Round and one Auto Kiddy Ride. Pook 75/25. All Rides must be in dratchas condition, as jou play only the strets of Battmore. Opening data Sturday, April 20. Clause last week in Geobers Sir methods of the strets of Battmore unity for reat Juice and Grob. 226.00, exclusive. We maddle on Cool How South No. Concessions open excepting Sugar and Groeries. Whether we was not off the strets to write, wire. Pay your wires as we pay ours. This is no wildcat or Sy-betted opping. Mol and to write, wire. Pay your wires as we pay ours. This is no wildcat or Sy-betted outfit, but a Bat-timore company and well known throughout the city. Beforence at any time required. MONUMENTAL AMUSEMENT CO., J. J. Burns. May. 408 E. Bettimore St., Battimore, Md. Phonets Geivert 1067 and 3284. P. S.-BILL SINCLEY NOFICE: Will place you with Ball Games same as last two persons.

GIBSON'S BLUE RIBBON SHOWS WIT

CALL GIDJON J DLUE RIDDON JIOVYJ CALL OPENING COLUMBUS, IND., SATURDAY, APRIL 20, TWO SATURDAYS. Our Fair Season starts week of july 15. We positively hold contracts for 14 Fairs, with more pending. Those contracted report April 10. WANTED—Motor or Monkey Drome, Geek of Darkest Africa. organized jig Shew with Uniformed Band. Legilimate Concessions working for stock only. No grift, Ray Ra-monia writc. Jack Nation wants Acts to feature. FOR SALE—Corn Game. 12x20; two 10x16 Tops with Frames; Grab Joint Top, 10x10; one 10x12 Top with Frame. BOX 44. Columbus, Ind.

intendent dining and sleeping cars; Turner Thomassen, timekeeper; Capt. W. H. Curtis, superintendent of canvas; Blackte Williamson, superintendent of props; Judd Bullock, trahmaster; Edw. Versteeg, chief electrician: George Tip-ton, steward and superintendent of din-ing tent; Jake Possy, boss hostler; Wal-ter McClain, superintendent of elephants; ddia Trees superintendent of elephants; Eddie Trees, superintendent of menagerie; Al Moas, head usher; Merle Rittenour, superintendent of ring stock; George King, superintendent of wardrobe; Frank superintendent of ring stock; George King, superintendent of wardrobc; Frank (Jersey) Schank, superintendent side-show canvas: J. O. (Red) Forbes, chief mechanic; Harry Bert, superintendent inside tickets; William H. Colp, legal ad-juster; Frank Chicarello, special agent; Jack Fenelon, chief of police; H. N. Owen, backyard officer; Herbert Marshall, elde-show band leader, Margaret Graham, wardrobe mistress; J. W. Petterson, 24-hour man; Lee McDonald, 24-hour man; Al Weir, banner puller; Frank O. Wight, barber ahop; C. Y. Clifford, floss candy; Jimmie Thomassen, cashier of stands; Arthur Stahlman, purchasing agent and stands banners; Joe Suilivan, banner solicitor; Eddie Horton, director radio and public relations; Dr. George W. Boyd, interne. Show travels on 30 cars; one car and seven trucks in advance. The Sider Shown

The Side Show

Mel Smith is manager and director of Inside, with Al Fisher on outside. On ticket boxes, Silent Joe McCullom and George Genac. Banner fronts are new and are done in colors that are departure from usual side-show painting. In rear from usual side-show painting. In rear of side-show top there is introduced what appears to be a novel idea. Smith calls it the Futuristic Proscenium. Large while appears to our above num. Large stages, each with drops and scenery. On them are presented illusions and magic by Fay, the Man of Mystery. It is nicely arranged, looks good to the eye and has them all wondering what the thing is, to the extent that as observed on open-ing day the idea should be a good money-getter. The attractions: Virginia But-terfield, mentalist and crystal gazer; Fay and company of four, mystery, magio and illusions: Art Hubell, human bellows; Mr. and Mrs. Johnnie Winters, Holly-b wood Lilliputians; Duke Kamakus and wife; Juanita Martinez and Dixis Love; Royal Elwalians; Monya Pedras and big Royal Hawailans; Monya Pedras and big

reptiles; Edith Rubell, sword box and il-lusions; Betty Broadbent, tattooed womall; Jukius Schoodar Abwards reptiles; Edith Hubell, sword box and il-lusions; Betty Broadbent, tattooed woman; Jukius Schroder, Abyssinian wildman; Mike Butch, Popeye, man of many faces; C. E. Rice, the human heart; Capt. LaBarda, sword swallower; Jack Ernest, piano accordionist; Etayo and Miguel, Astee midgets. Herbert Marshall is band leader and producer of Alabama Minstreis. Percy Williams and Pork Chop Chapman are the comedians; Billie Thomas, feature singer; Daddy Whita, straight man and singer. The band-Meck Walden, sousaphone; B. M. Ed-wards and S. V. Bevard, trombones; James (Sax) Boberts, clarinet and axo-phone; Al Officer, clarinet saxophone, and piccolo; J. W. Webh, trumpet; Jack Dozler and H. Marshall, trumpets; Daddy White, big drum, and Robert Henley, traps. traps.

Traps. The big show band—Charles Redrick. director; Emilio Hernandez, Phil Smith, Jack Earle and Harry Shell, trumpets; Bill Taggart, Wilfred Korpi, Frank Bianca, clarinets; Dallas Davis and Sol Driscoll, sousaphones; Albert Mitchell, Al Brown and Ray Evans, trombones: Harley Pitta, euphonium; Miley Thomas, traps; Jack (Scottle) Thomas, big drum; Pete Heaton, air calliope. (Scottle) Thomas, Heaton, air calliope.

Heaton, air calliope. The concessions.—Chester Pelky is superintendent, Arthur Stahlman, as-sistant; James Thomassen, cashier; No. 1 stand, Homer Cantor; No. 2 stand, S. Arnold; hamburger No. 1, Murdocb Cook; No. 2, Kenneth Mapes; chameleons, Nate (Denver) Eleain; hoveity stand. Harry Youden; novelty salesmen, Sherman Gowen and Charley Johnson; seat sales-men. B. Curson, H. Corsach, Davis Cor-bett, Grant Farmer, Griffith Hayes, Keith Kirkpatrick, Lanbert Marcowich, Morgan Shaw, Boyd Stevens; S. Davis, candy.

James Simpson, former trouper, and Charley Parmer were among visitors. Al Fisher made his debut as ourcus side-show talker and made a fine maiden effort. Charley Smith and wife visited show, also Eddle Sherman and family. Gid Mexico sent a lot of people to the opening. Miguel Torres headed a party from Mexicals and Agua Caliente. George Tipton, steward, said the check-lin at cockhouse showed 605 persons. Jules Jacques, director of Bonham Bros. Boys Band, is an ex-trouper. This band an-nually appears at Barnes openings. Jack Grimes obtained much publicity in local papers. Bill Curtis used his new stake driver. driving three stakes at a time. James Simpson, former trouper, and





d \$1.00 for 4 Samples and Free Catalog. HARRY PAKULA & CO. Largest Distributors of Rings of All Descriptions, 5 North Wabash Avenue, Chicago, 1 Chicago, 111.





Before Ordering Tour Requirements, Writz. GENERAL PRODUOTE LABORATORIES, 137 E. Spring St., Columbus, O. We Know Tour Problems and Serve Tou Best." "We K



By GASOLINE BILL BAKER (Cincinnati Office)

"HAVE BEEN A SILENT . . . Pipes reader all along, but admit to be-ing somewhat slack as far as contribu-tions are concerned." types DeWitt Shanks, Chattanooga, Tenn. "Hope this makes up somewhat. Doc E. & Ragett smakes up somewhat. Doc E. & Ragett are doing nicely. But we still find time enough to get out and make an oc-casional pitch, just to keep in practice. Recently ran into the one and original Red Frather, with a nice outfit and all the signs of a prosperous winter season. Had a letter from Harry Malers, from Etowa, Ia, where he is in a local hos-pital as result of an auto wreck. Here's hoping he has a speedy recovery. Doe Benson, oldtimer and veteran med man, was recently in these diggings and seems to be doing well. DeMills, the book worker, was a recent visitor at Nashville, where he had quite a pipe fest and re-called mutual friendships, especially our old friends Charence and Kitty Hecken-dorn and Shorty Treadway. Mrs. Nina Scott has a nice outfit out this season and is getting business. That oldtimer, Doc Mack, has been playing courts this winter and apring to good results. For the information of boys of the tripes and keister, Chattanooga is open to doorways. Several roadizes are here and seem to be doing okch." Several roadies are here and seem to be doing okeh."

"STILL GOING GOOD . . . around the Carolinas," infos Sunshine Rogers, from Warsaw, N. C. "My new act is going okeh. Just finished with Publix in North Carolina."

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infos someone who signs himself briefly as "Jack B." Remainder of the pipe is censored because of the incomplete signature.

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"I HAVE RECEIVED . business are supposed to be, as well as laboring thru long dissertations on who is and who it not a j.o.l. It is time a lot of us realize that The Billboard editorial space is just as valuable as its 87 per column inch advertising space. Let's be more epigrammstic. I have an auctioneer's reader in Maine and plan auctioneer's reader in Maine and plan to book farm and community sales thru the State this summer and fall if everything goes well. Everyone is look-ing forward to the Spring Special of *The Bullboard* with great hope of seeing a host of advertisements announcing new and fast items for the coming sea-



MR. AND MRS. IRA WEISS, vet-erans of Pitchdom and whitestone workers par excellence.



son's work. The majority of manufac-turers of pitchmen's items have been ultra-conservative the past fire years in regard to investing money in new inventions. At the present time tho, with the better trend of business in general, we of the fraternity sincerely bope that they have something for us to sell that isn't five years old. To those of you who plan to work Lewiston this summer remember that the corner of Spruce and Lisbon is closed. How-ever, you can rent a lot just two doors away and do a good business. All Mains towns, before the summer is over, will be closed to everything but private property. While working towns around here recently I have noticed that the majority of them have been badiy burned by an Indian med man. Every-one around here is still talking about the amount of morey Doc Maxey made in Lewiston and Berlin, N. H., last sum-mer. They all have a good word for Maxey, tho. I still believe that Mary Ragan could sell sex books to the United State Senste if the chairman would permit her to make a pitch in the chamber." The majority of manufacson's work.

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ener workers over a corner. Am still working oil and find business is getting better. Am heading into Indiana for a few weeks."

A tew weeks."

Illinois. Gien Reeves has been holding down one of the largest dime stores in Chicago for a year with pcelers. Jack Curran, where are you? Pipe up. The weekly reader here is fairly steep."

3



COUPON WORKERS Out New Herb Pachage is the fastest selling. first flash pachage on the market and the lowest price. Also new low coupon price. Write for details. Prepaid sample ten cents. THE DawNow Co., do. Lowis Ave., Freeport, Ill.



times the amount for high work, but try to find a place to work. Next spot was Helena, Ark. Reader here is based was Helena, Ark. Reader here is based on the amount you get for your article. You can work this town on a soldier's reader if you havo the right papers, such as I spoke of for North Little Rock. The mayor will let you work. Both doorways and street corners are open. Biz fair here thru the week, and about twice as good on Saturdays. Next stop Biytheville, Ark. Reader reason-able, no soldier's reader on o.m. One corner only no doorways. Money scarce. able, no soldier's reader on c.m. One corner only, no doorways. Money scarce. Next, Cape Girardeau, Mo. Reader pretty high per week. No daily lleense. Street corners cally, high or low. Money hard to get. St. Louis next. Merchant's themes. Brisste moneyty, column and pretty nigh per week. No daily license. Street corners only, high or low. Money hard to get. 8t. Louis next. Merchant's license. Private property only, and none to rent. Did not work there. Next stop, Springfield, II. Pairly high per day or by the week. Biz is fair. One street corner only, Eighth and Washington. Well boys and girls, that ds the lowdown on spots I have worked recently. Hope it will do someone some good. Say, Scapy Williams, don't you know better than to argue with a guy like that? Even if you and Frank Libby are right. Some oldtimer has just stepped on the fellow's toes and hell set over it in the next five years if he stays around that long. But, judging from his pipe, we may be working for him in another five years. Hai hai I split time in North Little Rock with a fellow by the name of Dixson. He had three performers and sold one box of rehashed oil for 5 cents. What do you think of that? I sold one bottle of corn med and gave 'em a box of salve for two bits and topped him on the day. Cutting the price just naturally gets you nowhere fast. Yesterday a very nice fellow pulled in here. Had the pleasure of meeting him for the first time. He was Wolfe, of oil fame. He sture does work hice and smooth. Sold oil for two bits and rehashed on asive for the same amount. We both got a little money. Will work here sanother for the same amount. We both got a little money. Will work here another week and then head north. Head week and then head north. Heard yesterday that Peoria was closed. Will shoot in a pipe about that town later. How about a pipe from Mary Ragan?" ¥

DAVE ROSE AND .

DAVE ROSS AND . the missus are working whistles and rad in Arkansas. They are headed north, High water and post cotton picking time made conditions in the "raporback" State not so good.

"AM ON THE ROAD . "AM ON THE ROAD . . . again, headed for New York and points east," pipes Tom Sigourney, Fort Arthur, Tex. "Beaumont and Fort Ar-thur are open, no reader. Lake Charles, La, has a fairly high reader. Only spot here in P. A. is at the refineries. Not so bad. There are four pitch artists here and a flock of horsebackers."

NEW MICES PINLESS CURTAIN STRETCHER! Pays Agents up to \$10 in a Day

hee

Bartestoha curraina o 48 inches wide-analysiss in a jiffy. No prins to cause injury and Lear costly currains—nob beary moules frames. Just two triple cad-mutum-plated mode and a harger. Cadi trinom certs of the samer. Cadi trinom certs on po to 210 in a day. FRER SAMPLED OFFER. Write EVANS MANUPACTURING CO. Dept. K-114, Gincinnati, G. SAMPLE



S BIG MONEY S VETERANS, GET SUSY. Let Solling Veterans' Marailes, Joks Books, Wil. Amor, Tramp Poems, Patriotic Calendars in Sca-than, 15 Fast Sellers, VETS, SERVICE MAS., 57 Lesnard BL, Hwy York.

Pitchmen I Have Met By SID SIDENBERG

PIPES

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BUSINESS IS FIERCE

MATTHEW HERMAN

HERE YOU ARE

tents are still on the missing list.

CHIEF ROLLING CLOUD

JAKE FOX'S PLACE

HERE WE ARE

hustlers.

worry.

By SID SIDENBERG There are three men in the follow into a town after they got thru banging it with whitestones and they are Jim Fowel, one of the oldest whitestone workers in the game; Ira and Mrs. Weiss and Carl P. (Out) Moseley and his misus. I mean this last pair weren't only competition, but one found it "suicide" to try to collect any of the long green after they finished their job of dressing up the natives with the finishes. This Moseley pair were knock-outs when it come to purveying the ice. While "Out" was out do-ning the advance work and han-dling the advance work and the own of of your back that started of one buck that started frame. He not only put on his own original sales but also copy-righted all of his advertising and elsected and copyrighted the two here is an old head in the own original own of the stones.

game. He first went on the road when only 15 years old. He left the Virginia Military Institute, at Lynchburg, Va. to join the Bar-num & Bailey Circus as a candy butcher. He stayed with that the Ringling Shows and went to Howes Great London Shows, where he held the position as assistant to George E. (Doc) Hamilton, the legal adjuster on the outfit. During the season of 1915 he joined George Miller on the 101 Ranch Show and was with that outfit as Miller's right bower till the latter was killed bower till the latter was killed

with that outfit as Miller's right bower till the latter was killed in an auto accident. After the Banch show dissolved Moseley owned and operated con-cessions on some of the biggest carnivals in the country. When the whitestones hit the country as a money getter Mose-ley jumped right into the middle of it and got enough to buy him-self a home in Upper Darby, a suburb of Philadelphia, and put enough of the filthy lucre in banks to send his two children. Price, 20, and Vivian, 18, thru the University of Penasylennia and safely keep that howing wolf away from the door. The missus works whitestones thru the Keystone State the year round while "Out" is out hitting some distant spots. The Moseleys have been married 22 years.

M. PINTCHMAN

M. PINTCHMAN of the Olympic Bead and Novelty Com-pany. New York. writes that Ira Weiss and the missus have boarded a liner and are well on their way to a European port, first stop on their round-the-world tour. The Weisses spent a few days with Pintchman talking over old times and looking over the datest noveltles while awaiting sailing date. Irs and the missus have been selling whitsstones for 25 years and are rated among the cleterest workers in that branch of Fitchdom. Pitchdom.

"THIS PART OF OLE . . . Mississippi looks and is better for me now than any timo in the past five years," teils Bob Posey, from Magnolia. "Saw Mack and Margie McClintoc in Louisiana last week. On paper as usual. Jimmy Miller is in Hammond, with colls and auto pollah. Missed Pin-head Murphy by 15 minutes. Hope all the lads that make the berries get a sackful. Don't think I will wait for them to cet ring." them to get ripe.





SENSATIONAL DISCOVERY TRANS.FOTO Selis on Sight-Everybody a Prospect. NOW ONLY \$9,000 Per Gross Prints photographs from any neestives in 2 minutes, on Paper, Silk, Raron, Wood, Portelai etc. Bigseet thing in the Twentieth Contury. Good for window and store Wood, Portelai rators and pitchines. No. Dark Room-No Fouriement-No Extensions Wood, Portelai ENGATIONAL EASY DEWONSTRATION, PASTED ELLER OF THE YEAR. Sample 25c, with Full Dewonstration, Sponit with Order. Territories Open. TRANS-FOTO COMPANY "1 HEW YORK, N. Y.

The Billboard 56

been in Lewisten for the past six months. Think of that, fellows, six months in one spot for two bookmen. Also met Jones, the needle man, there. Has his wife and four children with him. fins been there all winter. While coming out of the post office I met Blades Cook. He has been in Maine so long he looks like a native son. There are plenty of States that will eclipse Maine for business. Don't see what those fellows find to keep them there. Business with me is good, as always. I those relieves ind to keep them there. Business with me is good, as always. I make it that way. Some day I will give out my canvas, and if you don't throw a fit I miss my guess. Still think I am the greatest of all book solicitors."

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SUNSHINE ROGERS drops us a short one from Warsaw, N. C.: "Altho I have not piped in for several weeks, the other boys have been afford-ing me lots of enjoyable reading. Every-thing is moving in tip-top shape."

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thing is moving in tip-top shape." "GOOD EVENING . Inights of the tripes and kelster. This is James E. Miller coming to you from Gation C. O. D. Memphis, Tenn., thru the courtery of Gasoline Bill Baker. I am down in the country of gravy and grits, but despite the fact that I like that sort of food I have lost 12 pounds since my arrival. This town is closed with the exception of one lot, currently held down by those regular fellows. Bill Brooks and Ralph Meyers. It is the first time I have seen good old Bill since the grand days of Broadway in St. Louis. Bill plans to join a circus this season with his auction jsm. I certainly re-ceived a kick out of Jerry Russell's down Memory Lame' broadcast. How about some more of the same sort of stuff. Jerry? Frank Libby's broadcasts always rate four-star with me, as do Soapy Wil-hams'. I wonder who is holding down my chair at those fine Greenfield coffee drinking contests. The sponsors of this ptogram would appreciate some fan mail addressed in care of Gasoline Bill Baker. The Billboard, Cincinnati. O. Among those that are especially welcome we in-clude Mr. and Mrs. Fred Miller, Chester Schmitt, Shorty Bogs, Frenchy Thibault, Art Cox, E. V. Norris, J. P. (Windy) Lewis, Tom Eennedy. Joe Smith and all the Detroit regulars. This is Station C. O. D. signing of. Your announcer. James E Miller, bids you good night."

1

MARY BAGAN





RETONEN MOUSE AND RAY TRAPS pet the money. Fit on any fruit jar. Particulars DORIS PROD., 1422 Elevened, Berwyn, III.



Strikes and Spares

Strikes and Spares MAX GRUBER, trainer of the Jungle Odditics, in a letter from Omsina, said he read in The Billboard some news from Peru, Ind. that chimps are being broken to play the bowling alley and when the Hagenbeck-Wallace-4-Paw-Sells Bros. Circus opens in the Chicago Collsoum the trainer expects to have the act ready. Mr. Gruber lays claim to being the first one in America to introduce the bowling alley with an nnimal turn, the elephant doing the bowling and marking his own score since 1925. — From "Out in the Open" of March 23. March 23.

March 23. L. (Crazy Ray) Choisser, who aigns himself "The Calliope King," tells the fol-lowing story in answer to Gruber's claim: "I played my first steam calliope for B. E. Wallace, of the H-W Circus, in 1912. He hired me at Burlington, Ia., when I was working for W. R. Markles' Sunny South Florting Theater. The elephant herd was in charge of John Warden. This formers hard darmed a rate of so lefer herd was in charge of John Warden. This famous herd drowned a year or so later. In the No. 1 ring the elophants put on the barber shop act and in the center ring 10-pin bowling. I was there, and what I saw with my own cyes I remem-ber, so that I believe the credit goes to Uncie John Warden, who is relired and living in Peru. Anybody with the H-W show during the 1912 season can verify my statement. "Elephant acts are all poses nowadays, with women mounts and all that. All elephante with B. E. Wallace were worked by men. and they were real elephant acts."

Choisser also remarks that he does not Choisser also remarks that he does not remember what the bulls did in ring 3. as it is "so far back." He does not touch upon marking of the score, which I re-gard as an important point. And do you females get that crack about women traincrs? I personally fail to see where elephant acts are less interesting because of the presence of women. On the con-trary, the fems contribute elements that are in sharp contrast to the ponderous pachyderms—charm and grace. for instance.

If, as Choisser claims, Gruber was not the originator of bowing elephants. I still consider that his breaking shem to mark the score an outstanding creation, equally as great as, or greater than, the bowling itself.

Joe Rogers, of the team of Rogers and flaw) Dufour, loft the past Fiday for Brus-eels, Beigium, to take charge of the combina-tien's attractions at the Beigium Exposition. —Charine Duffield, the Chicago firaworks man, and Ed Carruthers, the Windy City booker, were in town on besiners. The scouts say Duffield will have an important announce-ment soon.—Emil and Katherine Palienberg will have their two bear acts and one dog act on the Ringling show in New York and Bos-ton.—Burns O'Sulfivan is contracting Ponnsy dates for Gorman Bros.⁴ Circus. Is this the veteran's tint shot at advance work?—Dolfy Castle, also known as Dolfy Muth Carroli, will operate a jungleland Show at Otympic Park, Irvington, N. J.

H ERE'S another flashback to an item in the March 23 column. It was about a magician called Stydeni, of Wagner's 14th Street Museum, who couldn't do his act without music. He and Jack Fraze should form a brother and Jack Frazer should form a bollier act. Frazer has been signed up by Gus Rosssco, manager of the games in Pisy-land, Rye, to resume work at the dart stand. This game is opposite the park's music tower. "I must be near music," says Frazer. Strictly a Beethoven under the skin, this Frazer fellow.

ern territory, being headquartered in the Knickerbocker Building. He left for Hagera-town, Md, to see the William Glick Shows. — A refereo of the New York State Com-pensation bureau awarded Ray Williard S500 for injuries received while working on the Barnum show last year, Will get \$13 weekly.

PIPES--GENERAL OUTDOOR

HE Public Prints .-- Governor of Con-Г

marine monster with nostrils like a cows and a mouth like a shark. It's colored like a sworddah, tool . . . The World's Fair, English amusement weekly, cries a tear or two over the death of George Bruce Chapman, wild animal dealer and noted showman. . . John (Strange as it Seems) Hix cartoons Greco Man-gini, who can walk 50 feet while support-ing his 170-pound brother in a single altered showman. . . John (Strange as it Seems) Hix cartoons Greco Man-gini, who can walk 50 fret while support-ing his 170-pound brother in a single hand-to-hand balance. . . The Bos-fon Traveler goes Winchell by advancing the information that an owi in John T. Benson's Wild Animal Farm, Nashus, N. H., is keeping a pair of owl's eggs warm. Said to be the first time that owls have been (will be) hatched in captivity. . . . Thanks to The Bruns-wickan, of Fredericton, N. B. Can. and especially to Fred H. Phillips, for quoting us on The Mighty Barnum. The news-paper is published by the University of New Brunswick, and in its "flag" on tho editorial page I note that one of the re-porters is R. Basyley. Very coincidental. . . I have a few clippings on hand from Australian gazettes and don't know how old they are, as they were sent on without dates or credita. Here are some of the items: Stuart McColl put on a series of exciting events at the Conter-bury Velodrome. One of the contestants is listed as Johnny Schnieder (ahould be Schneider, no doubl). "American cham-pion." In the middle of a performance at Fox Brother's Circus the marquee, pitched in Narrabeen, collapsed and a section of the audience was builed be neath the canvas without injury. Plans for an amusement park at Milson's Point have been dropped. have been dropped.

NEAA VICTOR-

NEAA VICTOR (Continued from page 28) open herc. George Fughe and his four major emsees were arrested and charged with violation of an old ordinance, while Richard S. Kaplan, who fiew here from Indiana to handle the legal battle, was absent from the city on a trip to Sacra-mento. Advised by phone of the arrest. Kaplan sped back here by car and on the following day. March 28, succeeded in obtaining a restraining order from the following day. March 28, succeeded in obtaining a restraining order from the sollowing day. March 28, succeeded in obtaining a restraining order from the Superior Court, permitting the show to proceed unmolested. Theater interests are said to be put-ting up a tremendous battle, up and down the Coast, against Endurance Shows, but to date the NEAA General Counsel has succeeded in defeating their gerey move. The Santa Clars Valley Show is starting off at an extremely fast pace and George Pughe is enthusiastio over the power displayed behind the NEAA. The Hayden-Ross show, being held in Golden Gate Ballroom, San Fran-cisco, is also playing to a large early tisco, is also playing to a large early draw

The San Jose decision, coupled with The gan Jose declard, coupled with the Fresno witchys a few weeks ago, does much in clarifying the entire California situation and will go far toward elimi-nating the illegitimate operator will be able to open and operate his shows in peace and safety. Thru the General Counsel's ef-forts on the Coard several cities are safety. Thru the General Counsel's ef-forts on the Coast several cities are adopting the model regulatory ordi-nance prepared by him and sponsored by the NEAA.

"SHOW MUST-

"SHOW MUST. (Continued from page 28) vasman: "Speedy" Smith, assistant; Art Burggraf, planist, with music by John-ny Marms and his Dukes of Rhythm; Harry Leeter, night manager; Art Det-wiler, dietitian; Jerry Reynolds, usher. Preeman and Thayer are collaborating on the heat, the present instrument be-ing some very tough treadmills. Aivis is considering throwing the show into a non-stop and letting the arches fail where they may.

Equipment and Supplies

Manufacturers-Distributors-jobbers.

BOWER SHOW PRINT, of Fowler, Ind., has issued an attractive booklet of reproductions, in colors, of window cards concerning many branches of the-atrical and outdoor amusements. It is a tastily gotten-up affair of 48 pages.

BARTELS COMPANY, New York City, a reorganization of the old firm bearing this name, is very active in the animal importation field. Regarded us experts in the line, Henry and William Bartels are supervising the business. Over a long period of years they have made many friends in the amusement world.

THE TOY BALLOON COMPANY, New York City, in addition to its regular business of supplying toy balloons to the circus, fair and carnival trade, is specialising in large balloons for bubble dancers. Manya, Joan Miller and Rosita Royce are said to be some of the artists using their product. Raymond Warny is in charge of this department.

J. N. MACKENZIE, secretary and treasurer Allan Herschell Company. Inc., says a comparison of business this year with that of previous years furniches a definito indication of the trend. They have already received since the first of the year orders for kiddle auto rides amounting to more than 75 per cent of the total received thruout 1934. They also report having sold several recondi-tioned Carousel and Leaping Lena rides this year. this year.

ROSS-HAYDEN

(Continued from page 26)

presented to San Francisco and night fans are jamming the baliroom. Staff has Monte Hall, chief emsce, with

Art Wolf and Billy Mack assisting. Jane Shannon is featured vocalist, and there is a nightly floor show, as well as special afternoon features. Music is by Goldle's Red Jackets. Judges are Ernie Bernard, Red Long and Al Buckley. Phil Mathews and Singer Fisher are handling the front door door.

and Singer Fisher are handling the front door. Contestants on the floor the opening night included Vina Walker, Johnny Crowder, Jimmy Lynch, Alice Lynch, Prankie Waguer, Johnnie Hemphill, Joe Rock, Mary Rock, Eric Lawson, Betty Leo Doris, Johnny Nelson, Ronnie Casaidy, Billy Curts, Billie Atkins, Bennis Roth-man, Neille Roberts, Joe Van Raam, Margie Van Raam, Porky Jacoba, Bella Jacobs, Ralph Ellis, Irene Mahon, Tony Bee, Jennis Costello, Joe Ricco, Kitty Potter, George Bernstein, Margie Love, Larry DeCorrado, Hida Ludwig, Charles Loeb, Alice Hoimes, Bill McDaniel, Opsi Perdig, Jack Alexander, Dorothy Harris, Tommy Day, Irene Carter, R. V. Max-well, Jimmie Carr, Dorothy Rhodes, Porky Holman, Marguerlte Parker, Boh Turner, Gladys Maddox, Smoky Adams, Vonetti Deirio, Jerry Whalen, Johnny Parker, Earl Cameron, Tiny Parker, Stanley Rock, Lucille Deimar, Frank Cootello, Helen Chester, Willis Sherman, Dolly Moore, Charley Nicosi, Mary Walker, Sam Moran, Ginger Hunt, Mario Alessandro, Ed Brannigan, Pat Brannigan, Jimmie Gabia Marguer, Mickey Britton, Midred Moore, Willie Ryan, Billie Byan, Joe Day and Ferne Burke. First prize is \$1,000; second, \$500, and \$250 for third place. The walk is broad-

First plize is \$1,000; second, \$500, and \$250 for third place. The walk is broad-cast three times daily over KJBS.

ELGIN SHOW-

(Continued from page 28) Young (head nume with the unit). Wil-ligman and Dahlstrand are featuring another wedding, an all-Jewish cert-mony, April 2. The principals will be Anita Stan and Snozzle Roth.

Anita Stan and Snozzle Roth. Couples on the floor are Gertie Barke and Fred Allen, Betty Brown and Ray Stevenson, Dolly Smith and Joe Gross, Anita Stan and Snozzle Roth. Sophie Bradowich and Edwin Mayotte, Kitty Conn and Walt Kimberland, Joan Skriv-en and Lou Barnette. The three solos are Hotch Bloom, Charlie Brown and Buddy Doucette.

are Holch Bloom, Charlie Brown and Buddy Doucette. Heading the staff are Butch Sullivan. head emsee; Bee Doucette, head nurse, and Mrs. Curt Cramlet; Bud Jensen and Fred Alton, trainers; Red Nichols and Curt Gramlet, judges.

April 6, 1935

GENERAL OUTDOOR

57

Motor Transportation Dept. By CAPTAIN E. R. HATFIELD-

Due to the many requests received by the Billoard for information covering the motor transportation laws of all mates, this new department has been even the states and cities will be oplained in detail. Information on the engths, weights, heights and widths, in-uding the license of motorized vehicles, wery important to you in traveling the induction of the states. In the last year now units met with embarrasment in everal cities. Some of these paid high thes for not being properly equipped to met with the laws' requirements. We olicit your co-operation in reporting to and alding this department by giving us the facts on any difficulties you have becomered with the laws' and ordi-maces in any city or State. Address par letters to Motor Transportation partment, The Billboard, 25-27 Opers and cities for Motor Transportation partment, The Billboard, 25-27 Opers and give you remedies for these condi-tions which will prevent others from the labe for any article which may prear in these columns applying to laws, our trulings or decisions if they are und to be different from the article pub-lind. All data is obtained direct from the utilities commissions, courts, stat-tures and authorities. **Preamble**

Preamble

Predmble According to the laws, all States de-he persons, firms or corporations who ansport their property or merchandise as private carriers." and private car-ers are not exempt from any law, dinance, court decision or court ruling ad shall be governed at all times as at of any for hire public carrier. Any botorized show operating vehicles of a manetical type are subject to all malties likewise and by law.

In this issue we give a table of weights bich are allowed by many States, cover-a trucks used by private carriers. This hile does not correspond with the hanges made by the 1935 legulatures. wever, the lays covering these weights by yet in force. There are a total of 20 late weights listed here; the other 28 bits have free-lance laws. For instance, entucky is law on weight has been in the Kentucky courts five times-yes, the att ime it was held constitutional. We dl publish weekly the laws of this ma-I public weekly the laws of this ma-re, because they have no standing flat. For this reason we declare this partment not responsible for publica-n of such articles:

State.	Man Gro. WL 4-Whl. Units.	WL	Bet. Bet.
Izona	Lbs.	Lba 34,000	Lbs. 12,000
Stansas		36.050	11,350
alifornia		34,000	12,000
onnecticut		40.000	8.000
laware		38,000	12,000
t. of Columbia		39,600	8,800
torgia		39,600	17,600
ho		40.000	16,000
Unois		40.000	16.000
tilana		34,200	7.534
SW2		31,650	4,984



10.000 27,000 40,000 9,000 40,000 10.000 6 000 42,000 34,000 38,000 34,000 44,000 46,000 34,200 36,000 40,000 35,000 10,000 13,000 4,200 18,000 16,000 5,867 10,000 12,000 16.000 12,000 8,000

These figures are based on 1934 laws. We will publish the changes in the first issue of May. The 1936 laws covering these weights were not changed to any degree from the 1934 laws, especially in these States.

Alabama

Tractor-trailer units prohibited over 36 feet in length, 12 feet in height, 8 feet in width and gross weight over 20,000 pounds.

Kentucky

Tractor-trailer units prohibited over 28 feet for single vchicle and 30 feet for tractor-semi, 12 feet in height, 8 feet in width and gross weight of 18,000 pounds. No exemptions granted,

Florida

Tractor-trailer units prohibited over 35 feet in length, 12 feet in height, 8 feet in width and 16,000 is the gross weight limit for single vehicles; 24,000 pounds is the gross weight for tractor-trailer units. For single four-wheel trailers 8,000 pounds is silowed. While two-wheel trailers are only allowed 4,000 pounds. This applies to house cars and busses.

Ohio

Uhio Tractor-trailer units prohibited over 40 feet for a pair of vehicles, 60 feet for any combination of three or more. Single units are heid at 35 feet in length, 12 feet 6 inches in height, 8 feet in width and the gross weight is 60,000 pounds. Safety chains must be used as and in connections with main couplings. X Senate Bill No. 61-Sec. 7248-2-G. C. of Ohio, 1934.

Connecticut

LONNECTICUT Tractor-trailer units prohibited over 35 feet in length, 12 feet in height, 8 feet in width and the gross weight is 40,000 pounds. Four-wheel trailers are pro-hibited on highways. Law requires all wehicles to have reflectors that are ap-proved by Connecticut authorities. Mine-run reflectors will not pass in this State.

National

National Traiter Brakes: This requirement on commercial type vehicles is the law in every State. Applying to vehicles over the one-ton type. Beware of this opera-tion. Your trailer must have sufficient brakes at all times. The State Inspectors are out after truck owners who fail to have brakes on trailers. Do not use home-made type braking equipment; this will not pass the law. made type brakin not pass the law.

not pass the law. Tail Gates: In operating thru many States one will find that trouble will come in heaps if the tail gate is down on a truck. Illinois does not permit tail gates down nor part way. Where the carrier is hauling poles, long bars or other equip-ment which belongs to the earrier, it is necessary to maintain red flags in day time and red lanterns at night, on the ends of the protruding objects. Carriers who operate stake-type vehicles must be sure that all canvas is properly tied down to body. All oil torches must be carried on inside of truck cab; this also applies to red flares. While lanterns should be carried in a steel container box on right running board. Do not attempt to carry more than 60 gallons of gasoline at any one time. Tanks should be located on hight side of truck. Laws prohibit the carrying of greater amounts. There are 3.195000 trucks in Dnited

There are 3,195,000 trucks in United

There are 20,900,000 passenger cars. There are 20,900 busses. There are 210,000 busses. Total taxes paid by vehicle owners. \$1,200,000,000 in 1935.

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



I F JAPAN doesn't duit his tastes. Pee-jay Ringens will soon be headed in the direction of the U.S. A. A letter from him dated February 25 at Singa-pore, E. S., reached me last Saturday, conveying this information. "From far-off Singapore," he writes, "your sub-scriber wishes to congratulate the 'En-cyclopedia of the Show World, 'The Billboard, on its 40th Anniversary Num-ber. May he live to see your 80th An-

Billboard, on its 40th Anniversary Num-ber. May he live to see your 80th An-niversary Number! "Saliing for Kobe, Japan, March 11 to fill engagements up that way. If I like the country better than I did last year I shall stay all summer. If not (my liket reads Singapore to Seattle, U. S. A.), I shall be in the States the latter part of May 1935. "Traveling with me to the States are Edith Fehr and my airplane mechanic, Ellis Lindstrom, of Sweden, all members and connected with the Ringens act, leaves for Paris, but will rejoin the act in the States later." Welcome back home, Peejay!

Welcome back home, Peejay! + +

The opposition battles between the Al The opposition battles between the Al G. Barnes Circus and the Tom Mix Cir-eus and Wild West on the Coast seem to be anything but clean. It's too bad that covering of each other's paper has to be recorted to instead of working in line with modern business methods. One thing sure, it's not doing the circus any good in the eyes of the public.

+ ÷

A ND now for a message from Frank Shean dated March 19 at Brussels. Belgium, where he is representing the Dufour & Rogers interests at the Exposition.

Belgium, where no is representing the Dulour & Rogers interests at the Exposition. "The voyage was very hard on the way over," says Frank, "Our ship was in a storm for seven days and nights—one of the worst, the skipper said, in his ex-perience. We did get one day of good weather before we landed in Antwerp. "We have a very fine apartment, three rooms, one square from the fairgrounds and less than four minutes walk to my entrance to the Parc des Attractions of A L'Exposition de Bruxelles. Our four buildings are well on the way to com-pletion. namely. Life (here known as La Vie), Snake Parm (no translation for this show). Crime Never Pays (or Le Grime Ne Paye Pas), and the old reliable for the sched Baby. The location is one of the finet of the entire fairgrounds in the attractions division. We have no farnival people here and I guess I can-not consider myself among that groups for I have forsaken the carnival business for the exposition field. "I was just told that Walter K Sibley has been offered the management of the big freak show here, to be built by Harry Taver's company. " Thave not been over to London, but expect to find time before the exposition opens April 27; also hope to go to Paris come week-end in the near future." Transponsition, also photos, at an early there.

Billy Senior is a strong believer in giving the public plenty of good amuse-ment for its money, whether it be with

a carnival or any other show. He has some big plans in mind for the society circus which he and his brother Edgar will have with the Johnny J. Jones Bz.

A. WALTER D.-NEALAND says to watch out for the Johnny J. Jones Exposition this summer-s thing of beauty, all new except the title. Over at work in quarters at Augusta, Ga., from early morn until late at night put-90

from early morn until late at night put-ting the finishing touches on the show. Season's opening takes place at Green-ville. S. C., April 8. Just before leaving Augusta a teatt-monial banquet will be tendered E. Lawrence Phillips, owner of the show, and Walter A. White, general manager, by the members of the Exchange Club of Augusta, sponsor of the annual Au-gusta Fail Fair. This will take place April 4. Mayor Riehard E. Allen is to preside and prominent business men will be in attendance. On the press wagon of the Jones show

On the press wegon of the Jones show during its 1935 tour will be placed a large sign advertising the Augusta Fall Fatr.

TALBOTT MISHAWAKA-

(Continued from page 26) judges: Mike Kelly, Bob Burns, Ted Stephenson, trainers; Bonnie Cook, Doris Agreila and Mrs. Jamaison, nurses; Marge Brewer and Jane DeMasters, box office; Betty Taylor, manager walkathon cafe.

cafe. Contestants still walking are Marty Janowiak, Tubby O'Reilly, Babe O'Reilly, Art Nys, Jackalyn Rhodes, Curly Crook, Billy Baird, Charlie Baldwin, Wilma Bald-win, Carl Switzer, Lolly Newell, King Schaeber, Johnny Johnson, At Rossi, La-verne Burgeas. The show is figured to close within a few days.

ELMWOOD WEDDING

ELMWOOD WEDDING (Continued from page 26) (March 24) of Jewel Yockstick and Arnold Ehling. Ehling has since dropped from the contest. Maid of honor at the wedding was Delores Engelhart. Her partner, Billy Steele, was best man. Bride's maids were Bernice Neis, Billie Parmer, Mary Lenss, Charlotte Snow, Dot Miller, Clara Korbel and Toni Charles. Groom's men were Jackie Sellers, Mathew Neis, Tommy Gardner, Everett Bonnett, Melvin Mason, Joe Solar, Buddy Atkins, George Grant and Eddie Richards.

and Eddie Richards. Officiating at the creemony was Judge Herman Buse Jr. The ring bearer was Conrad Darnell Swartz, and flower girls were Rose Marie Hoffman and Jacquelin Hoffman. Mrs. Ninnian Swartz sang I Love You Truly. Cellophane gowns worn at the wedding were designed and made by Mrs. Ninnian Swartz and Elda Schrover. Schroyer,

Nine couples remain in the contest. with sprints running once a day for one hour and 40 minutes' length.







Jersey Ops In Meeting

Form State-wide plan to called Amusement be **Board** of Trade

NEWARK, N. J., March 30.—In an-other mass meeting held at the Mosque Theater, operators from all parts of the State met to complete the election of officers following the temporary election at a previous meeting. The State unit is to be known as the New Jersey State Amusement Board of Trade. George Ponser, who has acted as temporary president of the organization, declined to serve. Murray J. Saltrman, president of the Union County Operators Assoc-ciation, was selected to head the State board, Other officers elected were John Morrill. vice-president; H. Handler, trasurer, and Sue Silverman, secretary. Three new members were added to the

Three new members were added to the board of trustees: George Ponser, H. Wolf and H. Bloom. Other members of the board include Harry Radler, H. Ruhin, Bert Lazowick, D. M. Skeinberg, Charles Polgaar and Ed Handler.

It was also voted to accept the con-stitution of the present State organiza-tion. Plans were discussed for com-pleting a legal fund and for continuing (See JERSEY OPS on page 71)

Haskell Visits Up-State **To Encourage Operators**

NEW YORK, March 30.—Benjamin H. Haskell, attorney for many organiza-tions here, is preparing for a trip thru up-State New York, where he will meet with groups of operators in Albany, Utica. Syracuse, Rochester, Buffslo and other eities.

This trip is being made at the sug-gestion of the associations here who have volunteered their aid to fight the oppressive tag hill, which is at this time in the Assembly at Albany. Attorney Haskel, who has met with all the up-State operators previously in his work for the State organization, reports that the latter has has received one arbitry

State operators previously in its work for the State organization, reports that the letters he has received concerning meetings in the various cities all point enthusiastically to a warm reception and an effort to co-operate fully. He will keep in close touch with the Albany situation while on this trip and will be in a position to report all new moves as he attends each meeting. All of the associations up-State have prom-ised 100 per cent turnouts. The meet-ings will be held in the evening upon arrival at each point. The fact that the time is very limited, with the Legislature at Albany possibly adjourning at the end of this month, has hastened all the necessary work.

Watch for This Special Feature: Newspaper Publicity By WALTER W. HURD in the Spring Number of The Billboard **Dated April 13**

Central New York

A call meeting for the completion of an a cau meeting for the completion of an organization for operators in Central New York will be held at Newburg, N. Y., at an early date. Notices will be mailed to operators. Also watch for announcements in The Billboard. Operators wishing further information may anouncements with at In The Billboard. Operators wishing further Information may communicate with Al Schlesinger, Square Amusement Company, 75 Cannon street, Poughkeepsie, N. Y. A later meeting will be held at Kings-ton. Announcements of this meeting will also be made in due time. Or write Mr. Schlesinger for information.

Builds Double Action in New Pinball Development

CHICAGO. March 30.—Double action and double interest are said to be created in a new pinball table game re-cently announced by Genco. Inc. The new game is called Score-a-Lite and is being built in what is called a de luxe model. The double action is secured by placing a second plunger on the left side of the cabinet to shoot balls that would otherwise be outs. This innova-tion is said to prove of unusual value in increasing the interest of the player in the game. the game.

The new game is said to make a very clever use of the Genco lighting unit. The 10 holes on the playing field have lights corresponding to the lights on the light-up board. The 1,000, 900, 800, 700 and 600 pockets must be lighted in or-der to win, with greater rewards for each successive light.

Supreme Vending Expands

BROOKLYN, March 30 .- William Blatt, president of the Supreme Vending Com-pany here, informs The Billboard that his firm has taken over the Irving Manhis firm has taken over the Irving Man-ufacturing and Vending Company, old-established coin-machine Jobbers and distributors. The business at 922 Eighth avenue, New York, will be con-tinued under the Supreme Vending Company name and Mr. Blatt will be on the floor to give the business his per-sonal attention. Supreme Vending in-tends to make the location its headquar-ters for distribution of pin games thru-out the city.



Named by NACOMM to travel and aid in forming local associations

CHICAGO, March 30.—Appointment of H. B. Gibson to co-operate with and as-sist State associations of operators and groups of operators who wish to form an association where none now exists has been announced by National Asso-ciation of Coin-Operated Machine Manu-facturers Activers. NACOMM believes that strong, well-

NACOMM believes that strong, well-managed State associations of operators have been and will continue to be a vital factor in the development of coin-machine operating as a profitable and satisfactory business. The appointment of Mr. Gibson is in accordance with the association policy adopted early in janu-ary and announced in the committee meetings between operators and manu-facturers at the recent convention. Several State and local groups are (See GIBSON WILL on page 71)

Distrib Suggests Buying Games That Meet Statute

BT. LOUIS. March 30.—L. B. McClel-lan, manager of the Pacific Amusement Distributing Company. Is doing his part to aid the operators in getting fair legis-lation in Missouri. He also sends the following explanation concerning the laws in all literature and letters sent out

Inws in all literature and letters sent out from his office to Missouri operators: "The 815 tax on pin table games is for three coin chutes on a machine. Automatic payout, alot machines and dice games will not be permitted to operate. All operators should imme-diately confine their purchases to legal games only. In the past all troubles in all cities have come from operators putting out on locations machines known to be contrary to statutes. The St. Louis operators and jobbers have spent plenty of money and time to get this situation straightened out."

Missouri Ops

The Missouri Amusement Machine Asso-The Missouri Amusement Machine Asso-clation has called a general meeting to be held in Jefferson City Wednesday, April 10, at the Missouri Hotel. Luncheon will be served at 1 p.m., and the bushess meeting will follow. The purpose is to complete the formation of the State asso-ciation. ciation

Construction of the second of

Distrib Adds 8 People In Reorganization Plan

DETROIT, March 30.—Marshall-Lemkt Detroit jobber, has been reorganized with Ben Marshall taking sole charge of the premium and merchandise division, including all jobbing activities in this field. The division was nccessitated by the volume of business at the store.

field. The division was necessitisted by the volume of business at the store. Eight people have been added to the staff within the last 10 days, including two on the office staff, to handle the de-tails of business which has come in. Waiter Phipps, operating the Automatic Associates, Inc., has moved to 17172 Red-ford road, in northwestern suburbs Phipps is finding a market for old type of machines, including the low counts type of card and similar coin machine and is using a window display with this card: "For home amusement." Choice is offered the retail customer of buying these machines at 31 apice. James Underwood, operator of the Kalamazoo Automatic Amusement Com-pany, Kalamazoo, has returned from i two weeks' business trip thru Minnesott Wisconsin and North and South Dakota He is promoting a new type of coin ma-facture in Kalamazoo and has invent-gated this territory for the machine a well. In the course of his tour Under-wood appointed five new agents for the machines.

Plans Digger Expansion

To the Editor: "It may be of interest to The Billboard readers to learn of the expansion of McKinley's smusement machine busi-ness to include operating diggers in Net Yolk City. This branch of the busi-ness is under the direction of McKim-her It.

ness is under series our New Jersen "We are expanding our New Jersen husiness to the extent of 26 new ma chines also, which will be placed in the better class of locations in Jersey coard

"We have long since given up the practice of placing amusement device in the cheaper locations, where me chines and their contents are constant

chines and their contents are constant in danger of molestation. "I have been a reader of *The Billboar* many years and it has been of almost instimable value to me as a guide b information, equipment and merchan dise for the amusement trade. "MCKINLEY'S. New Jersey."

New Jobbing Biz in Chi

CHICAGO, March 30.—Coin-machin circles received the following announce

circles received the following announce ment this week: "Dingy Hofman has resigned from the Chicago Coin Machine Company and ha isunched his own enterprise to seri better his many friends in the amus-ment field. The new firm will be calied the Chicago Amusement Games Com pany, 1215 Diversey boulevard. Ohicago P. S.—Dingy will be very happy to hes from his many friends."



BUILDING A DISTRIBUTING BUSINESS-Office of the Long Island Crane & Pin Game Corporation, Brooklyn, with Myron M. Harrison, president, seated at his desk.

Central N. Y. Is Organized

Call meetings soon to be held at Newburg and Kingston

POUGHKEEPSIE, N. Y., March 30net at the Hotel Windsor here March b in what is considered one of the most inthusiastic meetings ever held by coinnthusiastic meetings ever held by coln-nen in this section of the State. The neeting was called to bring about closer operation among the various or-anization units in the State. Al chlesinger, of the Square Amusement Sompany, local distributing firm, pre-led and introduced the guest speakers. ded and introduced the guest speakers. Bill Gersh, of Byrd, Richard & Pound scency, New York, was introduced as he first speaker. He stressed the value of the work now being done thruout the State and suggested some of the Dilags that yet need to be done. Geeph Fishman, executive manager of the Amalgamated Vending Machine Operators' Association, of New York. Escribed in detail how the operators in is organization had been able to form escribed in detail now the operators in is organization had been able to form me of the strongest and most active roups known in the industry. He ex-plained how the same methods could be used to perfect an organization for central New York.

Attorney Benjamin H. Haskell ex-lained the many legal angles confront-ing the trade at the present time and uggested some of those that might be suggested some of those that might be appeted to arise in the future. Attor-ley Theodore Blatt, also of New York. Silowed Mr. Haskell and made a terse ummary of the ideas and plans that ad been suggested during the meeting. Is also replied to many questions that re asked by members present.

The raising of a fund had been rongly urged by all speakers. A sizable um was raised in a short time and urned over to a committee headed by Schlesinger. Popular rots called for all Schlesinger. Popular vote called for nother meeting to be held in the near iture at Newburg. N. Y. It was also lecided to call still a later meeting to held at Kingston, N. Y. These meet-nags will also be for the purpose of ementing a closer organization more-nent among operators in the State. There was much enthusiasm for an reanization in Central New York and emporary headquarters were voted to be established at the Square Amuse-nent Company offices. 75 Cannon street, oughkeepsie. Communications concern-ing the organization should be addressed on Al Schlesinger at this office.

Jsing Time by Carload

NEW YORK, March 30.--Bill Rabkin, the International Mutoscope Reel impany, Inc., is reported to be bring-in "time by the carload," according the expression used at the firm's

The firm distributes the table game ime, manufactured by the Pacific musement Manufacturing Company. It



HARRY STONER, general manager Stoner Manufacturing Corporation, Peoria, Ill. Harry keeps The Billboard handy.

received its first carload this week, and from all reports the machines disap-peared so quickly that the firm had no opportunity to even check the shipment. It is claimed that operators and jobbers It is canned that operators and public were actually at the dock awaiting the arrival of the games and that as soon as the scal on the car was broken, in-stead of loading the games into the usual trucks, they were being trundled away to operators' and jobbers' con-

away to operators' and jobbers' con-veyances. Muloscope is also rushing full speed shead with the Checkers games, which it is selling in large numbers in this territory, and reports that the games immediately take with the public. Many sportland owners and operators report that the game is bringing them in the full cash boxes they have been wanting and that 100 per cent repeat orders have been placed. been placed.

Recounts Development Of Lite-A-Line Game

DALLAS, March 30.—Ken C. Willis, president of the Neutron Amusement Corporation, tells the bistory of the Lite-A-Line game now being manufac-tured by the Pacific Amusement Manu-facturing Company, Chicago.

The explains that the Neutron Amuse-ment Corporation is an outgrowth of a partnership formed in Los Angeles by himself and Tennies Koltz. The part-nership was formed for the purpose of experimenting and eventually manu-facturing the Lite-A-Line. After many months of work the partners built the first 50 games, which proved immensely popular. The demand became so great that they found their firm too small to manufacture in the necessary quantity. They asked John Rough to form a corporation for them. Mr. Rough hired Fred Cole as chief engineer. After the corporation was formed they sold the rights to manufacture the game to the Fredific Amusement Manufacturing Com-

Pacific Amusement Manufacturing Company.

Since the sale Mr. Cole and Mr. Klotz have been at the Pacific factory super-vising the construction and manufac-ture of the game. Ken C. Willis has formed the Neutron Amusement Cor-poration and has the distribution of the Lite-A-Line for the State of Texas. John Rough has the distribution of the game for the West Coast. Mr. Willis reports that it is their in-tention to continue to develop new and movel games.

Beasley Opens Display Of Cranes on Rialto

NEW YORK, March 30-Opening in

NEW YORK. March 30.—Opening in the heart of the Riaito here. Bill Beasley business the way to becautiful and modernistic offices. The Beasley Amuse-ment Novelty Company has the most beautiful offices ever seen in the colm-machine business, many say. The offices are furnished with the intest modernistic furniture, and the combination with a splash of Chiness red here and there. A circular entry to the show and stockrooms has gained the compliments of everyone who has so far seen the new quarters. The latest International Mutoscope dressed in accordance with the manner in which the firm, well known here and in Cauda, dresses its equipment. Bill Beasley is considered one of the who any stockrooms has furnished his own private office leads one to be-lieve that he is visiting with the chief executive of the nation.

Vote Wreath to Distributor

ROCHESTER, N. Y., March 30 .-. John

ROCHESTER, N. Y., March 30.—John Goodbody, well-known distributor of roin machines here, has been given the laurel wreath by the Modern Vending Company, of New York, as the largest distributor of David games. Mr. Goodbody is now giving 100 per cent of his attention to the new hit, the Chicago Express, and report, that the game is being rushed to waiting operators as fast as he can get them in. He also reports that he has so many orders for the game that it will be im-possible to fill the domand. In a letter to the Modern Vending Company he states: "I am proud of the fact that J am handling a machine which is making such a bit as the Chi-cago Express."

caro Express."



ANUSEMENT MACHINES

April 6, 1935



T SUPPLY CO

4222 WILAKE STICHICAGO

Bally Firm Makes Big Expansion Move by Taking Over New Factory

CHICAGO, March 30.—Only 18 months firer establishing its present plant, Bally insufacturing Company announces that he tremendous growth of its business ins forced it to add another large factory to present facilities. The new plant is beated at 2640 Belmont avenue, Chicago, net is said to be one of the meast modern tructures of its kind in the Middle West, deal for the stratight-line production nethods which are the operators' best sourance of speedy delivery on popular mental departments, as well as a major act of the manufacturing plant, will ceupy the new Belmont avenue factory fler April 1. Production of many im-CHICAGO, March 30.—Only 18 months after establishing its present plant, Bally Manufacturing Company announces that the tremendous growth of its business has forced it to add another large factory to present facilities. The new plant is located at 2640 Belmont avenue, Chicago, and is said to be one of the most modern structures of its kind in the Middle West, ideal for the straight-line production methods which are the operators' best assurance of speedy delivery on popular assurance of speedy delivery on popular numbers.

numbers. General offices, engineering and experi-mental departments, as well as a major part of the manufacturing plant, will occupy the new Belmont avenue factory after April 1. Production of many im-portant parts will be continued in the present Ravenswood plant and the origi-nal Erie street factory, now occupied by Bally's own printing plant, will also be maintained. The combined plants have a total floor space of nearly 125,000 square feet, which is said to be one of the larg-est areas devoted exclusively to the man-ufacture of coin-operated amusement machines. machines

machines. Baily Manufacturing Company's career in the field of coin-operated amusement machines has been marked by a series of brillingly successful contributions to the trade. As pioneer in the carly days of pin games, the Baily organization electrified the amusement world with the popular Bailyhoo pin game. This ma-bing conjugat to have satisful hards sales. the trade. As plotter in the carly days of pin games, the Bally organization eloctrified the amusement world with the popular Ballyhoo pin game. This ma-chine, reputed to have established sales records never since broken, firmly estab-lished Bally as a leader to which opera-tors habitisally look as an efer-ferille Surce of new money-making ideas. Ballyhoo was followed by many notable his auch as Three-Ring Circus, Screwy and Goofy. In 1933 Bally again gave new life to the industry by introducing an important feature of many auccessful antraxy probably the longest-lived pin games. The firm first used the idea on Airway probably the longest-lived pin game ever placed on the market. About the same time in its Monarch machine the Bally Company originated the pro-groute score idea, another persistently produce in same feature. Bally's outstanding achievement, how-sutomatic payout pin game, which Bally in 1933. This game, Rocket, is today still a strong favorite with players after a year and a half on location. Other insuing tickets for free games to skill-til players. Besides the outstanding sen-screate some 30 successful games, both in table and counter models, and has created some 30 successful games, both in table and counter models, and has created some 30 successful games, both in table and counter models, and has created some 30 successful games, to the mouncing the new additional fac-"Our present plan, "Ray said, "was made meets chart in the industic reception which the industic reception which the industic reception which the industic reception which the industic reception of the trade accorded to Rocket, To-day we are again forced to expand in or-der to satisfy the overwhelming demand for our new line of machines, Cur an-ticipated run on Traffic alone—based on orders already booked—would require

the second may of the recent coll-ma-chine show, when we saw clearly that the new Bally games had scored a sensational hit. Never in the history of our company have we booked so many actual orders as we did at the 1935 show. Our entire line, having been carefully designed to satisfy the present requirements of operators and the trend of public favor, met with instant approval. I am not exaggerating when I say that, altho we are practically doubling our factory space, our collarged fieldities will be taxed to capacity during the next few months. This is not merely a prediction, but a statement of fact based on definite orders—on our books. "In extending my personal invitation to operators and jobbers to visit our new factory. I want to say that we at Bally are mindful of how important to our success has been the loyal and en-thusinstic patronage of operators and jobbers everywhere. We have made every effort to develop and build the type of machines that mean steady, substantial profits to operators. We have shaped our policy to insure the operator cvery possi-bile protection. We have taken the leader-ship in combating cut-price competi-tion. We are sure that our enlarged facilities will enable us to provide an even greater line of machines, and that we will more than ever merit the colla-machine industry." Eddie Ginshurg on Trin

Eddie Ginsburg on Trip

CHICAGO, March 30 .- Eddic Ginsburg. CHICAGO, March 30.—Eddie Ginsburg, sales manager of the Atlas Distributing Corporation, is leaving this week on an extensive business trip that will take him thru the Middle West. He will offer the newest games for which his com-pany has the distribution. His firm now handles games made hy Stoner Manufacturing Corporation, Exhibit Supply Company; Genco, Inc., and West-ern Equipment and Supply Company.

Eddle renders a valuable service to the trade in his travels by conferring with jobbers and operators on the prob-lems that now face the industry.

Operating Firm Places Big Order for Autodart

NEWARE, N. J., March 30.—Major Amusement Company (Maco), coin-machine operating firm, reports what is said to be the record purchase of the new A. B. T. Autodart games in the East. The firm, captained by the popu-lar Archie and Howard Rass, purchased 100 of the new Autodarts as an opening order and as scon as these have been order and as soon as these have been placed they plan to order hundreds more. George Ponser Company, dis-

SPEC	IALS
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BENGOR PR 10 E. 17th St., Dopl. 4, FLOOR SAMPLES at A.1 Co. Canon Fire, 4.9" (Milis) 35.00 Canor Fire, 4.9" (Milis) 35.00 Maj. L'aub, 44" 19.00 Litas-Line (Bowt Type) 90.00 Contact, Jr., 16.00 Write, for Prices on Al Barraion, 1/3 Perce	Catalog. ODUCTS CO. New York City Ind USED BARGAINS adition. Autobant

tributor for the games in this State made the sale.

made the sale. Major Amusement Company is one of the largest operating firms in this ter-ritory. It covers the entire State. The firm uses a large force of service men and collection agents and has just pur-chased two new trucks. Archic explains that the truck sides will be used to advertise the games to the public. They are now being fitted for large posters. And each week the posters will be changed. The idea back of the posters. he says, will be to tell the public just what the coln-machine industry of the Siduct is trying to accomplish and also about the healthful recreation to be had from playing the games. from playing the games.

They have retained Byrde, Richard & Pound, New York advertising agency, to make up the posters for them in attrac-tive colors somewhat similar to what the Railway Express trucks are now carrying. The firm has four small trucks running the firm has four small trucks running at the present time. It contemplates t fleet of siz.

Develop New Gum for Use In Small Merchandisers

NEWARK, N. J., March 30.—American Chewing Products Corporation has de-veloped a new "pillow shaped" candy-coated chewing-gum tablet cspecially developed for automatic bulk merchan-dise machines. The name of the new product is Midget Chicks.

The product is put up in an assort-ment of seven brilliantly polished colors and in all the popular flavors. The gum averages about 500 pieces to the pound. They are recommended for mer-chandising machines to yend at five pieces for one cent.

The firm reports that both distribu tors and operators in the automatic vending trade have shown great inter-est in the new gum and acclaim it a "natural" for their buik venders.



BALLY ADDS ANOTHER BIG PLANT—Second expansion in 18 months indicates progress of the Bally firm in making a wide variety of amusement games.

ANUSEMENT MACHINES

Psychologists Analyze Appeal of Pinball Games as to Play Value

country, the intelligent manufacturer, while enjoying the prosperity of the in-dustry, might well take into considera-tion the fundamental reasons for his success. Esychology has taught many leaders of industry the advisability of looking upon their products from the consumer standpoint, thereby enabling here to maintain sound business ven-tures when other means have failed. It is not unlikely then that the keen-einded manufacturer should ask himself ninded manufacturer should ask himself he obvious question-"Why does the eneral public like my games?" hc.

It is with this idea in mind that The It is with this luce in mind that *fac* Sillboard correspondent obtained ex-iusive interviews with two of the Capital City's leading psychologists, whose views in the psychologist appeal of the pin ames to the average mind should be Fillhoard steresting and meaningful to the in-

"I would attribute the games' pop-iarity to the fundamental element of human nature—the will to power," Dr. R. Rauth, assistant chief of the pay-hology department of Catholic Univer-ity, stated. "The innate tendency which les unconsciously within everyone to matter semething.

les unconsciously within everyone to master something. "There are, of course, other elements which might enter the question of pin yames, such as enteritainment value and he remuneration of a prize as a reward for the participant's skill," Dr. Rauth continued, "but the essential factor is the individual's mental satisfaction upon mastering something by himself."

The provide the essential factor is the individual's mental satisfaction upon mastering something by himself." Dr. Rauth also drew attention to the ifement of novely in connection with the pin games. The constant demand of minar nature for something new and lifterent, he said, would tend to force the manufacturers to continually put bew types on the market. "You see." Dr. Rauth said, "crossword mizles and jig saw puzzles lacked the meaning fig saw puzzles lacked the meanibility of ever getting something new and the public quickly grew thred of hem. The pin games, as I see them, an overcome this difficulty. "There is also the element of the ineriority complex which can be taken not consideration. There are many people who would never think of challenging form or Pete to a game of golf on the surse due to fear of their low score. Surveyer, the spirit of complet can play by themselves presents a matural out-t by mastering the machine." Another interesting side of the public fuiction axista, ind the pin games was expressed by Dr. Nitchell Dreese, head of the Department of presents. Dre spirit of a second the public mature of the part of the pin games was expressed by Dr. Nitchell Dreese, head of the Department of presents. Dr. Dreese based the reason for thagent of the public public with the sinters in the pin games was expressed by Dr. Nitchell Dreese, head of the Department of the public pub

K Psychology at George Washington Iniversity. Dr. Dreese based the reason for the ames' popularity in a combination of ontinual interest in the new types of ames which are being produced all the ime and upon the fundamental pres-nce of human nature which he stated bund its expression in many different twee.

"Furthermore," Dr. Dreese stated, "the in game is largely an outlet for the pical American spirit of competitive-

S UD FLUY FULLE.
Dr. Dreese said that he had found the games particularly popular in clubs, fraternity houses and other places where people known to each other congregate.
The these places the game is a pleasant and legitimate way of spending one's leisure time. Personally I like the game and play it often.
The schools thruout the country."
Dr. Dreese told The Billboard correspondent, "have always encouraged this competitive spirit in the youth of the country, and this training in some measure accounts for the popularity of the skill game today.
"On the other hand and perhaps more to the point at the present time, the depression has stimulated public interest in the game as a definite outiet for the American desire for competition which, due to decreased economic activities, has not had a chance to express itself."
The students at Stockton Hall, Dr.

due to decreased economic activities, has not had a chance to express itself." The students at Stockton Hall, Dr. Dresse said, found the game interesting and played it almost constantly. "I think very definitely." Dr. Dresse concluded, "that the future prosperity of the industry lies largely upon the ingenuity of the manufacturers to turn out new and attractive types of games which cannot help winning the public appeal."

Iowa Meeting Attended By 125 Trade Members

CEDAR RAPIDS. Ia., March 30 .- Of-CEDAR RAPIDS, Ia., marcn 30.-----fielal report of the monthly meeting of the Automatic Merchandisers' Associa-tion held here recently indicated that 125 members of the trade were present. A four-course dinner was

tion held here recently indicated that 125 members of the trade were present. A four-course dinner was served at the Roosevelt Hotel, followed by a 30-minute program of entertain-ment arranged for by the Iowa Novelty Company. Officers of the State associa-tion present were C. H. Robinson, presi-dent; L. W. Lundhall, vice-president: Fred K. Chandler, secretary; I. E. Hoog-ner, treasurer. During the course of the business meeting Fred K. Chandler read a num-ber of telegrams, including greetings from Mayor W. D. Hayes, Sloux City; F. R. Jones, president Sloux City Cham-ber of Commerce, and the leading hoteis of Sloux City, inviting the association to hold its next meeting there. Mr. Chandler also gave a concise re-ported on the plans of the manufac-turers' association to co-operate with operators' organizations in the future. He was followed by Tom (Dynamite) Dyer, of Des Moines, a dynamic speaker, who spoke on organization and its prin-cipies. Mr. Dyer emphasized that he be-lieved the years of prosperity were just who spoke on organization and its prin-ciples. Mr. Dyer emphasized that he be-lieved the years of prosperity were just beginning, using news reports and his-tory to prove his conclusions. II. B. Gibson, of Chicago and repre-seuting the manufacturers' association, gave a graphic picture of the growth of the coin-machine industry from its inferent in the present time. He emp

infancy to the present time. He em-phasized the fact that there are thou-sands of people in Iowa alone who are dependent upon the distribution and operation of coin machines for a liveli-



MINNESOTA OPERATORS HOLD BANQUET-This active State organization is out to get 200 members. Banquet held at Minneapolis March 14.



hood. The closing part of the meeting was used to launch a membership drive, and pledges toward a sinking fund for the organization were received.

Game Adds Music Feature

Gamic Adds Music reature New YORK, March 30.—National Skee-Ball Company, of Concy Island, reports receiving many favorable com-ments on its new development, Chime Ball. Coin controlled, it is a kind of "musical version" of its well-known alley game, Skee-Ball. As the player scores sound effects are released, creating a startling effect. In all there are 20 dif-ferent notes, both chime and organ, making what the manufacturer calls the perfect ballyhoo. First installation is at Casino Amusement Company, Asbury Park, N. J., and Arthur E. Seger and Jack Golberg, of the Casino Amuse-ment Company, operators of the game, report that the players are wild over the device.

Contends Local Tax Is Enough on Any Business

DETROIT, March 30 .- Gerald Ensing, DETROIT, March 30.—Gerald Ensing, Grand Rapida, Mich., operator, has won the respect of his fellow operators thru-out Michigan for the way he has repre-sented the industry in hearings before the State Legislature and in much de-tailed committee work. Operating pea-nut, gum and candy machines, he has fought against great handlenps to estab-lish a successful coin-machine business. Ensing, in Detroit last week for the AMA convention, reported a notable im-provement in husiness in the last three months. Automobile parts factories, of which Grand Rapids has a large number, which Grand Rapids has a large number, aboved the best reports. The machines located right in the factories have heen selling goods at a greatly increased rate.

Commenting on a proposed State tax bill, Ensing said: "I am against any tax that will put a man out of business. We already have a local license tax of \$10 per 100 machines. With an average operation of \$00 or 400 machines—which are required to do a fair volume on penny venders—this tax is equal to or exceeds that on any other small business. small business.

small business. "I cannot see any benefit whatever in a State tax. Any small tax would speedily be eaten up in the costs of administra-tion, for boards and salaries. And a larger tax would be excessive and ruinous to the industry. Machines are properly regu-lated locally, and this is sufficient. The question of unincorporated territories, where there are few machines in relawhere there are few machines, is rela-tively unimportant."

Texas Trade Twinkles

Due to recent efforts of Texas opera-tors, location owners are pouring hun-dreds of letters into Austin addressed dreds of letters into Austin addressed to the various State representatives, re-questing them to place a reasonable tax on coln-operated machines and also in-forming them that the machines are very much in demand in their stores. The effort really seems to be getting places. This effort was sponsored jointly by Tom Murray, of Ft. Worth, and Marvin McLarty, operator of Lubbock. Lubbock.

Ft. Worth operators have been enjoy-ing a noticeably increased play on their machines due to the fact that the great Southwest Lire-Stock show has been in progress in their city. This show and rodeo always bring thousands of visi-tors to Pt. Worth.

A new sportland has opened in Ft. Worth at Seventh and Houston streets. (See TEXAS TRADE on page 63) 62 The Billboard

AMUSEMENT MACHINES

BILLBOARD LEGAL NEWS

Address all communications to W. W. Hurd, The Billboard, 54 West Randolph St., Chicage.

Reduce Mdse. Machine Tax

New law provides occupational tax and small fee of \$1,000. vender fee

LONG BEACH. Calif.. March 30.— Amendments to the vending machine license ordinance in Long Beach have been approved by the city council, re-ducing the frees from \$12 to a \$10 per year occupational tax and a 10-cent fee per machine. On scales the fee has been reduced from \$6 to \$2.

reduced from \$6 to \$2. The amendment reducing the fees is as follows: The city council of the city of Long Beach ordains as follows: Section I. That Section 88% of Ordi-nance No. C-724. as amended, by Ordi-nances No. C-1089. C-1280, and C-1284, ordinances of the city of Long Beach, is hereby amended to read as follows: Description:

hereby amended to read as follows: See, 8845. VENDING MACHINES: Every person renting, leasing or main-taining any vending machines or weigh-ing machines for the purpose of selling goods, wares or merchandise, or giving weight, operated by inserting a coin in said machines, or by the payment of a valuable consideration, and any person metrics leasing cor maintaining coin valuable consideration, and any person refiting, leasing or maintaining coin locks or coin latches which locks or latches are maintained on doors, en-trance thru which doors is gained by de-positing a coin in such lock or latch, shall pay a license tax as follows:

 (a) Sandwich Machines, twenty-five
 dollars (\$25) per year for each machine.
 (b) Vending Machines other than (See REDUCE MDSE on opposite page)

Charleston Judge Says Cranes Okeh

CHARLESTON, S. C., March 30 .- Crane

CHARLESTON, S. C., March 30.—Crane and digger machines appeared again in Charleston stores and hotels this week, after Judge Paul M. Macmillan, of the Court, ruled that vending devices could not be seized as gambling machines. The victory was the second here for operators this month. Recently the Charleston grand jury returned no-bills on 16 cases regarding the seizure of jack-pot skot machines, horse racing games and punch boards offering liquor or money as prizes.

and punch boards offering liquor or money as prizes. Jack pot machines, which once were located in virtually every restaurant in the eity and even in the swanky Fort Sumter Hotel, still are in hiding, how-ever, because of an expensive habit of officers of the law destroying the devices before the cases come up for trial.

Invite Reporters To Be **Present at Conference**

At a recent meeting of New Jersey operators to perfect a State organiza-tion newspaper reporters were present, evidently by invitation. It is stated that the newspaper men made some valu-able suggestions about local problems. An editorial was read from a Jersey paper which indicated what newspapers can do when once they have a clear can do when once they have a clear understanding of the pinball games situation.

attuation. The idea of having reporters present at organization meetings is one of the most constructive things that orderly associations of columen can do to pro-mote public good will. The New Jersey association has had some very valuable news publicly, particularly is the New-ark papers, and probably one of the chief reasons is that the columen have a sensible and businessike attitude toward the newspapers. The pinball games industry should not have anything in its organization activities that it needs to keep hid from newspapers inclined 'to show an im-

activities that it needs to keep and itom newspapers inclined 'to show an im-partial attitude. It might be a good move even to welcome reporters from those papers known to be prejudiced against the games.

To Contest Double Tax

RICHMOND. Va., March 30. — The State of Virginia and the City of Rich-mond are made defendants in an action brought against them in the City Circuit. Court by several operators of pinball games, the operators claiming that they are subject to double taxation when they are compelled to pay other license taxes besides a special State operators' license fee of 41000

In Richmond, for instance, the op-erators complain that they pay \$15 per year for each nickel machine operated and \$5 for each penny machine, besides which they are assessed a flat \$50 tax by the city.

The complaint was filed by Joseph Pearl and Arthur Gray, trading as the Virginia Vending Amusement Company, and H. J. Donati and C. L. Goodloe, The court is asked to declare those sections of the tax code and city ordinance levying the tax on each machine as uncon-stitutional and void.

In the Hustings Court there is also pending a test case, brought by the op-erators to decide whether a machine de-scribed as a "rocket pin" is a game of chance.

Editorial Helps Games Operators

PASSAIC, N. J., March 30. - The Bergen Evening Record published an editorial in the issue of Saturday, March 16, criticizing the reform drives against

Louisiana Tax Reduced

Louisiana Tax Reduced The first important victory for coln-now, tho the fight was won some time back. It concerns the usual headache of high taxes. A bill was recently in-troduced in the Louisians Legislature of accoln machines \$15 a year, a jump of more than double the present tax and which would have permitted the cities to raise the tax from \$5 to \$18 also, since a city has the power to tax prohibited by special law. In line with the new spirit of co-operation which is developing among touisiana operators and jobbers they got to the charity hospital fee—a fee which was to range about \$5—was re-duced to \$2.50. Taxes on each machine and its the cash of \$12.50. The was no minor victory for colaman and its hows what can be done thru in the hospital, making a total of \$12.50. The was no minor victory for colaman and it shows what can be done thru in the above that can be done thru in the bay the coin machines as its and against the coin machines as its and against the coin machines as its and against the coin machines as its and the shore the shore the bay the shore the bay the the shore the tax is to shore the tax and the shore the shore the tax is the shore the tax is the shore the shore the tax is the shore the tax is the shore the tax is the shore the bay the tax is the shore the tax is the shore the tax is the shore the bay the shore the tax is the shore the tax is the shore the tax is the shore that the shore the tax is the shore the bay the bay the shore the bay the bay the bay the shore the bay the shore the bay the shore the bay the shore the bay the bay the bay the bay the shore the bay the shore the bay th

General Novelty Company finds dig-gers very pepular at this time and is operating a nice string. They find that barrooms, restaurants and hotel lobbies the best spots for diggers.

pinball games. It is considered one of the finest expressions yet seen in defense

the finest expressions yet acen in defense of the amusement games industry. The New Jersey Amusement Board of Trade, new organization of Jersey coln-men, is soon to bring a test case before the Court of Appeals and Errors and it is feit that this newspaper expression will be of great value because of its moral support.

Charity Wins News Mention

MINNEAPOLIS, March 30.—The Min-nesota Skill Oame Operators' Associa-tion, 204 11th avenue, South, attained public notice again when the following news story appeared in *The Minnespolis Daily Star* March 25 with a two-column heading. "Old Pinball Games Amuse Blind and Entertain Crippied Children": "Pinball games, similar to those scen in nearly every corner atore, now are being enjoyed by blind persons and children patients in the hospitals for crippied children, along with aged in-mates of welfare homes and kindred institutions. MINNEAPOLIS, March 30 .- The Min-

crippied children, along with aged in-mates of welfare homes and kindred institutions. "This was revealed by officers of the Skill Game Operators' Association, of Minneapolis, which has given such in-stitutions old games lately replaced by those of newer types. "Blind persons get a thrill out of the games of skill by removing the glass covering and running their fingers over the pins and holes, which enables them to play the game with as much amuse-ment as those who can see. "Institutions which recently have re-ceived pinball games include the Salva-tion Army, Volunteers of America, Shrine Hospital for Crippied Children, the Ninnesota State Organization for the Blind, Minneapolis Sunshine Society and various posts of the American Legion and Veterans of Poreign Wars."

Definition of **Games Adopted**

Newspaper Defends Pinball Game Against Recent Attacks in Jersey

(Reprinted from The Bergen Evening Record, March 16, 1935)

"WHEN REFORMERS START REFORMING"

The next big battle in Bergen County will not be over vice, elections or lottery rackets, but whether a bagatelle machine is a device of the devil that should be relegated to the limbo of forgotten things. Englewood and Alpine have ordered drives for the removal of these mechanical devices from all public places.

The theory behind this crusade is that the bagatelle games afford the players an opportunity to gamble. The contestants sometimes play for money or drinks, it is charged. So they are now to be taboo.

Those who have experimented with bagatelle find the pastime relatively inexpensive and vastly amusing. Popularity of the machines has been enhanced by the skill of the manufacturers in presenting different combinations for the entertain-ment of the public. All the large department stores have added bagatelle games to their standard equipment. Their popularity is sweeping the country, not as gambling machines, but as games of skill for home entertainment.

Of course, the machines can be used for betting purposes. Police departments by themselves would be reluctant to disturb them, but they are forced to obey orders from their local municipal officials. If the police were forced to operate always on the same ridiculous theory, they ought to seize all the play-ing cards in Bergen County. Somebody might also use them for gambling purposes.

And Bergen County golfers will have to be careful next summer. Let there be no dollar nassaus on the Englewood Golf Club's links. Golf is a sport in which the players sometimes gamble, and as such all golf sticks are instruments of sin subject to police seizure.

To be successful a golfer must be lucky as well as skillful, but fortune's smiles break about even in the long run. The same is true of bagatelle. Skill plays a major part in the successful operation of most of the machines, as any experienced operator can demonstrate on short notice. Electrical attachments have added much to the fascination of the pastime.

There should be no more objection to bagatelle machines in any respectable establishment than there is to pocket billiard tables. If the cops are now going to be consistent they ought to confiscate all billiard tables also, and raid all kids' marble games this spring. These young outlaws of modern society often play "for keeps." The reformers ought to put them all in jail for that dastardly crime.

Important decisions of great value to Important decisions of great value to the industry were made by the legal and advisory committee of the National As-sociation of Coin-Operated Machine Manufacturers in a meeting March 12. The committee went on record as op-posed to the introduction of licensing legislation where the situation in any State was satisfactory, but to favor mod-erate licensing or taxation in any State where the situation appears to make it desirable.

where the situation appears to make it desirable. This is an important statement of policy and will apparently meet the ap-proval of all city and State organizations over the country. Of even greater interest was the de-cision to approve a definition of "amuse-ment games" for use in legislative bills. This definition reads as follows: "Amusement games shall be taken to mean any coin-operated game or games for the amusement of the public and which involve the exercise of skill in their play." their play.

This is a definition suited to the mar This is a definition suited to the mar-velous mechanical games developed in a machine age, and such a definition on the statute books would aliminate much of the hair-splitting arguments about "dominant skill." It is a definition that should appeal to common sense and fair play, but it will require a lot of effort is get the definition on record. But the work has been started and there should get the definition on record. But the work has been started and there should be united support in securing recognition of a legal definition in keeping with the more liberal spirit of the times. The committee also suggested a clause concerning prizes to read: "It shall be lawful to award prizes to players of amusement games for skillful operation."

Kansas Official Uses An Outworn Definition

Kansas newspapers gave considerable publicity to the order of the State attor-ney-general in which the State official stated that "probably 95 per cent of these machines (pinball) are operated on the element of chance." Many of the local newspapers reported the interpretations of local county and city officials, in which some of them stated frankly that pinball, when prizes were not given would be considered as legal games. It is a matter for scrious reflection

would be considered as legal games. It is a matter for scious reflection when one public official can express his personal opinion and jeopardize a busi-ness thrucout an antire State. Naturally, the wey is open always to contest such orders and opinions in the courts, but that is an expensive process, and if the columnan should sein a favorable de colmen should gain a favorable de cision there would be no recourse to recover from the State or the attorney general any damage caused to the business. The attorney-general's definition of

aming device is interesting: "Games ir devices in which judgment, practice, kill or adroitness are not involved or skill or adroitness are not involved or sire thwarted by chance are gambling evices, assuming the element of consid-eration and the awarding of a prize. Games of chance do not ceuse to be go because they may call for the exercise of some skill. It depends on the domi-nant element which determines the

of some skill. It depends on the domi-nant element which determines the ammes or devices." Evidently the attorney-general en-deavored to give a definition that would over the ground and chable all local officials to immediately spot games of hance. The real difficulty with all such definitions is that they can be ap-plied to soms games accepted as games of skill down thru the years if the definitions were followed literally. If the definition of a gambling device nopped with the clause. "games or de-nices in which judgment, practice, skill or adroitness are not involved," then it would be comparatively easy to have general agreement as to what consti-utes a gambling device. And no in-lligent person could object to such a edmittion. But when the clause, "or thwarted by chance," is added, then the definition ceases to be a practical guide ind becomes the occasion for endless rgument. ument.

rgument. The fact is that no game of any kind as been known in human history in which skill, practice, etc., were not in ome measure "thwarted by chance." The dominant element theory is imprac-ation by the second so unjustice as to ical and can be used so unjustly as to take the laws and statutes foster rackets stead of eliminating evils. Such im-ractical definitions make it possible r public officials to conduct the most ractical gantic racket known in the United tates today. People who are sincere in combating

neckets might as well begin with those ublic officials and reform agencies that med rackets by their own abuse of SPT.

EDUCE MDSE.-

(Continued from opposite page ndwich machines, \$10 per year occupa-in tax and 10 cents for each machine. (c) Weighing Machines, two dollars
 (c) Weighing Machines, two dollars
 (c) per year for each of said machines.
 (d) Coin Locks or Latches, four dollars
 (e4) per year for each coin lock or sech coin lock or

ch. e) At the time said license is applied said applicant shall give the serial mber, kind or character of said male)

amber, kind or character of said ma-hine coin lock or latch. (f) No person, firm or corporation hall maintain any vending machine, eighing machine or coin latch within he city of Long Beach without having peted thereon a conspicuous place a samp or label which shall be issued and public he the city Tax Collector upon amp of label which shall be issued and pplied by the City Tax Collector upon e payment of said license tax, which mp or label shall indicate the true err of said machine, the principal be of business of said owner and the ber of asid license, together with the date of expiration thereon, and in e event any duly qualified officer of a city of Long Beach finds any such achine, coin lock or latch being main-ined in the city of Long Beach with-it such stamp or label being main-ined the tax of Long Beach with-it such stamp or label being main-ined thereon in a conspicuous place, without such label indicating that here is a valid and unexpired license such actions of the such machine, it shall lefe is a valid and unexpired income sued covering auch machine, it shall his duty to seize and hold said ma-time for the payment of said license is, which machine shall be disposed of

a. which machine shall be disposed of post the non-payment of such tax as ovided by the laws relative thereto. Sec. 2. That there is hereby added to relinance No. C-724, ordinances of the ty of Long Beach, a new section to be hown as Section No. 6%, to read as laws.

Sec. 6¼. Every person engaged in the balances of renting, leasing or maintain-6 any amusement machine or game schines within the city of Long Beach, hich machines or games are operated basetting therein a coin or by the yment of a valuable consideration. All pay a yearly license tax of fifty plars (\$50) per year, which license mued upon the payment of said tax hall entitle said person to lease, rent or aintain one (1) machine within the ty of Long Beach. For each additional achine such person shall pay a freenso x of five dollars (\$5) per year. (A) All of such amusement machines games herein mantioned shall be re? Sec. 6%. Every person engaged in the

The second secon

Beach shall bear a stamp or label or aign Indicating the scrill number thereof, the true owner, the principal place of business of said owner, the number of the license issued by the city of Long Beach covering the maintenance of said machine, together with the expiration date of said license. (B) Any unuscent methics of same

AMUSEMENT MACHINES

Beach covering the minimum chance of same machine, together with the expiration date of said license. (B) Any smusement machine or game maintained in violation of this provision or maintained without having displayed thereon in a clearly visible place the aforesaid label or sign indicating that the license therefor is unexpired, shall be selzed and held by any duly qualified officer of the city of Long Beach, which machine or game shall be redeemable only by the true owner within a period of not to exceed sixty (60) days upon the payment of the reasonable value for the safekeeping of said machine, to-gether with the license tax as provided herein for the period during which said machine was improperly maintained. (C) In the event any person discon-

machine was improperly maintained. (C) In the event any person discon-tinues maintaining any machine or game duly licensed horeunder during a period when such machine or game is licensed for an unexpired period, said licensee may substitute another machine or game in place of said machine, the use of which is so discontinued, and may main-tain said substituted machine without which is so discontinued, and may main-tain said substituted machine without the payment of au additional license tax for the unexpired period of the license carried on said discontinued machine, provided, however, that such person sur-render the unexpired license of said dis-continued machine to the City Clerk and obtain from the City Clerk a new license for such unexpired period for said new machine, and provided further that said new machine be registered with the Chief of Police as provided herein.

herein. (D) Provided, however, that no li-cense as provided herein shall be issued for the renting, leasing or maintaining of any musement machine or game up-on any public street, alley, way, court or in or upon any publicly owned building or property within the city of Long Beach. Beach

Sec. 3. The City Clerk shall certify to cet. 3. The City City and the ordinance by the City Council of the City of Long Beach and cause the same to be posted in three conspicuous places in the city of Long Beach and it shall take effect thirty (30) days after its final passage.

TEXAS TRADE-

(Continued from page 61)

This is the most promising spot in the city for a sportland and the industry in this section is watching the outcome of

the venture closely. Other sportlands are reported open in Dallas, Houston. San Antonio and Waco.

The Texas coin-machine industry ex tends a hearty welcome to The Bill-board's Dallas office and its manager, Gregg Wellinghoff.

Cranes and diggers are finally coming into their own in the Lone Star State. Several distributors are now jobbing the machines and operators are beginning to place them on location. Thus far they report pleasing returns from this type of equipment.

Never before in Texas has this writer it seems that operators are beginning to realize the value of counter machines and are placing them right along with their floor units.

Electro Ball Company, Dallas, reports a big business on the new Seeburg Scicctaphone. Electro Ball Company has been receiving these new Seeburg instruments by the carloads and opera-tors are still clamoring for more. The Seeburg phonograph is proving a big sensation in Texas and other Southwestern States.

Merchandise machines are coming in, for their part of the business and a number of operators of merchandise equipment report a big increase in business. Operator Dribble, of Big Springs, reported to this writer recently that the merchandise business in West Texas was increasing daily. Dribble operates merchandise machines exclu-sively. sively.

All types of amusement machines are All types of amusement machines are receiving their portion of play, with the payouts leading the big parade. The one-ball units are getting the money fast and the playing public appears to be on a real spending spree at this time.

condition which usually follows A condition which usually follows city spring clections is now in evidence in some sections and John Law is showing his colors a bit. The Texas Rangers have been busy in several South Texas cities and have closed a number of places where gaming was going on. However, these activities are always credited to polities and the situation is expected to become caim before long.

Some of the new machines that were introduced at the show are now showing up on location, but most of the boys are still watching and waiting for de-liveries on many of the show winners.

Critic Comments on Pinball

There are about a dozen important types of entertainment now functioning in the United States, ranging from the marathon endurance show to the legitimate theater, from the coin-operated machine to the radio.

You may begin with a preconceived notion that a tent show production of "Paid In full" is intelligent entertainment and that playing the pin-and-ball machine is not. But that prejudice is an intellectual one, and, to a large extent, prevents you trom seeing what is happening in the business of providing amusements to the American people. It is not even safe to assume that amusements which depend on mechanisms are necessarily less good than those which depend upon human talents. —GILBERT SELDES, in Today Magazine, March 2, 1935.

At the present moment the most successful novelty is the pin-and-ball game, at which thousands of mem who want to "igo somewhere" but do not propose to spend a great deal of money now entertain themselves. I do not know on what theory their way of spending time can be eliminated from the field of amusement, uness one prefers to class what they are doing as a port, which, it think, the manufacturers would approve. The pin-and-ball game began as the simple old bagstelle board, on which they player used a stick to run a steel ball up a groove so that, after hitting a certain number of pins, if fell into a place bearing a number, usually from 10 to 100. The commercial amploitation of this game required, first, that either the balls or plunger should not be free until money had been deposited in the slot, and the next step was to make the plunger at least semi-automatic; that is, it is fixed in place and works on a spring, and the only skill required is the knowledge of how far to puil to ut in order to send the ball spinning in such a way that it will fall into the most profitable hole. The physical development of such boards closely resembles that of Tom Thumb golf, in vogue several years ago, because the knards are dramatized so that in one type the ball actually files over a trapeze: in another, designed by Red Grange, the entire board suggrest a football game, and in a third the Army and Navy are represented on the field.

the field

the field. The success of the pin-and-ball game would suggest fo some serious observers thar the appetite for active participation in entertainmont has not been killed by the movies and the radio. Actually, such games are closer to pool and bowling that they are to the theater: in spirit, it not in fact, they are close to playing dice, in which, also, enthusiasts assert, skill is an important element. The significant thing is that even in the field of highly mechanised entertainment new things are invented; and, just as four years ago, people interrupted their almiess motoring to play miniature golf, so they stop now on their way to a movie to play the or ten games of pin-and-ball. —GILBERT SELDES, in Today Magzzine, March 23, 1935.

In a series of three articles appearing in Today Magazine Mr. Seldes, author of Lysisirata and The Seven Lively Arfs, critically examines the most popular forms of modern amusement. He is smply qualified as a critic and writes from that stand-point. Altho he thinks pinball may be a passing fad, it is the most important recognition that pinball has yet been given to be considered as a form of amuse-ment for the American people by such a competent authority.







ROL - A - TOR

BELL

AMUSEMENT MACHINES



and **PREMIUM USERS**

WRITE today for new price list of complete line Premiums and Carnival Supplies. Corn Game Items, Wheel Goods, Novelty Items, Rubber Toys, Candy, Pop Corn, Jumbo Rossted Peanuts, Light Globes, Tape. If it is new we will have it. Largest in South.

SOUTHERN PREMIUM MFG. CO.

Commerce and Ash Lane Sts.

DALLAS, TEXAS

Wanted for Royal Palm Shows

Opening April 5 for Two Weeks in Heart of Birmingham, Ala. Two Locations. Loop Plane, also one more good Grind Show with or without frameup; Midget Loop rianc, also one more good Gind anow with or without frame(); Midget Show or any other up-to-date Attraction. Legitimate Concessions of all kinds, good opening for a Lead Gallery, Cigarette Shooting Gallery, Penny Pitch and American Palmistry. Long Fair Route, starting in July until December; then Florida, Write or wire BERNEY SMUCKLER.

KRAUSE GREATER SHOWS WANT

For Spring Opening Season, Organised Plant Show with Small Band; will furnish outfit. Opening for one more Show not conflicting and legitimate Concessions. Address, this week, Rock Hill, S. C.

Cincy AMAO Men Work on Petitions

CINCINNATI. March 30. - A special CINCINNATI, March 30. — A special meeting of the Automatic Merchandisers' Association of Ohio, Hamilton County division, was held at the Hotel Gibson here Thursday night. Session drew a good crowd, including a delegation from Dayton, O., comprising A. S. Levy, C. Searle, Bob Francis and Ceorge Schauer. C. McFarland, of Greenfield, O., was also present.

present. Principal item of discussion at the meeting was the plan to circulate peti-tions among liquor permit holders for the purpose of obtaining signatures of the permit holders and their customers to present to the Ohio Liquor Control Board, long a thorn in the side of the State's coin-machine operators. The county was quickly divided into sections to be worked by pairs and an enthusi-nstic spirit of co-operation was mani-fested. Ben Goldberg, of the Sicking Manu-

fested. Ben Goldberg, of the Sicking Manu-facturing Company, this city, offered 810 as first prize to the one bringing in the most signatures. Ralph T. Young do-nated \$5 as a second prize and several other prizes of \$3 each were also arranged

The Automatic Merchandisers' Association of Ohio now has divisions in Cleve-land, Cincinnati, Columbus, Toledo, Dayton and Akron. More members were signed during March than in the pre-vious month and the organization, under the guidance of Ralph T. Young, really

the guidance of Ralph T. Young, really seems to be going places. Cincinnati members in attendance at the Thursday night meeting were Ralph T. Young, national president: L. H. Perg, president of the Hamiltou County di-vision; William Armsey, secretary; J. J. Johnson, treasurer; Sam S. Weinstein, Sam Saiman, H. Cavanaugh, H. L. Win-deler, David Tavel, Ben Goldberg, Ray Bigner, Lester Buerkel, M. M. Bowman, R. M. Speed, R. M. Shawhan, H. S. Willey, H. H. Cohen, Bill Marmer, C. H. Fran, William Thiancs, George Thinnes, Joe Westerhaus and B. A. Bruns, of The Bill-board.

ROUTES-

(Continued from page 35)

Ricton's Show: Andersonville, Ga., 2; Ideal 3-4; Reymolds 5-6. Schneider's, Doc. Yodeling Cowboys: (Lyric) Birmingham, Ala., 1-3; (Station WSB) Birmingham 4-5; (Ritz) Greenville, S. C., 8.

REPERTOIRE

Billroy Comedians, Billy Wehle's: Valdosta, Ga., 5; Cairo 6; Albany 6; Cathbert 9; Lagrange 10. Bishop Tent Show: Vienna, Va., 1-6. Carter, J. E., Dramatie Co.; Altona, Mich., 1-6.

1-6. Harris Road Bhow: Grand Porks, N. D., 1-6. Obrecht, Christy, Show: [Liberty] Webster, S. D., 1-6; (O. H.) Wahpeton, N. D., 8-10. Princess Stock Co.: New Boston, Tex., 1-6. Sadler's Oxan Co.: Austin, Tex., 1-6. Smith, Frank, Players: Beebt, Arks, 1-6. Stong, Hal, Show: Corlisie, Arks, 1-6.

DRAMATIC AND MUSICAL

Abbey Theater Players: (Ourran) San Pran-cisco 1-6; (Met.) Scattle 8-13. As Thousands Cheer: (Biltmore) Los Angeles

3-13. Carte, D'Oyiy, Opera Co.: (Royal Alexandra) Toronto, Can. 1-6. Ceiling Zero: (National) Washington 1-6. Cornell, Katharine: (Maryland) Bailimore 4-6. Coward, Linden, Magician: Statesboro, Ga..

Shining Hour: (Broad) Philadelphia 1-6. Three Men on a Horse: (Harris) Chicago.

SUPREME BURLESK

Greenwich Village Girls: (Park) Boston 1-6. Jute Cutles: (Minsky's Republic) New York Vampire Girls: (Minsky's) Brooklyn 1-6.

MOTORIZE Write GHARLES GODS. With Standard Chevrolet Company, East St. Lauis, Ill.

CIRCUS AND WILD WEST

Barnes, Ai O.: (Hill & Waah. Sta.) Los Angeles, Callf. 3-7; Hollywood 6-10; Banta Monica 11; Posadena 13; Giendale 13; Ventura 14.
Bryan Bros.: Boynton, Fla., 5; Riviera 6.
Haag, Mighty: Marianna, Pia., 4.
Kay Bros.: Forest Gity, N. O., 4; Mooresville 5; Madison 6.
Mix. Tom: Modesio. Callf. 2; Stockton 3; Oakland 4-7.
Orange Bros.: lienderson, Tenn., 4; Lexington 5; Hurtington 6.
Polack Bros.: Newton, Kan., 6-13.
Ringling Iros. & Bartum & Balley: (Madison-8gi, Garden) New York 11-May 4.
Selis-Skering: Ma. Vernon, Mo., 6; Rogers. Ark., 8; Fayetteville 9 Ft. Smith 10; Paris 11. Paris 11.

CARNIVAL COMPANIES

Bar-Brown: Gainesville, Fia., 1-6; Hawthorne

Bartestuk, etc., re., re., re., re., re., re., re., s.13.
 Barkot Bros.: Cleveland, Teon., 1-6.
 Big Sunte: (5400 Washington Ave.) Houston.
 Ficoni's Cold Medal: Mt. Vernon, Ill., 6-13.
 Blue Light: Laurinburg, N. C., 1-6.
 Bruct Greater: Atlanta, Ga., 8-13.
 Bunts Greater: Atlanta, Ga., 8-13.
 Bunts Greater: Atlanta, Ga., 8-13.
 Christ United; Daiton, Ga., 1-6.
 Greater: Greater State, S. C., 1-6.
 Greater: Greater State, S. C., 1-6.
 Greater: Greater State, S. C., 1-6.

Concessionaires... Novelty Supply FOR AIRS, caunivals, calcuses, gaind stores wheels, banks, colon gaind stores the tipp Novelty company The tipp Novelty company There can ge city. Outo

WANTED **BOSS CANVASMAN**

to handle 120-foot top with 3 40s and keep same in condi-tion. Buckner, write. BOX 584. Billboard, 1564 Broadway, New York, N. Y.

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WANT FOR GIGANTIC WATER CIRCUS

Young Diving Cirl, Clewn, Cirl High Divers, both Back Someraault and Swan. All stats low-est salary, what you do and sund photographic Shannon O'Dea write. Address W. H. (Bill) RICE, care United Shows of America, Shrave port, La.



and other strictly legitimate Concessio for best Beach in South. Addre Address CONCESSION MANAGER Myrtle Beach South Carolina

CONCESSIONAIRES PARK OPERATORS

ORDER BLANK, Maling List now ready for your marky opening Sesson. Write today for copy. Net Catalogue ready dates part of April, 73 different designs of Flaster for all Games. New items. Len price, All orders half each, balance C. O. D Watch billboard when ready. Corrard, Linden, Masyland) Baltimore 4-2. Corrard, Linden, Masylcian: Statesboro, Ga. Jelmar, Hypnotist: (Dixle) Dyersburg, Tenn. 1-6. Delmar, Hypnotist: (Dixle) Dyersburg, Tenn. 1-6. Dodsworth: (Wilson) Detroit 4-13. First Legion: (Belwyn) Chicago. Yuller Brothera & Sisters (Risito) Danville. Va. 3. (Carolina) Burlington, N. G. 4: (Wilson) Wilson Sisters (Risito) Danville. Va. 3. (Carolina) Burlington, N. G. 4: (Wilson) Wilson Sisters (Risito) Danville. Va. 3. (Carolina) Burlington, N. G. 4: (Wilson) Wilson Sisters (Risito) Danville. Va. 3. (Carolina) Burlington, N. G. 4: (Wilson) Wilson Sisters (Risito) Danville. Va. 3. (Carolina) Burlington, N. G. 4: (Carolina) Dartham 6: (Roakney) Roanolington, NO RACKIST, Good Free Act with Corr Va. 5: (Colonial) Burlington, Philadelphia 1-13. 1-13. 1-13. 1-14. Mort goue Angleis: Spaniah Fork, Utah, 3-5. Mort goue Angleyers: (Chestnut St.) Phila-Other Haus, Sisters (Chestnut St.) Phila-Sisters (Davidson) Milwaukes 1-4. Band, Minz. Advien 7-9: Cattin 10-14. Andrian 7-9: Cattin 10-14. Andrian 7-9: Cattin 10-14. Andrian 7-9: Cattin 10-14. Shalor, Beware: (Davidson) Milwaukes 1-4. Band. Alto Opera Co.: Sait Lake City, Utah, 3-4. Shining Hour: (Broad) Philadelphia 1-4. Three Men on a Horse: (Harris) Chicago. Tilley Shows WAMTE

TILLEY SHOWS WANTS Mechanical Show, Pan House, Howing Aller Candy Flows, Whip Poreman, legitimate Conve-siona. Box 635, Ladd, 511.

PEARSON SHOWS New Booking for Neason 1935. RHOWS AND CONCESSIONS. (YERN GAM OPEN. Address P. G. BOX S. Ramsey, III.

SOL'S LIBERTY SHOWS, Inc. NOW BOOKING FOR BEASON 1336. Address P. D. BOX 228, Caruthersville, Mo.

ATTUSEMENT MACHINES





Ad Campaign Bullboard Ad Drugs Query From Palestine Work Begun

Sportland men pick N. Y. Journal to sell public on new entertainment

NEW YORK. March 30 .- With enthuasm at a high pitch, the sportlands ave decided to use the evening news-aper with the largest circulation in the per with the targest circulation in the puntry for their opening campaign-he paper chosen is *The New York vening Journal*. The Saturday issue of the paper will be used, due to the fact hat it sells for 5 cents, is insued to the uble in most of its editions before oon, contains a 16-page comic section the a 30-mass message is not crowded nd a 32-page magazine, is not crowded n this day with retail store advertising nd is considered a two-day paper be-nuse it is kept in the home over the end.

Bill Gersh, of Byrde, Richard & Pound. BILL Gersh, of Byrde, Richard & Pound, dvertising agency here, is preparing the test batch of ads to reach his firm's offices. A complete page will be devoted to the work of the sportlands and they will be presented to the public in an entirely new light.

The beatthful recreation factors will estreas with all the leading sport-inds entering wholeheartedly into the ork. The sportlands are featuring their arious locations and the local machine birthoutors are featuring their games. Lany manufacturers from Chicago also have entered and their add will also oppear on the page. The complete page Hi be devoted to the sportlands. The campaign as outlined will be a tation follow-up, with a page sched-led for every week for an indefinite eriod. News pictures will also be fea-red, as well as many other ideas rela-ve to the games and the sportlands. The complete theory is to present a sw entertainment for the attention of sw Torkers. The individual advertis-tic slaso expected to help the men and new customers for their places of nusiness. Open house will be held at the control aver dotting and Simp

incss. Open house will be held at sportlands over Saturday and Sun-after the appearance of the ads. wups will be made of the page and sinesa e will appear in the windows of all sportlands thruout the city. It is believed that with the approach of big outdoor season that advertising I help bring the crowds to the aches, as well as to the many resorts are the games are featured.

pens New Jobbing Biz

WASHINGTON, March 30.—Philip G, andell announces that he has recently sened his own business at 2016 Georgia renuc, N. W. He will handle various es of pinball games, scales and a com-Mandell was formerly connected with a A. B. C. Novelty Company here.

> Watch for This Special Feature: Sportland Management

By WILLIAM E. PABST

in the

Spring Number of The Billboard **Dated April 13**

NEW YORK, March 30.—Bill Rabkin, of the International Mutoscope Reel Company, Inc., this city, received the thrill of a lifetime the other day when the postman brought in a letter which had been sent air mall all the way from Tel Aviv, Palestine, to New York. The letter contained a request for immediate information. Isyout and prices on sportlands. It was in answer to an advertisement which the firm carries in The Silboord. Mr. Rabkin reports that his letter was also for-warded by air mail via Avion and Jaffa to Tel Aviv. The writer of the letter also informed that pin games were considered one of

The writer of the letter also informed that pin games were considered one of the leading amusements in Palestine and that he believed the sportland idea could be successfully carried out in that country. He hopes to have a sportland in operation before next fall and will depend entirely upon the International Mutoscope experts to do the complete layout work and recommend the correct machines for use in that country. machines for use in that country.

Sportland at Niagara

NIAOARA FALLS, N. Y., March 30.— John W. Simone, considered Niagara's largest operator of pinball games, is open-ing a sportland on Falls street here. Mr. Simone has secured the services of Al Levy to manage the sportland. This is said to be Western New York's first sportland. The spot is located in the heart of the business section, one block from the foot of the falls. The new venture in the amusement field has gained considerable attention as a local enterprise. enterprise.

National Assn. of Sportlands **Official News Amusement Center Gift Shops**

Information

Anyone interested in the new national association for sportland owners and man-agers or the general subject of sportlands may write to: Museus Coldition

Murray Goldstein, Secretery, National Association of Sportlands, 2126 75th street, Brooklyn, N. Y.

Or to L. G. Anderson, Manager, Sportland Division, The Billboard, 1564 Broadway, New York, N. Y. An interesting booktot an modern sport-lends, by William Rabkin, has just been published by The Billboard and may be had for the asking.

This booklet contains full and vital information for the prospective owner or operator of a sportland, as well as for those who are already operating.

MEETING OF NATIONAL ASSOCIA-TION, as announced in the March 23 issue of The Billboard, will be held at the Hotel Imperial, New York, at 4 pm., Wednesday, April 24. Reservations are already coming in. Let us have yours, or your comments.

DIRECTORY OF SPORTLANDS: We are compiling a directory of all sport-land owners and managers, as well as prospective sportland owners and man-agers. Please let us have your firm name, name or manager or owner, num-ber of machines, business address and location of your sportland.

Six new members, consisting of all the sportlands operated in Staten Island, joined the Amusement Men's Association (New York Sportland group) last week. Scoring 100 per cent membership from this territory.

Let us have your comments and sug-gestions. We are anxious to co-operate with you regardless of whether you are a member of the association. MURRAY GOLDSTEIN, Secretary.

e

Sportland Squibs

Leblang's ticket offices are completed at the Sports Palace at Broadway at 52d street and opened for business April 1. The restaurant in conjunction with the Sports Palace isn't functioning as yet. A new tenant is being sought. At present the "sportland kings" are using the entire spot to enhance the attrac-tiveness of the games. At using

The Barrel House, 247 West 42d street, in the heart of Times Square, opened with a flourish last week. Sid Kahn is with a flourish last week. Sid Kahi is in charge and knows the sume, having been close to it in the Rockaways. The spot is connected with the Barrel House "amusement, food and drink." Opening day was a big success. Sportshop owners from all over the town called to nay their remeets pay their respects.

Dave Simon reports that within the with the works his new hower level will be opened to the public. He is also repainting his busy Riverside Sportland on Broadway near 90th. Dave is also installing a cooling system for the sum-near morths. mer months.

Nat Faber and David Loeb are open-ing what they believe will be the most unique spot of them ail at the corner of Broadway and 48th street. Present last Saturday while the walls were being torn down, the present floor ripped up and the place being inclosed for the workmen, were Dave Simon, Murray Goldstein, Bill Gerah, Nat Faber and David Loeb. Dave Simon offered "pahlenty" for the basement, but Nat has other plans. The spot is right in the heart of the work mot crowded sector. This spot, which will actually be all windows, with approximately 90 feet on 48th street and 25 feet on Broadway, promises to be the showplace of the sportland world. Nat Faber and David Loeb are opensportland world.

Herb Adler, of the Adler shoe stores, rushed into one of the spots last Satur-day to wish the owner luck and dashed right out with the remark that he was

ALCONTRACTOR

meeting his dad, who was just coming in from Plorida. Herb has a new idea in mind for sportshop displays to at-tract attention and will soon have it ready for the progressive sportshops.

Everyone claims "it's a pleasure" the way that those cases are being thrown out of court. In one day seven cases under Sections 982 and 973 were tossed out on the sidewalk.

That closing-hour ruling from the ll-cense department has the boys rather upset. The ruling states that the boys are to close between the hours of 1 a.m. and 8 a.m. An appeal is being made to the Honorable Paul Moss, commis-sioner of licenses, to extend the closing time, at least in the Broadway sector, where many theaters are open far later and where some of the best money-mak-ing trade doesn't show up until about 4 a.m. The Broadway "Dawn Patrol" is known to cavort at the sportspots after the 3 ayem marker. And what's more-they even play. they even play.

They even play. Maxwell Ellis and Max Welss, the 14th street impresarios, are up in smoke be-cause of what they call unfair competi-tion. But, sciously, the manner of op-eration noted at the spot in question is the most unfair yet seen in the city. Scores are lowered to the absolute minimum, bringing the actual profit to so low a point that it is really a loss. No sound business can operate on this basis. The sportland owners are inter-ested in a fair return on their invest-ment, but apparently this spot is inter-csted only in paying the rent. Such op-cration is of fiscif disastrous, for it tends to cripple play in surrounding sportlands. The matter, it is reported, is being taken up with the license com-missioner and it is hoped that he will pay the spot a personal visit.



PRICE SMASH





contracts for 14 Southern Fairs. Ten weeks in choice locations of the coal fields. Address this week, Newport, Tenn.

Orange Bros. Circus

WANTE-Moskisans for Big Show Band, Clowna, Performers who do three or more acts, Candy Buthers and Techer Hellers for Side Bhow, Chief Hoho, Phyllis Romeck and William Biddwell, wire Mumpy Zhenfelge. Willie Fuller wire: Can place Oriental Daners. Honderson, Thursday; Lezington, Friday; Wunthodon, Saturday; all Tennesses.

WANT

Strong Trombone, Tube, Trap Drummer, Other intuicians write, Talking and Enochabout Clown, Animal Side Show; Mr. Fee vire, FOR SALE-70 Round Tro, three 30 Middles, like now, 8550 complete. Forest City, Thromas: Moorearille, Frida; Madison, Saturitay; all North Carolina. KAY BROS. CIRCUS.

W. A. GIBBS SHOWS

NOTICE: OPENING POSTPONED. April 20th, FL Scott, Kan Uwing to dust storm impossible to paint. All people contracted report not later than 11th at lot. WANT-Show with or without tents. WANT-Choessiona, one of a kind, 810.00; two \$17.50. Will book likes that don't conflict. W. A. G1888, Eris, Kan. Eria, Kan.

ROYAL ABUSEMENT CO. Booking Bhows and Concessions for its Boring Opening et Corington, Tean, April 22. Write J. E. CLATTON, Manarer, Greenville, Min, up-til April 13: then Corington, Tean.

WANTED First-class NEW acts for Cir-and biliposter. B. C. BCHWARZ, P. O. Box 133, Mobile, Ala

Official To Disapprove Insurance by Machine

OKLAHOMA CITY, March 30.—State Insurance Commissioner Jess G. Read recently indicated that he would disrecently indicated that he would dis-approve any coll-operated device for sell-ing 24-hour insurance tickets upon the deposit of a coln. These machines ap-peared in England some time ago. A well-known accident insurance company in Chicaro had them under concidentias Chicago had them under consideration many years ago. Mr. Read stated that William Warren.

former secretary of the State insurance board, and B. T. Buillon, former insur-ance commissioner of Arkansas, have developed a scheme for 24-hour insurance. obtained by dropping a coin in a

to be obtained by dropping a coin in a machine. "Some time ago I turned down a scheme whereby the merchants of a com-munity bought policies and gave one to each customer," said Read.

He said that neither Warren nor Bullion had presented the new scheme to him or to the State insurance board.

New Idea in Parts Store

BROOKLYN, March 30.--Myron M. Harrison, president of the Long Island Crane and Pin Games Corporation, is opening for the first time here a special store that can be compared to the auto-mobile accessory stores and which will have for sale parts for all machines. Howard Harrison will be in charge of the store, and his knowledge of operat-ing conditions, as well as the machines, it is reported, will benefit the operators here. here

Mr. Harrison also intends to have an All. Haling display of the new Interna-tional Mutoscope cranes. He is featur-ing these cranes as his leading product. He reports that many sales have already He reports that many sales have already been made and that he believes the cranes will be very prominent in this city within a very short time. His pres-ent distributing quarters will be next door to his parts store, he reports. This "parts palace," as Howard Har-rison calls it, will contain the necessary parts for all types of machines, ranging from bumper rubbers to the tinlest springs. Each part will be labeled ex-actly as it comes from the factory and

from bumper runbers to the times, aprings. Each part will be labeled ex-actly as it comes from the factory, and Harrison believes that there is at pres-ent a great demand for a store of this type. They will also have specially made for them many durable parts according to their own design and believe that the ops will appreciate this service.

Games Boost Phone Biz

BROOKLYN, March 30.-A representa-tive of The Billboard who recently visited the office of D. Robbins & Comvisited the office of D. Robbins & Com-pany had to wait 20 minutes before he could see Dave Robbins. The reason? Dave was on the long-distance phone talking to Stoner Corporation, Aurora, III., regarding additional carloads of Cavalcade and Tick-a-Lite, Stoner's new pin games, Since most pin games are made in Illinois and Eastern distributors must constantly be in touch with the factories regarding ahipments. Dave than trebled due to those long-distance calls, and he believes that other Eastern distributors are having similar phone distributors are having similar phone bills. Dave says that all stockholders in telephone companies should be boosters for pin games.

Supporting Lottery Move NEW YORE, March 30.—Mrs. Oliver Harriman, who believes that "millions of dollars spent for lotterics in foreign countries ought to be kept at home for our own poor," led a delegation recent-ly to attend a hearing on the Orawford bill, which would permit corporations to conduct lotteries for charitable pur-poses. Mrs. Harriman is chairman of the board of the National Conference on Legalising Lotteries.

the board of the National Conference on Legalizing Lotteries. In addressing a meeting of the Na-tional League of American Citizens of Poreign Descent at the Hotel Astor, Mrs. Harriman argued that lotteries were the "easiest way to raise money." Senator Crawford's bill was indersed unanimously at the meeting by the league

league.

MARRIAGES-

(Continued from page 31) wright, and known on the stage as Madeletns Marshall, to William Mac-gregor Clark, business executive, in New York recently.

PAWOETT-PORMANEK-Roscoe Kent PAWOETT-PORMANEK-Roscoe Kent Pawosti, son of Capi. W. H. Pawosti,

film magazine publisher, to Marie Ann Pormanek March 12 at Mexicali, Baja Calif

ATTUSEMENT MACHINES

Calif. LAMB-HANLEY—Drezel Lamb, orches-tra leader. and Catheride Hanley, eachier at the Riviera Theater. Three Rivers, Mich., at St. Paul's Methodist Episcopal Memorial Church, South Bend, Ind., recently

LEASE-ROBERTS-Rex Lease, cowboy Star and former husband of Charlotte Merrian and Eleanor Hunt, motion ple-ture actresses, to Elsa Roberts, film player, March 22 at Yuma, Ariz.

LONGONE-LAMANCE—Paul Longone, director of the Chicago Civic Opera, to Eleanor Lamance, concert singer, racently

MCDANIELS-BAVAGE - Tressle Gray

McDanlels, outdoor show executive, and Polly Savage, producer and dancer, at Nurfreesboro. Tenn., March 27, while en route to join the New Deal Shows. SPECIALE-GAYLORD-Mike Speciale, president of the American Booking Office and former band leader, to Gayle Gay-lord, radio and night club singer, at Cleveland recently. SPEED-MYERS-Mason Speed, orches-tra leader, formerity with various tabloid

specific and the second specific and the second specific and the second second

STILLWELL-MEYER-Ahner J. Stillbilling ther, and Rosemary Ames Ket-ting Meyer, movie actress, in Chicago March 33 an hour after Mrs. Meyer's di-vorce from Bertie A. Meyer, London the-

atrical producer, had been granted. SULLIVAN-GATLEN-Francis L. Sul-livan, Hollywood film player, to Danae Gaylen, theatrical dealgner, at Caxton Hall, London, March 16.

BIRTHS

A seven-pound son recently to Mr. and Mrs. Eugene Ormandy in New York. Father is conductor of the Min-

York. Pather is conductor of the Min-neapolis Symphony Orchestra. An eight-pound girl, Cheri Beryl, to March 19. Pather is pratident of Mc-Arthur Theater Supply Company. To Mr. and Mrs. Charles A. RossHam a nine-pound girl, Hope Svelyn, at the Homeopathic Hospital, Providence, R. I., March 2. Mr. RossKam, who is The Sill-board correspondent in Providence, was for a number of years advance representa-tive for the Chicago Stock Company.

tive for the Chicago Stock Company, A 6½-pound son to Mr. and Mrs. Pinkus Jacob Wolfson March 15 at the Cedars of Lebanon Hospital, Hollywood

Cecars of Lebanon Hospital, Hollywood. Pather is a screen writer with Metro-Goldwyn-Mayer. To Mr. and Mrs. Henry Garat a son, Henry Jr., recently in Paris. Pather is a screen writer. A daughter March 20 to Mr. and Mrs.

A daugneer march 20 to MT, and MT. Red Fred. Father is the noted English vaude trick cyclist. A daughter, Sonia, to MT, and MTs. M. Schoen March 23 in New York. Father, now in the liquor business in New York. is a former Coney Island (N. T.) con-casioner. cessioner.

A girl, Caroleah, March 11 at the Medical Arts Sanitarium, New York to Medical Arts Sanitarium, New York, to Mr. and Mrs. Charles Burns, for-mer comedian in burlesque and vaudeville, now is general manager for Louis Ricardo's theatrical enterprises, New York.

To Mr. and Mrs. Oran Wharton, both formerly with Wells Bros.' Shows, a girl, Melba Ann, at Moffat, Tex., March 17.

COMING MARRIAGES

LUMIING MARKIALES Engagement is announced of Kittle Prince. English vauderlike and radio star, to Jack Preston, nephew of Sir Harry Freston, well-known English host and sportaman. Wedding will take place in London early in the summer. Bestrice Gilman, of Bridgeport, Conn., and Dr. George Hurwitz, of Hartford, Conn. Miss Gilman is a contraito soloist on the staff of Station WICC, Bridgeport, No date has been announced.

No date has been announced. Theima Milis, film dancer, to Dr. Clinton Wunder, lecturer and author. Wedding is scheduled for April.

Wedding is scheduled for April, Olney Simkins, stage dancer, to Ralph Groves. No date set. Dorothy Grainger, motion picture sc-tress, to George Lollier, assistant direc-tor. Wedding will be held in April at the Little Church of the Flowers, Gien-dela Columna dale, Calif.

dale, Calif. Doris Fisher, daughter of Fred Fisher, songwriters on to Jay Faggen. Dorothy Samaon, secretary of the Songwriters' Protective Association, to Samuel Lerner. Wedding set for June. June Clayworth, stage and screen ac-tress, to Benedict Erstein. Wedding will take place in April.

trees, to Benedict Erstein. Weuung war, take place in April. Helene Thimig, associate director on Warner Brothers' production of Mid-summer Night's Dream, to Max Rein-

hardt, stage and screen producer. No date is set.

ROUTES

ROUTES (Continued from page 64) Grats Orester: San Diego, Oalif., 1-5; Banta Barbara 10-16; Dudiey, D. 8: Archer City, Tex., 1-8; Freed's Dailey Bross: Broken Bow, Oklan, 1-6. Googen Attra: Gray Court, 8. O., 1-4; Golden Veiley: Gate City, Va., 1-6; Kingspork, Tem, 8-13 Great Suiton: Osceola, Ark., 6-13; Great Suiton: Osceola, Ark., 6-13; Great Suiton: Osceola, Ark., 6-14; Great Suiton: Osceola, Ark., 6-16; Great Suiton: Marseita, Osc., 1-6; Hilderbrand United: Giondale: Calif., 1-6, Bier Greater: Gearcy, Ark., 6-13; Haas United; New Der., N. C., 6-13; Haas United; New Der., N. C., 6-13; Haas United; New Der., N. C., 6-13; Haas Dailed; New Der., N. C., 1-6; M. M. M. Boove; Coursey, Ark., 1-6; M. M. Boove; Coursey, Ark., 1-6; M. M. M. Boove; Coursey, Ark., 1-6; M. M. M. Boove; Coursey, Ark., 1-6; Bae, D. C. L.; Clewshad, Tenn., 1-6; Bae, D. De; Durase, Okla, 1-6; Charles, Bayen, C. L.; Clewshad, Tenn., 1-6; Frasout e-13. State, Fai: Phosenit, Aris, 1-6; Prescot e-13. State, Star: Phosenit, Aris, 1-6; Prescot e-13. Hister Bae, Hanger, Sanramenda, Guil, 2-15; Weil, Coal; W. Prankfort, H., 1-4; Weil, Coal; W. Prankfort, H., 1-4; Weil, B

Wallace Hros: East Prairie, Mo., 1-6; Chariss-ton 5-13. West Bros: W. Prankfort, Di., 1-6 West Coast Am. Co.: Sacramento, Calif., 2-15. World's Progressive; Columbia, S. C., 1-6. Yellowstonet: Callup, N. M., 6-14. Zeiger, C. P., United: XI Paso, Tez., 6-13.

Additional Routes

(Received toe into for classification)-

(Received too late for classification) Alexander Players: Mediord, Minn., 1-6. Arizona Minatreliz, Moscow, Tenn., 3: Somer-wille 4: Brownaville 5: Jackson 6. Connic & Dolly Show: Pell City, Ala. 1-6. Fraster James Dance Group: Johnson City, N. T., 1-8. Harlan Med. Show: Roysilon, HL. 1-6. Miller, Ai EL. Show: Pinchurst, Ga., 1-8. Miller, M. T., Show: Pinchurst, Ga., 1-8. Miller, M. T., Show: Pinchurst, Ga., 1-6. Miller, M. T., Show: Pinchurst, Ga., 1-8. Miller, M. T., Show: Arabi, Ga., 1-6. Miller, M. T., Show: Arabi, Ga., 1-6. Stagers Miget Band: Loganaport, Ind., 4-6. Sungrism Miget Band: Loganaport, Ind., 4-6. Sungrism Picture Show: Swainsboro, Ga., 1-6.

1-5. Wright, Ö. A., Vauda & Animal Show: (Magnet) Claremont, N. H., 1-5.

Ringling Publicity Campaign Under Way

NEW YORK, April 1.-With paper hung in the metropolitan district last week, the newspaper publicity campaign was ushered in today by the press corps of the Ringling-Barnum Circus for the opening in the Garden on April 11. Pub-licity tric, Roland Butler, Dexter Pellows and Prank Braden, will hammer away on story matter and pictures for the next four weeks. four weeks.

Train leaves Sarasota, Fia., on Wednes-day and is due to arrive in the Mott Haven yards here on Sunday. There will be feeding stops at Savannah, Gn.; Raleigh, N. C., and the Potomac yards. Opening night is for the benefit of the Circus Saints and Sinners' Club and its Ga.: troupers' home

Cole for Binghamton, N. Y.

BINGHAMTON, N. Y., April I.—The first circus to play here this season will be Cole Bros.-Clyde Beatty, which was contracted by Fred Eligore for May 30. Show has been granted permission to stage a parade following the regular memorial day parade.

Correction in Barnes Figures

CINCINNATI, March 30.—In last week's issue it was stated that 400 peo-ple are with the Al C. Barnes Circus. It should have read that 400 persons appear in the specs. More than 600 folks are with show.



MIGHTY ARGYLE SHOWS APRIL 18th West Manager for Ook Rouse, Prosen Cartard, Side Show, athleto, Stake, Concessiona Advantard, 117 North Sixth Birst, St. Louis, No.

AMUSEMENT MACHINES

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	UST		
Send Fo OOLLY ANO F Price Li bristion TOOTH 1 Crid Cei BHOE LA Grous BHOE LA Grous BHOE LA Grous BHOE LA Grous BHOE LA Gatu Doz. 2" GAUZ Doz. ARMY A BOOKS	TYOUT C MADISON ERFUME ality Powder Wrapped To the on Box.	opyIt's FACE POX COMBINATIN and Perfum Per Com Per Com Per Com In Assortial iners. in Assortial iners. in Dec. Per Com Per C	40c 40c 17c 20c 12c 17c
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Real Sold	•	-	



No. D48 DEAL, consisting of 2 pairs of all Hose, 320 needle construction: 1 Packas nee Powder and Perfuse wrapped tagether, Genuine Rock Cental Neckasa New (pa you to sell 75 to 300 Deals a day of La Sampie Deal 68c. Dz. 59e Deal. Gr. 58e Deal. SPORS CO., 4-85 Kook SL, Le Danter, Minn

Independent Merchants Find Coin ters at Venice and Flower streets. Los Angeles. A new game to follow Rebound will be announced shortly. **Machines To Be Business Boosters**

By CHARLES N. TUNNELL, Editor The Southwestern Baker

As editor and publisher of a business journal, in addition to acting as travel-ing correspondent for numerous busi-ness and class publications, I average interviewing more than 700 retailers, dealers and other business men annually -and I have for the last 12 years.

--and I have for the last 12 years. A few years ago there was great ex-citement among the independent mer-chants and shop owners because they saw the big chain organizations fast taking their volume. Today you don't hear much antagonism toward the chains. True enough, they command n large percentage of the total volume of retail business..., but, strange as it may seem. Independent merchants still have the lion's share of the business, and coin-operated machines are responsible for thousands of these merchants actually being independent. Coin machines are directly responsible

actually being independent. Coin machines are directly responsible for many restaurant owners, barber shop operators, filling station owners, drug store operators, community grocery store owners, confectioners and other retailers being in business and paying rent. Mass buring may permit some of the large chains to obtain lower prices and to scill for slightly less, but the wise independent merchant does something to offset the price appeal. He uses his personal contact with customers, the friendly fraternal appeal to get people started to congregating in his shop or store ______ coin-operated amusement and vending machines have contributed toward this accomplishment for the and vending machines have contributed toward this accomplishment for the small merchant. It is a natural char-acteristic for all people to like games of akill. The younger crowd as well as the older set gets started to playing ma-chines at the corner grocery or the local drug store and soon residents of the section know each other and become more neighboriv more neighborly.

A congenial community spirit is built around the shop or store that has a number of coin-operated amusement

FOR SALE, CHEAP FOR GASH

and vending machines. The small mer-chant finds that with no investment these machines pay his largest profits. for he is not out any overhead in hiring sales cierks to look after the machines nor are there any damaged stocks, spoil-age, displaying and other things that cost money in the handling and selling of the average commodity. Coin machines are suited for the highest class shop or business firm. They appeal to men, women and the younger set. Contact with a profes-sional operator of such equipment is one way of insuring independence for the independent merchant, be he butcher, baker or candicatick maker.

Pacific Breezes

LOS ANGELES, March 30 .- The situa. tion in Vancouver, B. C., still remains acute, with the present ordinances in effect making no differentiation between effect making no differentiation between pin games and slot machines and ban-ning alot machines as illegal. Fin-game operators have been successful in keep-ing some pin games in operation by making separate test cases of each in-dividual machine before a police magis-trate who has ruled in favor of the games and allowed their operation. The procedure being necessary on each dif-ferent type of game makes it rather pro-hibitive in cost for an operator to oper-ate many different types of games. and hibitive in cost for an operator to oper-ate many different types of games, and as a result new machine sales in Van-couver have suffered considerably with most operators operating the machines already approved. A group of operators are working together in an endeavor to get a change in classification of pin games. Vending machines are permit-ted thruout the city upon payment of a \$25 fee for the first machine and \$2 per year for each additional.

The first shipment of International Mutoscope cranes arriving for the Sol Gottlieb Company were sold before reaching the Coast, and operators picked up the machines at the railroad yards and hurried them to locations. Addi-tional shipments are scheduled to arrive from New York each week.

Allas Herchell Thread Merry-Oo-Round, with motor, organ, new top and newly palaid. IO E. W. Light Plant and Cherry palaid. All is good working order, Write or wire E. S. O'SULLIVAN. care General Delivery, West Palm Beach, Fia. In the first state of the second state



WANTED

Cowboys, Cowgirls, Bronk Riders, Bulldoggers, Ropers, Steer Riders. People with own stock given preference. Circus Acts, Rides, Side Show. Concessions all open. Cock House, Grab, Juice, Candy, Frozen Custard. Show opens April 20. Write

UNITED HIPPODROME AND CIRCUS ATTRACTIONS 1024 North 32d Street, Camden, N. J.

ACTS, RIDES, SHOWS, CONCESSIONS All kinds. Two big dates, CREENVILLE, S. C., April 15 to 20; SPARTANBURG, S. C., April 22 to 27. Other consecutive Big Dates to tollow. Have two good spots for organ-ised Carnival. CAN USE good Agent. Swatchod wire. WILL BUY 10' Side Wall, 40280 Top, blectrical Equipment. Useful People all write.

UNITED CIRCUS and EXPOSITION Care Day Convention Haadquarters, 4 West Coffee Street, CREENVILLE, S. C.



CAN PLACE Prosen Custard. Penny Arade and Grind Stores. CAN PLACE Fun House, Was Show, Gesk Show, Animal Show, Motoniume. Pinto Brown wants Colored Performers. Banks, Plorence and St lla write. CAN ALSO PLACE Candy Plose, Hoop-La, Scales, Illusion Show, Me-chanical CLY. Write to 720 Sinth Assnue, Brever Falls, Ps.

Joe Carruthers, operating in Bakers-field, is a regular visitor to the job-bing establishments in Los Angeles in search of new types of equipment.

When Harry Williams isn't laboring when Harry Williams isn't laboring over a new game at his workshop in Los Angeles you can generally find him down at Newport Beach watching the progress of his new cruiser being built there.

Art Dawes, San Diego operator, was in Los Angeles a few days last weck buying new machines for the border city. Art reports things humming in San Diego, and operators there are looking to a banner summer business, with the fair scheduled to draw thousands of people ibure there.

H. L. Stuart, of the National Amuse-ment Company, is on an extended busi-ness trip in Portland and Seattle, where the National will re-establish its job-bing offices closed last month.

Coming of spring to Long Beach, Ocean Park and Venice pleasure resorts has resulted in heavy attendances dur-ing the weck-ends. Arcades at all ing the weck-ends. Arcades at all beaches are in full operation and report business especially encouraging.

The Advance Automatio Sales Company, San Francisco, is planning on opening a jobbing hranch in Los An-geles within the next few days. Mr. San-ders, representing the firm, is now in Los Angeles seeking a site.

CIRCUS BATTLE-

(Continued from page 3)

(Continued from page 3) locked up in the town bastile. An agree-ment was signed not to cover up each other's signs. "It lasted a couple of days." said Harry Paine, press agent, and C. A. Lawrence, advertising manager, of the Mix show. "Now they covered up some of our signs here during the past week." Opening here Thursday, the Mix show gave San Francisco its first downtown circus parade in many years, with thou-sands of persons turning out to see it. The show is pitched at the new circus grounds, Oakdale avenue and Bayabore boulevard. While the weather has been uncertain and colder than usual, the show, which ends tomorrow night. nas had straw matinees and evening per-formances. It's San Francisco's first cir-cus of the season.



(Continued from page 3) both Dr. Carothers and Frank Hartless, president of the national association, in-formed The Bilboard. The convention, Mr. Hartless stated, will really run for three days instead of two. May 8, 9 and 10, most if not all of the official busi-ness to be handled on the first day. The John Robinson Tent will hold a meeting at the Netherland Plaza the coming Friday, when details of the con-vention plans will be present at this meeting. He also said he received nu-merous telegrams and letters from fans thruout the country as the result of the story in the last issue, all voicing ob-jection to a change in the dates. The Cole show also received a number of such messages. messages.

MILLER LOSES-

(Continued from page 3)

(Continued from page 3) ing and picturesque chapters in the his-tory of the West. It was on the 101 Ranch that such movie cowboys as Tom Mix, Art Acord, Buck Jones and many others learned their trade and that the Wild West ahow was brought to its peak of perfec-tion as an amusement enterprise. In 1921 the Miller brothers pisced all the property into what was known as the Miller Brothers' 101 Ranch Trust. On the death of Joe and George. Zack became the owner of all the shares in the trust.

the trust.

the trust. Major creditors are the John Han-cock Mutual Life Insurance Company, Passumpsic Savings Bank. Phoenix Joint Stock Land Bank of Kansas City; L. H. Wentz, cf Ponca City, and C. F. Kennedy and Lee L. Russell, trustees, who claimed control of the personal property. The ranch was founded by the father of the Miller brothers, Col. George W. Miller, In 1871 he reached the Kansas-Oklahoma border on a westward trek to Californis in a covered wagon with his wife and his 2-year-old son, Joe.



ATTUSEMENT MACHINES



— MEET— LITTLE RHODY'S **BIG DIGGER MAN**

In all of his 15 years' experience in the coin machine industry Mr. Kuthner says: "The International Mutoscope Crane to my knowledge is one of the best Money-Making Ideas yet available. We have had a tremendous success with them New England. Am already operating 40 of them and anticipate ordering more out on the road for the Summer Season."



Here are some of the new revolutionary ideas of the Mu-foscope Cranest. Shatter-proof glass, no loss of stock, 270 inches of display area, scaled coin register, rich dignified ap-pearance. This digger crane might be rightfully called inter-national Mutoscope's "New Deal" to the coin industry." DISTRIBUTORS

X. L. SALES and SERVICE CO., INC. 306 CRANSTON ST., PROVIDENCE, R. I. Tel. Manning 9261 WRITE & WIRE . PHONE CONT DELAY! BIO DOLLARS WITH MUTOSCOPE GRANES! MUTOSCOPE'S NEW "CHECKERS" GAME NOW READY FOR DELIVERY.



ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS



The COINOGRAPHER

It seems natural that after 16 years of operating the old-time slots pin-ball games would be the next step. Such is the ease of Art Sauve, now a promi-nent distributor in Detroit. He admits entering the pin-game jobbing business in a "very modest way." for, like many others, Art felt that anything but a slot was a temporary novelty. He's since changed his mind. Art is one of the best-liked and bests

Art is one of the best-liked and best-atured men in his neck of the woods. He knows the coin games from their pro-verbial A to Z. He also knows the head-aches the operator has to go thrut to make both ends meet. He spends much of his time with the boys. Art has been in the business more than 20 years.



ART SAUVE

Many will remember his small quarters in Detroit when he first started into the jobbing of pin games. Those who haven't visited him aince will get the surprise of their lives when they see his present quarters. His display is unique in the fact that he represents so many manu-facturers in his territory. He certainly knows his sames. facturers in his knows his games.

... has fight written all over him and is really as meek as a lamb... wants everybody happy at all times... even forgives his worst enemies ... doesn't care what anybody says about people he likes... won't talk about anyone unless he can say something nice about them ... has never yet been heard to knock a person ... will boost everyone but Art Sauve to everyone else ... claims he's just an old duck and needs his rest-and a bottle of good, cold beer ... operators write about him to their friends ... but actually blushes when compli-

operators write about him to their friends ... he actually blushes when compli-mented to his face.... Art Sauve, of Detroit, uses his own name for his jobbing business, because he wants everyone to know that every-thing he has or easys is back of the busi-peas

April 6, 1935

Last Ball May Win on New Kelly Pool Game

CHICAGO. March 30.—SRO (standing room only) signs indicating that all scats are sold are not uncommon at the aler and athletic performances, but

ater and athletic performances, but when the sign is hung out on an amuse-ment machine. . that's news! Dave Gottlieb, head of D. Gottlieb & Company, today hung the "Completely Sold Out" sign on Turn Table, which means that orders for the popular ma-chine cannot be filled. According to Dave, only a fixed amount of these machines was scheduled for production. and since the great number of orders placed for the game have absorbed the guota no extra machines will be pro-duced. Orders that have arrived too inte to be filled have been returned with reto be filled have been returned with regrets

A new idea in amusement machines is also announced by Mr. Gottlicb. "This new machine, known as Kelly Pool, is a clever takeoff on the old standby of kelly pool. It is an attractive machine utilizing two fields. The up-per and lower fields contain 10 billiard ball designs. Each is uumbered and holds a pocket. Using 10 different col-ored balls, the object is to skillfully match the ball with the color of the highest score pocket in either of the two fields. Each ball played is a skill shot with an opportunity to receive an award of 55 free games if all 10 pockets arc successfully matched, or one free game for the long pocket. Up to the last ball the player has a chance to win thus maintaining the interest un-til the very last shot. Four different score cards are furnished, enabling the operator and location to choose the most A new idea in amusement machines

score cards are furniance, enabling the operator and location to choose the most suitable type of award arrangement. "Kelly Pool has an unusually strong element of skill attached to it, yet the lower field equipped with 'kickrrs' sup-plies the fascinating luck element. Kelly Pool is now in production and weather Pool is now in production and we are able to assure immediate delivery."

Pacific Announces All-Mechanical Game

CHICAGO, March 30.-An all-mochanical game involving "rhythm of ac-tion" is found in Synchro, a new game by Pacific Amusement Manufacturing

tion" is found in Synchro, a new game by Pacific Amusement Manufacturing Company. The game is described as hav-ing six progressive scoring positions, "from which balls move in graceful S-like sweeps as they advance in a series of fascinating curves, to ultimate-ly sitian as high as four times their original scoring value. "Each position is equipped with a U-shaped barrier to receive the ball after it loops around a curved guide rail so iocated and well balanced that the balls swing from one point to another with real precision. When balls enter any of the scoring positions the ball al-ready there vacates in favor of the new-comer, swinging to still higher scores. But the biggest thrill of the game takes place when a ball goes into either of the two 'lift' holes. Immediately all U-shaped barriers raise to permit a goneral progression of as many as six balls at a time. And they move in such well-timed group formations that the game presents a picture of abundant and per-rectly balanced action which is indeed remarkable to note. "Synchro's action is entirely toward the player, but in curves that couple

remarkable to note. "Synchro's action is entirely toward the player, but in curves that couple considerable suspense with every move-ment; there are no lost bulls, and those that drop thru the 'lift' holes return for replay. The all-mechanical unit in-volved is simple--there are no batteries —and with some of the most advanced playing features injected into its allur-ing methods of scoring, Synchro repre-sents a new entry in the low-priced field that promises to make considerable op-erating headway."

Texas Ops

The Texas Coin-Vonding Machine Op-orators' Association will meet Sunday, April 7, at the jetterson Hotel, Dallas. This is the association's annual meeting and a big crowd is expected. Officers to serve for the following year will be dis-cussed. Every Texas operator is requested to be present as there is expected to be presented some interesting information on the tax question. The meeting will be called to order at 1 p.m. Following the business meeting a social gathering will be held and a delicious dutch lunch will be served. served.

AMUSEMENT MACHINES



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. WRITE FOR . USED MACHINES OUR PRICES ARE THE LOWEST OCEANCREST NOVELTY CO. 1489 Coney Island Avs., BROOKLYN, N. V.

Defends Electric Kicker Device As Increasing Skill in Pinball

Last month *The Review* interviewed hundreds of players to find out what feature of marble games offered the greatest amount of fascination to the player. Without an exception the playplayer. Without an exception the play-ers themselves were unanimous in agrec-ing that plenty of action was the first essential in the attraction power of a pin game and that they didn't want just a lot of pegs on the board; they wanted action holes at which they could aim skillfully with some degree of certainty that they could direct balls toward such holes and depend on certain mechanical action to follow.

Thus the critic's premise that kickers eliminate the element of skill is com-pletely blasted. Instead of merely trust-ing to the rebound of a bail off a peg to decide their scores for them, the players now take precautions to see that all balls are in proper place to benefit by the action of the automatic advancer, then they go shead and shoot specif-ically for the advancer hole. If the balls already played are not in a position to advance when the next one hits the kicker spot, the player does not aim for the kicker, but instead tries to fill the reload holes before starting up auto-matic action on the board. For instance, let us take a look at the Thus the critic's premise that kickers

matic action on the board. For instance, let us take a look at the skill player as he maps his campaign for a winning score on Contact, one of the best known of the older games. Does this fellow start pulling the plunger without any regard to where the marbles may go just because he knows there is an action hole that might cause some surprises in case he hit it? He does not! He doesn't aim the first ball at the action hole at all. Nor the second. In-stead he tries to put one in the 800 hole and another in the 3000 hole, where they are in position to advance. The third ball he pops into the action spot at the top of the board and klekers advance 800 to 1.500 and 3.000 to 4.000. As further "action" would not help his scoring, the player then tries to refill the 800 and 3.000 holes and uses the fifth ball for the kleker again. Can any-one say that this automatic advancer tends in any way to reduce the im-portance of skill in playing this game? On the other hand, the skill angle is definiting more importaint. For instance, let us take a look at the

All right, let's take another well-known game with slightly more intricate automatic advancers, Rebound. The player can readily determine the proper plunger touch to use in propelling the marbles toward the opening of the upper

(Reprinted from Pacific Coin Machine Review)
(Reprinted from Pacific Coin Machine Review)
With the increasing popularity of marble games equipped with automatic electric kickers and progressive scoring devices, there has arisen in some scat-tered instances a tendency on the part of some self-appointed guardians of the public morals to criticize such devices on the grounds that they eliminate skill and reduce the pin table to a game of chance.
Such an argument is undoubtedly without means of support in view of the discovery by thousands of players that automatic kickers not only make marble games more interesting to them, buil also increase their opportunities for making winning scores.
Last month The Review interviewed hundreds of players to find out what feature of marble games offered the greatest amount of fascination to the
Now the same truth holds good for a

Now the same truth holds good for a still more intricate game, a new model called Pro-Eleven. introduced only last called Pro-Eleven, introduced only last month. On this marble game there are 12 electric kickers, yet the element of skill is even more important! It is a football game with two teams of 11 players, and each of the offensive play-ers is provided with a kicker that eliminates a defensive player when con-tacted with the ball. One marble may bounce from one kicker to another and take out as many as eight players on one shot, but that shot has to be prop-erly directed in the first place or it does not hit the contact and thus may be wasted. wasted.

No. it is impossible to defend the criticism of automatic kickers from any point of view, either of the simple type or the multiple variety, when applied to any legitimate marble game. The auto-matic action in these games is secondary mattic action in these games is secondary to the skill of the player in manipulat-ing the plunger. In every game on the market today the automatic "kicking" action has been made dependent upon designated skill shots. The actual effect upon the player is to give him action in reward for the skill shots, as well as a higher score. higher score.

For a public official or organization to charge that the use of electrical con-trivances for "kicking" the ball on a marble game takes it entirely out of the skill-game class is like arguing that baseball is not a skill game because the player has little or no control of the ball after he has hit it with the bat; that baseball is a game of chance because such elements as wind, material of the ball, location of the opposing players and other things may influence the action of the ball after it is out of the control of the batter. In a modern oinball table game a For a public official or organization to

control of the batter. In a modern pinball table game a definite skill element is centered in what the player does with the plunger. Argu-ments as to the degree of skill get no-where, because all so-called games of skill are subject to argument as to the degree of skill or luck. In proportion to its size, the skill in a game of pinball compares favorably with golf, baseball, football, bridge and other games. There is plenter of room for argument in conis planty of room for argument in con-nection with all of them. When it comes to the question of social evils resulting (See DEFENDS ELECTRIC on page 71)



Werts Novelty

Co., Inc.

MUNCIE IND.



STONER DISPLAY AT SHOW—Booth at the 1935 Coin-Machine Exposition laying "custom-built" games by the Stoner Manufacturing Corporation. displaying



AMUSEMENT MACHINES

April 6, 1935



Wins Handball Matches

ELIZABETH, N. J., March 30.-Jimmy Pass. of the Big Bear Amusement Com-pany, for the seventh consecutive year has won the YMCA singles handball championship of this State. He was presented with a gold medal by the YMCA after winning the finals match March 16.

YMCA after winning the finals match March 16. Jimmy is also doubles champion of the AAU. It is reported that he gets all his fast footwork for this speedy game from chasing his machines thru-out the city and that he gets his arm motion from switching the games from one location to the other. He is also considered somewhat a champion oper-ator here and has brought giory to the trade in the city by winning his matches. He now challenges any coin-man to a handball game, and some of the boys here are willing to back Jim-my to the limit.



	lly's Lile-Up Ani se-Outs In Use	
Camon Fire, Jr		Big Berths 322.50 Orand National 33.00 Sonaboard 25.00 Sonaboard 4.00 Sonaboard 4.00 Sect 2m Dice 7.00 Sect 2m Dice 7.00 Bertont, 4r., Race Horac 5.00 Bisch-A-Pak 4.00 Sect 5.00





local coinmen was held here March 28, at which were present C. S. Darling, scr-retary of the National Association of Coin-Operated Machine Manufacturers, and H. B. Gibson, field worker for the same organization. Local members of the trade present were Louis Morris. Morris Novelty Company; Waiter Koch, A. B. C. Games Company; John Beck-mann, secretary of the Missouri Amuse-ment Machine Association: Carl F. Trippe, Ideal Novelty Company, and Frank B. Joerling, The Bilboard. The conference was held at the Mis-sion Inn and plans for completing the

also Inn and plans for completing the State association of operators were dis-cussed in detail. Local commen ex-pressed appreciation for the assistance given by Darling and Gibson, represent-ing the manufacturers' association. It was announced also that the Missouri organization plans would be carried out in co-operation with Ralph T. Young, designated at the Chicago convention to promote a national organization of operator

A State-wide meeting has been called for April 10, to meet at the Missouri Ho-tel. Jefferson City. Mr. Gibson will ad-dress this meeting, among others.

Branch To Be Complete

PORT CHESTER, N. Y., March 30.— Al schlesinger, of the Square Amuse-ment Company in Poughkeepsie, has re-ceatly opened a branch here and has stocked the latest machines for the con-venience of the ops in this section of the State

the State. He claims that the branch will be a model for completenes. There will be an outstanding repair department, show-rooms that are certain to be acclaimed among the finest in this territory and a complete display of all the new games. He also intends to have on hand the greatest assortment of pay tables ever shown in this territory. He has prepared a special pamphlet

Florida Assn. **Adopts By-Laws**

ORLANDO, Fis., March 30.—The Flori-da Operators' Association meeting at Or-lando March 28 resulted in the adoption iando March 28 resulted in the adoption of by-laws and approved methods of op-eration. The public relations commit-tee presented a comprehensive program for enlisting all merchants and business men in the State in support of skill games, each association member being allotted a definite quota so that no sec-tion of the State will be neglected. Realizing that practically every person in business today derives some benefit from skill games, the association expects to have the hearty support of the great majority of Florids business men.

Walter Tratsch, of A. B. T. Manufac-turing Company, was a welcome guest at the Orlando meeting, having come up from Coral Gables with Bill Frey, Bill Shayne and Albert Dubbin, the success-ful Miani skill-game attorney. Mr. Tratscb expressed himself freely on the sulendid types of men engrad in opersplendid type of men engaged in oper-ating, saying that without exception they were a fine aggregation of gentle-men and a credit to the industry.

Attorneys Rush, of Jacksonville, and Bucklew, of Tampa, submitted some in-teresting and constructive facts which they have assembled since the previous meeting.

Distrib To Use Entire Building in Expansion

NEWARK, N. J., March 30.—Hercules Sales Organization. fast-growing dis-tributor, has recently taken over the entire building at its present address. The firm, starting with the corner store, took the store next to it some months ago and now takes the entire building. The upstairs floor will be entirely de-voted to the sales department of the Kelly and Master clgaret machines





\$12.50

which the firm has for distribution in the East. H. E. Thelps has been ap-pointed general sales manager of this division and will devote himself ex-

ATTUSETTENT TACHINES

the East. H. E. Incips has been ap-pointed general sales manager of this division and will devote himself ex-clusively to his salesmen and the cigaret merchandisers. There will also be other merchandisers displayed on this floor under the jurisdiction of the sales de-partment headed by Mr. Thelps. Mr. Gisser, president of the firm, re-ports that the lower floors will be used exclusively for coin-operated amusement equipment. Here the latest and best pin games, as well as hundreds of used machines, will be on display. Large storage space has also been added and the firm claims that the machines it favors will always be in stock in the largent possible quantities obtainable from the manufacturers. A new merchandising program is being

from the manufacturers. A new merchandising program is being introduced and Mr. Gisser will be ready to announce it very shortly. New im-provements will also take place in the firm's Trenton offices, the Interstate Sales Organization, and the firm will show here acres intersting appounds. soon have some interesting announce-ments to make regarding this branch. Mr. Gisser stated.

Experimental Dept. Is **Busy With New Machines**

CHICAGO, March 30.—Let's take a peck behind the scenes of one of the most aggressive pin-game firms in the country. the Western Equipment & Supply Com-Dany.

This fine organization, under the ex-ert guidance of its owner, "Jimmy" Inis the organization, under "Jinmy" Johnson, has given you Futurity, Hell's Bells and Put 'n' Take. Every one of these games was and still is a tre-mendous moncy maker for the operators, Western's latest thriller, Put 'n' Take.

mentous money maker for the operators, Western's latest thriller, Put 'n' Take, the one-ball automatic payout pin table, is so universally demanded by the op-erators that Mr. Johnson has doubled his force and has been working his entire staff: of employees in two shifts. " The visitor to the Western Equipment & Supply Company is first impressed with the buzzing activity of the plant, par-ticularly the battery of new, high-speed machines, almost human in their action. Patterned after the system of a major automobile manufacturer, each has his specific work to do in the assembly of the game. After a game comes off the assembly line it is given three rigid in-spections by three different men. Real-izing the importance of mechanically perfect games, Mr. Johnson is whole-heartedly in accord with the idea of three thoto inspections. Quoting Mr. Johnson: "There have been many fine games 'killed' because of the laxity on the part 'killed' because of the larity on the part of the manufacturer to insure mechan-ical perfection. I take every possible human precaution to guard against this by having every game that comes off the assembly line inspected by three ekilled pin-game experts. I feel this extra expense entailed." entailed.

entailed." Probably the most interesting thing to the visitor is the experimental labora-tories. This laboratory is responsible for many of the advanced ideas in coin-machine history. The onlooker is both amaged and fascinated by the ingenious developments which Mr. Johnson's expert staff of inventors are accomplishing daily. Wall ... you will have to wait and see, but in the meantime the men in the experimental department of the Western Equipment & Supply Company have done about everything but make the balls talk.

DEFENDS ELECTRIC

(Continued from page 63) from pinball games, serious social evils have been repeatedly charged against baseball, football, bridge, golf and other games. The sensible attitude is that pinball is a new game, is entitled to reasonable regulation and control, and that experience must show what is measerable formulation. that experience mus reasonable regulation.

JERSEY OPS (Continued from page 58)

S 1 2 . 5 O JEADER Attechment, \$1.00 stvt. Breatest Value for the Lasst Cot. 1/8 Deposit with Order, Balance C. 0. D. W. B. COMPANY Stormark St. Louis, Mor. Marcus A. 1. Construction of operators St. Louis, Mor. Will spine Our New Ret Catalogue of Will Marcus A. Moviet Its, worth, we state Will spine Our New Ret Catalogue of Will Marcus A. Moviet Its, worth, we state Will spine Our New Ret Catalogue of Will Marcus A. Moviet Its, worth, we state Will spine Our New Ret Catalogue of Will Marcus Coolds, transfer, Mill, worth, we state Will spine Our New Ret Catalogue of Will Marcus A. Moviet Its, worth, we state Will spine Court, New York. Will spine Court, New York. Will spine Court, States Co., at Last 20th, New York. Birder Courts, States Co., at Last 20th, New York. States Courts, States Co., at Last 20th, New York. States Co.



which the games thread actual misles was seen. Following the meeting George Ponser and Sam Broudy, distributors, treated the operators to refreshments. Both of these distributors are reported to be doing all in their power to co-operate with operators in perfecting a State organization. Reporters from local newspapers were

Reporters from local newspapers were Reporters from local newspapers were present and offered suggestions to assist the organization in meeting local prob-lems. An editorial from a recent issue of The Bergen Daily Record was offered as evidence of the valuable co-operation which newspapers are giving to the skill games cause.

GIBSON WILL-

(Continued from page 58) organized and have been functioning

Successfully for some time and the mem-bers of such associations have found these organizations to be of great value. This field service to be conducted by

NACOMM is in conjunction with the work of the legal and advisory bureau of worg of the legal and althouty but at de the association, which has been estab-lished under the direction of C. L. Maitby. Mr. Maithy is an attorney and is devoting his full time to legal prob-lems of the industry, particularly in co-operation with State associations of

co-operation with State associations of operators which are now organized and functioning. Mr. Gibson, who will represent NACOMM in its field service, has had many years of experience as an operator and in organization activities and is particularly well-fitted for this work. Mr. Gibson attended the Cedar Rapids meeting of the Automatic Merchandisers' Association of Iowa March 15. and in this connection Pred K. Chandler, sec-retary of the Iowa association, has just written to NACOMM: "We appreciate very much having Mr.

"We appreciate very much having Mr. Gibson with us. If you can spare him for the Nebraska organization meeting we will appreciate his co-operation. His we will appreciate his co-operation. his vast experience, his advice and counsel and his personality are sound and he instills confidence in those whom he addresses. I have full confidence that

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Remit \$4.00, and Postage, per Thou- sand, for Quantity Needed and Oct Going in the Greatest Blade Business You Nave Ever Ned.
N. SHURE CO. Adams and Wells Street,
Then and Wens Sheet

71

The Billboard

the operators of Nebraska will also ap-preciate his help."

CHICAGO

Mr. Chandler refers to the organiza-tion meeting held yesterday at Lincoln.



Thank You for Mentioning The Billboard.



73



E. EXCLUSIVE TERRITORIES NOW AVAILABLE IN NEW ENGLAND and the EASTERN STATES for the new KELLY CIGARETTE MACHINE a or 7 Oolumns. Stug Elector. Free Match Vendor or 1e Match Vendor. Attractively De-signed. Beautiful and Bubstential in Construction. WRITE for Details Todey! HERCULES SALES ORG. 1175 Broad Street





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