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APRIL 20, 1935 APR 17 1935

# The Billboard

The World's Foremost Amusement Weekly



**CLYDE BEATTY**  
World Famous Wild Animal Trainer  
Featured With  
Cole Bros.-Clyde Beatty Circus

# Tommy Martin

"A Young Man to be Watched"

"Outstanding on the bill this week is Tommy Martin, whose magic done in an excellent manner makes him a hit with the audience."

San Francisco Chronicle

"The cleverest of quick handers."

Pittsburgh Sun

"A young magician that is going places."

The Billboard

"A fascinating personality combined with a presentation of exceedingly clever manipulations."

Seattle Times



"He does seemingly impossible feats and does them masterfully."

Detroit Free Press

"The sensation of the Empire Room Floor Show."

Chicago American

"Very, very smooth throughout."

Variety

"The Cleverest of sleight-of-hand artists."

Los Angeles Examiner

"Mystifies guests of the Empire Room at the Palmer House with coin, card and what-not tricks. Completely baffles his audience and is one of the cleverest of quick handers."

Chicago Daily News

"Japanese fan and egg trick a humdinger in his corking round of unusual tricks."

New York Evening Journal

## OPENING APRIL 19 -- CAPITOL THEATRE -- NEW YORK

DIRECTION  
**LOU WOLFSON**  
WILLIAM MORRIS OFFICE  
NEW YORK

# The Billboard

Vol. XLVII  
No. 16

The World's Foremost Amusement Weekly

April 20,  
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.

## "BIG SHOW" FAR AHEAD 1934

### Mrs. Ringling, Gumpertz Offer Aid In Bungalow Idea for 'Circus Home'

NEW YORK, April 13.—A home for circus people came nearer than ever to realization today with an announcement by S. W. Gumpertz, general manager of the Ringling shows, that Mrs. Charles Ringling, vice-president of the circus corporation, is deeding 20 acres of property in Sarasota, Fla., not far from Ringling winter quarters, to the Circus Saints and Sinners' Club of America, which for many years has worked for such a project. Concurrent with the announcement was a statement by Mr. Gumpertz pledging construction of the first 10 bungalows to inaugurate a huge bungalow colony for aged and indigent troupeurs of the sawdust.

Twin development is attributed to the efforts of F. Darius Benham, one of the

leading figures in the CSSCA. It might mean that the Richmond (Va.) Tent, numbering more than 100 members, will withdraw from the home project in a body, as the Tent has frequently expressed a lack of interest in sites in Florida and, at any rate, is intent on building an admission zoo in Richmond, receipts of which would be devoted to a phase of circus charity.

Mr. Gumpertz in a statement to *The Billboard* said that both Mrs. Ringling's plot and his bungalow donation hinge on the construction by the club of a (See MRS. RINGLING on page 5)

### Governor Plans Hearing On New York Sunday Legit Bill

NEW YORK, April 13.—Chances that Sunday performances in legit would start this season went glimmering this week as it became evident that Governor Lehman would use up almost the limit of 30 days before signing the Sunday performance bills now before him, and that he would in all probability also hold a hearing on them before affixing his Hancock. There is small doubt, however, that he will eventually sign. If 30 days passed without signature the bills would become law anyhow, but it is considered highly unlikely that the governor will avail himself of this easy out.

When the Berg-Neustein bills were passed Equity sent the governor a telegram of protest requesting a hearing, and indication that it would be granted

### Take for First Six Performances Practically Double, Despite Rain

European importations augment old regulars in brilliant program that sparkles with freshness—looked upon as best in years—Garden engagement 24 days

NEW YORK, April 13.—On Thursday afternoon the Ringling Bros. and Barnum & Bailey Combined Circus made its annual invasion of Madison Square Garden for a 24-day engagement. A four-day drizzle and occasional downpour which is still current at this writing resulted in light attendance. Evening show found the house less than half filled, but the gathering was swank with nearly every box and a scattering of arena seats made up of tall-coated parties, most of whom had come to pay tribute to the Circus Saints and Sinners Club of America, for whose benefit the performance was given by arrangement with S. W. Gumpertz, general manager of Ringling shows. With the take not reaching the required amount, the CSSCA will get the tax money, anyway. This will go toward the club's proposed home for aged and needy circus people. Orson Kilborn handled the benefit for the club and was congratulated by brother members for a noble job executed under the most trying and uncontrollable conditions, including the weather.

### Bad Weather Hits St. Louis Rodeo

ST. LOUIS, April 15.—Four consecutive days of heavy rain caused disappointing attendance at the Milk Fund Rodeo staged last week at the Coliseum. The rodeo performances, produced by John O. Phibambolis as director general, were acclaimed as probably the best ever presented here. Hoot Gibson, the movie star and former champion cowboy sports contestant, made personal appearances and took some active parts in the program. The list of contest and exhibition event participants contained 108 names. (See BAD WEATHER on page 5)

### Equity Summer Stock Law Promised for This Year

Houses playing tryouts will have to conform to regular stock rules—bed-and-board spots denied new plays—no official action yet, but it is definitely due

NEW YORK, April 13.—Equity is due to step on the summer stock companies, according to an article which will appear out Monday. Equity has been conducting an inquiry into summer stock conditions throughout the season, but at present it remains incomplete, due to the lack of co-operation from members, who were asked to report concerning working conditions, salary and other angles at the barnyard playhouses. Enough has been done, however, to point out several glaring injustices before the coming hayseed season gets under way. Chief of these, according to the Equity article, is the practice of paying actors nothing but board and lodgings during the tryouts of plays aimed at Broadway. Producers give the chicken-coop impresarios sizable sums to finance the tryouts, with the actors getting nothing but coffee and cake, a cot in the attic and a flock of mosquito bites.

Altho the council has taken no action on the situation as yet, according to the article it will. Companies offering nothing but room and board will be restricted to plays which have been previously produced in New York, leaving all tryouts to the better established outfits. And, in addition, any summer company putting on a tryout will be required to operate on a regular stock basis. In other words, no more special and lenient rulings for the cow-and-comedy boys if they produce shows aimed eventually at Broadway. (See EQUITY SUMMER on page 5)

### Protest N. Y. License Bill

Dance teachers meet to fight Sullivan bill to regulate dance schools

NEW YORK, April 13.—The Dancing Teachers' Business Association, Inc., of New York, sixth largest dance teachers' organization in the country, held a mass meeting this week to protest the pending Sullivan license bill. The bill seeks to license and regulate radio art, music and dance schools and provides for an examining board of five, appointed by the license commissioner and approved by the mayor. The meeting attacked the proposed board, which would consist of dancers who have had 10 years of stage experience. The DTBA feels that those qualified as teachers rather than as dancers should have preference on the board.

The bill calls for a \$25 annual license on the schools and another \$12.50 license for individual teachers of "fancy dancing" (See PROTEST N. Y. on page 12)

NEW YORK, April 13.—Despite rainy weather the first two days and occasional rains and rawness today (Saturday), the show has practically doubled the take over the corresponding six performances of last year. A healthy pickup and the first real sign of circusgoing consciousness came with today's two performances. With running time cut about 30 minutes, show is hitting its normal stride and is rapidly gaining in excellence.

Youth and beauty of the feminine variety punctuate and enhance the performance with its lavish costumes (See "BIG SHOW" on page 57)

### Checkroomers Protest Tax

Delegation visits aldermen to protest enforcement of Tammany levy

NEW YORK, April 15.—The checkroom girls were up in arms this week when they invaded City Hall to protest against enforcing the law to license hat check and cigar girls at \$10 a year. A delegation of 30 girls, members of Local 135 of the Wardrobe and Checkroom Attendants' Union, led by Mrs. Catherine Cripps, visited Alderman T. J. Sullivan after having been told by Commissioner of Licenses Paul Moss that he had nothing to do with the situation.

Sullivan and Alderman Murray W. Stand promised the group that they (See CHECKROOMERS on page 12)

### Fans Are Hosts to Circus Press Staffs

CHICAGO, April 13.—Circus fans and circus publicity men had a jolly evening together Friday when the John Davenport Tent of the Circus Fans threw a dinner at the Hotel Sherman for the members of the press staffs of the Hagenbeck-Wallace and the Cole Bros. circuses. It was the first time (See FANS ARE on page 5)

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# LEGIT ACTORS AVERAGE \$131

## Equity Survey for January Has But 21 Contracts Less Than \$40

69 per cent of actors received \$100 or under, however—average boosted by star salaries—15 per cent got \$40 or less—juniors but six per cent of total

NEW YORK, April 13.—According to a survey made by Equity of contracts issued to legit players during January, only 21 contracts to junior members (those receiving a minimum of \$25 rather than the \$40 minimum for seniors) were given out during the month. This is 6 per cent of the total, the number of contracts reaching 366. Nine shows, in New York and on the road, issued no junior contracts at all: *The Eldest*, *Escape Me Never*, *Field of Ermine*, *It's You I Want*, *Mary of Scotland*, *No Man's a Hero*, *Prisoners of War*, *Times Have Changed* and *Rain*. One contract at \$2,000 was issued during the month and two at \$1,000, the rest graduating downward. The average salary written into the contracts reached \$131.24. This, however, represents not so high a level for the average actor as at first appears. The average is greatly raised by the higher brackets, the majority of actors receiving less than \$100 a week. In view of the present lack of employment and long waits between engagements, this can hardly be considered a goal to aim at.

In addition, the figures represent salaries written into contracts. Despite Equity's new rule, by which the organization must pass on all salary cuts, numerous cuts have been made and the contractual salary often represents the figure for the first two weeks only.

The high average was boosted by heavy star figures which, in addition to those mentioned, included one at \$500, four at \$600, one at \$650, four at \$750 and one at \$800.

Altho only 21 contracts, or 6 per cent, were handed out to juniors, 33 more shared the senior minimum of \$40. That makes a total of 54 players, or 15 per cent, who received \$40 or under.

From the \$40 to the \$75 brackets the greatest number of players are included. One hundred and fifty-three of them came into this category. Thus, 207 players out of the 366 received \$75 or under, 57 per cent of the total.

The \$100 bracket represents another sizable jump. Two hundred and fifty-three players received \$100 or under, or 69 per cent of the actors contracted during the month. In other words, more than two-thirds of the players employed received \$100 or less a week for engagements ranging from two weeks up, with the next engagement months and perhaps years ahead.

The complete listing of the salary brackets is as follows:

16	received	\$ 25	10	received	\$ 175
5	"	30	13	"	200
32	"	40	1	"	225
27	"	45	15	"	250
23	"	60	8	"	300
1	"	55	4	"	350
30	"	60	1	"	375
5	"	65	8	"	400
10	"	70	1	"	500
47	"	75	4	"	600
9	"	80	1	"	800
9	"	85	1	"	850
9	"	100	1	"	800
16	"	125	2	"	1,000
31	"	150	1	"	2,000

### Starlight Theater Tryout

NEW YORK, April 13.—The Starlight Theater, summer company which will operate outside of Brewster, N. Y., under the direction of Maryverne Jones, has already announced the first of its four contemplated new-play tryouts. It will be *Seashells*, a comedy by Ray Parry, a Londoner. Sold thru Adrienne Morrison.

The Starlight season opens July 1.

### Girls Stranded in France

PARIS, April 8.—A small troupe of American girls who came over with Estelle and Leroy to dance at the Ambassadeurs, in Cannes, have been left stranded at that resort town. At least it's a darned nice spot to be left in.

### Long Distance Gossip

BOSTON, April 13.—George Molland, drama critic for Boston American, barred from Shubert theaters here, the only ones operating, is at present doing his daily Boston theater gossip column from Broadway, by-line, date line and Boston news, believe it or not.

### Italy Offers Day in Jail

PARIS, April 8.—Larry Adler, the harmonic pusher, recently visited Italy without bothering to bring along his passport. Picked up by the immigration officials Adler spent a day in the jail at San Remo and would probably have remained there much longer if the management of the San Remo Casino had not come to his rescue.

## MP Academy Trying To Alibi Itself Thru National Publicity

Wields whitewash brush lavishly in trying to rebuild scarecrow company union—players wise to move—studio executives expected to get nowhere with new ruse

HOLLYWOOD, April 13.—The Screen Actors' Guild is suppressing a slight chuckle as the result of a publicity yarn released to the nation's newspapers this week wherein the Academy of Motion Picture Arts and Sciences, the producer-owned subsidiary, tries to create a little good will for itself and make a bid for some of the Guild's membership. Playfully written and taking a sly slap at the Guild, the publicity release stated "that the new contract forms put into effect in the 12 major motion picture studios March 1

more than 800 free-lance players. A survey of the 12 studios shows that 186 weekly guarantee contracts were given free-lance players last month and that approximately 600 players were engaged on the daily payment basis to receive more than \$15 a day under working conditions sponsored by the Academy. This was declared not to include extras or actors who are engaged on long-term contracts. Besides the 12 major studios some of the others also abide by the Academy standards. The survey made shows that without exception every free-lance player who signed a contract requested the privilege of arbitration thru the Academy."

Those in the know in Hollywood are wondering if the last statement is based on fact. The Screen Actors' Guild, as exclusively reported in *The Billboard* last

week, has instructed all of its 2,300 members to strike out the Academy arbitration clause in signing contracts, and the Guild faithfuls and Academy-wise members are so doing, according to advice coming from the Guild.

The standards and conditions referred to are more or less those of Guild origination and written into the Academy setup to save a complete collapse of a tottering elephant.

Just how long the "newly added approved conditions" in the Academy will last is a matter of conjecture. One has only to remember back to the time before the formation of the Guild when the producers got together and decided

(See MP ACADEMY on page 12)

## Equity Opposes Interchanged Cards; Four A Meeting Coming

NEW YORK, April 13.—One subject which will probably be taken up at the meeting of the Four A's scheduled for next month is the question of the interchangeability of cards of the various organizations making up the actors' international. Under present conditions a member of one organization must take out membership in another if he enters its field, and various of the member groups have been agitating for some sort of reciprocity agreement whereby individuals would not be required to belong to two outfits at the same time, the card of one being honored in all the others.

There is, however, small likelihood of such an agreement being made, since Equity, the strongest factor in the Four A's group and practically the controlling interest, is against it. If the question is brought up at all, it is quite possible that it will be brought up by Equity itself, in an effort to make clear and official the present no-interchange basis.

The only interchange of any sort at present is between Equity and the Screen Actors' Guild, and that is a modified system, the rules of which were laid out in the basic agreement between Equity and the Guild, thru which the latter received its Four A's charter.

Four A's meetings, which have been routine in the past, with Equity dominating the situation, promise to be more lively from now on, with the sudden increase in actor unions in the past year and a half. In that time the Four A's has issued charters to the American Federation of Actors (vaude), the Burlesque Artists' Association and the Screen Actors' Guild, all of them powerful or potentially powerful factors.

Equity's angle on not wanting an interchange of cards rests on the discrepancy in dues and initiation fees between Equity and the other member organizations. While the Equity initiation is \$50, officials point out, that of the AFA is \$5. Why, it is asked, should actors pay \$50 to Equity if they could work in by taking out AFA cards for \$5?

If the other outfits had initiation fees and dues that were in line, it was pointed out, then the interchange would be logical. As it stands, however, such a procedure was dubbed "absurd." Equity is willing to go thru with the interchange—if the dues and initiation fees of the other organizations are raised to conform with Equity's.

## Unity Plans In 4 Cities

Organization expects to announce first four chapters Easter week or week after

NEW YORK, April 13.—Organization of the first city chapters of Stage Unity, newly formed movement to carry legit back to the countryside on a directly audience-supported basis, is at present proceeding in four cities. Outfit aims at establishing road circuits of 10 towns each, hoping to get the first unit at least in operation by the fall.

Organizational work now under way, with the names of the towns not as yet divulged by R. Paulding Steele, head of Unity, tho he states that the first public announcements of the definite establishment of chapters is due either Easter Week of the week after. Each chapter, according to plans, will be launched with plenty of ballyhoo, and will carry the issue of local entertainment and local independence in entertainment directly to the customers of each city.

Steele refuses to divulge organizational methods as yet, but claims they will differ widely from anything heretofore attempted. They will, he says, "include an outspoken attack on the entire theatrical control of today, based on its own record of increasing failure either to give the talent of the stage employment or to give audiences anywhere outside Broadway regular, decent shows."

That an attack upon the present system of Broadway control and upon the present managerial attitude will be a keynote of the Unity organization rallies out of town was further indicated this week when Steele attempted to get in touch with members of the League of New York Theaters, in order to present general outlines of his plan and to tell the managers what he was going to say about them.

To that end he wrote to Dr. Henry Moskowitz, adviser to the league, asking that a meeting be arranged with league members. Dr. Moskowitz replied, saying that he would put the matter up to the board, and asking further details of the plan. Steele refused to divulge details, claiming that they could be taken up only with individual managers at a general meeting, and not with any managerial organization. There the matter rests.

NAN HALPERIN makes her radio debut Friday when she begins a twice-a-week serial called *Romance* over WEVD, New York. Pat Mann, recently seen in *Shorboat*, will also be on the program.

### CLYDE BEATTY

This Week's Cover Subject

CLYDE BEATTY, youthful, daring and world-famous animal trainer, was born at Bainbridge, O., June 10, 1905. His entry in the circus profession was made in 1921 as cage boy with Howe's Great London Circus. In 1922 he was assistant trainer on Collmar Bros.' Circus, and the following year acted in that capacity with the John Robinson Circus. Season of 1924 found Beatty working a mixed group of animals with the Robinson show. In 1925 he worked a big lion act with the same circus, taking the place of Peter Taylor after the show had been out three or four weeks.

In 1926 Beatty was placed with the Hagenbeck-Wallace Circus, where he worked an enlarged lion act. He had been featured with that show each season until the close of the 1934 season, when he joined the newly formed Cole Bros.' Circus and Clyde Beatty's Gigantic

Wild Animal Exhibition, where he is being given special billing this year. In 1928, when Beatty opened in Cleveland with Hagenbeck-Wallace, he had what was considered the largest lion act ever assembled. When he opens with the Cole show at the Coliseum, Chicago, April 20 he will work about 35 male lions and tigers.

Beatty has also appeared in several motion pictures and has been featured at winter circus dates.

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# 700 Local 306 Members Sign Protest Petition

**Object to many angles in administration—mass meeting held—death threat, disclaimed by officials, to progressive group man for story in The Billboard**

NEW YORK, April 13.—About 700 members of the picture operators' union, Local 306, have signed petitions protesting against conditions within the union. The protests are directed against the stifling of members' opinions; failure of the administration to organize more theaters and to enforce old agreements; permitting wage cuts without members' consent; circulation of misleading rumors to frighten the membership; use of funds for purposes other than those intended, and an attempt to levy assessments without consent of members. At an unofficial mass meeting, attended by 600, Monday night in Palm Garden, a resolution demanding that the International Alliance resume semi-monthly meetings was passed. Herb Stein was chairman. Petitions protesting against the IA administration were circulated, as were circulars signed "Welfare Committee and Associates," denouncing "the red sheet stuff of the progressive group."

A furor was raised in the membership hall yesterday when Al Goldenburg, a member of the progressive group, was called out by an underworld character and tipped that he was slated to be "bumped off" at 6 p.m. that day. The administration of the union disclaims having anything to do with the threat and labels it the work of irresponsible people. According to Goldenburg, who has complained to the District Attorney's office, he was also told he would be left alone if he persuaded *The Billboard* to retract statements published in last week's issue.

The union, meanwhile, is picketing the Oxford, Brooklyn, a burly house, along with the musicians and stagehands. The police have been arresting several pickets and bystanders nightly and the local is threatening to seek an injunction against irresponsible arrests by the police.

AL TRAHAN will probably replace Ken Murray in Earl Carroll's *Vanities*, touring vaude. Murray's going into a Broadway show.

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## WANTED THEATRE

Small Theatre in City of 800,000 population or more. Seating capacity not under 800. Must have stage or facilities to install same. Must be well located in business section for grind policy. Will pay liberal bonus to party securing me the right spot. Address BOX 593 P. O., Buffalo, N. Y.

## WANT

**COLORED MUSICIANS AND PERFORMERS.** Strong Trumpet and Clarinet that can read and fake show music. Salary and percentage. Dance Musicians not wanted. Producers. Comics that can sing and dance. Light Skin Chorus Girls. Want four that weigh over 200 pounds for the Beef Chorus. **PURL SHIELDS CAROLINA MINSTRELS.** This week Chester, S. C.

## WANTED FOR THE GOLDEN ROD

World's Greatest Show Boat. Dramatic People in all lines. Those doubling specialties and orchestra given preference. State age and descriptions and lowest. Address J. W. JENKE, foot of Stanwix Street, Pittsburgh, Pa.

**WANTED**—For Platform Medicine Show. Team, young, sober and reliable man to do Black, those doubling music, dancing and plenty of specialties given preference. Black to work all acts, bits and do specialties. Change for two weeks. Write, state all. Must be low, for it's sure. No bonus. Misrepresentation caused this ad. Transportation if I know you. Write L. H. REEVES, Yinton, Ga.

**WANTED** Piano Player, wife chorus or parts preferred. Specialty People, Chorus Girls, Magician strong enough to feature. Salary low but sure. No advance. Show opens April 25. **CAPOLINA TENT SHOW, 119 E. Thomas Street, Salisbury, N. C.**

**WANTED RED HOT TRUMPET** Band and Orchestra. Other Musicians write. State lowest. **FRANK SMITH PLAYERS, Wynne, Ark.**

**WANTED MEDICINE PEOPLE** Hot Pianist, Sax., Musicians who double stage. Must be sober and reliable. State salary. Platform Show. Address F. C. KEVIN, Willow Springs, Mo.

**AT LIBERTY** For summer tent season. Jack scripta, direct, specialties. Labelled Godfey. Leads, Ingenues, Gen. Bus. specialties. All essential. Allen Apartments, Homer, La.

**WANT**—Three Specialty Dancing Girls. Must have youth, appearance and be real dancers. Make salary low; meals furnished. Open May 2d, under canvas, 1 and 2-night stands. State all. Can place male Pianist. **JACK BARR, Mgr. Nightingale Revue, Gen. Del., Shreveport, La.**

# UP and INS To Bid Against Press-Radio

NEW YORK, April 13.—Press Radio Bureau, as started last year by the two major networks and the newspaper publishers and news services, will continue along for another year at least on practically the same basis, according to the results of conferences held during the past fortnight by the interests organizing the radio news bureau.

The principal change that will be made is that both United Press and International News Service now reserve the right to sell their news to radio stations on a commercial basis, and it is stated that UP and INS are already bidding against Transradio News Service for stations the last-named service is negotiating with. The principal purpose behind this change is to allow competition to be set up against Transradio from the standpoint of selling news commercially, which Press Radio Bureau cannot do. Publishers, who convene next week in New York, are said to believe that the organization of a fourth news service represents a serious threat.

It was also decided at the conferences that, as heretofore, the chains will pay for the Press Radio Bureau news. It was further decided that any changes in the length of time of broadcasts or the actual amount of news services to be furnished would be left to the PR executive committee, of which Edwin S. Friendly, business manager of *The New York Sun*, is chairman.

By selling news commercially UP and INS will not affect their services to Press Radio Bureau, but will continue feeding that organization.

# Higher WOR Rate to Take Effect May 15

NEW YORK, April 15.—Station WOR, of Newark, affiliated with the Mutual Broadcasting System, is working out a new rate card effective May 15, which will make it the highest priced outlet in the country for a quarter-hour period at night, and is second only to WLW rates on longer periods such as half and one-hour broadcasts.

Altho full details have not been set up to the time of going to press, the night rates established are \$550 for a quarter hour. This compares to WLW's \$440 for same period. Half-hour rate is \$790 and one hour is \$925. WLW has a \$660 rate for the half hour and \$900 for an hour. The WLW rates are temporary and in effect only until the night wattage is again stepped up to 500,000. Arrangements are being made by WOR to obtain artist bureau appointments, which will make big name acts available to the station's sponsors.

Next highest quarter-hour cost in the New York area is the CBS key station WABC, which gets \$400 for 15 minutes at night.

# EQUITY SUMMER

(Continued from page 3)  
The regular stock basis means a nucleus of at least six members of the company getting the \$40 code minimum for seniors, with jobbers getting a minimum of \$25.

The article justifies the move on the basis of the survey. With actors getting their keep—and not such hot keep at that—it says that the show's producer gets his trout and the barn manager gets a price ranging from \$200 up. In

addition, it cites the fact that the try-out season used to be so important that separate contracts were made up for it, while now summer tries are almost entirely worked thru the barnyard theaters. Actors in the summer playhouses seldom if ever get a chance to play the parts they have slaved to create when the show comes to New York, so what's in it for them? They've lost their former chance of getting into regular tryouts and they go thru the heavy labor of creating a part with no pay, only to see somebody else play it during the regular engagement.

In addition, the article divides summer theaters into three classes, on the basis of facts brought to light in the survey. The first includes established groups, in communities able and willing to support a theater, possessing reasonable equipment, giving fair and sometimes adequate pay and using a businesslike and courteous attitude toward their players. The second includes theaters in which some of these conditions do not exist or where they are deficient, but which could probably be brought up to snuff with proper regulation and supervision. The third includes groups in which conditions are so unfavorable, equipment is so inadequate and the management is so lacking in experience or so callous and indifferent to the players that no consideration is deserved or should be accorded. For these, says the article, the best thing is swift and merciless extinction.

The article points out that the lines between the classes are often hazy and that some groups verge on two of the categories. It states definitely, however, that the executives and council of Equity will determine the conditions to be demanded in all cases and will also set up the enforcement machinery.

Altho the council has taken no definite action as yet, it assuredly will. Meanwhile, the article suggests, it might be just as well if the drama-and-woodshed boys began watching their step right now.

# FANS ARE

(Continued from page 3)  
that the Fans had ever staged a get-together for the staffs of two shows at the same time, and it worked out very nicely.

About 30 guests were present. William S. Sneed, chairman of the John Davenport Tent, presided, and Nat Green, of *The Billboard*, acted as toastmaster. At the conclusion of a delicious dinner the guests were called upon and for an hour there was a genial flow of wit and humor.

Those present from the two circuses were: From the Hagenbeck-Wallace Circus, Arthur Hopper, Allen Lester and Tex Sherman; from the Cole Bros.' Circus, Clara E. Knecht, Bill Bachell, Bob Hickey, Mr. and Mrs. Ora Parks and Earl De Gropper. Other guests, in the order in which they were seated, were Frank Hartless, national president of the Circus Fans; Ed Shanks; Walter Kraweig, artist; Bert Wilson, W. G. Wagner, Mr. and Mrs. I. K. Pond, Mrs. Ed Shanks, Clint W. Finney, Eddie Bitter, Mrs. Frank Hartless, Mrs. Robert Hartless, Harry Cande, Harry Atwell, Helen Palmer; John Shepard, editor *The White Tops*; Bill Sneed, chairman John Davenport Tent; Robert Hartless, Mr. and Mrs. Schuerman and Nat Green.

# BAD WEATHER

(Continued from page 3)  
among them many known thruout rodeo circles. There were Saturday and Sunday matinees.

Producer Phlambolis was favored by the Child Conservation Conference, under which auspices the Milk Fund Rodeo was held, with a contract to furnish a rodeo in the spring for the next four years under its auspices.

The names of contestant winners the first two days of the rodeo appear in *The Corral* section of this issue. The remainder of the day money and final winners will be given in next issue.

# MRS. RINGLING

(Continued from page 3)  
general commissary near the entrance to the grounds which would house everything needed in the way of food, clothing, post office and the like. He said that maintenance is assured thru a specific scheme which would be made public later.

SANDY LANG AND COMPANY, whose roller skating-radium revue has been playing the Midwest the last few months, opened a seven-week tour of the Low time in Jersey City April 12.

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# THRU SUGAR'S DOMINO

Making Long Stories Short

**HENRY CHESTERFIELD**, mainstay of the NVA, rises to call our attention to work he performed in the fall of 1933 to focus the attention of Chambers of Commerce to the advantages of "flesh" entertainment to a town. We are sincerely regretful that we failed to mention anything about Chesterfield's campaign in our recent discussions of conspiracies to bar stage attractions in certain key situations. Our files reveal that Chesterfield sent an open letter to every Chamber of Commerce in the United States and Canada of cities with over 50,000 population. The letter was eloquent and convincing. That it has not produced the results intended or anticipated is not Chesterfield's fault. The trouble probably resides in the very condition we have been exposing in recent weeks. Besides, Chesterfield might have used a different approach if he knew then what we hope he knows now: that a good percentage of the Chambers are dominated by film interests opposed unequivocally to the intrusion of "flesh" into the local situation.

**AMONG** those recruited for a personal appearance by an organization gathering funds to fight the Nazis thru boycott methods is a columnist who is known by his intimates to be the most vicious Jew-hater that ever gnashed his teeth. Broadway's wiser boys are having a good laugh at the expense of the organization.

**THEY** have started the logs burning in the hearth of the Amalgamated Vaudeville Agency again. Our personal respect for Ed Fay, its manager, is great. We bow to him as a theater operator and as a man. However, he has not always been astute in his selection of booking men. It is hoped that on this try the Amalgamated venture will succeed, and if it doesn't that it will not be because of mistakes made in picking the right type of men to run it. Any project with which Frank Walker is affiliated in any way deserves success. Mike Comerford's general manager is one of the highest type men in our business. President Roosevelt would trust him with the White House files. But we had the jump on the President by a few years. We spotted Frank as the ace of show business when a New Deal was popular only in card-playing terminology.

**FEW** men in this sector of the show business are in as enviable a position as Irving Mills, dictator of the country's septa entertainment fare. Mills owns most of his attractions outright. He supplies them with songs published by his own firm. He has achieved such success in exploiting his "names" that booking office red tape is cut as easily as blowing out the light of a match. Mills'

method of building up his gigantic business represents a preview of the show business of tomorrow. The organizations that will dominate the scene will be those that are self-sufficient. As each day passes the chances grow less for the little fellow to survive. Tough on the smallest but awfully good for the show business. There are men who chisel only when their backs are against the wall; others are born chiselers but become ethical when their business grows too big to permit destructive tactics to continue. Conclusions: less smallest, less chiselers.

**THE** amusement industry is, to our knowledge, the only one that includes no credit clearing bureau of its own in its general setup. It is not our assumption that this is due to the unreliable character of persons connected with amusement enterprises. But it does look quite suspicious on the surface. If some genius were to break out in a rash one of these days with a workable plan whereby the credit background of showmen could be reliably checked he would perform an inestimable service for the industry, and if he weren't as crazy as most geniuses he would stand a good chance of making a fortune. No business other than ours permits gyps to carry on perennially. Maybe it's the encouragement of the practice of changing names at will and without suspicion aroused concerning the motives. That's as good a reason as any. Things like this, coming to think of it, make show business different from any other form of insanity.

**A** BUSINESS is as good as the men engaged in it. The harshest criticism that can be made of the Vaudeville Business That Used To Be is that not one of its big shots is making his mark today in other fields. It couldn't be that vaudeville booking or other executive functions in a booking office made men unfit for other callings. That's inconceivable. Our surmise is that one of the reasons that the vaudeville industry took a foppo is that the men in whose hands lay its fate were totally unfit for their tasks. If they were merely conditions that caused the downfall of a once great industry the men involved would be using their talents to good advantage in other fields today. But the sad truth is that most of them are living on funds they happened to save from the cataclysm. Those that didn't are the saddest sights on the street called Broadway.

**SEVERAL** of the smaller theater circuits in the New York area are near ruin. It isn't the depression, bum product or played-out locations that are to blame. It isn't management in the general sense, either. It is something worse than all of these combined. A disease that gradually eats its way into the bones of an organization and runs it down quicker than wholesale larceny. We refer to nepotism. In the vernacular of this commentator, "relativitis." One of these circuits has about two-score relatives on the payroll, occupying fairly important posts and making things miserable for everybody around them. When a circuit employs a manager at, say \$45 a week, and gives him an assistant with the boss' blood running thru his veins at \$65 a week, there's something radically wrong with the boss. When a circuit permits a relative of the boss to work in a menial capacity at a theater and this relative abuses his superior with painful regularity, we don't blame the suffering one for committing mayhem. We don't blame men who are forced to hold down jobs they detest for taking cuts on everything they buy. We don't blame them for laying down on the job. Nepotism is the most deadly disease in business physiology. It breeds discontent, creates inefficiency and breaks the general morale of an organization quicker than it takes to bat an eye.

Those who permit nepotism to do its deadly work alibi themselves out of it by explaining that they would have to support their lazy relatives anyway. So—o-o they might as well do it by putting them on the corporate payroll. If these dumkops were really good businessmen they would keep the relatives out of their business and pay them a dime. Enough money would be made in the rejuvenated business to raise the "salaries" of the pensioners tenfold—and there would be plenty more to spare. Of course, there's the factor of making the existence of the employees happier, but we don't expect men who don't see farther than their noses to think of that, too.

## The Broadway Beat

By GEORGE SPELVIN

**THE** RKO Fordham celebrated its 14th anniversary last week, and got so excited about it that it even invited Sammy Cohen, playing the neighboring Loew's Boulevard, to guest star one night. . . . But the Boulevard manager said no, and Sammy couldn't go. . . . Constantine Stranghios, concert pianist, has been given a WHN spot Fridays at 3:15. . . . The spider dance is the latest; Eleanor Wood is doing it at the Paradise. . . . Col. Earle Boothe, head of the relief drama division, was one of the officials who won salary raises according to the current investigation. . . . The Morris office placed Borrah Minevitch and his harmonica kids with Sam Oldwyn, to appear in the next Eddie Cantor pix. . . . Seen on 45th street: a drunk asleep on the running board of a car, with an old-fashioned beer can in his mitt. . . . What, drunk on beer? . . . The newest find down at the Players' Club is a game in which you guess the total number of matches held by the players, each having a maximum of three. . . . You generally have to walk home, as one of Mr. Spelvin's scouts found out. . . . It's a nickel a game, and jackpot if nobody guesses correctly. . . . In order to avoid conflicting names, the Allied Theatrical Associates has changed itself to the Stagercrafters. . . . Offices are still at 131 West 46th street, and plans are now being made for summer stock companies.

The favorite pastime for Broadway's not-doing-so-wells is speculation on the happy times that will result if Hollywood studios should make good their bluff and move east. All of the talent (and there's plenty of it) that figures it would be tops if only it had a chance to get to Hollywood would naturally consider it the millennium if the studios and all their attendant "big chances" moved in, for example, to New Jersey. At the same time the hopefuls find time to worry a bit about what would happen to Southern California real estate and the big homes and swimming pools.

Ben Ostrow, p. a. for the Academy of Music, amazed his friends with a shave and a haircut last week. . . . "New policy," sez he. . . . The Theatrical Associates (now the Stagercrafters) staged their big affair last week at the Hotel Delano, entertaining the crowd with everything from a colored floor show to a six-round boxing match right on the ballroom floor. . . . The boys on the street can't figure out the Major Bowes-Loew-NBC-RKO messup. . . . George Price's lament that he was thru, delivered at the testimonial dinner to the Pat Rooneye last week, has the Broadway mob talking. . . . Mrs. Rooneye emerged from her three-year retirement to join her husband and son at the Capitol Wednesday night. . . . Embarrassing situation: The Artek, a left-wing Workers' Theater, is being picketed by Stagers' Local No. 1 for not employing union labor. . . . George Jesel, upon his return from Florida, threw a birthday party at his suite in the Warwick and hopped out to a vaude date in the Midwest, only to be flown back because of appendix trouble. . . . He announced, tho, over Jay Flippen's amateur hur Monday night, that it wasn't an appendix at all, but only a recalcitrant tummy-ache. . . . Anyhow, it would have saved a lot of trouble if the darn thing had acted up a few days earlier. . . . Beer sales certainly surprised everybody—except the brewers, who knew all the time their stuff was selling. . . . Tho it did seem that hard licker was really getting in its lick. . . . Sophie Tucker brought a heavy sun tan back to town with her. . . . Her opening at the Hollywood had the town by the ears. . . . The amateur hours have the mails crowded like a Christmas rush. . . . And the phone companies aren't complaining, either. . . . The whole street looks brighter with the circus back in town. . . .

## Chicago Chat

By NAT GREEN

**RUTH** ETING tells us she's going to quit show business at the end of this year—but can she? . . . Will the quiet of home life be as satisfying as the lure of the footlights and the mike? . . . Hardly! . . . When Ruth returns from her five-month trip around the world next spring and settles down in her California home there will be yearnings that only the acclaim of the public can satisfy, and we'd like to wager that only the poignant blues songs will be heard again. . . . Will (unit producer) Harris is cussing the varlet who sniped his benny the other day in a Loop eaterie. . . . Jack Bordine, of Bordine and Carroll, dancers, received word that his uncle, Vladimir Bordoaky, of Moscow, bequeathed him several thousand rubles, and he's trying to find someone who can tell him just how many cents that amounts to. . . . Remember Zoe Matthews and her Picks in vaude? . . . Zoe is now working in a big Loop department store. . . . Joe Cody Attractions moving to larger quarters in the same building they have been in. . . . Joe says there's a big season ahead for celebrations.

What gawgeous network warbler is Leonard Keller, handsome band leader-violinist, whose Bismarck contract has been indefinitely extended, carrying the torch for? . . . Harry (Barnes Circus) Bert, in impeccable attire, caught by the cameraman right alongside of Shirley Temple in the Barnes big top in Los Angeles. . . . But Harry seemed more interested in something or somebody up in the air than he did in Shirley! . . . A line from De Counti and Marie, dance team, says they are rehearsing in Dallas for a new show for the Cushman Circuit in which they are to be featured. . . . Red Quinlan, 18-year-old Irish lad who recently filled a spot on WIND as youngest news commentator on the air, is bumming his way to Hollywood to gather material for a radio script about the California comets and stars. . . . Roscoe Ates and his lovely daughter, Dorothy, around town and may make some personal appearances. . . . Wonder how a big circus would pan out in the Stadium in midsummer? . . . Margaret Livingston, who appears in a recital at Orchestra Hall April 15, will sing two Danish songs never before heard in this country. . . . Margaret, incidentally, had two wisdom teeth pulled the other day.

Dorothy Helmer, who was secretary to O. W. Farrier at A Century of Progress, is now secretary to Alfred J. Kendrick, vice-president of World Broadcasting System, succeeding Margery Moore, who is leaving to take on matrimonial responsibilities. . . . Stanley Felch, former assistant manager of the Chicago Theater, opening offices in the Woods Building to handle fan mail and photo reproductions. . . . Al Spink, well-known agent, here ahead of *Hollywood Holiday*, and Al Head handling the advance for *Mary of Scotland*. . . . Members of PECCO voted Lillian Vaughn a charming hostess after the party she threw the other night. . . . Our good friend Lee Warner, of Minnesota State Fair, is a director of the new St. Paul baseball association. . . . Joe Flynn's stunt of having three men in grotesque makeup parade thru the Loop every day on a horse with banners bearing the words "Harris Theater" has kept *Three Men on a Horse* constantly in the public mind. . . . The Frank Duffields celebrated their 27th wedding anniversary the other day. . . . Gosh, it doesn't seem possible! . . . Passing thru town, all the same day: Lupe Velez, Charles Laughton, Clyde Beatty, Jan Kubelik, Jim London.

## WJR Quits NBC; Signs With CBS

NEW YORK, April 13.—NBC station relations, which have been sitting more or less on a powder keg of late, had a fuse lighted and at least one detonation went off under it when Dick Richards, owner of WJR, the Detroit blue network outlet of NBC, suddenly switched to CBS under a five-year contract, to take effect possibly early next fall, presumably in September.

The Detroit outlet has been with NBC for several years, but, according to Richards, his rate card had been forced down from \$800 to \$400 or a little more, and now there appeared to be possibilities of further cuts. In a huff, he delivered the outlet to CBS, which really has no station in Detroit proper, but makes use of its Windsor, Can., outlet CKLW, which is billed as being in Windsor-Detroit.

Just what NBC plans to do as a way out of the dilemma, which leaves it without a Detroit outlet in a few months, is problematical, unless it reverses its situation with CBS and continues with its Toronto station CBRT as Detroit coverage. The recent Canadian Radio Commission's ruling banning Sunday commercial programs would put a crimp in this arrangement, just as it did with CBS and its Windsor station. There appears to be no high-powered outlet available for NBC in Detroit at the moment, altho a new plant could be applied for and built in an extreme emergency. All of which is only hypothetical.

Failure of NBC to reach an agreement with Richards on its new adjustment and station compensation plan, now in process of being worked out, is attributed in inside sources and those close to Dick Richards to the fact that in the past dealing with "The Goodwill Station, Inc." of which Richards is the head, was done personally by either the late George F. McClelland or President M. H. Aylesworth himself, and arguments were always satisfactorily adjusted.

Richards, who has been in town the past week, endeavored to obtain a better break for his station from NBC and then suddenly delivered WJR to CBS. He stated that he had no contract with NBC beyond the individual commercial program commitments. It is expected that NBC or CBS might give out a statement on the matter on Monday. Nothing official was obtainable over the week-end.

## Raymond Rubicam Elected Chairman of the Four A's

WHITE SULPHUR SPRINGS, April 13.—Raymond Rubicam, president of Young & Rubicam, Inc., was elected president of the American Association of Advertising Agencies Thursday, succeeding Arthur H. Kudner, president of Erwin, Wasey & Company. Maurice Needham, of Needham, Louis & Brorby, of Chicago, is vice-president; William Benton, of Benton & Bowles, New York, secretary; E. De Witt Hill, of McCann-Erickson, New York, treasurer. John Benson, executive president, continues in office, as does Frederic R. Oamble as executive secretary.

Members chosen to the executive board were Mr. Kudner; Gilbert Kinney, of J. Walter Thompson Company, and Paul Cornell, of Oeyer-Cornell Company, all three coming from New York. Guy C. Smith, Brook, Smith & French, Detroit; H. B. Humphrey, head of that named firm in Boston; Robert S. Simpers, of the Simpers Company, Philadelphia, and Merle Sidener, of Sidener, Van Riper & Kellog, Indianapolis, complete the board.

## CBS Theater Bookings

NEW YORK, April 13.—Columbia Artists' Bureau theater bookings include the following new dates: Nick Lucas, Stanley Theater, Pittsburgh, week of April 26; Barney Rapp and orchestra, same date; Fats Waller, Paramount, Los Angeles, week of April 18; Gertrude Niesen, Metropolitan, Brooklyn, week of April 18; Eton Boys, Michigan Theater, Detroit, week of April 26, and Chicago Theater, Chicago, May 3; Isham Jones and orchestra play the Penn, Pittsburgh, week of April 19, and the Eton Boys follow the Chicago engagement with the Paramount, St. Paul, May 10.

## Derby in Puerto Rico

NEW YORK, April 13.—Broadcast of the Kentucky Derby, May 4, to be sponsored by Brown & Williamson Tobacco Company on the Columbia Broadcasting System, will also be shortwaved to Puerto Rico. WNEI in that possession will carry the broadcast. Deal was set by Conquest Alliance Company, with a peculiar angle in that while CA represent WKAQ, Puerto Rico, in the United States, the latter station could not clear time, and so WNEI got the feature.

## Hearst Buys ET's From Standard Co.

NEW YORK, April 13.—Hearst radio stations are switching transcription companies, going from World Broadcasting to Standard Radio Library, outfit recently set up on the Coast by Jerry King, WINS, New York, and WCAE, Pittsburgh, have already gone on the dotted line. Standard is represented by Conquest Alliance Company in the East. WHEC, Rochester, also bought Standard service.

LOS ANGELES, April 13.—Standard Radio Advertising Company, of Hollywood, which entered the electrical transcription field the past month with a program library service for stations and ad agencies, has released its service to 41 broadcast units to date, with many of the outlets affiliated either with NBC or CBS. Value of the service is said to lie in the fact that a basic library of 300 program units (four to 16-inch transcription) are released at once to each station using the service. Monthly augmentation of 20 program units is added, beginning 30 days after date of station's use of the service.

Six hours of professional continuity written here are furnished weekly in advance, with all cues, selection numbers, etc., for expediency. Station may use continuity as desired. Standard officials state they will not enter the official representation field. Due to lateral cutting on the masters, Standard believes it can make the international field. Sustainers have music license already paid.

## Experimental License Sought by Tele Corp.

WASHINGTON, April 13.—National Television Corporation, which announced last summer it had developed a television receiver operating on a revolving mirror drum principle, has asked the Federal Communications Commission for an experimental license to broadcast tele programs. Company claimed it was in a position to start immediately, as the station and equipment have already been completed, as have home television receivers. Firm wants 500 watts on a 2,000 to 2,100 kilocycle frequency. The Commission turned the request over to its examiners and engineers for study.

In the application National listed cash assets as \$2,395.14; patents and patent rights, \$1,105,640.42; equipment, etc., \$141,982.48, and investments, \$13,348.40. Chester E. Braselton is president; John W. McKay, vice-president, and Arno Zillger, engineer. When the company stated its plans last year a pivotal point was for the sale of inexpensive television receivers.

## Cuban Government To Campaign On U. S. Chains on Large Scale

HAVANA, Cuba, April 13.—Cuban government is planning a large advertising campaign to start after this summer, a major portion of the campaign to be a radio program. Presentation will originate in Havana, with all Cuban talent and broadcast thruout the United States on one of the two major networks, most likely the National Broadcasting Company. Details are being arranged now, according to reliable report. Campaign is to revive Cuban tourist trade, which has fallen off badly and leaving the current season a poor one. Besides the radio program, the government plans to go into newspapers and magazines. It is believed the govern-

# Food and Drug Bill Tabled; NBC Comes Out in Its Favor

Amendments take joy out of life for Senator Copeland—Huey Long helps by deleting discriminating clause against radio—NBC (unofficially) strong for the bill

WASHINGTON, April 13.—Not a little peeved at the amendments that beset his pure food and drug bill, Senator Royal S. Copeland, of New York, has virtually put his bill upon the shelf for the time being, or until such time as public opinion gives him sufficient backing to continue the fight. Bone of contention was the "multiple seizure" of drugs, etc., upon grounds of false advertising claims. It was contended that instead of retailers all over the country being made to suffer, as well as the manufacturers, the seizure should be made at the main source and the manufacturer then given a hearing.

## CBS Replaces WDSU With WWL on Nov. 1

NEW ORLEANS, April 13.—WWL, Loyola University station, New Orleans, La., effective November 1, will replace WDSU as New Orleans outlet for the CBS, according to an official announcement made by WWL executives this week. Columbia will then have the advantage of a cleared channel (850 k. c.) and local power of 10,000 watts, with the station's request on file at Washington for an increase to 50,000.

The CBS decision to change local outlets follows closely on the heels of undenied reports that WDSU had been purchased by Senator Huey P. Long for his use in making a try for the Presidential chair in 1936. Under the new setup the ferry "Kingfish" will be allowed to use the station as often as he wishes, with remote-control facilities at the State capital, Baton Rouge.

## Downey in Middle At Pitt. NE Show

PITTSBURGH, April 13.—Morton Downey played at the National Electric show this week after he had first accepted and then canceled the date, cancellation coming at the request of local theater operators and the William Morris agency in New York. Downey, together with Mary Small, kid singer, and several other acts, were at first listed to make gratis personal appearances at the show, doing this at the request of Si Steinhilber, radio editor of The Pittsburgh Press, interested in running the affair. Ostensibly it was to be a radio set show, but electric refrigerators played a prominent part.

Local theater men protested, inasmuch as not only were names being scheduled, to work for expense money, but there was a 15-cent admission being charged. Theater men, of course, fear future repetitions. Operators are said to have taken the attitude that whatever acts came down on the cuff could forget about future Pittsburgh personal bookings.

Downey and Steinhilber, according to report, went thru some hot word exchanges via telegram, with Steinhilber later telling Downey that a personal element was involved and that much depended on Downey's appearance.

None other than Senator Huey P. Long rushed to the aid of radio when he demanded that the provision in Section 708 (e) of the bill, discriminating against radio broadcasting, be eliminated from the measure. Senator Copeland, who has consistently refused to eliminate this provision, finally accepted Senator Long's amendment. Senator Long said in part: "I move to strike out the words 'other than by radio broadcast.' As it stands, no dealer is to be prosecuted for what he sells in good faith and for advertising it, except by radio broadcast. If he publishes an 'ad' in a newspaper, or if he sends out a circular, or sends out a letter, he is not bothered, but if he accidentally sends out a word over the radio he is to be prosecuted for that . . . but to hold that a man shall be responsible for what he says over the radio, but that he can put the same statement in a newspaper and not be responsible for it, is an unfair discrimination and there is no basis to support it."

"I do not give my support to favoring the newspapers in preference to radio anyway, just as between us members of the Senate, I have been able to make myself heard over the radio when the newspapers would not let me be heard and I am somewhat of the opinion that there is no reason to discriminate. Perhaps, my friends, the senator from New York has had better luck the other way."

Senator Copeland replied: ". . . at that time we had not included the language about the radio which has been quoted by the senator from Louisiana. I am in agreement now that there is no reason why this language (discriminating against radio) should not be deleted from the bill."

**NBC's Attitude**  
NEW YORK, April 13.—Almost at the same time that Senator Copeland was placing his food and drug bill on the table, National Broadcasting Company told its sales force of its policy and stand on the food and drug bill, the salesmen in turn expected to pass the info along to their advertising agency contacts and to clients dealing direct.

NBC takes the stand that government regulation of statements made in all forms of food and drug advertising is the best policy. It feels that despite the good intentions of the manufacturers and of high-minded publishers and broadcasters, it is not sufficient to protect the consumer from ill-advised and misleading advertising of a certain minority. Advertising standards in the opinion of NBC, when it pertains to food and drugs, should not be left to individuals but to public opinion. Government regulation is therefore considered to be essential to the upkeep and application of such standards.

The recently established Department of Continuity Acceptance is reported to have been pointed out as an example of NBC's sincerity in the matter of cooperation with the government, with industries and the hope of improving all advertising. Thru this bureau NBC hopes to cover preliminary ground at least and later to use this department to comply with standards agreed upon by industry and the government.

Altho NBC recognizes that there are (See FOOD AND DRUG on page 11)

# Loew Issues Dual Contracts Taking in Vaude and Radio

*Will use WHN and affiliated outlets to build vaude talent and vice versa as to circuit—"third chain" experiment proceeds with much caution.*

NEW YORK, April 13.—Dual contracts, calling for both radio and vaude appearances, are being written by Loew's, in connection with that circuit's theaters and its New York radio station, WHN. This new policy was one of several points brought out by Louis K. Sidney, recently appointed director of WHN by Loew's, yesterday, together with several other developments at the station since Sidney stepped in. Loew's visualizes radio as feeding and developing vaude talent, and the reverse, further building up of radio talent by stage appearances. Two such contracts already written are for Ben Alley, now playing the Orpheum, New York, and Laura Hoffman, current at the Capitol, New York, both of whom are also on the Loew station.

Sidney also said that deals are pending for the addition of several more stations to the regional network of which WHN is now the New York station. WHN is feeding programs to WMEK, Boston; WPRD, Providence, and WIXBS, Waterbury. This developed when these stations asked the New York broadcaster for program service after WNEW, Newark, had discontinued piping upon the demise of the American Broadcasting Company. The out-of-town spots are paying program fees and line charges. The Washington station is believed to be WOL and WCBM, in Baltimore, both of which were on the ABO lineup. Present deal among WHN and the other stations is on a temporary basis, mutually cancelable within 48 hours, pending a more stable and settled agreement now being worked out. There is no name yet attached to the WHN lineup.

Sidney explained that the station's principal concern now is in building its program structure. There is a good number of well-rated standard show business names in view for the station, besides those already on, which include Irving Mills, Ed Lowry, Jay Flippen (as m. c. on the amateur program) and others. Some of the possibilities include George Jessel and Sophie Tucker. Besides, the station has arranged to broadcast from Ben Marden's Riviera, New Jersey night spot opening soon; Conule's Inn, opening soon at the old Palais Royale and other spots.

In line with the radio-vaude talent exchange, Sidney said that since WHN started its amateur hour one year ago, the station has given jobs to 183 performers found on that show. This includes both the regular staff work the acts do and the vaude and other outside bookings given. Policy, in connection with programs, is similar to that applied in theaters—that good attractions bring customers.

Sidney also said that Loew's was proceeding with caution on the network, with the experiments of the past with Ed Wynn's flop and the American Broadcasting System and company foldings already recorded, the idea being to try and benefit from the reasons attendant to these failures in organizing the new setup. He also said that most of the talent now on WHN and being piped to the other stations is being paid.

## NAB Gets Squawks On the KVOS Fund

WASHINGTON, April 13.—National Association of Broadcasters is in receipt of a few squawks from stations around the country, particularly newspaper-owned outlets, protesting against the NAB raising a fund to aid Rogan Jones and his 100-watt outlet KVOS in Bellingham, Wash. Main objection came from A. H. Kirchofer, managing editor of *The Buffalo News*, which operates WBEW in that city and is also an NAB member. Kirchofer wrote to Phil O. Loucks, managing director of NAB, stating that he would not contribute to the fund and that the success of KVOS would not help stations whether or not they were owned by newspapers.

KVOS was sued by Associated Press for using certain news by the A. P. less than a period of 24 hours after the news appeared in local papers. Present status has A. P. appealing from the Lower Court decision in favor of KVOS.

According to statement issued by Phil Loucks, the NAB move to supply the small outlet with funds to appeal is mostly a matter of clarifying the situa-

tion for all concerned and in no way wishes to defend out-and-out piracy of news, but have a precedent established for the future. NAB has chosen former U. S. Senator Clarence Dill, of Washington, to act as attorney for KVOS. It is believed that a definite decision one way or the other will avoid considerable confusion in the case where a newspaper subscriber uses news items for broadcasting purposes.

## New Biz, Renewals

NEW YORK, April 13.—National Broadcasting Company has two new accounts. They are:

**BORDEN SALES CO.**, thru Young & Rubicam, Inc., starting May 1, Wednesday, 8:45-9 a.m., PBT, on KOA, Denver, and 6 stations.

**PROCTER & GAMBLE CO.**, thru the Blackman Co., starting April 29, Monday, Wednesday, Friday, 6:15-6:30 p.m., on WJZ and 2 stations. Program is Capt. Tim Healy's Stamp Club.

**KIENZLER DISTILLING CORP.**, thru Kelly, Nason & Roosevelt, starting April 15 for 24 weeks, three times weekly with baseball game broadcast, 7-7:15 p.m. Jack Fraser is the announcer. On WMCA.

**UNITED DRUG CO.**, thru Street & Finney, starting April 30, every day except Sunday and Monday, 9:30-9:45 a.m. Transcription program. On WMCA.

**YOU PRAY FOR ME CHURCH**, direct, started April 7, Sunday, 10:30-11 p.m. Revival meeting program. On WMCA.

**PROCTER & GAMBLE CO.**, thru the Blackman Co., taking one-minute announcements on WMCA.

**THOMAS J. LIPTON**, thru Frank Presbrey Co., starting April 22, taking one announcement daily on WMCA.

**CLARK SHOE CO.**, thru Friend Adv. Agency, taking one announcement daily starting April 8 on WMCA.

**ZEM ZEM CORP.**, thru Street & Finney, taking one-minute transcriptions for 52 broadcasts starting April 8 on WMCA.

### Chicago

Business reported by WON this week includes the following:

**CHEVROLET MOTOR CO.**, thru Campbell-Ewald Co., lge. local taking Monday, Wednesday and Friday for 13 weeks starting April 3, 9:15-9:30 p.m.

**CHOCOLATE PRODUCTS CO.**, thru J. L. Suggen Advertising Co., local, 9-9:15 a.m., *Party Making With Mickey*, renewed effective April 3 and including May 3.

**WILLARD TABLET CO.**, thru First United Broadcasters, quarter-hour program Monday, Wednesday and Friday, 11:15 a.m.; renewed for 39 weeks effective April 22 to and including January 17, 1936.

### Newark

**ANTROL LABORATORIES, INC.**, thru Blackett-Sample-Hummert, starting June 10, Monday, Wednesday and Friday, 1-1:05 p.m., with a talk. On WOR.

**GOLD DUST CORP.** (2-in-1 shoe polish), thru Batten, Barton, Durstine & Osborn, started April 8, Monday, Wednesday, Friday, 1:05-1:10 p.m.; Tuesday, Thursday, Saturday, 8:30-8:25 a.m. Program is *Shining Melodies*. On WOR.

**UNITED DRUG CO.**, thru Street & Finney, Tuesday, April 30, to Saturday, May 4, 9-9:15 a.m. Recorded program. On WOR.

**MARYLAND PHARMACEUTICAL CO.** (Rem) RENEWS September 29, taking three times daily weather reports. On WOR.

**MANHATTAN STORAGE & WAREHOUSE CO.** RENEWS, effective April 15,

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

**ANGELO FERDINANDO**  
AND HIS ORCHESTRA  
NBC NETWORK  
HOTEL GREAT NORTHERN  
118 W. 87th St., N. Y. City.  
Dir. CONSOLIDATED RADIO ARTISTS,  
1619 Broadway, New York, N. Y.

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

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

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

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

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

**ERNIE AND HIS ANDREW'S ORCHESTRA**  
Broadcasting Via WTIC-NO. 7  
NOW ON TOUR.  
Dir. CONSOLIDATED RADIO ARTISTS, 1619 Broadway, New York, N. Y.

**LOUIS ARMSTRONG**  
MRS.  
AND HER KINGS OF RHYTHM.  
Featuring KING LOUIS II.  
Now Playing Virginia Theatre, Roanoke.  
Directions CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

**McKINNEY'S COTTON PICKERS**  
Personal Direction WILLIAM McKINNEY.  
NOW ON TOUR.  
Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

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

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

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

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

**Continental Orchestra Corporation**  
HOTEL UTIOA, UTIOA, N. Y.  
**CLIVE SIERNAN**  
AND HIS RIVIERA ORCHESTRA  
Touring New England.  
**TEDDY BREWER**  
AND HIS TWELVE RADIO ARTISTS  
Club Lido, Inca, N. Y.  
**Low Redman's Bellhops**  
TWELVE COLORED RHYTHMICS  
On Tour.  
**FREDDY KAY**  
AND HIS MUSIC.  
SEMLER'S TAVERN, AKRON, O.

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

**RUDY BUNDY**  
AND HIS ORCHESTRA  
Featuring MARLENE GILBERT.  
Now playing College dates in Ohio and Pennsylvania.  
Personal Management E. D. PERKINS  
7418 Dellenbaugh Ave., Cleveland, D.

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

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

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

★★ THE 4-STAR DANCE SENSATION ★★  
**PAUL MARTELL**  
AND HIS ORCHESTRA  
FEATURING BILLIE STAR  
NOW ON TOUR

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

taking participations in Martha Deane program. On WOR.  
**COTY, INC.**, thru the Blow Co., started April 9, five 5-minute spots weekly on WNEW.  
**IRVING SCHATZBERG FUR CO.**, thru Bess & Schill, started April 8, Monday thru Saturday, 1:45-2 p.m.; Sunday, 6:30-6:45 p.m., on WNEW.  
**UNITED DRUG CO.**, thru Street & Finney, starting April 30, taking five 5-minute spots weekly, except Monday and (See NEW DIZ on page 11)

# "Radio Personalities" to Press Any Day Now, Says Kessler, B. P.

NEW YORK, April 15.—Radio Personalities, a pictorial and biographical annual, a work which is hoped will be all comprehensive and prove to be a genuine Who's Who in radio, is threatened to be run off the press any day now, despite the lapse of about 18 months since the original release date. The idea has been mentioned as being a "racket," because after an artist or network official has had his bog jotted down and had his portrait made he will probably have to buy a copy of the book if he wants to see it. Up to that time he has incurred no expense in "making" the tome. Stationery of Radio Personalities has an executive board whose moving spirit appears to be Don Rockwell, vice-president and editor in chief. Advisory board is headed by none other than General Louis W. Stobryan, who is chairman. Major General O'Ryan and Merle Crowell, Rockefeller Center publicity chief, are among the lesser lights. Press Bureau, Inc., is the publisher. G. Mallard Kessler, B.P., is chairman of the board, art director of the executive staff.

Letters from Radio Personalities indicate that over 200 prominent radio artists, announcers and radio officials sat for their photos and were interviewed for their biographies, all of whom are no doubt waiting for the book to debut. Doubters are referred to vice-presidents and publicity men of the networks for further reference.

Quoted about an interview for a R. P. bog, ye chief sleuth of The Billboard, having heard that it had been called a "racket," journeyed to the art and editorial offices in East 62d street. This address houses Kessler, his studio and antiques from front door to garret. Enough of the latter to start a shop or an auction. The genius of the photos and portrait painters specializing in the-

atrical folk arched his eyebrows but remained calm when queried about the "racket" angle. "Yes, they may call it a racket," he answered, "but why should I take time to argue with them? I ignore such talk because I have some of the biggest people in radio in back of me and they are all for the book. So far it hasn't cost anyone a penny but myself. This is the first time I've spoken to any newspaper man about my book and I have passed beyond the stage of hoping to make any money out of it. True, if I make good pictures of some persons and they should want some prints for themselves, photography is my business, but it is they who ask about it; I do no selling. Further, I have cut my price in half to accommodate such purchasers."

It appears that 18 months ago the book was about to go to press but the Amalgamated Broadcasting System, which was included, blew up. Then another edition was brought out and Kessler exhibited a copy, but he withheld it from distribution because he did not like the job. Then he was about to come out with the third version when George Storer and his American Broadcasting System, which was included, also took a powder, which was recently. Now everything seems okeh for the final attempt to bring out an unallied edi-

## An A.M. Attraction

NEW ORLEANS, April 13.—WJWB is putting on quite a novel program in the morning hours. Phone callers can hear themselves being answered over their loudspeakers, and the program has become so popular that several new trunk lines had to be added to the station's telephone switchboard.

Kessler is fully aware that he is rather late, but he held up final proofs and galleys. It seemed to this reporter that if the undertaking has proved a headache to Kessler, it must be a couple of headaches to the printers. Practical book printing is a bother to Kessler, who insists upon having the type set to fit all sorts of photographic layouts, and no two pages are to be alike. Thus he rips out a light-colored photo because there are two dark ones preceding it and it doesn't balance. Photos come first and all type has to be wrapped around the pictures to suit his artistic sense. Apparently some sort of photographic or offset process is being used in making the plates.

Kessler is reported to have sunk as much in this venture, copies of which he hopes will be in every public library, as one comedian did in a "third chain." A de luxe edition, an intermediate and a very reasonable one, probably at a little over a dollar, are planned, according to the powers that be, who set forth that the book positively goes to press "any day now."

# West Coast Notes; Amend Libel Bill

LOS ANGELES, April 13.—At a special hearing held in Sacramento Wednesday on Assembly Bill 188, the bill was amended so that blame for statements made during broadcasts fall upon the shoulders of the advertiser and not the station as previously proposed. Bill was presented by Assemblyman Boyle, of Los Angeles, and is expected to be presented in the House some time next week. California broadcasters strenuously opposed the original bill, branding it as discriminatory inasmuch as it was to cover radio only and not newspapers, which the stations maintained should face similar regulations if bill passed.

Kay Van Riper, former KFVB writer and producer, is now writing the 15-minute dramatic sketches for the Lucky Strike program.

Elmer Peterson, formerly with the Paul Block newspapers, has been appointed national advertising manager of KNX.

Ten thousand dollars in prizes are being offered listeners to the Dr. Strasska Toothpaste program, *Mulion - Dollar Smiles*, over the Don Lee network. Listeners are to guess who the artists on the program are imitating.

Thad Brown, of the Federal Radio Commission, is hearing complaints in Los (See WEST COAST NOTES on page 11)

## STATION NOTES

Address All Communications to the New York Office

VAPORINE COMPANY, of Cleveland, has signed with WHK in that city for a once-a-week 15-minute show, presenting Clarence Kantzer, singer.

CURT POULTON, singer and guitarist, has returned to WSM, Nashville, after a year with WOY, Schenectady, N. Y., and NBC.

AL ROTH has signed for another year as musical director of KMOX, St. Louis, new contract running a year. Roth now has 23 broadcasts weekly on the station. He started in September, 1934.

KNX, Hollywood, has started a new series, presenting Adolph Valasco and his string quartet from the Russian Eagle Cafe, Hollywood.

WBIG, Greensboro, N. C., has something new in the way of broadcasts scheduled for May, when a frog-jumping contest will be described. Station is even sponsoring a contestant, a swamp denizen named "Static."

INTERSTATE and Universal Mills, sponsoring Alice Joy in the Southwest Amateur Night on Southwest Broadcasting System, has extended the original 10 weeks for another fortnight and is arranging an additional extension. Besides, Miss Joy has been booked into the Metropolitan, Houston, Tex., for a week, starting April 19.

ANDREW BAHR, who just completed a five-year trek with 3,000 reindeer, arriving in Seattle early in April, was interviewed three times on the air the day of his arrival. KOMO and KJR had him on at 9 a.m.; again on KJR, when Max Miller, reporter and writer, figured in the broadcast, and at 4:45 p.m., when NBC picked up Bahr and Miller again.

And a day or two later the Arctic traveler broadcast once more from a Chamber of Commerce luncheon.

TEXAS QUALITY NETWORK started a new comedy series April 7 called *Pepper-Uppers*. Show is being recorded for use in other States.

VIRGINIA W. MCKINNEY, publicity director for WBIO, Greensboro, N. C., is writing a dramatic show for a local account.

BOB NEWHALL, veteran sports writer and radio commentator, is back on WLW, Cincinnati, after a six weeks' vacation in Florida. It was his first rest in four years. Mennen's Shaving Cream is sponsoring his new series.

WSM, Nashville, has gathered a flock of statistics showing mall increases, by percentage and letters, averaging 45 per cent ahead of last year in nine States.

BARNEY KILBRIDE, auditor for WXYZ, Detroit, has resigned. He will continue to handle personal investments for John H. Kunsky, part owner of the station. It is understood, following many years of association with Kunsky, who established the present Public Circuit of houses in Detroit, Russell Edsall, of the WXYZ staff, succeeds to Kilbride's post.

EUGENE EUBANKS, at one time assistant production manager and dramatic director at KFRC, San Francisco, and more recently on production staff of KPAC and KHJ, Los Angeles, has joined KYA, San Francisco, as continuity and publicity writer. Richard Holman, production manager of the station, continues to supervise public relations department.

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

**ERNIE WARREN**  
AND HIS ORCHESTRA.  
Direction, IRVING MILLS ARTISTS, Inc.  
709 7th Avenue, New York, N. Y.

**GENE AUTRY**  
The Original Oklahoma Yodeling Cowboy and His Boys.  
Broadcasting daily from Station WHAS, Louisville, selling his famous Song Books and making Personal Appearances. Returns to Hollywood about April 20. Will make Personal Appearances on way west.  
Write J. J. FRANK,  
Care Billboard, Chicago, for Dates.

ARE YOU LISTENIN'?

**Tony Wons**  
N. B. C.  
Monday, Tuesday, Wednesday, Thursday, Saturday, 10:15 A.M.  
Sunday, 4:30 P.M. Central Standard Time.

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

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

**"BUDDY WELCOME** Featuring **EOGIE RYAN**.  
AND HIS ORCHESTRA" ABE M. PARDOLL, Mgr. Coast to Coast, WABO.  
DIRECTION  
ORCHESTRA CORP. OF AMERICA.  
1819 Broadway, New York, N. Y.

Now Appearing  
**SAVARIN CAFE**  
Buffalo, N. Y.  
**ROBERT GELTMAN**  
AND HIS ORCHESTRA "THE ROMANCERS."  
On the Air Daily Via **WKBW-WOR**  
Addr. Robert Geltman, Fenway Hotel, Cleveland.

**? FRANK ?**  
**NO**

**DON RICHARDS**  
AND HIS HOTEL BILTMORE ORCHESTRA.  
Personal Direction MEYER DAVIS.  
Playing Rightly in the Supper Room, Hotel Biltmore, N. Y. C.  
W.M.C.A. Serenade, Don Richards' Violin, Sundays, 11:30 P.M.

## Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, April 5, to April 11, both dates inclusive.

Lovely To Look At.....	26	Everything's Been Done Before.....	14
Lullaby of Broadway.....	25	Little Picture Playhouse.....	14
I Won't Dance.....	23	Dust Off the Old Plenna.....	13
Soon.....	23	Fare Thee Well, Annabelle.....	13
Every Day.....	20	Solitude.....	13
If the Moon Turns Green.....	18	Would There Be Love?.....	13
My Heart Is an Open Book.....	17	Little White Gardenia.....	12
What's the Reason.....	16	Night Wind.....	12
Easy To Remember.....	15	Rhythm of the Rain.....	10
Love and a Dime.....	15	Along Tobacco Road.....	9

# HILTON SISTERS

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

## JERRY JOHNSON

AND HIS ORCHESTRA  
 Now on Tour.  
 ORCHESTRA CORPORATION OF AMERICA.  
 1619 Broadway, New York, N. Y.

★ AUGIE

# PALO

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

"GULF HEADLINERS" •  
**FRANK** 8:30-9:30 P.M.  
 WABC-CBS  
 MUSICAL DIRECTOR

"THE GREAT WALTZ" TOURS  
 • Center Theatre, N. Y.

## HENRI GENDRON

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

Robert H. Edson Presents  

# JACKIE MAYE

  
 "The Night Club Nightingale."  
 INTERNATIONAL FAVORITE OF SONG.  
 1660 Broadway, New York, N. Y.  
 Phone: Longacre 5-8797.

## ANNE BOLAND

"Songs of Love"  
 NOW ON TOUR



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

"MIKE"  

# DURSO

  
 The Voice of the Golden Yrombone  
 AND HIS ORCHESTRA  
 Now Appearing **DELMONICO'S** B'way at 51st St., N. Y. C.

LOUIS A MUSICIAN'S MUSICIAN.  
 AND HIS "FAMOUS DOOR" MUSIC  
 35 W. 52d St., N. Y. CITY.  
**PRIMA**

★ EDDIE ★  
 NOW  
**HOLLYWOOD CAFE**  
 Broadway, New York City.  
**LEONARD, JR.**  
 ★ YOUR FAVORITE SINGER ★

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

# AIR BRIEFS

By JERRY FRANKEN

FATE of the Press Radio Bureau will be spelt within the fortnight, when the newspaper publishers convene at the end of the month. Betting is about even. In the last week or so, the reports concerning United Press and its desire to leave the radio news bureau have been going around stronger than ever. Meanwhile International News Service is going ahead with its "featurette" story arrangements which are being supplied the various Hearst radio stations, most likely as a forerunner of a regular news service, if and when P-R winds up.

What use various charity organizations made of the radio salaries earned by Mrs. Roosevelt and turned over to the organizations will be explained April 25 on CBS. Gladys Swarthout starts in Paramount Pictures May 6, first being *The Rose of the Rancho*, with John Boles and Willie Howard. She returns to Firestone on NBC next fall, with the tire company changing shows, as usual, during the summer. Jack Pearl is scheduled to leave the air May 23. Jesse Martin, the new head of the artists' bureau at WHN, thru the Morris agency, was first expected to fly in from the Coast. Then he was due to take a train and the latest is that he's coming by auto. Call for a covered wagon. Milton Watson sings the part of "Jack Stanton" on the Al Jolson show. Zora Layman has been set on the new John Charles Thomas series that starts April 24. Jack, June and Jerry, the new trio that got its first commercial (E-Z-Freeze) after its first audition, follows up by taking another audition and getting another job. They start for Venida on NBC April 25. WNEW is still using the name, American

Broadcasting Company, altho that firm, as a chain, is defunct. Station is using it as a cue, having been looking for a name for some time.

PEGGY FLYNN and Harold Jans are off the Eno show. Correspondents' dinner to the President in Washington April 27 will have as entertainers, Virginia Rea, James Melton, Gertrude Niesen, Stoopschnozzle and Blog, the Revelers and a band. George Meader (*The Cat and the Fiddle, Champagne Sec*) and Lora Barter, legit actress, are recording a new series by Wilbert Newgold, with music by Mortimer Browning. Fort Industries (George Storer) have asked for permission to erect a new Cleveland station at 850 kilocycles. Danny Dee, on a series of transcriptions, has gone commercial for Colophon cleaner, program being broadcast on 34 stations. Station 20B, Sydney, Australia, will open a New York office, A. E. Bennett, director, arriving in New York April 20, with his son, G. B. Bennett, who will head the local headquarters. WHEN celebrated a year for its Amateur Hour Tuesday (23). Grew up to be quite a baby. Good news—the recovery of Tommy Harris. WMCA is doing a daily broadcast from the circus, while Dexter Fellows goes on the Outdoor Girl program Saturday (20). Read this fast. Floyd Gibbons comes back for Johns-Mansville April 18. An 11-year-old actress, Pat Ryan, has written a fairy tale that CBS will present April 27. It's called *The Silver Knight*. Three years for *Roses and Drums* on April 28. And Tom Noonan, recovered from an illness, comes back to the air on WMCA April 21.

# CHI AIR NOTES

By NAT GREEN

Mutual Broadcasting System execs held a meeting here Wednesday and Thursday devoted mostly to sales promotion and routine business matters. Attending the meeting were Fred Weber, co-ordinator; W. E. Macfarlane, president; E. M. Antrim, executive secretary; E. C. Streibert, treasurer; A. D. McCooker, of WOR; H. Allen Campbell, of WXYZ, and Edward A. Wood Jr., of WGN. NBC officials are auditioning the Gy Pitts sustaining, *Music Magic*, heard every Saturday afternoon. Charlie Wilson, "The Loose Nut," goes back on the air over WBBM April 21 on the French Lick commercial on which he was previously featured for 30 weeks. Andrea Marsh, discovered a few years ago by Maestro Ted Weems and who left him to try her luck in New York, is returning to the air after more than a year's absence for a commercial shot over WOR, with a network fling in the offering if she sells the merchandise. Gypsy Nina, CBS singing accordionist, who went direct from Chicago to fill an engagement at the Palladium, London, has been held over there until May 4. Georgia Jubilee Singers, under direction of Dan Travis, are now heard every Wednesday at 9:30 over WIND and are getting some nice notices. They're on for eight weeks.

Mars, Inc., is the name of a comic opera on which Harold Stokes, WGN dance ork director, and Lee Sims, plan-

## Material Protection Bureau

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

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

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

ist, are collaborating, and they already have several New York producers interested. The WLS National Barn Dance had an 11th birthday celebration Saturday night, with old tunes and oldtimers featured. Ford Rush sang the first song ever broadcast over WLS, Louise, written by Ford and Glenn Rowell; Grace Wilson sang Ralph Waldo Emerson's *End of the Sunset Trail*, which she sang on opening night, and John Brown, the Maple City Four and other oldtimers did their bits. Blond Roberta Nesbit, a Lillian Gordon protegee, has joined Irving Rose at the Book-Cadillac, Detroit, as featured vocalist. Alexander (Nothing But the Truth) McQueen probably will be heard soon on either WBBM or WLS. Three Flats, Negro male harmony singers, made their NBC debut April 10 and will be heard each Wednesday and Sunday at 10:15 a.m. The Hoofinghams, comedy serial, heard over WMAQ, went network April 15 and will be heard on an NBC-WEAP net daily except Saturday and Sunday at 10:45 p.m.

Isobel Carothers, Lu of NBC's *Clara, Lu 'n' Em*, and her husband, Howard Berolzheimer, have adopted a three months' old boy who has been living with the couple for a month. Transradio Press trunk wire reaches Chicago (being extended from Cleveland) April 18, which will obviate short wave as transmission medium for Midwest. Short wave still used to push traffic to Coast and South. George Greiner, Transradio Press operator stationed at WLS, being transferred Frisco-wards. Trunk to run 18 hours daily. WBBM's *Musical Clock* celebrated its fifth anniversary April 15 with a special gala program and a breakfast at Marshall Field's, the sponsor. Congrats to Hal Kemp, at whose home in New York a seven-pound son arrived April 10. He'll be known as Hal Jr. Pat Flanagan, WBBM sports announcer, celebrated a birthday April 11. And Fannie Cavanaugh had a birthday April 12. Many happy returns to both! *Sally of the Talkies*, heard on NBC, to be aired at a new time—2 to 2:30 p.m.—beginning April 14. *Lights Out*, horror drama program heard on WENR for more than a

NEW YORK

## BOSTON

COMING—COMING  
 GUNNS DIXIE SERENADERS  
 One of the Southland's Finest  
 Colored Dance Bands.  
 Available May 5th on.  
 WIRE—WRITE—PHONE  
**STANLEY H. WILLIS**  
 5-403, 1619 Broadway,  
 NEW YORK CITY.  
 Phone Col. 5-9784.

★ EDDIE PEABODY

THE INSTRUMENTAL STYLIST

Now Playing  
 EARLE WEAVER,  
 Washington, D. C.

Doubling  
 SHOREHAM HOTEL.

Exclusive Direction  
 SIMON AGENCY,  
 RKO Bldg., Radio City, New York.

FRANK RICHARDSON

RADIO, "THE TALKIES" NOW ON  
 STAGE, "SMILING SINGER" TOUR  
 Personal Representative:  
 JACK HART, Palace Theater Bldg., N. Y. C.

ADAM CARROLL AND DAVE BEREND

Formerly of Original Paul Whiteman Orchestra. Via WMOA.

Piano, Tuesday, 7:00 P.M. AND Friday, 11:00 P.M. Formerly with Original Vincent Lopez Orchestra. (Banjo)

★ HENRY HALSTEAD AND HIS ORCHESTRA

COCONUT GROVE, New York City.  
 Hotel Park Central, Exclusive Management  
 EOW, J. FISHERMAN, O. C. A., New York City.  
 1619 Broadway.

★★★★ FREDDY BERRENS AND HIS MUSIC

Now Playing at the FLYING TRAPEZE  
 New York's Smart Restaurant and Cafe  
 67th St. at B'way

BROADCASTING COAST TO COAST VIA WABC-CBS, Wed-Friday, 11:30 P.M. WOB—Sunday, 6 P.M.

Fred Berrens Flying Trapeze Orchestra, Inc., 217 West 57th St., New York, N. Y.

★ PAUL TREMAINE AND HIS BAND FROM LONELY ACRES

Featuring LONELY ACRES TRIO and JOE DIXON.  
 Personal Direction: BERT MEYERSON,  
 545 Fifth Ave., New York, N. Y.

year, goes on the NBC network, starting April 17. Altho Jane Froman has lucrative offers to continue, she is leaving radio and going to the West Coast with her husband to consider picture offers. Mme. Schumann-Heink back on *First Nighter* May 10. Program repeated for another year. Chez Paree has switched from CBS to NBC. Besides doing that hand-lion show and taking daily vocal lessons, Anne Seymour finds time to take a morning canter along Chicago bride paths.

PROGRAM REVIEWS

(EST Unless Otherwise Indicated.)

Shell Chateau

Reviewed Saturday, 9:30-10:30 p.m. Style—Review. Sponsor—Shell Eastern Petroleum Products, Inc. Station—WEAF (NBC network).

Return of Al Jolson to the ether seems to bode a far more favorable run than on any of his previous efforts, due perhaps to the fact that Jolson is head man and appears to be doing just what he wants to do. At least Jolson sounds happy and unfettered, as tho he himself were sold on the show's success. As emcee he is in and out of the proceedings, also doing most of the songs from his new picture, *Go Into Your Dance*. With him each week is the Victor Young Orchestra; Benay Venuta, a likable blues singer, and a vocal duo, Jack Stanton and Peggy Gardner, tenor and soprano, respectively. Guest artists are scheduled for each program, the first two being Max Baer and Miriam Hopkins.

Baer's first skit was a version of the time-worn kiss gag, a \$1,000 bet being involved, and Baer, of course, wins his wager that he can kiss any girl or woman who happens across his way. His second skit later on was his first boxing lesson at the age of 6, with his dad anxious to teach the boy the manly art of self-defense, winding up with a sock in the kisser. The champ, of course, needs no introduction to the average radio fan and his efforts before the mike are no more worry to him than a bout with a sparring partner. Miss Hopkins hopped in with a sketch by Dorothy Parker, which gives the ample scope so much loved by movie stars to portray the gamut of emotions. The character herein is nuts about a guy who just won't call up and she raves to God and everybody else to rush the phone bell, which never rings. Not even a wrong number for a dashed hope. Miriam threw in the clutch and gave the dial twisters a run for their money. Miss Venuta did *The Continental* a la Ethel Merman, but she is surely a comer. The tenor and soprano did a very competent job to say the least, Jolson bringing them on as a couple of cafe employees, the author probably feeling the need of more local color as it were. Jolson, apart from his songs, had fairly good material in a Florida gag, as well as one on Hollywood.

Shell credits sought to be polite it but proved no worse than the numerous other gasoline commercials extant. Perhaps its selling points sounded better than a majority of them. Most of the copy was prefaced by a frank, "May we ask you to listen to . . ." At one point a filling-station scene was dramatized; the next point began the buildup on the gas savings if only in cupfuls. This was based on the announcement that 80 per cent of most auto trips is in traffic and not very far from the home. Thus numerous starts and stops at considerable of the fuel. Three kinds of power are supplied by this better balanced gas—namely, for the quick start, steady run and for the strong pull.

Constance Bennett and Smith and Dale were among the guest artists scheduled for the next program, heard in the network spot vacated by *The Gibson Family*. M. H. S.

The Foursome

Reviewed Wednesday, 8-8:15 p.m. Style—Male quartet and band. Sponsor—Phillip Morris & Co. Station—WABC (CBS network).

This standout quartet, altho heard as guests on a few programs, makes its debut on a commercial series of its own. In addition to their songs, instrumental accompaniment and unusual effects are thrown in for good measure. "Johnnie," the Phillip Morris page boy, is on hand to make his calls and also do a little emceeing in his precocious style. Between numbers by the quartet "Johnnie" offers a little continuity here and there as well as a few words with the announcer. Naturally the "call" is heard coming and going, and toward the close of the program the announcer handles the major credit, which takes in the benefits to be derived from the cigaret by smokers in every walk of life.

The Foursome offered a tune from the show *Anything Goes*, in which attraction they are now appearing, and followed it with the ballad *If the Moon Turns Green*. A hillbilly tune with cellope

effects preceded *Mysterious Moo*, which featured the fiendish laugh business and a little mysterioso music on the side. Adept at the instrumental angle, the quartet can make it sound as tho there were a whole studio full of singers and musicians. They may be remembered as the four who did *Bidin' My Time* in *Girl Crazy* a few years ago. Personnel is Del Porter, first tenor; Ray Johnson, baritone; Dwight Snyder, bass, and Marshall Smith, second tenor.

For additional coverage on a night other than the NBC Tuesday half hour, cigaret seems to have chosen a smooth, effective outfit. M. H. S.

"Strange as It Seems"

Reviewed Wednesday, 7:45-8 p.m. PST. Style—Dramatic sketches. Sponsor—Gulfmore Oil Company. Station—KHJ, Los Angeles (Columbia-Don Lee network).

Dramatizing the famous John Hix cartoons appearing as a syndicated feature in dozens of newspapers, this 15-minute offering in the interest of Red Lion gasoline is one of the high spots in unusualness in Western radio programs. Program consists of two or more "amazing story" dramatizations, and on this particular evening the following two were offered: *The Oregon Trail* and *The Emperor's Diamond*. First feature has an old woman making a transcontinental air trip and talking with the stewardess in the plane. She tells the stewardess of her trek to the Coast on the old Oregon Trail just as the plane is flying low over the Nebraska prairies. The stewardess calls to her attention the original wagon trail which is still visible in many parts of Nebraska, even tho 80 years have since come and gone. Second dramatization tells of the finding of a large diamond in Africa which the ruler of the province wanted to send to his majesty, the king of England. Box was packed, rushed by special train to the coast, where a boat was waiting. Arriving in England, the box was rushed to the king, unpacked and found to contain only coal. The same day, by ordinary parcel post, a package arrived, uninsured, containing the valuable diamond.

Features are dramatized and enacted by a cast of players especially selected each week for the features to be presented. Cyril Armbrister, prominent radio dramatist, directs the programs and appears in each episode. Special music of the atmospheric type is composed each week by Felix Mills. Gayne Whitman does the narration, and station announcer handles the commercials. Network used is 12 outlets along the Coast. In addition to KHJ. P. W. B.

FOOD AND DRUG

(Continued from page 7)

important features of the Copeland bill that are a matter of diversified opinion, it believes that it represents a vast improvement over previous bills and that wise application of its provisions would do much to raise the standards of advertising.

NEW BIZ

(Continued from page 8)

Sunday, 11:30-11:45 a.m. Program is *Magic Hour*. On WNEV. CINDERELLA HAT CO., direct, started April 8, Monday to Saturday, inclusive, 10-10:15 a.m. Fashion program on WNEV.

GENERAL MOTORS CORP., thru Campbell-Ewald Co., Detroit, started April 8, taking two spot announcements daily except Sunday on WNEV.

THOMAS J. LIPTON, thru Frank Presbrey Co., starting April 22, for six weeks, taking one daily spot announcement. On WNEV.

Milwaukee

Station WTMJ reports the following business:

A. C. SPARK PLUG CO., thru D. P. Brother & Co., Inc., one-minute transcriptions twice weekly, 52 times.

CHRYSLER MOTORS, INC., thru J. Stirling Getchell, one-minute transcriptions twice daily, 28 times. Same company, thru Ruthrauff & Ryan, one-minute transcriptions five days a week, 30 times. Same company, thru J. Stirling Getchell, one-minute transcriptions six days a week, 23 times. Each of these is for a different make of auto.

FORD MOTOR CO., thru N. W. Ayer & Son, Inc., 15-minute transcriptions once a week, 33 times.

CRYSTALAC PRODUCTS CORP., thru Woodman Stewart Co., 50-word announcement six days a week, 78 times.

OSHKOSH BREWING CO., thru Neisser-Meyerhoff, Inc., 100-word announcement three days a week, 150 times.

West

GOLDEN STATE MILK PRODUCTS CO., thru Schults Adv. Agency, RENEWS effective April 1, participating in daily program, 3:30-4 p.m., on KNX, Hollywood.

GARDNER NURSERY CO., thru Northwest Adv. Agency, taking three participations in barn dance programs on KNX, Hollywood.

PROCTER & GAMBLE CO., thru the Blackman Co., taking a nightly one-minute transcription period on KNX, Hollywood.

Southwest

GOLD MEDAL FLOUR MILLS OF TEXAS, started April 8, on KTAT, Fort Worth, and four Southwest Broadcasting System stations. Program is transcription of Jack Armstrong, All-American Boy.

UNIVERSAL MILLS, thru Tracy-Lock-Dawson, extending for two weeks Alice Joy program, 7-7:30 p.m. Tuesday on 10 SBS stations in Texas and Louisiana.

OAK CLIFF BAKING CO., taking station breaks on WFAA, Dallas.

JOHN MORRELL & CO., thru Henry Hurst & MacDonald, taking 52 five-minute spots on WFAA, Dallas.

RICE-STITZ DRY GOODS CO., taking 13 one-minute spots thru Gardner Adv. Agency, St. Louis, on WFAA, Dallas.

FIRESTONE SERVICE STORES, taking five 100-word announcements thru Ratcliffe Adv. Agency, Dallas, on WFAA, Dallas.

West Coast

A. C. SPARK PLUG CO. (Spark Plugs), thru D. P. Brother & Associates, Detroit, Mich.; started April 2, 52 announcements, twice weekly, KGO.

HORLICK MALTED MILK CORP. (malted milk), thru Lord & Thomas, Chicago; started April 8, Monday to Friday, 8:45-9 p.m. PST. KGO. Program, "Lum and Abner," dramatic sketch (transcription).

EMERSON DRUG CO., Baltimore, Md. (Bromo Seltzer), thru J. Walter Thompson Co., New York; started April 1, KGO; 60 electrical transcribed announcements, three daily.

TILLAMOOK COUNTY CREAM ASSOCIATION, Tillamook, Ore. (cheese), thru Botsford, Constantine & Gardner, Portland, Ore.; started April 5, Fridays, 2:15-2:30 p.m. PST. KPO, KFI, KGW, KOMO, KHQ, KDYL. Program, *New Woman's Magazine of the Air*; talent, Bennie Walker, m. c.; orchestra, vocalists and guests.

SPERRY FLOUR CO., San Francisco (subsidiary of General Mills, Inc., Minneapolis) (flour); thru Westco Advertising Agency, San Francisco. Started April 7, Sundays, 1:30-2 p.m., PST. KPO, KFI, KOMO, KHQ. Program, "Sperry Sunday Special," dramatic sketch, written by Carlton E. Morse. Talent, Colonel Rod.

PACIFIC COAST BORAX CO., Wilmington, Calif. (20-Mule Team—Soap chips); thru McCann-Erickson, Inc., San Francisco. Starts May 28, Tuesdays, 8:30-9 p.m., PST. KPO, KFI, KGW, KOMO, KHQ. Program, *Death Valley Days*. Talent, The Old Ranger.

H. MOFFAT CO., San Francisco (Scotty Allan's Dog Food); thru James Houlihan, Inc., San Francisco; started April 5, Wednesday and Friday, 5-5:15 p.m. Northern California Broadcasting System (KJBS, San Francisco, and KQW, San Jose). Program, *Heroes of the Air*, dramatized true aviation stories. Talent, Captain William C. Royle and cast.

RIO GRANDE OIL CO., Los Angeles (gasoline); thru Hixson-O'Donnell, Inc., Los Angeles; RENEWED for 52 weeks, from April 1, Saturdays, 7:30-8 p.m., KQW, San Jose, Calif. Program, *Calling All Cars*, police drama (transcription). KQW selected to supplement Don Lee network program in reaching rural Central California audience.

LANGENDORF UNITED BAKERIES, INC., San Francisco (Old Homestead Bread); thru Sidney Garfinkel Advertising Agency, San Francisco. RENEWED April 18, Monday and Thursday, 8:30-8:45 p.m., KYA. Program, *Adventures of Sonny and Buddy*, children's adventure serial (transcription).

Philadelphia

SUPPLEE WILLS JONES MILK CO., thru N. W. Ayer & Son, New York; participating in Uncle Wip's Sunday pro-

gram until June 18; renewing in September until January 19, 1936. On WIP.

DIAMOND & CO. (clothing), thru Bess & Schillin; started March 29, taking two 15-minute periods weekly, On WIP.

PITCH PUBLISHING CO., thru E. C. Van Dyke, Inc., New York; taking five minute spots Monday to Friday inclusive, On WIP.

FOX WEISS CO. (furs), thru Harry Feigenbaum; taking 300 announcements within one year ending April 7, On WIP.

SCHULTZ & CO. (wallpaper), thru Philip Klein, Inc.; taking one 15-minute spot weekly, beginning April 11, On WIP.

WEST COAST NOTES

(Continued from page 9)

Angeles this week on five local radio stations charged with violating the Federal Communications Commission's rules in regard to medical advertising. Stations are KOSJ, KMPC, KRKD and KIEV. All five stations are now operating on temporary licenses and renewals of their licenses will depend on the outcome of the hearings.

KHJ will feed the national CBS network a half-hour broadcast of the Easter sunrise services from the Hollywood Bowl on Easter morning. Station will not use the program locally, but instead will broadcast the services from the Forest Lawn Memorial Park in Glendale as a free-will offering to the Forest Lawn account, which advertises over the station and the Don Lee network weekly.

Janet MacCrorie, head of the continuity department of NBC in New York, left the Coast for the East last week following a conference with the NBC lads in San Francisco and Los Angeles.

Jimmy Fidler, Louella Parsons and other air chatters using film names on their broadcasts are finding it harder each week to get names to appear for them. Both are offering 100 per cent cooperation and publicity in their newspaper and magazine articles to stars that will appear gratis on their programs. Added difficulty was encountered this week when Miss Parsons found she could not use names under contract to the J. Walter Thompson Agency.

Miss Parsons had Mary Pickford set for the Campbell Soup program, only to be advised that Miss Pickford's option in favor of Royal Gelatine had not expired and the agency had the exclusive privilege of her air services until its expiration. Agency is playing havoc with the chatters because of its particular activity in signing names so far in advance of program beginnings. Furthermore, stars are being told their grist appearance on programs with film dirt-dishers will hurt their future commercial value on the air.

San Francisco

SAN FRANCISCO, April 13.—Some of the West's outstanding sport events, including golf and polo championships, will be available to dialers after April 20, with installation of a KFRC remote control at Hotel Del Monte, famous California playspot on the Monterey peninsula.

Bob Kinney's band inaugurates the season with a series of twice-weekly broadcasts over KFRC from the hotel on that date, with various Don Lee network radio stars participating and Harrison Hollway, KFRC manager, emceeing. Pebble Beach and Del Monte sport events will be aired during the spring season. Thomas Lee Artists' Bureau clinched the deal.

Bob Nichols, for the last five years NBC Western division producer-announcer for the *New Woman's Magazine of the Air*, resigned April 1. Archie Fraebie, formerly with KGW-KEX, Portland (Ore.) Oregonian stations, has joined NBC's announcing staff, succeeding Martin Provenson, who resigned in favor of Hollywood. Art Lidsay, after a two-year absence, has returned to NBC announcing staff. He's been with KOMO, Seattle. Tom Barry, who directed "Air Pockets" serial at KNTR, Hollywood, has joined KJBS production staff.

JOHN F. MURRAY Presents LARRY WMOA



GYPSEY LEE, And Her VIOLA BURT. Personal Management FRANCOIS GORDON.

# BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

**NORMAN WHITING** and his orchestra go on a road tour late in May after playing at the Harrington Hotel, Port Huron, Mich., for over 14 months. The unit consists of 12 men. Whiting and Tiny Henderson supply the vocals.

**ED FLECK**, University of Minnesota medical student and campus band maestro, will furnish the music for the annual Northwestern Sportsman's Show in Minneapolis April 20-27. The show last year drew 85,000 people and Fleck's contract marks the first time that a college band has appeared in such a capacity in Minneapolis. Ed's boys, all members of the university, are 12 in number and feature the offering of a trio of fem songsters billed as the Singing Nurses.

**CHARLES VAGABOND** and his orchestra have completed their ninth consecutive week at the Edwards Hotel in Jackson, Miss.

**CHARLIE HAMPTON** and his Variety Ensemble have been playing at the Picket Club in the Delaware Hotel, Muncie, Ind., for seven months.

**BEVERLY GARDEN** Orchestra, an 11-piece colored combo, organized five years ago in New Orleans, has just completed a tour of Kansas, Missouri, Oklahoma and Texas. The unit is booked thru Central Orchestra Service of El Dorado, Ark.

**AL OREEN** and band, out of St. Marys, Pa., are currently playing at the Silver Dollar Club in Kingsport, Tenn.

**DUDE KIMBELL** has moved his nine-piece band into the Beauville Inn, Detroit. Ralph Hutto, drummer, is a recent addition to the personnel.

**AL RUSHTON** and his Royal Cardinals replaced Jay Whidden at the Alexander Young Hotel in Honolulu, T. H., April 6. With Rushton, who came direct from the Fairmont Hotel in San Francisco, are Marjorie Borun, George McKee, Bud Bernhardt and Howdie Smith, all singers.

**DON'T CHANGE** your contract when booking a band from a big booking organization when you find that the contract is made out to the wrong party. Send it back for revision, or get authorization to make changes. Last week a local agent bought a band thru the CBS Artists' Bureau and scratched out his name, filled in the name of the local club owner for whom he had handled the booking and then spelled the name three different ways in as many spots on the contract. Such changes are apt to result in just enough loss of time to leave a ballroom or night club with no attraction to make good the advance billing, or worse. Don't sign a contract that binds you instead of the other fellow—but don't make your own changes and expect it to be returned.

**DALLAS CAUDLE** and his newly organized orchestra are doubling between the Dixie Sherman Hotel, Cove Hotel and Oscar's Night Club in Panama City, Fla. Personnel includes Charlie Hicks, Red Honecutt, George Burke, Bill O'Neill, Fred Goings, Robert Simpson, Bob Hortsell, Jinks Moser, "Fats" Frazier, Caudle and Madge Hampton, torch singer. Caudle formerly had bands at the Irvin Cobb and Ritz hotels in Paducah, Ky.

**JERRY LEE** and his 10-piece band are playing the Ben Lomond Hotel in Ogden, Utah, featuring Virginia O'Neil and a floor show.

**HENRY WALDE** and his Melon Pickers got off to a flying start at the Old Absinthe House in New Orleans last week when that old rendezvous, dating back to the days of the pirate Jean Lafitte, was turned into a night club.

**LARRY PUNK'S** Orchestra opened last week at the Oriole Terrace, uptown Detroit night club.

**WILL RYSHANEK** and his orchestra, steady feature at the Hotel Schenley in Pittsburgh, started a weekly CBS network series recently at 12:30 a.m. over WJAB.

**DICK MANSFIELD** opened the new club in Schrafft's Restaurant on upper Broadway, New York, on April 13, and

is billed as Paul Whiteman's Juniors. Altho Whiteman sponsored and "presented" numerous orchestras in the past, particularly about 10 or more years ago, he has not done it since and this is the first time he has actually lent his name to the billing of the band other than "Paul Whiteman presents." Original P. W. band and other celebrities attended the opening.

**JEAN CALLOWAY** and her fem ork are set in a Jacksonville Beach (Fla.) pier ballroom for a short run.

**EARL BURTNETT'S** 18-piece orchestra succeeded Deacon Moore April 11 at the Muehlebach Hotel, Kansas City.

**GLEN GRAY** and his Casa Loma Orchestra close at the Colonades in the Essex House, New York, on April 27, and open a dance tour May 1 in Springfield, Mass.. Cook's Butterfly Ballroom being the spot, of course. "Cork" O'Keefe, of Rockwell-O'Keefe, Inc., has arranged dates for the band which will keep it busy until October 1. A vacation in July may intervene however. Dorsey Brothers' Band, also under the wing of Rockwell-O'Keefe, opens at the Glen Island Casino, Pelham section of New York, on May 16. Casa Loma Ork has played the spot for the past two summers.

**EMIL FLINDT** has opened an indefinite engagement at Oh Henry Park Ballroom, Chicago, after a long run at the Davenport, Ia., Coliseum. He was followed at the Coliseum by Allyn Wieser.

**LARRY HOUSTON'S** Missourians have moved to Play-Moor Inn, Cedar Rapids, Ia., after 52 consecutive weeks at the Belvedere, Moline, Ill.

**DORSEY BROTHERS**, featuring Bob Crosby, playing currently at the Fox Theater, Detroit, go into Canada for one engagement, and are booked to play for the summer season at Olon Island Casino, near New Rochelle. All summer theater contracts have been canceled, including a six-week tour of Balaban & Katz houses, according to Manager Edward MacHarg.

## MP ACADEMY

(Continued from page 4)

to put an end to star stealing from each other. While they were talking the matter over it was decided as being a good idea to pool their control of talent so that competition for talent wouldn't always result in boosting weekly checks. It was a neat idea; even after the Academy heard about it, there wasn't much that could be done. But the boys and girls in the Academy were worried—it sounded like a combination to restrict bidding for their services.

To appease them, the producers agreed to the appointment of an Academy committee to protect the interests of talent. A meeting was held and the powers of Hollywood expressed themselves about this new era of good feeling; a unified industry, etc.

The Academy committee was allowed to exist just long enough to handle one case. Producers rudely awakened to the fact that actors really meant business when it came to protecting themselves. Shocked, they quietly dropped their little understanding, or let it disappear underground, where it apparently still operates in an informal way.

They tried to legalize their understanding by getting it into the NRA Code, but the Guild, which had been formed in the meantime, put a stop to that. And, of course, the Academy committee died of slow starvation, as most protective arrangements in the Academy for talent have always expired.

Just how long the present "pleasant" working conditions of the Academy contract will last is a matter of opinion, but it is the current belief here that, altho it pains a few, the contract will last longer than any past Academy agreements because of the Guild presence in Hollywood and the tremendous influence it wields in the talent field.

Meanwhile, all interest is centered in the coming Screen Actors' Guild annual election of officers to be held in May, at which time it is expected matters of considerable importance to writers and actors will be offered for consideration.

## CHECKROOMERS

(Continued from page 3)

would have the law amended to provide for a \$1 fee. The visit brought plenty of publicity, including a scathing denunciation of the Tammany regime, which passed the bill, by Dorothy Dunbar Bromley, special writer, in *The World-Telegram*. The ordinance, passed during the last Tammany administration, provides for \$100 license fee for checkroom concessioners and \$10 for attendants. However, the ordinance has not been enforced and the protest was in anticipation of enforcement May 1.

Meanwhile, the board of aldermen has not yet called public hearings on the raft of theatrical license bills advocated a couple of months ago by the mayor's committee.

## GOVERNOR PLANS

(Continued from page 3)

request, but those close to the executive claim that the hearing is virtually certain.

Perhaps a more formidable obstacle to the bills than Equity's by now well-worn objections came in the communication sent to the governor by I. Robert Broder, attorney. It was Broder's contention that the bills were unconstitutional and discriminatory, since they exclude vaudeville and burlesque performers from the one-day-a-week-off provisions. Broder, too, has received a letter from Poletti, saying that the governor would give careful consideration to his views.

If and when a hearing is held it is expected that Equity will bring up the chance of the day-a-week rule being repealed, strength being given to this angle by Eddie Dowling's recent talk at the Cheese Club, in which he said the theater needs seven nights a week. It is almost certain that burlesque and vaude will also send a delegation to urge Broder's views and to attempt to get actors in those fields included in the day-of-rest provisions.

## PROTEST N. Y.

(Continued from page 3)

and \$5 for teachers of ballroom dancing. The meeting went on record in favor of a new license bill that would protect the legitimate dancing school and drive out the chiselers.

Thomas Parson, president of the DTBA, revealed that dance schools were "a \$60,000,000 a year industry" and that there are 50,000 dance teachers in the country, of whom only 10 per cent are organized. There are 15,000 people in this city alone teaching dancing. He urged the 100 teachers assembled to fight the Sullivan bill in its present form.

# MUSIC NEWS

Altho not in the trade on Tin Pan Alley, Lyman S. Herrick, of Norway, Me., seems to have struck upon a better exploitation plan than the average publisher of his own songs. Herrick took his orchestrations of his song *Someone Is Crying Over You* and sent sample copies to such jobbers as Lyon & Healy and Carl Fischer, Inc., and then created a demand by taking an advertisement in *The Billboard*, but asking that purchasers do so thru the two above-mentioned dealers. Thus anyone interested in buying a copy might include his order along with other stuff at the same time.

Those two lads of rhyme and melody fame, Al Dubin and Harry Warren, who have been very successful in supplying words and music to some of our most popular songs via the flickers, are in town. They have arrived in New York on a brief vacation and incidentally to be present at the world premiers of the First National picture *Go Into Your Dance*, starring Al Jolson and Ruby Keeler. They are represented in the celestial with several numbers which are regarded as potential hits.

A folio containing 12 standard favorites supplied by Eddie Duchin in his distinctive and novel style will be issued shortly by Remicks. The work which will appear next month features among others such transcriptions as *Japanese Sandman* and *Nagaki*.

Dick Smith, a young collegian, who authored the still popular *Winter Wonderland* and Samuel Pokrass, who has done things in a musical way, particularly an opera based on Rostrand's *Cyano de Bergerac* and the latest *Folies score*, have just completed a new song entitled *Day Is Night*.

Fred Mayo, of the Mason Music Company, announces that he has instituted legal action against the Robbins Music Corporation to account for royalties accruing from *Rhythm of the Rain* in the latest Maurice Chevalier talkie, *Folies Bergeres*. Mayo contends that the number conflicts with a song published by his firm some time ago, entitled *Humming to the Rhythm of the Rain*. Marvin Welz, a local attorney, represents Mayo.

Taking advantage of an already popular slogan thru the medium of a famous Broadway outdoor sign, Benny Davis has written a song called *Have You Written Home to Mother?* Music is by Mat Malnick, who is responsible for that recent contagion, *Pardon My Southern Accent*. Another from the Davis workshop is *Get That Happy Habit*, with Milton Ager furnishing the tune. The numbers are to have a conspicuous inning in the contemplated new *George White Scandals*.

Ever since a recent mention was made in this department regarding renewed interest in a number of old-time songs—compositions that had a great and substantial vogue in their day—the original creators still alive are on the alert to recopyright same before they run out and become anybody's property. With the exception of a few, most of the old catalogs have been gobbled up by existing firms. As they contain a number of hits of the past there is always a good chance of cashing in thru modern exploitation methods mostly to the profit of their present-day owners, who are not obliged to pay out any royalties.

## Sheet-Music Leaders

(Week Ending April 13)

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

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

- |                                  |                              |
|----------------------------------|------------------------------|
| 1. Isle of Capri.                | 7. I Was Lucky.              |
| 2. When I Grow Too Old To Dream. | 8. Here Comes Cookie.        |
| 3. Lovely To Look At.            | 9. Clouds.                   |
| 4. Every Day.                    | 10. If the Moon Turns Green. |
| 5. Lullaby of Broadway.          | 11. Solitude.                |
| 6. Soon.                         | 12. I Won't Dance.           |

## HAVLIN HOTEL

Vine and Opera Place, Cincinnati, O.  
Right in the Heart of the Theatrical District.

MODERN ROOMS.  
Special Rates for Professionals.

**Orchestras** White, Double-Brass, Brass, Horns, Drums, Percussion, etc. Coats will be let out in orchestra wear this summer. Also 3000 jackets. Prices \$7.50 for Coats, \$8.00 for Jackets. Terms 50% with order, Balance C. O. D. **ORNOISS & CO., 64 W. Randolph, Chicago.**

## WANTED FLASH ORCHESTRA LEADER

and ENGINEER. Must have exceptional personality, good voice and plenty of action. Prefer man who plays Accordion and can Tap. Write all particulars first letter. Send pictures, if any. Long-time engagement for right party. Write **BOX D-684, care Billboard, Cincinnati, O.**

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

## Chi's River Casino To Be Show Place

CHICAGO, April 13.—The new River Casino, to be built at Michigan avenue and the Chicago River, is to be a real show place. It was revealed this week when detailed plans for the project were announced. The project, representing an investment of nearly \$600,000, will consist of a handsome building to house three separate units, a theater-restaurant, a cocktail lounge and a formal dining room. It will have a 240-foot frontage on the river side and 168-foot frontage on Michigan avenue. The entire building will be air-conditioned. The theater-restaurant will have a clear span of 143 feet. It will be octagonal in shape and terraced with five levels, making every table as desirable as a ringside one. Auto parking space will be provided beneath the building. Picturesque landings for those who prefer to come by water will be provided on the lower level. Outdoor dining space is to be provided on the river side, which will be terraced and landscaped. A stage and orchestra pit will be built at one end of the dining room, which will have dance space in the center.

## New Terrace Garden Show

CHICAGO, April 13.—Leonard Hicks, managing director of the Hotel Morrison, announces a new spring show will open at Terrace Garden April 19, headed by Stan Myers and his orchestra and the Virginia O'Brien Girls, with Miss O'Brien herself as featured toe dancer in the waltz number *Lady Divine*, written by Vernon Rickard and Charles Daniels. Rickard, handsome young singer, is being held over for the new show as singer and m. c. Marion Proesel will be heard in harp solos; Stan Myers will do a singing character number, *Ten Little Bottles*, and the new modernistic dance, *Sweet Hoodoo*, will be performed by a trio of the O'Brienettes, Dorothy Johnson, Sally Bright and Beverly Warner.

## Maurine and Nova Busy

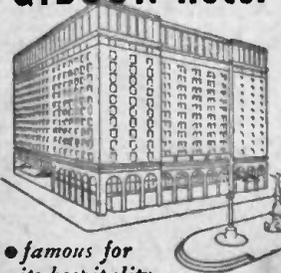
NEW YORK, April 13.—Maurine and Nova, dance team recently arrived in New York from the Coconut Grove, Los Angeles, have already played at three spots. Current at the St. Moritz Continental Room, they previously played the Casino in Central Park and the Persian Room of the Hotel Plaza.

## FAMOUS LANDMARKS

Paris has the EIFFEL TOWER



Cincinnati has the GIBSON Hotel



famous for its hospitality

Cincinnati's most popular hotel. 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 modern sense.  
Rates—from \$2.50 single; \$4 double  
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## 'ROUND THE TABLES

RAY WENCIL, dancing "master of comedy," is in his 15th week at Von Thene's, Chicago. Show this week includes Colleen Hamilton, Norman Trio, the Clayburns, Myra Harms, Odette, Willie and Andre and the Marro Sisters. Music by Sammy Bromberg and his orchestra.

DLX DIXON writes he is in his 24th week at the Poodle Dog Cafe, Peoria, Ill., tickling the ivories of his midget piano.

DOTTY DEE, dancer from the West Coast, was hurt recently in an auto accident near Wheeling, W. Va. Miss Dee writes that the accident left her with a stiff knee and it is doubtful if she will be able to dance again.

WALLACE AND LYNN, dancers, have been held over at The Ship, Chicago, for an extended engagement.

BILLIE WINGERT and new partner, Gordon Isbell, are in their sixth week at the Bowery Music Hall and Bar, St. Louis. The Bowery is presenting a 10-people floor show, headed by Jac (Bozo) Jacobs and a large group of singing waiters and waitresses.

DE COUNTI AND MARIE, dance team, are appearing nightly at the Ringside Cafe, Fort Worth, Tex., for Oscar Blatt.

BELLE RIGAS, "Sentimental Songstress," opened at the Greenwich Village Inn, New York, April 17.

HARRY ROGERS Theatrical Enterprises, Inc., has moved from the Woods Theater Building to new offices at 140 North Dearborn street. Harry Greban, who in the past handled many leading orchestras and acts, is now associated with the firm.

HENRY LANGE, comedy characters and monologist, is one of the featured specialties, doubling between Cava-

naugh's eatery, New York, and atop the Astor in the *Midnight Frolic Revue*, which also has Sandra, fan dancer; Lyda Lavoun, girl in the goldfish bowl; Jackie LaMarr, impersonator, a line of 12 Gilbert girls and six show girls. Added is Bee St. Clair, mistress of ceremonies.

TEDDY MAJERUS, proprietor of the well-known L'Aiglon, Chicago, is installing a new orchestra after six years. The Continental Gypsies are now playing for dancing at the cafe. In the combo are Alfred Barr, violinist; Henry G. Simon, formerly of vaudeville and radio, pianist; Charles Kamminsky, Ernest Darnico and Spiros Stamos.

BERNHARDT AND GRAHAM are completing their 14th week at the Empire Room of the Palmer House, Chicago, their original contract having been extended because of their popularity.

SAM BAILEY, Cheyenne (Wyo.) cafe owner, has been visiting leading Chicago cafes in search of new ideas for his Western spots.

GEORGE NELLDORFF is staging a colorful show, which he calls *East of Suez*, at the Hotel Bismarck, Chicago, with Janina Laboda and Angela Tricome as featured singers. Chita Chavez and Lenore Felder offer delightfully contrasting dances.

MME. GALLI'S popular Italian cafe, which has been located on East Illinois street, Chicago, since the early '80s, has moved to new and larger quarters on Rush street. Said to have been the first Italian dining room in Chicago, it has been a favorite gathering place for hundreds of celebrities from all fields.

THE DRAKE HOTEL, Chicago, changed its floor show April 17. Among the acts there are Marjorie Enters and Philippe Borgin and Elio and West.

## Grand Terrace Will Reopen on April 19

CHICAGO, April 13.—Grand Terrace Cafe, south side home of colored entertainment, will reopen April 19 with Carol Dickerson and his orchestra furnishing the music and a colorful floor show produced by Leonard Harper. The Grand Terrace is Chicago's leading colored cafe, owned and managed by Ed Fox, and has gained the nickname of "Cotton Club of the West."

Earl Hines and his orchestra will return to the cafe as soon as Hines completes his personal appearance tour.

## Dancer Injured In Freak Accident

CHICAGO, April 13.—Peggy Taylor, well-known adagio dancer, appearing in the Empire Room of the Palmer House, suffered a broken rib and a chipped hip bone Monday night in a peculiar accident. With her three male partners she was doing that part of their routine where she is tossed some distance and does three turns in midair before landing in the arms of one of the partners. In case of danger a member of the act gives a warning, "watch out." Monday night as Miss Taylor was in midair a nervous patron who thought she was coming his way shouted "watch out." This confused the catchers and Miss Taylor fell to the floor. Altho still suffering pain, Miss Taylor resumed her work Saturday.

## Pittsburgh Club Opens to Good Biz

PITTSBURGH, April 13.—A new spot known as Jo Bennett's Club opened here last Saturday and opening biz was exceptionally good. Club expects to keep going thruout summer season. Opening bill is headed by George Sommers, emcee; Virginia Hart, dancer; Lois Donn, soubret; Violet Shafer, acrobat; Dorothy Cook, dancer, and Jackie Willson, another stepper. John Dally both books and produces the floor bills.

## Chez Paree, Chicago, To Be Remodeled

CHICAGO, April 13.—The Chez Paree, one of the town's most popular night spots, will close June 15 for a couple of months during which time extensive remodeling and rebuilding will take place. It is planned to eliminate several posts in the large room and enlarge it by taking the space now occupied by several smaller rooms. It is said that a penthouse will be erected on the roof for private parties. During the alterations Mike Fritzel and Joey Jacobsen, operators of the Chez Paree, will vacation in Atlantic City and the East.

## Green Mill, Cincy, Burns

CINCINNATI, April 13.—Fire of an undetermined origin destroyed the Green Mill dance hall in Newtown, O., near here, early Friday. Cliff Burns, former orchestra leader and operator of the Green Mill, stated that the loss, amounting to approximately \$40,000, was partially covered by insurance. Dale Stevens' Orchestra was playing the spot and lost instruments worth about \$3,000.

## New Show for Chateau Lido

INDIANAPOLIS, April 13.—The Chateau Lido this week featured a new orchestra directed by Augie Clevenger, Indiana University student. He recently played an engagement at the Indiana Roof Ballroom. With the orchestra was a new chorus of six Don Hall and Jean Ward "Debutantes." Others on the floor show included Patsy Ruth Snyder, blues singer, and De Rosa and Cerita, ballroom specialty dancers.

## Youngstown Doings

YOUNGSTOWN, O., April 13.—Due to Lenten dullness local niteries have had slim picking the past few weeks with the managers using every trick of the trade to boost revenue. . . . The rumor that Hollyhock Gardens, ace Warren niterie, will reopen still persists. . . . Betty Schoenhut and her Gals continue at the Embassy Club, while Carroll Sittig and his band stay on at Hotel Ohio. . . . Another club joined the fold this week. . . . The Poland Country Club, old in establishment but under new management. Ruth Autenreid and her Ensemble christened the place and the Gypsy Serenaders then took over the musical duties. . . . Peggy and Peter, the Matthew Twins, are scoring heavily at the Lido Club. Incidentally, they are bound for New York. Andy Di Bias and his orchestra dispense the dance tunes. . . . Mary Carney Davis, mistress of ceremonies, bids farewell to this district soon, leaving to model in New York. . . . Eddie Maloney is dancing at Perry's Inn, Erie, Pa. . . . Meander Danceland, popular club on Milton Dam road, has Johnny Rem and his orchestra. . . . Howard Spade and his Rhythm Kings are now at Mayfair Tavern. . . . Lee Leali and his orchestra are still at Grey Wolf Tavern, near Sharon, Pa. . . . Billy (Peanuts) Barron, emcee at the Penthouse, has rounded out his 67th week. . . . Ralph Julius and his band, with George Russell at the ivories, has charge of the musical end at the Crystal Tavern. . . . The Wagon Wheel management announces the spot will operate all summer. Installation of a cooling system has already been started. Max Rishell and his band are current.

## Another for South Bend

SOUTH BEND, Ind., April 13.—A new dine and dance spot was opened here this week called the Monte Mart Cafe, formerly known as the Wayside Inn. Chuck Reinhold and his orchestra furnish the music, and Jimmie Campbell is the emcee.

## Night Club Reviews

### Tingle-Tangle, Hollywood

Playing to good crowds nightly since its opening March 23, the miniature musical comedy, *One Wild Night*, by Vincent Valentini, is being presented as a night-club attraction at the Tingle-Tangle Theater under the direction of Jo D. Hamilton. Cast of 11 does an entertaining job of it, considering limited stage space and proximity to audience. Play has 14 musical numbers, best of which is *Little Shack on Fifth Avenue*, sung by the two leads, Pauline Hauskens and Jay Velle. Miss Hauskens handles her part well, displays a complete wardrobe and doubles effectively with a violin number. Robert Carlton shows promise as a juve, opposite Daphne Darlan. Comed principals include Raymond Bailey, Joe Kemper and Jo D. Hamilton, while Marshall Winn does a credible heavy. Staging is by Paul M. Trebitsch and setup is similar to *The Drunkard*, with patrons seated at tables and dancing during intermission. Occasionally celebs drop in. Blackford.

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**DANCE AT MARLOW'S PARK**

## Bookers Eye South America; Field for Bands and Flashes

**Markus, Sands, Pomeroy and Gerber active—sending bands and small revues—Yankelevitch, S. A. impresario, coming here—many obstacles in opening field**

NEW YORK, April 15.—Local bookers and producers are turning fond eyes to South America, considering it virgin territory for American acts. At least four vaude showmen are active in making South American connections: Fally Markus, Hal Sands, Jack Pomeroy and Alex Gerber. Markus appears to have made the strongest tieup, having booked up with Jaime Yankelevitch, president of the Radio Nacional (National Radio) of Buenos Aires, parent organization of the biggest radio chain in South America. Yankelevitch, who is also owner of the Compania Argentina de Films, Rio de la Plata, largest picture studios in South America, will make his headquarters with Markus while in this city. He is due here May 10.

There are a lot of angles, such as labor permits, rate of monetary exchange, union regulations and salary bonds, which must be straightened out before American acts can play South America with regularity. Meanwhile, local vaude producers are experimenting by sending small vaude and band units to that territory. Markus has three band units working South America now. The Donald Dean Orchestra started its third consecutive year there March 17. Dean married the daughter of Senor Luglison, leading industrialist, in February and will remain in that country indefinitely. The Harold Mickey Orchestra began its second year in South America January 23. The Harrison Coleman Orchestra, a Birmingham band, opened in Buenos Aires January this year. It is now doubling between the Charleston Cafe and the radio station Splendor in that city. Contract calls for 50 weeks out of a year and includes the summer resort dates.

Markus is bringing an Argentine band here next month, under the labor exchange law of the country. He says American talent, especially personalities and bands, can play cafes, radio, operettas and pictures. There is practically no such thing as vaude, however.

Hal Sands has just brought back a seven-people revue, *Hollywood to Rio*. It went down to Rio de Janeiro, Brazil, for eight weeks originally and then played Santos, San Paolo, Buenos Aires and then Rio de Janeiro again, a total of 26 weeks. Sands says he had \$5,000 put in escrow under his name at the National City Bank here and that he had no payoff troubles whatsoever. He is sending another edition of his revue, this time 10 people. It leaves here May 1. Jimmy Schure, who managed the first show, is also handling this one.

Jack Pomeroy, night club producer, has a 12-people show playing the Casino in Rio de Janeiro. The show opened there March 18 and is doing okeh, according to Pomeroy's office.

Alex Gerber says he is negotiating for a South American tour for a unit built around the 18 Gertrude Hoffman girls.

## Texas Band for Russian Dates

NEW YORK, April 15.—The Amsov Agency has signed the 25-people Texas Cowboy Band of the Simmons University of Abilene for a tour of Soviet Russia after it completes current dates on the European continent. Chief Yaw-lache, concert singer, is with the band.

Alexander Basy, head of Amsov, says the first batch of American performers will leave here for Soviet Russia aboard the *Majestic* May 3.

Further aid to American bookings will come from the pending stabilization of the ruble, Basy points out. According to *The New York Times* Saturday, the "ruble nears stabilization." "When this is achieved the ruble will have an exchange value and acts will be able to bring Russian money out of the country. Now they can take out merchandise only.

## Vaude in Stroudsburg

STROUDSBURG, Pa., April 15.—Mike Berg, former operator of the Circle Theater in New York, has taken over the Star Theater on a 10-year lease from the Security Trust Company. Will open it April 29 with vaudefilms on a split-week policy.

## Circuits' Quick Repeat of Acts

NEW YORK, April 15.—Due to an obvious shortage of available talent, the circuits are falling all over themselves repeating acts. Not only that, but Loew has been jumping acts between the Capitol and the State as tho they were playing rotating stock.

For example, Dave Apollon, at the State week of March 22, goes into the Capitol April 19, five weeks later. Apollon also played repeats in Washington and Baltimore weeks of May 3 and 10, having previously played the houses only seven and eight weeks ago, respectively. The Timberg-Rooney unit played the Capitol last week and goes into the State next week. Only two weeks separated Ben Bernie's Capitol and State dates recently. Gall-Gall, who is at the Capitol this week, finished at the State only a week previously.

With desirable talent going into pictures and radio, and with night clubs developing as keen rivals, the bookers of the bigger houses are at their wit's ends for talent. The bookers have the dough to spend for box-office talent, but it seems there just isn't any left around.

## Vaude Out of Four Butterfield Houses

CHICAGO, April 13.—Due to the booking of several big pictures for extended runs, vaudeville, which has been running at four of the Butterfield houses in Michigan, has been temporarily discontinued. Houses affected are the Strand, Lansing, and the Fuller, Kalamazoo, whose three-day shows were sent to the Michigan, Jackson, and the Bijou, Battle Creek, for Sundays only, eight days of time in all. Business was reported as satisfactory, but previous film contracts had to be fulfilled. Boyle Woolfolk booked the spots from here. Stage shows are expected to be resumed at an early date.

## NVA Fund Drive Under Way; Percentage of Gross; Cantor Short

NEW YORK, April 13.—The National Variety Artists' Fund got their annual drive for money under way this week, announcing that 1,500 theaters will contribute 10 per cent of their gross for the one day of Monday, May 20, in addition to selling a booklet of autographs to patrons for 25 cents. On top of that, vaude houses in key cities will hold special midnight stage shows two days previously. William Morris Jr. is arranging special talent for these shows, the proceeds going to the Fund. These activities are expected to net the Fund enough to run the Saranac Lake Lodge and other charities thru another year. It is understood that around \$250,000 is needed.

Eddie Cantor will make a film short, in which he will urge movie patrons to attend the theater on "NVA Day" (May 20) and explain that a percentage of the gross will go to the NVA Fund to aid those "who have helped entertain you" in the past. There is no direct reference to actors because the Fund is no longer restricting its charities to actors. With increasing frequency, the Fund has been taking care of needy theater and studio workers employed by the circuits.

## Take Your Choice

NEW YORK, April 13.—George Jessel planned here Monday from the Harlan Theater, Columbus, O., on the heels of AP stories that he was stricken with appendicitis. After his arrival it was broadcast that he had indigestion (in common terms a bellyache). However, there were other reports about his sudden withdrawal from the Columbus theater after appearing there four days.

Leonard Lyons, Post columnist, wrote that Jessel canceled his engagement because of trouble with the stagehands, who hinted that a sandbag might fall on him. Art Arthur, Brooklyn Daily Eagle columnist, wrote that it was strictly a case of box-office blues, coupled with an incident in which he bawled out the audience.

Reports from the Midwest indicate that it was all due to box-office illness. It is understood that on the opening day (Saturday) the house grossed \$464, and that the business up until 6 p.m. Monday was just as weak.

## Renault Unit and Cushman in Jam

HELENA, Mont., April 13.—Francis Renault's *International Varieties*, playing for Willour Cushman here, has filed a complaint with the American Federation of Actors, claiming breach of contract. Renault, who is closing here, demands the Cushman office pay "as per contract to Victoria, or fares back to New York."

The Cushman office has filed an answer with the AFA, claiming the unit was given a three-week notice to clean itself up and that it even sent out two field men to help bring this about. Cushman has letters from theater managers in which the unit is called unwholesome and poor entertainment.

## 'Circus Comique' Rehearsing

CHICAGO, April 13.—Will J. Harris' second production for his Production Company of America will be the *Circus Comique*, a unit based on the foreign circus idea. Show is expected to go into rehearsals next Monday and will be in eight scenes. Special scenery is being prepared by the Eclipse Studios. Those so far engaged for the cast are Gruber's Oddities, Al Gordon's Dogs, Babs Laval and Lotus Chan. One of the features of the show will be an English pony ballet. Will open around April 26.

## Rimacs Remain in U. S.

NEW YORK, April 13.—The Rimacs, slated to sail today to open at the London Plaza May 3, will remain here because of England's retaliatory action against American bands. The Labor Ministry last week announced it would bar American musicians until this country is more lenient in admitting British bands.

## RKO Still on Vaude Spree

**Jack up flesh budgets—wide use of "names"—the smaller towns get break**

NEW YORK, April 13.—RKO is continuing to jack up the budgets of its combo policy houses, using elaborate vaude shows to bolster weak film fare. Circuit is using on the average of two "names" a bill, and is putting unit attractions and "names" into towns which have been accustomed to moderate priced vaude bills.

The Albee, Providence, is one of the circuit houses splurging with stage shows. Don Redman's unit opened there yesterday, and Benny Meroff and his unit come in next Friday. The April 26 show will comprise the Boswell Sisters, Buck and Bubbles, Jack Eddy, Three Kanes and Clyde Hager, and the May 10 show will consist of Mitzel Green, John Fogarty, Donatella Brothers and Carmen, Morris, Campbell and Ryan and Three Kings and a Queen.

Palace, Cleveland, is also getting a rich vaude diet. The week of April 26 will have Gene Raymond, the pix "name," along with Frank and Milt Britton's Band, Billy House and Grace Doro. Week of May 3 will have Mitzel Green and Willie and Eugene Howard as the "names" along with Bob Ripa and the Danny Dare Dancers.

Practically all the other houses in the Midwest are getting their share of "names." The Palace, Chicago, and Fox, Detroit, consistently play heavy money shows. Next week Willie and Eugene Howard and Tamara get the top positions in Chicago, and the following week swing over to Detroit. Week of May 3 Detroit will get Everett Marshall in headline position, with the Cabin Kids, from Paramount's *Mississippi* pix, in its feature position.

## Pittsburgh War Flares Up Again

PITTSBURGH, April 15.—The local vaude war will flare up again next week when Warner's Stanley puts Gene Raymond and Gus Arnheim Orchestra on the stage, supporting its new Jolson-Keeler picture, *Go Into Your Dance*. The Stanley has been running straight pictures the last few weeks.

Loew, which has been running "names" and big units at its Penn Theater right along, will head its stage show with Iham Jones and orchestra next week, the picture being *Reckless*, with Jean Harlow and William Powell. Both houses are running at 40-cent top.

A new angle in the flesh war is the Harris-Alvin, which will inaugurate the new John H. Harris regime with the A. B. Marcus *Revue Continental* on the stage and an indie film. Warner is reported ready to reopen the Davis Theater in opposition to the Alvin with second-run pictures and possibly vaude.

## Detroit B'way-Capitol to Stage-Baud Presentations

CHICAGO, April 13.—Dick Hoffman, of the Billy Diamond office, has his first show set for the Broadway-Capitol Theater, Detroit, which reopens with stage shows April 20. First bill is headed by Mary Brian, with Arena and Hines, and has Ross, Pierre and Schuster, Ted and Al Waldman, Johnny Lee and the Three Lees and Jack and George Dormonde. Policy will be stage-band presentations, all acts working in front of a 13-piece band, with Nat Nazaro Jr. as emcee and a line of girls. Frank Tracey is the producer. House, which was formerly known as the Capitol, has been leased by the Trade Amusement Company and will be under the direction of M. W. Reinke. It seats 3,500. Admissions will be 25 and 40 cents.

JOHN E. BURKE, veteran dancer of vaude and minstrelsy, is seriously ill at the home of his sister, Mrs. Joseph E. Kinsman, in Fitchburg, Mass. He is suffering from a breakdown and will be under the doctor's care for some time.

### Hipp, Toronto, a Vaude Ace-in-Hole

TORONTO, April 18.—The Hippodrome Theater, Famous Players Canadian house, is one of the highly successful combo policy houses in the world. After playing shows all season it appears that the house for the second summer in a row will continue to use vaude during this season's hot spell.

House, booked by Lawrence Golde from New York, has been giving considerable attention to its vaude, playing six-act bills with a "name" and varying these shows with unit attractions. Among the "names" playing there this season were Cab Calloway, Donald Novis, Alice White, Ben Bernie, George Olsen, Earl Carroll's Vanities, James Melton, Dave Apollo and Platinum Blondes.

The theater has no flesh opposition, is a six-day stand (no Sundays) and usually goes pix for the summer.

### Rex, Seattle, Opens

SEATTLE, Wash., April 13.—New Rex Theater, latest John Danz acquisition, opened Sunday with a 35-people unit plus two first-run films. *Hollywood Follies* was the show. Athol Laity led the orchestra pit. Featured performers in the revue include Helen Basette, Sally Peterson, Myra Oregg, Mary Jane Boles, Margaret Engel, Jean Blanning, Esther Olberg, Genevieve Sutter, Veronica LeFebvre, Dorothy Dunn, Elsie Ingram, Henriette Peterson and Dorothy Robertson. Nicholas Allermann is the theater's manager.

### Loew, Rochester, Resumes

ROCHESTER, N. Y., April 15.—Loew will spot a vaude show headed by Myrt and Marge into its house here May 17. Except for Cab Calloway's appearance last month, the house has not had flesh for a considerable time. Stuart and Lash and Hal Menken Revue are also in the show, which will play Pittsburgh for Loew the preceding week.

### Honor Sophie Tucker

NEW YORK, April 16.—Sophie Tucker, at the Hollywood Restaurant now, will be honored with a "testimonial visit" by the American Federation of Actors' council Wednesday night. Council men and their wives will pay tribute to Miss Tucker for her service to the organization. This is the first of a series of informal testimonials to AFA leaders.

### Calloway's Assorted Dates

NEW YORK, April 13.—Cab Calloway keeps himself busy with playing colored theaters and dance dates when not playing for the circuits. He's current at the Lincoln, Philadelphia, a colored house, and follows with two weeks of dance dates, then a week at the Howard, Washington, D. O., another colored theater, and then into the Penn, Pittsburgh, for Loew.

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—The Denver Post.

### Peeping on the Actors

JOHNSTOWN, Pa., April 13.—A new big stimulant for the Embassy, Wilmer & Vincent's leading combo house here, has caused a lot of talk. Fifteen minutes before the stage show the audience is treated to a view of the performers dressing and making up on the stage for the next performance.

### Holy Week Hits Comerford Vaude

NEW YORK, April 15.—Comerford is pulling vaude out of Wilkes-Barre, Scranton and Binghamton for Holy Week. Wilkes-Barre and Scranton resume next Monday, and Binghamton April 25. Endicott and Johnson City retain their two-day vaude, while Pay's, Providence, continues full-week vaude right thru. All are booked by the Amalgamated agency.

Pay's in Philadelphia, meanwhile, remains the only Comerford spot not being booked by the Amalgamated. Eddie Sherman still booking.

### Boston Relief Extended

BOSTON, April 15.—Tom Senna, local representative of the American Federation of Actors and also director of the local ERA vaude projects, announces the government has renewed the two vaude projects. One project gives work to 25 Negro actors and the other to around 20 performers. In addition, the latter project is being given money for 50 additional actor jobs.



## NEW ACTS

### California Collegians

Reviewed at Orpheum, New York. Style—Comedy and flash. Setting—Full stage (special). Time—Twenty-nine minutes.

Having just finished a long run with *Roberta*, the California Collegians are back in vaude with a new bag of tricks and, of course, some of the old ones spruced up a bit.

Did 29 minutes here and did not seem to tire the customers. Their crazy antics are still surefire and their supply of amusing tricks seems inexhaustible. The seven boys, starting off as straight musicians, soon swing into clowning, and before the act is thru do everything but chew up the backdrops. The comedy is interspersed with straight music and singing, and the general effect is swell entertainment.

In the middle of the bill this one made it practically impossible for the next act to follow. P. D.

### Youthful Rhythms

Reviewed at Orpheum, New York. Style—Flash. Settings—In one and full (special). Time—Fourteen minutes.

A pleasing five-people flash. The talent is okeh, but it's the smooth routine and careful staging that lifts the act above the average class. The talent consists of a song and

### AFA May Build "San" in Denver

NEW YORK, April 15.—Ralph Whitehead says the American Federation of Actors is considering accepting an offer from two members of a plot of land in Denver suitable for a sanitarium. The plot, located by a lake and only three miles from the Denver city hall, is being offered to the AFA by a man-and-wife novelty team.

Whitehead says he will look over the land next month during his cross-country organizing tour.

### Mills' "Cavalcade" Unit

NEW YORK, April 13.—Irving Mills' *Cavalcade of Music* unit, staged by Frank Cambria, will open for Loew April 26 at the Valencia, Jamaica, and the following week comes into the Capitol here. Cast so far includes a 20-piece mixed ork led by Howard Emerson, Arlene and Norman Selby, Richard Stuart and Claire Lea, John Uppmann, Don Davis, Gertrude Briefer, Zee Confrey and Henrietta Brochard. Title gets its buildup from the opening number, taking American music from the time of the Indian tom-tom to the Harlem rhythms.

### Camden Vaude Out

CAMDEN, N. J., April 13.—Warner's Lyric Theater, which had been running vaude Sundays, has dropped vaude. Had been booked by Steve Trilling.

THE THREE WALTONS joined the French Revue at Omaha April 19.

dance mixed team better at dancing than at singing; a boy crooner who also accompanies himself at the guitar; a girl dancer who also does a hoke ballet number, and a girl acrobat whose solo work is sock stuff. The talent billed is Frankie Little, Iva Kitchell, Don and Betty and Martha Neuton.

Costumes are neat and smart. The full-stage set, a cafe scene, is colorful, while the music arrangements are thoroughly pleasing. The closing has the mixed team tapping on small drums, which is a nice finish. P. D.

### Sylvia and Clemence

Reviewed at the State, New York. Style—Comedy, singing and acrobatics. Setting—In one. Time—Eight minutes.

Formerly teamed with a boy team, these two girls are now on their own and better than ever. They provide a short, zippy routine of knockabouts, hoofing, comedy poses, and even singing. They do the rough sort of act usually restricted to male trios.

On in page-boy outfits, the girls start off with a bit of singing and swing into fast tapping and comedy falls. They work fast, mixing in a bit of rope-skipping dancing with straight tapping and then sprinkling a few acrobatics in between.

In duce spot here, the girls cliked easily, winning a big hand. P. D.

## VAUDEVILLE NOTES

JOHN TIO and his parrot have been booked by RKO. Contract specifies that if the bird cannot be heard clearly the act may be canceled after the first show.

BILL BECK is assembling a new unit in Detroit. Will feature his daughter, Giggle Regan, formerly of the Manhattan Club.

BABY ROSE MARIE has incorporated, with a capitalization set at \$20,000. Stockholders are Harold Jones, Frank Mazette and Stella Mazette.

BETTY JANE COOPER and the Lathrop Brothers have returned to New York after 10 weeks at the Dorchester House, London.

DON PRIESTINO, formerly of the Flying Priestinos, is now managing Molly Spotted Elk, Indian princess, who has

just returned from personal appearances in Europe. She will resume picture work here.

CALIFORNIA COLLEGIANS, recently with the road show of *Roberta*, resumed vaude last week at the Orpheum and Gates, New York, for Loew.

BUDDY LEE, with the Meyer North Office the last five years, is now agenting on his own.

RAY AND SUNSHINE HUDSON (the Hudson Wonders) are a new addition to Earl Carroll's Vanities.

FRANK PARKER, radio singer and now doubling in vaude, is reported to be lined up for pix work on the Coast.

TILYOU, Ooney Island, will use seven acts instead of its usual diet of five on April 20 and 21.

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THE YOUTHFUL SENSATION OF TWO CONTINENTS.  
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**Palace, New York**

(Reviewed Friday Evening, April 12)

A fast, smooth and well-rounded layout this week, with attendance practically assured, since the film is Shirley Temple in *The Little Colonel*. The house was well filled at the supper show opening day, and the customers got their money's worth from the stage as well as the screen.

Ann Fritchard and Jack Goldie open with their excellent dance flash, assisted by two unbilled little gals who score heavily with a fine double toe-tap routine. The standard bearers vary their work nicely, showing both ability and showmanship, and the act clicks with ease.

*The Main-Streeters*, five people hill-billy turn, with Zeb Carver and Ez Newsome featured, are in deuce, with their rural singing, playing and dancing. The

two girls and three men are all excellent hayseed performers, and the turn shapes up nicely among the four-a-day rustics. Carver emcees it pleasantly, and Miss Newsome's singing and harmonica solo is a wow, ending as it does with dancing (and what dancing), plus whistling. Both the other lads contribute specialties, while the other lass contents herself with accompanying on the guitar and being extremely easy to look at. The numbers include *Coming Round the Mountain*, *Listen to the Mocking Bird* and *The Week of the Old 97*.

Cardini is in center frame with his card and cigaret manipulation, superlative as always. The complete silence of the customers while he's going thru his paces testifies to his attention-holding, and the heavy applause at the end is proof (as the proof were needed) of his effect.

Lamb and Belett (notice the change

in billing) are in next-to-shut with the familiar zany antics. Miss Belett dances and foils excellently, while Lamb remains the most amusing eccentric dancer and comedian for this reporter's money on the stage. If legit producers don't pick him up for a show next season, then legit producers are plumb crazy.

Eddie South and his orchestra (seven men—no brass) close. It's hard for a band—particularly a small band—to get by without specialty people these days, but South does it. Various of the boys have their innings, while South himself fiddles energetically and excellently. With a straight musical program they hold attention for their full time (which is an accomplishment) and go off to a heavy and appreciative hand.

Layout runs just over an hour.  
EUGENE BURR.

dered the customers with his glib talk and fast-moving hands. He makes live chicks appear and reappear, in addition to switching coins, bills and cards. He's a refreshingly new type of sleight-of-hand artist and was an easy clicker.

Liora Hoffman, prima donna soprano, contributed one solo. She was in good voice and did not use a mike, but apparently her style and choice of number did not particularly impress this audience.

Nicholas Cosentino, another operatic voice, is used to lend vocal ensemble numbers. The Danny Dare Girls contribute a premature Easter bunny number and a ballet dance, some of the girls also doubling as announcers of the other acts.

Stage show was preceded by a pleasing overture by Don Albert's grand orchestra in the pit.  
PAUL DENIS.

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**Loew's State, New York**

(Reviewed Friday Afternoon, April 12)

Benny Davis' (Benny Davis Unit) latest "future stars" gang packs plenty of entertainment for the stage half of the State show. Picture is *Naughty Marietta*, the Victor Herbert operetta. Biz fair for the second show.

All the Davis acts perform like veterans, instead of the more or less newcomers, as the billing reads. Several of the turns are on the way up, especially Jimmie Shea and Guy Raymond, eccentric comedy dance team; Rollo Pickert, clog hooper, who imitates Will Mahoney, and does a swell stilt dance, and Edith Mann, who comes thru with a first-class fast tap on toes number. House was in rare appreciation form and gave practically every performer warm receptions. Too warm, in fact, leading to Davis letting the acts come back for so many encores it got tiresome and held up the show's pace. Performance ran 85 minutes.

With the house crew—and it does a swell job—on the stage, show opens, after a little song, with Evelyn Varney and Jimmie Burns in a sprightly song and dance and time tap. Miss Varney is a cute looker with personality. Winstad Trio do routine harmony. Two boys on guitars accompany. They sang *Smooth Sailing* and *Lore Is Just Around the Corner*. After Miss Mann's toe offering, Pickert does his Mahoney imitation, with Bobby Bernard, a singer with an ability at selling a song, doing *Tiny Fingerprints*, *Isle of Capri* and All-Jolson's latest mammy song from his new picture. Bernard seems to be a cross between a baritone and tenor. Blanche Lewis is another tap dancer, her number being to *Poof and Peasant*. Well done.

Shavo Sherman, who has been around, has three imitations, Durante, Ted Lewis and George Arliss, the last being a satirical bit, very good, with Arliss singing *Heat Wave*. After the stilt number by Pickert, Bebe Sherman, a blond buxom blues shouter, sings *Lullaby of Broadway*, *Some of These Days* a la Sophie Tucker and *St. Louis Blues*. House liked her plenty.

Shea and Raymond have lots on the ball and could have stayed around an hour. Both possess excellent comedy and pantomimic ability, combined with finish at their style work. Raymond, tall and lanky, does a near dead pan to Shea's mugging. No doubt about their future. Davis has the next-to-closing spot with a medley of his tunes, closing with some okeh vocalizing by a blond boy, Rex Doyle.

JERRY FRANKEN.

**Capitol, New York**

(Reviewed Friday Evening, April 12)

A fair stage show supporting the MGM flicker, *Vanessa*, this week. Picture has Helen Hayes and Robert Montgomery, and their names on the marquee should draw.

No "name" in the stage show this week. It's one of those colorful presentations that depends on its general effect rather than on any sock standout. Nearest to an applause standout is Barbara Blane, the acrobatic dancer. Spotted early, she made a fine impression with her lissome twists and bends while gliding to waltz rhythm. She uses her flowing gown to excellent effect, incidentally.

Louise Brooks and Dario, doubling for the Central Park Casino, are a new combination around and impressed as a class team. The girl is a smart-looking brunet, while her male partner is a smooth teamate. Do two numbers, a modern ballroom waltz and a lighter flirtation dance. Their work holds close interest, altho it's not outstanding. Gall-Gall, a swarthy magician, bewil-

**State-Lake, Chicago**

(Reviewed Saturday Afternoon, April 13)

Val Setz opened with cane, hat and cigar juggling, switched to three balls for comedy effects and closed with some Indian club work. A neat opener that took a nice hand.

Russell, Marconi and Jerry, two men and a girl, have an act that combines accordion and violin playing and a tap routine with turns by the girl. Marconi goes in for gadgets for comedy. They play *Continental*, which makes it being done 100 per cent in the Loop houses this week. Good hand.

Muriel Page and "The Flame Dance," reviewed in these columns before, is preceded by the State-Lake Girls with a ballet routine. Page does the "moth and the flame" routine and the audience gets a thrill when her wings burn, but Cherniavsky's musical score makes the act. Good hand.

Al Norman, next-to-closing, starts off with his familiar bed poses and then goes into a monolog, shortly being interrupted by cross-fire stuff from two stooges in the audience, for plenty of laughs. The boys mount the stage and do an itchy underwear dance, being joined by Norman for some eccentric steps that brought down the house. Al returned for a clever pantomime bit. Heavy applause. A hit.

*The Heidelberg Revue*, the stage-band show, is a production idea by Charlie Niggemeyer, using the California Variety Eight for vocal numbers and utilizing the State-Lake Sweethearts as barmaids. Orchestra is also costumed and the scene is laid in a beer garden. The Variety Eight sing several *Student Prince* tunes and the girls contribute a dance. Ben Yost leads the boys in singing *Deep in My Heart*, and *Prelude in C Sharp Minor* features Bill Quentmeyer, basso. Adelaide and Sawyer, two girls, do a dance routine and Mary Roland collected three bows for her fine cornet solo. Adelaide and Sawyer returned for a rhythm tap and the finale had the girls doing a clever military number with swords and Quentmeyer leading the boys in the *Vagabond Song*. These production numbers are what the Loop needs and this reviewer for one would like to see them as a weekly feature of the shows here.  
F. LANGDON MORGAN.

**Radio City Music Hall, N. Y.**

(Reviewed Thursday Evening, April 11)

A colorful presentation this week, supporting the film, *Star of Midnight* (RKO-Radio). Stage show has nothing particularly outstanding, but it pleases in every respect. It has some nice singing, an acrobatic novelty and pretty prancings by the Rockettes and the ballet corps.

The show is called *The Gold Rush* and is divided into four scenes. First is *A Street Scene in Boston*, showing Robert Weede as a stump speaker inflaming the people's mind with visions of gold in the West. He has a rich speaking and singing voice and is backed in this scene

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by the mixed vocal ensemble, under Vin Lindhe's direction, and by M. Vodnoy, Robert Landrum and Josepha Chekova.

Second scene, called *Vision of Gold*, has Daphne Vane in a graceful leaping ballet solo, backed by Florence Rogge's ballet corps. Then comes the *On the Way* scene, in which the entire ensemble participates. It is a well-staged covered wagon scene and is followed by an interesting novelty, *The Cock Fight*. Nicholas Daks and Thomas Cannon, as cocks, provide an interesting dance.

The last scene is *The City of Ships*, a beautiful water-front set. Sylvia Mannon and Company, an adagio quartet, are featured. Their daring throws and catches were well received, the Rockettes following with a nice routine and the entire company joining in for the finale.

Visually, the show is a treat, as are most of the shows in this house. Leonidoff gets the credit for staging it. Albert Johnson for designing the sets, Willa Van and M. Montedoro for designing the costumes and H. Rogge for executing them. Maurice Baron, Kay Swift and Al Silverman wrote the liltng special music.

Erno Rapee conducted the novelty overture, consisting of the season's pop hits and arranged by Earl Moss. It's a light affair and a pleasant relief to the rather quiet stage show.

PAUL DENIS.

Roxy, New York

(Reviewed Friday Afternoon, April 12) (First Show)

Two acts, a specialty dancer and two contest winners make up the stage show at the Roxy this week. The dancing comes in large and repeated doses, including the Gae Foster Orlis, Lorelei, Millett and Tegemeyer and the greater part of the Buster Shaver act. And yet, in spite of everything, the layout manages to be both bright and entertaining. Nothing sensational, but pleasant all the way, a neat but not gaudy stage show.

The applause sock, of course, is little Olive Brasno, who with George Brasno and Shaver, the pilot of the act, contributes a grand turn. The tiny lady is, if anything, better than ever after her Hollywood sojourn. Her dance with the full-sized Shaver is excellent and amazing, earning her a fully deserved showstop, while her petite and doll-like beauty is warranted to catch any customer's heart. She is finely aided by George, while Shaver skips the turn as well as ever.

Not content with presenting the amateur winner of the Town Hall Night radio contest, the Roxy this week also presents Millett and Tegemeyer, winners of the recent dance contest held at the APA ball. They appear in the opening flash with the Gae Foster Orlis, an effective modernistic number, in which the APA team does a graceful ballroom routine. It is in the opening flash, too, that Lorelei does her brief but exciting dance, featuring cyclonic toe-whirls.

The Town Hall Night winner this week is Robert Landesman, an impersonator

from New Haven, who gives his impressions of Norman Brokenshire, Joe Penner, Maurice Chevalier, Stepan Fetchit, George Olivot, Lou Holtz, Fred Allen, Block and Sully and Ben Bernie at some length. He's fairly good, but better impersonators have been heard—and heard far too often—on the vaude stage.

Filling out the bill is Carlton Emmy with his trained pooches, an always enjoyable animal act. The pups are smart, Emmy puts them thru their paces with showmanship and they make a very pleasant turn.

The Foster Kids, besides their opening flash, do their grand *Puss in Boots* number, in which half the girls, in white, take off the boots, which are assumed by the other kids, in black before a black eye. It thus looks as tho the boots were dancing by themselves, creating a novel and excellent effect. The troupe also does a grand, stirring rumba to close, which is followed by a cariola from Olive and George. The kids are still the best troupe in town, and Bonnie Cashin's costumes this week seem even more attractive than usual — which is saying plenty.

The film is Jan Klepura in *My Heart Is Calling* (O-B), and attendance at the first show opening day seemed a bit better than usual. EUGENE BURE.

Shubert, Cincinnati

(Reviewed Saturday Afternoon, April 13)

Ous Arnheim and his Coconut Grove Orchestra, 14 men, and a crew of A-1 specialty artists furnish the stage fare here this week. No line of girls or elaborate stage embellishments, but just good, substantial entertainment all the way thru. Arnheim music makers deal out a sweet lot of rhythm and precision, and it's the best of the stage bands to show here since the house began its new policy six weeks ago.

After the ork's opening numbers the Downey Sisters, three blond lookers, come on to warble *Whose Honey Are You?* and *Lookie, Lookie, Here Comes Cookie* via the mike. Orlis sell it nicely and trip off to warm applause. Harris and Shores, mixed team, begin what looks like a legitimate adagio, but shift suddenly to the ridiculous, much to the delight of the audience. Follow with two more dance routines in comedy vein and their antics had the customers howling. Their in-between comedy chatter could be improved upon, however. Bowed to a corking hand and encored with a bit of comedy business.

Maxine Tappen, after a comedy interruption by Johnny Hamilton, sax player, does nicely with *Love Is Just Around the Corner*. She is then joined by Hamilton in a duet of *Believe, Beloved*, which was good for a bundle of laughs and warm applause. Encored with another chorus of the same number, finishing to another sock hand. Orchestra follows with a medley that reveals a fine brand of arranging. Featured is *Sweet and Lovely*, Arnheim's own number, with the latter taking his place at one of the pianos.

Selma Marlowe contributes two tap routines, one on the stage and the other on a pedestal. Her classy tap work is one of the outstanding items on the bill. Took a splendid hand. Jimmy Newell followed with a vocal rendition of *Isle of Capri*. Turned down an easy encore, due to a bad cold.

Gene Sheldon, assisted by a Miss Fischer, grabbed the soundest applause of the afternoon with his dead-pan comedy, banjo playing and dancing. Pulled lots of laughs with his panto, but we liked his brief session on the banjo best. Encored with a comedy speech that was marred a bit by Sheldon's actions and gyrations. Ork followed with a concert arrangement of *La Rosita*, with Jimmy Newell vocalizing once more. The Downey Sisters, Maxine Tappen, Johnny Hamilton, Jimmy Newell, Arnheim and the ork's brass section participated in the novelty closing, built around the number *Fare Thee Well, Annabelle*. BILL SACHS.

Earle, Philadelphia

(Reviewed Friday Afternoon, April 12) (First Show)

Another capacity house turned out at the Earle this week to greet Hugh Herbert, appearing in person as the headliner. First show's response was good, indicating profitable business for the week in spite of the usual Holy Week slump.

The orchestra, under Joe Milekoff, opens the show with a medley of currently popular tunes. First act is

*Rhythm Revels*, a snappy dancing act which features a miss in two remarkable contortionistic dance routines. Her second control dance had the audience loudly applauding. Also with the act is a trio of fast-stepping girl tap dancers who scored in two precision routines, and a lad who tapped out a piano medley while dancing.

Acrobatic dancing is followed up in the eccentric routine of Lorraine and Digby, a man and woman skit in which clever dancing is mixed with amusing patter. The girl is a particularly good contortionist, and the act also won much applause.

Herbert appeared in the third spot, appearing with his wife and a blond partner in an amusing skit concerning a button manufacturer who first wanted to divorce the slow-poke wife who had been responsible for his success and who then, under the persuasion of a clever woman lawyer, decides that a divorce is not so good after all. A little out of the ordinary from the usual Hollywood "personal appearance," the act tickled the customers.

Radcliff and Rogers, a duo of dusky comedians, then presented a corking comedy and musical act, with Radcliff tickling the ivories in great style and Rogers wowing the audience with his songs, particularly when he sang *Zwei Herzen in German*.

The show closed with the whirlwind tumbling and human pyramid stunts of the Lizezed Troupe of Arab acrobats, a top-notch novelty number.

The film is *Traveling Saleslady*, H. MURDOCK.

Oriental, Chicago

(Reviewed Friday Afternoon, April 12)

Lee Twins Revue opened with the Lees, attired in white trousers, doing a neat tap routine. A group of five girls followed with what looked like setting-up exercises. The twins returned in short costumes for some high kicks and acrobatics with a nifty balancing trick and the entire company were on for a Roman holiday finale. One bow.

La Vere and Handman next, with the first half of their act laid in a theater box and the husband and wife wrangling over this and that. Talk as a whole is not so strong. Second half finds Lou Handman at the piano as Florrie LaVere sings *A Bit of Irish in All of Us* and follows it with an Irish clog. Handman plays a medley of his own compositions and LaVere, now in man's full dress, sings *Congratulations*, and does a swell piece of hoofing that sent them off to a good hand.

Pettet and Douglas did all right in the next spot with their talk, singing and tap numbers. Buddy Douglas is still taken as a child by most of the audience instead of the great little midget trouper that he is. Nice hand.

Ted Cook's Revue, the stage-band portion of the show, opened with the house line doing a routine. Alice White, movie star, was introduced and after an introductory song was joined by Charles Teske and Patrick Banks for *I'm Just Mad About Music*, with a musical comedy dance routine. A ballroom waltz next, then a rumba by the trio. Miss White encored with a comedy rumba done with Ted Cook. Her act, staged by LeRoy Prinz, former cafe producer here and now a Hollywood dance director, made a good impression. Reis and Dunn opened with *The Continental* and followed with a comedy song done to several tunes, also a parody on *I Believe in Miracles*. Altho the last two numbers were really funny, they are for night clubs and not family audiences. At this show it didn't make much difference as the audience was composed mostly of men, but some of the lines are too hite for the kiddies and most of the ladies. However, they stopped the show at this performance and gathered heavy applause. The house line closed.

F. LANDGON MOROAN.

Capitol, Detroit, Staff

DETROIT, April 13.—The Broadway-Capitol will be reopened Saturday with first runs and presentations by M. W. Reinke, Nate Bloek and Barney Joffee. Reinke, supervising the opening, will remain as managing director. W. W. Bleakley, for several years assistant manager at the RKO Uptown and Downtown theaters here, is returning to manage the theater. Frank F. Tracy, of the Tower, is production manager, with Katherine Redman as chorus producer. Harry K. McWilliams, former personal rep for Dave Rubinoff, is publicity director.

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## Eisenberg Answers Blast On His Anti-Muni Article

NEW YORK, April 13.—Emanuel Eisenberg, publicity expert and *New Theater* writer, has written a reply to an article published in last week's issue attacking him for views expressed in a recent *New Theater* yarn. His original story took Paul Muni to task for stating to a *Times* reporter that he, Muni, was not interested in politics in any way, feeling that his primary and only job was to act. He was not interested in a character's views, he said, but only in the character as a man. The *New Theater* article attacked him for his announced lack of social viewpoint. Eisenberg's letter follows: "Before anything else, your piece on my Paul Muni article in the *March New Theater* embarrassed me no end because of the solemnity with which you took phrases I had hopefully employed in a spirit of mockery and irony. I am Horrified to the Depths of My Ardent Soul, I Am Seething With Hot Indignation, I Sweat With Sanctified Dismay, I View With Alarm and I Am Too Appalled To Entertain the Idea that my every effort at mock horror was so elephantine in its lumbering ineptitude as to stir you to a horror, indignation, dismay and alarm which, wonderfully enough, have almost nothing to do with the piece I thought had appeared in the magazine.

"As far as I can distinguish trees in the overwhelming forest of your eloquence, there are two issues burning you up and knocking you cold. One is that the theater has always been an escape from life, continues to be such and ought to remain that for people who need and merit it. This I deny categorically; it represents sheer wish-fulfillment and is an outright negation of the entire history and growth of the theater. Your second concern is lest social propaganda get a stranglehold on such theater values as story, characterization, human conflict and 'pure' drama. You will probably be amazed to find that I share your concern; I think it would be a very dreary and sterile thing if that happened. But when did I plead for this? Are you sure you have not taken your own legitimate discontent with certain of the feeble plays of social preachment, which none of us were particularly fond of, and superimposed this on the whole *New Theater* group as the final accomplishment of their goal in drama? . . . And what remote connection, may I ask, has either of these points with my article on Muni?"

"Muni originally made a simple and preposterous point: he maintained that no actor should bother arriving at political convictions; all an actor wants to do, or should want to do, is act. I tried, in the first place, to prove that Muni did not even believe what he was saying partly because of the particular vehicles he has consistently chosen and partly because of the intense sympathy with the working-class movement which the actor has confided to many friends. I tried, in the second place, to demonstrate the hopeless untenability of the who-gives-a-holy-hoot-about-politics? point of view; for the state of government intensely affects the functioning of every actor insofar as it controls the kind of plays being presented and limits the range of interest and conviction which an intelligent and sensitive and examining performer can find in his role. In America—at least, at this moment of pseudo-liberalism in the theater—there are no restrictions on courageous dramatists' beliefs on the stage. Muni's point was that it made no difference to him whether fascism or communism arrived. It was in relation to this statement, and this statement alone, that I conducted my inquiry. In Germany, Italy, Poland and Austria the creative spirit of the theater has been crushed and atrophied; stories are deliberately symbolic and actors are sheer hollow types. How can there be any joy, excitement and fulfillment in this for the worker-actor? In Russia, after the necessary early years of central control, the theater is universally acknowledged to be the richest, widest and most varied in the world, with satire and gaiety and problem discussion accorded a full range. Could an actor who had any concern for his work or the art of theater hesitate when confronted with a choice? With the thunderous menace of fascism, we believe that actors and all hitherto 'removed' workers in all the arts must now consider the living problems and make their choice.

"If either you or your generous paper will accord me further space I shall be glad to attempt to demonstrate my conviction that the theater as an escape is an unsound and inaccurate concept which has developed only in the last

few decades as a concomitant of economic collapse."

The space is yours, Mr. Eisenberg.

### To Clarify Radio Competish

NEW YORK, April 13.—With the proposed trip of Dr. Henry Moskowitz to Washington held up by the Sunday show fight and other matters, the legit code authority has commissioned its counsel, Philip Wittenberg, to intercede in the capital with the Federal Trade Commission or any other body on the angle of competition from the free radio shows given on the street. The free broadcasts have been worrying the managers for almost two years now. Recently the FCT finally came thru and indicated that the matter was in its jurisdiction, but so much official murk has obscured the situation that it will be part of Wittenberg's job to find out just who's who and what's what.

## FROM OUT FRONT

By Eugene Burr

It seems that Boston will always have the last word. With each of its fresh excesses of idiosyncrasy one feels: "This is the ultimate; this is the end. Not even Boston can progress further into the realms of insistent imbecility." And yet, each time, Boston makes you eat your words. The latest item, of course, is the banning of an amateur production of *Waiting for Lefty* on the ground that the play is un-American. It is the sort of blind, nauseating, rigid, fascist censorship that turned us into regimented morons during the war. This, however, so far as can be remembered, is the first time that it has been practiced in America in peace-time. If Boston is allowed to get away with it, it will remain a blot upon the entire land.

Only twice before in the history of the modern theater have similar instances come to light: the banning of *Merry-Go-Round* in New York and the recent banning of a left-wing play in Philadelphia. And both of those bans hid behind the facile mask of theater licensing. It is at least to Boston's credit, one supposes, that it has come out in the open with its amazing and intolerable restriction of the right of free speech. In New York *Merry-Go-Round* eventually went on; in Philadelphia, at present writing, the case has not yet been settled, but there has been a storm of protest that threatened to tumble Independence Hall down about the city fathers' ears.

In Boston, one supposes, it is American to defy the rights given to citizens under the Constitution; it is American to exploit and grind down the working classes; it is American to stifle any protest against the status quo; it is American to pander to power rather than right, money rather than decency. In Boston it is American, as Clifford Odets, author of the play, suggests, to commit murder in the name of war, to starve in depression-ridden streets. But it is not American to give dramatically the point of view of thousands of American citizens who are ground down by unbearable economic conditions.

One wonders which is really the more American, Boston's power-klassing officialdom, or Mr. Odets, with his pity for the starving hackmen. Boston has challenged the constitutional right to free speech. If that challenge remains unanswered there is small hope for the land.

All of which may seem to contradict last week's column, which insisted that the theater's only aim was escape. But, as has been said here time and time again, escape does not include only the pretty valentines of Pollyannaistic sentimentalism. Escape, to those of us living humdrum lives, may include the horror of *The Lower Depths*, the grim truth of *Journey's End*, the encompassing pity of *Waiting for Lefty*, any truly dramatic experience that is apart from the beaten, stifling paths of our daily lives.

Last week there was only one point made: that a propaganda play should be a play first, and propaganda only thru the medium of legitimate drama. Even leaving considerations of honesty and good theater aside, it is only thus that dramatic propaganda can reach its maximum strength. *Journey's End*, a vitally dramatic but seemingly unbiased statement of fact, was far stronger and more effective as peace propaganda than the disconnected ravings of *Peace on Earth*.

And, too, a protest against propaganda as the primary and only theatrical aim is also a protest against a censorship just as narrow, just as rigid and just as nonsensical as Boston's (the it happens to represent the opposite view).

That attitude was agreed to during the week by no less a person than Mr. Odets himself. Writing to John Mason Brown, he indicated that his present search is for means to better his playmaking. The making of fine plays, he said, was his idea of the purpose of the drama. If that purpose became intermixed with social preachment, all the better, so long as the plays were good. It is his aim, he stated, to improve his dramatic technique, because in the long run, he agrees, it is the play that is the thing.

All of which is heartily encouraging.

### Fight Lineage Tax

NEW YORK, April 13.—The League of New York Theaters is at present waging a campaign against the extra lineage charge socked on by the dallies for ads of shows appearing in the regular box of legit attractions. One paper has been won over so far, withdrawing the extra charge, and it is figured that the others will lay off, too.

### Hotel To Aid Hungry Actors

NEW YORK, April 13.—The Hotel Edison this week led off in a movement to supply food to indigent actors who had been fed by the Actors' Dinner Club, recently disbanded because of increased price of food. Milton Kramer, managing director of the hotel, announced that for 15 nights, starting Tuesday (9), the Edison would serve free meals to actors holding Dinner Club cards. No embarrassment to recipients, the card being used in lieu of payment. It is hoped to lead other hotels into line until a good quota of hungry actors is taken care of.

Meanwhile the Actors' Kitchen and Lounge, which is operating at the Union Church and serving meals to players at a nominal price, named its board of directors. They are William Sharon, chairman; Barbara Winchester, Elsie Earle, Howard Urbach, Maryatt Wilson, William Evans, William Edwards, William Kelsy and Violetta Mansfield. George Damroth has been appointed secretary.

## Lowered Rate On Insurance

League wins two-year battle for assessment on basis of admissions

NEW YORK, April 13.—Climaxing a two-year fight for a change in the basis of liability insurance rates on legit theaters, the League of New York Theaters announced this week that its insurance committee, working with Walter G. Keyser, vice-president of the Criterion Brokerage Company, had convinced the National Bureau of Casualty Underwriters of its views. Previously the rate was based on a fixed sum for each theater; now it is assessed on the basis of admissions. The NBCU, which sets the rates for all companies, put the new rate into effect Wednesday (10).

It had been the managers' contention that a flat rate worked a great injustice on legit houses, which were dark for the greater part of the year. Pix theaters, it was pointed out, turn over their audiences many times a day, while legit houses, even when open, play only eight performances a week. In addition, legit are closed for many months each year.

Hazards, it was pointed out, are therefore far less in legit houses, even if the seating capacity is equal to or more than that of film theaters. Keyser and the League committee presented facts and figures which finally convinced the NBCU.

Dr. Henry Moskowitz, adviser to the League, estimates large savings that will be made by legit houses under the new rule. "Based on not more than 50 per cent of capacity," he said, "and a 25-week season, the reduction that we have obtained is probably not less than 25 per cent and not more than 40 per cent. On non-operative theaters the reduction is much greater. On the average theater the saving effected is between \$300 and \$400 a year."

Film houses are also affected by the new schedule. In the metropolitan area the rates remain approximately the same, but many out-of-town film theaters will pay more under the new basis of assessment.

The insurance committee of the League, which, with the aid of Keyser, engineered the change, is composed of David Finestone, chairman; Marcus Heiman, Warren Munsell and James Reilly.

### Thalians To Do New Play

NEW YORK, April 13.—The Thalians, Brooklyn little theater group, have scheduled a new three-act, *God Never Said a Word*, by Mary Bourn, author of the novel *The Geese Fly South*. Show will be presented at the Central Branch YMCA, 55 Nassau place, April 29 and 30 and May 1 under the direction of Frederic Smith. Cast will include Gladys Smythe, Edith Wells, Frances Pardee, Katherine Cody, Robert Grimsley, Ray Koch and Eldon Paul.

### Ticket Clauses Waiting

NEW YORK, April 13.—The legit code authority is still waiting to get approval of the enforcement budget it suggested to police the ticket broker clauses of the code. There is small likelihood that anything will be done about it this season. The theatrical year is almost over, and the situation is also dependent on the extension of the NRA. Meanwhile the brokers are still going along as they did before the code.

### Rehearsal Pay Conference

NEW YORK, April 13.—Equity's committee on pay for rehearsals will confer with delegates of the managers next week on the question of salaries for the four-week period. The managers postponed the conference until certain leaders got back to town, but last week Dr. Henry Moskowitz sent a letter to Equity indicating that the League was ready to go ahead.

The managers' angle, it is expected, will be simple: No.

THE NEW PLAYS ON BROADWAY

MUSIC BOX

Beginning Wednesday Evening, April 10, 1935.

CEILING ZERO

A play by Frank Wead. Directed by Antoinette Perry. Scenically designed by John Root, built by Martin Turner and painted by W. Oden-Waller. Costumes under the supervision of Margaret Pemberton. Presented by Brock Pemberton.

Buzz Gordon, Radio Operator... John Boruff  
Doc Wilson, Chief Mechanic, Joseph Downing  
Baldy Wright, Mechanic... Chester Clute  
Les Boggs, Superintendent... John Bohn  
Jake Lee, Superintendent, Eastern Division...  
Tommy Thomas, Hostess... Margaret Perry  
Lou Clark, Tex's Wife... Hope Lawder  
Texas Clark, Pilot... C. Albert Smith  
Ray Lawson, Pilot... Allan Hale  
Al Stone, Vice-President in Charge of Operations... Walter N. Graza  
Eddie Payson, Pilot... Ben Starkie  
Dodo Harvey, Hostess... Gladys Griswood  
Dizzy Davis, Pilot... John Little  
Joe Allen, Inspector, Bureau of Air Commerce... John Huntington  
Mike Owens, Janitor... John F. Hamilton  
Mary Lee, Jake's Wife... Katherine Maskie  
Dick Peterson, Pilot... John Drew Colt  
Fred Adams, Airplane Manufacturer...  
Grandon Rhodes  
Jerry Stevens, Airplane Designer, Philip Remar  
Sam Johnson, Pilot... James Todd  
Bob Wilkins, Globe Reporter, Geoffrey Bryant  
B. P. Jenkins, Insurance Adjuster, Walter Hill  
Employees of Federal Air Lines.  
The Entire Action Takes Place in the Operations Office of Federal Air Lines, Hadley Field, Newark, N. J. The Time is the Present.  
ACT I—A Tuesday Afternoon in October.  
ACT II—Two Days Later, Early Night. ACT III—The Following Day, Early Night.

Advertised curtain time—8:40.  
Curtain rose at showing caught—8:49.

Ceiling Zero, which Frank Wead wrote and Brock Pemberton brought to the Music Box Wednesday night, is an atmospheric and quick-fire-action comedy-drama—unfortunately without the action. Events do take place upon the Music Box stage, but not enough of them to provide the pace that the play so evidently seeks. The background of aviation is interesting, detailed and healthily alive, but background alone is an insufficient prop for a drama. All of which is unfortunate, for the play trembles on the verge of great effect all evening, and the production which Pemberton provided is top-notch.

The first act starts out like a house afire, but bogs down in the middle in a morass of atmosphere and wisecracks. The second act creates tremendous suspense—but it is composed of suspense alone, and therefore remains a tour de force of acting and direction. The third act busies itself with rounding out such action as there is. In the way in which everyone, from the middle of the first act, expected it to be rounded out.

The tale is of the Eastern division of Federal Air Lines, managed by Jake Lee, formerly an ace flier. One of his pilots is Tex Clark, an old and loved buddy, and another, newly hired, is Dizzy Davis, who completed a post-war triumvirate of the air. But Dizzy is an outmoded exponent of individualism at the controls. He energetically lives up to his name and spends as much time making gals as he does making trips.

In order to make a little air hostess he switches trips with Tex, and Tex, as everyone expects, crashes in the fog outside the Newark airport. The second act is devoted entirely to a process of waiting for that crash, and its undoubted effect serves only to heap laurels upon the players and upon Antoinette Perry, the director. Tex, of course, dies, and Dizzy's license is taken away from him by an air commission that frowns upon his dare-devil stunts. So nothing remains for him to do but knock out the sweetheart of the little hostess, who was scheduled to make a hazardous flight, and then take his place, to fly to a glorious death.

Obviously, with its rough-neck talk, its atmosphere and its often amusing wisecracks, the play was aimed for pace and wild-fire excitement. The direction and acting try valiantly to get that pace, but the task is hopeless when nothing takes place so insistently upon the stage. And interest is further torn down by the fact that what plot there is is telegraphed across the footlights early and obviously, thru evidently built-up characters and plants. So much sympathy is created for Tex, for example, in the first act that it is a safe bet that something will happen to him before the end. That, of course, is but one example of many.

The atmosphere, as remarked, is intriguing to one who knows little or nothing about it—the any play that must include a glossary of technical terms in its program is apt to lean rather to atmosphere than to play. Ceiling Zero is no exception.

When John Little appeared in *The First Legion* this reporter suggested that he had never been given the chance he deserves. He gets it in *Ceiling Zero*—and as Dizzy he turns in a performance that is a humdinger from any angle. Breezy, powerful, affecting, ringing true in the more dramatic sections, carrying verve and sparkle thru the comedy lines, it is an acting job that both deserves and receives hosannas.

Osgood Perkins performs in his usual clipped, clear-cut and excellent style as Jake, while G. Albert Smith is nicely effective as Tex. Among the many others standing out are Margaret Perry, John Boruff, Joseph Downing, Chester Clute, John Huntington and Allan Hale. Such well-known players as Walter N. Graza and Ben Starkie appear in minor roles; Starkie, incidentally, does an excellent bit, minus his usual hysteria, and Graza, of course, is excellent.

*Ceiling Zero* has everything that an action comedy-drama should have—except action. EUGENE BURR.

PARK

(Formerly Cosmopolitan)

Beginning Friday Evening, April 5, 1934.

POTASH AND PERLMUTTER (Revised)

Revival of the comedy by Montague Glass and Charles Klein, with Robert Leonard and Arthur S. Ross featured. Settings by Karl Amend. Staged by Robert Leonard. Presented by United Players, Inc.

Miss Cohen, Stenographer... Nancy Evans  
Boris Andrieff, Bookkeeper... Waldo Edwards  
Expressman... Frank Jaquet  
Partners in the Firm of Potash and Perlmutter: Abe Potash... Arthur S. Ross  
Maxwell Perlmutter... Robert Leonard  
Miss Nelson, Model... Ethel Harris  
Mozart Rabiner, Salesman... Frank Allworth  
Henry D. Feldman, Solicitor... Walter Fanner  
Ruth Goldman, Designer... Betty Hanna  
Marks Pasinsky, Buyer... Joseph K. Watson  
Models:  
Miss O'Brien... Paula Denning  
Miss Levin... Gaila Wetson  
Irma Potash, Abe's Daughter... Sylvia Leigh  
United States Deputy Marshals:  
Ferguson... Milano Tilden  
Farrell... Harry Esbach  
Mrs. Potash, Abe's Wife... Bertha Walden  
A Gentleman... Louis Morrell  
Steuerman, Capitalist... Sam Sidman  
Senator Murphy, Politician... Willard Dashiell  
Katie, Maid... Hazel Drury  
Time: Spring.  
ACT I—Establishment of Potash and Perlmutter, Division Street, New York City. ACT II—Potash and Perlmutter's New Establishment, Seventh Avenue, New York. Three Week Later. ACT III—The Potash Home in Washington Heights, New York. Next Day.

Advertised curtain time—8:40.  
Curtain rose at showing caught—9.

This revival of the A. H. Woods smash hit of years gone by has also opened up the dark Cosmopolitan Theater. Altho the theater, renamed the Park, has been a jinx for several ventures, it should not handicap this show much. Those who want to see it will probably not stay away because of the theater being off the beaten path. The \$2.75 top, with other seats selling as low as 40 cents, should help bring in trade, altho the show is not being advertised extensively. As for the show itself, it is still a thoroughly amusing comedy. Charles Klein's adaptation of Montague Glass' stories is still packed with laughs. It is true that the dialect creak-and-sulter theme has been done to death in recent years, but the story of the two partners struggling to keep their small business alive still has a great appeal.

The cast, which includes some old-timers, is adequate, but it could have been better. The leads, Robert Leonard (as Perlmutter) and Arthur S. Ross (as Potash) are fine, altho Leonard got more out of his lines than Ross did at this showing. Leonard played Perlmutter in the original London production back in 1914, while Ross did Potash as far back as 1915.

Joseph K. Watson, who is interested financially in the show, does very well as the breezy Pasinsky, the buyer. Betty Hanna, who has been in a couple of Broadway productions, makes a fine impression as Ruth Goldman, the designer. Sam Sidman, the old star, did Steuerman, the capitalist, with the proper re-

BROADWAY RUNS

Performances to April 18, Inclusive.

Dramatic	Opened	Perf.
Accept on Youth (Plymouth)	Dec. 25	131
A Wake and Sing! (Belasco)	Feb. 19	63
Bishop (Mineshaft, The)	Feb. 20	62
Black Hit (Civic Rep)	Mar. 20	30
Callings Zero (Music Box)	Apr. 10	6
Children Lost (The)	Nov. 20	178
(Elliott)	Apr. 1	16
Dominant Sex, The (Cort)	Jan. 21	96
Escape Me Never! (Shubert)	Jan. 15	105
Flowers of the Forest (Belasco)	Apr. 8	8
Green Pastures, The (returns)	Feb. 26	55
engage.) (44th Street)	Jan. 14	105
Laborum Grove (Maquet)	Jan. 28	20
Lady of Letters (Mans)	Jan. 7	114
Old Maid, The (Empire)	Oct. 17	313
Personal Appearance (Henry Miller's)	Mar. 4	48
Petticoat Forest (Bilt)	Jan. 7	111
Retired Foe, The (Broadhurst)	Dec. 4	154
Post and (Ambassador)	Apr. 5	11
Potash and Perlmutter (revival) (Park)	Apr. 3	16
Sinner's, Sonella Ota, solo (Booth)	Jan. 60	87
Three Men on a Horse (Playhouse)	Mar. 28	23
Time With 1 Day (and Waiting for Lefty (double bill) (Longacre)	Dec. 4	593
Tombs, Board (Parsons)	Mar. 25	34
Woman of the Soil, A (49th St.)	Nov. 21	168
Anything Goes (Alvin)	Sept. 23	233
Great Waltz, The (Center)	Nov. 28	142
Berengé With Music (New Amsterdam)	Dec. 27	134
Thumb Up (St. James)		

serve. Walter Fenner makes a breezy and thoroughly credible Feldman. The rest of the cast is fair.

If the show can hold on it should be able to iron out the few dull moments which are more the result of the acting and direction than the script. PAUL DENIS.

MARTIN BECK

Beginning Monday Evening, April 8, 1935.

FLOWERS OF THE FOREST

A play by John van Druten. Staged by Auriol Lee. Settings designed by Jo Mielziner, built by T. B. MacDonald Construction Company, and painted by Bergman Shuck. Production under the supervision of Guthrie McClintic. Presented by Katharine Cornell.

Beryl Hodgson... Brenda Forbes  
Naomi Jacklin... Katharine Cornell  
Lewis Jacklin... Moffat Johnston  
Matheson... Arthur Chatterton  
Mrs. Etta... Margalo Gilmore  
Leonard Dobie... Burgess Meredith  
Mrs. Huntbach... Leslie Bingham  
Thomas Lindsay... John Emery  
Richard Newton-Claire... Hugh Williams  
Rev. Percy Huntbach... Charles Waldron  
Mrs. Etta... Alice Selwyn Cliffe  
ACT I—The Jacklin House in Bloomsbury, England. Today—Late Afternoon. ACT II—Scene 1: The Vicarage in Sussex, England. October, 1914. Scene 2: The Same. October, 1916. ACT III—The Same as Act I. The Same Evening as in Act I.

Advertised curtain time—8:30.  
Curtain rose at showing caught—8:53.

When the second-act curtain falls on John van Druten's *Flowers of the Forest* (which Katharine Cornell brought to the Martin Beck Theater Monday night) it is possible for the play to develop into anything—or nothing. If, in its third act, it might somehow manage to top the intense and vital dramatics that constitute the body of Mr. van Druten's splendid plea against war, it would shape up as one of the finest and most powerful dramas of seasons. If, on the other hand, the third act should indicate collapse, the play would fall to pieces with it.

Unfortunately (just how unfortunately only those who sat spellbound before the power and beauty of the first two acts can say) the latter course is taken. Mr. van Druten, it appears, has proclaimed his message; no more remains; and the evident effort is to finish the evening as best it may be done. To that end, staid, phony and cheaply theatrical overtones from the other world are rung in, and Mr. van Druten even indicates (unintentionally, one hopes) that he is propagandizing against disease as well as war. Losing fights may be glorious only when the objective is within the realm of possibility, no matter how remote.

In those first two acts, however, Mr.

van Druten shows the left-wing boys the ABC's of propaganda playwrighting. *Flowers of the Forest* is an impassioned and compelling plea against the horror, insanity and nauseating evil of war. And yet its plea arises naturally, forcefully and inevitably from the very body of the play. Never, as in the case of our recent left-wing Shakespeares, does the play seem merely a framework on which to hang the fluttering flags of argument.

Its plot-terms are simple. Naomi Jacklin, happily married, is caused by one thing or another to think back 20 years to the poet-soldier-lover who lived and died in the days of the Great Holocaust. She re-lives the time of his setting off for war, filled with a sublimated and purified essence of the ideals that governments manufactured for the storm-tossed human herds. Tommy, her sister's fiancé, sees clearly the horror and uselessness of such organized murder, but continues with what he terms a loathsome duty none the less. Yet Naomi's sister breaks with him, merely because he fails to share the slenzy aboriginal aims that have been pumped into the minds of the people.

And Naomi re-lives, too, the horrible time, two years later, when Dick, her poet, came home on leave, disillusioned, bitter and broken, raving fiercely that he would kill a son of his rather than bring him up for the meaningless horror of life and war. Naomi at the time was carrying his child; she had it killed before birth, as Dick went back to France and death.

Returning to the present in its third act, the play might have traveled anywhere. But Mr. van Druten, having said his say and written his drama, turns merely to a supernatural delivery of Dick's last message, from the lips of a young and partly crazed genius who is dying of tuberculosis. That last act offers nothing—nothing, that is, except a chance for Burgess Meredith to give the finest performance of the season as the dying dreamer.

With so fine a start, the final collapse seems a pity—and all the more a pity in view of Miss Cornell's careful and excellent production, the fine cast she has assembled and her own outstanding work as Naomi. It is a powerful, fluent and hugely effective performance, one that lends dignity and strength to the better sections of Mr. van Druten's play. And it is ably seconded by the work of Moffat Johnston. Leslie Bingham and Charles Waldron. John Emery is outstanding as the intelligent Tommy, giving a moving and splendid performance from every point of view, and even the bits are finely handled.

As for the performance of Meredith as the tubercular young genius, it was a rare and flawless thing, powerful, affecting and tremendous, one of those performances for which the theater waits (sometimes for many years) and which furnish the stage with one of its chief reasons for being.

The title, the program obligingly states, is taken from two lines of Jane Elliott's *Lament for Flodden*: "The Flowers of the Forest, that fought aye the foremost, The prime of our land, lie cauld in the clay."

It would, it seems, have been far more effective to use the single line: "The Flowers of the Forest are a' wae awa'." EUGENE BURR.

Alviene SCHOOL OF THE Theatre

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# Monogram Changes Name to Republic and Goes National

**Additional capital will raise budget on new pictures—schedule calls for 26 features and 16 Westerns—new setup will cover entire country with own exchanges**

NEW YORK, April 13.—W. Ray Johnston, president of Monogram Pictures Corporation, announced Friday that Trem Carr, vice-president of Monogram, and Johnston's business associate for many years, and himself had formed Republic Pictures Corporation, a new national producing and distributing organization. Contracts are or will be closed with all Monogram affiliated exchange units to merge into the new national organization and 33 exchanges in the United States are under contract and will be taken over as rapidly as possible. The new distributing organization, known as Republic Pictures Corporation, is headed by W. Ray Johnston as president, Trem Carr as vice-president and J. P. Friedhoff as secretary and treasurer. Edward A. Golden will join the new organization as sales manager and Edward Finney will direct the advertising and publicity department of the new company.

Republic Productions, Inc., wholly owned by Republic Pictures Corporation, has been organized to handle the production of the pictures, which will be produced at the Pathe Studios in Culver City, the present Monogram production personnel being maintained in its entirety. Robert E. Welsh will be executive producer; Herman Schlom, production manager; Ernie Hickson, technical director; Lindsey Parsons, West Coast publicity director, and Billy Leyer, editor-in-chief of Republic's house organ, *The Co-Operator*.

The new production and distribution corporation, in addition to its combined resources of 33 exchange organizations and the present distributing organization, \$2,000,000 in new capital is being added for production purposes, giving the company sufficient capital to carry on its activities.

One of the first expansion moves will be the increasing of the present Monogram program under the new organization to 26 feature productions at a much higher negative cost and 16 Westerns, 8 of which will star John Wayne. Additional product will be made and distributed from time to time.

An advisory committee, consisting of W. Ray Johnston, Trem Carr, Norton V. Ritchey, Herman Riskin, of Boston; O. C. Ezell, of Dallas; Irving Mandel, of Chicago; Arthur C. Bromberg, of Atlanta; J. E. Jossey, of Cleveland, and Floyd St. John, of San Francisco, will plan and direct the policies of the new organization.

Another company, called Republic International Corporation, has been formed, with Norton V. Ritchey as president, W. Ray Johnston as vice-president and J. V. Ritchey as secretary and treasurer. This company will handle the foreign activities of the new Republic organization, maintaining agencies in London, Paris, Buenos Aires and the Far East.

## Wisconsin Indies Are For Pettengill Bill

MILWAUKEE, Wis., April 13.—The board of directors of the Independent Theaters Protective Association of Wisconsin has voted to pledge the organization's support to Abram Myers, general counsel for Allied, in his appearance on hearings on the Pettengill bill and also on hearings of the Senate finance committee in its investigation work on monopolies, etc. The association has gone on record as endorsing the Pettengill bill.

The organization plans to send a strong delegation to Madison on April 17 to appear against the Carow bill, which would assess a 4 per cent tax on the gross receipts of all theaters in the State.

## Delaware Independents Fight Dog Racing Bill

DOVER, Del., April 13.—A. Joseph DeFlore, of Wilmington, president of the Independent Motion Picture Theater Owners' Association of Delaware and the Eastern Shore of Maryland; A. J. Vanni, of Philadelphia, zone manager, including Delaware for Warner Brothers' theaters and other Delaware theater men, (See DELAWARE on page 34)

## SRO

NEW YORK, April 13.—Cashing in on the publicity given "Black Fury" by censor trouble, the picture opened at the Strand Wednesday in the teeth of a howling rain and wind storm, with a long line of standees. At 11:30 the SRO sign was dusted off and hung up. It looks as tho this picture will topple some of the high records established by this theater. In addition to front-page publicity in all the dailies, Charlie Einfeld brought radio into play and the picture got the biggest sendoff of any feature in months.

## Chi Grievance Board Settles Several Cases

CHICAGO, April 13.—Several cases were disposed of at the meeting this week of the Grievance Board of the local Code Authority. The Roxy, Mishawaka, Ind., had a case up against the North-side and Temple theaters in the same town, and all distributors, charging overbuying and coercion on the part of the film exchanges. Representatives of the exchanges were on hand, but as they were not the ones whom the Roxy management claimed had threatened them the case was postponed until the next meeting of the board when the salesmen of the companies will be present.

On the Roxy vs. Temple case in regard to the Temple charging reduced admissions, they were ordered to cease and desist. The Indiana, South Bend, complained that the Armo, South Bend, was using reduced admissions by way of Screeno, Lottery Nights and cash prizes. A cease and desist order was issued to be effective only if the complainant also stops the practice.

Due to a technical oversight, the stop service order issued by the board against the Peru, Peru, Ill., which was to have become effective April 6, is not being enforced. Order was improperly filed against E. E. Alger and not against the Alger Amusement Corporation as it should have been. The Great States Circuit, which is the complainant, has made application that the Alger Amusement Corporation be made a correspondent to the proceedings. This case will again come up at the next Grievance Board meeting.

## Gallup Heads AMPA Ticket; Leonard VP

NEW YORK, April 13.—Bruce Gallup, director of advertising and publicity for Columbia, has been named to head the ticket for president of the Associated Motion Picture Advertisers by the nominating committee.

The remainder of the ticket includes Charles Leonard, vice-president; Alex Gottlieb, secretary; Martin Starr, treasurer. The board of governors consists of Paul Benjamin, William Ferguson, Vincent Trotta, Gordon White and Marvin Kirsch. Trustees for three years is David Davidson.

The auditing committee will be Al Sherman, Ralph Lund and Rodney Bush. Rutgers Neilson will be national counselor to the U. S. Chamber of Commerce.

CHICAGO, April 13.—Eddie Grossman, for the past two years manager of the local Warner film exchange, has been succeeded by James Winn, who was Warner's St. Louis manager. Winn was succeeded at St. Louis by Hal Walsh, former assistant manager there.

## Baseball Lottery Stirs Syracuse Exhibitors

SYRACUSE, April 13.—Syracuse Theater Managers' Association has declared war on an apparent official favoritism which would allow Syracuse Chiefs baseball club to operate a form of lottery while theaters are forbidden to do likewise.

Bill Tubbert, of Keith's; E. H. McBride, Loew's, and Gus Lampe, Eckel, called on District Attorney W. C. Martin and demanded ruling from him on Chiefs' plan. They had no kick against it, but asserted if it is allowed theaters will follow suit. Martin said he was still studying the plan, but Chiefs' officials have already advertised it.

Scheme is to pass out coupons to be signed and returned by public. Drawings to be held each day for \$200 prize, provided holder of ticket reaches office within five minutes of announcement. If claimant is late, money doubles next day, and if not claimed again, keeps accumulating until \$3,000 limit is reached.

Theater managers believe variation of plan might pep up showgoers.

## California Kills Two Picture Tax Measures

SACRAMENTO, April 13.—Two tax bills aimed at the motion picture industry were killed in the California Legislature this week. The Laughlin Bill, proposing to raise \$10,000,000 by imposing a tax of 1/4 cent per foot, was killed by the taxation committee. Assemblyman Morgan announced that he would drop his one-cent-a-foot measure introduced earlier in the session.

Assemblyman Laughlin, of Los Angeles, assailed statements that his proposed tax would drive the picture industry out of the State.

"I don't believe that," he said, "because they haven't any place to go. California can do without the motion picture business but they can't do without California."

Louis Mayer, production head of Metro, threatened to move his studio and became the target of Assemblyman Voight, of Los Angeles.

"I know I speak for the people of my district, at least," he said, "when I say we can well afford to get along without Louis Mayer. I hope this bill passes and that Mayer is a man of his word and does move out of the State of California."

## New Jersey Indies Sue Majors For Million; Charge Conspiracy

NEWARK, N. J., April 13.—Charging conspiracy to monopolize and restrain interstate trade and commerce, the Ledirk Amusement Company, operator of the Palace Theater, Orange, and the Strand Theater Operating Company have entered suit against the major distributors and seek damages amounting to \$1,000,000.

Those named in the suit are Warner Bros., First National, Paramount, Radio Corporation of America and subsidiaries, Columbia Pictures, United Artists and Fox Films.

In the complaint filed by Isreal Green the plaintiffs charge that the defendants, acting in concert, have en-

gaged unlawfully in a conspiracy to monopolize and restrain said interstate trade and commerce and also to substantially lessen trade and commerce in motion picture films.

Green said he planned to send copies of both suits to Attorney-General Cummings and to suggest criminal prosecution against the defendants for violation of the anti-trust laws.

The suit will be watched with great interest by exhibitors thruout the State, and it is likely that when the case comes up many indie theater owners will be called upon to testify for the plaintiffs.

## Michigan Showing Renewed Activity

DETROIT, April 13.—Reopening five theaters in Michigan was reported this week by the Detroit Film Board of Trade in one of the most optimistic reports issued this year. One house in Detroit, the Art, is being reopened by Benjamin Zimmer, but the rest are all up-State theaters.

At Grand Rapids Walter W. Fisher is opening the Park, formerly reported planned for reopening by R. H. Anderson. A. M. Kerr is reopening the Brooklyn Theater at Brooklyn, formerly in the hands of R. E. Donaldson, and William Westhauser is reopening the Slyn Theater at Sawyer. At Williamston the Star Theater, formerly owned by Abbott Bowers, is being reopened under the name of the Gem. Horace Hardy is the new owner.

Joseph Pinnell is opening the Cozy Theater at Decatur after completing enlarging the house. New walls have been constructed to increase size of the building proper.

A new theater was definitely announced for opening October 15 on the west side of Detroit by Ben and Lou Cohen, circuit owners. It will be the Rio Theater, operated by the Barry Theater Corporation. Seating capacity will be 1,400.

Renewed theater activity was also indicated by four transfers within the week. Richard Spangle, former Milan operator, took over the Capitol Theater at Utica from Otto C. Vogel, who plans to leave for the South. Roy Hanson, formerly connected with the Liberty Theater at Benton Harbor, is acquiring the Colon Theater at Colon from Frederick Jacobs.

In Detroit two cast side houses changed hands. The Plaza was taken over by Thomas D. Moule, formerly circuit manager for Public houses here, from Julius Fischer. Ben R. Zabowky, former owner of the Savoy Theater, took it back from Wade Allen, operating as the Castle Amusement Company. At the same time Saul Kormer announced plans to take over sole interest in the Medbury Theater from his partner, Sam Lefkowsky.

## Pittsburgh District Ignoring Pix Code

PITTSBURGH, April 13.—The motion picture code is losing ground here as witnessed by the old-time competitive methods again practiced by local exhibitors and by the fewer charges filed with the local grievance board.

Cash prize nights, giveaways, "Screeno" nights, free candy to children, sudden price cuts and other methods ruled unfair by the code are rapidly spreading in neighborhood houses here and in surrounding towns.

In the smaller towns, in particular, exhibitors have been known to slash their box-office scales almost semi-weekly. Two major pictures are being offered for 10c admission while the competitor across the street is struggling with a single feature at a 25c top. Hence, he is forced to introduce "free" nights to draw the patrons.

The Roosevelt spends \$20 in cash nightly four nights a week during its "cash prize" nights. Prizes go in \$2 bills which are distributed to holders of lucky coupons. The Granada instituted similar prize nights to keep its customers.

The Elite coaxes the kids with free candy to which their 10c ticket entitles them while competitive houses have been known to admit kids for 5c.

Among the worst price-cutting towns is Kittanning, Pa., where operators watch each other's scales before each day's opening. One can never tell whether his show will cost him 10c, 15c or the 25c which he has been accustomed to paying.

## Nebraska Tax Killed

LINCOLN, Neb., April 13.—Killing the proposed 2 per cent sales tax measure, which would hit at theater admissions, the Nebraska Legislature put to rout the second measure attacking films. Vote was 58 to 25, climaxing a stormy session which occupied the attention of the House. Two bills, one asking for a two-man booth and the other a graduating circuit sales tax, still remain intact in committee rooms, altho passage is doubtful. The solons recently killed the 10 per cent rental tax which was to be imposed on distributors.

THEATER GROSSES HARD HIT BY STORMS, POOR PRODUCT

Dear Ed

NEW YORK, April 13.—Business was slightly below average in the key spots this week. In the Midwest the dust storms have caused business to come to a complete halt. In Southern sections floods and tornadoes have put a crimp in the picture grosses.

New price wars and giveaways are waging throughout the country and it looks as tho the situation had gotten out of hand. In most sections it is believed that the Code Authority cannot control the battle and competition is becoming so keen that there is no means of determining just how far the fight will go. Affiliated as well as independent houses are taking it on the chin.

New York

No outstanding pictures on the Big Street. Grosses were below average in practically every first-run house. Next week's lineup does not look particularly good. Mississippi, scheduled for the Paramount, looks like the most promising grosser. Neighborhoods suffered a skid in box-office takes and don't look for any improvement until after Holy Week.

Chicago

Below average grosses were the rule in the Loop this week. Bad weather coupled with mediocre pictures kept the fans from the theaters in droves. Pictures skidded for next week do not look so hot. Many exhibs are holding back their best stuff until after Holy Week.

Philadelphia

Little change in grosses here this week over last. No sign of a break in the price war. Neighborhoods have been doing fairly well, but the dc luxers have been taking it on the chin for weeks. Few good pictures in sight and theater owners are becoming a little pessimistic over the outlook.

Lincoln

It's all Roberta this week at the Stuart, it replacing Good Fairy at the end of six days when the latter lost pace and will stay eight as strong as onions. Will be the best grosser in two months. The Lincoln also pruned out Vanessa after a half-dozen suns and set in West Point of the Air for eight and it's carrying a favorably keeled gross so far and will justify the play. The Orpheum was a whiz over the week-end with Straight From the Heart, bolstered by the Chicago Follies on the stage, and the following four days' double bill of Mystery of Edwin Drood and Lottery Lover is gaining attention. The Varsity, dual house, is finding the going tough as usual with Fugitive Lady and Symphony of Living. House hasn't had a winning week since the last session of Broadway Bill, three months back.

Fort Wayne

Since the new law of Sunday closing night clubs, beer parlors and also resorts

...serving liquors of an intoxicating nature, the local theaters have greatly profited. On the first Sunday when the law was put into effect here, the theaters were packed throughout the afternoons and in the evenings, the lobbies were jammed until nearly midnight.

Lines of patrons could be seen waiting in front of the Embold, Paramount, Jefferson, Palace and Rialto theaters. Fort Wayne's largest houses. Neighborhood theaters also came in for their share of the receipts. Oldtimers stated that there were more people on the streets of the business section of the city than for over 20 years on last Sunday night.

Boston

Mid-Lenten season and the reaction to the week of grand opera which always hurts has put business down everywhere for the week. The only exceptions to the slump are the two RKO houses, the RKO-Boston and Keith's Memorial, which seem to be drawing what fire of public approval there is still burning. At RKO-Boston Roberta goes into a second week, this making the fifth, counting its three previous at Keith's Memorial, and, incidentally, one of the few repeats for the Boston. The whole stage show of vaudeville will be held over. Leslie Howard in The Scarlet Pimpernel, going from a slow start, will go into a second week at Keith's Memorial.

Pittsburgh

Business has been average this week, which is considered great in face of the approaching Holy Week. Mary Brian's personal appearance at the Harris-Alvin helped Transient Lady to a busy week, and Claudette Colbert, in Private Worlds, at the Stanley, attracted her Imitation of Life fans. The Penn, with The Wedding Night, and the Fulton, with Night Life of the Gods, have been holding their own. Average business is also reported from neighborhood houses.

Providence

With Holy Week on the horizon first-run theaters here have no great occasion for walling over poor business due to Lent. This week finds Loew's State getting around 250 per cent of usual business with Naughty Marietta, featuring Nelson Eddy, a home-town lad, who made good. Pays will also hit that per cent mark with a swell stage unit in Palais Royale supper club revue. Strand will do double its usual business with Mississippi, and Majestic will also average around that mark with White's 1935 Scandals. RKO-Albee will do just an average week with Roberta, but decided to hold that film for a third week in a last-minute change after Laddie had been plugged heavily in advertising campaign. Laddie was only used at Friday performances and Saturday matinee; Roberta going back as soon as a print arrived from New York.

ED KUYKENDALL, president of the Motion Picture Theater Owners of America, in a bulletin issued by his organization states that should the Pettengill Bill calling for the abolition of block booking be passed it will hurt the small theater owner.

Ed believes that 20 per cent cancellation rights would be just dandy and would eliminate the necessity of killing block bookings. Inasmuch as Ed's organization is dominated by Mays members, we can understand his great concern.

The MPTOA leader says should the Pettengill Bill pass, it will double the cost of film rentals. It would do nothing of the kind for the simple reason that the independent exhibitors would refuse to buy, and affiliated houses alone cannot pay the freight on films.

He further intimates that the bill is being sponsored by "professional reformers." These so-called reformers are civic bodies, church leaders, educators and individuals interested in the welfare of children. The old cry of "professional reformers" has long since lost its power and it's about time to discard it.

The bulletin also claims that if block booking becomes illegal it will result in mediocre product. Just how this is arrived at we fail to understand. The elimination of block booking will cause greater competition, therefore better product. If a producer finds he cannot sell lemons he will finally learn to make salable films.

Under existing conditions the distributors would no doubt agree to the 20 per cent cancellation. If it worked as does the 10 per cent rights, the exhibitor would be just where he now stands. Under the present 10 per cent privilege, the exhibitor has not been permitted to exercise his rights. We would like to see one single exhibitor who has been permitted to cancel 10 per cent of his contracted pictures. We would even like to get a look at anyone who has been permitted to cancel 5 per cent.

The cancellation clause as it stands means absolutely nothing. It is just another empty promise of the distributors and is tied up with so many exceptions that the exhibitor can get nowhere. It wasn't written to be obeyed by distributors, and any exhibitor who has tried to get relief under the clause knows very well the situation.

We can understand the distributors' lack of enthusiasm for the Pettengill Bill. It would mean that the producers would be relieved of their "take it or leave it" attitude and would put the independent theater owner in a position to buy product as he sees fit. It would hurt the affiliated houses which would have to take its own product, good or bad, while the independent could shop for box-office features.

There has never been a time when the public has been back of the independent theater owner as now. If the anti-block booking bill does not pass this session, many Congressmen are going to have a lot of explaining to do back home, and it is almost a foregone conclusion that a bill will be passed at this or the next session of Congress.

We feel that practically every member of Ed's organization, with the exception of affiliated members, is in favor of the abolition of block booking, and that the bulletin with its plaintive note will go unheeded.

Len Morgan.

ized capital stock is 10 shares, no par value. Fred W. Crockett, of Waterbury, Conn., is president of the new corporation.

Wilder Amusements, Inc., of Norfolk, Va., has been chartered to operate an amusement business. Authorized capital stock is 500 shares without par value. William S. Wilder, of Norfolk, is president.

The Community Theaters in San Antonio are running double and single films, while the Palace Theater, same city, is showing first and second-run pictures, which is also the new policy at the Empire Theater in the Alamo City.

Denton Theaters, a Knoxville corporation, is building a new house in Lenoir City, Tenn. The theater, which has not been named, will seat around 450 and will open about May 6.

R. B. Wilby Company has switched managers at the Riviera Theater, Knoxville, and the Rialto in Chattanooga. Ernest P. Aiken, Knoxville manager, has taken the Chattanooga house, and Dick Samuels, former Rialto manager, has gone to the Riviera in Knoxville.

Blatt Bros., operating Rex Theater, Coory, Pa., have leased the moving picture theater at Youngsville, Pa. They

will take possession July 1. This is the ninth theater in the Blatt chain of movie houses.

A new open-air theater has been opened in Artesian Park, Corpus Christi, Tex. The project cost \$4,000. Night floodlights have been installed.

Milwaukee Exhibitors Want Five-Cent Tilt

MILWAUKEE, Wis., April 13.—Efforts are being made by the Milwaukee County members of the Independent Theaters' Protective Association of Wisconsin to effect an admission price boost here of at least five cents.

The association has already petitioned the code authority to permit the operation of the 1933-'34 clearance schedule with several amendments, which would offer preferred clearance to those houses in a zone charging the higher admission prices.

It has now appointed a committee to draft a plan for increasing admissions and eliminating premiums of all kinds. This committee, which consists of Charles Washicheck, E. K. Fischer, Ross Baldwin, Ernest Langemack, all independent exhibitors, and James Keefe, of the Saxe Amusement Management, Inc., is seeking the co-operation of the Fox and Warner Bros.' circuits here in its efforts to hoist admission prices.

PERSONALS

C. G. Harryman, of Harlingen, Tex., former theater chain operator in Kansas and Oklahoma, has let the contract for remodeling of the Wilcox Building in Edinburg, Tex., and will install complete sound equipment. The new theater will be completely air-conditioned and will open at an early date, it was stated.

Mrs. Velma Montague, who has operated the Valley Theater in Edinburg, Tex., for the last eight years, this week announced plans for the construction of a new two-story theater building near the center of the business district.

John E. Flynn, divisional manager of MOM in Detroit, is leaving for a tour of the territory. He is giving a speech

before the Dayton Rotary Club on April 23 on the complete story and technique of motion picture production from script to exhibition.

William Weis, who has been assistant manager at Loew's State, St. Louis, for the past three months, was transferred to Loew's State Theater in Columbus, O., to serve in the same capacity there. Edward Richardson was transferred from Akron, O., to fill the vacancy left by the departure of Weis.

Ben Batten, formerly at the Fox Theater, St. Louis, was appointed assistant manager at the Ambassador Theater several weeks ago.

J. W. Griffin, proprietor of a motion picture theater at York, S. O., for the past two years, has purchased the Romina Theater at Forest City, N. O., and will take over the management at once. He will continue to operate his York Theater, however, with Mrs. Griffin in active charge.

National Amusement Corporation, of Danville, Va., has been chartered to conduct an amusement business. Author-

THEATRE EQUIPMENT NEW & USED... MOVIE SUPPLY COMPANY 541 S. WABASH AVE. CHICAGO, ILL.

Table with 2 columns: Film Title and Issue/Status. Includes titles like Vanessa (MCM), Star of Midnight (RKO), Princess O'Hara (MGM), My Heart is Calling (CB), Four Hours to Kill (Paramount), Black Fury (WB), Capitol, Music Hall, Rialto, Roxy, Paramount, Strand, etc.

FROM THE BOX-OFFICE POINT OF VIEW

"The Great Waltz"

(TOM ARNOLD)

Westminster, New York  
Time—64 minutes.

The theme of this picture is the adventures in the life of Johann Strauss in his efforts to gain recognition for his musical compositions and has been done time and again. This version comes from England and has little to recommend it except the beautiful Strauss waltzes.

The vehicle is a bit creaky and is not up to the directorial standards of Alfred Hitchcock, who has given us some of the best pictures to come out of England.

Were it not for the beautiful music the picture would have nothing to recommend it.

The picture may go over in those sections where music lovers are numerous enough to carry the freight. In those places where humor, melodrama or action are in demand it will not stand up.  
Morgan.

"Four Hours To Kill"

(PARAMOUNT)

Paramount, New York  
Time—70 minutes.  
Release Date—April 26.

Paramount has turned out a fast-moving picture in *Four Hours To Kill*, in which Richard Barthelmess is shown in one of his best roles in a long time.

The picture is that of an escaped convict being returned to prison for hanging. He escapes from his guard in a theater and ends up by killing the man who betrayed him to the police and is in turn killed by detectives.

The story concerns the mixups in the lives of several people and there is never a moment when the action is not furiously paced. Although it has the gangster element, it is not primarily a gangster

picture. It is straight melodrama that will keep any audience on edge from the first flicker to the final fadeout.

In the cast with Barthelmess are Gertrude Michael, Joe Morrison, Helen Mack, Roscoe Karns and Charles Wilson.

This one should please any type of audience except the youngsters.  
Morgan.

"Mister Dynamite"

(UNIVERSAL)

Previewed at Pantages, Hollywood, Calif.  
Time—69 minutes.  
Release Date—April 8.

Give Edmund Lowe and Jean Dixon a free rein and this wisecracking duo will set a few box-office records of their own, judging from the positive hit they score in Universal's laugh-producing mystery comedy, *Mister Dynamite*, directed by Alan Crosland. This sparkling film, with never a dull moment, should be good for heavy returns wherever screened.

As a former police detective whose smooth operations make him unwelcome by authorities, Lowe comes thru with a gag a minute in solving three murders which the district attorney tries to pin on a well-known gambler, Jean Dixon, as his secretary, pairs up excellently thru the clever dialogue provided in the script by Doris Malloy and Harry Clark from Dashiell Hammett's original story.

The Lowe-Dixon team, bounced out of a small town, head for San Francisco to unravel the murder of a youth who had broken the bank in a gambling casino there. Calling at the home of Dvorjak, a concert pianist, played by Victor Varconi, they arrive as he is shot dead in the presence of the gambler's daughter, a role portrayed by the new Universal contract player, Verna Hillie. Subsequent murder of Dvorjak's male secretary casts further suspicion on the gambler until Lowe's startling and timely deductions reveal a gun planted in Dvorjak's organ mechanism and

Esther Ralston, Dvorjak's wife, as the plotter.

Lowe, effectively built up thru the work of his supporting cast, carries the show from start to finish with a performance that is more polished than the type which originally lifted him to wisecracking fame. He comes just close enough to the shady side to be interesting, yet is straight enough to gain the full approval of those guardians of the public morals who frown upon underworld heroes. With the assistance of Jean Dixon, he develops catchy humor well suited to any type of audience which enjoys smart comedy first and mystery in the background.

Esther Ralston delivers some good work in the few scenes in which she appears, but one hit, where she swoons at the sight of the body of her husband's secretary, falls flat.

Crosland's directing results in excellent tempo, and photography by George Robinson is good.  
Blackford.

"Brewster's Millions"

(UNITED ARTISTS)

Rivoli, New York  
Time—86 minutes.  
Release Date—May 20.

Every adult is familiar with the Geo. McCutcheon novel, *Brewster's Millions*. It toured the country for years as a legit play and has been made in pictures several times. This time it comes from England in a musical version with Jack Buchanan and Lily Damita in the leading roles.

The feature is elaborately staged and in spots very funny, but there is the British inclination to let it drag. In several scenes, especially the fiesta, it becomes decidedly boring. There are many dance scenes that are handled well and look like Hollywood staging.

Buchanan, as Brewster, who must spend a million and a half dollars in six

months, handles his part well and gets the most out of his lines and situations. Lily Damita is well cast as the gold-digging chorus girl. The remainder of the cast get by in good shape.

As a musical the picture stacks up well with the average American film of this type. At times it looks as tho it was going to be a knockout, but usually slows up just after hitting its stride. The humor is of the obvious variety.

If your audiences like musicals *Brewster's Millions* will not disappoint.  
Morgan.

"Spring Tonic"

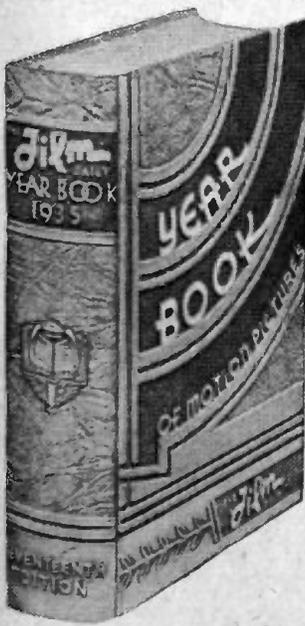
(FOX)

Previewed at the California, Huntington Park, Calif.  
Time—56 minutes.  
Release Date—March 15.

A competent cast is wasted on this picture, which will prove to be anything but a spring tonic to your box office. What might have been a spappy program comedy has turned out to be a lemon in six reels, with only a laugh now and then.

Story has Claire Trevor leaving her husband, Lew Ayres, on their wedding night when Ayres tires her with his mannerisms. Taking a servant, she finds a dilapidated old hotel, where she runs onto Mitchell and Durant, a couple of bootleggers; Walter King, husband of a wild animal trainer, Tala Birell; Jack Haley, a newspaper reporter, and Siegfried Rumann. A tiger escapes and places the entire hotel in a state of confusion. Lots of quick acrobatics and fancy escape acts are staged, until in the end Miss Birell shows the gang that the tiger is one of her trained animals and responds quickly to a whip. Ayres then walks in on the scene, cracks his little whip, and the flitting wife, Miss

(See FROM THE BOX on page 28)



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## Eltch Season Begins June 23

DENVER, April 13. — Eltch Theater will open for an 11-week season of stock June 23. *Accent on Youth* will be the opener, and at least one revival is planned by Manager Arnold B. Gurtler, who has just returned from New York, where he signed the cast. Additional plays will be contracted for later. Gurtler hopes to be able to present only plays that have been successful in New York the past winter.

Addison Pitt will return again to direct, and Roy Roberts and Nancy Eberidan will carry the leads. The supporting cast will be Millicent Hanley, who is returning; Romaine Callender, Adrian Marden, Eric Woolencott, William J. Kelly, Harland Briggs and Edith Gresham.

Gurtler is enthusiastic over this year's prospects. The business at the Eltch Theater has been on the upgrade the past two years, and last year several sellouts were registered. As many as seven sellouts were made in one week.

## Billroy Show Briefs

ALBANY, Ga., April 13.—The 1935 season got off to a great start. What a show Manager Wehle has jammed together this year. Did it click? That's putting it mildly. It's far the best I have seen on here in nine seasons.

Not a dull moment from the opening chorus until the tear down, and Walter Bowker had 'em all stepping high, wide and handsome to keep it moving fast. Marion Roberts, who produced the chorus numbers and designed the wardrobe, deserves lots of credit.

Valdosta gave us a grand opening, and Billy Wehle is sold on the town for winter quarters. Cairo, for Saturday, was good, which is out of the ordinary. I just can't praise the show enough. You'll have to see it to appreciate it.

Beth Davis has "gone and did" it. She has become the bride of Eric Barthel, our congenial sax player.

Mr. and Mrs. Ed Butler (Cora Mae Davis) just arrived from Clewiston, Fla., to spend a few days with the show.

I will leave all the dirt for Johnny Finch to dish, as this will be my finale for some time. I am leaving to join the 48-hour crew. Their's orders; so that's that. TOM HUTCHISON.

## Nationals Open April 29 With Actors' Fund Benefit

WASHINGTON, April 13. — S. E. Cochran's National Players will open their 11th annual season at the National Theater here April 29 with a special benefit performance of *Accent on Youth* for the Actors' Fund of America. The National company will again operate at \$1 top this season.

Nancy Sheridan and Roy Roberts will head this year's company, which will include Raymond Bramley, Forrest Orr, Adelaide Hibbard, Ruth Lee, Warren Parker, Edwina Wise and J. Arthur Young. Karl Nelsen will direct.

## Rotnour Winds Up Circle; Preparing for Tent Tour

RICHMOND, Ill., April 13.—J. B. Rotnour Players have just concluded a successful season of circle stock in this territory. Show worked for 21 consecutive weeks, with the loss of only one night. This is considered somewhat of a record, in view of the severe winter weather which the show encountered. Manager Rotnour reports the winter's business as exceptionally good.

The show will lay off for a few weeks before beginning reorganization work for the summer season under canvas in Northern Wisconsin. Manager Rotnour is now in Chicago, where he is expected to purchase a new top.

In the roster at the closing were J. B. Rotnour, manager; Mary Wellman, ingenue leads; Jane Griffith, second business; Lola Davis, characters; Dave Reese, juvenile leads; Jimmy LeRoy, director and comedian; Jimmy Lawler, heavies and general business; Arthur Verner, characters and general business; Kin Lang, stage manager and parts, and Kincy Miles, assistant stage manager.

JIMMY ERIKON, contracting agent with Collier's Comedians for the last two seasons, has been signed again to serve in the same capacity.

## Rep Ripples

DOROTHY DUMAS and Pup Shannon closed April 13 with the Jack Crawford stock in Gadsden, Ala. They will spend a few days in Louisville before moving on to Michigan, where they will join the Verne Slout Players for the summer.

BILLY BRYANT will bring the Bryant Showboat back to Cincinnati around June 1. It will be the boat's sixth consecutive summer season in the Queen City.

M. L. MITCHELL, of the M. & M. Tent Show, is now at winter quarters at South Sioux City, Neb., and is busy whipping things into shape for his summer tour. The working crew is busily engaged in overhauling and painting the trucks. Another crew is working on the stage and scenery. Mr. and Mrs. Mitchell, who spent the winter at their home in Hot Springs, Ark., will soon celebrate their first wedding anniversary. They were married in Sioux City, Ia., last May 6. Mrs. Mitchell, who was Dell Sweatt, of Hot Springs, has proved a good trouper.

MYERS & OSWALD Comedy Players will open their tent season in Tennessee May 6. Company will work under a brand-new outfit. With few exceptions, the cast will be the same as in former seasons. Show will carry 18 people, including an orchestra.

WILLIAM GILES, of Toledo, O., tells us that he's all set to launch his own tent show this season, featuring a line of plays from his own pen. They include *The Creeping Surprise*, *The Square Thing*, *Toby for Short*, *Nora of the Mountains*; *Oh, What a Mess*, and *A Good Buy*.

M. F. KETCHUM has sent us a copy of his 47-page book, *Bound To Be an Actor*, in which he chronicles his many years of experiences in repertoire and stock. The work is dedicated to the memory of his brother, Raymond Ketchum, well-known rep actor, who passed away February 16, 1933.

CARL WHYTE writes that he recently booked the Cherry Sisters, Effie and Addie, for an appearance at the Iowa Theater in their home city, Cedar Rapids, Ia. "The home-town folks turned out en masse to give the girls a big mitt," Carl scribbles. "The girls did a new act. Sister Effie discussed current

(See REP RIPPLES on page 26)

## Lewis Assembly Players To Tour Western Country

WINCHESTER, Ind., April 13.—H. Kay Lewis, whose Assembly Players recently completed a 9,000-mile tour thru Idaho, Montana, Washington, Oregon, California, Arizona, New Mexico, Texas, Arkansas, Tennessee, Kentucky and Indiana on one to three-day stands, is here enlarging his show for a tour of the Western territory under canvas, beginning around May 1. This will be Lewis' 26th consecutive year.

Among the features with the Lewis Players are Thayer, novelty musician and a Ripley Believe-It-or-Not feature; the Lone Wranglers, the Virginia Varieties, Della Belle; Madame Alberta, ventriloquist; H. Kay Lewis, emcee and comedy magician, and Bob the Movie Dog. Harlin Talbert has the advance.

## "Drunkard" Out in Dayton

DAYTON, O., April 13. — George Sharp's *The Drunkard*, staged in the ballroom of the Van Cleve Hotel here, closed tonight after a three weeks' run. An eight weeks' run at least had been anticipated. Patronage was lukewarm, due no doubt to lack of advertising.

## North Players Doing Okeh

JOPLIN, Mo., April 13.—Ted North Players are in their fifth week of permanent stock at the Joplin Theater here. Box-office receipts have increased each week, and it is reported that the company will remain here until the opening of its permanent stock season under canvas at Wichita, Kan. A brand-new tent, with all the latest gadgets, has been purchased for their summer run.

## Kansas City Jottings

KANSAS CITY, Mo., April 13.—S. G. Davidson is a new arrival, having closed recently with Harvey Brandon's Comedians in Nebraska after a 52-week season.

Billy Carroll, advance agent, formerly with the J. Doug Morgan Show and Allen Bros.' Comedians, is in the city. He came from his home in Jacksonville, Ill.

Bruce Cason is now actively engaged in the band and orchestra field in and around Buffalo, N. Y.

Robert Deu Free and Lysa Ayer, leading team, formerly with Brunk's Comedians, are producing home talents here while waiting for the tent season to open. It is said they are signed with Jack Kelly for the summer to play Michigan territory.

Mack M. Long has closed with the Monroe Hopkins Players after three years of permanent stock in Houston.

Bobbie and Pete Barnum, formerly with the Hollywood Showboat, are spending a few weeks with relatives in Michigan before signing for the summer season.

Ivy Bowman closed recently with the Davis-Brunk Show in Oklahoma and has been seen on the Kansas City Rialto.

Harry Owens and Mamie Lasley are at home in Arlington, Ill., until the canvas season opens.

Del Post closed recently with the Hank Neal Players and has gone to Iowa to await the opening of the Tilton-Guthrie Show, which goes into rehearsal soon.

Mickey Arthur is joining Chase-Lister for the summer season.

Floyd White, formerly with J. Doug Morgan and other companies, is now Midwest representative for a New York music publishing house.

Jack Daul has closed his show until after Easter. He will then start rehearsals on his tent show slated to open early in May.

The Crago Players will open under canvas around May 15 in Wisconsin. This will be their 22d year.

Jack Vivian, manager of the Allen Bros.' Comedians, is making a swing over his Missouri territory to give it the "once over" in order that he might pick the good spots for his annual trek.

Business is reported to be good with Pete Borgen on his Minnesota circuit. He will go under canvas with new equipment about May 15.

Aulger Brothers are all set for the summer season under canvas. They will open about May 1 in Mankato, Minn. Mr. and Mrs. Harrison Aulger, who have been vacationing in the South, are on their way to headquarters for the opening.

Mr. and Mrs. Al Pearce (Sylvia Summers) have gone to Leavenworth, Kan., after closing with the Rosewall Show.

Russell Murdock is said to be leaving for Hollywood at an early date.

Abe Rosewall has closed a successful 10 weeks' engagement at Dubinsky Bros.' Liberty Theater here. While no definite plans have been disclosed, Rosewall has announced that tentative arrangements are being made for the opening of a summer stock at Dolling Park, Springfield, Mo., at an early date.

## Biz Good, Treibley Says, Despite Inclement Weather

AMELIA C. H. Va., April 13.—Francis Treibley's new tent show, since opening three weeks ago, has encountered nothing but rain. Despite the inclement weather, business has been good, Manager Treibley says.

In the roster are Francis Treibley, owner-manager; Peggie Kelly, piano and ork leader; Rastus Kelly, producer and first comic; Pearl Kelly, leads and specialties; Marie Rinaldo, parts and specialties; Charlie Kelly, leads and specialties; Mavin Sanger, advance; Eugene Orizzard, boss canvasser, with two assistants, and Thomas Truffa, mechanic.

Treibley prides himself on the fact that none of the cast is over 30 years of age.

## Pittsburgh 'Drunkard' Closes

PITTSBURGH, April 13. — George Sharp-Jerry Floum production of *The Drunkard* will close at the Fort Pitt Hotel here April 20, when it will have completed a run of 30 weeks. Mr. Sharp announces that he is looking for an air-conditioned spot where he may be able to move the company for a summer season.

## Stock Notes

GEORGE MORAN, once a part of the Moran and Mack combination, is a feature with the Edith Ambler Stock Company, now in its 10th week at Phoenix, Ariz. Moran is assisted by his new partner, "My Man Friday."

CHARLES LAMMERS, well-known stock actor and director, is now on the production staff at WLW, "the Nation's Station," Cincinnati.

E. W. HICKMAN is directing the Carnegie Tech Players, Pittsburgh, in Ferenc Molnar's *Lilom*, which will be staged in that city for a week beginning April 16. Cast includes John Kennedy, Patti Littell, Katherine Bauer, Tod Egli, Mary Hubley, Sylvia Lipka, Jane Witmer, George Etta Taylor, Barbara Kocyan, William Davis, Homer Hull, William Canton, Milton Goldbloom and Alden Smith. Lloyd Weninger and Elizabeth Schrader have designed the settings and costumes.

## Gresham Back in Dayton, O.

DAYTON, O., April 13. — Harry Gresham, director of the spring stage festival proposed for next month here, has returned from New York and states that he had made tentative engagements for the appearance as guest stars of Selena Royle and Earle Larimore, Edith Barrett and Ethel Barrymore Colt. A season of five weeks is proposed and will be carried thru if final arrangements can be made for a selling agency for tickets.

THE OORDON PLAYERS will open their spring season at Crown Point, Ind., about May 15. Lee Orland will be in advance.

JUST WIRE—DAY OR NIGHT  
**WAYNE AGENCY**  
Booking People—Leading Plays  
Chambers Building, Kansas City, Mo.

## Advance Agent

Merchant Tickets, A-1 Piano Leader, double Baritone Band. Have car. Advanced Wallace Bruce past year and half. FRED LEONARD, 322 W. Sherman, Hutchinson, Kan.

## WANTED

Novelty Acts and Acts of all kind at once, for Medicine Show. Clean wardrobe and ability. No smut. Salary according to times. **WAGBEY MEDICINE CO.**, 123 Brinthon Ave., Greensburg, Pa.

WANTED—TEAM, Man and Lady who know all Med. Show Acts. Must play music, sing, dance and change for one or two weeks. I feed and room you. Salary low, but you get it. Pay your wires. Write or write all first letter. **PROF. FRANK CLARK**, care Natural Health Show, Frisco City, Ala.

## ROSALIE NASH PLAYERS

WANTS People in all lines. Musicians, B. & O. Those that double preferred. Working Men and Truck Drivers. We pay all and carry one here help on move. WANT Agent with car. Prefer one who knows Michigan and Ohio. S. F. NASH, 2247 Benny Castle Ave., Louisville, Ky.

AT LIBERTY APRIL 20.  
EVERETT AND MAY EVANS.—Closing 2 weeks Brunk's Comedians. EVERETT—Age 30, as cast. Director, Stage Manager, Candy Tiff, Announcer, Assigned Trouper. Mental Act if desired. MAY—Female, Blonde, Tall. Age 22. Anything cast. Singing and Talking Specialties. Holbrook, Ariz., till April 20; then 1007 La Dos Ave., Anamosa, Colo.

## WANTED

Young, versatile Team for small Tent Show. Change strong for week. Make salary low, as you get it on here, and this show hasn't closed in three years. I pay all after joining. Must join on wire. Those with home cars preferred. **MANAGER TENT SHOW**, Hartsville, S. C.

## FOR RENT

Title and Paraphernalia complete, Tent, Stage, Seats, Light Plants, Piano, Motorized, 5 Trucks and Advance Car. Cheap rental, two weeks in Advance. W. I. SWAIN PICTURE SHOW, High Island, Tex.

WANTED AT ONCE—For Mrs. Sherette Kell & Gang, People in all lines. Clever Leading Man, real Comedian, Man for Character Leads, Features, Dancing Act, clever Specialty People who double Orchestra and Parts. Also real Pianist to double Stage. Buddy Desmond, Brad and Vic communication. Ability and orchestra double is essential. Wires your way to Tenaha, Tex.

WANTED General Business Team, also Single Woman, Trombone and Tenor Sax, Vaudville Team. All state what you double, lowest salary. Send photo if possible. Weeks and Rep. under canvas. Long season. Since pillar negative. **BOB DEMOREST, JR.**, Coatesville, Tenn.

WANTED—Boss Canvasser who will keep who can play some small parts. Also cut Vaudville. **WAGBEY MEDICINE PLAYERS**, Fortoria, O., April 15 till opening, April 28.

## AT LIBERTY

Character Woman or as cast. Specialties. Age 40; weight 150; height 5' 5". Prefer Show. **MARJORIE MORSE**, Apt. 5, 3118 N. St. Paul St., Dallas, Tex.

**Nadja Scores in Louisville**

LOUISVILLE, April 13.—Countess Nadja last night concluded a week's engagement at the Gayety Theater here as added attraction with Fred Hurley's stock burly troupe. Business on the week was the biggest the house has enjoyed since Fred Hurley took over the management three seasons ago. This is the second box-office smash Princess Nadja has rung up during the Lenten season, the other record having been made recently at Dewey Michaels' Palace, Buffalo. Boyd Martin, in *The Courier Journal*, referred to Countess Nadja as "the most 'legitimate' performer in burlesque."

CHARLIE McNALLY prides himself as a "local boy making good" in view of his being held over for four more weeks at the Gotham, New York, which makes a total of nine weeks in all.

WILMA HORNER has returned to Pittsburgh, her home town, and will be bedridden, according to physicians, for at least a year as a result of a fall on a Boston stage recently.

**SMASH!**

Goose another Big Glee Record. Week ending April 12 **COUNTESS NADJA** sets a new all-time record for the Gayety Theater, Louisville, since Fred Hurley has operated it. Two B. O. Records—Buffalo and Louisville, and both during Lent.  
MR. MANAGER, "AIN'T OAT SUMPIN'" Booked by GAVE COHN.

**PHYLLIS VAUGHN**  
THE SHOW-STOPPING PERSONALITY GIRL

**JERRI SARGENT**  
PERSONALITY PLUS TALENT.

**CHARLIE GOLDIE**  
KOMIKING FOR THE WILNERS.

**TOMMY LEVENE**  
Re-engaged by MINSKY-WEINSTEIN for Orson-man & Field's Unit on the Supreme Circuit.

**JEAN BODINE**  
THE TALENT TOPS OF BURLESQUE.

**TINY HUFF**  
THE PERSONALITY GIRL.  
Radio Theatre, Chicago, indefinitely.  
Personal Management JACK BECK.

**Margie—BARTEL & FRANCIS—Jimmie, Jr.**  
Eddie Dancer—Strips—Singing—Straights.  
Phil Rosenbergs, East, and Milt Schuster, West.

**KARL BOWERS**  
ECCENTRIC DUTCH COMEDIAN.  
Always Working—East and West.

**CHARLEY LAFORD**  
"THE HARRY LANGOON OF BURLESQUE."  
With "Georgia Peaches," Independent Circuit.

**BERT SANDERS & DOROTHY De Haven**  
Straight. Wilner Houses, N. Y. Soubrette.

**Jean—Carroll Sisters—Jean**  
JUST SWEET AND LOVELY.  
Mgmt. Milt Schuster, West, and Jack Beck, East.

"YEAH, MAN"  
**HELEN GREENE**  
THE RED-HEADED OYLOONE.

**BOB SNYDER**  
Peerless Radio Tenor and Talking Juvenile.  
Thanks to The Wilners and Allen Gilbert.

**JESS MACK & LEE JEAN**  
BOOK PRODUCER. SPECIALTIES.  
Irving Place and Apollo Theatres, New York City.

**HARRY CORNELL**  
STRAIGHT MAN.  
Management GAVE COHN.

**LOUISE PHELPS**  
THE BABY DOLL OF BURLESQUE.  
Management PHIL ROSENBERG.

**EVELYN MYERS**  
Republic Theatre, N. Y. City, indefinitely.

**Lew—BLACK & WHITE—Harry**  
THAT NEW COLORFUL BURLESQUE TEAM.  
Independent Circuit. Mgr. JACK BECK.

**Danny—MARVIN & ROSE—Geo.**  
Burlesque's Newest Comix-Straight Team.

**N. Y. Censor Threat Dies**

**No follow-up pinches — burly men denounce cops — Brodsky decision okeh**

NEW YORK, April 13.—Altho the two pinches last week—at the Galety and the Republic—had the burly operators worried, the situation seemed to ease off this week. There were no pinches, and neither were there any indications that the police were plotting a big clean-up drive.

In fact, the burly operators were bold enough to strike back at the pinchers thru the press. In an interview in *The World-Telegram*, Ed Goodman, of the Republic, said: "The arrests are undemocratic. The police are bearing down on us and not bothering the expensive night clubs, not to mention the legitimate shows and movies, which certainly ought to have the same moral standards."

In the same interview, Ed Rowland, of the Galety, said: "It's unfair to impose rules on us that don't apply to others."

The six performers and three house execs who were pinched last week at the Galety and the Republic will be heard in West Side Court Tuesday.

Burly operators this week found new ammunition in fighting the censorship threat when Magistrate Louis B. Brodsky freed two men and two women accused of putting on an indecent show at a stag party. Not only that, but the judge defended nudity, pointing out that "Nudity is no longer considered indecent in uptown night clubs where men and women pay from \$10 to \$20 for seats, and similar performances are given." Brodsky said further that nudity on the stage was no longer "shocking to decent people," unless accompanied by "lewd, lascivious or suggestive actions or words."

Tom Phillips and a committee from the Burlesque Artists' Association conferred with License Commissioner Paul Moss again Tuesday. The talk was general and Moss did not announce any policy for burlesque.

**New Show in Youngstown**

YOUNGSTOWN, O., April 13.—A new company has been installed at the Princess here by Henry Prather, producer. Chorus line has been augmented, and new principals include Jimmie Walters, Mack Frye, Eddie Miller, Bud Brewer, Billie Lewis and Elizabeth Wyle. Featured dancers are Ann Lee, Elsie De Walt and Babe Archer. Viola Spaeth and her Radio girls are headlined. Saturday midnight shows have been discontinued until after Easter.

**Burlesque Review**  
Irving Place, New York

(Reviewed Wednesday Afternoon, Apr. 10)

A colorful show, done in the usual Allen Gilbert style. The emphasis is on the ensemble numbers, with the six women principals holding down solo spots, and the comics struggling pathetically to get a bit of humor into the show. If the comedy was stronger, this type of show might be just the thing to bring back burlesque.

The cast includes an 18-girl line and six Venuslike girls who just parade. These showgirls are all stately lookers and do much to brighten up the group numbers. The chorus girls are a nice-looking bunch and are given clean and bright costumes—which is something in burlesque.

Oopsy Rose Lee, featured, is on for two numbers. Her Mary Pickford-ish style of sugary teasing stopped the show. Her audience-baiting was a bit overdone, however.

Peaches Strange's wriggly hotcha strips pleased the customers immensely, while June St. Claire's sweetness and artful undressing also went over big. Mary Joyce, a blond eyelet, is a veteran and knows how to put over a personality strip. Connie Fanslau, a vivacious brunet, did a bit of stripping in addition to straight work. Incidentally, Miss Fanslau's straight work was very effective and did much to help the comedy numbers. Most of the women principals, including Honeybee Keller, also worked in the comedy bits.

The showgirl sextet, consists of Dolly Baker, Helen Bingle, Vivian Roucheou, Gloria Vernay, Geraldine Arden and Lillian Delmar.

The comics are Art Gardner, a likable worker; Bobby Vale, rotund and a good handler of lines, and Simbo Davis. Palmer Cote is a smooth straight, as always; while Charles Harris contributes nice tenor singing and straight work. Bob Snyder's pleasant tenor voice comes over the mike nicely, while Mitch Todd contributes good singing and straight work. Not a bad layout of comedians, but their material was too old to mean anything.

Special credit should go to Sonya Newman for designing the swell costumes, and to the pit orchestra for its fine accompaniment thruout. PAUL DENIS.

**Canton Burly Holds On**

CANTON, O., April 13.—Ted Rightmire's *Parisian Frollic*, stock burlesque, is in its second week at the Grand Opera House here, with patronage gaining each day. Flo Olandy is the new featured dancer, and Babe Johnson is being held over. Four shows are being offered Saturdays, with two each night, except Thursday and Friday. Matinees are Saturdays and Sundays. House installed burlesque after a try at musical tab. It is the first real burly for this town in several years.

**Burly Briefs**

JACK BECK booked the new Indie Circuit show opening Saturday in Baltimore. . . . Cast includes Jack Rosen, Tiny Fuller, Herbie Faye, Barbara Janice, Sunya Slane, Peggy Hill, Floyd Hallice and Harry Cornell. . . . Frank Bryan producing. . . . Rita Zane, recently with a Ebrat show, was held over this week by Jimmy Lake in Washington. . . . Billie Holmes closed in Baltimore last week and is leaving for the Coast to rejoin her husband. . . . Evo Osborne closed a two-week stay at the Bijou, Philly, Saturday and went to New York for the Easter holiday.

went into the Troc, Philly, Thursday as an added attraction. . . . Ann Winn is being held over at the Gayety, Washington. . . . Nora Ford is doing a quick repeat at the Hudson, Union City, this week. . . . Jack Beck is proud of the first issue of his new annual date book. . . . Lou Costello and Joe Lyons went into the Star, Brooklyn, Monday. . . . Virginia Jones joined the Eltinge, New York, east Friday, while Lillian Harris left that house for the Oxford, Brooklyn, Monday.

COUNTRESS NADJA reopens for the Wilners Easter week. . . . Tom Bundy and Edna Dee ditto. . . . Exiting April 14 were Palmer Cote, Bee Keller, Bert Saunders and Dorothy DeHaven. . . . Abe Held, manager of People's, New York, installing amateur boxing, beginning April 24 for a regular Wednesday night attraction. . . . Now has amateurs Thursday and Auction Night Friday. . . . Joe Stanley returned, relieving Frank Harcourt, and Marie Rankin replaced Betty Rowland. . . . John Head and Dian Rowland have been booked by Milt Schuster into the Avenue, Detroit. . . . "Fighting" Vincent Jacob, of the stagehands' local, is (See **BURLY BRIEFS** on opposite page)

**U-NOTES**  
By UNO

EVELYN MYERS, heavily billed, pictured and electric signed outside the Republic (New York) week of April 8, cornered the applause market the week before at Minsky's Brooklyn. Also photographed largely in the Minsky ad in *The Chinese Nationalist Daily* week of April 1 was Mink Toya. Chinese soub and Veda Leslie are new in cast.

LOUISE PHELPS, stripping soubret at the Galety, New York, was visited recently by brother Allen, an architect, here on business for his firm in Los Angeles, where the Phelps live.

RAOS RAOLAND, comic at Wilner houses, during a back talk from a boisterous audience at the Irving Place, New York, one evening recently proved equal to the emergency when he told an insistent heckler "I get paid for being a fool."

ANN CORIO helped chalk up a tremendous week's biz for Mike Sachs and Alice Kennedy's show at Howard, Boston, week of April 1.

LOUISE STEWART and Cell Von Dell were guests of honor at the usual week- (See **U-NOTES** on opposite page)

ONAS "RED." MURRAY  
**Marshall & Leonard**  
Thanks to Nobody.

**LOUISE STEWART**  
THANKS TO SOMEBODY.

**PHIL EPPENS**  
BAND—Supreme Circuit.

**JO ANN DARE**  
JUST A RED-HEADED SHOW-STOPPER.

**SMILING INA THOMAS**  
A REAL BOX-OFFICE MAGNET.

**SAMMY WESTON**  
JUST A COMIC.  
Third Season in the East.

**MARIE GUNDLE**  
Talking and Stripping Genius.

**MADGE CARMYLE**  
THE DANCING LADY.  
Phil Rosenbergs, Ea. Rep. & Milt Schuster, West. Rep.

**JACK "TINY" FULLER**  
"NO PFURTZIN AROUND."  
Star, Brooklyn, indefinitely.

**CYNTHIA MICHEL**  
STRIPPING A LA PARISIENNE.  
Direction NAT MORTAN.

**MARIE ALLEY**  
THE "IT" GIRL.  
Playing Independent Circuit.

**EDDIE INNIS**  
STRAIGHTS—DANCES—SINGS—ETO.—ETO.  
Management JACK BECK.

**RAE HOLLAND**  
SINGING AND TALKING INOGENUE.  
With Supreme Circuit.

**Foster and Kramer**  
KINOPINS OF BURLESQUE.

**Georgia Sothern**  
BEGINNING 2ND YEAR WITH WILNERS.

**BILLIE DIAMOND**  
ALWAYS CHARMING.

JOHN DIAN  
**HEAD & ROWLAND**  
Straight—Bartone, Stripping, Sentation.  
In Stock, Variety Theatre, Pittsburgh, Pa.  
Direction, PHIL ROSENBERG, N. Y. C.

**SYLVIA**  
THE ORIGINAL DIAMOND GIRL.

**Bennett's New "Vanities" Opens at Ben Ali, Lexington**

LEXINGTON, Ky., April 13.—Owen Bennett's reorganized *Vanities of 1935* opens a week's engagement at the Ben Ali Theater here tomorrow. Company will follow the local date with a five weeks' stay in the Carolinas and an extended swing thru the South.

The new show is his former *Vanities* augmented to 30 people. Among the new faces in the roster are Mayo and Fowler, dancers; the Sallee Sisters, Grace Clark, blues singer; Mitchell and Young, acrobats, and, as an added feature, "Smiling" Billy Does, black-face comedian. Remaining over from the old company are the dancing Mack Brothers, Buddy Wilson, Gertrude Hoyt, Lillian Mitchell, Red Spradling and his 12 Aristocrats of Rhythm and a line of 10 girls. Manager Bennett has equipped the show with a new line of wardrobe and scenery.

**Kolb & Dill Touring Coast With New Tabs**

SAN FRANCISCO, April 13.—William Kolb and Max Dill are touring the Sacramento and San Joaquin valleys with a tab musical and vaudeville show.

The veteran comedians have added to their own talents a score of entertainers, including Olga Stanc, soprano; Bartlett Brown, the Dancing Deacon; the Three Step Sisters; Lawrence Johnson, ventriloquist, and others. The show is a tabloid of their *This and That* production, which ran briefly at the Hotel Leamington, Oakland, several months ago.

If the revival proves a success their route may extend to the Pacific Northwest.

**Chick Myers Unit Set For Capitol, Atlanta**

ATLANTA, April 13.—Chick Myers and his *International Revue*, now playing Southern territory, gets the Easter week spot at the Capitol, only house in this city playing flesh entertainment.

The Myers outfit has among its personnel Meyers and Nolan, Ruby and Dunn, the Marsh Sisters, the Martin Sisters, Don Baldwin, Lester Hale and an 11-piece band, which will be augmented with the four musicians regularly employed at the Capitol.

In keeping with the Easter spirit, the theater management has arranged with a local personality school for a special Easter presentation, using 45 students, ranging in ages from 3 years to 18.

**Capitol, San Francisco, Reopens With Tabs-Films**

SAN FRANCISCO, April 13.—Capitol Theater, dark for more than a year, reopened here yesterday with a tab-stock policy and first-run pictures at popular prices. Under management of Robert Helms and Wally Feehan, the house has been modernized thruout.

*Harlem Rhapsody*, with a cast of 40 colored entertainers, featuring Mosby's Dixie Blueflowers, is the stage attraction. Company is slated for four weeks, with a possible extension if it takes. House policy is three shows daily and a midnight show on Saturdays.

**Hollywood, San Diego, Burly Doing Business**

SAN DIEGO, Calif., April 13.—Hollywood Theater here, operated by Chubby Werry and Bob Johnson, has revamped its show. Sally Mae, coming from San Francisco, and Hazel Walker, who just closed with the *Exposition Folies*, opened Saturday for an indefinite run. Fatima, coming in from Los Angeles, opens today. Walter Brown, now playing Los Angeles, joins the cast May 13. The current cast consists of Eddie Ware, producing comic; Charles Pagan, Bob Johnson, Chubby Werry, Oracie Hutchinson, Bee Cunningham, Barbara Mayo, Sally Mae and Hazel Walters. The chorus includes Joan Weston, Sally Dorman, Lois Day, Lois Ware, Marge Wilson, Charles Fairchild, Jackie Gardner, Dorothy Young and Jean Montgomery. Francis Johnson directs the dances.

House has been operating four weeks and doing good business. The California Pacific International Exposition opens here May 29, and the theater will augment its burly show for the expected big trade. Werry invites performers coming west to write him.

**Tab Tattles**

LOIE BRIDGE, who for many years had out her own shows, is slated to be co-featured with Abe Rosewall in a summer stock which the latter is planning to open soon at Dolling Park, Springfield, Mo. . . . Art and May Newman, after playing a number of vaude dates around Dayton, O., have jumped into St. Louis. . . . Paul Cholet has closed his *Cocoonat Grove Revue* and is now vacationing for a few weeks in Miami with his wife. Says he met a few revue owners down that way, among them Marie Purl, who is storing away some of that Florida tan, and Don Lanning, operating the Silver Slipper night club in Miami. Mr. and Mrs. Cholet recently visited Mrs. Dan Pich, and the other day indulged in a bit of sailfishing. Paul claims he landed a 70-pound sailfish, three dolphins and a large barracuda, while the missus lost her equilibrium and everything else on the rough sea. They are returning to Kansas City, Mo., shortly to reorganize their show. . . . From Venice, Calif., comes word that Harry L. Lund is reorganizing his *Little Eva's Temptation* Company, which toured the West Coast successfully some years ago, only to be wrecked in the Long Beach quake a little more than a year ago. Company will number 60 people, including both amateurs and pros. Vivian Messetti will be featured, and the executive staff will comprise H. L. Lund, manager; A. E. Harris, secretary-treasurer; S. Ford, director, and Dave Clark, publicity. . . . Ous Sun Jr. will join the ranks of benedicts April 27 when he and Dorothy Himmelin, of Toledo, O., will tie the knot. Miss Himmelin is the daughter of John Himmelin, former mayor of Toledo.

HARRY CHESHIRE, for many years featured comedian with the Lole Bridge Players, is now on the staff of Station KMOX, St. Louis. . . . Enrico Leide, musical director at the Capitol, Atlanta's tab house, has gone to New York for a few weeks. Myer Segal is wielding the baton for the overtures during Harry's absence. . . . Lowrie Montgomery disbanded his *Varieties on Parade* at Winston-Salem, N. C., April 6. Lowrie was slated to dash into Birmingham to reorganize. There's some talk about Montgomery and Bob Davis combining. Latter also folded his show recently. . . . Sunshine Rogers now has his unit in Virginia theater after a swing thru North Carolina. . . . Lee Woods, formerly with the disbanded *Anchors Aweigh*, is now at Coffee Dan's on Soledad street, San Antonio. . . . Tom Parker is now doing the producing at the Playhouse, Salt Lake City, with Mrs. Parker (Mae Tibbitts) drilling the chorus and playing leads. They are doing small-cast scripts—two men and two women—with a chorus of six. Other two principals are Kenneth Cantrell and Ida Mae. Parker has been at the Playhouse for the last 18 months. . . . J. W. (Dad) McEain, stage doorman at the Capitol, Atlanta, has been on the sick list for several weeks, but is expected back on the job soon. . . . Roy Frances and Company (Billy Adams and Mae DeGlenn) breezed into Cincy last Thursday after closing with Lowrie Montgomery's tab at Winston-Salem, N. C., April 6. They did a bit of work around Miami before joining up with the Montgomery opry. After a brief stay around the Queen City the trio expects to hit out for the Windy City. . . . The Bryant Sisters are back in Cincinnati after several months' stay at the Bryant home-stand at Point Pleasant, W. Va.

WE HAD the pleasure of meeting up with Anton Sciblia during his *Folies de Paree* Company's engagement at the Shubert, Cincinnati, last week. Sciblia reports a good season with his *Folies* and with his other show, Baron Lee's *Cotton Club Revue*. The *Folies* were slated to sail for the Orient April 3, but the sailing was postponed due to bookings which are keeping the show busy this side. Judging from the present bookings the show may not sail until early in June. . . . Parisienne Scandals, a new unit, has just hit the road in Pennsylvania. Jack Pepper heads the cast, which also includes the Wheeler Twins, dancers; the Four Singing Blue-Devils, Ayres and Renee, Ray, Rich and Wills, and Mozelle, French dancer. . . . The recently organized Art Center in Toledo, O., which num-

bered on its staff several well-known rep and tab performers, has gone bio-o-ey. Frank (Rakey) Camel reports that the venture did business, but not enough of it. . . . Ray Walzer and his *Dancing Thru Revue* is slated to open the C. & L. Amusement Company's new 1,500-seat air-drome at Scottsboro, Ala., April 23. The modernly equipped air theater will play tabs and vaude three days a week. . . . Johnny Webb and Joan Maxwell, bass player and dancer, respectively, with "SeaBee" Hayworth's *Broadway Novelties*, narrowly escaped death recently when the car in which they were making a jump from Harlan, Ky., to Muncie, Ind., was struck by a large trailer truck. Webb was the only one marked. He received a slight scratch. However, Webb's roadster and bass horn were completely demolished. Insurance will take care of both losses. . . . The Hayworth show opens for Lucas & Jenkins in the Capitol, Atlanta, April 28. The company, now in Ohio for the Sun office, will play a week of one-nighters thru Kentucky, Virginia and the Carolinas en route south. . . . Teddy Harris and his *Nick-Nack Revue*, on an indefinite engagement at the Tavern, Reno, Nev., had the pleasure of entertaining Victory Jory, picture star; Barbara Hutton and Roscoe Turner, well-known aviator, on the same night recently. The Happy Chaps Quartet has been added to the show. Troupe now features Margie and Peggy Anders, the Happy Chaps and a line made up of Vera Wassmer, Isobel Somsen, Helen Hampshire and Loretta Morgan.

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**BURLY BRIEFS**

(Continued from opposite page)

being hailed as the hero of the recent settlement of labor trouble with New York burlys. . . . Phyllis Vaughn, Bert Carr, Irene Austin, Mildred Clark and Dean Blake are new principals at the Gotham, New York. . . . They replaced Marie Gundle, who goes to the Indie Circuit; Bert Marks, who joins the Oxford, Brooklyn, stock, and Nazarre Halo, Diane Burton and Bob Rogers.

HERBERT FAYE, Harry Allen, Joe Stanley and Margie Lee have left Wilner carts. . . . Dorothy Wahl and Jack Richards, late of the Indie Circuit, are now at the National, Detroit. . . . Pat Perot, too, has changed her moniker. It's now Pat Parce. . . . Tex Chapman and Vickey McNeely left Galey, New York, April 11 to open at the Variety, Pittsburgh. . . . New principals at the Galey, opening April 12, were Kathryn Irwin (return), Betty Rowland, Peggy Reynolds, Ted Blair. . . . Bubbles Yvonne is being held over indefinitely. . . . Joy St. Clair, another exit. . . . Bruce Healy, ork leader, formerly in burlesk, has been restored to musicians' union and is now at Chin Lee's Restaurant, New York, with one of those versatile soloists crews.

**U-NOTES**

(Continued from opposite page)

ly Tuesday night beefsteak party at Tanner's Tavern, New York, April 9. Week before Tommy Levene, Jack Greenman and Sid Fields were honored.

CHARLES (RED) MARSHALL, comic, and his straght man, Murray Leonard, celebrated their birthday anniversaries the same week. Marshall on April 8 and Leonard on April 11. Leonard's gift to Marshall was a costly fishing reel adapted particularly for Miami waters.

LEW BLACK, comic and violinist, and Harry White, straight, have teamed for burlesque. Have joined *Speedy Steppers* on Indie Circuit.

BETTY AND SHIRLEY MAO and Shirley Wayne, Pittsie chorines, who double

in dance specialties and harmony singing with *Speedy Steppers* on the Indie Circuit, received free beauty and hair treatment from Mary Weldon, strip principal, every night after show time at the Rabbi's rooming house in Union City, N. J. Just a Weldon pastime.

JEANNETTE HELD, wife of Abe, manager of People's, New York, says opposition to BAA, for which charter request has been filed, will soon be a fact and that initiation fees will be within the means of everyone desiring to join.

EMMETT CALLAHAN, manager of the 42d Street Apollo, New York, doing great work in behalf of those much-talked-of Allen Gilbert *Midnite Sham-bles*. Gives customers all kinds of free novelty dewdads and employs Hawaiian band in the lobby for ballyhoo.

AL SOMERBY, manager of Howard, Boston, was feted and dinned April 9 at the Plaza Hotel in Beantown by friends and distinguished citizens on the occasion of his 35th year in show business. Gov. James Curley of Massachusetts was toastmaster. Izzy Hirst came from Philly to attend, along with Jack Beck. Max Michaels was also present.

RUTH LEE was promoted from the chorus in place of Queenie King in a Supreme show.

JOHNNY KANE, manager of Minsky's Brooklyn, planning to operate and play in association with Harry Katz Fields and Markie Wood in a unit to tour New England and Pennsylvania after the close of the burlesque season. Unit will have 16 in the chorus and positive new scenes, which Kane, Fields and Wood have authored, written and assembled the last 12 months. Theater parties booked by Kane for Minsky's in Brooklyn include Free Sons of Israel, 500, for April 17; IOURAM, Ridgewood Council, 450, April 18; George E. Mott Association, 600, April 22, and Jerry Gyroscop Company, 300, April 24.

JERRY FIELDS, brother of Sid Fields, of Greenman and Fields, and who operates the Rivoli and Embassy theaters in Baltimore, is recovering from two major operations performed in Mt. Sinai Hospital in same city.

HAROLD MINSKY, at the Gotham, New York, one of the first operators to get the comics to eliminate unclean dialog and gestures in response to the recent edict of Commissioner Moss.

SAM COHN, manager of Hudson, Union City, announces season's closing April 27 after 33 weeks of successful biz with Indie shows. House then goes dramatic stock under Julius Levental's direction. First play is *Sailor, Beware!* Cohn to operate an open-air night club in Jersey City over the summer.

CHARLES McNALLY, comic, is learning to play the cornet via lessons from Bert Marks.

**WINDOW CARDS**  
IN FLAMMY COLORS  
We specialize in them; in fact nothing but Quick Service, Low Prices.  
Write for Big Free Catalog showing several hundred stock designs in color.  
BOWER SHOW PRINT 15 ADE ST. FOWLER-IND.

**THE FILM WEEKLY AUSTRALIA**  
Covering the Motion Picture and Entertainment Field Generally.  
Conducted by MARTIN C. BRENNAN,  
108 City Tattersalls Hallway, Hill Street, Sydney,  
Australian Office of THE BILLBOARD.

**LAST CALL ALL PEOPLE ENGAGED MUST REPORT AT ONCE.** Winston-Salem, N. C., Saturday, April 20th  
CAN PLACE SEVERAL MORE REAL GIRL ENTERTAINERS, SEVERAL UNION GIRL MUSICIANS (BRASS) FOR 16-PIECE BAND.  
NOTE—We pay all expenses after joining here, meals, hotel, transportation, props. 16 to 20 weeks consecutive pay or play contract to real artists. Musicians must sight-read, play stage and dance music. Actresses, neat, refined, able to stand best of treatment. Show here two weeks, Norfolk, Va., two weeks following, Richmond, Washington, Baltimore, Cleveland. Balance route by request, with dates. All entertainers double in musical fantasy. Mostly one show nightly. Payday every Monday at 11 A.M. No layoffs. Travel Autos, baggage in fireproof trucks, enclosed. Wire and send photos of acts at once. Same will be returned. State lowest. Don't misrepresent if you want work. All indoors. State ill. Address all to  
DIRECTOR SOCIETY CIRCUS EXPOSITION, Zinsendorf Hotel, Winston-Salem, N. C.  
Have Three Open Dates Late This Fall. See Us for Best!

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

## Cowl's Knoxville Show Is Pulling

KNOXVILLE, Tenn., April 13.—End of the first week had Harry E. Cowl's show here down to about half the starting list, with 29 teams and two solos still walking. Crowds have continued unusually good, despite continual rain and cold weather. Crowd of 170 fans was counted at 5 a.m. one day this week.

Still going at the 170-hour mark were Ginger Heath and Larry Rock, Albina Lytle and Smitty Inman, Marcella Bainter and Dick Ryan, Iris Breedlove and Bob Ryan, Joene Moore and Don Ryan, Hazel Torrance and Esie Miller, Erma Sager and Billy Ryan, Dorothy Cochran and Al Hughes, Florence Alden and Buddy Struck, Marge Goudy and Whitey Helm, Theda Bara Holmes and Al Behringer, Bell Merrett and Jack Glenn, Helen Armbruster and Jimmy Mason, Gladys Yockstick and Melvin Sabins, Jewell Yockstick and Arnold Ehling, Lola Cox and Johnny Williams, Jerry Nelson and Arthur Guyton, Boots Duckworth and Bill Forte, Eileen Farnsworth and Hal Wilson, Bobby Morris and Mickey Shannon, Betty Moore and Joe Wolf, Milly Halsene and Danny Bramer, Maude Coutreck and Bill Valentine, Eileen Barton and Don Terry, Bee Jones and Mickey Ray, Jean Marlow and Barney Barker, Mimi Davis and Bill Hendershot, Jim Stearns and Dorothy Wright and Tillie Sweet and Duffy Tarantino, Johnny Recco and Warren Jewell were solos.

## Staff Briefs

THE FOOD CONCESSION at the Moseley's-on-the-Charles show, Dedham, Mass., is getting a great play under management of Red Brown, writes Jimmy Scott. Tables are lined in booths for the sit-down patrons.

MARATHON PHOTOG Frank Ravese and "Big Bill" Fitzgerald were recent visitors at Ernie Mesle's Dedham, Mass., show.

JACK REYNOLDS, judge on the Jackson, Mich., show, would like to read Briefs from Tony Merilino, Gene Williams and Billie Lang.

MICKEY ROSENBERG, floor judge, drops a card from Wilbur-by-the-Sea, Fla., to tell us what a swell time he's having on his vacation. Mr. and Mrs. Carlos Cooley are also taking in the sights. (And in Cincy we haven't even seen the sun for the past nine days.)

MAYOR O'DENNELL recently took the stand at Al Godar's Salineville, O., show and warned "opposition" to the show to come out in the open or quit their underhanded knocking methods. Atta boy, mayor!

KEN REEVES, trainer and floor judge, after working thru the recent Cleveland skatathon (which went to 500 hours before folding) is resting there before jumping out to join another show.

MAXIE CAPP, brought on for the closing of the Swartz Cincy show, will, after the closing of Unit No. 1, be transferred to Unit No. 2 at Bloomington, Ill.

## Two and I Battling For Cincy Honors

CINCINNATI, April 13.—The Guy H. Swartz Elmwood Place show here passed 1,100 hours this week with two teams and one solo attracting nightly full houses as the windup nears. The entire staff is putting in some fine work and deserves praise for a prominent part in attracting such an enthusiastic turnout on this second Swartz show in the Elmwood Place arena in less than a year.

Maxie Capp, judge, came on for the closing and is already a great favorite (BOOOOO) with the crowd.

Contestants still in the running for the prize money include Buddy Atkins and Tom Charles, George Grant and Dolores (Pudgie) Englehart, and Billie Farmer, solo.

## Weeks-Skrypek Are Deadwood Winners

DEADWOOD, S. D., April 13.—The non-stop show here came to a close last week after 542 hours, with Dutch Weeks and Mickey Skrypek walking off with first prize. Runners-up were Tino Zucco and Pauline Lynch, with Elny Volder and Ruby Wilson finishing third; Carroll Brazzell and Leona (Goldy Locks) Cox, fourth, and Gene Hovey and Jerry Horan, fifth.

The show drew good crowds the last week, with the grids causing plenty of excitement among the locals. Jimmie Horan and Tony Tardy took good care of the stand the final week. Music was by Doc Smith and his Walkathonians. The winners have a week's booking at Rocky Cove, smart Deadwood niterie.



MAC MAURADA, well-known staff and publicity man, now managing his first show in New Jersey. Good luck, Mac.

## Contestant Notes

LA VERNE HUNDLEY, Louisville, Ky., would like to hear, thru *The Billboard* Letter List, from Joe Blake, Dot Akard, Peaches Lee and Joe McMillan.

HAVE HAD SEVERAL inquiries for a writup of contestants still on the floors of the Seltzer Arcadia Gardens and White City shows in Chi.

JOEY RICHIE, one of the winners of the recent combined St. Petersburg and Miami Beach shows, has been enjoying a vacation at Virginia Beach, Va., with Frankie Rizzo and the missus. Joey would like to read notes, via *The Billboard*, from Dee Judda, Frankie Herron, Happy Griffin, Pauline Schreiber, Lena Bennett, Flo King, Louis Festa, Mital Lyman, Johnnie Hughes and his former partner, Edith DiRosa.

BILL GARRISON, a first-prize winner of the Cowl Tampa walk, is resting between shows in Pittsburgh.

POP (SANTA CLAUS) MILLER, walking in the Fox Richmond, Va., show, would like to read a note from Evelyn Thompson, his partner in the Indianapolis walk.

BOB GORDON would like to read 'em from Archie Gayer, Johnny Miller, Bob (Porky) Devlin, George Grow, Cliff Real, Jimmie Walker and Johnnie Cahill.

EARL DAIN is on the lookout for a partner and asks for letters in care of *The Billboard's* Letter List Department.

SMITTY INMAN, emcee with Harry Cowl's Tampa show, is on the floor after some of the prize money at Knoxville.

BOB, DON AND BILLY RYAN, of Columbus, O., are walking and heading the floor show on the Knoxville walkie.

## REP RIPPLES

(Continued from page 23)

events, from Hitlerism to the girl with the upside-down stomach, while Sister Addie spoke a piece titled *Chi-Cow-Go*. The gals did 30 minutes and begged off after having the customers rolling out of their seats. Finally responded with an encore, singing *Ta, Ra Boom De Ay*. A good time was had by all.

## WANTED ENTERTAINING WALKATHON TEAMS

With wardrobe. Finest spot in U. S. \$1,000 prizes with sponsors. Everyone shares. Over 1,000 hours.

Show Opens Saturday, April 20.

ALL STATES PROMOTION CO.

DUFF DAVISON, Manager.

THE DANCE BOX

843 Harrison Street.

Flint, Mich.

## CONTESTANTS ATTENTION

Announcing the Opening of the SHOW OF THE YEAR

APRIL 23.

KALAMAZOO

AT BEAUTIFUL JO LO PARK

Openings for Trainers, Floor Judges and Emcees who can really cut it. Agitators, chisellers and hotel marshallers, stay at home. No collect wires or phone calls. Good wardrobe and entertaining ability essential. Sponsors guaranteed for good teams. Any kids knowing PAT O'RILEY, come on. Not before April 21.

PAT O'RILEY,

Columbia Hotel, Kalamazoo, Mich.

## WALKATHON SEATS

Bleacher and Grand-stand Chairs for hire. Floor seats furnished. MARTIN N. Y. TENT & SEAT CO., INC., 804 Canal St., New York.

\$25.00 PER 100 Government Decorative Code Flags. Fast Colors, slightly used for List. WEIL'S CURIOSITY SHOP, 20 & 24 St., Philadelphia, Pa.

## WALKASHOW

Opening Unit No. 3

TOLEDO, O., MAY 1

Willow Beach Park

BATTLE OF CHAMPIONS  
UP TO \$1,500 IN PRIZES

Good one fall and out sprint teams given preference. This will be a short, fast, tough contest. Modern quarters—good food! If you are good enough you can win. No favorites!

Open our Unit No. 3, combined with Fred Shelton, April 19. Can use several more good Sprint Teams. Hurry! Report to Coliseum, Bloomington, Ill., not later than noon Friday. Now Operating Unit No. 1, Cincinnati, O.

MRS. GUY SWARTZ

Moonlight Ballroom

Willow Beach Park

TOLEDO, O.

## WALKATHON

Opening May 5th, Downtown, Flint, Mich.

Sponsored by the Industrial Mutual Association of Flint, and To Be Held in the I. M. A. Auditorium.

Only Contestants with Wardrobe, Entertaining and Staying Ability Wanted. This Will Be a Money Show, With Prizes Up to \$1,500.00.

Write or Wire, Your Own Expense.

JACK STEINEL or AL BAKER  
Mid-West Assn., I. M. A. Auditorium,  
FLINT, MICH.

Announcing Another Big Virgin Spot!

## HAL J. ROSS AMUSEMENT CO.

San Bernardino, Calif., April 25th

ORANGE SHOW BUILDING  
(Largest Building of Its Kind in the World)

## CONTESTANTS NOTICE

All HAL J. ROSS and RAY "POP" DUNLAP TEAMS in Good Standing Wire Me Immediately.

DICK EDWARDS, Mgr.

SAN BERNARDINO, CALIF.

\$1750.00 Prize Money—And You Get It!

NOTE—Following Contestants contact me by wire immediately: Woodrow Webster, Gene De Karquin, Blackie La Tessa, Rose and Jackie Sellers.

## 4th Navarre Calif. Show Gets Good Biz

VISALIA, Calif., April 13.—Neal B. Navarre, conducting his fourth Pacific Coast show, now past its 575th hour, is drawing 'em in with 13 teams and 4 solos still on the floor. The show started March 14, with 51 couples. Week-end business has been exceptionally good, with standees no rarity.

Kenny Price is top emcee, produces the floor show and handles the contestants. Assisting on the stand are Louie McComb, Steve Steves, Jimmy Martin (midnight maniac) and Bob Van Allen. The staff also has three floor judges, three nurses, three cashiers and Lavon Connolly and his Walkathoners furnish the snappy tunes. Tom Sawyer, local restaurateur, serves the kids and conducts the cafe in the building. Broadcast is by remote control from the Fresno Station KML.

Couples still going include Johnnie Russo and Rose Anderson, Pa and Ma Coffe, Gene Heck and Peggy Allen, Amel Dees and Ruth Altom, Carl Clonto and Dorothy Jones, Kenny Delhart and Lillian Dabner, Cliff Halter and Ruby Nell, Harry Meredith and Dorris Mae, Fred Jones and Katherine Pholpeter, Frank Sanders and Helen Rasey, Burrell Shaw and Mabel Cooper, Gladys and Lealie Smith, Orville Okerson and Erma Cowley. The solos are Chad Alviso, Roy Adams, Dick Joseph and Woodrow Wilson.

## Five Couples in as Jackson Nears End

JACKSON, Mich., April 13.—The Interstate Walkathon Company's show here, under Jack LaRue direction, has passed the 1,680-hour mark with five couples remaining on the floor. Fans have been given plenty of entertainment since the start of the contest, with special credit due comedians Roy Meyers and Jack (Dead Pan) Kelly.

Archie Gayer and Doug Isitt are doping out tough hazards for the windup. The show is over WIBM three times daily. The floor is ably taken care of by Scotty McBride and Jack Reynolds. Jerry Martone, Bud Gets and Ernie Felice are trainers, with Billie Isitt, head nurse, and Helen Garafolo, assisting.

Couples still going are Viola Comerford and George Nassar, Jackie Airgood and Tommy McGrew, Edna Nowell and Jimmie Parker, Peggy Richards and Doug Mills and Jo Hitt and Clyde Woods.

## Godar Super Doing Well

SALINEVILLE, O., April 13.—The Al Godar super show, which started here April 8, is playing to fine houses despite the fact that walk is running in a town with a population of approximately 1,900. Platform duties are being handled by Sam Gore, with Bobby Goldman stooging his first show in great style.

The original walk is down to two teams and one solo, after 696 hours. The contestants still battling include Bobbie Goldman and Betty Sue Long, Ray Myers and Ann Bishop, and Mabel Lindsey, solo. Teams in the super are now "enjoying" 40-minute dynamite derbies.



# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

SONDA, mentalist, after closing a tour of theater dates which took him thru Ohio, Kansas, Missouri, Oklahoma, Indiana and Illinois, is jumping to Lampasas, Tex., to join Goff's Comedians. Says business is better than he has seen it for some time.

HOWARD THURSTON writes in to deny the rumor which has been making the rounds of magicdom recently to the effect that he announced McDonald Birch as his successor in a recent broadcast over Station WLW, Cincinnati. "I wish to deny emphatically the report," Thurston writes. "Our business is continuing capacity everywhere and I am feeling fine. I expect to retire when I am 84 and not before." That means that the old master still has 31 more years to go.

JOHN H. DAVISON, Uncle John to his many friends in the magic field, writes from Ashaway, R. I.: "I fully realize that there are many of us who could be of service to the column and, thru it, to our fellows, did we but take time to write you of the things that would be of interest to the profession. I won't say it's modesty, for who in Tophet ever heard of a modest magician? It's just that we are too lazy. I am getting reports from various sections re: the Lima convention. Have letters from many who are to attend their first this June. The regulars will be there anyhow and it has all the earmarks of a big time. As for Winston-Salem for 1936—there is no doubt. It's in the bag."

K. L. BURK, advance representative for El-Wyn's Spook Party, possibly the best known of the spook shows on the road today, was a visitor at the magic desk last week. Burk reports a terrific business for the El-Wyn attractions and carries sufficient proof to back up his statements. Company plays all one-nighters and only on special midnight performances. El-Wyn is none other than E. C. Peck, well-known West Coast magiah. He carries four assistants and uses 15 ghost plants on each engagement. Since starting out from Denver two years ago the El-Wyn Spook Party has worked all the Fox-West Coast theaters thru Wyoming, Colorado, Idaho, Utah, Oregon, Washington and California; for the Minnesota Amusement Company (Publix) thru Minnesota and the Dakotas; the Interstate and Jefferson Amusement Company houses thru Texas; for the Griffith Amusement Company thru Oklahoma; for Lucas & Jenkins out of Atlanta; for Wilby-Kincy thru the Carolinas, Alabama and Georgia and all the Sparks theaters in Florida. Show is now working the Sudecum houses thru Tennessee, Alabama, and Kentucky. Burk has the attraction booked well ahead and expects to work right on thru the summer.

YNALEB, illusionist, is appearing with his big troupe at the Theater of Rennes, France.

KARMOX, fakir, and Zama, mentalist, are with the Cirque Bureau at Moulins, France.

THE DE ROCROY COMPANY, illusionists, are at the Palais du Parc at Aulnay, Paris suburb.

DE VILLERS, illusionist, is at the Royal Cinema in Macon, France.

NINA SOKOLOSKA, magician, is with the Cirque Rancy at Troyes, France.

THE MEL-ROY SHOW, under the management of Williard the Wizard, reports good business under canvas thru Southern Texas. Alice, Beville, Victoria, El Camp and Wharton were all above the average, according to Ralph Farrar, ork leader with the show. The new top, seating 900, is decorated with gayly colored lights and makes an A-1 flash. Everything is painted in orange, blue and aluminum. Show carries two light plants and is transported on 10

trucks and trailers. Tommy Willard is the featured magician. Others in the roster are Corrine Willard, first assistant; Betty Roberts, Mae Clarkson, the Evans Twins, Mr. and Mrs. Archie Moler, Bill Padgett, Jimmie Harbor, Zeb Webb, Ernest Williams, Joe Korshinsky and Jess Sanders. Ralph Farrar leads the orchestra made up of Dix Yates, Leo Lowell, Red Smith and "Wham" Wilson. Bill Page has the advance.

RAJAH RABOID is back in New Orleans after having spent several months in Mexico, making personal appearances and teaching magic tricks over Mexican radio stations.

THE GREAT LEON is still confined to his bed at his home, 938 South Gramercy place, Los Angeles, but is improving daily and expects to be out soon.

INDIANA SOCIETY OF MAGICIANS held an informal Ladies' Night in honor of Tenkal and Okinu (Mr. and Mrs. Tenkal) at its headquarters in the Hotel Washington, Indianapolis, Wednesday night, April 10. Mr. Tenkal and his wife performed some beautiful and baffling sleights. Tenkal's vade mecum is his card production with the fingers interlaced, which Mrs. Tenkal does equally as well. Members of the society who also performed were Argus, Guy Stanley, George Paxton, J. Elder Blackledge, George Purves Jr., Hubert Collins, S. F. Sterns and Duke Sterns. The successful evening concluded with refreshments being served in true Japanese fashion.

PAAY FULLER (Wizardo), who has been exposing magic tricks to the readers of a Portland, Ore., newspaper, is now giving his information thru the columns of a Chico, Calif., paper. All it costs the readers is 15 cents to learn the secrets of the various tricks.

BOB ECKLUND postcards from Jamestown, N. Y., that things are going fine with him and that he expects to hit the road soon. Says, too, that his Moments of Mystery is clicking handily.

"GAVE MY FINAL show in this territory this morning at the East Coventry Consolidated School." Mystic Courtney writes from Pottstown, Pa., under date of April 3. "After being here two months, working in and around Pottstown, I found it a little hard getting started, as this is new territory for me. After my first date, however, the going was a lot better. Have had a successful two months here and every school I made I left in good shape for the next mag show."

MADAME ROYE, mentalist, writes: "Have been working clubs, drug stores, picture shows in and around Spokane, Wash. Business unusually good, altho snow and cold weather interfered in some places. Hope the summer season will be equally as good."

RECHA, Russian illusionist, is with the Cirque Amar Preres at Bordeaux, France.

MAX REYWILS, illusionist, is at the Varietes in Autun, France.

NEWLY ELECTED OFFICERS of the Gus A. Doeright Ring, International Brotherhood of Magicians, Youngstown, O., are Nevin V. Hoerert, Warren, O., president; Arthur Bush, vice-president; Harry Tutler, secretary; Frank Zacone, treasurer, and Charles A. Leedy, publicity director.

BERNARD ZUPALL, just back from a Bermuda cruise aboard the Manhattan, making two appearances, is going on another cruise. He sails Friday on the Statendam for 10 days and will perform aboard. Zufall, incidentally, was the subject for a four-column feature interview in *The New York Sun* April 3. Headed "Remembering Things His Hobby." The interview explained his method of working and praised him considerably.

CARDINI, playing the Palace, New York, this week, is being given big publicity in the form of large and striking lobby displays.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ORDER THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For VAUDE

PEG LA CENTRA—contralto heard on numerous NBC network programs as guest and regular feature. Shows plenty of stuff in presenting her songs and seems to be constantly improving. Rates a buildup as a single in vaude.

show, and also contributed excellent work in Miss Cornell's *Romeo and Juliet*. Young and good-looking and possessed of marked ability. Should be a natural for the film femme trade, and, unlike most celluloid sex-appealers, he can offer real acting, too.

DON RICHARDS—talented musician and violin virtuoso, now appearing at the Hotel Biltmore in New York with his own orchestra. Has looks and appearance of the suave Latin type, yet, tho of Latin extraction, he has flawless diction and is entirely without accent. Unlimited quantity of romantic appeal.

## For FILMS

DORIS DALTON—legit newcomer now appearing in *Petticoat Fever* at the Ritz Theater, New York. Has looks, a great deal of charm and a fine sense of comedy values, scoring sensationally in her current part, which is her first big assignment in New York. Should prove a definite asset to pix.

ADA LEONARD—statuesque brunet of Dolores Del Rio type, at present featured at the Star and Garter, Chicago. Possesses poise and beauty of both form and face. Photographs excellently and should screen as well. Needs voice training and dramatic direction. If she can come thru on these two points she rates a screen try.

JOHN EMERY—young legit actor now appearing with Katharine Cornell in *Flowers of the Forest* at the Martin Beck Theater, New York. Does a standout job in the current



## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

PAT PATTERSON, ertwhile end man with the old Dockstader Minstrels, now operates the Fireside Tavern, Cleveland.

OSCAR DAY, lyric tenor, formerly with the Max (Sambo) Trout Minstrels, is working the night spots in Chicago.

HARRY VAN FOSSEN paid a brief visit to Chicago recently, but made a quick exit from the Windy City, returning to his home in St. Joseph, Mo.

FRANK MACK, of the former Mack & Long Minstrels, is now located in Kansas City, Mo.

CHARLES PAOE, basso, formerly with the Van Arnam Show, is sojourning in Columbus, O.

JOHN W. VOGEL, still at his headquarters in Columbus, O., is talking about putting a minstrel show on a showboat this summer.

DOC HAINES is now working on the Oneonta Star, Oneonta, N. Y. He recently spent a brief visit with his old minstrel friends in Syracuse, N. Y.

## National Minstrel Players and Fans Association

By ROBERT REED, Secretary

Welcome to headquarters was extended during the week to the following: Joe Purcell, Doc and Mrs. Miller, A. H. La Rue and Jack Rogers.

Congratulations are extended to D. H. McCarrighan, who has recently taken over the Cataract House, Niagara Falls, N. Y., and who is planning an old-time minstrel show for the historical spot. Cataract House will be remembered by historians as being headquarters for the Southern forces during the Civil War period, all of which lends atmosphere to the presentation of minstrelsy.

Members of the executive board now in session are busily engaged in completing plans for the annual meeting in September. We would like to hear from members who anticipate attending the meeting. When writing in, please state number of people in your party. Special

rail and bus rates are available to all members and friends attending the convolve.

Again we remind our members that partial payments may be made on all delinquent dues. This is in accordance with the ruling set last year by the executive board.

National headquarters expresses condolences to the surviving relatives of Charles Tenny, veteran minstrel, who passed away at the City Hospital, Cleveland, recently.

Sunshine letters to the sick are always appreciated. Do your bit today. Another good idea is to mail your old copies of *The Billboard* to these folk. Start the ball rolling now. Do not let it be said that the minstrel folk are lacking where good deeds are recorded.

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# THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

**Ralph Whitehead**, executive secretary American Federation of Actors, is to be complimented for his letter in the Forum of April 6. But who really is to blame for so many actors being

## Blames Inroads Of Amateurs on So-Called Pros

ample: in New York City during the recent welfare expose it was brought out that actors (supposed to be) were holding jobs as teachers, teaching dancing to thousands, as a TERA project, thru mass forms of free lessons, in which daily attendance was more than 1,000.

It was stated that 3,745 were placed in jobs, which means that 3,745 professional dancers were let down while that many amateurs stepped into professional shoes. I often run across so-called professionals wild-cating around the country promoting lodges, churches, schools and colleges to stage productions, casts being from memberships of lodges, churches, schools or colleges. I ask, would any intelligent professional teach his or her talent to others? A real professional will guard the profession against newcomers.

What kind of a professional is one who will lower his or her dignity and talent to earn a few dollars by appearing in an amateur night show? There is no excuse for doing that, even tho the b. r. is flat. It would be far more honorable to seek welfare relief than to disgrace their careers. Yet I have seen a lot of so-called professional acts in big-time theaters that needed a little more amateur experience to teach them stage manners and develop any talent they might have.

A troupe arrived here to play a transient camp under TERA contract, and this troupe lacked manners when in presence of the public, on the street and in waiting rooms. Ye gods, where did they get the idea that they were professional troupers? I'll tell you: from taking part in some awful amateur production back home in the sticks! I have found so-called professionals promoting theaters and beer gardens. I mean cafes, to put on amateur talent, and these same promoters were boosting amateurs to go into vaudeville.

Then there are theaters where performers work without pay, having a privilege to sell some article, as is done around Minneapolis. I could have had six weeks' work under those terms. My answer to the house manager was: "It is just a nice way of telling audiences that the house manager is a cheap skate and that their sympathies are being appealed to thru the articles being sold."

Yes, the public is flesh-hungry, whether it be amateur or professional. It is up to us professionals, who depend upon our talents for a living, to convene and devise ways of combating the amateur evil. I could have untold bookings if I stooped to unprofessional tactics. There are too many performers not whole-heartedly trained in their profession to fight for it, because they have some sideline that they follow. **THOMAS G. SIEBERT.**

Xenia, O. Referring to some inquiries that have been in The Forum, the John Robinson Circus train was wrecked on September 10, 1888, in Corwin, O., on the Pennsylvania Railroad after leaving Xenia for Morrow, O., where it was to show the next day. The accident was caused by allowing a fast

freight to follow the circus train during a heavy fog. The circus train stopped in Corwin for water and the freight crashed into the rear end.

Five were killed and 15 badly injured; a famous contortionist's legs and arms were broken. Animal cages were thrown from the train. The private car, Walnut Hills, of John Robinson Jr., in which were traveling his daughter and Miss Lea Smith, daughter of Mayor

Amor Smith of Cincinnati, was reared on end and came down with a crash on the next sleeper, injuring several.

Tim Golden, Xenia, was engineer of the circus train, and James Long, Eastern avenue, Cincinnati, was engineer of the freight. The circus loss was more than \$15,000, one band wagon that cost \$2,700 being reduced to kindling wood. **HARRY L. CLARK.**

Marletta, O. What's the matter with magic? This seems to be the question everyone wonders about and writes about. Zetto the Great made a "ten strike" with his letter in the Forum recently, but let us hope that no one takes seriously his suggestion about exposing the whole show on the second night. A few dozen performers rioting that would soon ruin magic. At any rate, you are right an every count, Zetto.

What's wrong with magic? Nothing. If there's anything wrong, it's with the people in magic. If it were possible to right all the wrongs done the Goddess of Magic, the first step would be to do away with gyp dealers. I mean dealers who sell junk and pipe-dreams instead of real apparatus. When a man is making his living with magic and spends his money on a piece of apparatus, he expects to get something for his money. He doesn't want something that won't work or something that will fall apart after the first performance. Any traveling magician knows how little time he has to keep apparatus in repair, so when he buys something he wants it built right. So, I say, do away with price-cutting, gyp dealers.

If a magical mechanic is a capable metal spinner, woodworker, etc., and can make real apparatus, he should get as much money for his efforts as an artist, as he is an artist in his line. If he gets real dough for his work, this will keep the price of magic up and eliminate so many schoolboys buying apparatus. I'm sure no real performer ever objected to paying a good price for a real piece of apparatus that looks right and works right, because he knows that he's made a good investment. It's only when you are gyped that you kick, no matter what the price is.

As to exposing, this is okay so long as it's confined to small pocket tricks, etc. It is only when it includes sleights and principles employed in larger tricks that it really harms magic. Of course, magic societies, publicity-seekers and amateurs all do their share of exposing, but to my mind the greatest offenders are careless magicians and so-called magicians. There are many capable performers in magic who, after playing a club or school, allow their equipment to lay around uncovered or unpacked until all the committeemen or instructors have a chance to inspect it. In theaters they allow most of their props to stay in the same spot offstage until the next day's performance, thus allowing ample time for the stagehands, managers and ushers to satisfy their curiosity. I realize this is very hard to overcome, but a little effort along these lines would be a great help, not only to the magician himself, but to the next fellow who comes along.

Then there is the type of magician who usually plays schools, clubs and possibly small theaters (he can't get in the good houses) and burns up the territory

for the next magician. He usually has a rotten show or plays to small admission prices (as low as 3 cents, I'm told) or he gives the school as high as 70 per cent in order to get the date or he misrepresents by advertising a show as big as Thurston's, then walking on with an egg bag. Any one of the above offenses is enough to ruin any spot, for several months at least. A few years back high schools were wonderful territory for magic; now high schools are gradually ruined for magic for a long time to come. I know several so-called magicians out playing schools, taking advantage of the principals' scant knowledge of show business, promising everything and doing nothing. Their whole show consists of a few pieces of home-made apparatus, they call themselves the "Great Whoosis," but they don't even know how the standard catalog effects are worked. **TOMMY WINDSOR.**

Atlanta. Referring to the letter of Frank Pouska in the Forum of October 6 regarding circuses playing day and date, here are two references which I ran across in an old trunk of mine a few days ago. On September 26, 1917, Ringling Bros. Circus and Jess Willard (himself) and Buffalo Bill's Wild West were in Waco, Tex. Ringling Bros. got more people at night than the Wild West had at both performances. Jess Willard did not draw so well there, as the circus was too well known.

I have never seen any mention in the Forum of the circus train wreck, a head-on collision near Lexington, N. C., at 3 a.m. on October 29, 1901, in which were killed 120 head of horses of the Buffalo Bill show while en route from Charlotte, N. C., to Danville, Va., over the Southern Railway.

Danville was to have been the closing stand; the engagement was called off because of the disaster. A fast southbound train ran into the second section of the show train, which had two carloads of horses next to the engine. **E. W. ADAMS.**

## FROM THE BOX

(Continued from page 22) Trevor, decides to go home with "her hero."

Cast do as well as possible under the parts given them. Jack Haley dances hither and yon shouting, "Scoop, scoop." Mitchell and Durant give the story some spice with their knock-out vaudeville routine. Zasu Pitts gets a few chuckles with a telephone gag and an act of opening a coffee can. Ayres is out of place in this type of a story, and Miss Trevor didn't fit into the part assigned her.

Clyde Bruckman's direction is acceptable and with the story material given him has no doubt injected more comedy material than it was originally hoped for.

Spring Tonic is decidedly a program picture, with best chances on dual bills. **Blackford.**

## "The Florentine Dagger"

Warner Bros.' Downtown, Los Angeles. Time—70 minutes. Release Date—March 30.

Expertly directed, with suspense sustained to the last minute, the Harry Joe Warner production of a story by Ben Hecht is Class A entertainment of the type that should do well at the pay gates.

Picture concerns the ancient Italian home of the Borgias. A young man arrives on the scene and announces that he is a blood relative of old man Borgia, visiting the supposedly haunted domicile of the former powerful family of Borgias, the young man throws himself into a mental stupor, thru which he is of the opinion he can commit murder. The

41st YEAR  
The **Billboard**  
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**R. S. LITTLEFORD**, President and General Manager.  
**E. W. EVANS**, Secretary-Treasurer.  
Outdoor Dept., 25 Opera Place, Cincinnati, O.  
**E. E. SUORMAN**, Editor  
Indoor Dept., 1584 Broadway, New York, N. Y.  
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.  
Phone, Main 6308. Cable Address, "Billboy," Cincinnati.  
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Vol. XLVII. APRIL 20, 1935. No. 16

father of the girl he loves is killed by a Florentine dagger and the young man becomes fearful of the fact that he is the one who might have killed during one of his spells. The girl enters into the story also and is revealed as not the daughter of the slain man, but one of the principals in the story who also had motives for murder. Picture builds up constantly until it reveals that a woman believed to have been burned to death did not die, but has been living behind a plastic mask for years plotting her revenge and finding it in the murder of the old man.

Margaret Lindsay is aces as the girl in the case. Her performance is convincing. Donald Wood, as the young man, has a part he soundly plays. Henry O'Neill, as the murdered father, is a perfect bit of casting, and C. Aubrey Smith, as the psychiatrist who clears up the mental ills of the principals and aids police inspector, Robert Barrat, in solving the crime, is well played. Florence Fair, the woman behind the mask, is capably acted. Paul Porcasi, Herman Bing, Henry Kolker and Frank Reicher are excellent in minor roles.

Robert Florey's direction is timed perfectly and he has developed the story into a grand bit of entertainment. **Blackford.**

## "Bride of Frankenstein"

(UNIVERSAL)  
Previewed at Warner's Beverly, Beverly Hills, Calif.  
Time—78 minutes.  
Release Date—April 22.

The name of this picture is its story. Two scientists set out to create a female monster companion for the one left over from the last Frankenstein. They succeed, and when the male monster looks upon the fruit of their efforts he blows the laboratory to bits, killing himself, the female and the two scientists.

Picture is filled with creepy and thrilling moments and is certainly not intended for children. Thoughtful parents were quick to bundle their offspring out of the theater following the first appearance of the monster at this preview.

Boris Karloff is still the monster, Henry Frankenstein, his creator, is played by Colin Clive, a weak individual in the hands of Ernest Thesiger, who influences him to join hands with him in the creation of the female. Elsa Lanchester is the result of their efforts . . . a hideous individual with hair on end, scars covering her neck and the movements of a robot. Others in the cast are Valerie Hobson, O. P. Heggie, E. E. Olive, Una O'Connor and Gavin Gordon.

Bride of Frankenstein possesses unlimited exploitation possibilities. Picture is not of first-run caliber, altho it will please in most centers where this type of sensationalism is relished.

James Whale is credited with the direction. John Mesall's photography is excellent and his shots of the monster stalking the countryside are high spots in the picture. **Blackford.**

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**ALBU**—Steven, 50, theater owner and musical comedy producer, recently in St. Mary's Hospital, Detroit. He formerly owned the old Acme Theater, Highland Park, Detroit suburb, and the Zelah, Detroit, and produced musical comedy shows at the Temple Theater, Bay City, Mich., for many years. Four years ago he acquired the Friscilla Theater, Detroit, which is being taken over by his son, Romulus Albu. Survived by his widow and two sons, Romulus and Aurel. Burial in Evergreen Cemetery, Detroit.



**COOKSTON**—Melvin C., 75, formerly manager of Colonel Seavers' Buffalo Ranch Show and later with Marlow's Shows, at Poplar Bluff, Mo., April 9.

**COVELL**—Major E. G., English war ace and motion picture actor, suddenly in Los Angeles recently.

**CURRAN**—Mrs. Ruby (La Fayette), 61, who began her stage career more than 60 years ago, at Long Beach, Calif., April 4. She had been working in motion pictures since 1917. She appeared in hundreds of pictures, including *Mother of Mine*, in which she was starred; *The Miracle Man* and *Grand Hotel*. Her husband, John T. Curran, an actor, died in 1918. Surviving are two sons and two daughters.

**DAVIS**—Floyd, 22, parachute jumper, killed near Flint, Mich., March 31 when ropes of his parachute fouled in "wings" he had tied to his arms. His 5,000-foot fall was witnessed by his mother and sisters.

**DE SHON**—Hattie, 66, mother of Harry De Shon, of the theatrical agency, De Shon-Naylor, at her home in Los Angeles April 2 of a heart attack. Funeral services April 4 and burial was made at Valhalla Cemetery, Valhalla, Calif.

**DOWNEY**—D. Patterson, 56, for the last five years dancing instructor at McElroy's Spanish Ballroom, Portland, Ore., at St. Vincent's Hospital, that city, recently. His widow survives.

**ECKSTEIN**—Henry Gottlieb, 75, executive of the Crackerjack Company, Chicago, of a heart attack April 11 at Ontario, Calif. Survived by his widow, a son and two daughters.

**EMBREE**—Arthur M., 63, secretary of the Gibson County Fair Association, Princeton, Ind., for many years, at Princeton April 6 after several months' illness of heart disease.

**FERNY**—Jane, French musical comedy star, in Paris recently.

**FOLWELL**—Arthur, father of Arthur H. Folwell, dramatic editor of *The New York Herald Tribune*, in Brooklyn April 2. He was a retired insurance broker. Another son, Harold V., also survives.

**FRANKLIN**—Harold R., 39, manager of the Rialto Theater, Hillyard, Wash., for the last eight years, at a hospital in Spokane, Wash., recently of pneumonia.

**GINGRICH**—Amos S., 75, well known to circus folks, at Lancaster, Pa., April 6. Survived by his widow, a daughter and five sisters.

**HALLETT**—Albert, 65, stage and screen actor, April 3 in Hollywood. Funeral services at the Catholic Church and interment in Calvary Cemetery there. His widow, Agnes Johns, stage actress, survives.

**HAMILTON**—Betty, 21, suddenly in New York April 10. She had been under medical care for a nervous breakdown for some time. Although an American, she had appeared in several British-produced pictures and had starred on the London stage. Her parents and three brothers survive.

**HAUSMAN**—Fery, 45, midget, who some years ago appeared with shows in the

United States, later residing on his estate at Cegled, Hungary, April 6.

**JANE**—Betty, 21, radio singer, whose right name was Betty Gottschalk, in a Buffalo (N. Y.) hospital April 21 after an appendectomy. In the past year the young singer had started making a name for herself, appearing on both networks on sustaining and commercial shows, the latter including Van Heusen collars and Tastyest on NBC. She had also used the name Betty Queen. Before she entered New York radio she was on WKBB in Buffalo. Her father, mother and sister survive.

**KARSEY**—Harry G., recently at his home, South Ozon Park, L. I., N. Y., of acute dilation of the heart. He was to have been with the side show on the Famous Robbins Circus this season. He had been with circuses for the last 26 years. He was a member of the Elks' Lodge, Osawatimie, Kan. Survived by his widow, Myrna; two daughters, Jeanette Wallace and Martha Karsey; his mother, two sisters and a brother. Burial in St. John's Cemetery, South Ozon Park.

**KENNEDY**—John (Pat), 40, in Quebec City recently. He had worked with carnivals and at fairs in New England and Eastern Canada and in amusement parks in Connecticut, New York and Massachusetts as a show talker. His home was in St. John, N. B. Interment in Quebec City.

**KILLIAN**—William J., 42, in Chicago April 2 of pneumonia. He operated a booking office in the Windy City for the last 20 years, and for the last five seasons was emcee and orchestra leader of the S. S. Roosevelt. He was a member of the Elks, Masons and Moose.

**KLEE**—Mel, 42, vaude performer for 20 years, in New York April 8. He was a standard act for years, starting out as a song plugger, later working with Al Herman and then doing his own act when Herman went to the Coast. He worked both in white and blackface, in later years touring for Pancho & Marco. His right name was Lefkowitz. His widow and two sons survive. Interment in Mt. Hebron Cemetery, Flushing, N. Y.

**LOHMANN**—Minnie Engweller, 53, owner and operator of Swiss Garden, Cincinnati, for many years, at Christ Hospital, that city, April 9 after a six months' illness. Surviving are her husband, Fred Lohman; three sons, Albert Engweller and Walter and Jack Lohman, and a daughter, Mrs. Carlo Weber, all of Cincinnati. Funeral services April 12 at St. Agnes Church, Cincinnati, with burial in St. Mary's Cemetery, St. Bernard, O.

**MOWETHEY**—Howard, 47, known in the profession as Howard Mack, in the Veterans' Hospital, Hines, Ill., April 9 of cancer of the throat. He began his professional career 35 years ago and for 20 years was with Tom Coffey in tabs and dramatic stock. He was confined in the hospital for seven weeks. Survived by his widow, Jean; 17-month-old daughter, Patsy Helen; his father, sister and two brothers. Interment in Memorial Park Cemetery, Oklahoma City.

**MARCHIORG**—Edoardo, stage manager of the celebrated Scala Opera House, Milan, Italy, in an automobile accident near Brescia, Italy, recently.

**MEYERS**—Henry W., 64, member of the black-face team of Wilmott and Mayo 25 years ago, at Utica, N. Y., April 4. Requiem high mass was said April 9 at St. Francis De Sales Church, Utica, with interment in the family plot at St. Agnes Cemetery, that city.

**MITCHELL**—Tom, 44, NBC network singer, at his home in San Francisco April 9 from a heart attack. Native of Yorkshire, Eng., Mitchell studied music in Boston and before he was 20 he was traveling on the Keith Circuit, later going into musical comedy. He turned to radio in 1923. Survived by his widow and two children, Tom Jr. and Marilyn. Burial in Los Angeles.

**MLYNARSKI**—Emil, 65, musician, composer and former director of the Philadelphia Opera Company, in Warsaw, Poland, April 5. He came to America in 1920 and directed the Curtis Institute and Philadelphia Opera orchestras. In Europe he taught music and directed in various countries, including Russia, Poland, Scotland and England.

**MOODY**—Jackie Ned, 40, at Tompkinsville, Ky., April 7. He had a wide ac-

quaintance among circus people, having been paymaster for Hagenbeck-Wallace and other circuses for eight years. Interment with military honors in Flippin Cemetery, Tompkinsville, April 10. He was a prominent member of the American Legion.

**MOSIER**—Charles, recently of heart trouble. For the last two seasons he had been advance agent for the Miller Bros' Circus and was with Davenport's Society Circus at the time of his death. He also had been with M. L. Clark, Mighty Haag and other shows. Burial in Oak Grove Cemetery, St. Charles, Mo.

**RAFFERTY**—Patrick C., who began his theatrical career on the Pacific Coast in the company of Nat Goodwin, recently at the Masonic Soldiers and Sailors' Hospital, Utica, N. Y., after a lingering illness. He toured the British Eastern possessions in Gilbert and Sullivan repertoire and also played in Australia and the Orient. During the early days of motion pictures he appeared in Vitagraph films and also was one of the original Keystone Comedy policemen. Mr. Rafferty was also one of the original cast of the California Mission Play. Later he formed his own company out of Chicago and played Irish comedy. He appeared at the Vanderbilt Theater, New York, in *My Girl* and also played two years in *Peggy Ann* in support of Helen Ford. Funeral services and burial under auspices of the Masons at the Brookfield Cemetery, Brookfield, N. Y., April 6.

**RICE**—Mrs. Rachel, 56, mother of Howard (Hal) Rice, Canton, O., musician and orchestra leader, April 7 at her home in Canton following a several weeks' illness. Funeral services April 9 and burial in Westlaw Cemetery, Canton.

**SEDER**—Edwin S., 43, well known as a concert organist and music teacher, April 11 at his home in La Grange, Ill., after a long illness. He was on the faculty of the Sherwood Music School, Chicago, and was a former president of the Chicago chapter of the National Association of Organists. His widow, Mrs. Elsie Harthan Arendt Seder, concert soloist, survives him.

**SHERRILL**—John C., 62, assistant manager of the Pastime Amusement Company, Charleston, S. C., for more than a quarter of a century and a co-partner in the city's first motion picture theater, April 4 at Charleston following a heart attack. Body shipped to Asheville, N. C., for burial. A brother and two sisters survive.

**SHULTZ**—Keith Wayne, juvenile cowboy performer and son of Mr. and Mrs. Charley Shultz, April 6 when struck by a motor vehicle in front of the Circle Theater, Oklahoma City, Okla., where he had been presenting his rope-spinning act. Interment was at Ponca City, Okla.

**STREATOR**—Frank W., 65, former trouper, at Herkimer, N. Y., April 7 of heart trouble. He played a violin for several years in vaudeville and the trombone in the band of the Sig Sautelle Circus. Survived by his widow, two daughters and a son.

In Loving Memory of My Husband,

**A. J. ZIV**

April 22, 1932.  
MRS. A. J. ZIV.

**STURM**—John, 82, father of Lester Sturm, manager of Fox Film Corporation office, Detroit, recently in Oakland, Calif., his home town. Burial in Oakland.

**MARRIAGES**

**BURROUGHS - DEARHOLT**—Edgar Rice Burroughs, author of the Tarzan stories which have been adapted to the screen, to Florence Gilbert Dearholt, former screen actress, at Las Vegas, Nev., April 4.

**COOPER-MULLINEAUX**—Harry Brand Cooper, brother of Phyllis Cooper, stage and screen actress, to Roberta Jane Mullineaux at the Episcopalian Church, Los Angeles, April 2.

**FAWCETT - ROBINSON**—William H. Fawcett, publisher of motion picture fan magazines, to Frances Robinson April 1 at Tijuana, Baja Calif.

**GOERING-SONNEMANN**—General Hermann Wilhelm Goering, Premier of Prussia and aid to Adolf Hitler, to Emmi Sonnemann, German actress, in Berlin April 10.

**KIDDER-ANDERS**—Peggy Anders, of the Anders Sisters, featured with Teddy Harris' *Nick-Nack Reue* at The Tavern, Reno, Nev., and Warren Kidder, of the

(See MARRIAGES on page 31)

IN LOVING MEMORY OF

**MAURICE ABRAHAMS**

A Devoted Husband and Father,  
who departed this life  
April 13, 1931

REST IN  
PEACE

BELLE BAKER ABRAHAMS  
HERBERT ABRAHAMS

**AYLESWORTH**—Mrs. Georgia Shores, 78, mother of Merlino H. Aylesworth, president of the National Broadcasting Company, at Fort Collins, Colo., April 4 following a long illness.

**BARTO**—Eileen S., 73, mother of James O. Barto, of the Three Bartos, athletes, in vaude and musical comedy for the last 38 years, at the Pitkin Memorial Hospital, Neptune, N. J., recently following a stroke. Survived by three sons, James O., Herbert and Lloyd; a grandson, James Jr.; a sister and two brothers. Funeral services and burial at the Evergreen Cemetery, Detroit.

**BELL**—John, 70, Pittsburgh organist for half a century, in Westmoreland Hospital, Greensburg, Pa., April 8 of injuries suffered April 6 in an automobile crash near that town. Funeral services April 10 in Pittsburgh. His wife, 68, died on the day of his funeral from injuries sustained in the same accident.

**BENTLEY**—Raephel, chorus girl at the Avenue Theater, Detroit, in that city April 2. Burial was in Chicago April 6. Survived by her husband, Harry, and a sister, Jade.

**BIERLICH**—Julius, 53, musician, recently at his home in Los Angeles. Bierlich was former concert master of the Los Angeles Symphony Orchestra and member of the Philharmonic Orchestra. He was the son of the late Bernhard Bierlich, noted musician. Funeral services April 3 and cremation followed at Inglewood Park Cemetery, Los Angeles. His widow, son, daughter and nephew, Ferdie Grofe, composer and former musical arranger for Paul Whiteman, survive.

**BRANOATO**—Sam, 56, in Robinson Sanitarium, Kansas City, Mo., April 5. He was operator of Fairyland Park there and had planned its opening May 19. Survived by sons, who will manage the park.

**CADWALLADER**—Charles L., 52, former motion picture art director, at his home in Los Angeles April 5 from a pulmonary disorder. He leaves his wife and mother.

**CHASTAIN**—George R., 82, lumber merchant of Monterey, Mexico, and Orange and Alvarado, Tex., at his home in Alvarado recently. He was well known to all showfolk who played Alvarado. His son, Hugh T. Sr., and his grandson, Hugh T. Jr., also were connected with the show business over a period of many years in various executive capacities. His widow and son survive.

**CONNELL**—Mrs. Mildred L., 38, wife of Richard A. Connell Jr., part owner of Station WJR, Detroit, in the Women's Hospital there April 9 after a short illness. Survived by her husband and three children.

**James S. (Sky) Clark**

James Schuyler Clark, 65, better known as "Sky," formerly a noted figure in the outdoor show world and past president of Pacific Coast Showmen's Association, died at Mondo, Calif., April 7 of general arteriosclerosis.

He started in show business with the old Sells Bros' Circus and later went to the old Barnum & Bailey Circus. He made the two foreign tours with that show, and was noted as one of the greatest concert ticket-sellers in the business. He is survived by a daughter, Mrs. Prentiss Hale. Services were largely attended April 9 at Bresco Brothers' Funeral Home, Los Angeles. There were many floral offerings. Chaplain Burr McIntosh, of Pacific Coast Showmen's Association, conducted services. Interment in Showmen's Rest in Evergreen Cemetery, Los Angeles. John S. Lyons conducted services at the grave. Pallbearers were John T. Backmann, Doc Hall, Harry Seber, Felix Burk, Ross Davis and Mill Runkel.





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TROMBONIST—FINE TONE—VOICE. Experienced in radio and dance bands. Young, good appearance, reliable. Location preferred. Proposition must pay off. Write; tell all. MUSICIAN, 910 W. 2d St., Muscatine, Ia.

TRUMPET AND TROMBONE—TEAM WELL. Plenty experience in all lines. Both sweet or take-off. Trumpet arranger; separate if necessary. Wire or write NEAL PEAK, 1607 Bailey Ave., Chafftanoga, Tenn.

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DRUMMER doubling Trombone, now or summer season 15 years professional experience, slight repute. Vaudeville, dance, musical shows, tent and variety. Locate or travel. 1404 N. Bayport Ave., Joliet, Ill.

FIRST TRUMPET, or Front Man, double Fiddle. Modern "go." Good personality. Sing, entertain. Sell it. Capable rehearsing band. Have special. BOX C-776, Billboard, Cincinnati, O.

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STRING BASS—Young, experienced, good reader. Sober and reliable. Prefer dance orchestra work. Non-union; will join. Write WILLIAM LINDFELMAN, McGregor, Ia.

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DAREDEVIL OOD LABNAU—Sensational Act. Available for parks, fairs, celebrations, carnivals. He developed a new act for this season that will hold any audience spellbound. Also feature one mile delayed parachute jump. Have own transportation. Will go anywhere. Price exceptionally reasonable. Particulars furnished on request. 2 Garfield Ave., Norwood, Mass. ap20

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PANAMASIKA'S DOO, Pony, Monkey and Bird Circus. Mr. Manager, you will want the best. This attraction is the last word. GEO. E. ROBERTS, Manager, Panamasika's Studio, 515 West Erie, Philadelphia, Pa. Telephone, BA6more 5536.

WESTERN ELECTRIC Public Address and Music Producing System. Most complete sound service ever offered. Carry 14 speakers, 6 microphones, 3 complete amplifying systems. Can do street advertising. Barring such well-known firms as the Virginia State, Ebenburg, Stoneboro, Flemington, N. J.; North Carolina, etc. Write for descriptive circular. State your dates. ROLLER'S AMPLIFYING SERVICE, Dept. A, Pottstown, Pa. ap27

AT LIBERTY PIANO PLAYERS RHYTHM PIANIST—READ, FAKE, TRANSPOSE. Experienced, capable. BOX C-337, care Billboard, Cincinnati, O.

MODERN PIANIST—Age 20, experienced dance, radio, rep. shows, rhdn, clubs and chord harmony. Read, fake and transposition. Up in 10 rep. bills and have good study. Brown hair, 145 lbs., 5' 8 1/2". Well educated. Give address in first letter. Located in Colorado or Southwest, or Eastern States, rep. show. Must give week's notice here before joining. Good credentials. CHET SPRINGER, 715 E. Kearny St., Flint, Mich.

PIANIST—Young man, 26, single, with extensive concert, theatre orchestra, radio, vaudeville, presentation, recording and dance band experience. Also play Accordion, Theatre Organ, American, waltz, union, etc. appearances. Can read transposition, arrange, compose, fake, solo, direct. Expert accompanist. Arranged music and tempo routines for circuit vaudeville presentations. Answer all communications. Will send photo. Desire dance band, vaudeville or radio work. Will travel. 1813 Fulton St., South Bend, Ind.

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DELAWARE—(Continued from page 20) met here to contact State senators and representatives in opposition to the dog-racing bill introduced in the House recently. The exhibitors have contacted the legislators in protesting against the bill and are confident it will not reach a vote. The measure calls for 90 days racing in each of the State's three counties, and should it become a law it will cut deep into the theater box office, particularly in the summer months.

VAUDE-PRESENTATIONS

Adelaide & Sawyer (State-Lake) Chicago. Albee Sisters (Penn) Pittsburgh. Alexander & Sank (State) Minneapolis. Anclon, Dave, Unit (Valencia) Jamaica, N. Y. Arnhem, Gus, & Orch. (Shubert) Cincinnati.



ROUTE DEPARTMENT

When no date is given the week of April 13-19 is to be supplied. In split week houses the acts below play April 17-19.

K. Kansas, Three (Boston) Boston. Kean, Betty (Trocaadero) London 8-30. Keck, Eddie: Cleveland; (Circus) Buffalo 22-27.

OUR SPRING SPECIAL OFFER THIRTY WEEKS TWO DOLLARS You Save \$2.50 From News-Stand Cost SPRING SPECIAL! The Billboard Publishing Co., 25 Opera Place, Cincinnati, O. Please send the next THIRTY COPIES, for which I enclose, not the \$4.50 I would pay at the regular single copy price, but only \$2. (This offer expires April 30.)

Sylvia & Clemence (Academy of Music) New York. T. Taketas, Three (Princess) Nashville, Tenn. Thurston (RKO Pal) Rochester, N. Y.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications.

Alvin, Danny: (Gold Coast Embassy Club) Chicago, Ill. Arnelius, Gus: (Shubert) Cincinnati, t. Arnold, Billy: (Boeuf Sur Le Toit) New York, nc.

# BARNETT, HAAG START BIG

## Both Improved And Increased

*Barnett has largest top in its history—Mrs. Haag is showered with tributes*

YORK, S. C., April 13.—Substantially enlarged and with a smartly produced program the Barnett Bros.' Circus began the season with two performances here last Monday. Attendance was greater than at any previous opening day during the several years the show has wintered here. This was unusually significant because of two facts. The show this season has its largest big top—120-foot round top, with three 50-foot middle pieces—with increased capacity, and the weather was unfavorable.

As usual, the stores closed and the schools declared a holiday. Leading figures in the public, social and business life of the section came to express well wishes to Manager R. W. Rogers.

With improvements and additions during the winter the Barnett show takes to the road what is generally acclaimed as its greatest performance and with excellent physical equipment.

During the winter Manager Rogers acquired the interest of his former partner. (See BARNETT, HAAG on page 39)

## More Equipment For Cole Show

ROCHESTER, Ind., April 13.—Announcement of the purchase of an all-steel advance car and 25 baggage wagons, together with considerable miscellaneous equipment of the Miller Bros.' 101 Ranch at Ponca City, Okla., has been made by Cole headquarters here.

The equipment will arrive at quarters early next week and will be rushed thru repair and paint shops for use when the show opens here under canvas May 6.

The Rochester city council granted the Cole Bros.' petition for license to parade here. Civic organizations plan a holiday beginning at noon as a tribute to the show's completion and an appreciation of its establishing winter home in this city.

Arrangements were completed today for movement of the show to Chicago on April 15. A crew of paint and repair men have been working night and day the past month dressing up cars, cages, floats and tableaux and the initial movement will begin in completely refinished and newly furnished sleepers. Arrival Tuesday morning will mark a four-day period of dress rehearsals. A torchlight parade will be a feature of the Chicago opening.

## Gorman Bros. Switches To New Jersey Opening

NEW YORK, April 13.—Gorman Bros.' Three-Ring Circus, originally slated to open in Staten Island on Easter Sunday, will instead bow outside Hackensack, N. J., on the Friday preceding Easter. Staten Island and Jersey towns will follow, including Port Richmond, S. L. and Jersey City and Plainfield, N. J.

Performers for the big show, plus other personnel, were being contracted this week.

## Guthrie Encounters Rain

SUOAR VALLEY, Ga., April 13.—The Guthrie Variety Show was here last Monday night and biz was light due to cold weather. Show has encountered much rain last two weeks. It has a 30 by 60 top and uses a sedan, two trucks and two trailers. Performers are Mrs. Fred Guthrie, iron-jaw, swinging ladder, cloud swing; Mr. and Mrs. Guthrie, wire and double traps; Fred Guthrie, single traps; Mrs. Ida Guthrie works dogs and goats; Harry Does presents clown numbers. Show is moving to Ohio territory.

## Advance of Hunt Show

ALEXANDRIA, Va., April 13.—The advance publicity department of Hunt's Three-Ring Circus will be made up as follows: Karl Annon, general agent; W. R. Longo, brigade agent; Burton Savage, boss billposter; Harvey Lynch, Leo Snuggs, brushes; Fred O. Fowler, lithos. Three trucks and agents' car will be used with an all-new line of special paper.

## Press Day Special At Cole Quarters

ROCHESTER, Ind., April 13.—Representatives of the five Chicago newspapers, feature writers, news-service and news-reel men, representing Fox, Movietone and Pathe, arrived here Thursday noon by special car to join Indiana publishers and editors at a "Press Day" special provided by Messrs. Terrell and Adkins at Cole headquarters.

Beginning with a buffet luncheon at noon, a preview of the program was given, including Clyde Beatty's and Allen King's animals, Jorgen Christensen's Liberty horses, Clyde Baudendistel's elephants, Ed Firth's seals, Merritt Belew's dogs and ponies and the menage specials under Captain John Smith.

## CFA Meet in N. Y. C. Is Called Off by Barlow

NEW YORK, April 13.—George H. Barlow III, chairman New York State (I. A. Van Amburgh) Top of the Circus Fans' Association, has declared off the proposed meeting which had been scheduled to be held during the run of Ringling-Barnum at the Garden here. Barlow said the imminence of the national convention and the possibility of the 1936 conclave being held in New York caused his decision. Another reason was the death of his grandfather, George H. Barlow Sr., whose obituary appeared in the last issue.

Plan is to have the State meeting here next April, provided the national parley is held elsewhere. Barlow and other Eastern CFA members are pushing for the national in New York next year.

## Bert Clinton in Hospital

CHICAGO, April 13.—Bert Clinton, secretary of the Performers Club of America, is in American Hospital here, where he underwent an operation for ulcers of the stomach a few days ago. Clinton is in serious condition, but Dr. Max Thorek, under whose care he is, expects him to pull thru successfully unless complications set in.

## Chi Set for Circus Start

*City intensively billed by Hagenbeck-Wallace and Cole Bros.' shows*

CHICAGO, April 13.—As the time draws near for the opening of the two circuses here interest in the start of the season is heightened. The town has been intensively billed by both shows and there are many swell hits in the Loop as well as in outlying territory. The crews of Vern Williams and Bill Beckell have been on the job every minute and there is more circus paper up than Chicago has seen in many years.

The press staffs, too, are busy and not a day has passed this week without circus pictures or stories—or both—in the dailies. On Thursday the Cole Bros.' Circus press staff was host to newspaper men on a trip to winter quarters at Rochester, Ind. Friday night the Circus Fans entertained the press staffs of Hagenbeck-Wallace and Cole Bros. at a dinner at Hotel Sherman, at which "Bill" Sneed, chairman of the John Davenport Top, presided, and Nat Oreen, of *The Billboard*, was toastmaster. Some doings for the press are planned by Hagenbeck-Wallace for the coming week and the Showmen's League will have a circus night Thursday.

Both Hagenbeck-Wallace and Cole Bros. expect to do excellent business here if the weather is favorable. Circus men in general also express the belief that both shows will get a fair share of the business. Good and logical reasons are advanced for both locations—the Stadium and the Coliseum—and naturally both shows will present their best efforts here. It is generally agreed that the simultaneous billing is going to be confusing to the public, the average layman having little knowledge of specific circus names and that the show presented is what will determine the attendance. The established names of Clyde Beatty and Allen King are expected to have their effect in attracting people to the Coliseum, while the Stadium show is banking heavily on Maria Rasputina and Bert (Suicide) Nelson. Both shows also will have other outstanding features.

The Hagenbeck-Wallace Circus will leave Peru winter quarters Sunday night and arrive at the Stadium Monday. The Cole Bros.' Circus moves into the Coliseum on Tuesday.



FIVE HUNDRED and fourteen sheets of cloth banners were tacked on the wall at Madison avenue and Franklin street, Chicago, the biggest single hit tacked in that city in many years. Clyde H. Willard, manager of opposition brigade with the Cole Bros.-Clyde Beatty Circus, and his men were responsible. Photo, courtesy of Eugene Whitmore, a Circus Fan and editor *American Business*.

## Barnes Folk Do Fine Work In Getting on Hollywood Lot

LOS ANGELES, April 13.—The Al O. Barnes Circus encountered a heavy rain on the Los Angeles lot last Sunday and the troupers were certainly on the job in doing heroic work. There was a downpour all night. There is a city regulation that show must be off streets by 4 a.m.

Men worked all night to get to Hollywood lot. First wagon at 7 a.m. and what a lot. Many old-time troupers said, "They'll never get her on." Water was running over entire lot. First wagons on went down in the quagmire. Two elephants "working" went in mud to shoulders and Walter McClain had to use eight bulls and block and tackle to get them out. Horses had to be literally dug out and wagons were virtually sunk. The men removed shoes and pants and worked in mud from knee to waist deep. Cookhouse was set up in mud; water a foot deep, and yet three meals were served.

Spots on the lot apparently hitherto unexplored, the setup had been changed from usual back-end setup to front, and in these spots men went in holes that required at all times a life-saving squad. Manager S. L. Cronin went in waist deep and many others had to be dug out.

A fine job of "mending" was done by Legal Adjuster W. H. Kolp. It was not possible to get many of the wagons off the streets, but he obtained the okeh to let "em set." This is fixing when one knows the local police regulations. Newspapers had camera men and news-reel men and others were on hand taking shots.

George Tipton said that this goes down as the worst lot in his experience.

And then the miracle of it all. Many tons of straw and shavings were spread, doors opened at 4:30 and makees were given to a fair-sized audience. By nightfall much ditch digging, building of pontoon bridges and generous spread of straw and shavings made the midway and all inside in condition to handle a very good night house.

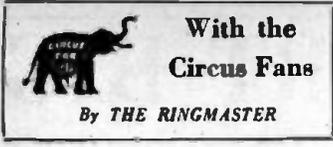
Capt. Bill Curtis never had need for better judgment and his "wizardry" that made possible giving two shows. On Tuesday the lot was in very bad condition. However, Mr. Cronin obtained more than 200 10 by 10-foot tent flooring and this put the midway and most of inside in very good shape. The flooring was laid and then strawed. Business good at both shows.

## AFA Calls Artists' Meet in N. Y. Apr. 28

NEW YORK, April 13.—American Federation of Actors, which has jurisdiction over variety performers and outdoor artists, has called a meeting to be devoted exclusively to the latter. It will be held in the Union Church, 229 West 48th street, on Thursday, April 25, at 11 p.m. Several open-air performers will be invited to speak. Two prominent outdoor actors are on the AFA council in Con Colanno, tight-wire artist of the Ringling-Barnum Show, and Max Oruber, trainer of the Jungle Oddities.

Scores of performers of the Big Show as well as other acts are expected to attend to listen to plans formulated by Ralph Whitehead, executive secretary of the AFA, looking toward control and eventual eradication of gyp promoters and others who prey on outdoor actors, especially to the extent that they fail to pay off. From numerous communications and appeals flooding his office, Whitehead says he is convinced that the outdoor performer needs the protection which his organization has been able to give artists in other fields.

Whitehead is also at work on a relief plan which would give all-year-round employment to outdoor acts in OCC camps. This phase will also be taken up at the rally.



**CFA. President.** FRANK H. HARTLESS, 2030 West Lake Street, Chicago, Ill.  
**Secretary.** W. M. BUCKINGHAM, 2030 West Lake Street, Chicago, Ill.  
 (Conducted by JOHN SHEPARD, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

The Chicago John L. Davenport Tent is a busy organization these hectic pre-circus days. Members meet at Hotel Sherman every Wednesday noon at 12:45.

Secretary Walter M. Buckingham and "Bugs" Raymond, Norwich CFA, visited Shrine Circus at Hartford. They met many friends.

John Tellow, CPA from Peoria, Ill., was a Chicago visitor on April 2 and 3. He met Irving K. Pond, Charter CFA; Clint Finney and Nat Oreen. On April 5 he drove to Oquawka, Ill., where he had a confab with Fred W. Schlotzhauser, an active CFA and member of the board.

Joe Cook, comedian, is a CFA member. He broadcasts every Friday night at 10 o'clock, EST, over the National network. The show is called *Circus Nights*. Past president CFA, Marshall L. King,

of Alexandria, Va., was chosen as one of the nine directors for the State of Virginia Chamber of Commerce.

Among recent visitors to Hotel Cumberland Circus Room, New York City, were Jimmie Duggan, Jim Gallagher, Harry Lewiston, W. C. Fleming, Grandma Hunt and Hazel Williams, and the following from Advance Car No. 1 of Ringling-Barnum Circus: Forrest Bigge, Jimmy Long, Sam Clauson, Bud Robin, Mark Wisehart, M. C. Woodward, Harry Lea, Mike Haddad, Clyde Mallory, Jim Kennedy, Oscar Lowande and W. J. Hanley were late visitors. Other visitors were Mr. and Mrs. Dexter Fellows, Bobby Peck, Samuel E. Walker, Elsie M. Ziegler; Joe E. Minchin, CFA; Phyllis Werling, CFA; Arthur Decker, Mrs. Cora Wilson, Mike Payne, E. J. Loeffler, Sharon Stevens, A. K. Sullivan; Hughey Higgins, CFA; Melvin D. Hildreth, CFA; Marie Pync, Bill Havener, John Decker, Mrs. Helen Trevlio, Mr. and Mrs. Jack Healey, Andy Anderson, of *The Billboard*.

It was recently announced that *The White Tops* would be mailed out about April 25. On account of some confusion it may be delayed for a short time.

**Marie Rasputin Injured When Attacked by Bear**

PERU, Ind., April 13.—Marie Rasputin, wild animal trainer with the Hagenbeck show, is a patient at Duke's Memorial Hospital with injuries inflicted by Himmy, trained black bear.

She was rehearsing mixed groups—three bears, two lions, two tigers, two leopards and two pumas. With cats on perches and while making bear do roll-over routine, animal struck trainer, knocking her down, and before bear could be beaten off by John Hellott and Bert Nelson she had suffered 12 wounds, four of which were two inches deep.

Himmy is same animal that caused John Hellott, while making movies at Hollywood past year, to be confined to hospital several months with injuries to a leg from which he has not fully recovered.

**Cole's Attractive Booklet**

CINCINNATI, April 13.—The Cole Bros.-Clyde Beatty Circus has issued an attractive booklet, containing numerous illustrations showing people, etc., with the show, and a story by Beatty, *How I Fested a Lion That Went Jungle*. It was the work of Floyd King, general agent of the show, who put in considerable time and effort on it. It is 10 by 7 inches, has 24 pages and is done in three colors and gold-colored rotogravure. It is the first circus book ever printed in colored roto, which was introduced several years ago. It was printed by the Neo Oravure Company, division of Cuneo Press. The show has had 1,000,000 copies printed and they will be used for free distribution.

King also has arranged a set of press books for the press department. Other advertising matter includes an eight-page herald in two colors and a 1/2-sheet herald. Three separate pieces of advertising matter will be used for free distribution in exploiting the circus.

**Vaughan Joins Ringling Show**

ST. LOUIS, April 13.—Eddie Vaughan, of legal department of Ringling-Barnum Circus, left his home here April 8 to join in New York City. Vaughan recently returned here after spending some time in Nashville, Tenn., with L. C. Kelley. Both had several sessions with representatives of various railroads there. They were successful in having the recess committee recommend the reduction in show train rates, the recommendation calling for a rate of \$100 on 20 cars and \$200 for all over 20 cars. If the recommendation goes thru it will mean a tremendous saving to circuses and carnivals.

**Atterbury Bros. To Open At Ottumwa, Ia., April 27**

DAKOTA CITY, Neb., April 13.—The Atterbury Bros.' Circus will open at Ottumwa, Ia., April 27. Orange and black are predominating colors on trucks. Babe Woodcock is putting the big elephant thru its routine. She received a new house car, a gift from her sister, Mrs. Nellie Hoogewoning, of Ottumwa. Fred Hatfield will soon arrive at Ottumwa with six animal acts. Tom Aumann will be *The Billboard* agent. Al Clarkson started to pave the way last week and W. A. Allen, in charge of billposters, will soon follow.

**Austin Says Mix Biller Threw Lye**

In our issue of April 6 we ran a story sent to us by our San Francisco correspondent in regard to the paper war going on between the Al O. Barnes Circus and the Tom Mix Circus on the Pacific Coast. It was mentioned therein that a member of the Barnes Circus threw a can of lye into the face of a Tom Mix biller. We have just received a letter from Jack E. Austin, of the Barnes circus stating the following: "It was a Tom Mix biller who threw the lye into the face of an Al O. Barnes biller. The name of the biller who threw the lye I will withhold, but wish to add that he is now looking for a job, and I have had the pleasure of turning him down, altho the man was not fired for the lye throwing."

"In the item it was also stated that a Mix man was doing wrong by an Al O. Barnes poster. For more reasons than one I was glad to see that guilt admitted in print. I also wish to state that the same item was in *The San Francisco News*, and that the billers got more publicity in the paper than the show did, and I have always been told to bill the show, not the billers.

"Last but not least, it was my face that the lye was thrown into and wish to add that up to date I have been able to get a showing in all kinds of opposition in all kinds of cities without causing personal injury to anyone, as I have always been a strong believer in the slogan, 'crime doesn't pay.'"

**Good Biz for Mix Show**

NAPA, Calif., April 13.—Rain seems to be following the Tom Mix Circus around. Except for last day in Oakland, it has not affected business greatly. Nearly every day has been "straw day." Show was compelled to close ticket offices 20 minutes before show time in Stockton due to fact that seating capacity was exhausted.

Mrs. Tom Mix has just joined after visiting a few days in San Francisco sporting a new dark brown and red house trailer for her personal use. Jack Burslem recently drove on lot with a new specially built Ford V8 car, followed by a smart house trailer equipped for comfort.

Maggie Bee Epy is at No. 2 ticket window. Denny Helms is having difficulties getting big top up and down in the mud, but has never failed to have it ready for matinee.

Manager Dall Turney visited in Oakland with E. M. Burk, formerly of the Foley and Burk Shows. Ted Metz's Side Show is well patronized.

**Barnes Has Successful Engagement at Los Angeles**

LOS ANGELES, April 13.—Despite cool and threatening weather the nine-day engagement of Al O. Barnes Circus in downtown Los Angeles was very successful. Manager S. L. Cronin has the performance moving at top speed.

Many showmen visited during the stay, among them John O. Talbot, John, somewhat under the weather past season, said the coming of the circus brought him out and did him more good than any medical prescription could have done. Charley Murray, actor, was a daily visitor. Other movie folk attended.

No celebrity who attended received more attention than Shirley Temple, who came with her parents. The two Chaplin boys visited and had a big audience in back yard of the show. Wallace Beery was on hand several times, also Clark Gable and Tim McCoy; Bill Newberry, of the MOM publicity staff; Evelyn Brent, and Young Frankie Darro.

Phil Escalante is back in program, recovered from recent accident. The Butters wire act is getting a fine reception at each performance. Neglected was the mention of the splendid paint job done on all physical equipment by E. L. (Yellow) Burnett. Advance press is working chain-gang system, each of three representatives doing advance for towns allotted and cut back to handle show in their towns.

Mrs. Walter McGinley was hostess to large group of orphans as usual. Came in chartered busses and got everything the show afforded thru generosity of Mrs. McGinley and Mr. Cronin.

Virginia Butterfield, daughter of that oldtimer, Sig Arcarris, was busy telling many of his inquiring friends that he was in good health and had decided not to troupe this season. He is at home in Detroit.

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## Under the Marquee

By CIRCUS SOLLY

**FIVE FLYING LAVANS** and the Flying Sensations will be at St. Louis Police Circus.

**JOHN ELLIS**, who will be on Side Show of Ringling-Barnum, will report in Brooklyn when show opens its canvas season.

**MRS. ANTONIA GRAHAM** presented her trained chimp, "Andy Calino," at West Intermediate Circus, Jackson, Mich., April 5-6.

**BUCK EDDY** and wife, Chickie, will be with Cole Bros.' Circus, working whips in concert, using their dog, "Colonel," as stooge for whips.

**F. A. LOEBER**, brigade agent with Seal Bros.' Circus, has added Claude Poe, lithographer, and Slim Brown, billposter, to the advance.

**W. V. NETHKEN** (Buckskin Bill), rifle and pistol expert and bowie knife thrower, has signed with Gruber's World's Exposition Shows.

**APRIL**, issue of *Hobbies* magazine has a story by Charles Bernard regarding the wreck of the Walter L. Main Circus in 1893.

**FRANK B. HUBIN** says that Mayor Walter Jeffries of Margate City, suburb of Atlantic City, N. J., has offered shows free lot and license.

**AL SWEET** will direct the band at the Masonic Circus, Detroit, May 25-June 9. Show will use the lot on the west side at Oakman boulevard and Grand River avenue.

**BOB PRINTY**, circus wrestler, is at home at Lagro, Ind., where he has assisted with the family's hardware business and high-school wrestling activities. He plans on trouping this season.

**DON MOORE**, ventriloquist, and wife, Ada Mae, with her pythons, will be with the Cole show. Mrs. Moore recently completed two outdoor films with Wallace Beery and Lee Tracy.

**WILLARD J. OAKLEY** writes that he was at the Ringling quarters, Sarasota, Fla., when the first train pulled out for New York. He met a number of the folks, including Harry Patton.

**CHAPPELL AND DRINUB** (Upside-Down Boys) are with Siebrand Bros.' Piccadilly Circus, presenting high upside-down aerial and contortion acts, also balancing canines.

**SIX FLYING MELZORAS** recently visited the quarters of Barnett Bros.' Circus, York, S. C., being guests of Manager R. W. Rogers and family. They appeared at Spring Festival, Rock Hill, S. C.

**GEORGE STARCH**, who formerly trouped as cornetist with bands on Cole Bros., Walter L. Main and Spark shows, is located at Bound Brook, N. J. He is employed by the Calco Chemical Company and conducts the Calco band.

**A NEW FACE** in clown alley on the Big Show is Prince Paul, midget. He was with Bill Blomberg's indoor circus in Boston the past winter, and during the Christmas season appeared in Filene's department store in the Hub.

**IN THE RECENT** opening story of the Tom Mix Circus mention of Bert Meyers, who is responsible for painting the show, was overlooked. Meyers and his assistants have made the show a thing of beauty; all rolling stock, wagons and trailers are uniformly painted, as are the advance trucks and trailers.

**MERCHANTS** of the Upper Gorham street section at Lowell, Mass., on April 6 took sharp issue with City Councilor George W. O'Hare's plan to prevent circuses from using the O'Donnell Playground, formerly the fairgrounds. Circus day, say these people, is one of their best business days of the year.

**SIDE-SHOW** lineup at Shrine Circus, Hartford, Conn., included Mack Kassow, manager; Seal, seal boy; Hall, needle magic; Martha, armless wonder; Dolly, fat girl; Jean Carol, tattooed girl;

Adina, contortionist; Agax, swords and Punch; living head illusion. Biz very good.

**AL F. WHEELER'S** Annex with the Hunt Circus will have following lineup of attractions: Musical Stipp, novelty musical act; Belmont's Blue Circus; Prince Buddha, Punch and magic; Peggy Payton, sword box; Irma Blake, illusion, and six cages of animals. Bob Russell and Fred Prince will be ticket sellers and Harold Boren, superintendent of canvas.

**BLACK BROTHERS**, tramp pantomime comedians, recently played the Green Mill in Saginaw, Mich. They have been booked solid since first week in December in and around Detroit, playing night clubs and vaudeville. Will be at St. Louis Police Circus for Sidney Belmont, April 26-May 8, following which they go back to Detroit for indefinite bookings.

**WALTER L. MAIN** advises that the book, history of the Walter L. Main Circus, is now in the hands of O. W. Johnson, author, of Geneva, O. Main adds: Louis E. Cooke, circus general agent, had history of Main Circus half completed when he died, then it was sent to Charles Bernard, who did considerable work on the book, but his eyes gave out and he could not complete same."

**O. C. DAY** postcards that the circus lot at 30th and Wirt streets, Omaha, Neb., has been leased for a ball park and that a grand stand will be erected. He adds: "Shows doubtless can use lots at 20th and Burdette, owned by Ak-Sar-Ben Exposition Company, also they are only 300 by 75 feet. Other lots near by could be used for horse tents and cookhouse. Short haul and saves 16 blocks."

**HOUSTON PICKUPS**—G. C. Davis, big horn player, last season with Hagenbeck show, and Earl Strout left last week for Big Spring, Tex., where Davis is installing an ice cream factory. His beauty parlor is left in charge of his partner here. Mrs. Davis continues the operation of her Hotel Adams here. T. P. (Red) Everett, has a cafe-beer parlor here. Gertrude Thomas, "routiner" of the Christy elephant herd, arrived at her home here and will remain several days attending to business matters. She drove thru from Atlantic City, where the Christy Bros.' unit is appearing.

**FRED WILLIAMS**, chairman of committee, Jeff Phelps and Frank Wirth, who furnished program, deserve credit for the big success of the Shrine Circus, Hartford, Conn. Attendance on the week was more than 110,000 and there was a turnaway of more than 20,000. Fletcher Smith worked hard on the country work, letting local union billers handle the city. Crew of the Parsons Theater did local lithographing and posting. Visitors included Buck Taylor, Melvin D. Hildeth, Walter Buckingham, and Floyd Bell. On State Groto night Tuesday there were members present as far away as Boston.

**A. GRIMM & SONS**, funeral directors of Delphi, Ind., are endeavoring to get in touch with relatives of the late George Mason. A letter from them dated April 10 reads: "A week ago one George Mason, about 45, was killed by a train near here. Papers on his person indicated that he had spent some time in Rochester, Ind., and that he had some connection with circuses during at least the summer time. This man is about 5 feet, 6 inches tall; weighs about 140 pounds, has dark hair turning gray, a navy insignia tattooed on his inside left forearm; brown eyes and a sunken place on the forehead between the eyes, where it appears that he met with some violent accident."

**UNDER THE** direction of Earl Chapin May, author of *Rome to Ringling*, who served as toastmaster, the Players' Club held a Circus Night last Sunday in their Gramercy Square headquarters, New York. Interesting talks were made by Tom Gorman, Gorman Bros.' Circus; Wesley Blair, razorback on the Barnum show in the '80s; Stanley Dawson, of the Ringling Show; Billy Walsh, 24-hour man of Hagenbeck-Wallace-4-Paw-Sells, and others. Lloyd Lucy Stevenson, syndicated columnist, spoke of the circus of his youth, and Leonard Traube, of *The Billboard*, was forced by Mr. May to show his red suspenders. There were pink lemonade, peanuts and festivities until the wee hours. Walsh credited this publication with helping the Ringling Brothers in their purification campaign. Players' Club is the social organization

for actors of the legitimate theater and many prominent men in kindred fields are on the roster.

## Atlantic City Amusement Men Favorable to Circuses

**ATLANTIC CITY**, April 13.—Bring on the circuses but ban the greyhound! This is the answer of Atlantic City amusement men in the controversy raging over the resort's usual spring headache, the question of whether or not to grant circus permits. Several circuses have made requests.

Frank Gravatt, of Steel Pier, president of the Amusement Men's Association, this week stated to the local representative of *The Billboard*: "I have no objection to circuses coming here—they are here for only one day—but the greyhounds are here all summer. The circuses operate as a legitimate show and anyone who goes pays good money, with the dog races, however, free passes by the carloads and cut-rate admissions hit the amusement men for the whole season. As far as I'm concerned, bring on the circuses but ban the greyhounds." Other amusement men think along the same line, which is a change of face, as they were usually considered opponents of circuses showing locally.

## Peru Pickups

**PERU**, Ind., April 13.—The 13th annual P. H. S. Rodeo had a packed house. Circus folks donating time and acts were Bert Nelson; Jack Joyce, troupe of ponies and dogs; William Rock, whipcracker, and Joe Lewis, clown cop. Nelson was headliner at Bell Luncheon Club at Spink-Arms Hotel, Indianapolis, past week. Others from winter quarters as guests were Marie Rasputin, Harry Burl and James J. McNamara.

Patrick Welsh is a patient in farm ward, suffering from complications.

Jack Hammill, who received injuries while with Hagenbeck-Wallace last fall which resulted in loss of left leg and since confined to hospital ward at winter quarters, has fully recovered. He has been furnished artificial limb by circus officials and is adapting himself to use of same.

The Aerial Youngs have disposed of their rigging and all props to Charles Smith. Smith is head of a troupe with Ringling-Barnum. Mrs. Louise Young has fully recovered from major operation during holidays. Extensive business interests here sold to have caused them to quit road.

Billy Cronin, in charge front door of H-W, and wife, Stella, arrived from West Coast.

Mrs. Earl Shipley will work iron jaw and aerials with H-W, while husband will head clown alley. Allen King, of Cole Bros.' show, and wife renewed acquaintances here.

Fred Torrence, many years with H-W, will again be on pie cast.

Downtown streets took on aspect of Western frontier days with arrival of 40 fully costumed Pawnee Indians. Pawnee Bill contingent of cowboys and girls have been practicing last several days at farm.

The Aerial Fotters left to join the Beckmann & Grety Shows. Potter has broken in two boys to do a 20-foot cast over top of rigging, passing each other at same time. An outdoor practice session was held before noted gathering of news-feature men and photographers.

## Auskings With Honest Bill

**CINCINNATI**, April 13.—Clarence Auskings is now general agent of the Honest Bill Circus, having joined at Erwin, Tenn., April 6. His wife is with him. They recently closed with Sonda, mentalist. Auskings states that show did nice business in Georgia and Tennessee.

## Beatty Back From Denver

**ROCHESTER**, Ind., April 13.—Clyde Beatty returned to Rochester this week after playing the Shrine Circus in Denver. He stopped off in Chicago early in the week and got some splendid breaks in the dailies.

## Circus Fans' Night At Showmen's League

**CHICAGO**, April 13.—The Showmen's League of America will stage a special Circus Fans' night at the league rooms night of April 18. Members of the Circus Fans' Association and of both the Hagenbeck-Wallace and Cole Bros.' circuses will be invited to attend. There

## Peeping In On the Performers' Club of America

By TOBY WELLS

Pinch Hitting for Bert Clinton

**CHICAGO**, April 13.—Secretary Bert Clinton was taken suddenly ill last Friday and was rushed to the American Hospital. Dr. Max Thoreck performed an operation for ulcers of the stomach. At this writing Clinton is doing as well as could be expected. If complications do not set in he soon will be back in harness again. Brother members write. No visitors until further notice.

Harry Sykes, treasurer, returned this week after playing six months with a unit. Now getting ready to play fairs with his double act.

The Geddis Trio will open with an indoor circus in Utica, N. Y., week April 21. Mann Bros. are playing several weeks in and around Detroit.

Happy Harrison's Circus Days unit is playing E. & K. houses in and out of town. G. G. Gray, after purchasing merchandise and show equipment, has left for North Dakota, where he has several dates booked this summer.

Phil Bonta is rehearsing an Arab troupe for police circus in St. Louis. Arthur Atilla, clown, will also play the date.

Aerial Christensens, now laying off in Sheboygan, Wis., are booked to play several indoor shrine dates thru Wisconsin.

New members accepted this week were the Yoshidas and Dorothy West.

Ruton's dogs booked to play Marshall-Fields store today. Chris Cornalls, clown, booked there following Saturday.

## Polack Bros.' Shows Headed for Northwest

**NEWTON**, Kan., April 13.—Polack Bros.' Circus played here this week to capacity business, having booked the date to break the jump from Cedar Rapids, Ia., to Pueblo, Colo. Following Pueblo the show will play Billings, Mont., for the Al Kaly Shrine. In the last few weeks most of the dates have been for the Shrine, these dates having been booked by Irving J. Polack.

Plans are completed for show to play during the summer months in the Northwest under canvas. Several new trucks have been purchased to transport the new equipment, in addition to the motor transportation now being used to transport show. The canvas and all outdoor equipment will be new.

This week Lester E. Searly joined as general agent and left for the Northwest.

During the Newton engagement the show was visited by many showmen and friends. Among them was O. B. (Butch) Fredericks, from Wichita, many years with Sparks Circus and now resident with him was Claude Bowers, of Wichita, brother of Bert Bowers, of Peru, Ind. Raymond Ely spent a few days as guest of the show. Ray is now a dirt farmer and has a modern farm at Quenemo, Kan. On Monday night the show was visited by a delegation of Hutchinson Elks. Among them were Walter Brown, the exiled ruler, and George (Dad) Clark, secretary. Tuesday night show was visited by Glen Boyd, the grand esteemed loyal knight of the Grand Lodge of Elks. He is also secretary of the Wichita Lodge of Elks. Mr. Bernard, a Wichita circus fan, was also on deck.

Mrs. Jean Kathryn Warner, who left the show at Rochester, Minn., and was under the care of Mayo Bros.' Clinic for a short time, is back with show and enjoying good health.

Duke Mills was the promotional director of the Newton engagement. He will leave for Kallapell, Mont., which is his next spot for Polack Bros.

The show is booked consecutively for the next few months. Mr. and Mrs. O. B. Fredericks entertained at Sunday dinner for Mr. and Mrs. Irv. J. Polack and Louise Stern. The Fredericks are looking forward to the near completion of their mountain home in Colorado.

The Polack show was given an excellent editorial mention in *The Evening Kansan-Republican*, Newton.

will be special entertainment and refreshments.

The committee in charge of the affair is arranging for special decorations that will give the league rooms a circus atmosphere.



The Corral

By Rowdy Waddy

**ELLENSBURG, Wash.**—All officers of the Ellensburg Rodeo were re-elected at a recent meeting of the association.

**SHORTY RICKER** is slated for a return to the Tri-State Rodeo at New Sherman, Ind., this year, in August. Shorty made a hit in his steer riding at last year's show there.

**OKLAHOMA CURLY ROBERTS** spent the winter at Stone Bluff, Ind., where he has an interest in a horse and mule barn, and has been breaking stock. However, for the summer Curly will probably be found back in rodeo circles.

There will not be Sunday performances of the Osceola (La.) Rodeo this year. This was agreed to by the rodeo committee of the Osceola Business Men's Association in compliance with a request made by the local ministerial association last year.

**PITTSBURGH**—A good advance reserved seat sale is reported by Promotion Manager Tom McKee for the first competitive rodeo to be staged in Pittsburgh at Duquesne Garden week of April 22. The Texas Rangers Show will be featured.

**HOLLYWOOD**—E. K. Fernandez was a visitor here recently while returning to his home at Honolulu after a business trip to Chicago and New York. He visited friends who had been on his International Rodeo staged on Hawaiian Islands last fall. He says he is planning a circus for the coming fall. He took with him this trip a troupe of vaude performers.

**HOLLYWOOD**—One of the finest arrays of girl riders who ever went post-ward, hailing mostly from Hollywood and Los Angeles, composed the field for the annual Coronado Town Plate race held at the Agua Caliente track in Mexico April 7. Hilda Hauser, of San Diego, piloted Pretty Quick, a dark horse, to victory in the three-quarter-mile feature. Hilda comes from Missouri but appears at rodeos thruout the country. Babe DePriest, of Fullerton, won second; Daisy Parsons, daughter of Sunny Jim Parsons, was third. Other riders in the race were Alice Van Audrey Scott, Della Schriver, Reba Grey, Dorothy Hunt, Dorothy Rogers and Peggy Childs.

**SANGER, Tex.**—More than 2,000 people attended the first weekly rodeo here, staged April 6. The events staged in a nifty arena built by the merchants and Chamber of Commerce, who conduct the rodeo as a trade stimulus. The winners: Bronk riding, Bud Hendricks, Jack Willison, Bruce Jolly, Steer riding, Guy Wilson, Charlie Thompson, Goldie Carbin. Calf roping, Roy Matthews (18), Dalton Parrish (20-2-5), Cleve Kelly (20-4-5). Judges were Buster Gibbs, Ed Young and Fog Horn Clancy; announcer, S. C. Moore; timekeeper, F. H. Ezell; manager and arena director, Bud Gentile; secretary, Troy Stinson. Exhibitions, Jazbo Pulkerson, clown; Helen Clancy, fancy roping.

**NORTH PLATTE, Neb.**—There is a great deal of activity relative to the North Platte Roundup, July 4-7, around these parts at present because of the scores of Eastern engineers and hundreds of workers connected with the giant governmental power and irrigation project to be here. Many of these workers and their families have never seen a rodeo or roundup in the West and they are awaiting the event with great interest. Contestants who make this event will find it possible to compete at Calgary, Sheridan and Cheyenne all in the month of July without loss of time. The advance sale of tickets is far ahead of any past record at this season of the year and roundup backers are looking forward to their most successful production.

**ROAMIN' PARIS** Along the Waterhole in Hollywood—Paris Williams and son, Jack, making a beeline across Vine street to the Hoot Gibson Golden State headquarters. Abe Lefton, manager-director of the shows, says "yes" Paris can surely trick ride at the show, and also

Rose Smith steps out of the office smiling with a contract tucked away. A group of friends gathered around Fred Burns bidding him good-by as he leaves for New York and the Ringling-Barnum Circus. Bonnie Grey dashing along in her car headed for Agua Caliente but where she didn't race in the Coronado Town Plate. Mabel Strickland going to one of the studios where her horse is being started. Dan Dix locking blue, as the Barnes show has left town and he didn't go along this time—too much picture work for Dan.

Henry Morris patiently waiting by the curb in his car. Red Sublette and Bert Troub confabbing. Jack Meyers and Canada Kid deciding to make the Scovens Rodeo. Pete Knight and Babe motoring along.

Eddie Woods and Harry Knight close behind. Orrie Robertson strutting by in a new spring suit. Curley Fletcher talking to Pee Wee Strange about their KFI program. Turk Greenough homeward bound with his arms filled with groceries.

**EL RENO, Okla.**—The first annual Pioneer Days and Rodeo here, April 28-29. It is under the auspices of the Chamber of Commerce, civic bodies and fraternal organizations and under management of Charles H. Tompkins, federal administrator of the FERA for Canadian County, former mayor of El Reno and known to many old-time showmen as the owner of Tompkins Wild West Show. In addition to the cowboy contests there is to be a reunion of pioneer men and women from all over the State and a pioneer parade. Among the participants: Bill Possett, one of the first U. S. marshals in Indian Territory; Col. W. J. Bryson, owner of the famous T Diamond Ranch, who trailed his herds to Dodge City in the early '80s; Major Gordon W. Lillie (Pawnee Bill), who led the Boomers on their historical run into Oklahoma. Over 300 business men have signed up to wear pioneer and cowboy costumes and not shave for three weeks before the show. Over 100 of El Reno's ladies have agreed to don bustles, hoop skirts and the dress and coiffure of the early days one week in advance. Legion Park is being transformed into an ideal rodeo grounds and some of the best stock obtainable has been contracted. Mr. Tompkins sent to Calgary, Can., for his old friend Guy Weadick, well-known producer of "The Stampede," to come and assist in the publicity, organization and presentation of the celebration. Weadick has arrived and has started on the detail work. Reports are to the effect that Weadick is dealing for the staging of several real contests during the coming season in various parts of the country. Will Rogers, Oklahoma's native son, has been invited to be present.

**ST. LOUIS**—The St. Louis Milk Fund Rodeo opened under adverse weather conditions to a fair crowd April 9. The second performance, however, was satisfactory to promoters and auspices, with good attendance promised for the rest of the week. The stock provided by Greer & Hammer is exceptionally salty. The Brahma steers have a habit of running in circles, which makes roping difficult. The first four ropers missed with both their loops.

Tuesday night Candy Hammer was stepped on by a bronk, but not seriously hurt. Two bucking bronks were electrocuted after breaking into the fuse-box room and coming in contact with an open switch. Hoot Gibson careened around a corner in a Ford roadster and crashed into a concrete post, throwing Arville Gilliam against a four by four with resultant loss of blood, a considerable amount of skin and a tooth or two. Gibson, with his customary good luck, was able to come out and take a bow. Ted Elder experienced a little difficulty with his Irish hunters in his first effort but put the act over in great style. Gibson is the guest of John Phiamollis, promoter of the rodeo, and Candy Hammer, arena director, while staying in St. Louis.

Judges are Jim Massey, Hoot Gibson and Carl Shepard; timers, Lester Becker, J. D. Smith and J. D. Short; arena secretaries, Harry C. Marvin and S. B. McLaughlin; announcer, Cowboy Jack Jordan. Publicity was handled by Frank J. Maher and advertising by Joseph Garden. Music furnished by Everett Johnson and his Cowboy Band.

Winners the first two days: First Day—Calf roping, E. Pardee (18-3-5 seconds), Dick Trullitt (20-4-5), Shorty Ricker (23). Bulldogging, Donald Neabitt (10-3-5), Red Thompson (15), Tom Breedon (30). Wild horse race, Slat Jacobs, Les Car-

**RODEOS**  
 PITTSBURGH, PA. AT DUQUESNE GARDEN, APRIL 21 TO 27.  
 DETROIT, MICH. AT OLYMPIA, MAY 4 TO 12.  
 LOUISVILLE, KY. AT STATE FAIR GROUNDS, JUNE 10 TO 15.  
 FLINT, MICH. AT WOOD STADIUM, JUNE 17 TO 23.  
**ALL UNDER STRONG SPONSORSHIP**  
**BULLDOGGING AND CALF ROPING CONTEST (\$25, \$18, \$10) AT PITTSBURGH.** No Entrance Fees, and Eats at Cook House. Other Rodeos, All Events Contact, More Money, Contestants get with us.  
 WANTED—Real Phone and Foot Program Workers and Promoters that can put out tickets when backed by best auspices. Must be ready to work at once. Pay your wire. All communications to  
**MANAGER OF RODEO, Metel Webster Hall, Pittsburgh, Pa.**

ated, Hughie Long. Steer riding, only two qualified, Hughie Long (102 points), Johnnie Williams (101 points), Bronk riding, Hub Whiteman (253 points), Willey Elliott (232), Les Carstad (221). Second Day—Calf roping, Roy Matthews (12-4-5 seconds), Bill McBride (20), Breezy Cox (27-1-5), Bulldogging, James Irwin (12-1-5), Jack Quaitte (27-3-5), Lynn Huskey (30). Wild horse race, Slat Jacobs, Jackie Cooper, Virgil Millisap. Steer riding, Frank Mariani (110 points), Hoyt Heftner and Eddie Curtis (each 105). Bronk riding, Lynn Huskey (221 points), Junior Caldwell (218), Milt Moe (211). Winners the remaining days of the rodeo will appear in next issue.

**BARNETT, HAAG**

(Continued from page 35)

William Hamilton. In the latter part of last season and during the winter 26 new trucks were purchased. About two years ago the show had about 125 employees. This year 234 persons are being fed in the cookhouse.

Melvin (Pinky) Hollis is equestrian director. Backed by strong co-operation of Manager Rogers he has devised a performance that is meritorious. There are several spectacular numbers, including the opening spec, Festival in Spain, in which 138 persons participate; Flying Lesters, four-people casting act; Knight Family of six, Sheik Ali Pasha's tumbling Arabs and the Melvin Hollis riding troupe.

The spec depicts a joyful celebration of an ancient Spanish holiday and is marked by gay, colorful costumes, created by Mrs. Josephine Rogers; the special musical score by Bandmaster Ira Haynes, a troupe of dancers and the singing of Jean Williams. The show has 15 joeys and there are many clown novelties in program. Iza LaBird is producing clown and eders are Albert White, Tom Thornton, Ed Raymond, Harold Hall, Charley LaBird, Albert Powell, A. J. Knarr, George Karl, Jim Arnesen, Barney Arnesen, Leonard Hill, Serle Stimmons, Charles Rainer and Harry Dokes. Ira Haynes has a peppy 12-piece band on an elevated platform near the new sound-amplifying system.

**The Program**

There are 26 displays, as follows: No. 1—Grand tournament and spectacle. No. 2—Clown chase (all clowns). No. 3—Comedy acrobatic troupes in all three rings. No. 4—Foot slides by Flo McIntosh and Pat Knight. No. 5—Leaping greyhounds, presented by Roy House. No. 6—Double trapeze numbers, the Lakes in ring one; the LeVines in ring two; cloud swing by Grace McGee over center ring. No. 7—Concert announcement. Texas Ted Lewis and his cowboys and cowgirls. No. 8—Elephants in all rings, presented by Capt. Tommy Burns and worked in ring one by Lorraine Knight, in center by Katherine Horburgh, and ring two by Norma Rogers. No. 9—Riding act, Beasie Hollis in ring one and Melvin Hollis, ring three. No. 10—Clown baseball number. No. 11—The Knight Family, six-people wire act. No. 12—Swinging ladder number with Misses Lake, McGee, Knight, Clark, Benjamin, Morrison, Helene Rogers, Thomas and Miss Zocco. No. 13—Twelve-horse Liberty act, presented by Roy House. No. 14—Muscle grinds, Miss Lake, ring one; Beasie Hollis, ring two. No. 15—Knight troupe acrobatic number in center ring, featuring Paul Knight in triple somersault to chair. No. 16—Barnett Bros.' elephants in center ring, presented by Burns and worked by Helen Rogers. No. 17—Second concert announcement. No. 18—Cuccia Brothers on ground bars in center ring. No. 19—Clown number. No. 20—Barnett Bros.' menage number with Roy House and Flo McIntosh, Helene Rogers, Norma Rogers, Lorraine Knight, Grace McGee and Misses Wynne and Benjamin. No. 21—Clown band, featuring Flo White, dancer. No. 22—Perch number. Emma Zocco in ring one; Miss Lake, ring two, and the LeVines in center ring. No. 23—Comedy riding act featuring Melvin Hollis, assisted by Beasie Hollis, Helene Rogers, Flo McIntosh and Pat Knight. No. 24—Iron-jaw number. Miss Lake, ring one; Miss Huntington, ring two, and Miss LeVine, center ring. No. 25—Sheik Ali Pasha's troupe of 12 tumblers

in all rings and on track. No. 26—Lester Thomas and the Flying Lesters, casting act.

The show parades this year, as usual, and has added nine new parade tableau units. There are 34 mounted people in parade.

**The Staff**

R. W. Rogers, manager; G. S. Meikle, treasurer; William Moore, legal adjuster; George Feinstein, superintendent of front door; Ralph Gaultin, superintendent of tickets; Charles Houser, lot superintendent; Melvin Hollis, equestrian director; Thomas Burns, superintendent of elephants; Roy House, ring stock; D. Hanson, menagerie; William Smith, props; Alex D. McIntosh, transportation; Ira Haynes, musical director; Mose Becker, privileges; E. Brandon, chief electrician; Guy Coddings, steward; Walter A. Rogers, announcer, and Dr. E. R. Johnson, in charge of medical clinic. Dr. Johnson was physician with Ringling-Barnum last season.

William DeBarrie is manager of side show, with 13 platform attractions. Archie Blue has a 10-piece side-show band. Oscar Wiley is general agent in charge of advance force of 15.

The menagerie top, as is the big top, this year is the largest in show's history. Menagerie top is a 70 with three 40s. Several cages of animals have been added.

Many visitors were on the lot opening day. Paul M. Conway, the show's general counsel, drove 300 miles from his home in Macon, Ga.

The show headed for its established territory in the North and East.

**MARIANNA, Fla.**, April 13.—The Mighty Haag Shows opened at their spacious grounds in heart of Marianna April 4 and the big top was crowded to overflowing at both performances. Opening performance was for benefit of the Ernest Haag Memorial Foundation for Crippled Children and this proved to be a powerful drawing card.

The show is truly bigger and better this year and opening spec, child of the brains of Mrs. Helen (Haag) Durrett and Mrs. Ruby Haag, entitled *A Night in Spain*, was a marvel of beauty and action. At its conclusion United States Senator W. H. Milton, long-standing friend of the Haags, presented Mrs. Ruby Haag and Mrs. Helen Durrett with a beautiful bouquet of flowers, which were a tribute and pledge of loyalty from employees of the show. The citizens turned out en masse to bid a fond farewell to what they proudly call their own Mighty Haag Show. Tributes of esteem were prominently displayed all over the top.

Ernest Haag, having passed to his eternal reward, was sadly missing, but there is a determined atmosphere about the show that plainly demonstrates that, altho Ernest Haag's body is gone, his spirit will live on as a big top is stretched to shining sun. After the performances, large groups of Marianna citizens called on Mrs. Ernest Haag and offered their best wishes and said that they would eagerly anticipate her return at conclusion of present season.

The Haag Show has some excellent acts and features.

**Austin B. King Services**

**LOS ANGELES**, April 13.—Funeral services for Austin B. King, horse trainer of the Al G. Barnes Circus, were held at funeral home of Pierce Bros. here April 5. Almost the entire Barnes personnel, Pacific Coast Showmen's Association and Santa Monica Lodge of Elks, of which he was life member, attended. Paul Eagles, local representative of the Barnes show, handled funeral arrangements. Mr. and Mrs. S. L. Cronin sent a beautiful wreath, dressing room a large floral design, PCSA a wreath, and there were many individual pieces. The beautiful service of the Elks was used. Male quartet sang *Abide With Me* and *The Vacant Chair*. The eulogy was by the Exalted Ruler of Santa Monica lodge. Interment in plot immediately adjacent to Showmen's Rest in Evergreen Cemetery. Services at grave conducted by the Elks and PCSA, with Chaplain Burr McIntosh officiating. The pallbearers were Joe Sullivan, Terrell Jacobs, Merle Ritzenour, Roland Simpson, Carl Knudsen and Dr. G. W. Boyd.

# NO LAPSE IN DALLAS

## Centennial Building Construction Not To Conflict With State Fair

*Attractions will include those which do not interfere with work of celebration crews—activities will be for auditorium, stadium, stock arena and race track*

DALLAS, April 13.—The State Fair of Texas will be held here on October 12-26 while several millions of dollars' worth of Centennial construction work will be going on. It was announced by Otto Herold, fair president and Centennial Exposition works head. Decision to hold the fair regardless of building activity scheduled to begin some time this summer was made at a conference of fair committeemen and Centennial officials. It was said the fair will include only those attractions that will not interfere with the Centennial workers. "The fair will be limited to such attractions as can be staged in the auditorium, stadium, live-stock arena and race track," said President Herold.

Decisions regarding exhibits and midway features for the fair will be made later in accordance with construction work.

Fair association representatives at the parley were Harry Olmsted, T. Marvin Cullum, Frank McNeny and Mr. Herold. Centennial officials were C. F. O'Donnell, corporation director; Arthur L. Krasmer, planning body head, and Charles E. Turner, finance director.

"The Centennial planning board will direct its work so as to conflict with the necessary departments of the fair as little as possible," President Herold said. "The 1935 fair will be the best we can possibly stage without hindering preparations for the 1936 exposition."

From Gov. Eugene Talmadge of Georgia came the most cordial response yet received by Exposition Director Walter Cline from governors to whom Centennial invitations have been sent.

"Georgia is particularly interested in the Centennial," Governor Talmadge declared. He requested additional correspondence about his State's participation in the show.

### Barnes Gets Minnesota

CHICAGO, April 13.—M. H. Barnes, Barnes-Carruthers, brought back two State fair contracts with him when he returned from St. Paul this week. He attended a meeting at which Dan F. McGowan, Grand Forks; James Venables, Huron, and Ralph Ammon, Wisconsin State Fair, were present. In addition to Ray Lee and other members of Minnesota State Fair board. Mr. Barnes closed a contract with Minnesota to present the spectacle *Soaring High*, and with North Dakota for *Fascinations of 1935*.

### New Nebraska Racing Body Okehs Date for Ak-Sar-Ben

LINCOLN, April 13.—Governor Cochran, after enactment of the pari-mutuel betting measure by the Legislature, appointed J. E. Rossiter, Walthill; Jack Watkins, Omaha, and Joe Myers, Broken Bow, as first racing commissioners for Nebraska.

None is an official of Omaha Ak-Sar-Ben, the organization promoting the vote successfully for pari-mutuels, since the latter thought such a move would be undiplomatic.

First action of the commission was to okeh Ak-Sar-Ben's request for 31 days of racing, May 30-July 4, and Walthill's petition for six days, May 23-25, and August 27-29.

### Nebraska Bill Languishes

LINCOLN, April 13.—Measures seeking to change setup of Nebraska State Fair board and to throw out the existing one seem destined for the pigeon-hole. Liquor control and relief bills have monopolized the time of this legislative session. Even the budget for the fair hasn't been tackled yet.

YAKIMA, Wash. — Organization of Yakima Frontier Days, Inc., sets in motion Yakima's celebration of its 50th year on May 17-19. Incorporators are Mayor Harry C. Temple, Herbert Shaw, J. J. Crawford and Al Morthland, with Arch Bartholet, general manager.

## New Angle Holding Up Townsend's Pay

INDIANAPOLIS, April 13.—Pay checks of M. Clifford Townsend, lieutenant governor and general manager of Indiana State Fair, are being held up pending outcome of a federal court suit. The State auditor explained he was holding the checks because of uncertainty resulting from the State Supreme Court's action in reviving a once rejected constitutional amendment preventing public employees from receiving a salary increase during their term of office. Two \$500 monthly checks are held back.

The suit is that of George O. Armstrong against Mr. Townsend, attacking his right to salary from activities other than from being presiding officer of the State Senate, which pays \$1,000 annually. The 1933 Legislature made Mr. Townsend head of a department of commerce and industries, put him on a full-time basis and gave him \$5,000 a year increase. He won one decision in the case, but a petition for rehearing was filed. The new question of the State Supreme Court's revival of the amendment, once regarded as defeated, has been injected into the case.

### Old Medina (O.) Barns Burn

MEDINA, O., April 13.—Fire destroyed more than half of the barns on Medina County Fairgrounds, oldest buildings of the plant, having been there more than 50 years. The only horse quartered in the barns was saved. The caretaker's home also was destroyed. Damage is estimated at about \$3,000.

### Paris Plans Big Night Spec

PARIS, April 8.—Climax of the "Season of Paris," May, June and July, will be a gala night race meet and elaborate spectacle staged at Longchamps race track. Leon Volterra, amusement park, theater and cabaret operator and owner of a racing stable, and Gino Arbib, Paris booking agent, will supervise the big show, in which all leading vaudeville, circus and theatrical stars in Paris will appear, with a dance ensemble of 160 girls and a band made up of leading dance and pit orchestras of Paris.

## Clash in Dates for Grand Forks Brings Protests and Arguments

GRAND FORKS, N. D., April 13.—Directors announced June 25-29 as dates for North Dakota State Fair here and promptly found themselves in an argument, the outcome of which is still in doubt.

State American Legion early this year set its convention here for June 23-25. Later the fair dates were set for June 23 (Sunday) to 29. The Merchants' Association protested, contending the two events would tax the city's facilities.

The fair association this week an-



MAZIE COMPTON STOKES is one of the most active of the feminine contingent of fair workers. She is assistant secretary of Mississippi Valley Fair and Exposition, Davenport, Ia., and has held that post since 1927. Here is a year-round job and she keeps the fair offices open continually, but finds time to devote to business and professional women's club work and to many civic affairs.

## Donaldsonville Back To a 50-Cent Gate

DONALDSONVILLE, La., April 13.—A return to a 50-cent gate admission has been voted by executive committee of South Louisiana State here to provide for an expanded attractions program, reported Secretary-Manager R. S. Vickers following a meeting on March 31 at which eight parishes were represented.

Reduced grand-stand prices, however, will remain in effect and children will be admitted all during the fair, October 6-13, when accompanied by parents.

Budget adopted calls for Sells-Sterling Circus before the grand stand day and night during the eight days. Three nights of fireworks will be given, first time in three years that pyro displays have been provided. To boost attendance on opening day an auto will be given away.

Press of the parishes has been invited to another meeting soon to discuss publicity co-operation. One day of the coming 23d annual will be Press Day for South Louisiana.

### White Gehlbar's Successor

SALEM, Ore., April 13.—Solon T. White, McMinnville, has been named director of agriculture and succeeds Max Gehlbar. Mr. White, like his predecessor, will be in full charge of Oregon State Fair here. Mrs. Ella Wilson will be retained in an advisory capacity. For a number of years she managed the fair successfully.

### Pigeons Galore

SAN DIEGO, April 13.—Racing carrier pigeons are in training at relay stations, preparatory to winging a message from President Roosevelt in Washington to California Pacific Exposition, which opens here on May 29. Stations where birds are being trained are in Charleston, W. Va.; Frankfort, Ky.; St. Louis, Mo.; Little Rock, Ark.; Dallas, Austin, San Angelo and El Paso, Tex.; Tucson, Ariz., and San Diego. Release of birds will be timed so that final relay carriers will arrive when Lions' club convene here on June 22. When the President's message is received a great flight of carrier pigeons will be released from the Plaza del Pacifico of the exposition. Marking Lions' Clubs Day on June 23, more than 4,000 homing pigeons will be released from the Plaza.

## Charles Duffield Heads New Firm

CHICAGO, April 13.—Charles H. Duffield, who for the past quarter of a century has headed Thearle-Duffield Fireworks, Inc., is resigning as president so that he may operate a specialized branch of the fireworks industry. It was announced yesterday. Mr. Duffield from now on will devote his time to producing great scenic spectacles under auspices of civic and fraternal organizations.

The spectacle, *The Last Days of Pompeii*, is one particular subject on which he will concentrate thru the present season. He will at the same time retain his identity with Thearle-Duffield Fireworks, Inc., as a principal stockholder and member of the board and will represent the company as a general contracting agent. However, his special efforts will be in developing a renewed interest in the spectacle production field. He will operate under the title of Charles H. Duffield Fireworks Productions.

All negotiations in connection with the change have been on an entirely friendly basis, the Duffield brothers stated, and will not otherwise affect the personnel of Thearle-Duffield Fireworks, Inc., which will continue to operate as in the past, with James Cunliffe and Frank P. Duffield as directing heads.

"It simply gives me opportunity to devote more time and effort to a field in which I am particularly interested," Charles Duffield told a representative of *The Billboard*, "and I am confident that with the firmly established background of the Thearle-Duffield Fireworks organization and wonderful prospects before us both our companies will forge ahead and prosper."

Charles H. Duffield will make his headquarters in Chicago with offices in the Straus Building. Thearle-Duffield Fireworks, Inc., will continue in the Blum Building.

## Revue Contracted For E. C. Chamber

KINSTON, N. C., April 13.—A revue for each of the eight fairs operated by Eastern Carolina Chamber of Commerce, Inc., with headquarters here, has been booked, said Secretary-Manager N. O. Bartlett. Revues will come from Gus Sun Booking Exchange, which also is to supply a gasoline rodeo for each fair. A number of acts have been booked independently.

Fairs to be conducted are those in Norfolk and Suffolk, Va.; Elizabeth City, Kinston, Plymouth, Greenville, Duna and Woodland, N. C. Kaus United Shows have been contracted for Norfolk, Elizabeth City, Kinston, Plymouth, Greenville and Woodland, and States Exposition Shows for Suffolk and Dunn. Last year's policy of permitting only legitimate concessions at all the fairs will be adhered to, declared Mr. Bartlett.

### Would Help R. I. Annuals

PROVIDENCE, April 13.—Rhode Island fairs benefit from a bill introduced in the Senate by Senator Charles A. White Sr., South Kingstown, and passed. Measure appropriates \$4,500 for premiums at Washington, Newport and Providence County and Pawtuxet Valley fairs.

# San Diego's Expo Looms

**Physical units are going together rapidly—federal government adds building**

SAN DIEGO, April 13.—Physical units of California Pacific Exposition are going together rapidly, like pieces of an intricate jig-saw puzzle nearly completed. New buildings, despite scaffolding surrounding them, begin to resemble their architects' perspectives, even to laymen's eyes.

Into other structures, ready for occupancy, march a small army of exhibit builders. Shipping crates are piled open. Display booths begin to take form. As trucks rumble into the grounds, bringing props of concessioners, their buildings begin to rise on the amusement zone.

### Mail Service History

Another exhibit palace, to house travel and transportation displays, will be built. Ground was cleared and preparations made to start construction of Federal Exhibit Palace last week. Congress appropriated \$350,000 for this. From Washington came word that more than a dozen railroad cars would be required to transport the government's exhibits, representative of about 20 departments.

National Museum (Smithsonian Institute) is planning an exhibition of historical objects and relics related to early days of the Southwest. Treasury department may install a coinage machine to demonstrate the making of money. Post office department proposes to depict progress of mail service from days of the pony express to the present.

### Special Days Set

More than 130 special days have been set, with the exposition's opening still weeks away, on May 29. Dates for six additional State days are: Illinois, October 12; Iowa, September 24; Kansas, July 12; Montana, August 17; Oregon, September 26, and South Dakota, September 14.

Anticipating an influx of 500,000 automobiles, California's division of motor vehicles has increased its clerical staff in San Diego. New men are familiar with auto regulations in Eastern areas and will be assigned to help motorists from that territory.

## "Short Track" Race Circuit for Midwest

CHICAGO, April 13.—Midget auto racing, renamed "short track" racing, started in Chicago last fall and now grown to wide popularity, will be carried on in six large Midwest cities during the summer.

It was announced this week by Midwest Auto Racing Association that plans are for an inter-city circuit to include Chicago, Cleveland, St. Louis, Indianapolis, Detroit, Port Wayne and Cincinnati. Fifty or more leading short track drivers are under contract to the association and the season will open in each city about May 1.

It is planned for drivers to move from city to city. A point standing on two-man teams and individual stars will be kept to determine champions for the year. At close of the season contests will be held for the national championship among drivers of the Midwest Association, Pacific Coast racers and those in the New York area.

"We are trying to get away from the name 'midget auto racing,'" an official of the association said. "It is better described as 'short track racing.'"

CHARDON, O. — Attendance at 10th annual four-day Geauga Maple Festival here was estimated at 84,000 by Secretary Lester Reynolds. Midway attractions, excelling all previous years, were grouped in the downtown section. Prominent were Roy Ammond's Swiss Village, Buck Maughlin's newly framed motorized Pit Show, and Myers Family, glassblowers.

NEW RICHMOND, Wis. — St. Croix County Fair elected H. T. Soderberg, president; F. R. Ubbelohde, vice-president; T. J. Madden, secretary.

## Grand-Stand Shows

FIRST TIME it has bought such an attraction, Illinois State Fair, Springfield, August 17-24, will present the Ernie Young ballet as a feature.

GOULD'S Million-Dollar Gems has been booked for the second annual Homecoming in Iron River, Wis., August 8-11.

GEORGE ADAMS Rodeo was signed by Secretary Harry Kahn for Auglaize County Fair, Wapakoneta, O., August 25-30.

RITA AND DUNN, who opened at Jacksonville (Fla.) Fair on April 12, have mostly indie bookings this year and are putting out a unit of three acts.

GEORGE COOK, assisted by Sam Crane and Bob Cook, who will play St. Louis Police Circus on April 26-May 5, with his Funny Ford act, will play fairs this season under the Sidney Belmont banner.

CLAY COUNTY Fair, Spencer, Ia., booked Barnes-Carruthers' revue, produced by Edgar L. Schooley, and Peerless Pottery, Terpos Troupe, Tarzan, human ape; Rutong's Dogs; Billy Lorette, clown cop; Karl King's Band and Nelson's Marionettes.

AMONG acts for Society Circus Exposition, Winston-Salem, N. C., April 18-27, directed by Al Ritchie, are Musical Edwards, Pearl Fern Trio, Helen Seible, Dixie Dixon's Musical Madcaps; Dryfuss Sisters, with Ervil Hart, prima emcee; Agnee Dean Blue, assistant emcee.

## Syracuse Set for Building; Midway Censorship To Rule

SYRACUSE, April 13.—New York State Fair officials are jubilant over passage of the federal \$4,880,000,000 relief bill, which gives PWA new funds and puts a clincher on a \$600,000 loan for new buildings. Commissioner Peter Ten Eyck had a promise of the money if the bill passed. He said first construction will be on an industrial building, to be ready this year. Next will come a pure foods building and a farm machinery building.

Mr. Ten Eyck, who is after the U. S. Marine Band for the opening, predicts enough new things to insure a record crowd this year.

Director Ackerman said that the midway contract, when signed, will go to Max Gruber's World's Exposition Shows. All attractions are to be censored by the advisory board before opening, this arrangement breaking down opposition of those who wanted only rides on the midway.

## Site Picked in Spartanburg

SPARTANBURG, S. C., April 13.—Officials of Anderson County Fair Association recommended to directors of the Chamber of Commerce purchase of 25 acres on Highway 29, just east of the city, to be used as a permanent home for the fair. Indications are that an investment of about \$50,000 will be involved when a plant is completed.

## Fair Elections

WAVERLY, Ia.—Claude Wylam was elected secretary-manager of Bremer County Fair.

SHELBYNA, Mo.—Shelby County Fair Association re-elected M. I. Rogers, president; Ern McKillip, vice-president; Ernest Key, secretary-treasurer.

JONESBORO, Ark.—Roy Penix is president and E. W. Cockrell managing secretary of the newly formed Northeast Arkansas Fair Association.

HONOLULU. — William Walsh, president of Maui County Fair Association, has appointed Robert von Tempky director of the event, Hawaii's banner fair.

KENDALLVILLE, Ind.—Eastern Indiana Agricultural Association directors re-elected John Schermerhorn, president, and O. F. Johnson, B. F. Haines, Ray Glass, Fred Forker and Claude Smith, executive committee.

## 8 GOOD CLEAN CARNIVAL WANTED 8 BIG DAYS

JULY 14th to 21st

Largest homecoming celebration ever held in Northern Michigan's resort area at Grayling, Mich. Sponsored by American Legion Post No. 106. Nothing too big. WANT plenty of Rides and Shows, 100,000 people to draw from. Military camp of 5,000 men. Five C. C. C. camps of 200 each. 20,000 resorters. Military bands and entertainment. Free Air Shows. Close with review of troops by Governor of Michigan. Free Acts and other Attractions, write.

**LEO E. SCHRAM**

Chairman Carnival and Free Acts, Grayling, Mich.

## WANTED, SPRING FESTIVAL

MAY 1-3

Several Rides and Non-Gambling Concessions. Pop Corn, Candy, Novelties, etc. Booking direct. Big crowds. Good prospects. COLLETON COUNTY FAIR ASSN., W. W. Smoak, President, Walterboro, S. C.

## Strong Support Is Given in Jax

**Duval County Fair opened with heavy exhibits—midway and acts high class**

JACKSONVILLE, Fla., April 13.—Last of the fairs of the 1934-35 season, Duval County Fair and Exposition, April 12-21, opened with practically all buildings fully occupied, said Manager E. Ross Jordan, secretary-manager of Georgia State Exposition, Macon, who is associated here with President R. L. Millican and the Jax advisory board. Indications are that it will surpass the first fair held here last spring.

Local activities will be plenty, special days having been set aside for groups of civic developers. Model Shows of America are on the midway, coming out of winter quarters spick and span. Free acts include Capt. Jimmy Jamison, fire dive; Rita and Dunn, high-wire novelty; Aerial Cowdens and others in afternoon and night programs. Nightly shows are by Ohio Display Fireworks Manufacturing Company, Eating and drinking stands are taken by George Rinehardt.

Being the only Florida fair offering full classes to exhibitors in live stock, an overrun of dairy cattle made extra provision necessary. Agricultural displays from numerous Florida counties are extensive and there are comprehensive exhibits in separate buildings of city schools, 4-H Clubs, poultry, household science, floriculture, arts, crafts and products of mill, shop and vocationalist.



Fair Grounds

JONESBORO, Ark.—Northeast Arkansas Fair Association is being incorporated here with capital stock of \$10,000. It is planned to have a half-mile regulation track open by July 4 for horse, dog and auto racing.

TOKYO — Manchukuo will hold a world exposition in August, 1936, as part of the government's large scale program to propagandize the new State. Invitations are going to foreign countries. Twenty buildings will be constructed. The fair will commemorate the fifth anniversary of founding of the new State.

QUAKERTOWN, Pa.—An old debt of about \$10,000, left to present management, has been worked down to \$3,000 in five years by officials of Bucks County Agricultural Society. There was a balance from the 1934 fair after its bills were paid and \$1,500 of old bills also had been met.

BEREA, O.—First Night racing in history of Cuyahoga County Fair will be held by Berea trotting and pacing session on the fairgrounds track on July 15-27, said Paul H. Mitchell, president of Cuyahoga County Driving Club. Di-

## WANTED Acts, Concessions, Shows

KINSTON, N. C., Under Chamber of Commerce, for MERCHANTS AND MANUFACTURERS' EXPOSITION, West April 29, CAN USE any Show that can frame inside, Concessions. Wire or write KENTUCKY EXPOSITION CO. Or Organization.

## WANTED For Fayette County Fair

DAY AND NIGHT, AUGUST 19 TO 23, AT WEST UNION, IA. A limited number of clean Shows and Stock Concessions. One of the best County Fairs in the State of Iowa. Local conditions far above the average. EO BAUER, Secretary, West Union, Ia.

## WANTED TO HEAR FROM ACTS FOR THE MANSFIELD FAIR ASSOCIATION,

For September 18, 19, 20, 21. Address and send full particulars to Charles W. Ross 18 South Main Street, Mansfield, Pa.

## WANTED Concessions Only

JULY 4, 5, 6. Rides and Free Acts desired. No Gyp or Padlock. Those here last year coming back. All letters answered. Write BILL BAILEY, Commercial Club, Clear Lake, Ia.

## CARNIVAL WANTED

For first week in May or near that date as possible. Auspices Lorraine Post, Veterans of Foreign Wars. Address: JAMES L. OULBERT, 39 Auburn Street, Newburgh, Mass.

## CONCESSIONS WANTED

For Rodeo and Golden Jubilee Celebration, St. Louis Indian Mission, Ashland, Mont., May 24, 25 and 26. Clean Concessions Only. For information and terms write to MR. HARRY PIERSON, Ashland, Mont.

## WANTED for MONTEZUMA FIREMEN'S FAIR

Shows, Rides and Concessions. No graft. All night work. Want them for the last of July or first of August. CLAIR WAAGONER, Montezuma, Ind.

## CARNIVAL WANTED BECKER COUNTY FAIR

August 22, 23, 24. BOX 344, DETROIT LAKES, MINN. GALA OLD HOME WEEK, June 29 to July 8. Industries, America, Mt. Pleasant Volunteer Fire Dept. WANTED Rides, Write ROY CROSBY 776 Main St., Mt. Pleasant, Pa.

## CARNIVAL WANTED

For the Week of July 1 to 8, both dates included, for Home Coming and 4th July Celebration. TONY R. DE POLLO, Sec'y, Thomas, W. Va.

Directors of the club will install floodlights on the half-mile course. CHARDON, O.—Central National Bank of Chardon was highest bidder for \$7,000 6 per cent bonds issued for purchase by Geauga County of Geauga County Fairgrounds in Burton, near here, 24.93 acres.

# CHI FOR '35 GET-TOGETHER

## Annual Convention in December Modeled After Toronto Meeting

*Attendance of all outdoor showmen's organizations is aim of Hotel Sherman gathering—AREA group to have charge of enlarged exposition of devices, merchandise*

FROM NAAPPB APRIL BULLETIN

CHICAGO, April 13.—During the recent Toronto convention, at which was organized the new National Association of Amusement Parks, Pools and Beaches, it was the unanimous feeling of the joint committee representing this association and the Manufacturers and Dealers' Section that an effort should be made to get all outdoor showmen's organizations under the same roof for the 1935 gathering. The principal reason for this was the desire to help the exhibitor who, it is recognized, has been carrying a rather heavy load for the last few years. In addition it was thought that, with times "on the up," there would be a number of new devices and merchandise items to enter the new and enlarged market. Therefore, a sizable exposition of park, pier, pool, beach, fair and carnival merchandise should be displayed.

Accordingly, a big get-together of the same organizations as met under the same roof at Toronto has been arranged for the Hotel Sherman on December 2-6. In addition to park, pier, pool and beach men there will also be in attendance fair and carnival men.

The Hotel Sherman, with its admirable exhibition facilities, has been greatly improved during the past year, with the addition of a number of most attractive and beautifully furnished sleeping rooms together with special convention facilities. Exceptionally low room rentals will be available and, with its unusual location in the heart of the Loop of Chicago, it is felt that the success of the forthcoming convention is assured.

Complete details will be sent the membership from time to time. The sale of exhibition space for the 1935 meeting will be in charge of the Manufacturers and Dealers' Section, recently incorporated as the American Recreation Equipment Association. This group is determined to develop an association of devices and merchandise which will rival those of former days when the NAAP was at its zenith.

### Curb on Amusement Permits Going On in Wildwood Area

WILDWOOD, N. J., April 13.—Wildwood and North Wildwood are going snooty on the beach front this season, and mayors of both say they plan tightening strings on amusements.

A special committee will investigate all walk license applications. Sportland, one of the largest amusement structures here, from present indications will be scene of several big attractions this summer, exact nature not revealed; swimming pool to go, however.

In Wildwood Mayor Doris Bradley said that beginning on May 1 a fee will be charged for use of a certain number of beaches. Shrubbery will be placed around this section to distinguish it from other parts of the beach.

### Perkins in at Rock Springs

CHESTER, W. Va., April 13.—Virginia Gardens in Rock Springs Park here, which will inaugurate the summer season on April 20, has been redecorated, floor refinished and new lighting installed. Dock Perkins, dance band executive, has been engaged as manager. Bands booked include Rudy Bundy and Jack Gillette. With opening of the park on Decoration Day the pavilion will operate nightly.

### Eastwood Books Acts Again

DETROIT, April 13.—Eastwood Amusement Park is scheduled to open on April 20 with a policy of major free attractions. Flying Levans have been booked for opening week by Jack Dickstein, manager of Detroit Gus Sun office, who will book for the season. Bills will be changed weekly, with two performances a day. Policy was highly successful last summer after several years of a lack of free acts in Detroit parks.



MAURICE PIESEN, New York, president of the Manufacturers and Dealers' Section, which is to become the American Recreational Equipment Association, affiliated with the National Association of Amusement Parks, Pools and Beaches, and which will undertake a greatly enlarged exhibit display at the December NAAPPB annual convention in Chicago. Mr. Piesen is leaving for the Brussels Exposition with devices.

## Harry Baker Says Emulate Henry Ford in Your Park

*President of National Association of Amusement Parks, Pools and Beaches reports following a recent survey of Eastern resorts—picnic bookings greatly advanced*

FROM NAAPPB APRIL BULLETIN

CHICAGO, April 13.—The coming summer season offers the nation's parkmen one of the greatest opportunities for genuine promotional activities that the industry has had the good fortune to be faced with in a great many years, according to Harry C. Baker, New York, president of the National Association of Amusement Parks, Pools and Beaches, who has just completed a wide tour of the recreation industry throuth the Eastern States. "A large percentage of the places I visited have as many picnic bookings on their calendar to date as they had up to June 15 of last season," said Mr. Baker.

He then went on to explain this phenomenal increase and why the outlook seems so optimistic for a marvelous 1935 season.

After hearing the head of the recreation men, there can be no doubting this upward swing in the desire for more and better relaxation and play. There is a glowing ambition on the part of employers and organization heads to once again sponsor large group outings as has been done in the past. Leaders in various lines have begun to realize that there is much more involved in their particular endeavor than the mere making of money or the holding of their heads and waiting over the loss of it.

They are beginning to see the light

## Selling Bookings a la Barnum

By PAUL C. MORRIS, Playland, Rye, N. Y.

FROM NAAPPB APRIL BULLETIN

The greatness of the immortal P. T. Barnum lay not so much in what he prepared for his public but rather in the manner in which he sold it.

The fact that his marvelous showmanship was exceeded by his sales ability is recognized by those who have made a study of his brilliant career. Long before he ever became interested in the business that was to make his name a household word he was known for his talents at selling the thing at hand by the use of what was then considered unusual methods.

We sincerely think that he would have been a success at anything that he had decided was to his liking. The fact that he hit upon the amusement business was the good fortune of those to follow in his footsteps, for we honestly believe that should there be anyone engaged in the delightful occupation of supplying recreation for others and who is in need or inspiration, they have only to read one of the books written concerning the amazing career of that master showman-salesman who passed on 44 years ago.

The foregoing may seem a little far-fetched in attacking the problems of booking outings for a RECREATION PARK, yet we have something to sell and to succeed we must make our prop-

osition look just a little more attractive to the prospective buyer than that offered by the other fellow. The greater our abilities to do this the greater will be our rewards. There is no other road.

Of course, it is hard to imagine that there is anyone engaged in the RECREATION BUSINESS who is not sold on the fact that outings and picnics form one of his or her most valuable assets. Next to cleanliness, decency and honor the modern day RECREATION MAN or WOMAN should worship these gatherings as no other single thing. It is an impossibility to overstress the importance of these activities and what they mean to the ultimate success of your RECREATION CENTER. Of course, it is essential that we book only desirable groups, because the bringing of any other kind to our park will quickly tear down the standard of the place. It is far better to have none than poor ones.

The first problem in booking worthwhile outings begins right at your own door. You must ask yourself these important questions: Am I properly prepared to handle the group whose patronage I seek? Will they be subject to any discomforts? Can I send them away pleased and wishing to return to my park? And last but not least, will I (See SELLING BOOKINGS on page 45)

## To Develop Spot At Old Dog Track

TOLEDO, April 13.—Development of a new amusement park and resort in the Toledo area was revealed with announcement of incorporation of Ohio-Michigan Recreation Club and Park, Inc., to occupy the 20-acre tract formerly site of a dog-racing track on Bemore road near Dixie highway.

Eidon H. Young, attorney for incorporators, said workmen have begun construction of a swimming pool and amusement park. A clubhouse will be erected, he said. The park will be opened by July 1.

Incorporators are John J. Rush, Frank Bennett and Frieda Tischinac.

## Amusements Are In B'walk Policy

*Legit lines considered in program being mapped at conferences in A. C.*

ATLANTIC CITY, April 13.—At suggestion of Mayor Bacharach civic groups which have been conferring with him and the other commissioners will each appoint a committee of two to act jointly as a permanent committee to map out a permanent Boardwalk policy. This plan was outlined at a conference between commissioners and the Amusement Men's Association this week.

Frank P. Gravatt, president of the amusement men and head of Steel Pier, said following the conference that there is strong likelihood of motion picture companies leaving California, and he expressed belief that one or more could be induced to locate in or near Atlantic City provided a campaign is made to get them here. He expressed satisfaction over the Boardwalk campaign to give legitimate amusement people a chance.

Director Casey told amusement men of plans for beautifying the city and his suggestion met approval that they outline their piers with flags and pennants for summer and also offered co-operation in any plans amusement men had for making the beach front more attractive.

Amusement men connected with piers where pilings in disuse are left in the water were asked to have them removed by summer. Those affected are Steeplechase Pier and Central Pier.

## Olentangy Activities Many

COLUMBUS, O., April 13.—Leo and Elmer Haenlein, owners of Olentangy Park, are planning extensive improvements to be completed before season's opening late in May. Program includes renovating the ballroom, new schemes in High street entrances, larger athletic field, more extensive picnic grounds, more complete zoo and aviary, with continuance of the baby farm, innovations in operation of the pool, round and square dancing, more free attractions and numerous special days.

and they now realize that if they are to remain on top they must show the persons under them that they have their welfare at heart. If they do not continue to assume leadership others will take it from them. That is but a natural turn of events, and perhaps those grasping this dictatorship will not be of such a highly desirable nature.

"Henry Ford is surely one of the most intelligent employers of labor in the country," said Mr. Baker. "Long ago he realized that other people's feelings must be regarded as important if he himself wished to remain upon the pedestal of the mighty. In recent issues of the daily (See HARRY BAKER on page 44)



**The Pool Whirl**  
By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

That recent item suggesting official recognition of high-diving feats seems to have started something. First, get a load of what Frank Lathkowski, known as Dare-Devil Jack, one of the claimants for the world's high-diving record, has to say:

"Having read your column in The Billboard, I wish to express my sincere thanks for taking up that question of world's championship high diving that all divers use more or less to get work. I wish to state now that the reason I use that title is that after I dived off Brooklyn Bridge I personally wrote a

(See POOL WHIRL on page 53)

**"We Do Our Part"**

Fairs, Parks, Celebrations, Etc.

That phrase has become a little worn with constant NRA usage. But we O.O. Do our Part. Take, for instance, "The Great-est Show on Earth," Ringling Bros. and Barnum & Bailey, now coming there in New York. You'll find "Mamie Nit" Acts well represented.

**GEORGE A. HAMID, Inc.**  
General Amusements  
1560 Broadway, New York

**FINE REBUILT CARROUSELS**  
Ready for Delivery

- A 3-Row, with 2 Inner Rows, Jumpers
- A 4-Row, with 3 Inner Rows, Jumpers (Repainted and Reasonable)
- 3 New Kiddie Rides—  
The Little Rodeo  
The Kiddie Coaster  
The Swan Ride

**PHILADELPHIA TOBOGGAN CO.**  
Germantown, Phila., Pa.

**REVERE BEACH**

Building available. Best location on Beach for Show, Games, Casino, etc. Approximately 3,500 square feet Floor Space, 30-ft. Entrance. Would like Lumber's Stadium, Kemp's Hotel Ctr. or similar Show. Horse Racing at Revere this season. What have you?

**H. C. TRASK**  
108 Mass. Avenue, Boston, Mass.

**WANTED**

**WOODCLIFF AMUSEMENT PARK** POUGHKEEPSIE, NEW YORK  
(THE MILLION-DOLLAR PLAYGROUND)

**OPENING FOR RIDES AND CONCESSIONS**

One of the few Parks "NOT IN THE RED" Last Season. There's a Reason. WE WANT SOME CONCESSIONS AND A FEW RIDES.

If You Want a Profitable Deal for 1935, See MR. OYRUFF, 26 Gates Avenue, Brooklyn, N. Y. OFFICIAL OPENING MAY 30, 1935. Successful Fleet of Excursions Already Booked.

**BACK AGAIN!!! UNDER MY OWN DIRECTION!!!**

**DREAMLAND PARK**

FREYLINGHUYSEN AVENUE, NEWARK, N. J.  
New Jersey's Most Popular Playground. Drawing Population Over 2,000,000 Radius of Five Miles.

Have Opening for Concessions of Every Description. What Have You? Two Choice Locations for Rides. FREE Cabs. FREE Auto Parkings. FREE Picnic Groves. VICTOR J. BROWN, President and General Manager.

**Niermann, Adding Ride, Looks For a Good Season in Dayton**

DAYTON, O., April 13.—Lakeside Park, which opens earlier and keeps going longer than any other in the State, began operations tonight with Sammy Watkins and his orchestra in the enlarged and newly-decorated Eden Ballroom.

With warmer weather there will be dancing outside, also in the Garden of Eden. Ace Brigade plays on April 20 and thereafter there will be dancing Tuesdays, Thursdays and Saturday nights. George Olsen and Ethel Shuttla are tentatively booked for early May.

The park has a new ride, the Whoopee, and retains all of its others, including Roller Coaster, Old Mill, Caterpillar and Swooper, in addition to which there will be Hillarity Hall and numerous games and drink concessions.

Manager Gerald Niermann has repainted the entire layout and anticipates a big season. The park has never been closed during any part of a summer season since it was opened shortly after the Civil War.

**Brown Adds One in Portugal**

PARIS, April 8.—Louis Brown, former American outdoor showman, has acquired control of the amusement park Parc Covoos in Lisbon, Portugal. He continues to operate Parc Meyers, Lisbon, so now has two parks in the capital of Portugal as well as interest in rides and attractions in other parts of Europe.

**Berni Sojourning in Italy**

PARIS, April 6.—Louis Berni, of the JAK firm, amusement park and coin-operated amusement machine arcade operators, left for a month's vacation in Italy before taking charge of the amusement park which his firm will operate at the World's Fair in Brussels.

**NAAPPB**  
Manufacturers and Dealers' Section  
By R. S. UZZELL

There was a great meeting of the board of directors of American Recreational Equipment Association in the office of the secretary all afternoon of April 3. Present were George H. Cramer, Spillman Engineering Company, North Tonawanda, N. Y.; Maurice Plesien, National Skee-Ball Company, Coney Island, N. Y.; Fred Fansher; Harry C. Baker, president of NAAPPB; Leslie G. Anderson, of The Billboard; Richard Lusse, of Lusse Bros., Philadelphia, and your humble servant.

This was not a case of the president and secretary cooking up a scheme and making it appear that the board of directors had approved it. On the other hand, it was a real directors' meeting where each one expressed himself, and how! Everyone put his oar in, while no one did all the rowing. Each pulled his full weight in the boat.

A plan of conducting the exhibit in connection with the annual meeting was evolved which will assure 100 per cent co-operation from the manufacturers. It remains now to get the whole plan in (See NAAPPB on page 53)

**LOOP-O-PLANE**

PATENTED, NO. 1,987,004

**A PROVEN MONEY-GETTER!**

ASSEMBLED IN HOUR AND HALF BY TWO MEN. OPERATING COST ABOUT \$1.50 TO \$4.00 PER WEEK FOR ELECTRIC CURRENT

Forty Foot Tight Loop Breath-Taking Thrill Demanded by the New and the Old Generation Seeking New Thrills. It Will Attract Customers and Comment to any Park or Midway.

**EARN REAL MONEY WITH A LOOP-O-PLANE**  
Operators Have Enjoyed A Profitable Season

4 PASSENGER \$1800.<sup>M</sup> 8 PASSENGER \$3200.<sup>90</sup>  
WT. 3,800 LBS. WT. 5,800 LBS.

**F. O. B. SALEM, OREGON**  
Originated and Manufactured by **EYERLY AIRCRAFT CORP.**



THE NEW COVERED CAR

WRITE TODAY **ROBIN REED**  
BOX 237 **SALEM, ORE.**

Distributors  
**RALSTON F. RICE JOHN KILONIS**  
**AL HAFT ABNER KLINE**  
**LEE CUDDY E. W. SMITH**

**PARK OWNERS WRITE**

We have a number of prospective purchasers looking for good spots

**FINANCIALLY ABLE DISTRIBUTORS WANTED**  
for territory in  
Gulf States  
Denver  
Chicago  
Cleveland

**WARNING!**

NOTICE IS HEREBY GIVEN THAT THE UNDERSIGNED OWNER OF PATENT NO. 198004 WILL HOLD ALL BUILDERS, OWNERS OR OPERATORS OF THE LOOP-O-PLANE, OR SO-CALLED ROCKET PLANES AND OTHER DEVICES INFRINGING ON SAID PATENT, LIABLE FOR DAMAGES FOR INFRINGEMENT AND THAT ALL CASES OF INFRINGEMENT WILL BE RIGIDLY PROSECUTED.

**EYERLY AIRCRAFT CORPORATION**  
SALEM, OREGON.

— 1935 —

**Auto-SKOOTER-Water**

THE RIDE THAT ENJOYED GREATEST POPULARITY AND BIGGEST NET PROFITS AT "A CENTURY OF PROGRESS" CHICAGO, ILL.

**AUTO SKOOTER.** LUSSE BROS. INC., 2289 North Fairview Street, Philadelphia, Pa., U. S. A.  
**WATER SKOOTER.** LUSSE BROS. LTD., Central House, 45 Kingsway, London W. G. I, England.

**FOR RENT**

**SEASIDE PARK, Virginia Beach, Va.**

Beautiful enclosure—104x43 feet, previously used as night club. Desire change of concession. Best location, in center of park. Suitable for bowling alleys, scooter cars or similar concessions. Write **MANAGER, Seaside Park.**

**FOR SALE AT SACRIFICE**

**MILLER 1/2-Mile Roller Coaster RIDE**

Built of 6 carloads Firwood. Complete with one mile Steel Track, 50 H. P. Westinghouse Motor, 3 Transformers, Four 8-Seated Cars. Excellent condition. Cost \$42,000. Will sacrifice.

**FINKEL BROS.** Realtors, Washington Trust Bldg., Washington, Pa.

**WANTED IMMEDIATELY**

Man and Lady High Diver, two Girl Springboard Workers. Long season. Write **JANE LASHER**, Manager, Lasher's Diving Act, Box 106, Phoenix, N. Y.

**FOR SALE**

Kentucky Derby, A-1 condition.  
**SEPPERINO**, Chester Park, Cincinnati, O.

Thank You for Mentioning The Billboard.

## Essentials of Controlling Water in Swimming Pools

By PAUL H. HUEDEPOHL  
FROM NAAPPB APRIL BULLETIN

You, as a swimming pool operator, are naturally interested in possible increase of pool patronage. In order to accomplish this due consideration should be given to the physical comforts of those who frequent your pool.

The most important feature of any swimming pool, aside from its safety, is that of CLEAN WATER. It must be clear and sparkling, free from odor and taste, non-irritating to the skin and eyes and the finer membranes of the nasal passages. From a sanitary standpoint it must approach the accepted standards of safe drinking water. Being the community center of aquatic recreation, it must maintain this healthful condition.

Many of the prejudices against public swimming pools could be dispelled if due publicity were given the methods used in the control and maintenance of safe, sanitary swimming pool water. A swim in CLEAN WATER is the only merchandise you have to sell.

Modern swimming pools equipped with pressure or gravity type filters, if properly operated, will keep the water clear of all suspended matter. With a sterilizing agency, the bacteria not removed by the filtering process will be exterminated and water kept in good sanitary condition.

### Use Automatic Dispenser

The importance of control of acidity and alkalinity is recognized as important controlling factors in swimming pool water. During the filtration process alumn is used as a coagulant. In the presence of natural alkalinity contained in most water, it forms a floc which catches dirt and some bacteria.

Continual recirculation gradually exhausts the reserve alkalinity and the water becomes acid. This condition decreases the efficiency of the filter, aids corrosion of the pipe lines, stains the tile or concrete finish. Worst of all, it irritates the eyes, nose, throat and skin of the bathers. To prevent this condition, soda ash should be used to furnish artificial alkalinity. This can be added direct to the pool or by means of an automatic dispenser. The general dosage is one-half the weight of alumn used during that period. If 10 pounds of alumn per week is used in filtration, about 5 pounds of soda ash per week should be added to the pool.

It is a very simple matter to make a determination of acidity or alkalinity by means of a comparator. It is almost as simple as taking temperature with a thermometer. It is unnecessary to know the meaning of the term pH to make these determinations. The numbers 0 to 14 are used to express the pH values; that is, intensity of acidity or alkalinity. Numbers below 7.0 denote acidity. Therefore, a solution of pH 6.8 is slightly acid, while one of pH 7.2 is slightly alkaline. Good swimming pool water should have a pH of 7.2 to 7.6. These tests should be made at least three times daily.

### To Gauge Chlorine

To maintain swimming pool water as free from bacteria as possible, the water is usually treated with chlorine gas or hypochlorites. To ascertain the degree of purity of the water from bacterial content it has been necessary to wait two to four days until the bacteriologist's report was received. With a chlorine comparator the pool operator is now able to know whether enough chlorine has been added to the water for proper sterilization.

Practically every State board of health advocates the residual of 0.2 P. P. M. as a minimum, and 0.5 P. P. M. as a maximum. Dosage over 0.5 P. P. M. is very likely to produce objectionable odors and tastes as well as frequent complaints of irritation of eyes, nose, throat and skin of bathers. Residual chlorine tests should be made at least three times daily while pool is in use and at the same time the pH tests are made. When chlorine is added to pool water it immediately starts to combine chemically with impurities in the water, dissipates its strength and finally becomes useless. To counteract this dissipation, fresh chlorine is continually added to the pool water.

### Mixing of Ammonia

By applying a small amount of ammonia to the water BEFORE the chlorine is added, the sterilizing effect is prolonged and the objectionable odors and tastes are eliminated. A marked improvement in the sterilization process occurs in many instances resulting in reduction of the amount of chlorine required. Ammoniators to dispense pure anhydrous ammonia are now on the market. The mechanism is similar to the machines that dispense chlorine gas. The mixing of ammonia with chlorine creates CHLORAMINES, a chemical reaction highly desired in swimming pool water. These powerful sterilizing agents have greater stability, and will also eliminate irritable qualities, tastes and odors.

A simple method of creating CHLORAMINES in filtered and chlorinated swimming pool water is to use ammonia alum. The natural or artificial alkaline in the water releases the ammonia which coming into contact with the hypochlorites, combines and produces a CHLORAMINE. However, results are not as effective as those obtained from ammoniators.

## Special Bulletins Much Appreciated

FROM NAAPPB APRIL BULLETIN

CHICAGO, April 13.—On February 15 the secretary's office started issuing bi-weekly special bulletins to all members in good standing. In addition a number of reasonable suggestions were printed in the February monthly bulletin.

Great enthusiasm has been expressed thruout the industry for these special items, the purpose of which is to give members special information at a time of the year when such information may prove most valuable to them either in the manner of preparation for the forthcoming season or during actual operation.

The greatest amount of interest seems to have been aroused over the item on special gasoline station signs mentioned in the February 1 bulletin.

Following are subjects covered by other special bulletins, and any member in good standing who did not receive or has lost his copy will be sent duplicates upon request to the secretary's office: February 15, Weighing Beer and Bulk Refreshments to Insure Accurate Receipts; March 1, Flapjacks or Pancakes; March 15, Magic Paints for Fun Houses, Walk-Tarps, Old Mills, etc.; April 1, Shows and Showmanship in Pool Operation.

## Does Self-Operation of Refreshments Pay? Yes, Says Wallace Jones

FROM NAAPPB APRIL BULLETIN

Boston, Feb. 13, 1935.

Mr. A. R. Hodge,  
220 Woodstock Ave.,  
Kenilworth, Ill.

Dear Al:  
I was particularly interested in the bulletin this time because you mentioned refreshment stands. This always rings a bell with me. Refreshment stands are synonymous with frankfurt machines.

One of our very good parks was letting out a particular concession, which included frankfurts as its prime object, for \$5,000 a year. The park owner felt that the operator probably was making at least \$5,000 for himself, so he took over the concession and not only made the \$5,000 rent, but more than \$5,000 in addition. This particular park, however, laid the greatest stress on quality of merchandise. He sold his frankfurts for 10 cents and gave his trade the best that he could buy.

Another customer of mine, here in

New England, specialized in the highest grade frankfurts and by so doing had the control of the frankfurt business at that particular beach. He was offered \$9,000 for his stand and was inclined to sell, but finally decided that he would operate a few years longer because "he could make \$5,000 a year, so why sell it for \$9,000?"

These cases and many others are based entirely on quality of merchandise. One of our greatest troubles, at Revere Beach in particular, is that everybody started cutting quality and then they cut prices and then the business fell off and they do not seem to know why.

At each of our meetings I make it a point to bring home the quality idea and also talk against price cutting. More than one park has been hurt very much by the concessioner using poor equipment, dispensing poor merchandise and cutting prices. If the management has no control over these things the park is out of luck.

Yours very truly,  
(Signed) W. ST. C. JONES.

## HARRY BAKER

(Continued from page 42)

papers we see Mr. Ford dancing with the young folk of the South after giving a huge sum of money toward their better education.

"Mr. Ford knows that 'Dixie,' with its half-starved share croppers, plus such hot agitation as is being supplied by Senator Long and his share-the-wealth program and others of similar thought, is a fertile field for trouble. And he also knows that young people are usually the spearhead of any rumpus. Remember 1861? It started in the very locality where we see pictures taken of the 'Pliver' King dancing with the so-called 'underdog,' Wise Mr. Ford! He certainly can never be accused of lacking when it comes to mob psychology.

"There is a selling point for any man or woman engaged in the recreation business. You have a real patriotic duty to perform. Get the leaders of your community 'recreation conscious' for the benefit of their own welfare. Sell them on the idea of selling themselves to their people via large pep outings. Mr. Ford has opened the door for you.

### "League for Leisure"

"There might be members of certain organizations, churches, lodges, etc., who are not showing interest. Urge them to recapture their attention by holding a big get-together picnic with lots of fun and frolic. If it is being done, so that is all the proof that is necessary to show that it can be done.

"Organize a league for leisure in your community. After you have sold some of the 'leading lights,' go after your Chamber of Commerce and local newspapers.

"Start the season with a big press tie-up. Later stage a press day where you and your local newspapers play hosts to the local folk. Don't be too mercenary, for you'll get your money back several times over if you properly plan the event. Get your transportation companies interested in whooping it up along with you, as it is to their advantage to do so."

### Gatherings Coming Back

Mr. Baker's observations are based on facts. In his travels he has actually seen and heard what some are doing to make the coming season a banner one. He knows that big community gatherings are coming back and if you are not getting your share of these highly desirable park necessities, then there is something wrong. We suggest that you try another line of attack.

Perhaps the National Association of Amusement Parks, Pools and Beaches can be of assistance to you in your problems. Intelligent men who have spent their lives in the recreation business are at your service for the asking. Remember this: Play is as essential in the makeup of a well-balanced life for the average individual as is sleep, food and work. If you do not produce a proper place and plan for these relaxation needs then someone else will. "PAINT UP AND PEP UP" is President Baker's latest slogan, and it sounds like pretty good advice.

## Beares Jr. Takes Reins In West View, Pittsburgh

PITTSBURGH, April 13.—Under active management of Charles Beares Jr., who this year will relieve his father, West View Park will open for week-end business and ballroom dancing on May 12 and for daily operation on May 24.

A number of new features have been built, among them a Water Skooter, Frank Cervone, of the George A. Hamid

## Crop Festival—A New Contest

By RAY STECK  
Lake Hellfums, Enid, Okla.  
FROM NAAPPB APRIL BULLETIN

By special request from our secretary I will try to outline to our co-members one of our 1934 exploits.

In view of the fact that we were on the lookout for something to take the place of our bathing beauty contest, which was not drawing as successfully as we thought it should, we decided to pioneer in other fields. After due consideration, we decided to promote a Wheat Festival, wheat being our leading farm product.

In outlining our publicity and promotion scheme, we used newspaper advertising, direct mail, posters, handbills and small booklets, giving complete details and all information necessary for a candidate to enter our contest. Our entry list was for girls from 14 to 21 years of age, and the lady to be selected queen had to live on a farm or be connected directly with farm activities.

### Used Novelty Stunts

Winners were selected from the three following points: (1) Representation of farm life, (2) personality, (3) winsomeness, thus giving a homely candidate, with a strong personality and a good representation of farm life, as good a chance to win as a beauty queen and, incidentally, drawing a better class of girls than we had been able to get into our bathing beauty contest.

We had applications from all over the wheat belt. Most of our prize money was contributed by people directly connected with wheat, such as elevators, bakeries, farm implement dealers, grocery stores selling flour and other merchants making a play for farm trade.

We got wonderful newspaper co-operation because we had something new and something they wanted to tell their rural subscribers about. Farm trade journals and also elevator bulletins wrote us inquiring for dates and all available information.

We used plenty of novelty stunts to fill out a solid week of entertainment, a mongrel dog show, pussy-cat parade, real kissing marathon, liars' convention, wheat-cake eating contest, greased-pole climbing contest in the swimming pool and many others. There were no entry fees and no gate charges.

### Publicity and Biz

The Wichita Daily Eagle, 100 miles away, sent a representative asking if they could have the sponsorship for Southern Kansas. This we gladly gave them and for 30 days before the festival was staged we had daily writeups in the paper, including many front-page stories. They also sent a judge, took pictures of the contestants and placed a representative with a booth, distributing free newspapers thruout the crowd, and have shown their interest in the way of co-sponsors in Kansas for this coming year.

The advertising which we received from the press comments could never have been purchased at any price, and we definitely know from personal check-up that our business was increased at least 15 per cent from Kansas by people who never knew that our place existed.

We began advertising 60 days in advance and made personal communications with the merchants as long as four months in advance of the proposed date. In fact, we have already started our promotion on this year's festival.

We feel that any member of the industry could do as well by getting behind a festival of his main crop in his community. Why not a Corn Festival, a Broom Corn Festival, a Sugar Beeb Festival, etc.? As this must necessarily be condensed as much as possible, we are giving only a mere outline at this time. Any member wishing any further information on this may receive it by writing us.

office, booked a list of acts which include Four American Eagles, high wire; Red Brady and Company, high dive, and Four Sensational Laddies, high wire.

Ballroom, which has had roller skating during the winter, will again be managed by Chlek Saunders. Local and name bands will be engaged. Staff is headed by Charles Beares, president; Charles Beares Jr., vice-president and general manager; W. W. Williams, treasurer, and Tom Murphy, concessions manager.

## A. C. To Use Press And Air in Publicity

ATLANTIC CITY, April 13.—National newspaper and radio publicity on three days will be obtained for Atlantic City by the 1935 Headliners' Frolic under a program mapped out at a meeting of the general press committee with Mayor Bacharach. Dates are June 21-23, and the Ritz Hotel will be headquarters.

In addition to newspaper publicity three programs on two days will be arranged thru NBC. Prominent news editors will talk on the air the first day, while Graham MacNamee will preside at a banquet. Feature of final night will be selection of 10 best newspaper stories of the year.

Headliners' Frolic is sponsored by Atlantic City Press Club, with assistance of City Commission, Press Commission and Hotel Men's Association. Those at this week's conference were Arthur Struwe, president of the club; Adrian Phillips, p. a. of Haddon Hall; Harry N. Resnick, p. a. of city; Fred W. Schwarz, Steel Pier press department; Louis Cunningham, secretary to the mayor; Arthur Walker, Amusement Publishing Company; Harry I. Finley and C. D. Mansfield.

## Redden, South Bend, Adds Second Ballroom for Season

SOUTH BEND, Ind., April 13.—Earl J. Redden, operator of Playland Park, South Bend, has purchased an interest in Waco summer hall, Lake Wawasee, Ind., and has become secretary-treasurer of the company and will purchase music for the ballroom this season and have management. He also operates Melody Gardens in Playland Park.

Musio in both ballrooms will be changed every two weeks with name attractions at intervals. Jan Garber is scheduled to open Melody Gardens on May 4. Twenty May parties, sponsored by organizations, have been booked for the Gardens, which has been redecorated.

"Outlook for the amusement park and summer ballroom this season is far better than it has been for the past five years," Manager Redden said.

## Eiffel Tower Profit Small

PARIS, April 8.—Annual report of operation of the Eiffel Tower shows profit of \$37,210.06 during 1934. Receipts were fairly high, but expenses, including \$13,333.33 for painting, were heavy. Stockholders get a dividend of \$1.32 per share.

## Atlantic City

By WILLIAM H. McMAHON

Atlantic City is to ballyhoo its Easter Boardwalk fashion parade to the limit, provisions being made for a score or more of cameramen, newsmen, etc., besides which the city is offering 100 corsages with city colors for best dressed women on the Walk. Reservations point to a record Easter crowd.

Steel Pier will reach almost mid-summer speed, with two theaters going and reopening of ocean-end ballroom with Rudy Vallee and revue. Vaudeville will be moved to Music Hall. General Motors, after a year's absence, will take over exhibit space at Steel Pier, starting on April 20 and continuing 10 days. George Albrecht will be director.

Frank P. Oravatt, Steel Pier, announced signing two more big names for immediate future, Guy Lombardo and Eddie Duchin. . . pier zoo enlarged by arrival of a new family of monkeys. . . tigers which came as babies have grown, so they will be removed to the farm of Capt. Proake, who has bought them for his act.

Things are buzzing in Million-Dollar Pier section of the Walk following announcement of new policy. . . James Salt Water Taffy concern has leased corner, putting up elaborate display on block opposite pier. Fralinger's makes improvements and enlargements to place on opposite corner. . . Doc Conney preparing to open soon with Baby Incubators at old stand. . . Myer Wolf made some improvements to Sports Center, coin-operated machine arcade.

Madolin Vautrinot, daughter of Mr. and Mrs. A. G. Vautrinot, he former director general of Atlantic County Agricultural Fair, was awarded first at annual show of Associate Artists of Pittsburgh. . . Inspection of fairgrounds

showed building withstood winter storms in good shape. . . Boise and Marsh, comedy team, held together Platinum Blonde Revue at Steel Pier over weekend.

(Continued from page 42)

## SELLING BOOKINGS

make a profit on the business? If you can answer those questions satisfactorily then you are ready to start.

Another thing to remember is that those representing you and your RECREATION CENTER must be sold on you and your ability properly to guide them, otherwise you need expect no great future for your place. Remember your employees are expecting you to lead them in this important work and if you do not understand the task yourself you had better secure the services of a picnic man who does.

## Must Know Subject

To show the ends to which a man who thoroughly understands the RECREATION BUSINESS will go to get outings the writer would like to cite the case of an individual who once took over a park the reputation of which had become putrid thru poor bookings and lack of discipline. One of the first things that he did was to determine the actual feelings of the townsfolk toward the place he had taken over. He did this by sending a man from store to store, etc. That individual went about stating that he was engaged in making an amusement survey to learn the viewpoint of the citizen with reference to the various types of entertainment. The information was being gathered under the guise of such-and-such a bureau.

Eventually the conversation was made to drift around to this certain park. Then only was the new owner able to get the truth concerning how the people of the community felt toward the place. We merely give this example to illustrate the importance of the old saying, "What YOU think you are is not nearly as important towards your success as what other people THINK you are." The honesty of that adage is exemplified in the fact that practically all successful persons and projects hire press agents and personal managers to tell of their greatness. If the individuals themselves attempted to do so it would be promptly laughed off as egotism or the words of a braggart.

Getting back to the subject of actually booking outings, this writer would be absolutely sure that everyone selling this service knew the subject thoroly. In selecting people to do this important work they should be picked for their pleasing manners, nice appearance and refinement. Not "up-stage" snobs but more of the smiling, open-handed, salt-of-the-earth type of individual. Should you select someone with a shifty eye, who is a gaudy dresser and possesses a flippant line of chatter or one sloppy and uninteresting, don't be surprised if the world gains the same impression of your RECREATION CENTER.

Next I would have literature printed that reflects intelligence and taste; not much reading matter but plenty of pictures depicting good-looking, well-dressed persons in the act of thoroly enjoying themselves at your RECREATION CENTER. Emphasize beauty by showing well-kept lawns and flower beds. Play the safety angle with plenty of illustrations showing happy-faced youngsters romping and riding the devices. BUT be very careful and not push the money-getting equipment too forcefully

into the faces of a picnic committee. They are most always interested in the free entertainment, comforts, etc. Don't ever show a picture of a great, mauling crowd of perspiring humanity. Use only comfortable little groups in the act of playing games on the grass, with middle-aged persons watching the merriment from settees in the shade on the sidelines. Every fair-sized outing wants at least semi-privacy while they are eating. By all means, have this arranged for them. Show this in your printed matter. Remember, after your representative has left, this catalog or circular remains as your silent salesman and it may have to sell other members of a committee that you were not fortunate enough to contact.

## Build Up Sales Force

The owner or manager of a RECREATION CENTER should estimate in advance just what his park can accommodate in the way of outings and what his possibilities are for getting them. He should then lay his plans according to his ability to properly handle them.

Too much emphasis cannot be laid upon the importance of putting on a force of sufficient size to decently handle the calls that you will expect your salespeople to make. Give the people adequate time to sell themselves to the prospect and you will find that the next attempt will meet with much less resistance on the part of the prospective patron. This writer believes that the most pathetic figure in all this world is the picnic salesman who has been laden down with mountains of prospects by a park owner who has never called upon an outing committee and yet is expected by this proprietor to do a thoroly job. IT CAN'T BE DONE.

These persons who are to make picnic sales a livelihood must know that their positions are secure as long as they deliver the goods. If your project cannot afford to support a staff of efficient business getters the year around then it doesn't deserve to exist. Their work can be balanced between the busy summer season in the park and the booking seasons of the fall, winter and spring. The compensation paid these folk should be on a salary and percentage basis. The reason that so much has been said about the outing sales personnel is because of the extreme importance of getting the right people.

Now that we are ready to go into the field, I would lay down these rules: One standard rate in the reduction of prices based solely upon the volume of business to be gotten by the park. My prices would be so arranged that an attractive proposition could be made, leaving a reasonable profit. Modern merchandising has proven the logic of this manner of selling. Contrary to the common belief high prices do not keep out riff-raff. Competent police, with courteous discipline, plus attractive surroundings, are the forces that actually turn the trick.

I would do all in my power to build up my sales people before they left to call upon a prospect. A letter would be written beforehand and signed by the general manager, telling that your representative was going to call on them. This missive would serve as an introduction. It would be a good plan to outline a little of the history of the man or woman whom you were sending. This would have the effect of pepping up your salesman and also create in the mind of the prospects the idea that you consider them important persons and

are sending a high-type individual to interview them. I would hold weekly meetings of my picnic personnel where individual problems would be thrashed out for the good of all concerned. I would never allow a bribe of any kind to be paid to an outing committee. However, there are little courtesies that should be rendered that go much farther toward amicable relations.

When a group would come to inspect the facilities of the park some high-ranking person should escort them about the place with all of the graciousness at his or her command. If they decided to come to our park I would see that they were supplied with little comforts and considerations. These would be in the form of a small room or nook that would be known as "Committee Headquarters" and this spot would be theirs for the day. This would give them a sense of importance far beyond the giving of a bribe.

## On Essential Publicity

There should be some sort of publication reflecting refinement, homely wisdom and humor containing information concerning your RECREATION CENTER. These should be mailed regularly to new and old prospects. This shows your patrons that you have not forgotten them. Another piece of stock literature to prepare would be a circular describing the necessary steps in properly arranging a successful outing. Suggesting ways and means to attract attention to their event, also giving stunts and games to play. Listing athletic equipment and cooking utensils, etc., that you will loan to responsible persons. Also stoves, drinking water and other necessary picnic requirements.

It is to the park's advantage to see that all outings are given proper publicity in their respective communities. Here is how it can be accomplished: As soon as the outing has been signed for your park, have your picnic salesman request a photo of their chairman or some prominent person in the group, and also secure some material for press releases. Have your publicity department prepare a story concerning this particular gathering. But don't forget to tie in your park in a manner that will not savor too strongly of advertising. Then have your representative, in company with some important individual from the outing committee, take this material to the editor of their paper. All of the time you are building up the idea in the minds of that particular community that good persons in that vicinity are interested in your park. While we like to think that we have minds of our own a little reflection will easily convince us to the contrary. We usually do things because certain other people do them. This same psychology can be made to apply to your RECREATION CENTER.

It would be an excellent idea to have some of your force act as host or hostess during the summer season. Every committee likes to have some official at their immediate call. They always feel more at home when they actually know someone in authority. Should some individual attending an outing get out of hand, never do anything drastic until you have appealed to the committee in charge. Experience has proved that you rarely have to go beyond that group for complete satisfaction in settling the difficulty.

## Always Demand Permit

Your sales force should know the transportation rates for busses, boats, trolleys and trains. They should work only with reputable companies in trying to land desirable groups. However, never allow any hauling company to land a party at your park without a picnic permit. This gives you an opportunity to keep out unwanted outings. Once the transportation people know that they will not be allowed to enter your place without a permit they will never take the chance of being embarrassed by breaking this rule.

Last, but not least, keep up the good name of your RECREATION CENTER. Make it a safe and desirable place for mothers, sisters and children. If you do that, you need never grow grey hairs over your outing problems. There are no magic formulas for getting outings; it is just plain, every-day digging that counts. It is an impossibility to lay out a plan that will fit all circumstances. You must be the judge of your own particular problems. But remember this: Your picnic sales force should be second to none in park importance. They are the big push in the up-high march toward real park profits.

## Many Projects Are Completed Or Under Construction in L. I.

SEASIDE, L. I., April 13.—John Gordon's kid park on Boardwalk has been completed and adds an impressive appearance to the entire section. There are seven rides and a train trip and all equipment is new, beaming with attractive colors.

In the rear Gordon has constructed a small cottage, where he and his family hope to make their permanent residence. At the pre-openings money rolled in freely and Gordon figures on a healthy draw when the season gets under way around Decoration Day.

ROCKAWAY POINT—Construction of a dance hall here on a 30x100 plot is under way by Rockaway Point Development Corporation. Project is one of a group intended to build up this area as an amusement center.

ASTORIA—Natorium is being built here by the city of Astoria amid protests of indie pool interests. Pavilion adjoining pool will have facilities for 5,000 people, while pool itself will measure 150x300. Special provisions being made for kids.

HEMPSTEAD—Town board has voted to build an 800-foot boardwalk at Point Lookout. Application will be made to PWA for loan to finance project, which is part of campaign proposed to improve Lookout sector.

BROOKLYN—Park department officials have filed plans for a \$405,000 bathing pavilion and pool at McCarron Park. Greenpoint, with facilities for 1,000 people.

# Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Miserable weather casting itself over the Island has retarded summer preparations to a large degree. Climate has been so raw around here that outdoor work has been next to impossible.

Plenty of free publicity is expected for the Frank Buck Jungle at Amityville when they start stocking the place with the newest shipment of rare animals, which will consist largely of Buck's latest catch.

Mike Prudent, of Prudent's Shows, Patchogue, brushing up for start of May curtain-raising, with a bright outlook for the season. . . . Point Lookout is anxious to rise into the class of some of the Island's larger beaches, with Long Beach the present pattern.

Concession folk in Queens County are very much irked with some of the recent rulings of Gotham solons, regarding licenses, permits, etc. There have been many complaints of this nature, and in numerous cases they seem justifiable.

Lots of the small water-front communities are selling rowboat concessions as a means of cutting down taxes. . . . Eddie Levine, of Broadway's Brass Rail fame, will be around Long Island again.

Lockers at Jones Beach will be 35 cents this summer, with bathing rooms going for 75 cents. . . . Jerry Oilbert's Ork stays at the Cornaga Grill, Far Rockaway, thru the summer. . . . Long Island State Park Commission'll have five golf courses in operation, with indie links owners raising a loud bark, joining the howl of indie amusement park people.

ROCKAWAY BEACH: John Gordon's kid amusement park will cut the greatest swath in this community this summer, unless we miss our guess. Already, with the season yet to have an official opening and the weather being what it is, the park has packed 'em in in vast numbers. Gordon's got a small fortune sunk in and everyone wishes him well with the venture.

Following are the pools that'll hold forth on the Rockaway Peninsula this summer: Colony, Ostend, Playland, Steeplechase, Park Inn, Rils Park and Prince. The latter is a kid swimmy. . . . Joe Kushner heading back here from the Southwest. . . . Hans Klein taking over Playland Park's bathing supervision after a busy winter around New York City. . . . There'll be plenty of noise if police try to change the ruling that at present permits male swimmers to go minus all except trunks.

LONG BEACH: Frank Barbieri, for many years one of Long Beach's best known amusement persons, has filed a petition of bankruptcy. Assets are valued at \$75, against liabilities of \$238.-806.75 Hotel biz, he claims, clipped him of much of his money. . . . Bill Parnsworth, Broadwayite, looking over the place for a summer cottage. . . . Hot-ting of bathing ropes and placing of bathing equipment gets under way shortly. . . . Nassau Hotel crowd pouring back from Florida, intending to get the huge hostelry into shape immediately.

## With the Zoos

PARIS—Zoological Gardens of Bois de Vincennes will receive a large shipment of animals from Africa, including three elephants and a giraffe.

JACKSON, O. — Two buffalo calves were given Buckeye State Park here by A. H. Truax, Chicago, owner of a ranch in North Dakota.

CLEVELAND—Attendance in Brookside Zoo here will be more than doubled when first barless den in the park, a monkey island, is completed this summer.

mer, it is predicted by Joseph A. Stephan, general superintendent of Cincinnati Zoo. He is one of the foremost proponents of barless dens.

SAN FRANCISCO. — The SERA engineers wanted to do something big and clean. So they washed three elephants. Or, at least, they made the elephants at Fleischhacker Zoo a deep wading pool where they can do their own washing all thru hot days this summer. Marjorie, Virginia and May, the elephant baby, swooshed around in the new pool, but not without a certain coyness on the part of Marjorie and Virginia. The job, long needed at the Zoo, kept nearly 60 men busy for four months. J. B. Porter, SERA engineer in charge of projects, said. The pool, constructed of concrete, fills a large section of the elephants' inclosure.

## Asbury Park

By DOC BEEBE

ASBURY PARK, N. J., April 13.—Peace reigns again—and may it be forever. Election returns found the following successful as members of the new council board: Mayor John C. Palmatier, C. F. Hettrick, George Pittenger, Harry W. Smock Sr. and Thomas H. Pratt. The town hopes for better political harmony, which would benefit the community. A big problem now is eradication of a huge deficit. Plans could be devised that would draw many extra thousands to the Boardwalk. One suggestion made is the staging of contests of all varieties to create interest not only in New Jersey, but adjoining States. Boxing bouts bringing together nationally known battlers, athletic meets and beauty events might not be amiss. Boardwalk has the facilities to accommodate all such exploitation ideas. Step on it, gentlemen, and put Asbury Park on top, where it belongs.

Doing on the 'Walk—Mrs. Mollie Slott, proprietress of the scale concession, did more electioneering for her candidates during the campaign than 10 men combined. What a worker! Her home phone was busy constantly on election queries. Being a resident of 40 years' standing, she knows the voters and, we're told, swings the old influence. . . . George



MALCOLM CAREY, Carman Rink, Philadelphia, and Bill Holland, who will be defending champs in a 25-mile team race to be held in the near future in Carman Rink.

Brembos and George Apostolos, ops of the Whirl-o-Ball alley in the Convention Hall, were disappointed at not seeing their candidate elected mayor. Contest was pretty close at that. . . . Charles Grossman and his son, Joseph, have a novelty stand. Grossman senior has a shrewd way of buying merchandise from dealers. When he knocks your samples he likes them and you're in. Be on your toes and let him rave. . . . Bob Gassman and smiling daughter, Sylvia, operate a cigar and news stand at Fourth and Walk. Why this pretty little maiden doesn't marry is a puzzle. Come on, you handsome brutes, for she's good-looking and smart as a whip. Send in your applications. This is part of our service to a good trouper; don't get the idea we're running a marriage division.

Billy Aldrich, assistant at the flasher store, missed the Sunday session. One of those morning-after-the-night-before reasons. And are his friends jealous!

# Dog Racing — Its Effect On the Park-Resort Biz

No. 5 of a Series

Dog racing has become one of the most important problems with which amusement park-resort operators have to contend. In this series The Billboard has published the views of interests opposed to that form of racing. In an effort to portray all sides of the picture this publication will print the thoughts of accredited persons who are in some way concerned with the dog-racing idea. Address your communications to Dog Racing Survey, The Billboard, 1564 Broadway, New York, where copies of this series may be obtained.

The Supreme Court of New Jersey last week nullified the law permitting dog racing under pari-mutuel betting. This State has held the dog-racing spotlight for nearly two years, with canine tracks in Atlantic City, Long Branch, Linden and Pennsauken. The statute which was held unconstitutional provides that dog racing should be allowed only on property which is city-owned, putting it in the emergency class, as many towns sought funds thru this medium. Pennsauken Township, which is in Camden County, leased ground from the Central Airport and then turned it over to the Central Airport Sporting Club for a dog track as a release.

Salient portions of the Supreme Court

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ruling, which is of national interest, follow:

Since the legislation under which the act complained of was taken is so obviously prohibited by the constitution of this State, it seems useless to consider other constitutional objections. Altho emergency legislation has been sustained by the Supreme Court of the United States where it merely proposed enforcement of individual rights, we do not think that doctrine has any application to a situation where there is a suspension of the criminal laws of this State, especially when the constitution has specifically provided those laws insofar as applying to pool selling, bookmaking and gambling may not be changed or altered.

### "Hindrance of Trade"

"An emergency may give rise to the necessity of preventing a citizen from taking an undue advantage of his fellow man, but it can never be said to justify a gambling enterprise so that municipalities may obtain revenues to the great prejudice of some families and the hindrance of trade and industry and the corruption of morals of the youth."

This was the first ruling by the Supreme Court on dog racing. It is reported that protagonists of dog racing will carry the fight to the Court of Errors and Appeals. Attorney-General David T. Wilentz was quoted as saying he would prosecute anyone who attempts to operate dog tracks this year. His statement followed a renewal on the Atlantic City Auditorium by the Auditorium Kennel Club, formerly known as the Atlantic City Kennel Club.

Without mentioning dog races, Frank B. Hubin, Atlantic City showman, said: "They would not let a circus come here, but they would allow skin-game ryp joints to trim visitors. They even permit little children in their swaddling clothes to gamble, yet they do not allow some amusements. Let them close all the skin games and Atlantic City will redeem itself."



By CLAUDE R. ELLIS (Cincinnati Office)

A ROLLER RINK has been opened in Roubaix, France, at the Au Fresnoy, theater-dance hall. Mary and Erik, acrobatic roller skaters, are at the Scala in Berlin.

WALTER L. MAIN dance hall and night club on the Main Farm, a mile west of Geneva, O., is to add a roller-skating rink on a large scale.

LOSS OF both legs several years ago in a traffic accident has not daunted ambition of Alverna Bennett, 18-year-old Masury, O., miss, for a career. Miss Bennett, who dances and roller skates on her hands, departed last week for New York, where she joined Clyde Ingalls' Side Show of the Ringling-Barnum Circus. She received her instruction in a Sharon, O., rink.

INFO from Jack (Skates) Hyland is that after wintering in Waterbury, Conn., he teamed with Joy Rainard and that after staging a non-stop skating exhibition in Swampscott, Mass., they will start on a skating tour from Lynn, Mass., taking in part of Canada and making St. Louis for the American Legion national convention in September, trip to end at California Pacific Exposition, San Diego. Jack reported Elite Roller-drome, Waterbury, good good biz under management of R. T. Halliwell.

ROSE KRESS and her International Trio, roller skaters, are working with a circus in Lima, Peru.

FOUR SENSATIONAL MACKS, roller-skating novelty, is traveling with Henry Santrey's Soldiers of Fortune unit in Western Pennsylvania.

ED J. LEHNERD, Youngstown, O., roller rink operator, who has been operating a downtown rink the past winter in addition to other rinks in Western Pennsylvania, will again direct the roller rink in Idora Park, Youngstown, this summer. He will open the park rink late in May.

SPRING OPENING carnival in Imperial Skating Rink, Portland, Ore., as usual proved to be the big event of the year in skating circles. Balloon shower, serpentine and other features were put on. Lillian Descher and Margalee Holmes were featured entertainers, with 20 numbers on the pipe organ.

FIRST wedding on roller skates on Long Island and probably in history of New York State is scheduled in Mineola Fair grounds rink on April 20, groom to be George Martin, a rink employe. Newsreel photographers will be present. (See RINKS on page 53)



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Chicago Roller Skates, A-1 condition. JOS. POGERA, 91 Tuscarora St., Pottsville, Pa.

WANTED 10,000 Pairs Rink Skates, any make. Pay highest cash price for immediate delivery. WEIL'S CURIOSITY SHOP, 20 South 24 Street, Philadelphia, Pa.

# DETROIT ORDINANCE FAILS

## Drastic Measure Given Only One Favorable Vote by City Council

*Was aimed at carnival events sponsored by churches and veterans and other organizations—Censor Potter in sympathy with carnivals that are properly operated*

DETROIT, April 13.—An ordinance for severe regulation of carnivals, particularly playing under auspices, was defeated this week in the city council, with only one vote in its favor. Detroit has not had carnivals, in the usual sense, since June, 1933. Since that time, Mayor Frank Couzens pursued the policy of refusing carnival licenses in general. Licenses were allowed last year for rides and cook-houses only. However, churches and veterans and similar organizations have been allowed to stage carnivals under license. Conditions at some of these affairs were described in *The Billboard* last year.

Lieut. Lester Potter, censor of amusements, said this week: "The church carnivals and those put on by veterans and similar organizations are more vicious than those staged by carnival organizations with a license. Carnivals are all right if they are properly regulated and licensed by men who know something about them."

The ordinance, introduced by Former Mayor John Lodge, was apparently designed to eliminate organization-sponsored carnivals. It was drafted by Assistant Corporation Counsel Nathaniel Goldstick. No hearing was given to the ordinance, but Police Commissioner Heinrich Pickert was consulted upon it. Among the provisions were the following: "Public liability bond of \$5,000 required. Annual fee of \$50 to \$300. Securing consent of 51 per cent of neighborhood residents 30 days in advance." These terms were believed prohibitive.

During the past year at church carnivals types of games not allowed under private carnival management were running wide open.

DETROIT, April 13.—Three carnivals have opened here, carrying rides only. Concessions are barred under present city regulations, aside from the cook-house and shooting gallery, which have separate licenses. F. L. Flack returned to town this year, opening at West Vernor highway and Stair avenue. Ralph Barr is assisting Flack this season. The Northwestern Shows (Flack), well known thru the Midwest, opened this time with Whip, Merry-Go-Round and Ferris Wheel, pending better business later in the spring. Happyland Shows (Dumas & Reid) are playing at Meyers and Grand River roads. Elmer F. Cote has rides at Davison and Joseph Campau avenues, on the East Side.

### Starr DeBelle 2 Shows, Himself With Wm. Glick

CINCINNATI, April 13.—Starr DeBelle, well-known showman and writer of the humorous "Ballyhoo Bros." column in this publication, will have two attractions with amusement organizations this year. He recently placed one of his shows with Dodson's World's Fair Shows, under management of Richard (Fat) Lorain, with Kitty Nolan as treasurer and working illusions. After the opening in St. Louis last Saturday night DeBelle went to Hagerstown, Md., where he is building a new show to be with the William Glick Exposition Shows and which he will manage during the season.

### Weaver in Cincinnati

CINCINNATI, April 13.—J. Weaver, general agent and assistant manager Blue Eagle Shows, spent couple of days in this city and vicinity this week on business. Weaver recently concluded the special event promotions he was staging in Tennessee and rejoined the Blue Eagle Shows' staff.

In the circus section of this issue appears a news-column announcement of the American Federation of Actors calling a meeting of interest to outdoor performers to be held in New York City on April 25.

### F. H. Brown Again With Model Shows

ST. LOUIS, April 13.—F. H. (Fitzie) Brown will again operate his string of concessions with the J. C. McCaffery-managed Model Shows of America. This will make his seventh consecutive year under the Rubin-Cherry banner. According to Brown he will have the most elaborate lineup since he entered the concession business many years ago.



TWENTY-TWO of the motorized transportation units of Crafts 20 Big Shows parked in a row. Photo taken a few days before the show started its current season.

## Five Shows Start Season Tours

### J. J. Page Shows at Johnson City, Tenn.

JOHNSON CITY, Tenn., April 13.—Several salutes of the fireworks program ushered in the opening week here of the J. J. Page Exposition Shows. There was rain until Wednesday, but the turnstiles clicked and a fair crowd was in evidence. Owner Page and Assistant Manager Billie (See J. J. PAGE SHOWS on page 51)

### Jones Exposition At Greenville, S. C.

GREENVILLE, S. C., April 13.—The Johnny J. Jones Exposition inaugurated its 28th annual tour here Tuesday night to large crowds that thronged the midway at Mayberry Park. With heavy rains for three days the condition of the lot was such that General Manager (See JONES EXPOSITION on page 51)

### C. D. Scott at Big Stone Gap, Va.

BIG STONE GAP, Va., April 13.—C. D. Scott's Shows opened their season with an engagement here last week under auspices of Kiwanis Club in behalf of underprivileged children. The show is carrying four free acts, including Captain Rudolph's animal acts (See C. D. SCOTT on page 51)

### Missouri Show Women's Club

ST. LOUIS, April 13.—The Missouri Show Women's Club will give a spring dance on May 8 at the American Annex Hotel. The entertainment will include a floor show. Mrs. Ruth Martone, of Kansas City, Mo., will act as mistress of ceremonies.

Mrs. Grace Goss, secretary of the club, informs that the membership is gratifyingly increasing. Among the latest additions are Mrs. Ed Bruer and Mrs. Dode English, both of Dodson's World's Fair Shows. This makes five of the personnel of that company lately taking membership in the MSWC, the others being Mrs. C. G. Dodson, Mrs. M. G. Dodson and Mrs. Jack Baile, their joining mentioned in last issue.

The sympathies of the MSWC were extended to Mrs. Micky Fitzgerald, whose husband passed away March 16.

### Carter With Daily Bros.

ATOKA, Okla., April 13.—G. D. (Doug) Carter has contracted with Daily Bros. Shows as general agent for this season.

CINCINNATI, April 13.—Secretary A. W. King of Stanley County Fair, Albemarle, N. C., advised *The Billboard* that Bunts Greater Shows are contracted to furnish the midway amusements at his fair this year.

**Ballyhoo Bros.' Circulating Exposition — A Century of Profit Show**  
By STARR DeBELLE

Slumber, S. C. Week ended April 13, 1935.

Dear Charlie: Ballyhoo Bros. day and dated the "Drawhead Sisters' Cultured Carnival" here. This town the sisters' winter quarters. Should have said that they dozed off here. Hibernated in the old fairgrounds. Looked like a tribe of cave dwellers to us. Our bosses knew that the town was a blank as far as carnivals were concerned. But they are out to buck anybody.

Our auspices, "The Sleep Lightly Vernor Club." Our opposition played under the "Day Dreamers and Bed Tossers of Carolina." Our auspices the more wide-awake of the two.

A Snow-a-Thon was being held in the town and was in its 10th week when we arrived. Most of the natives entered and competed for the grand prize without ever leaving their beds at home.

Concessions stocked up with ointment for bed sores, sleeping powder and mattresses.

Ballyhoo Bros. blew sirens, played the steam callopo and sent up aerial bombs. But Slumber snored on.

Drawhead Sisters featured a ladies' barber shop on their midway. All three of them worked at the chairs. Invited the bosses over to have their tonsorial work done free. But Pete Ballyhoo said "Matilda Drawhead will never get the chance to draw a razor across my throat."

Much visiting back and forth. But we got the best of the visits. Our boys brought back 100 feet of sidewall and a bass drum. All that they got was one length of blues.

Luck was with us. One of our greatest publicity stunts here. Our 600-pound fat girl taken to the hospital for an operation. Bosses ordered her banner hung from the hospital window. Natives wishing her quick recovery. Said if she was as big as the picture they wanted to see her. Had her brought back to the lot on a stretcher each night. Show mopped up.

Our biggest flop was the window sleep put on by our hypnotist. The citizens thought it was one of the store's sales girls taking her slesta.

The sleeping bug even hit one of our concessioners. Went to sleep and lost a blanket.

Our opposition claimed that they woke 'em up with their cooch show. But after visiting it all that we saw was a small crowd in on passes. And all asleep.

The bosses finally awakened to the fact that spite opposition doesn't pay. Their eyes open at last. Pete Ballyhoo found a sleeper in a crap game and the show moved on—MAJOR PRIVILEGE.

P. S.: Jake Ballyhoo just arrested. Charged with kidnaping. The Drawhead Sisters claim that he stole an embryo out of their Unborn Show. —M. P.

### Mrs. Velare, Mrs. Book Injured in Auto Mishap

COLUMBUS, Ga., April 13.—Mrs. Curtis Velare and Mrs. V. T. Book, of Royal American Shows, were injured Monday evening when an automobile in which they were riding to the show cars was struck by a passenger train that was backing into the terminal.

Mrs. Velare received bruises and abrasions and spent two nights in a local hospital. Mrs. Book received minor cuts and bruises and was also taken to the hospital, but did not remain there. They are both now able to get out and around and visit the midway. Curtis Velare was driving the car, a new Pontiac, which was badly damaged.

CHARLESTON, Mo., April 13.—Jack Oliver, general representative Wallace Bros' Shows, advises that he has closed contract with Secretary John B. Clark of Pope County Fair, Golconda, Ill., for his amusement company to play that fair this year.

### Dodson's Shows In St. Louis, Mo.

ST. LOUIS, April 13.—Dodson's World's Fair Shows opened their season last Saturday night in this city on the Kingshighway and Natural Bridge road showgrounds. The weather for opening night was cold with drizzling rain. Sunday was lost entirely to the show, as it poured rain all afternoon and night. Inclement weather has prevailed thru the week. However, attendance has been remarkable, considering the weather conditions.

The show this year is presenting 11 (See DODSON'S SHOWS on page 51)

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**Showmen's League of America**



CHICAGO, April 13.—Vice-President Jack Nelson was in the chair at Thursday's meeting. Also at the table were Treasurer Lew Keller, Secretary Joe Streibich and Past Presidents Edward A. Hock, Sam J. Levy and C. E. Fisher.

Next Thursday (April 18) is to be the big night. The League will be host to the circus fans and members of the H-W-Forepaugh-Sells and Cole Bros.-Clyde Beatty Circus. Brother, if you are in town better be there!

Membership drive going along nicely. The reinstatement of Morris Miller and application of Michael Goldstein were presented at the meeting. Looks like all of the boys are interested and in a heated contest for the prizes.

Active interest in the report of the by-laws committee is resulting in nice attendance at the meetings despite the fact that many of the boys have already left for their summer work.

Ralph Lacey, one of the West Coast boys, was a visitor at the League rooms. . . . Brothers Max Goodman and E. W. Rocco were in for a call before departing to join United Shows of America. . . . Brother Murray Lorber, back in town for a while, is a regular caller. . . . Fred Scannan was the guest of Brother Rocco at the rooms.

Brother Paul Oleksy left to join Rubin & Cherry Shows for the season. . . . Brother Mike Rosen went to St. Louis to look things over. . . . Brother Ben Feinstein, known to the boys as Item Benny, says business was satisfactory with him all winter. . . . Brother Harry E. Thurston, back from Florida, is again regular in attendance at the meetings.

Brother Dr. Max Thorek is to be honored once more. This time he is to receive the award of a member of the Legion of Honor, bestowed by the French Government. . . . Past President Zebbie Fisher, who had been in the East on business, has returned to Chicago. . . . Brother Jean De Kreko announced that he will be with the Sol's Liberty Shows for the season. . . . Earl Reynolds, manager of the Seven Wonder Girls (skating act) was a caller at the rooms. A letter from Joe Vernick states that he is in Boston and expects to be there all summer.

Brother Al Latto is in the South, looking after his ride. He is expected back in town at an early date. . . . Brother Colonel Owens still confined to his home. Reports say he is improving and will be up and around in a short time. . . . Brother Sam Arenz was among the boys who went to St. Louis in hopes of a few days' work. . . . A letter from Brother Jack Maxwell, with the Sol's Liberty Shows, stated that he is waiting for the opening date. . . . Bob Sugar was a caller at the rooms.

Brother Maxie Herman has been re-arranging the photos in the clubroom. Made a nice job of it, and they are now where visitors may have easy access to them. Maxie leaves April 15 to join Conklin's All-Canadian Shows.

**LADIES' AUXILIARY**  
 CHICAGO, April 13.—President Mrs. Lew Keller presided at last week's meeting.

Mrs. Charles Driver and Mrs. Marion Kenworthy were recently reinstated to membership. Both were formerly members of long standing and will prove valuable in the activities of the organization.

The big social was held last Saturday in the league rooms and attendance exceeded 100. Mrs. Alice Hill, chairman of the affair, reports a nice profit for the treasury of the Auxiliary.

The Lew Kellers spent several days as guests of the Ernest H. Tuckers at headquarters of Cole-Beatty Circus at Rochester, Ind.

Mrs. Al Miller and daughter, Cleora, acted as hostesses at this week's social meeting (Thursday). As usual there was a large attendance, with beautiful prizes for the winners.

**EDITH STREIBICH.**  
 NEW YORK, April 13.—Capitol Outdoor Shows, managed by Phil Isser, will get started in the Sixth Avenue Bay Ridge (Brooklyn) section the next weekend. Isser will have rides and concessions with World of Mirth Shows at fairs.

**American Carnivals Association, Inc.**  
 By MAX COHEN

ROCHESTER, N. Y., April 13.—Motorized shows have been seeking relief in the way of transportation costs, and a letter on the subject has been received from William J. Hilliar, press representative of Ray Marsh Brydon's International Congress of Oddities, which is traveling as a motorized unit. Mr. Hilliar states: "We all certainly appreciate the wonderful fight you have been making for the railroad shows. By the way, when are you going to start to wage a fight on behalf of the truck showmen?" We have informed Mr. Hilliar that inasmuch as ACA is still in its infancy we have had to proceed slowly. Accordingly, we have had to defer activities along this line until after decision on our railroad application and the association has attained a larger representation from among the truck shows. The ACA office will be very glad to have the views of any of you who are interested in this subject, and we shall appreciate hearing from you.

The Legislature of New York State is going "liberal." Last week bills had been passed by both houses of the Legislature authorizing dramatic, musical, etc., shows on Sunday and they were sent to Governor Lehman for his signature. The strong sentiment in favor of allowing exhibitions on Sunday is evidenced by the fact that bills were passed by a vote of 100 for and only 40 against. How these bills will affect carnivals in New York State is not at the moment known for the reason that copies have not as yet been received by the ACA office. It is our judgment, tho, from general information on the subject, that carnivals will be permitted to exhibit on Sunday if they so desire. While it is true that many of the larger shows will not find it expedient to exhibit on Sunday, some of the smaller shows will undoubtedly find this permissive provision of value, and surely all of the shows will be interested in this phase of exhibiting during the fair season. Additional details of these bills will be supplied members of the association upon request.

**Electric City Shows**

SCOTIA, N. Y., April 13. — The last stages of work at quarters are now in progress. Everything has been repainted. The show will leave quarters on April 22 and open April 27, playing at Albany for two weeks. Manager Ernie Wanmer has returned from a business trip on which he closed some engagement contracts. Steve Decker, general agent, is on a booking trip thru New York State. So far accounting there will be 4 shows, 3 rides, about 15 concessions and a calliope for advertising. Dave Earls will again be electrician and have charge of the light plant. Tom and Bill O'Connell will have Merry-Go-Round. Robert Bengt advises that he shipped his Ferris Wheel and three concessions from Blairville, Pa., and he will be here soon. Jimmie Helman has booked his Circus Side Show, motorized on two trucks and trailers, and will also have the Arcade. Nick Stanley has booked pop corn; Orvin Packard, cookhouse, and George Ruttle, diggers. The staff includes Doc Reader, special agent; the writer, Mrs. Ethel Wanmer, secretary-treasurer; O. Packer, banners and billposter, and F. Dyer, postman and salesman *The Billboard*.

**"Gingerbread Fair" in Paris**

PARIS, April 13.—The celebrated Foire aux Pains d'Epices (Gingerbread Fair) opens on April 19 and runs thru May 19. This is the biggest and best arranged of the numerous Paris street fairs. With the huge Place de la Nation and the broad Cours de Vincennes available for the midway there is plenty of room for big rides, shows and concessions of all types.

**Latlip Sisters Home**

CINCINNATI, April 13. — Rita and Ginger Latlip, who recently concluded 24 weeks' acrobatic appearances with Harrison & Ackerman Circus Days Revue, passed thru this city early this week while en route to their home and the Latlip Shows' headquarters at Charleston, W. Va. They will rejoin the free acts program of their father's—Capt. David Latlip—company for the season. Were accompanied by Edward A. Sabbath, who will act as manager of the Latlip Shows.

**Chop Suey**  
 By W. H. (BILL) RICE

SHREVEPORT, La., April 13. — Busy building the biggest and best Water Circus I ever had for the United Shows of America at their winter quarters here. My real disappearing ballet and "Stella, the girl in the bath tub." will be the features. Show will be handled by my wife, Ivy C. Rice. Rehearsals now going on.

Joe Flory and Ray Richards both say the show can't be moved weekly. Come on some time and see for yourselves.

Mrs. Nannie Solomon's boarding house, with her "pitch till you win" is getting the big play from the carnival folks.

What happened to Max Linderman's front at Charlestown, S. C.?

They ask Johnny Castle if I was his "yes man." He said: "Bill is the best NO man I ever had."

Eddie Madigan arrived with a big new truck and got busy building his "Palace of Ent's."

Roy B. Jones, the press agent, getting 'out his publicity. Several big pictorial hits in the local dailies last week.

Plenty of high-class talkers now on the lot, including Charles Dodson, Elsie Calvert, C. W. (Boston Fat) Towne, Doc Perkins, Tex Conway, Shanty Mahoney, George Vogstad and Harvey Groves.

This 40-car show has just one sleeper and one box wagon left of the old Rice & Dorman Shows.

Sis Dyer arrived with her troupe of "Star Gazers" from Charlestown, S. C., and reported a very successful season with Ben Krause the past winter.

Cliff Lile has the most complete truck cookhouse I ever saw. Left this week to join the Laler Greater Shows.

H. Summerville, of Baker-Lockwood, left with a big order of canvas and the new type of canvas liner for the Water Circus.

Max Goodman and his bunch of 22 assistants have arrived.

Shanty Mahoney building the largest and finest snake show I have ever seen. His papa snake, Jumbo, is 18 feet and the biggest in circumference since the day of Falner's big one.

Carl Lauther feeding 42 people in his cookhouse. Has everyone busy helping to frame his show.

**RAS Gets Tampa Fair Two Years**

COLUMBUS, Ga., April 13.—With the return of Carl J. Sedlmayr and Elmer C. Valare to their amusement organization, Royal American Shows, playing here this week, announcement was made that they had been awarded the exclusive midway amusements, including concessions, contract for the Florida Fair at Tampa in 1936-37. The Royal American has played that prominent event the last two years, but not having the concessions contract. The new arrangement brings all midway shows, riding devices and concessions under one leadership.

P. T. Streider, general manager of the Florida Fair, advised that this is the first time on record of the event at Tampa that an organized shows, rides and concession company has received a two-year contract.

After concluding their current tour the Royal American Shows will return to winter quarters on the fairgrounds at Tampa.

COLUMBUS, Ind., April 13.—Manager L. E. Roth has contracted to furnish the entire midway at this year's Washington County Fair at Salem, Ind. This completes his Southern Indiana fair route, the other engagements at Boonville, Huntington and Corydon.

PLATTEVILLE, Wis., April 13. — Bloom's Gold Medal Shows have been contracted for this year's Platteville Fair.

**WANTED AT ONCE**  
 Good Trick Rider for Motordrome. Address  
**C. H. (Mike) REED**  
 147 West Hubbard Avenue, COLUMBUS, O.

**DAILEY BROS. SHOWS**  
 WANT SHOWS AND CONCESSIONS.  
 This Week, Eufaula, Ala.



**Pacific Coast Showmen's Assn.**

LOS ANGELES, April 13.—The gatherings at meetings on Monday nights these weeks are not so large, accounted for by the fact that most of the trouper members are working. However, this week's meeting was attended by 22 members. Any lack in numbers is more than made up in the enthusiastic activities of those who are the homeguard and who will be on the front offensive during the absence of the troupers.

First Vice-President Frank Downs presided; John T. Backmann, secretary. Matters of routine handled.

Bert Warren, of the Mel Vaught State Fair Shows, the newest member.

The death of Past President J. Sky Clark was announced and lights dimmed for silent tribute to that grand old man of the show world.

A letter was received from Eddie Brown, now director of shows and concessions for the California Pacific International Exposition at San Diego—which appointment is a deserved tribute to Eddie and he is being congratulated. Harry Seber has been set in by Eddie Brown to place a girl revue in Golden Gulch, a separate division of the shows. Burr McIntosh still indisposed, but has officiated at the recent burial of members of PCSA and other showfolk. John Stanley Lyons (Miracle Man) out walking with very little aid.

Harry Rawlings back to hospital for observation.

The house committee announced the pre-Easter get-together affair, at which time a floor show, refreshments and casts will be served. The ways and means committee has devised a new method of raising money that gives every indication of being a wow. Showfolk don't overlook the cut-rate membership fee now in effect.

**World of Mirth Shows**

RICHMOND, Va., April 13.—Latently, between puddle jumping and disregard for rain and cold, General Manager Max Linderman and his aids have shown remarkable progress in all departments. The interior and exterior of the state-room car have been entirely remodeled and painted. Nate Worman arrived Monday. Other new arrivals are Mrs. Valentine Boudry (mother of Mrs. Norman Selby) and Helen and Wallace Boudry. It looks as if Helen, altho her main penchant is rodeos and Wild West, will create a new reputation for fan dancers; if her wardrobe and personality are any criterion. The new electric wagon is a dandy, and Eddie Edwards deserves much credit. Frank Berger, after two days' absence, is his busy self again, having rid himself of a heavy throat cold. Rides are being set up, and the Rocket Plane pulled in a few days ago. Murphy's cookhouse is "better than ever." Mr. Linderman is displaying his showmanship in allowing the April showers to run themselves out before he opens here April 20. There are quite a number of house trailers, the ladies beautifying their rolling homes while the men are adding improvements. A new addition to the show is the all-white all-glass sound truck. Whitley Turnquist is turning out some very artistic work, the Merry-Go-Round horses now receiving their final touches of colors. R. P. Judy will have a whole new 25-people show—show front newly decorated, and additional lights—will feature a band of eight pieces. The Midget Show, new in construction and idea, deserves all the credit being given to Red Rogers. Promoter Bill Lewis is a constant visitor to this big aggregation and his slogan is "It's a Good Ship and a Good Crew; Plenty To Eat and Nothing To Do." MAUDE MONTGOMERY.

**Wallace Bros.' Shows**

East Prairie, Mo. Auspices, Eagle Ball Club. Location, heart of town. Weather, rain all week. Business, fair, considering conditions.

When the show arrived in East Prairie the lot was completely under water due to heavy rains all Saturday night and until early Sunday morning. Most surprising, the water drained off in a few hours' time, allowing the show to be put up early Monday. The citizens seemed to be show-going people and turned out fairly well. MARGARET MILLER.

**Coleman Bros.' Shows**

MIDDLETOWN, Conn., April 13.—The show, owned and managed by Thomas and Richard Coleman, will open here April 25. Work is well under way at the winter quarters, and the management is looking forward to a longer and better season. A new marquee has arrived from Baker-Lockwood Company and much other new canvas will be seen on the midway. There are now Merry-Go-Round, Ferris Wheel, Chairplane, Venetian Swings and two kiddie rides and will have a Whip or Tilt-a-Whirl later on—expected for opening. L. R. Redding will have charge of the Ten-in-One. Frank Tierney will have the Bon-Ton Revue. Mickey Devine will handle the Athletic Arena as usual. George Fickett will have a Pit Show, Mr. Holly an Animal Show, Mr. Steinberg an Anatomy Show, Mr. Kline and Mr. Polumbo a novelty show and Billie Boudreau will have the Motordrome. Capt. Oscar LaValley will furnish the free acts, assisted by Mr. Boudreau. David Sarfield continues as electrician. James B. Flanagan will have charge of the gate. Concessioners booked to date are Paul Smith, two; John Downing, two; Tim Coleman, two; Maurice Gurtov, three; Mrs. J. K. Learie, two; S. Passas, one; Jack Hanna, one; Ed McDonnell, one; David Sarfield, one; EL LaValley, one; M. Whitmeyer, two; M. Smith, one; Fred Tripkin, one; Mr. MalOlynn, one; Mr. Domes, one; M. Rich, one.

Among the fair contracts so far signed are Middletown, N. Y.; Schaghticoke, N. Y.; Greenfield, Mass.; Rochester, N. H.; Farmington and Topsham, Me. The show had contract for the Lewiston (Me.) Fair, but due to some misunderstanding on the part of the fair association the contract was not signed in time and Coleman Bros. booked Schaghticoke. Quite a bit of new territory will be covered this season. The company is well equipped to travel. Carries 25 trucks and has its own light plant. All of which is from an official of the show.

**Winter Exposition Shows**

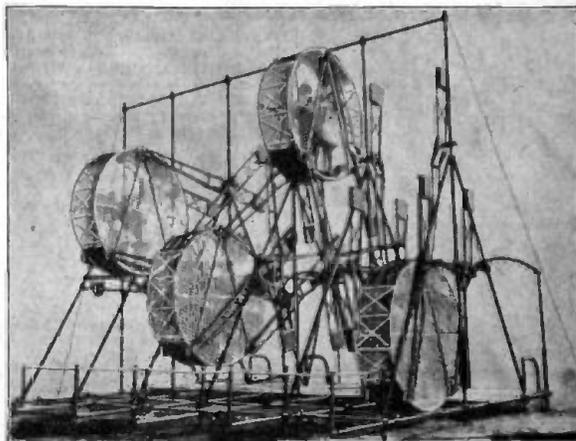
BEAVER FALLS, Pa., April 13.—The winter-quarters crew is rushing to completion all the building and painting for the opening, April 20, at Alliquippa, Pa. Superintendent Al Bartel has done some fine work of designing and building the new fronts, especially the entrance arch. The new calliope truck has been completed and is a beautiful piece of equipment. "Frenchy" has completed his new cookhouse. The writer has purchased a kiddie auto ride. Gooding's rides have all been repainted and are being moved on the lot, their second season with this show, and Sam Davis is painting his Chairplane. Rides now consist of Merry-Go-Round, Ferris Wheel, Chairplane, Lindy Loop, Kiddie Auto ride and Pony Track. Jack Orr has signed with his large Ten-in-One. Mabel Bartel will handle the mail and The Billboard for the season. Clint Roberts is building a new concession to add to his string. Butch Blumenthal arrived from the South and is getting his equipment ready. Pluto Brown will have his concert band on the midway and will also play downtown daily. Capt. Earl McDonald has signed with his high dive as the free attraction. ALICE J. WINTERS.

**Wonderland Shows**

LOCKPORT, N. Y., April 13.—The writer, C. H. Tothill, who will be general agent and have two concessions with Wonderland Shows, returned here a few days ago from the show's winter quarters at Campbell, N. Y. Work in preparation for the coming season was well advanced. Fred Marshall had the Merry-Go-Round ready for the road, including the horses rebuilt and painted by George Clause. Carl Hildreth, foreman of the Chairplane, has a new lighting effect for that ride. Besides the dome lights and stringers, he will use a wooden circle around the outer edge of the sweeps with 160 lights. Harry Lovel was found hard at work getting his trucks overhauled in order to bring in a ride he recently purchased. Edward Lovel was building a new house trailer, a semi job which will be 23 feet long, with a new Buick for power. Edward Kibbie has been overhauling the light plants and mounting them on trailers. Capt. Lamp has a new dog act, consisting of

**"LOOP-THE-LOOP RIDE"**

Spillman's Latest and Best Achievement



Ride Men—Make 1935 a PROFIT Year with this thoroughly PERFECTED and PROVEN Ride!  
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 it for THRILLS—APPEARANCE—ACTION—or FLASH.

Unusually low operating expense, simple and easy to transport and erect; maintenance expense is negligible—the ideal Ride for every Park—and every type of show, whether Railroad, Motorized, or Cilly.

Among the many orders already booked are LOOP-THE-LOOPS for Royal American Shows, Dodson Shows, M. H. Avery of Seattle, Wash.; R. E. Haney of Kansas City; two outfits for F. E. Gooding of Ohio; United Shows of America; World of Mirth Shows; Rubin & Cherry Exposition and Model Shows of America; B. B. Sawyer of Saginaw, Mich.; Rockaway's Playland, Rockaway Beach; Mappyland Shows, Detroit, Mich. Watch this list grow for Who's Who in the Ride Business. The list is growing rapidly and our plant is very busy—get details quick.

WIDE-AWAKE OPERATORS with money to invest—get in on the ground floor while we can place you where you can make real money—excellent Park and Traveling Show locations available, but going fast.

PARK AND SHOW MEN—if you haven't the money to buy for yourselves, send us your best concession proposition—buyers are looking for good worth-while spots.

**SPILLMAN ENGINEERING CORP.**

NORTH TONAWANDA NEW YORK

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1935 DE LUXE KIDDIE AUTO RIDES  
MODEL  
Outsell All Others—50 Satisfied Customers  
Made in three standard sizes: 24' Diam., 20' Diam. and 18' Diam. Ten large size, specially built Autos seat 16 children. All models equipped with smooth acting clutch, the only PLASTIC drive, electric motor or gasoline engine. Pneumatic tires, 2x4 frame fittings and special heavy duty ball bearings in wheels.  
OUTSIDE LOADING, all cars in a single row.  
NEW LOW PRICES. Write for 1935 circular. Cash or Time Payments.  
ALLAN HERSCHELL CO., Inc.  
NORTH TONAWANDA, N. Y.

five of his 16 canine actors doing a military drill in uniforms. Mystic Craig is expected at quarters daily with his kiddie ride and bingo concession. Manager Palmateer is looking fine again since his illness of last summer. M. Kirtley advised that he would not be with the show this season, as he has a business in Albemarle, N. C. The writer missed seeing Wingle Shafer, who has an interest in the show, at quarters, he having just left for the South on business. The lineup will have 5 shows, 4 rides and 15 concessions. The midway will operate without a pay gate.

**1500 KENO (LOTTO)**

Made up in 15 Sets of 100 Cards each. Wood Markers. One Winner in the entire series. \$3.25 per set of 100 Cards.

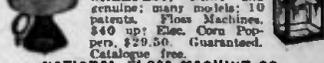
**BINGO CORN GAMES**

FROM 10 TO 300-CARD SETS.  
25-Card Set.....\$1.45  
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100 Cards, \$4.00; 150 Cards, \$10.00; 200 Cards, \$12.50; 250 Cards, \$15.00; 300 Cards, \$17.50.

All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Send for Free Sample Cards and Price List. We pay postage except C. & D. expenses. Instant delivery. No checks accepted. Established 10 years.

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CANDY FLOSS AND CORN POPPERS  
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310 East 38th Street, New York City.  
**CALL! CALL!**  
MINER'S MODEL SHOWS Open Saturday, April 27, to Saturday, May 4, ELVERSON, PA. Heron Base Ball Association.

WANTED—Shows with own outfit, Kiddie Auto-Ride, Lampo-Plane. All Concessions open but Cook House, Popcorn, Dart Game CAN ONE good Free Act with Concessions. Address R. H. MINER, 101 Chamber St., Philadelphia, N. J.

**Side-Show Banners**

SOLOMON & HILL, Westfield Beach, Mass.

**Rock City Shows**

IDABEL, Okla., April 13.—This organization is scheduled to open April 20. Work on the equipment with the exception of refurbishing the calliope truck has been completed. The staff remains the same as in former years, with Joe C. Turner, manager; James A. Winters, assistant manager; Gertrude Turner, secretary; Doc Day, general agent. Shows thus far contracted: Athletic Show, Doc Capell, manager; Snake Show, Henry Clay, manager; Circus Side Show, Fred S. (Happy) Myers, manager; Illusion Show, Fred S. Myers, manager; Fun Dancers and Hawaiian Village, Ludy Kaesser, manager; Mickey Mouse Circus. Rides will be Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Swan Ride, Mix-up and Auto Ride. Whitley Baker has completely overhauled Mr. Turner's bird concession and it will present a very attractive appearance. JAMES A. WINTERS.

**SEWARD'S 1935 HOROSCOPES**  
 Sample, 15c  
 SEWARD'S Full Line of Books on Character, Delinquency, Astrology, etc.  
**A. F. SEWARD & COMPANY**  
 1470 Robie St., Chicago, Ill.

**MIDWAY CONFAB**  
 By THE MIXER

J. (BOZO) MANSFIELD has booked his Side Show with Keystone Shows. Roster will include Bozo, Man Without Feeling—featured; Professor Andrews, fire act and magic; Princess Ruby, knife walking and Casket of Death; Mysterious Losner, glass dancer and torture board, and a deep-sea serpent as added attraction.

**WHEELS**  
 Park Special  
 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special price.  
**\$12.00**  
**BINGO GAME**  
 75-Player, complete, \$5.25, including 75c.  
 Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Paper Hats, Fairs, Confects, Artificial Flowers, Novelties.  
 Send for Catalog No. 234.  
**CANES**  
 Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.  
**SLACK MFG. CO.**  
 124-126 W. Lake St., Chicago, Ill.

THE NEW SEASON, it will be "better."

A LETTER from H. E. Tripp, business man of New Bern, N. C., was in high praise of Kaus United Shows.

HARRY F. LOGAN passed thru Cincy last week en route to take up his special agent duties with Bruce Greater Shows.

REGRETS. Another well-known showman (West Coast), J. Sky Clark, has passed on.

H. EUGENE SNECK has booked two attractions, Girl Revue and She, with Keystone Shows, to open at Latrobe, Pa.

W. L. BORROR and family, who have had their cookhouse operating in oil fields in Arkansas, have been rebuilding their outfit for the road season.

LEO GRANDY will be back with G. J. Bach Shows, again-handling mail and salesman *The Billboard*; his 15th season on the road.

FRANK H. WOOD, Ferris Wheel operator, lately with Joe Galler in Alabama, was last week headed to open with a show in Arkansas.

The sympathies of the amusement world to Mrs. James M. Bruce in the death of her husband.

Bobby Kork will be featured with Doc Kelley's Oriental Polities with Corey Greater Shows.

GEORGE (SPEEDY) DAWKINS and Donald Thompson, both riders with Mike Reed's Motordrome, have left Lexington, Ky., for the quarters of Gooding Greater Shows at Columbus, O.

A staff writer of a certain city newspaper produced a story on a show for his paper. It included that the company had powerful searchlights, the beams of which could be seen "from 35 to 105 miles." That would be tough on a fellow 109 miles distant. He would have to travel a mile before he could see 'em. What if nearer than 35 miles?

J. P. MCGARRY, veteran talker, while en route to join a circus stopped at Statesville, N. C., to visit acquaintances with Mighty Sheesley Midway. There was an opening on the Sheesley Motordrome front so, liking plenty of noise, he took it.

JACK QUINN infoes that he is in Physicians & Surgeons' Hospital, Chattanooga, suffering injuries, including broken ribs and head wounds, received while with Martin Bros.' Shows at Copperhill, Tenn., recently.

HARRY SCHRIMMSCHER and Will Roby, formerly of one of J. C. McCaffery's

KANSAS CITY, Mo.—George and Hatlie Hawk move to Fairland Park this week to look after their concessions for the coming season. . . . Orville Hennies and Virgil Sells spent several days here on business. . . . W. J. (Doc) Allman is here after an extended trip thru the South.

LEON HEWITT did not win the nomination for mayor of Clayton, N. O., but the several other candidates had occasion to know that he was in the race. In gracious manner the former showman extended thanks to his supporters in a front-page article in *The Clayton News*, in which he conducted a column headed "Rounding 'Em Up."

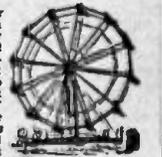
FROM DETROIT came an announcement that Joe (Kid) Bennett had booked his Streets of Paris with Polle & Berger Shows, the roster including Charles Phillips, manager and talker; Gordon Gladue, tickets; Jack Gordon, musical director; Jackie Janick, Babe Ward, Zilinda, Joan Nickols and Betty (Bubbles) Browning, dancers.

A letter from Maude M. Smith (Alice the Alligator Girl) informs that the report in a recent issue that she would wed Alfred Grean (Alfred the Alligator Boy) was erroneous. "I have found the state of single blessedness entirely satisfactory, and no wedding bells for 'Alice,'" says Miss Smith.

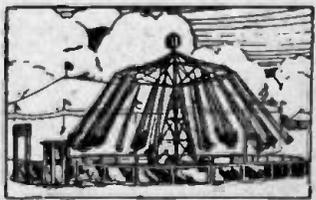
MOSE SMITH was last week preparing to leave Terre Haute, Ind., with his cookhouse to join Eddie Roth's amusement organization (Blue Ribbon Shows) at Columbus, Ind. By the way, Mose has been with many circuses and carnivals the last 25 years, among them John Robinson, Ringling-Barnum, Hagenbeck-Wallace, 101 Ranch and Rubin & Cherry and Sol's Liberty.

SHORT'S MUSICAL REVUE, after wintering at New Orleans and playing night club work with Master Floyd Short as emcee, and reconstructing its outfit, including a new panel front, will soon take to the road. Will play a route thru Indiana and Ohio. Roster includes F. A. Short, owner-manager; Mrs. Carrie Short, treasurer; Mrs. Marie Short, producer; James Tilton, guitar and comic; Boots

**A RIDE WITH A REPUTATION**  
 BIG E.L.I. Owner R. C. Lee, of North Carolina, writes: "For 21 years my Wheel has been a consistent moneymaker. It has never failed to return its first cost during a season." Mr. Lee's experience is duplicated by many BIG E.L.I. Wheel owners each year. Ask about a money-making Wheel today.  
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 Builders.  
 800 Case Avenue, JACKSONVILLE, ILL.



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 The Latest Invention. The Most Sensational Ride Out for Fairs, Pairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight, 6,000 lbs.  
**SMITH & SMITH**, Springfield, Erie Co., New York.



**FOR SALE FOR SALE FOR SALE**  
 Cook House with 3-ton Reo Truck, Panel Job. Cook House is complete except Dish. Will book same on my show for long season and guarantee tickets to cover profits each week. Cost \$175.00 takes both Reo Truck and Cook House. Act quick, as show opens here, Charleston, W. Va., April 25. **FRY, DAVIS & LITTLE**, Letlip Shows, 208 Elm Street, Charleston, W. Va.

**WANTED FOR SEASON OF 1935**  
 High-class Hippie Entertainers, must be neat in appearance. State lowest salary; send photos first letter. Playing Eastern Canada. Address **SARON L. BELL**, Care Conklin's All Canadian Shows, Box 37, Hamilton, Ont., Can.

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1935. COMPLETE FOR ALL READINGS.  
 Single Sheets, \$4.14, Typewritten, Per M. \$5.00  
 Analysis, 8-p., with Blue Cover, Each . . . . . .03  
 Forecast and Analysis, 8-p., Fancy Covers, Ea. .05  
 Samples of the 4 Readings, Four for 25c.  
 No. 1, 34-Page, Gold & Silver Covers, Each .30  
 Wall Charts, Heavy Paper, Size 28x34, Each 1.00  
 Gazing Crystals, Oculi Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
 116 Pages, 2 Sets Numbers, Oiling and Polishing, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, \$0.42  
**EGYPTIAN DREAM BOOK**, Small Size, 64 Pages, No Numbers, Sample, .05  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-Page Booklet, Beautifully Bound, Samples, 25c.  
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**ZODIAC FORTUNE CARDS**, Fine Set of 30 Cards, 35c.  
 Shipments Made to Your Customers Under Your Label.

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 Complete Line Carnival Plaster.  
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 1-4-7 and 27-page Readings. Apparatus for Mind-Readers, Mental Magic, Spirit Effects, Buddha Papers, Personal Character Analysis Sheets for Graphology, Numerology, and Personal Appearance. Send 30c for Giant Illustrated Catalogue and Sample. Name Free. **HELBOR ENTERTAINERS**, 198 South Third, Columbus, O.

**ELGIN WATCHES, \$1.65 EACH**  
 (7-Jewel, 18 Size, New Yellow Cases.)  
**7-JEWEL, 18 SIZE ELGIN & WALTHAM, \$2.35.**  
**FLASH CARNIVAL WATCHES, 50c Each.**  
 Send for Price List.  
**CRESCENT CITY JEWELRY CO.**  
 Old Gold and Silver Buyers and Refiners,  
 113 N. Broadway, St. Louis, Mo.

**WANTED**  
 Legitimate Concessions and Shows. Opening Hazel Park, John R-Nine Mile, April 27 to May 5, auspices Fire Dept. **CAN PLACE** Cook House, Ball Games and American Paints. We carry 3 Rides and have a season's work all under auspices in the ocean of Detroit territory. Address **RECRUITARY FIREMAN'S FESTIVAL**, Hazel Park Branch, Royal Oak, Mich.

**WILL BUY FOR CASH OR BOOK**  
 Ell No. 5 Ferris Wheel, Middle Ride, ten 5x14' Concession Tops, one 20x30' Bingo Top and 5 Wheelie. Price must be right. **JULIUS ROSENBERG**, 304 McKee Place, Pittsburgh, Pa.

**RIDE HELP WANTED**  
**CAN PLACE** experienced Help on Merry-Go-Round and Ferris Wheel Operator. H. J. Dennis come on at once. **SAM E. SPENCER EXPOSITION SHOWS**, Brockville, Pa.



SOME OF the personnel of Morris Miller's traveling museum, which has been playing cities in the South on an extended winter tour. Mr. Miller standing in second row on the left.

FISHER AND GRAHAM, free act, recently joined the R. H. Work Shows. Had been working theater and other dates. Have a nifty factory-built house trailer.

JOHN T. REA informs that Dr. R. Garfield, man without top of skull, and Wilym Robins, of Baltimore, have contracted with Rea's Side Show, making 12 acts so far booked.

ARTER CONCLUDING their winter's work and prior to returning to United Shows of America, Mr. and Mrs. George Vogstad took some of their company on a few weeks' vacation in Florida.

MR. AND MRS. CARL RATLIFF arrived in Covington, Ky., from Chicago last week and made ready to open their concessions with Knapp & Dehnert Shows on Monday.

CARL J. SEDLMAYR was in Memphis, Tenn., early last week completing arrangements for Royal American Shows' engagement there during the Memphis Cotton Carnival.

HERE'S HOPING! That the unusual dust-storms in the Middle West this spring don't play return dates during the summer and fair seasons.

WORD GAME from Miami Beach that Homer H. Simons, talker, was leaving for the North after finishing his season as announcer of water sports at Roman Pools.

FOR SEVERAL WEEKS prior to opening season with Miller Bros.' Shows

frozen custard units, framed a nifty custard outfit while in winter restaurant business in Cincy and have booked it with the Knapp & Dehnert Shows.

Answering some inquiries: The lists (fairs, etc.) will appear in the List Number issues the remainder of the outdoor season—the last date of issue of each month—which has been the custom many years. The first publication of the lists for this year was in last issue, the Spring Special.

WHILE IN St. Louis recently Homer R. Sharer (Roberta-Robert) received contract to be with the Walter Sibley human oddities show, one of Harry Traver's shows, at the world's fair in Brussels, Belgium.

TONY LAMAR advises that he is convalescing at 227 East Edenton street, Raleigh, N. C., after undergoing an operation at Rex Hospital at that city and would appreciate receiving letters from acquaintances.

FRANK WINCHELL will handle publicity back with the show (Royal American Shows) this season, and Jack Dads-well will work a week in advance making newspaper and radio contacts and contracts.

F. W. PAULI will again be with Curtis L. Bockus Shows as electrician, his third season there. Will also operate several concessions. Was with Royal Palm Shows in Florida the past winter. Was formerly with Krause Greater Shows about seven years.

Harvey, dancing, banjo and blackface; Paul Hill, piano; Floyd Short (11 years old); Bob Shaw, drums; in the line, Neva Gay, Jerry Tuttle, Morris Sisters, Vickey Carlston and Buddy Lee.

**CAPT. DAVID BARNETT** (oldtimer still call him Doc) still handling whale show publicity—radio and school and club talks—while in Memphis recently met a number of old-time friends. Among them, Tony Bernardi, whom he had not seen since the old C. A. Wortham Shows' days, and his brother, Louis, also Bob Strayer, with whom Barnett trouped on the Wortham & Rice Shows in 1917.

**SMOKO**, Human Volcano, info that he will have his 10-in-1 with Bright Light Shows, also that Joseph Radon will have his cookhouse on the same midway. Smoko tells of a humorous incident: Mrs. Joseph Radon and Mickey, trained monkey, had a minor "dispute." When it was all over the simian actor was found in the oven of a stove and seemingly thinking "Bad ceas to all women!"

**WORD REACHED** The Mixer last week that Lon Ramsdell, last season press agent World of Mirth Shows, had leased the Stroud Theater, Stroudsburg, Pa., and Rialto Theater, Patchogue, for vaude and pictures, also a hotel at Long Beach, Long Island, which will be managed by A. Griffith Gray. Joe Bernstein to manage the theater at Patchogue and Wally Decker handling the house at Stroudsburg.

**HOUSTON PICKUPS**—Mrs. Thomas D. Hart, who underwent an operation, was released from the hospital recently. Although greatly improved, will not be able to go out coming season, and her husband, Tommy, has arranged his affairs for a local connection. . . . Jack Monroe, brother of "Preacher" Monroe, left recently to join Hennies Bros.' Shows. Jack and his wife operated a photo machine here all winter. . . . Ned Rao's Loop-o-Plane ride, which had operated on South Main all winter, was taken down and sent on to the Western States Shows. . . . Ira Burdick was in the city recently on business.

**JOHN (SPOT) RAGLAND**, operator with Lou J. Korte of all the wheels concessions on Crafts 20 Big Shows, recently built an innovation in the way of an immense arrow indicator which, "tis said, requires the services of two men to lift. Babette Korte, small daughter of Mr. and Mrs. Louis Korte, tells of two concession men being broke in Florida all winter and in the spring when they booked their concession and took in the first 50 cents they rushed to the cookhouse. When one was chided by the other about dipping his pork chop in the coffee, he exclaimed: "By George, I lived on doughnuts so long I forgot myself and dunked the chop." . . . Mary Mareno, palmist, recently met the misfortune of having her purse stolen with her automobile keys. Result, had to remain up all night for fear the culprit would return and take the car. Despite her mystic ability, couldn't get a line on the thief. . . . Roy (Curly) Slayton, foreman the Twin Loop-o-Planes, says he doesn't believe there is any gold in California, as he has dug holes all over the State the last two seasons for anchorage basis for the planes and hasn't found a grain of it.

**J. J. PAGE SHOWS**

(Continued from page 47)

Clark have been busy with greeting many friends of the show. With few exceptions, the staff is the same as last year.

**Shows:** Oddities and Side Show—Prof. Shapiro and Doc Hartwick, managers; John Saylor, Original Pop-Eye; Youna, Oriental juggler; Mimi, sword swallower; Prof. Garneau, tattooer; Boza, fire worshiper; Naba, torture act; Mitzl, blade box; Lady Betty, palmist and Buddha; Joan-Betty, in the annex; Boots Reed, tickets. Athletic Stadium—Tex Thorpe, manager and talker; K. O. Webb and Kid Mitchell. Hawaiian Show—Ray Valley, manager and talker; Carl Salantra, tickets; Dale Barnett, Sandy Darling, Caroline Ross and Virginia Valley. Boxing Cat Show—Dave Davis, front; Edna Davis, tickets; Art Nelson, on the stage; Slim Libby, ticket taker. Sex Puzzles—La Zera and Benito. Jungle Monsters—Hartwick and Shapiro, managers. Minstrels—Pig Jones, stage manager; Carl Scott and Fred Forbes, comedians; Dent and Dent, Helen Sloss, Dorothy Lee Davis and Roberta Butler; Luther and Leander England, canvas and tickets; F. E. King, talker. Streets of Cadro—Charles Fay, manager and talker; Lulu Kauser, Jean Stamm, Dolly Smith and

Some years ago Joseph E. (Joe) Walsh while producing a special event for an auspices in a Minnesota town answered a phone call from Minneapolis. A part of the conversation:

"I saw your ad, how much are you folks charging for concessions?"

"What kind have you?"

"Oh, just some little ones, couldn't take in much money with them."

"What kind of merchandise do you handle?"

"Just some little trinkets, mostly imitations of diamonds—by the way we would rather you wouldn't have anyone else selling them."

"Oh, I see. You have whitestones and you want the 'ex.' Well—"

"Oh-oh, just a minute; just a minute! I'm talking to a wise guy, I thought you were a hick-town committeeman!"

Ann Griever; Frank Thomas, tickets. Carolina Hillbillies—George Tripp, tickets and talker; E. C. Green, manager; Hambling Slim Mills, Roy Bussell, Tiny Fox and Ernest Green.

**Rides:** Ferris Wheel—Emory Jackson, foreman and clutch; T. R. Heinze, second man; Mrs. J. A. Montgomery, tickets. Tilt-a-Whirl—Charles Herb Young, foreman; John Sanderson and Tom Almond; Trevor Montgomery, tickets. Chair-plane—Charlie Thomas, foreman; Ell Brooks, second man and tickets. Kiddie Dangler—Theo Hines. Kiddie Auto Ride—S. L. Hoyle, owner; Maud Thomason, tickets. Merry-Go-Round—Henry Fields, foreman and clutch; Clause Banner, second man; Midge Winters, tickets.

**Concessions**—Bill and Helen Moore two, Carl and Rose Jackson three, Zeke Webb two, G. H. Harding one, Roy Fann two, Rainey and Beard one, Fred Miller three, O. E. Bradley one, Woodward one. Jesse Sparks three, Red Watson three. Billie Clark two, Doug Wright one. Dacinto two, Barnes one, Hansen one.

**Staff**—J. J. Page, owner-manager; Billie Clark, assistant manager; Mrs. R. E. Savage, secretary; Mrs. J. J. Page, treasurer; R. E. Savage, agent and press; Roy Fann, lot superintendent and trainmaster; D. T. Morrissey, electrician; Skip Hoover, charge of fireworks display. W. M. Sloss, bandmaster, with M. H. Bridgforth, A. D. Bledsoe, Pig Jones and Richard Sloss.

Show moves by rail and trucks.

**JONES EXPOSITION**

(Continued from page 47)

Walter A. White decided to postpone the opening from Monday night. The opening was a success and all attractions enjoyed good business. The engagement is under auspices of American Legion Drum and Bugle Corps.

During the winter months the entire show had been rehabilitated with new and massive show fronts, most of the canvas is new, additions made to the rides list. And there is an abundance of electrical illumination.

Among the feature attractions are the following: Havana Rumba, Mrs. Lillian Murray Sheppard, manager; 30 people, including a Cuban orchestra; gorgeous scenery, costumes and lighting effects. Temple of Mystery, illusion show, Mrs. Mabelle Kidder, manager. Brown-Skin Vanities, Thad Rising, manager. Monkey Circus and Hippodrome, Rube Nixon, manager. Rocky Road to Dublin, Mrs. D. C. (Gyp) McDaniel, manager. Giggles, Harry Wilson, manager. The Funny House, Harvey Wilson, manager. Wall of Death (motordrome), Dudley and Ollie Hager Lewis, managers. Artists' Models, Mrs. Lillian Sheppard, manager. Kongo, African Village, Captain Larry Lawton, manager. World's Fair Freaks, Earl Miller, manager. Giant Reptiles, Col. W. E. Welliver and James L. Cole, managers. Two-Headed Baby, M. Hagerman, manager. There are 14 major rides and four kiddie rides on the midway here. Additional shows and rides will be added at the Washington engagement, starting April 24.

The show train arrived in Greenville from winter quarters in Augusta, Ga., last Saturday night. Tom Allen had the midway laid out on arrival, but it was a herculean job to get the grounds—a new location—in readiness.

The staff: Johnny J. Jones Exposition, Inc., owner; E. Lawrence Phillips, director; Walter A. White, general manager; Tom Allen, assistant manager; Jack V. Lyles and James O. Simpson, general agents; Arthur Atherton, secretary-treasurer; Walter D. Nealand, director of publicity; J. O. (Tommy) Thomas, contracting agent; Dave Traugott, advertising agent; Charles Kidder, general superintendent; E. H. Sheppard, super-

intendent transportation; Dave Sorg, chief electrician; Joe Stly, cookhouse manager; Jimmy Sears, dining car superintendent; Joe Pearl, mail man, The Billboard agent and commissary manager; Leon Reeve, superintendent of paint department.

Vera Spriggs is the free act, presenting her 110-foot aerial act and 500-foot slide on the midway twice daily.

Milton M. Morris, Charles Cohen and Bill Martin have a string of beautiful concessions, and others are Buddy Padlock and Morris Lipsky.

**C. D. SCOTT**

(Continued from page 47)

with elephant (Rooster), camel (Sonba), dogs and pony; Keenan Family, with trained horses and bucking mule, and the Aerial Franks. The equipment is neat and includes nearly all new canvas.

The staff: C. D. Scott, manager; Catherine Scott, treasurer; John Schrover, general agent; Billy West, promotions, assisted by Bill Burke, Frank Hall and Charlie Carey; Ralph Frank, press; R. C. McCarter, superintendent; Floyd Sampson, lot superintendent; Shorty Campbell, electrician, and Arthur Scott, transportation fleet manager.

**DODSON'S SHOWS**

(Continued from page 47)

major rides and a string of baby rides, 20 shows, an attractive assemblage of concessions and three big free acts—Mills and Mills, on the high wire; Capt. Dan Cherry, high dive, and Great Fuzzner, spiral tower. There is a 10-cent gate charge. In addition to the fine new marquee at the front entrance, another is at the back end of the midway, permitting entrance there.

The show is about double its size of last year. The steel flats and pullmans, including the private car of C. G. and M. G. Dodson, that were stored at Muskogee, Okla., have been moved to St. Louis and added to the train. Fourteen wagons and other show property of the S. W. Brundage Shows purchased by the Dodsons were moved from Peoria, Ill., and rebuilt and repainted.

A new office wagon, with Howard Inglish in charge, occupies a central spot on the midway. It is fitted with every modern necessity. Just inside the main entrance sits a new sound, or loud-speaker, chariot that "concerts" as people enter the midway—is also used on the streets during daytime for ballyhooing. Prof. Charles Clark has a concert band in Zouave uniforms that renders concerts on the midway. On Sundays this band plays sacred music at appropriate spots.

The canvas is practically all new, and color effects on the show fronts, wagons and rides reflect classy work on the part of painters and decorators. The lighting system is liberal in the use of bulbs.

Radio Station WIL, thru O. M. Benson, is announcing the show's appearance daily. Rev. Doc Waddell, the show's public relations and publicity director, is daily addressing schools, lodges, clubs and churches.

The show is playing under the auspices of St. Ingelbert's Church and is at the present location for this week, then will move to the lot at Kingshighway and Southwest for a two weeks' engagement.

**HILDERBRAND**

(Continued from page 47)

with two score personally owned conveyances. The Pacific Coast Showmen's Association sent a huge floral horseshoe of greetings on the opening night, also the office was filled with flowers. O. H. Hilderbrand's newly purchased housecar contains a living room, bedroom, kitchen, breakfast nook and bath.

Ben and Dolly Martin have a new Loop-a-Plane and five concessions. William Groff's cookhouse is equipped with the latest conveniences. Hazel Fisher and Verna Seeborg have new tops and equipment for their candy floss, pop corn and peanut concessions. There are 18

new concession tops, 8 new show tops, a marquee (with show title in lights) with canvas wall extending around the entire show, all from Downie Brothers, Inc. Purchasers of new trucks are Red Hilderbrand, 7; Ben Martin, 2; Mrs. Elva Rockwell, 1; William Groff, 1; E. Pickard, 1; Jack Elhart, 1; Captain Seely, 1 and Richard Johnstone, 1. Housecars: O. H. Hilderbrand, Ben and Dolly Martin, Mr. and Mrs. William Groff, Mrs. Elva Rockwell, Mrs. E. Pickard, Charles Youngman, Captain Seely, Mr. and Mrs. Robert Schoonover, Hazel Fisher, Mr. and Mrs. Richard Johnstone, Verna Seeborg, Frank Gold, Mr. and Mrs. Leon Whitney, Mr. and Mrs. Henry Gavord, Mr. and Mrs. Fred Stewart, Margaret Mooney, Mr. and Mrs. J. E. Foss, Mr. and Mrs. W. G. Foss, Mr. and Mrs. L. M. Hamilton, Mr. and Mrs. John Czudek, Dutch Van Dec, Mr. and Mrs. M. B. Gentry, Mr. and Mrs. Fred Cover, Mr. and Mrs. Jack Morris, Gordon Pickard, Mr. and Mrs. John O. Wells and Mr. and Mrs. Lonny Grieves.

The staff: O. H. Hilderbrand, owner-manager; Walton de Pellaton, secretary-treasurer; E. Pickard, general agent; E. W. Cole, concession manager; Fred Stewart, electrician and ride foreman; Eddie Edwards, mechanic; John C. Winters, special agent; Margaret Mooney, Mrs. E. W. Cole and William Summers, marquee ticket boxes.

**Merry-Go-Round**—O. H. Hilderbrand, owner; Roy Benson, Robert Driver; Margaret E. Johnstone, tickets. Ferris Wheel—O. H. Hilderbrand, owner; Ivan Mays, Jimmy Clardy; Mils Johnstone, tickets. Loop-a-Plane—Ben Martin, owner; Hl Severson, Marvin Harding; Cora Shuman, tickets. Mixup—W. G. Foss, owner; Pete Winters and Mrs. W. G. Foss, tickets. Baby Auto Ride—L. M. Hamilton, owner; Mrs. L. M. Hamilton, tickets. Baby Seaplane—J. E. Foss, owner. Mixture Train—Mrs. J. E. Foss, owner and tickets. New Vanderholt, engineer.

**Ten-in-One Show**—Stella Crudek, owner; Viola Crudek, illusion; Petite Stella, fat girl; Zambina, pianist; Emmet Faith, fire eater; Sierra, mentalist; Betty Cole, electric chair; Irma Petty, torture cabinet; Four-Legged Girl, in annex; Whitley Kane, glassblower; Yucatan, Monkey Boy; Rhea-Nelson; Swindla, swordbox and sword swallower; Blacky Davis, escapes and magic. Athletic Show—Dutch Vandee, manager; Walter Zem and Mrs. Van Dec, tickets. Hollywood Dancing Beauties—M. B. Gentry, manager; Mr. and Mrs. Fred Cover and Isabel Gentry, tickets; Viola Lane, Betty Zoe, Jane Nelson, Lorraine Robbins, Lillian Cole, Stella Maddsen, Violet Wall, Mary Wilson, Irene Cardoso and Consuela Gonzales. Minstrel Show—Sam Bishop, manager; Ray Coswell, Lem Sully, Harding Johnson, Blues Monroe, Carlita Jones, Sally Johnson and Sue Monroe. Illusion Show—Mr. and Mrs. John O. Well, managers. Flea Circus—John Ruhl, manager. Hawaiian Show—Mr. and Mrs. James Conrad, managers. Wrestling Bear and Illusion Show—Mr. and Mrs. Henry Gavord, managers.

**Concessioners:** Cookhouse—William Groff, owner; Jack Marston, William McQueen and John L. Vidrock. Bingo—Mrs. Dolly Martin, owner; Dewey Weedie, Ben Martin, 4—Jack Murray, Harry Hallman, Eddie Burns, Mr. and Mrs. Leon Whitney, Mr. and Mrs. Hl Sorenson, agents. Mrs. Elva Rockwell, 1. Mrs. E. Pickard, 1—June and Gordon Pickard, agents. Curley Cummings, 1, Charles Youngman, 1, Captain Seely, 2—Scotty Clark, agent. Robert Schoonover, 1—Mrs. Robert Schoonover, agent. Jack Elhart, 1—Jerry Pester, agent. Hazel Fisher, 1. Verna Seeborg, 1. Richard Johnstone, 1—Mrs. Richard Johnstone, agent. Mr. and Mrs. E. W. Cole, 2. Lonny Grieves, 1. Frank Gold, 1. Mr. and Mrs. Jack Morris, 1. Mr. and Mrs. F. L. Gale, 1. F. Addamo, 1—C. Clardy, agent. Blackie McGregor, 1—Ross Barter, agent. The show is routed northward.

**USED SHOW PROPERTY FOR SALE.**  
\$25.00 Illusion Stella Fisher, Working Order.  
\$27.00 Electric Headless Chinaman, Good Flesh.  
\$40.00 Abasco Curtain for Theatre.  
\$50.00 Automobile Bumper Game with Truck.  
\$28.00 Revolved Fresh Horn, Low Pitch, with Case.

**WE BUY CANDY FLOSS MACHINES, GUESS YOUR WEIGHT SCALES, CONCESSION TENTS.** Pay cash. WEI'S GURCHETTY SHOP, 20 S. Second Street, Philadelphia, Pa.

**FREAKS AND NOVELTY ACTS**

Must have entire new line-up of Attractions for our string of 40 Fairs, starting June 21, ending middle of next March. All winter's work playing the cream of Florida Fairs. You can join now or any time before the first of June. Want to hear from Attractions formerly with Ripley, Grace MacLanels, Ed Hays, Rubber-Skin Girl, Frog Girl, any Attraction that is different, I can see you. Alice Smith, have a real proposition for you. We play the right spots and get real money. You get it if you are worth it. If you are good write me. I pay the highest wages and have a longer season than any other outfit.

DICK BEST, Royal American Shows, Home, Ga.; Oadiden, Ala.

Royal American Shows

Albany, Ga. Week ended April 6. Auspices, American Legion. Location, fairgrounds. Weather, rain Wednesday and Saturday. Business, fair.

A steady rain caused complete postponement of Wednesday night's show, while on Saturday occasional showers held the attendance figures to a minimum. The new tri-motored Ford 12-passenger plane, contracted by the show and piloted by Capt. V. N. Johns, made its initial flight from De Land to Albany on Sunday, carrying Carl Sedlmayr, Elmer Velare, Slim Sowerby, Al Carsky, Marjorie Kemp and the Royal American Midget troupe as passengers, and spent Sunday afternoon carrying passengers over Albany. This newest addition to the publicity department will be equipped with sound equipment and will be used in further ballooning the shows to the towns surrounding the show stands. A new illuminated free car parking field made its bow in Albany and proved popular as well as a good drawing card. A tower 60 feet high supports a battery of 10 searchlights that light an area of three-quarters of a mile and is not only attractive but a real asset to a showground. During the week Joe End, Maurice Epstein, Jake Oruber and J. C. McCaffery visited the midway, Carl Sedlmayr and Elmer Velare spent several days in Tampa on business.

FRANK WINCHELL.

Keystone Shows

LATROBE, Pa., April 13. — With the return of Manager C. A. Hartzberg from Florida, where he spent the winter, everyone at winter quarters is busy with preparations for the new season, which starts here on May 1. All show outfits and rides and motor transportation fleet are receiving an overhauling and painting. Mr. Hartzberg informs that he will have a new Merry-Go-Round on the midway this season, also William Wells and wife, of Pontiac, Mich., will have a new Auto Ride, which will be shipped from the factory. There will be 6 shows, 4 rides, 20 concessions, callophone and two electric light plants. The show moves on its own trucks. Will play spots in Pennsylvania, Ohio and New York State. The writer, Kurt Bauers, has signed as secretary and assistant manager.

Great Sutton Shows Want

Big Stage Girl Show. Will furnish New 30x60 Tent, Stage, Seats and Swell Panel Front. Osceola, Ark., April 13 to 20; Cairo, Ill., Uptown, April 22 to 27. Will book Loop-o-Plane and Whip.  
F. M. SUTTON, Manager.

Call—Call—Call—BRIGHT LIGHT SHOWS

OPENS APRIL 20. TWO SATURDAYS, ON STREETS AND PLAYGROUNDS AT 12TH AND CARSON STREETS, SOUTH SIDE.

Those holding contracts report no later than April 18. Week April 20. ALBUQUERQUE, PA. Positively the first show in the city made in eleven years. This show holds contracts for Maryland State Firemen's Convention and three more to follow in succession. CAN PLACE two more Feature Shows. Also Flat Ride. Leo-Lena, half-half, set in touch with me. A few more legitimate concessions. Address JOHN OGDON, 1217 Carson St., S. E., Pittsburgh, Pa.  
P. R. JOHNNY P. TABURRI can place Acroats for Grind Stores and Wheels, those who are able to work Stock and Deal Percentage.

JNO. R. WARD SHOWS

COLLIERSVILLE CHEESE CARNIVAL, ANNUAL CELEBRATION, APRIL 22 TO 27, 1935.

WANT Organized Musical Show with Band. Will furnish complete outfit. Side Show, Musical Comedy, Hawaiian Show. Good opening for Grind Shows.  
WANT legitimate Concessions of all kinds. Special inducements to Palmistry, Cigarette Shooting Gallery, Frozen Custard, Popcorn and Peanuts, Iron Claws or Digress. WANT Whip Foreman, Neenic Artist, Ride Help in all departments. Two Spring Celebrations follow this date. Show holds contracts for Fairs and Celebrations from July 4th to December 1. Route furnished to interested parties. No sale. All routes per route. W. E. BOWEN, Business Manager; JNO. R. WARD, Manager, New Albany Miss., Week April 16 to 20.

WANTED BIG CELEBRATION 104th Reunion

APRIL 25, 26, 27, AUSPICES AMERICAN LEGION. CAN PLACE clean SHOW, few CONCESSIONS. POSITIVELY no Grind. Candy Apples, Cotton Candy, Novelty Sides. RIDE HELP. Have House Car for sale.

JOHN C. LEMOINE SHOWS

General Delivery, Holyoke, Mass. until the 23d.

ART LEWIS SHOWS, INC.

OPENS APRIL 26. HAVE 10 FAIRS AND CELEBRATIONS CONTRACTED.

WANT

LEGITIMATE GRIND STORES. Rates Reasonable.

SHOWS—Grind or Platform; Motordrome (Bob Perry write), Fun on Farm, Monkey Speedway. Canvas furnished to reliable showmen. One more sensational Free Act. Everybody wire or write  
ART LEWIS, Hotel Atlantic, Bridgeport, Conn.

Augusta Exchange Club Honors The Johnny J. Jones Exposition

AUGUSTA, Ga., April 13.—Prior to the Johnny J. Jones Exposition leaving winter quarters here for its first engagement of the season, at Greenville, S. C., this week, the Exchange Club, of Augusta, entertained executives and some other members of the show at a luncheon at Hotel Richmond. Besides the luncheon there was an entertainment program.

Mayor Richard E. Allen Jr. was the principal speaker. He spoke in praise of the company and expressed his official regret at their leave-taking, and welcomed them back to Augusta next fall, when the amusement organization will again be a part of the Exchange Club's Fall Festival.

Other prominent men of the city gave brief talks. Walter A. White, Tom Allen and other show executives praised Augusta and the fine treatment received

here, and Walter D. Nealand, the show's publicist, introduced a series of acts by Jones showfolks.

The affair was planned four or five weeks ago, and a letter of invitation, addressed to E. Lawrence Phillips, director; Walter A. White, general manager; Arthur A. Atherton, secretary-treasurer, and Tom Allen, business manager, was sent to the show's headquarters. This was signed by Robert L. Sumerau, president of the Exchange Club, and read in part as follows: "The Exchange Club of Augusta, Ga., does hereby invite you to be guests of honor at a luncheon to be staged at Hotel Richmond on Thursday afternoon, April 4, starting at 2 p. m., to express our appreciation of your stay in our city during the winter of 1934-'35, the amount of money you have spent here and your co-operation during that period."

Blue Ribbon Shows

COLUMBUS, Ind., April 13.—With the new season inaugural for this show scheduled for next Saturday, final touches are being placed on the equipment. Manager L. E. Roth will have the best looking show of his career and it will be one of the largest of completely motorized shows in the collective amusement field. Frank Starkey has arrived to take up his duties as assistant to Manager Roth. The season's route is completed and the management anticipates a most successful tour. The entire personnel here turned out Wednesday night and gave a surprise party to Mrs. L. E. Roth. She was unaware of it until she arrived at quarters. There were 63 in attendance. There were refreshments, entertainment features, dancing and good music, and Mrs. Roth was the recipient of many gifts. Lasted until 2 a. m. Altho planned in honor of Mrs. Roth, it turned into a pre-opening party. Incidentally, the management plans to have a party each month during the still-dates season, which is considered both entertaining and promotive toward co-operative acquaintanceship among all attaches. Among late arrivals are Mr. and Mrs. Tom Mehl, Mr. and Mrs. Herman Klemick, Billy Bender and family, Mr. and Mrs. Jack Mayfield, Mr. and Mrs. Mullen, Jack Nation and a party of entertainers whose names the writer has not yet secured. Mr. and Mrs. Ben Voorheis are expected to report for duty in a few days. The new transformer has been mounted on the new semi-trailer. The entire show presents a spick and span appearance. Mrs. Ethel Johnson will handle *The Billboard* on the show this season and also be on the ticket box at the main entrance.  
FRANKLIN SMITH.

Mighty Sheesley Midway

STATESVILLE, N. C., April 13.—Mighty Sheesley Midway is making a pre-season showing here this week. Next week at Asheville, N. C., will be the season's inaugural for the whole organization. There have been a number of showfolk visitors, the consensus among whom is that "Capt. John" Sheesley has a good-looking



MUSEUMS

Brydon's International Congress of Oddities

ST. JOSEPH, Mo., April 13.—Playing a repeat date here, the International Congress of Oddities closed a good week's business today, with a special nickel children's matinee packing 'em to the doors, and this despite the terrible dust and rain storms, causing chunks of mud to fall from the heavens.

Mr. Brydon's mother, who has been visiting for the past few weeks, taking a course of baths at Hot Springs and enjoying the atmosphere of the Ozark Mountains, has returned to her home at Indianapolis. All with the show hated to see her leave, as she had endeared herself to everybody. . . . E. L. Blystone, famous as "Bly the Rice Writer," has just received a letter from the ex-King of Siam, thanking him for a rice souvenir, which now adorns the wall behind his exhibit, which includes letters from President Roosevelt and governors of 39 States. . . . Else-John has just received some exquisite new gowns made by Madame Renee. . . . The Seven McCleods, Scotch family, rejoined after playing some vaude engagements in the East. . . . Double-column pictures appear regularly in local newspapers of Snookie, chimpanzee, and Rae Rosalie Brydon, 3-year-old daughter of the "boss."

Ross Heath, manager of Ruth Duncan, glantess; Laurie Johnson, sword swallower, and Bobby Lynch, manager Elac-John, are sporting new Ford V8s. During Mr. Brydon's absence the business affairs of the show are being capably handled by Ray Cramer. . . . Bob Wallace, Pop-Eye, and Captain Graves, with Snookie, were guests at the American Legion here Wednesday night and staged a great show.

The personnel remains practically the same as published recently in *The Billboard*. . . . Shuster, the Pick-Up Man, is scoring heavily at every performance, as also is Tony Cuellar, iron-tongue man and fire eater. . . . Clarence Thorpe, cartoonist, holds crowds around his stage. . . . The lecturing of "Slim Jim" Curtis keeps the audiences in good humor. . . . Big Bertha recovered from the operation she underwent at Hot Springs, Ark., and is back on the job.  
WILLIAM J. HILLIAR.

Bill O'Brien Gets Museum Location in Revere Beach

REVERE BEACH, Mass., April 13.—W. J. (Bill) O'Brien, of O'Brien Bros. Productions, closed a lease for a building on the boulevard and will install a mu-

show and he has a number of new attractions on his midway. The record shipment was a new Loop-o-Plane from Salem, Ore. Charles E. Sheesley was a welcome visitor from his home in Harrisburg, Pa. Many of the attaches have been with "Captain John" for years, among them W. H. (Bill) Davis, Mr. and Mrs. Henry T. Curtin, Ward (Dad) Dunbar, R. J. (Whitey) Norman, James Austin, Edward Smith and Howard Ingram. Frank Burns arrived and will operate the Deep Sea and Tarzan attractions. In addition to his Circus Side Show, Fred Thomas is adding to his menagerie, brown bears the latest addition. Hilton Hodges is completing his pretentious Big Reptiles offering, with a bamboo front and powerful neon sign. The Howard Ingram *Hollywood Follies*, under the guidance of Alex Saunders, is a colorful attraction. Sol. Solomon, high diver, has assembled a capable company of aquatic performers and has built all new equipment for this season's tour. The Eddie Billetti Troupe thrills the midway throngs with its intrepid performances on high wire. Harry Wilson and wife have left for advance promotions, also Sam Bergdorf and wife. Favorable comment is heard on the food and service at the new cookhouse operated by Mrs. Minnie Pounds. Mrs. John D. (Dorothy) Sheesley entertained at bridge in honor of Natalie Holt and Shirley White, who were on route from Bell Air, Fla., to their homes in Amherst, Mass. The show's undefeated bridge champion, Mrs. Henry Curtin, carried off highest honors. "Dad" Dunbar sold 60 copies of the Spring Special issue of *The Billboard* on the midway.  
H. O. FITZGERALD.

seum for a Decoration Day opening. Three features, around which a platform show will be built, are already set. They are a nudist colony, Professor Reno's Bloodless Surgery exhibit and the Orl in the Goldfish Bowl. Latter is on its finish run as a foyer attraction in theaters on the Wilmer & Vincent circuit in Pennsylvania.

Show will be managed by Jack Clifford, who has the goldfish bowl out. Clifford was manager of the Eighth Street Museum in Philly the past season. New front for the building and interior changes will be made early next month. Anthony Termintello, local attorney, handled the lease for the O'Brien interests.

CINCINNATI, April 13.—In a letter to *The Billboard* W. J. (Bill) O'Brien advised that Susie, the Elephant Skin Girl, will be co-starred with the Orl in the Goldfish Bowl in the museum he will install at Revere Beach, Mass.

Philadelphia Houses

PHILADELPHIA, April 13. — The weather the past week has put crimp in the business at the museums. Rain, wind and cold have kept crowds of people off the streets.

South Street Museum this week presents in the big pit the Slim Johnson all-colored revue; McIvor, magician; Bobbie, dog-faced girl; Howard Treacy, midget sword swallower; Capt. Sigfried, tattooed man, and Mme. Verona, mentalist. Dancing girls continue in the annex.

At Eighth Street Museum everything now takes place on one big stage, full length of the room. This week there are Ernest Haywood's Darktown Follies; Corey, headless illusion; Robert Clark, man who grows. New girls in the Garden of Eden are Sadie Davis in flame dance; Ana Vassella, Leta Marmos and Billie Vivian.

Morris Miller's, Traveling

JACKSON, Tenn., April 13.—The museum has scored the biggest business in its history here. The location is central. The license is high, but is considered worth it.

Fred Miller, of the Miller Midway Shows, joined here as general agent and has done some fast work in bookings. He booked two towns in one day. Morris Miller is pleased and gave a party to the entire troupe. Mollie Ballard and Patsy Moore were visitors and will join the Miller Bros.' outdoor amusement organization this spring. The writer is handling the museum.  
FRANK ZORDA.

**Crafts 20 Big Shows**

San Diego, Calif. Week ended April 6. *Auspices, American Legion. Location, Market street and water front. Business, good.*

The seventh week of the season found business holding up comparable to last spring. Calexico, on the border, proved a big surprise, business exceeding last year, and the management at the last moment decided to remain over Sunday instead of opening in San Diego the first night billed. At San Diego the show broke in a new lot at the foot of Market street, several blocks above the old location—known as the circus grounds. The new location afforded more parking space and was directly in the path of heavy auto traffic and visible to all United States Navy boats at anchorage. The navy boys gave the midway heavy patronage. Mrs. Elmer Hanscom received many nice birthday gifts at a "surprise" recently given in her honor at the home of Mrs. Paul Stake, San Diego. Women members attending the Agua Caliente races during the special day features were Mrs. O. N. Crafts, Mrs. Joe Erug, Mrs. Louis Korte, Mrs. Roy Ludington and Mrs. Paul Stake. Ed (Stogie Mike) Smithson having good season with banners. Bill Fisher, formerly of Bill Hames Shows, handling bill car and publicity ahead and getting good results. Sam Hinson, master mechanic, keeping the motorized equipment in line shape and always rolling. The new semi-trailer job creating lot of comment. Many visitors at San Diego. Among those tabbed talking to Manager Ludington: Eddie Brown, director of shows and concessions at San Diego Exposition; Lew Dufour; Plain Dave Morris; George Sears, chief of police, San Diego; Capt. Fred O. Gregg, of Fearless Greys; Mark B. Plaisted, San Diego Tribune. Mrs. Ada Dufour and Mrs. Mabel Brown were guests of Mrs. Roy Ludington one evening and were entertained around the midway and a trip thru Mrs. Ludington's Silver Dome house car. **ROY SCOTT.**

**Blue Eagle Shows**

Ashland City, Tenn. Week ended April 6. *Auspices, high school. Weather, rain. Business, fair.*

T. G. McDaniels joined at Old Hickory, Tenn., with his International Revue, with 20 people, including band. George Gullfus has his concessions flashed with new stock, featuring his radio store. "Brother" Samson has his Girl Show and the Wild Girl on the midway and has had good attendance at all spots so far played this season. The writer, Frank R. Ware, at Old Hickory as agent and on banners. Frank Owens, of Golden Valley Shows, visited the show several times. Manager Joe Carr has been busy the past week on business pertaining to the show. The show now has 3 rides, 4 shows and 15 concessions at this writing. The staff includes Mrs. Karr, secretary and treasurer; J. Otool, lot and transportation. Show moves on motor trucks. Special paper is being ordered.

**John T. Rea Attractions**

INDIANA, Pa., April 13.—All the show outfits have been overhauled and much new equipment incorporated into them. The color scheme is red and white. A new Slide Show top has been purchased and will have a 185-foot front, with 14 acts and the usual annex. The Snake Show was put up here recently alongside a store exhibiting a collection of python snakes and had a nice day's business. Shorty Smith (midget clown) has arrived at winter quarters and for the present is assisting in the cooking department. Mr. Rea finished his new living trailer and it is something to look at. All motor equipment is practically new and in good condition. **HARRY BROWN.**

**Gooding Greater Shows**

COLUMBUS, O., April 13.—Two shows are in process of preparation at the Ohio State Fair grounds here. The No. 1 unit will be under the management of F. E. Gooding, general manager, assisted by E. C. Drumm, with Mrs. E. C. Drumm acting as secretary. Johnny Enright will be in charge of advertising. There will be 10 rides, 12 shows and 25 concessions with this unit. Same will open here on April 20. Dave Tennyson and William J. Gouterout are busily en-

gaged on the No. 2 show. Mr. Tennyson will have 25 concessions, most of which have been newly built. He is also supervising the building of several new shows for this unit, all with panel fronts and original ideas of painting and illumination. The No. 2 will carry 10 rides, 10 shows and 30 concessions. Will open in Akron, O., April 20. George Pence, head mechanic, and his assistants deserve much credit for the thoro overhauling of all mechanical equipment, also Sam Ely for his decorative ability. C. H. (Mike) Reed, who will have the Motor-drome with the No. 1 show, is confined at St. Francis Hospital. Robert Cook, one of the ride superintendents, is home because of illness. **MRS. F. E. GOODING.**

**World's Exposition Shows**

SALISBURY, N. C., April 13.—By the time this is being read Harry Ramleh, assistant to Manager Max Gruber, will be locating the show on the lot here ready for the opening on April 20. Two large tents will be used to house exhibits, which will include a poultry show, flower show, domestic arts, dairy show and merchants' and manufacturers' exhibits. H. E. Wiggins, special agent for the show, is promoting the spot. A public wedding is planned for one night. The auspices is American Legion Spring Fair, a special-event promotion, located on Main street. Charles Tashy has joined with his 60-foot bamboo-front Snake Show, with new tent and what promises to be one of the best shows of its kind. William Benbow, a newcomer to this show, promises the best thing this show has ever had in the way of colored minstrel productions. J. A. (Doc) Burns is back and will again have charge of the Palace of Mystery. Bob Holmes will return as manager of Midget Village. Pete Thompson will have charge of the Fan Dance Revue. Frank Pope and his wife (Billy) came in from Florida. Frank will have the corn game again this year. Incidentally, Frank brought back one of the best equipped and nicest living trailers this writer, Percy Martin, ever saw. E. B. Braden is expected in daily. William Victor Nethken, a champion marksman and knife thrower, will be one of the features with Bill Collins' Circus Side Show. Tex Stuart, the artist, is putting the finishing touches to signs and fronts. The Dize Tent and Awning Company is furnishing the exhibits tents here. Mr. Dize has also sold and delivered Max Gruber several new tops for shows.

**POOL WHIRL**

(Continued from page 43)

letter to *The Evening World* asking for the record, if any, of the highest dive that was recorded. The answer I received led me to believe that there wasn't any that you might call a record and that, to the best of their knowledge, it was mine for the asking and taking, which I did.

"While I was on the road that year, 1929, giving exhibitions I heard remarks passed that I was lucky in doing it, so the following year I did it again to prove to the skeptics that it was not luck but that I actually knew how. If Harold Arias did dive off in Europe from that height, why didn't he do what I did and tie up with a newsreel and a paper and have a bona fide record of it black on white? For I am sure that *The World* would have some record, as they were connected with the Associated Press, a world-wide organization.

"I took time out this morning for my own benefit as well as others and motored over to Brooklyn Bridge and measured it. I found it to be 148 feet at high tide, and I used standard steel tape measure.

"I am heartily in favor of an association whereby we can promote our business on a high plane; that is, we just don't want to be ordinary high divers where the public is concerned, but we want to make pool patrons look upon us as they would look upon vaudeville artists, giving them a show they wouldn't forget, and I for one do hereby step out and ask all my high-diving friends thru your column to get together. I do hope more will write in and give their ideas on the subject. What say?

"While on the subject why couldn't we have some sort of an elimination contest in some pool with gate receipts and offer a prize and elect a champion who then could be recognized the world over?"

All of which smacks of some sensible thoughts on the subject. How about it, high divers? Let's hear some more of your views. And also, I wonder if some pool owner, reading this, would be interested to go further into Dare-Devil Jack's suggestion of running a world's championship high-diving contest in some commercial tank.

In the meantime listen to what Harold Arias, known as the Flying Dutchman, who also boasts of the title, has to say on the matter. Harold sends a hasty note: "I will gladly answer all the questions you would like to ask about this world-champion business. I, too, think it is quite an interesting problem to solve, together with other aquatic problems. My official four world's records were verified thru written statements by *The Deutsche Sportbehorde*, which is the German sport authority. As I am very busy right now I will let you hear from me in a few days further about this, at which time I will go into detail and attempt to establish my claim more thoroly."

I'm sure we shall all be anxious to hear Arias' detailed report on this, and it is only fair to wait further word from him before deciding whether Dare-Devil Jack or Arias is rightful owner of the world's title. Then, too, who knows but someone else may feel that he is champion. Which brings us back to the question of forming an association. So let's get together and exchange views here.

Still another reader, Joseph Booth, Fort Wayne, Ind., writes in to give his views on this high-diving controversy. Booth suggests that the AAU become the official body governing these high-diving claims, not realizing apparently that that organization deals only with amateur athletics. (I don't know why, but every time I start to scribble about the AAU the tendency is to put the word "alleged" before amateur athletic.) At any rate, enough of this right now. The high-diving discussion will be tabled until a future meeting here.

Bathhouses at Jones Beach State Park, Long Island, N. Y., will open for the season on May 12. They will not remain open for business regularly, however, until May 25, operating one previous Sunday, May 19, as a prelude to official inaugural. Danding on the Boardwalk six days a week this year instead of only on week-ends as formerly is expected to boost biz and make neighboring commercial pool and beach men take more aspirin.

**NAAPPB**

(Continued from page 43)

tangible form and thoroly agreed upon by AREA and the National Association of Amusement Parks, Pools and Beaches.

Until this is accomplished we refrain from announcing the plan. The manufacturers will be drawn closer together than ever because they have a great constructive work to do.

**Devices to Brussels**

Maurice Plesen goes to Belgium this week with 12 Skeet-Roll alleys, which he will place on the exposition grounds in Brussels.

The Spillman Engineering Company is sending the equipment for a Flying Turns to Brussels.

If our members continue to cross the sea we shall have to hold a summer meeting of our manufacturers in Brussels.

Richard Lusse says he will return to Belgium toward the close of May.

How many have considered the fact that P. T. Barnum was offered the nomination for President of our country in 1888? He had been Bridgeport's best mayor and a most valuable member of the Connecticut Legislature. He, with Mrs. Barnum, had dined with President and Mrs. Grover Cleveland.

Best of all, have you weighed carefully the fact that the great and only P. T. made his master stroke after he had reached his 60th birthday? The crowning achievement of his colorful, varied, valuable and magnificent career came after he had reached threescore years. Fortunate for us and the whole world that he persisted after 10 years more than a half century of life. There is much in his career that is helpful to you now. Are you getting it?

**Paint Sales Way Up**

Robin Reed, Salem, Ore., selling the Loop-o-Plane, is the first applicant to sign up for membership in American

Recreational Equipment Association. We welcome him to the new organization of the manufacturers in this field. He attended our meetings in Toronto, to which he brought a plane from Salem by truck.

Our old reliables show by the Spring Special Number of *The Billboard* that they are on their toes and ready to set sail on short notice. They are alive and at the old stand.

One man in a position to know says more paint has been sold thus far this spring than at any corresponding period for three years.

The new and marvelous sum of relief money will go immediately into circulation on reaching the recipients. None but a confirmed pessimist could see anything but a boost for our business in all of this unprecedented expenditure.

We did better in 1934 than in 1933 without such lavish distribution of money. Why, therefore, cannot 1935 exceed 1934?

**RINKS**

(Continued from page 46)

Many gifts will be presented to the couple, having been donated by merchants. These rink employees will be ushers: Clifford Wilkins, William Lysaught, Milton Wilkens and James Soagt.

**FLYING ACES**, roller-skating act, is featured at Eddie Peyton's night club near Pittsburgh.

**FRANK BACON**, pro roller-skating star, had a grand opening of new Hamilton (O.) Armory Roller Rink on April 3. Sessions will be held every night except Monday, with matinees on Saturday and Sunday. Opening biz was good. Bacon formerly operated Coliseum Rink, Decatur, Ill., and is widely known. In 1908 he won *The Billboard* diamond medal in a 1,500-meter race in the Coney Island (N. Y.) Rink. Bacon is manager and Bert (Speed) Bacon, Detroit, a brother and former outstanding light on skate championship tracks, is assistant manager and skateroom operator. Jimmie Amann and J. Warner Davis, Cincinnati sport promoters, are co-partners with Frank Bacon in operation of the rink.

**CARMAN RINK**, Philadelphia, staged races, including a free-for-all and sixth of a series of amateur contests, on March 30. Pete Byerley was winner in the half-mile free-for-all, in which there was many a slip and a lot of spills. In a mile amateur race Harry Gensch was victor, altho Jimmy O'Brien held the lead until the third lap from the finish, when Gensch sprinted. Second place went to Charles Breslin. Marty Collins, formerly of the Flying Demons, may join another skating act.

**BILLY KURTEN**, Oconto Falls, Wis., certainly has been busy since last heard from. He reports that he is operating these five roller rinks in Northeastern Wisconsin: Spruce, Sunday matinees and nights; Pine Grove Rink, Oconto Falls, Mondays; Cream City, Wednesday; Abrams, Thursday; Kelly Lake, Saturdays. He hauls his equipment back and forth, with headquarters in Oconto Falls. Billy is promoting his third annual rope-skipping contest on roller skates for girl skaters. He also has skating act. Six Whizzes, giving exhibitions in his rinks, and he conducts a weekly skating column in a newspaper. He reports other rinks operating in Northeastern Wisconsin as YMCA and Columbus Club, Green Bay; Wrightstown, Kewaunee, De Pere, Chilton and Lena. Most of them will close about Easter. Lena Rink features basket ball on rollers.

**OPENING OF River Park Roller Rink**, Winnipeg, will see increased accommodations and better facilities for skaters. Olympic Rink, more popular as a ice-hockey establishment, is already thru for the season, and its ice has been removed in preparations for roller skating. The Amphitheater, largest of Winnipeg's three main arenas, remains open, as it is the venue for the Dominion junior hockey championship finals between Sudbury, Ont., and either Winnipeg Monarchs or Saskatoon Wesleys of Western Canada. Speed skating enjoyed a big year there, with several skaters, including Ab Hardy, Filn Flon, Man.; Stan Bachinsky and Frank Stack, Winnipeg, gaining honors in international competition. Winnipeg Winter Club's annual ice carnival was a mammoth affair, playing to capacity crowds on the three nights.

**OAK**  
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**HY-TEX**  
**BALLOONS**

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The majority of experienced vendors say so. Take a tip from them and make more money with "Oak" Balloons. Sold by the Leading Jobbers.

**THE OAK RUBBER CO.**  
RAVENNA, OHIO



**For Pitchmen, Demonstrators, Streetmen, Novelty Salesmen,  
Medicine Men, Coupon Workers**  
By **GASOLINE BILL BAKER**  
(Cincinnati Office)

**AL (TOBY) JOHNSON** . . . tells in a letter from Cullman, Ala., tells of visiting the Connie and Dolly show. Says Al: "Doc Hathaway is still introducing the med with a nice show and flash. They all look prosperous and say they had a good winter season. Understand my friends, Jim and Marge Woods and Walter B. McInroe and wife, have a nice little show going big in Columbus, Ga. Tom and Mildred McNeely, Harvey Snow and family are all doing well. I am scheduled to lecture for Doc Kreis in Pennsylvania this season. Show opens around May 15. Altho a Georgia boy, my preference is the North, including Oklahoma."

**JOE'S HAPPY HOUR SHOW** . . . shoots one from St. Louis: "What is a pipe? Are you one of those who has been around the country and knows every Tom, Dick and Harry. If you are and you don't smoke a pipe and let the other boys get on a good spot you are not a buddy of the old field. Live and let live. If you have a clean line and the goods why not let a brother pitchman onto a good spot. Tell your troubles to Pipes. That's why we are here in *The Billboard*. Let's help each other out and quit cutting throats. If you are on the road, drop a line to Bill Baker every week or so and let us know where you are, how you're doing, etc. Gasoline Bill will take care of all the pipes. So let's really get together and WRITE. And I mean now! Would like to read pipes from Ben Cramer, Doc Herman and Professor Taylor."

**"SHELBY AND LEA** . . . Ingram visited our show at Ideal, Ga.," tells Ricton. "They are dramatic people and will shortly open their own show. G. W. Gaines writes he is well pleased with a light plant I sold him."

**"HAVING READ PIPES** . . . for several years and noting the scarcity of mention of the many demonstrators in store I at last got up nerve (because of the recent W. J. Connelly dope) to write in and ask why this lack of mention," postcards one from Philadelphia, who signs himself simply as L. B. E. "From Al Siegel to the many others who take in more in a day than do the great majority of those who work outside, I say aren't we worthy of mention? I am a confessed j. c. l. starting in 1931. At first I bought my merchandise, but I brought out a new item in 1932 and in 1934 secured my patents. I have been here in Gimbel's since last November." Right here is a good spot for the editor (G. B. E.) to mention again the rule against publishing pipes that are unsigned. The above pipe appears only because the sender is a j. c. l. and may not have known about the rule. However, another pipe, written from Worcester, Mass., was omitted because it was not signed, as were one or two last week. Please, fellers, if they are important enough to send in, sign 'em. And if you're only trying to get by with a lefthander, don't bother. As for L. B. E.'s request for more info from demonstrators, by all means shoot in the dope. The more the merrier. All pipes will be published, so long as they are straight dope."

**JACK H. HESSEY** . . . was seen recently working Mt. Vernon, Ill., to good biz with med. He was heading for Alton, Ill., where he expects to organize his show to work surrounding territory.

**"THIS IS MY FIRST** . . . pipe," writes Jack Z. Knebel from New York. "tho I have been a constant reader of *The Billboard* for the past nine years and find the Pipes column as well as the music section very interesting. During the past few weeks I have had quite a few of the boys tell me I should write in and give a little idea of my past operations. Here is my history in short order: One year in the Paramount

Theater here ushering; one year sound checker, same spot; two years as assistant manager of Warner Bros. theaters; three years in music (banjo and piano), as well as director of a Filipino orchestra; one year on the street pitching blades and juice extractors; three years as a licensed auctioneer, and am now operating my own corn punk company. I have eight men on the road, including Phil Thompson, Jack Branscombe, Hal Harrison, Morris Orene and Johnny Boys. During the Housing Show in the Port of Authority Building here last week many of the oldtimers commented on the flash I use and the package I put up. Ike Wolf, old-time glass-cutter worker, known to all the boys, was working for me. He is a fine fellow and I certainly learned a lot of new pointers from him. Would like to see pipes from Doc Victor Edison Perry, Mighty Atom, Eddie Stone, Barnes, and Ed Schirico, of gyro fame. It was Barnes, originator of the crystal ball sharpener, who helped me about five years ago when I was broke."

**"THIS IS SUNSHINE ROGERS** . . . broadcasting to you from South Hill, Va. I have just recently finished playing dates in North Carolina and plan to remain in Virginia for a while. Yes, I have a new Master Chevrolet and it's a dandy. The missus and yours truly enjoyed meeting a great many old friends in the Carolinas. It is now time to shine the Chevy so will go off the air. This is the Sunshine Station signing off."

**JULE SMITH** . . . inks from Nashville: "I noticed Fred (Sizz) Cummings in Montgomery, Ala., several days ago putting out blades and pens by the peck. There is one real worker who knows something. Kind of reminds one of the Waterman and United deals, eh, boys? All of you pen workers holler YEAH!"

**"ST. LOUIS FLOWER** . . . St. Louis closed April 9," writes W. G. Barnard from Chicago. Discussing the show, W. G. continues: "It was much more extensive than the National Show of 1933. The arena and both adjoining buildings were used. Among the concessioners present were John Servus, with a religious show; Pelegrini, auction and juice extractors; Martin, with scopes; Barnard, with peelers; Mr. and Mrs. Lerez, astrology, and many others."

**FRENCH THIBAUT** . . . cards from Fort Wayne: "Spring must be with us again! Saw Southern Jack Wilson working sharpeners to good business Saturday on East Berry Street. Charlie Hyatt, Jim Robinson, Harry Menefee and Homer Bogner are still holding their doorways with strops and blades. Boys with flukem had better stay away from Gary, Ind. How about a pipe from Fred Cummings?"

**"SPENT MOST OF** . . . the winter around the Grand Coulee Dam," opines Mickey Doc Trad from Spokane. "I did fine business in that territory with my herbs and oils and would still be there if an Indian had not thought my oil, which is to be used externally only, was firewater. It landed him in the hospital. The chief told me to quit selling it. I have not seen a pipe from my good friend Johnny (Chief) Vogt recently. The last time I saw the Chief he was trying to sell a dead horse to a mounted ranger. He told the Ranger the horse was asleep. Pipe in, you boys from Texas."

**R. W. WOOLEY** . . . scribes from Peoria: "Peoria is open again to a reasonable reader. It is worth that amount on Saturday, but week days have been slow, due to the poor

weather. Fred M. Miller, working flukem, and T. Unas, with seed, left for Chicago last week. They are two clean workers that will be missed around these parts. Frank Vail, of solder fame, and Chief Vogt also left for Chicago territory. The natives around Gary, Michigan City, etc., are in for a treat when the Chief arrives in his war paint. I am sure he (the Chief) will be sorry to hear that I recently lost my alligator turtle. Bob DeVore has closed his razor blade store and has framed a transferine joint. He expects to leave for Iowa in a few days. Business around here continues to be good when we get a break in the weather."

**W. O. BARNARD** . . . pipes from Chicago: "Arthur Cahill, who, with his wife, left for a world tour after closing at A Century of Progress, recently wrote me from Melbourne, Australia, that the Exposition there was quite a success. Cahill also informed me that in China he failed to see a solitary pitchman, but Japan was full of them."

**"HERE'S A LINE** . . . to let the boys know I am still in the land of the living," pipes H. L. (Count) Harrington from Greensboro, N. C. "Have been with and for *The Progressive Farmer* and have gotten by nicely during the winter. Out of all my experiences I had one of the most unusual and humorous occur today. I wrote a Chismaster for a tray. His name was 'Un Seen.' And I am positive that he lives up to his name, for had he ever been 'seen' before he probably would not have been a yes man. So I still contend that he was unseen until my visit today. I am leaving here this morning (the 10th) for Thomasville, N. C. Robbins Bros. Circus is there. Will work until 1 p.m. and then a visit with Mr. Heron and friends. Will also try to catch Barnett Bros. Circus at Winston-Salem. Maybe I can make the night performance the same day in the Camel City."

**"SINCE LEAVING DETROIT** . . . five weeks ago this is the first town I've made that is paying off," pipes Ray Herbers, Omaha, Neb. Furthermore, I would like to know who this man W. J. Connelly is who has over 100 agents working for him and who works on a street corner himself. Maybe he has a 5-cent ex somewhere. I'll go him one better—since I have been hustling rad the past seven years I now have half the United States using it, including cleaning and dyeing plants. In 1934 I paid the government \$14,972 on my income. Last week, at *The Billboard*, they had to put on an extra girl, just to forward my mail. The repeats have come in so fast I had to get larger quarters in the Merchandise Mart in Chicago.

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**BASEBALL SCORERS—Card-board, 100. 1.80**

**Vest Pocket Size KNIFE SHARPENERS. 3.95**

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"We Know Your Problems and Serve You Best."

This sounds phoney. Well, it is! Am leaving for Seattle. Did Buffalo Cody desert Maxwell Street? Looked for him there three weeks ago Sunday. Am now out of stationery. Will 'wire' from the West Coast."

**H. J. LONSDALE**

Secretary of the NPSFA, writes from Los Angeles to tell us of the death of C. W. (Silk Hat Harry) Downing at 2:30 a.m. April 5. Burial at Valhalla April 8. Silk Hat Harry was twice president of the No. 1 Lodge of the NPSFA and was known and liked by thousands of pitchmen from Coast to Coast.

**"IT HAS BEEN QUITE**

a while since I piped in, but here goes," shoots Doc E. B. Raggett from Chattanooga, Tenn. "DeWitt Shanks and I recently opened our own laboratories here and are putting out about everything in the med line. Had a card from Doc Benson, old-time med showman. He seems to be getting along fine. Mrs. Howard, of the famous Howard team, was a visitor and told me their business was good. They have several performers, as well as a moving pix outfit, and are showing halls and houses. Red Feather and his wife stopped over and spent Sunday with us. We all visited Look-out Mountain and other points of interest. Wonder what has become of my old friend Doc Roberts, of Hot Springs fame. 'Bout time he was piping up. We also like pipes from the famous Weinsiger boys, Paulie and Pete. Smiling Al Stoffel is also due for a pipe. Heard a report that Robert Noel and wife had a blessed event. Saw California Hal Hughes holding down a good location in Nashville recently. Pipe up, Doc Colby. Last time I saw old Doc was in Tyler-town, Miss., in '27."

**"GENTLEMEN AND**

fellow citizens," authors New England Jack Murray from Rockland, Me. "Pull up your chairs and light up your pipes or what have you and listen to this man talk. In a recent issue somebody said he thought a certain salesperson (and this is intended as no reflection on her) could sell books to the United States Senate if given the opportunity. Personally I would welcome a chance like that and consider it one of the easiest tasks I had ever undertaken. Members of the Senate are intelligent men (contrary to opinion in some quarters) and they have a dollar or two in their pockets as a rule. They are broadminded and would be courteous enough to listen to your talk. Give me 15 minutes to address that body and if I can't sell every member except four I will forfeit my head on a chopping block. I reserve four for deadheads. I would use them for pallbearers to assist me in burying the dead sea. It is not much of a job to sell books to people who have money if you can get an audience. Where the pinch comes is to sell to folks who have no money. You will say that is impossible and you will believe that way. And as a man believeth, so is he. Take the im from the word impossible and forget about it. Always say yes it's possible. Everything is possible. Nothing on this green earth is impossible. And I don't care where you dwell. Take me for example. I am the greatest living example in existence. Where would I be if I allowed myself to sink into the mentally 'impossible' state? Here's one to try on your harp. I am selling books every day to people who have no money. I sign them up and I go out and borrow the money for them to pay me with. You laugh, eh? A few weeks ago a minister of the gospel in Burlington, Vt., said to me: 'Mister, I don't need that book you are selling any more than a cat needs two tails, but I am going to buy it from you just the same. I am not buying it from you to help you along. I am taking it because you have made the greatest presentation

**Pitchmen I Have Met**

By SID SIDENBERG

One of the cleverest pen demonstrators I have ever met in this business is Clifford C. Mayer, who just passed his 27th birthday and who spent his last eight years in the portals of Pitchdom, working ink sticks, magic, med and health books.

The minute Cliff told me he broke into the pen game under the wing of Jack Hobson and Jack Kearns I knew that is where he got his early training, for when those boys get thru breaking in a pen worker you can gamble the socks off your feet that he will be good. Both Jacks are a good hand, not only at stud, but great in this game of purveying needs to the public.

Clifford spent his early days as a brakeman on a branch line running from Ogden, Utah, to Wells, Nev., and the longer he held his job the more determined he was to leave it, for this live wire found the same scenery over the route more monotonous with each trip.

One day, upon arriving at the end of the line in Ogden, he found the town billed, announcing that Lang's rep show was going to be the big attraction for a week. That meant three days in town for Cliff and at the end of the third day's ride he mailed his resignation to the officials of the railroad, for he had become acquainted with the head candy butcher on Lang's outfit and when the big top came down and moved out of town Cliff was on the wagon moving with it.

Butching on a rep show in those days meant lots of shekels to a real hustler and Cliff got his allotted share of the profits. In his travels with the Lang organization he ran across McNeil, who was working magic and card tricks. Cliff was adept and got his training on those dreary train rides, which he tried to overcome by practicing magic and which he used to very good advantage when working the Svengali decks by using his magic as a ally.

Recently Mayer broke into the health book end of the business and has been getting receipts working with such men as Frank Hale, Carrigan and others in that line.

Mayer calls Beatrice, Neb., home.

I have ever had the pleasure of listening to. And, believe me, you are without exception the most wonderful book agent I have ever met, and I used to sell Bibles myself. But your line is even harder to sell than Bibles. Enough of that! One of my favorite acts is selling books to stenographers who have no money. How is it done? Well, I borrow the money for them in a town in New York. One day I borrowed \$18—nine sales at \$2 each. How do I do it? Just like spreading soft butter on bread. The prospect says, 'Oh, what a wonderful book. If I had \$2 I would buy it.' I answer, 'Okeh, sign on the dotted line.' Then I step into the next office, to the lawyer, doctor, beautician, etc., and borrow the money for Miss Steno. I return and deliver the book and the receipt. One librarian told me I had more ways than the Milky Way. Space here will not permit me to begin to tell you how many ways I have of selling books. I am the best there is, nothing better—never was and never will be. I am the one and only New England Jack Murray. I will be 55 years of age this Saturday (April 13), the most popular number in figures, or unpopular, which ever way you figure it."

**W. O. BARNARD** shoots: "The National Flower Show in Omaha closed April 9. Total attendance approached 110,000."

**MILTON CLEWELL** . . . "I started in pipes in from New York. I started in the biz in 1894 and to me it seems the biz is just as good today as it ever was, the difference being that you have to change your methods as the people change. The point is to try to keep just one year ahead of the other fellow. Would like to see pipes from oldtimers Jim Kelly, Kid Owens, Andy Woods and

Andy Voults. Have spent the last 30 years in a wheel chair but am still going strong."

**DOC GEORGE M. REED**

cards from Butler, Pa.: "We had a good week here. Leave April 3 for seven days in Alleghany. Then, because I have not been in the best of health recently, we will take a much-needed rest. Butler is open to doorways if you can rent one. The shops are working well. Lucas, of feller note, was in to see me; he is looking prosperous. I wonder if Wayne Garrison and old Bill Ellis got all the loose change in Wheeling, W. Va. Also if Earl B. Wilson is too busy to write a pipe. How are things on High street, Earl?"

**J. D. DRISKELL**

info from Muncie, Ind.: "I have just come thru Ohio from Pennsylvania. Talk about tough going, that Ohio sales tax really causes an out-of-the-State headaches of a mean character. A non-resident of Ohio must pay a \$1 reader in each county he works, plus the State sales tax coupons. A soldier's license has no bearing on your status. If one works without adhering to these requirements and cannot show a vender's license it's tough, and I don't mean maybe. I saw Dave Rose and the missus in Newcastle, Ind., the other day working rad. As long as I have been on the road (17 years) I have seen none better. Both are good, clean workers. They are just the sort of people we need today to keep the few remaining towns that are available to us open in the future. Why not try their way of working just to notice the difference? How about a pipe from Al West?"

**DOC PARSON**

pencils from New York: "I have just read Fred (Sizz) Cummings' 'short' one in the April 6 issue of *The Billboard*. His mention of corn punk caused me to remember a young lad in Syracuse. What a flash! But the best yet is the lad who makes it. He is Slim Knebel and I saw him work the Housing Show here recently. In all my days I have never seen such a flash. He has a swell package, and how that boy can sell! I'm working varnish."

**WARREN LEWIS SELLS**

writes in from Ypsilanti, Mich., to info that biz is great, plenty of auctions, but that people don't seem to have much of the long green in their kicks.

**WALLIEN WITH**

solders, and Christensen, with liquid harder, report good business in and around Frankfort, Ill.

**"AM ENLARGING**

my show a little," tells Ricton, from Reynolds, Ga. "Was fairly swamped with answers to the little ad I had run in *The Billboard* the week of March 30. What would showdom do without our beloved Billyboy? I sure am appreciative of all the inquiries received and want to thank all my friends for writing."

**"YOUNG" DOC HARRY DEFORREST**

. . . pipes in from Chicago that he will be 75 years of age April 17. "And," says Doc. "I am still a medicine showman and proud of it. Have not missed an issue of *The Billboard* since it started (our only friend!). When I write, it's generally trouble. I seem to be a sort of watchdog for our people, the med folks. I once asked med men to clean up the strong office work—and did I get dirty letters. And once I asked the folks to stop knocking the doctors, and one of my best friends has never spoken to me since. But we are not the bad people. It is the radio announcers and the moving picture people who are now working against us. Wonder how many of you heard the recent radio talk, telling the people to never buy from traveling med shows. The speaker said we never go back to the same town twice. How untrue. Apparently they never heard that Doc Scanlon has shown in Easton, Pa., for the past 18 or 19 seasons, or that Doc Frank Cloud has worked the same section for eight years, or that the writer has worked the same lots, same people and same city 30 years. It was said that only the roughnecks come to our shows, and that our shows are like an organ man with a monkey, that people who buy from us are only suckers. I know that radio announcers and all reporters who knock us never heard Doc

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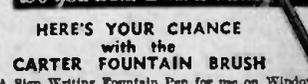
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**DORIS PROD.**, 1432 S. Elmwood, Berwyn, Ill.

Ed F. Wise give his lecture on a stranger in town. Wonder how many know that the late Doc Long's (Diamond Jack) lecture on the heart was so grand that students from medical schools many times followed him to hear it repeated. That artist, Chief Maxie, is a wonderful talker too. They should hear a young man, Doc Maxey, of Maxie Bros., give his lectures. Also Doc Hancock, on the blood; Doc Benson, on oil; Doc Ganner, of Canada, on Earth Liniment; Doc Ed White, on old folks, and for real king's English, Doc Baylor, late of the Texas school board, a gentleman talker and a master. Did you know that Doc Vurpillat paid Mack \$75 a week as a performer? I want to go on record in saying that our folks are ladies and gentlemen and we try to be honest and give the public first-class goods. The manufacturers of medicine for our people have one of the best lines on the market, bar none. I have made it my business to know how manufacturing chemists, who supply doctors and hospitals, compound their products, and we the medicine men have them beat. The folks in Cincinnati and Columbus who manufacture for us make the very best lines in liniments, salves and tonics. Radio announcers read a typed, ready prepared script. But we med people not only have to know what we say, but we must be ready at all times to answer questions of those who may not believe us. Those who say there are no ladies or gentlemen in our profession should meet the Maxey family, and talk with that grandmother of the Maxey boys, or Doc Payne's wife and daughter, and the rest of us. I only wish some prominent writer would prepare a feature article, after circulating out among us for a while. Such a person would find that all but a very small percentage are very real people. This may hurt, but it's true. The only thing that ever closed cities and towns to med people was dirty office work. And those who did it are sorry today. Another thing that hurts is the practice among some of knocking doctors and druggists. Another thing that hurts is when we hear of one who is doing well in a spot or town, all who hear the good word put on a veritable gold rush. Result is that the town is closed. I am 100 per cent for medicine showmen and think they are all clean workers at heart and that each is trying to sell goods of real merit. Let's show them it's an art—and our life's work. No, the medicine showman is not dead. It's only moving picture people, manufacturers and the radio knocking us that may create that impression, along with some writers, editors, etc., who should know better or find out."

**Corey Greater Shows**

JOHNSTOWN, Pa., April 13.—Manager E. S. Corey and his aids are industriously preparing for the show's opening on April 20. Additional to members of the show this year mentioned in previous issues, the following concessioners have been booked: E. S. Goldman, of New York City; L. Roberts and George (Socks) Green, of Philadelphia, and Morris Hannum, of Bethlehem, Pa. Ned Bevan's Athletic Show has also been booked, and Mr. Corey is building a special show for Freda, the Armless and Legless Wonder, who was at a Century of Progress, Chicago, two years ago. Mr. Corey advises that his Fourth of July engagement will be during a celebration at Central City, Pa. All of which is from an executive of the show.

**Philadelphia "Pickups"**

PHILADELPHIA, April 13.—Hammond and Pals at the Fox Theater here this week are a part of the Panamasika Attractions. It is booked for the San Diego Exposition.

Hunt's Circus is the main attraction at the Peter Rabbit Circus for two weeks at the Easter Celebration in the 69th street section. The main feature is in the main show and the side show, under management of Al F. Wheeler. Professor Peak's Punch and Judy Show is one of the main attractions in the big top.

Bench Bentum has been visiting in the city for the past 10 days. Expects to make a local connection for her Diving Sensation.

Harry Wolf is in the city working on some promotions.

Betty Terrill is visiting with friends here.

While several agents have been hovering in the neighborhood the past two weeks, no reports of bookings in the vicinity have been announced.



CHARLES SPARKS shuns personal publicity and for that reason I was taken by surprise when I noticed a long interview with him by Beverly Wallace in The Macon (Ga.) Telegraph and News of Sunday, April 7. In this interview, consuming about 34 inches of space plus a six-inch double-column cut of him surrounded by drawings of performers and animals going thru their tricks, Charley gave some very interesting incidents in his life—how he broke into show business at the age of seven, worked for 25 cents per week for his brother's tent show and other experiences, but the greatest laughs were in his explanation of the tight places he had been in. To quote him on one of these:

"I guess I got in my tightest corner some years back when we were playing a small Louisiana saw-mill town. We had a Negro we fixed up and billed as the wild man in one of the side shows. A bunch of fellows came in to see him and the 10 or more other attractions in the tent. The Barker—what was his name?—Gillespie, that's it. Gillespie gave his spiel, then told the crowd that the wild man only ate raw meat.

"It makes him so savage," (Gillespie shouted) 'that he will butt his head against the bars and beat his way out if a crowd watches him eat.' Then Gillespie forked up a hunk of raw beef and dipped it in what looked like a pall of blood. He handed it to the Negro on a long spike and let the crowd watch him pretend to take a nibble, then he said he'd have to put up the boards or the wild man would beat his way out and murder the crowd.

"That was a rough bunch there. They were drinking, some of them, and had pistols. They'd been working in the backwoods all week and came for excitement and meant to have it. So they told Gillespie that they wanted to see that wild man eat the beef—they weren't afraid of him if he beat his way out of the bars.

"Gillespie argued and argued, but they got rougher and began to wave pistols around in the air. So Gillespie sent for me. I saw in a minute that the situation was pretty serious. I tried to tell them that the wild man was only a Negro, with false claws and tusks and bushy hair. He sat over in the corner scared to death while the perspiration was rolling down Gillespie's face in huge balls.

"My talking and reasoning with the 500 or more people didn't do a bit of good. 'We've come to see that wild man eat the meat and he's going to do it, or the keeper is, or we're going to shoot it out,' they shouted. We were in a spot with the crowd getting uglier all the time. I happened to spy a decent-looking fellow, however, who had a Masonic pla on.

"I'm a Mason, so I went over to him and said, 'Buddie, how am I going to get out of this fix?' He laughed and said, 'Well, there's the county superintendent over there, he has some influence with this bunch, and maybe he'll help you.'

"I went outside and asked the ticket seller what we had taken in on the side show, and he said \$46. I went back in and said to the crowd, 'I see some of you don't think you've gotten your money's worth from the show, so I'm going to give the whole amount taken in to one of you. It's to be used to buy books for school children and I'll let you appoint your own man to receive it.' They named the superintendent and he talked them into an orderly dismissal.

"But after that," laughed Charlie, "there were no more wild men in the Sparks show."

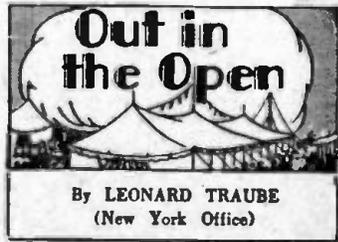
Howard Y. Bary, of giraffe-neck women fame, who is in foreign climes scouting for outstanding features for the Ringling interests, sent me a photo of a Negro woman and her offspring from the African Congo to show how little the natives there dress. On the back of the photo was this note: dated March 21 and sent by airmail: "Have had a fine trip. The natives here all wear clothes

like these or less, in the fields and their villages. Hope to see you at the Hagenbeck-Wallace Circus this summer." From the last statement it appears that Howard will soon be back to these shores.

CARL SEDLMAYR and Elmer and Curtis Velare have good reason to throw out their chests. To them has just gone the honor of receiving the first two-year carnival contract ever issued by the Florida Fair at Tampa. And another unusual feature about this is that the contract calls for not only shows and rides in 1936 and 1937, but concessions as well. This speaks well for the satisfaction given by the Royal American Shows to General Manager P. T. Strieder and other officials of the Florida Fair in 1934 and 1935, when they supplied only the shows and riding devices.

The Kempf Model City has been kept fairly busy the past winter and this spring. G. E. Kempf sent word from Dayton, O., April 12, that "we are showing at Elder & Johnson's Store here this week and will be here in all probability next week."

THE Al G. Barnes Circus last week at Hollywood met one of the worst lot situations in history. Altho the grounds were covered with water, a foot in some places I'm told, Manager S. L. Cronin was determined the show must not only move on but go on—and on the lot it went after a terrible water and mud scramble that caused a delay but not the loss of one performance. It took great courage to accomplish what seemingly was impossible, and I congratulate Cronin and his coworkers and helpers on this heroic piece of work.



**Post-Office Gifts**

NOTICED in the April 6 column what Ray Choussier has to say about elephants," pens Walter L. Main. "He is 10 years behind in his claim that elephants playing bowling alley and marking the score were new in 1912, the year he says he joined the Hagenbeck-Wallace show. In the fall of 1910 I owned five green elephants. That winter Dick Jones trained them to do the war scene, barber shop, bowling alley and mark their own score. They were trained in my winter quarters in Geneva, O., and after I sold the show they were leased (your correspondent can't decipher the name, but it looks like Mr. and Mrs. W. W. Powers were the lessees) and are still going.

"I saw your story about me," scribbles the aforementioned L. (Crazy Ray) Choussier, "including your 'defense' of Max Gruber, trainer of the Jungle Oddities, and it's okay by me. Let Gruber pop and I will be with him." Walter Main is the No. 1 popper.

THE trip to Fort Worth was very much worth while," typewrites Frank H. Kingman, secretary of the Brockton (Mass.) Fair. "We have contracted for our officials and contract people. We are planning on having Johnny Rufus for the trick roping. Tad Lucas is not competing yet (she was injured a couple of years ago—L. T.), but she has agreed to come to Brockton to act as one of the timers, which, of course, means good publicity.

"In the trick riding event we have Dick Griffith and Harry Orer." At this point Mr. Kingman proceeds to get himself in Dutch with the dear, dear ladies. "As far as the girls are concerned, we would like to eliminate them because I have yet to see one who really works smoothly and lands in the saddle as they should. Many shows do not have them at all." But don't worry, gals, Secretary Kingman isn't finished. "However, inasmuch as we do not have enough of the girl element in our program, we decided at the last minute to put them in." That proves Mr. Kingman's eternal galsantry. "We already have Pauline Nes-

bitt and Claire Thompson. Jimmy Nesbitt will do the clowning."

Rodeo announcers are herewith invited to consider the next statement. "I have yet to hear an announcer who I think is good. They are about as scarce as hen's teeth. We have also reserved decision on the arena director, likewise because arena directors are scarce. For the arena secretary we are going to use our own man. I am doing this to overcome any possible collusion there might be between this person and contests. We are going to try to operate the thing aboveboard and eliminate every possibility of coniving.

"Our contract calls for 15 palomino horses and 15 spotted ones, which will give us at least 30 colored horses in our grand entry. We are supplying the shirts for contestants and pennants and banners to dress up the affair.

"We are going to reduce our prizes slightly as compared to last year, but will add all entry fees, which will bring the total cash awards to a greater sum than last year. At Fort Worth the boys struck and the management gave in to them, adding all entry fees to the purses. By adding all fees to start with there can be no question.

"We have not done anything yet about Indians because of the great expense in getting them here, but there is a possibility of getting a well-known tribe."

Mr. Kingman's letter appears here for whatever it is worth to people concerned with rodeos. It is doubly pleasant to find in making it reach print because of its frankness.

From Wells Hawks, master p. a. of a few years back, comes the following: "The caber bring the news that Jeannette Powers' elephants are to play the Tower Circus in Blackpool, England, this month. They will be there for several weeks and will then go to Ireland and later to Paris. She is also going to appear at the pageant of the King's Jubilee. These wonder elephants belong to the American scene, altho they have been in Europe for the last eight years. You will remember that they were in the old New York Hippodrome for 18 years. Jeannette will come to the United States in the fall. It is rather interesting to note that she is the sole owner of the elephants and is one of the few who owns and trains pachyderms."

ALVIN H. STEINBERG, publicity and production chief of Young's Million-8 Pier, Atlantic City, and Harry Biben, his Philly booker, were in town spreading M-D gospel. Steinberg is properly equipped to do things at the pier this season—The Ringling management's lecture to the entire personnel before the train left Sarasota for New York was, as the poets say, a pip!—Eddie Elkins figures on opening his carnival in Westchester County,—Who remembers when Buck Leahy trouped?—Jimmy Dugan has joined Gorman Bros' Circus as banner man.—Advertisement: Hurry up and buy up copies of F. P. A.'s *Conning Tower* pillar in April 8 *Herald Tribune* and read the P. T. Barnum poem by Christopher Ward. A treat.

Seen at the Flying Trapeze cabaret shop after the Big Show opened at the Garden last Thursday: John Ringling, Mr. and Mrs. Melvin D. Hildreth, Walter Buckingham, Bugs Raymond (last three of CPA), the Wallendas, Ed (Photographer) Kelly, Mr. and Mrs. Harry Ripley, Felix Adler, Mr. and Mrs. Javits, and Paul McCullough, of Clark and McCullough. They stayed until wec in the morn. Hazel Williams, niece of Charles T. Hunt, of Hunt's Circus, was in good form as she did her loop-the-loop act that night.

Clown turns harliquo(or)in: Dave Nemo has opened a bar and grill at 4402 Avenue H, Brooklyn, practically around the corner from the famous show lot.

Rhythm Note: Arch Clair is opening the Totem Pole Ballroom, Norumbega Park, Boston, on April 20 for a preliminary swing until formal bow on May 27. Alan Leafer's music will initiate ceremonies.

**Casey Has Arm Amputated**

CINCINNATI, April 13.—Jack Casey, formerly of outdoor show circles and brother of Mr. and Mrs. Ray Wheelock, of later Greater Shows, after suffering an arm ailment since early last November, had his right arm amputated recently and is in U. S. Veterans' Hospital, Lincoln, Neb. Mrs. Wheelock states that her brother would appreciate receiving cheerful letters from his showfolk acquaintances.

# Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

## Preamble

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

We solicit your co-operation in reporting to and aiding this department by giving us the facts on any difficulties you have encountered with the laws and ordinances in any city or State. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera Place, Cincinnati, O. We are prepared to give you remedies for these conditions which will prevent others from falling into the same trap.

In past issues this department has published many kinds of data on laws, sizes and restrictions covering motorized shows. The type of vehicles and the operations thereof have been defined and the owners should at this time begin to profit from this data.

Letters received have asked for data on license of many States. This type of information will be published later. The legislatures of the States have not reported this data to the authorities in charge of publications. We suggest that you get this information from your local license bureaus.

In answer to those letters on tire sizes, this is a matter that is under the supervision of the States. Readers who want to know more about this tire-size question must get the following issues. Tire sizes are the link in weight allowance. Every State governs the weight carried by the size of the tire, the number of axles, the number of wheels, the spacing of the axles and the number of cubic inches of tire surface on ground. The larger the tire the greater the weight allowed. However, this does not apply in States that have set weight limits. Each State has a rule or scale by which weight is gauged by the above requirements. The tire sizes must appear on each side of the vehicle; this is law. Housecar trailers are governed by this act if the trailer weight is greater than 1,000 pounds.

Owners of motorized shows and other type of operators should give every one of these items attention. The reader will find plenty of laws not to be violated in every State. Advance data of this kind cannot be had from various sources and what is published in this department comes to you as a service from *The Billboard*. We want every owner of a vehicle to tell his friends about this new department. Readers will be greatly rewarded for their cooperation.

Motorized units are strictly prohibited from moving upon the highways of Wisconsin on Sunday (all day) in the summer months. Units may move at night on Sundays provided a special permit is obtained five days in advance of the move. This law became effective November 1, 1934. It does not apply to housecars weighing less than 1,000 pounds.

Twenty State laws on weights not listed heretofore follow:

State	Max. Gr. Weight 4-Wheel Unit	Max. Gr. Weight 6-Wheel Unit	Measure Provision
Alabama	20,000	20,000	No Rule
Colorado	30,000	70,000	Rule
Dist. of Col.	30,800	70,200	Rule
Florida	18,000	34,000	Rule
Kentucky	18,000	18,000	No Rule
Louisiana	Based on net weight not to exceed 14,000 lbs.		
Michigan	Based on 18,000 lbs. to each axle with air tires.		
Mississippi	22,000	30,000	Rule
Missouri	28,000	56,000	Rule
Nebraska	32,000	48,000	Rule
New Hampshire	20,000	60,000	Rule
New Jersey	30,000	60,000	Rule
No. Carolina	20,000	40,000	Rule
Ohio	24,000	60,000	Rule
Oklahoma	24,000	55,000	Rule

So. Carolina	20,000	20,000	No Rule
South Dakota	20,000	20,000	No Rule
Texas	Based under a special ride rule; write for data.		
Vermont	20,000	20,000	No Rule
Washington	24,000	60,000	Rule
Wyoming	30,000	30,000	No Rule

The above laws on weights have specific rules or scales by which weight per vehicle is based. Most States have rules like this: Tire size vs. axles vs. length vs. gross. These weights were not listed in our April 8 issue, and if the reader will obtain that issue a complete set of weights may be had. However, these may be changed by the 1935 legislatures.

## Correction

The length for single vehicles in Kentucky is 26 1/2 feet over all and not 28 feet as published.

## Covington, Ky.

Last year a motorized show was detained in this city and the owner given a heavy fine. The show was held for three days because the fine was more than the show had taken in while in this city.

## License Plates

Readers who have written this department for information on licenses are advised that you cannot use the license plates of one State on your car and plates of another State on your trailer. This is prohibited by the laws of all States. You must have the same plates on your trailer as on your car. It is possible to purchase a license in one State with a low rate and be a resident of another State. This refers only to housecars towed by automobiles.

## Insurance Requirement

All commercial type vehicles are required to have public liability and property damage insurance. This is the law in every State, and several States have heavy penalties for violation thereof.

For Technical Data Write

PUBLIC SERVICE ASSOCIATION, INC.,  
Sidney, O.

## BIG SHOW

(Continued from page 3)

and slavish attention to details. European imports, scouted by Pat Valdo, director of personnel, augment the old regulars to render the arena doings a delight to the eye and a thrill to the sadistically minded clients, of whom there are many, to judge by the shrieks, the gasps and the general air of excitement. Under the guidance of General Manager S. W. Gumpertz and with Equestrian Director Fred Bradna, imposingly attired and fresh from Florida and resplendent suntan, contributing his 35 years of Big Show experience, the world's top circus remains in its pre-eminent, unchallenged position.

Importations are the Walkmirs, intricate perch trio, who will go places in the American sawdust firmament; Antaleks, who are given perch, ground novelty and aerial spots in three displays; Romeo, acrobats; the Buemrangs, aerial troupe; a new mass contingent of Arabian tumblers traveling under the standby Demnati banner, and the Maschinors, who supply a comedy acrobatic number and are also an integral part of a compelling tumbling congress employing five troupes for a total of 50 people.

Back on the show after an absence of some years are the Pallenbergs, Emil and Katherine, with two sets of bear acts and in an earlier spotting with Dobermann Pinchers for two spirited sessions.

Stature display is out after a long tenure of service. Two sets of revolving acts in the No. 10 display are one of the more outstanding innovations. In that number verve and grace merge with smart regalia for one of the prettiest sight and action periods ever seen hereabouts. Bow to the fems is also emphasized in the tournament which is led by a trio of eye-filling drum majorettes. The three mats in the ring are numbered, another original touch. Takeoff on the Zucchini cannon act has been improved upon in number of clowns and in precision. A provoking clown bit is furnished by the veteran Bluch Landolf with a "Rubinuts" walkaround, a travesty on the radio violinist. Clown Poldor and various other joys poke their zestful fun at

people and institutions and things in the short space allotted them. A tribe of Indians and an ax thrower add color to the Wild West Show, which is under direction of Cy Compton until Tim McCoy joins for the road stands starting in Brooklyn.

For the first time in the Garden there are two high-wire troupes, the Wallendas and the Grotoffs. The flying acts, with the Otaria flanked by the Conoselos and the Comets, represent what may be called the most superlative flying pageant of modern times.

Thursday night's show was opened by Governor Harold G. Hoffman of New Jersey, CSSCA, and on various floats were Mr. and Mrs. Martin Johnson, Clarence Chamberlin, (Bobby) Clark and (Paul) McCullough and other biggies. Jolly Bill Steinke, of radio programs, turned clown for the evening and worked with a couple of the harlequins in several numbers, once impersonating Papa Dionne. After the show guests and several performers, including the Pallenbergs and some of Clyde Ingalls' Side Show, parted at the CSSCA headquarters under the big top in the Gotham Hotel.

Mrs. Charles Bingley occupied a box at the inaugural with George Hamid, the booker, and Bob Morton, fraternal circus producer. In another box were Evelyn Joyce Cook, wife of Frank Cook, Hagenbeck-Wallace-4-Paw-Bells manager, and her two children. John Ringling attended the evening show with a party. His was the very last group to leave the house that evening.

Merle Evans, director of the band, did much to add to an interesting and enjoyable performance, as did Ingalls in the announcing, both of whom proved that "time cannot wither, nor custom stale."

## DETAILED REVIEW

**DISPLAY 1—INAUGURAL PAGEANT.** At 2:20 the trumpeters sounded their blasts for the perennially eclectic spec. *The Durbar of Delhi*, to start its way around the hippodrome track. Dressed as drum majors, three of the performing girls led the way for the colorful caravanerie, with old Modoc lumbering close behind. This was the pulse-raising start of the best Bingley-Barnum opening this reviewer has caught in eight years on this assignment. The show sparkles with a freshness that has not, to our best recollection, been equaled by any of its predecessors in recent years. Discounting the expected waits in an opening performance this cycle of 22 displays evidenced a speed that will be welcomed by old and tried lovers of the Big Top and which will make many new friends for what is now more than ever the Greatest Show on Earth. Spec costumes are not only refreshingly new but designed in excellent taste, combining the vivid hues that are very necessary with a blending of shades that cannot fail to tickle the fancy of the most exacting esthete. Merle Evans supplied lilting harmonies in brass and winds and color harmonies of even greater appeal were provided by the trappings. There seemed to be several new floats as well as a supplementary contingent of quadrupeds from all corners of a world that seems to exist solely to provide the Big Show with novelties.

**DISPLAY 2—EQUESTRIANISM.** With Clyde Betty and his cage of cats out of this year's running, a shifting had to be made in the early part of the display routine, thus bringing the straight bareback riders near the top of the lineup. This, incidentally, is one of the few displays that has not undergone radical changes in routine and personnel. Jimmy and Betty—under the doubling title of *The Bettinas*—represent the Reiffenach family in Ring 1; the Loyal Sisters (doubling title of the Loyal-Reppach Troupe) are in Ring 3, and in the center ring are Mitzi and Rose Reiffenach, billed for doubling purposes as the Mitzirose Sisters. Jimmy and Betty are unspiced and their smooth routine is marked by the former's solo work. The Loyal girls are paced by one of the men in their troupe and their standout bit is a hand-to-back balance on their resin-backed steed. Easily the strongest on pure sight angles in this stanza are the Mitzirose girls. Ma Reiffenach snaps the whip as these shapely and agile young ladies defy gravity and fear while performing acro-

batics on the back of their white horse. Following this display there were clown stunts and the dual boxing act of the Demaros in Ring 1 and Poldor and Lou Jacobs in Ring 3. The joys worked with some restraint, due possibly to the brief interval permitted them while the nets were being pulleyed into place for the Guice display.

**DISPLAY 3—WALTER GUICE TROUPE.** Even in this display, which seemed to have changed hardly at all from year to year, there is more verve and color this season. This despite the comparatively few performers involved in the action. Guice is the rube in the aerial bar routine on Stage 1, and he is assisted by a dude, straight and a girl catcher. On Stage 2 is a fairly accurate mirror of the Guice routine on the other side of the arena. From Guice's bars hangs a trapeze that is occasionally used, but there is none over Stage 2, however. The slip-stick finish is similar to former years and the parting salute from the two straights in the form of graceful swinging is this year particularly eye tickling.

**DISPLAY 4—ELEPHANTS.** It is with a hope that those of circusdom who read this will believe in our sincerity and not ascribe fickle enthusiasm or ax-grinding to our motives that we label this year's elephant display as the best we have yet seen in any show. The routine is superlatively ingenious and the handling leaves nothing to be desired. There are 15 pachyderms, divided evenly among the three rings. Ed Doherty, the Big Show's bull trainer, helps Erika Loyal perform a swell pacing job in center ring. Eleanor Raymond, working under the handicap of a sprained ankle but betraying it only by the visibility of the bandage, has a quintet of thick-hided fellows in Ring 1, and petite Ann Lee is a treat to watch in Ring 3. Instead of detracting from the act her diminutive stature emphasizes for thrill values her mastery over the huge trunk swingers. Among the synchronized stunts in the three rings are pyramid formations by several and all of the bulls; a cute routine best described as an elephant version of "London Bridge Is Falling Down" and various other neat geometric formations. Miss Loyal is swung from the ground by the trunks of four of her charges, which are joined as spokes to the hub of a wheel; Miss Lee does a similar stunt and adds to her effectiveness by being carried over a large part of the hippodrome track in a crook of the trunk of one of her "babies." There is a dance rhythm windup, which is immediately followed by the always interesting fare the well: a gabled pyramid on the track by the entire contingent. This display drew unstinted applause.

**DISPLAY 5—PARADE OF FREAKS.** Clyde Ingalls, who is again doing complete justice to the announcing role, has his brief interlude of personal sponsorship when his striking examples of Nature's sense of humor emerge from their basement quarters for a sortie around the hippodrome track. The Doll midgets lead as usual, but Jack Earle and his wholesome horseplay with Major Mite are conspicuously absent. It was whispered that Jack was out at Martin's on Canal street being measured for a summer suit. Among the strange people

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**C. L. SPENCER SHOWS**



being paced by their mount. Versatile Walter Gulce—he of the aerial bar acts—has his troupe under the billing of the Walters in Ring 3. The Gulce company consists of three girls, clowning Gulce and a straight. Also a fine exhibition here of intrepid bareback stunting.

Between Displays 17 and 18 the midget trehouse feature is put on. This year the half-pints are dressed as Mickey Mouse's cousins—and the effect is quite funny.

**DISPLAY 18 — ACROBATIO ACTS.** Again tumblers and gravity-defying somersaulters get their place in the spotlight. A new feature of this display is the combo of the Demnatis and the Kardir Golem troupe under the program billing of the New Demnati Troupe. With them as a single dash of blondness is Theol (Tumbling) Nelson. The 47 men build pyramids with speed and ease—and rip them down just as expeditiously. One of the stalwarts balances six of his colleagues and later two of the stuntsters balance seven apiece. The big moment is a 15-man pyramid, five-high. The perennially sensational Yacopis (The Great Yacopis to you!) are in fine fettle on Stage 2 in their tester-board routine. The girl is thrown to a four-high position. This is followed by an announced 300-pound tandem somersault. The Yacopi finale is a quadruple somersault into a chair by one of the boys. The Dan-willa tumble and flip-flap in their earlier work and their announced stunt is a flip-nap somersault to the shoulders three-high. The Maschinos are in Ring 3 and engaged in a progressive series of evenly interesting balancing formations and tumbling. The Uyenos give a smooth Risley exhibition in Ring 1. The display is brought to an exciting finish by the Greater Demnati Troupe tumbling over every bit of available space in the arena; Miss Nelson doing long-distance American tumbling down the northern side of the track.

**DISPLAY 19—PARADE OF CLOWNS.** This assemblage, as previously remarked, is rather weak, but not to the detriment of the show. The late running time of the show evidently was the cause of an abrupt halt. There are interesting innovations by the producing clowns, including grotesques that are new to the Garden and a funny Popeye representation.

**DISPLAY 20—FLYING ACTS.** Again risking the accusation of exaggeration it is stated that this year's flying act display is second to none and better than most we have ever caught at the Garden under Ringling-Barnum auspices. The spot lineup is: Over Ring 1—the Flying Concellos; over Ring 2—the Great Otari Troupe; and over Ring 3 the Flying Comets, program title for the Concellos' No. 2 troupe. This year the Otaris have dropped their formal attire and are rigged out in snow-white tights. Their timing is perfect and grace beautiful to the extreme. Their "Great Aerial Cross" should be a Big Show standout for many years to come. The Concellos have Antoinette flying and to a fare thee well. She drew heavy applause with her announced two and a half somersaults winding up in a leg catch. The Flying Comets comprise three men and a girl and without the extra thrill touches their routine matches the Concellos.

**DISPLAY 21 — DOROTHY HERBERT AND HIPPODROME RACES.** The blond beauty shines again; this time over the hurdles and blazing logs with a herd of wild horses. The Roman riders and chariot race bring this aborted display to a close (by now the show had run half an hour beyond schedule).

**DISPLAY 22 — HUGO AND MARIO ZACCHINI.** This year Mario climbs into the billing class, although he is not more important than last when he made his debut as the second man in the duo cannon stunt. The Zacchinis display a marvelous showmanship and their stunt is still something for the folks to talk about as they wind their way home.

**Executive Staff, Bosses, Personnel**

John Ringling, president; S. W. Gumpertz, vice-president and general manager; Mrs. Ira W. Robertson, secretary to Mr. Gumpertz; Mrs. Charles Ringling, vice-president; Mrs. Richard Ringling, vice-president; John M. Kelley, vice-president and attorney; J. C. Donahue, general traffic manager; R. J. Clausen, legal adjuster; Carl Hathaway, superintendent; O. G. Snowhill, general agent in charge of billing; Frank Pender, treasurer of corporation; Ira W. Robertson, treasurer of show; Pat Valdo, director of personnel; Fred Bradna, equestrian director; Roland Butler, gen-

eral press representative; Dexter Fellows and Frank Braden, story men; Will L. Wilken, contracting press agent; William J. Conway and Al Butler, contracting agents; Walter Wapenstein, Jack (Cow) O'Connell and Willie Carr, 24-hour men; Chick Bell, superintendent of reserved seats; Bobby Worth, chief usher; George Blood, manager of cookhouse.

**BOSSSES:** Warren Jones, manager, assisted by Peter March; Mickey Graves, properties; Bob Reynolds, first assistant; Ralph Lill and Ray Oleck, assistants; Edward (Shorty) Doherty, elephants; James Whalen, canvas; Lawrence Bancel, wardrobe; Tom Lynch, baggage stock, assisted by Steve Finn; Pat Mulligan, ring stock; John McLachlen, trainmaster; Raleigh Davidson, lights; John Meek, privileges; William Yeake, blacksmith; Tex Elmundt and Frank Asher, horse trainers; Mike Carey, paint; Mrs. Phyllis Nelson, mistress of costumes; Joe Dan Miller, sleeping cars; John Paterson, tractors.

Clyde Mallory, manager of billing car No. 1, and W. C. St. Clair of the No. 2; Frank McIntyre, front door; James Manning, back door; Bert Weaver, commissary wagon.

**Side Show**

Side Show is managed by Clyde Ingalls. Attractions are as follows: Sky High (Jack Earle), Tallest Man on Earth; Major Mile, World's Smallest Man, managed by Bob Crawford; Doll Family, midgets; Francisco Lentini, Only Man With Three Legs; Anata Hays, Anatomical Wonder; Grendol, sword swallower; Pearl White, Iron Tongue; Cleko, African Bushman; Miss Suzanne, snake trainer; Baron Paucci, Italian midget; Miss Olvera, half girl; Carlson Sisters, fat girls; Lady Olga, bearded woman; Jack and Gill, skeletons; Kitty Smith, amless wonder; Mohamad Khan, Hindu magician; Susie, Elephant-Skin Girl, managed by Julius Kuehnel; Miss May, animate art; Habib, Egyptian Wonder Worker.

**STAFF:** Harry Lewiston, assistant manager, who will also present a mental act on road tour; Austin King, lecturer; W. H. Westlake, John Ellis and Kuehnel, talkers.

**Merle Evans' Band**

Merle Evans, musical director; cornets—O. A. Kircheis, Joe Steffan, Henry Kyes, Joe Doble and Hank Werner; flute and piccolo—Jack Pratt; clarinets—Everett Gavin, George Bishop and Tony Ramirez; horns—Paul Davis and Frank Bilton; baritones—Noble Howard and John Kultzi; trombones—Lew Beard, Stanley Czwiniski and Charles Hockenbury; basses—George Woolley and Knut Olson; snare drummer—Amos Thompson; bass drummer—Henry Paulsen; calliope—Fred Mullen. Evans is marking up his 17th consecutive year as B-B bandmaster.

**Clown Alley**

In the clown lineup are the following, with the order of mention being from the printed program: Paul Wenzel Trio, Andrew Florento, Jacques Florento, Jinks Buchanan, Val Vernon, Courtney LeSax, Martin Tournay, "Spitters," Frank McStay, Ko Ko, Jack Motzer, Alex Gettings, Jimmy Davison, Charles Bell Trio, Pete Gettings, Maurice Martelli, Polidor, Billy DeNaro and brother, Felix Marto, Charles Marquise, Jack LeClaire, Adler, Tom Hart, Billy Marto, Bobbie Irving Nelson, Felix Wallen, Jerry Bangs, Peter Marroid, Everett Hart, Johnnie Grady, Karl Nielson, Harry Dell, Don Dell, Circo Trio, Harris Caney, Murray Walton, Leo Franconi, Sam Sellers and Kayo Trio. Additions to program: Pierre DeKoe, Bluch Landolf, Hubert Titali and Shorty Flemm.

Lilliputian Comiques: Henry Bedow, Paul Horompo, Albert Moore, Charlie Dell, Major Millott, Saluto and Signor Perez. Addition, Prince Paul.

**Wild West**

Wild West personnel consists of the following: Fred Burns, roper; Steve Clemento, ax thrower, assisted by two girls; Verne Goodrich, roper and rider; Dave Nemo, roper-rider; DelPaos, ropers and whipcrackers; Gabriel and L. Solo-

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**BIRTHS**

(Continued from page 31)

Ackley is an announcer at Station WOWO, Fort Wayne.

ROUTES

(Continued from page 35)

Duchin, Eddie: (Central Park Casino) New York, N. C.
Dunbow, Art: (Chop House) Hartford, Conn., nc.
Duprey, Bob: (Colony House) Detroit, c.
Durso, Mike: (Delmonico's) New York, nc.

Martell, Paul: (Arcadia) New York, h.
Martin, Freddy: (Palmer House) Chicago, h.
Mason, Paul: (Sylvania) Philadelphia, h.
Mawson, Buddy: (Pelham Club) Hurley, Wis., nc.

Ynda, Harry E.: (Club Roma) Chicago, c.
Abbey Theater Players: (Shubert) Kansas City, Mo., 22-27.
Catie, D'Ory, Opera Co.: (His Majesty's) Montreal, Can., 19-20.
Dodsworth: (Royal Alexandra) Toronto, Can., 19-20.

Hagenbeck-Wallace-Paw-Sells Bros.: (Stadium) Chicago 20-May 5.
Mix, Tom: Lodi, Calif., 16; Roseville 17; Placerville 18; Grass Valley 19; Marysville 20; Oroville 21.

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America's Model: Jacksonville, Fla., 15-20.
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Barkot Bros.: Williamsburg, Ky., 15-20.
Beckmann & Gerety: San Antonio, Tex., 22-27.

SUPREME BURLESK

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Sloan's Babes: (Park) Brooklyn 14-20.
Vampire Girls: (Minsky's Republic) New York 14-20.

INDEPENDENT BURLESK

Blue Rhythm Girls: (Orph.) Paterson, N. J., 14-20.
Bright Eyes: (Troceador) Philadelphia 14-20.
Broadway Babes: (Howard) Boston 14-20.

MISCELLANEOUS

Alexander Players: Medford, Minn., 15-20.
Birch, Magician: Anderson, S. C., 17; Abbeville 18; Honea Falls 19; Liberty 20; Pelzer 21; Shelby, N. C., 23; Bessemer City 24; Concord 25.



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VAUDE-PRESENTATIONS

Adelaide & Sawyer (State-Lake) Chicago. Albee Sisters (Penn) Pittsburgh.

Baby Rose Marie (Poll) Waterbury, Conn. Baelanova, Olga (Michigan) Detroit.

Bell & Grey (Lutz Club) Chicago. Barrie, Gracie (Farle) Washington, D. C.

Barto & Mann (Buffalo) Buffalo. Beemis, Beverley & Billy (Adelphi & Dorchester Hotel) London 1-30.

Bell & Grey (Lutz Club) Chicago. Bernie & Walker (Lyric) Indianapolis.

Blake, Larry (Alvin) Minneapolis. Boila's, Nick, Unit, Monte Carlo Revels (Lyric) Indianapolis.

Bower, Cooke (State) Newark, N. J. Britton, Frank & Mill, & Band (Chicago) Chicago.

Brooks, Louise, & Doris (Capitol) New York. Buck & Bubbles (Boston) Boston.

Bussington, Ezra, Band (Colonial) Dayton, O. Bryona, The (Orph.) Minneapolis 15-18.

California Variety Eight (State-Lake) Chicago. Calloway, Blanche, & Orch. (Pal.) Hartford, Conn.

Calloway, Cab, & Orch. (Century) Baltimore, Md. Calvin, Al, & Marguerite (Beacon) Winnipeg, Can.

Cardini (Pal.) New York. Cariny, Rachelle (Met.) Brooklyn.

Callahan, Charles (Academy of Music) New York. Carr & Dawn Revue (Avon) Lenoir, N. C.

Carter & Holmes (Marbro) Chicago. Cass, Mack, Owen & Topsy (Earle) Washington, D. C.

Charles & Barbara (Arcade) Montreal, Can. 17-19; (Starland) Montreal 20-23.

Ching Ling Foo & Co. (Marbro) Chicago. Christy, Joe, & Co. (Riverside) Milwaukee.

Chumbecon, Florence (Adelphi) London 1-30. Clark's, Harry, Rhapsody in Rhythm (Plaza) El Paso, Tex. 17-19; (Sunshine) Albuquerque, N. M. 22-25.

Cleve, Elmer, & Co. (Alvin) Minneapolis. Collins, Charles (Adelphi) London 1-30.

Conti, Mickey (Met.) Boston. Costello, Don, Revue (State) Newark, N. J.

Crawford & Caskey (Fox) Philadelphia. Croel & Allen (State) Newark, N. J.

Curry & Niska (Lyric) Indianapolis. Dance Dreams (Globe) Bridgeport, Conn.

Dancing Thru (Capitol) Atlanta, Ga. Danny & Eddie (Marbro) Chicago.

Dare, Danny, Boy, & Girl (Buffalo) Buffalo. Davis, Benny, & Gang (State) New York.

DeLone Sisters, Three (State) Newark, N. J. Deany, Jack, & Orch. (Fox) Philadelphia.

Devito & Denny (Ufa Palais) Hamburg, Germany, 1-30. Duthler, Lew, Jean & Joan (Earle) Washington, D. C.

Du Bois, Wilfred (Plymouth) Worcester, Mass.

Eddy, Jack, & Co. (Boston) Boston.

Everett & Conway (Shrine Circus) Pueblo, Colo., 18-25.

Flame Dancer (State-Lake) Chicago.

Flash, Revue (Academy of Music) New York.

Fogarty, Joe, & Co. (Chicago) Chicago.

Folder, Chas, & Co. (Orph.) Minneapolis.

Fomalis, Three (Loew's Orph.) Boston.

Footlight Follies (Paramount) Provo, Utah, 17-18; (Victory) Salt Lake City 19-21.

Foster, Gae, & Co. (Loew's) New York.

Foy, Chas., & Co. (State) Newark, N. J.

Franka, Pour (Palladium) London 1-30.

French Casino Show (Pal.) Cleveland.

Gall-Gall (Paradise) New York.

Gambols of 1935 (Academy of Music) New York.

Gautier's Toy Shop (State) Minneapolis.

Gaylene Sisters (Met.) Brooklyn.

Gerard, Chas., & Lillian (Orph.) New York.

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Gleason & Allyn (Plaza) El Paso, Tex. 17-19; (Fox) Las Cruces, N. M. 20-21; (Sunshine) Albuquerque 22-25.

Gray Family (Pal.) Minneapolis. Griffith, Edith (Pal.) Minneapolis.

Grindell & Esther (State) Greenwood, S. C., 18-18.

Hall, Bob (Met.) Boston. Harmony Co-Eds (Oxford) Philadelphia.

Harris & Shore (Shubert) Cincinnati. Harris Twins & Loreta (Michigan) Detroit.

Harvey, Ken (Pal.) Manchester, England, April 29-May 11. Hayworth's, Beasly, Edwy. Novellets (Princess) Morristown, Tenn. 17; (Capitol) Greenville 18; (Liberty) Pikeville, Ky. 19; (Indiana) Richmond, Ind., 20-21; (Virginia) Hazard, Ky., 22; (Appalachian) Appalachia, Va. 23.

Headberton, Ray (Fox) Philadelphia. Hello, Paris (Pal.) Cleveland.

Herbert, Hugh (Earle) Philadelphia. Hilton, Maud, & Co. (Loew) Jersey City, N. J.

Hollywood Premiere, Rudy Nichols (Margarie) Harlan, Ky., 17.

Honan, Helen (Pal.) Chicago.

Howard, Shirley (Chicago) Chicago.

Jackson, Irving & Reeve (Loew) Jersey City, N. J.

Jacksons, Three (Lyric) Indianapolis.

Jans & Lynton (Astor) Reading, Pa.

Jansleys, The (Fox) Detroit.

Jose & Marie (Lyric) Indianapolis.

Joyce, May (Loew's Orph.) Boston.

Justa Poursome (Plymouth) Worcester, Mass.



ROUTE DEPARTMENT

When no date is given the week of April 13-19 is to be supplied. In split week houses the acts below play April 17-19.

Kanes, Three (Boston) Boston. Keas, Betty (Trocadero) London 8-30.

Keck, Eddie (Cleveland; (Circus) Buffalo 22-27. Kelly, James (Penn) Pittsburgh.

Kincaid, Ruth (Oxford) Philadelphia. Koler, Harry (Penn) Pittsburgh.

Lamb & Bellit (Pal.) New York. Lane, Bobby (Chicago) Chicago.

Lane & Harper (Pal.) Minneapolis. Lang, Sandy, & Co. (Loew) Jersey City, N. J.

Large & Morgner (Pal.) Chicago. LaVerre & Handman (Oriental) Chicago.

Lee-Louise & Sinalar Twins (Gates Ave.) Brooklyn. Lee Twins Revue (Oriental) Chicago.

LeKreun, Pierre (Met.) Brooklyn. LeRays, The (Alvin) Minneapolis.

Lewis, Ted, Orch. (State) Memphis 20-26. Liszard Arabs (Earle) Philadelphia.

Loriel (Roxy) New York. Lowrey, Ed (Paradise) New York.

Lucas, Nick (State) Minneapolis. Lunceford's, Jimmie, Band (Penn) Wilkes-Barre, Pa., 22-24.

Mack, Freddy (Roxy) New York. Mainstreeters (Pal.) New York.

Mangan, Hazel, & Girls (Wintergarten) Berlin 1-30. Manhattan Merry Go Round (Met.) Brooklyn.

Mann, Jerome (Met.) Brooklyn. Mann, Sydney (Marbro) Chicago.

Marlowe, Selma (Shubert) Cincinnati. Maus, Capt. Willie (Chicago) Chicago.

Mayo, Geo. (Penn) Pittsburgh. McKenna, Joe & Jane (Colonial) Dayton, O.

Melino, Frank, & Co. (Tower) Kansas City. Mella, Kirk & Howard (Globe) Bridgeport, Conn.

Melson, Chas., & Irmanette (Globe) Bridgeport, Conn. Mendt, Vince, "One-Man Band" (Gates Ave.) Brooklyn.

Meredith, La Anne (Dorchester Hotel) London 1-30. Merman & Bronson Revue (Loew's Orph.) Boston.

Neroff, Benny, Revue (Albee) Brooklyn. Merryfield, Matthes (Pal.) Manchester, England, 29-May 11.

Merry Go Rounders, Three (Met.) Brooklyn. Michon Bros. (Gates Ave.) Brooklyn.

Miles, May, Revue (Orph.) New York. Millinder, Lucky, & Blue Rhythm Orch. (Pal.) Jamestown, N. Y.

Monroe, Buddy (Globe) Bridgeport, Conn. Morales Bros. (State) Greenville, C., 17-18. Mulroy, Neece & Ridge (Pal.) Minneapolis.

Nagle, Bert, & Co. (Princess) Nashville, Tenn.

Nina, Gypsy (Palladium) London 1-30.

Nolan, Paul (Tower) Kansas City.

Norman, Al (State-Lake) Chicago.

Novelle Bros. & Saily (Lyric) Indianapolis.

Novis, Donald (Fox) Detroit.

Ohay Sisters, Three (Met.) Boston.

Olive & George (Roxy) New York.

Oliver, Vic (Pal.) Chicago. Olympic Aces (Met.) Boston.

Page & Keating (Colonial) Dayton, O. Page, Muriel (State-Lake) Chicago.

Palmer & Doreen (Plymouth) Worcester, Mass. Parker, Lew, & Co. (Gates Ave.) Brooklyn.

Peabody, Eddie (Earle) Washington, D. C. Pease & Nelson (Colonial) Dayton, O.

Perez, Olivia (Scala) Berlin, Germany, 1-30. Peich & Deauville (Pal.) Chicago.

Pettit & Douglas (Oriental) Chicago. Phillips, Joe, & Co. (Loew's Orph.) Boston.

Piochianzi Troupe (State) Minneapolis. Popikoff (Met.) Brooklyn.

Pops & Logie (Palladium) London 1-30. Prentice, George (Ufa Palais) Hamburg, Germany, 1-30.

Pritchard & Goldie (Pal.) New York. Quellaie, Diane (Lyric) Indianapolis.

Quentmeyer, William C. (State-Lake) Chicago. Radcliffe & Rogers (Earle) Philadelphia.

Reat, Betty & Lester (Pal.) Minneapolis. Redman, Don, & Orch. (RKO Albee) Providence.

Reed & Dunn (Oriental) Chicago. Renard & Frome (Plymouth) Worcester, Mass.

Rhythm Revels (Earle) Philadelphia. Rimes, The (Gates Ave.) Brooklyn.

Rock, Clarence (Penn) Pittsburgh. Roland, Mary (State-Lake) Chicago.

Romalde, Homer (Loew's Orph.) Boston. Rooney's (Penn) Pittsburgh.

Ross, Irving (Plymouth) Worcester, Mass. Ross, Pierre & Shuster (State) Minneapolis.

Ross & Edwards (Academy of Music) New York. Roxy Rhythm Orch. (Roxy) New York.

Russell, Marconi & Jerry (State-Lake) Chicago. Sailors, Three (Dorchester House) London April 1-30.

Sambora, Fred, & Co. (Paradise) New York. Santos, Alexander (State) Minneapolis.

Savella, Andy, & Orch. (Met.) Brooklyn. Seitz, Val, & Co. (State-Lake) Chicago.

Shaver, Buster (Roxy) New York. Shayne, Al (Loew) Jersey City, N. J.

Sheldon, Gene (Shubert) Cincinnati. Sherry, Eleanor (Boston) Boston.

Smart Set Revue (Plymouth) Worcester, Mass. Smith & Hart (Loew's Orph.) Boston.

Smith, Mamie, & Orch. (Orph.) New York. Snyder, Skeet (State) Greenville, C., 16-18; (Murphy) Wilmington 19-20.

South, Eddie, & Orch. (Pal.) New York.

Spicer of 1935 (Fox) Washington, D. C.

Steward, Ralph & Helen (Tower) Kansas City.

Stevens, Dorothy (Ufa Palais) Hamburg, Germany, 1-30.

Stevens, France (Fox) Philadelphia.

Stratford & Mayberry (Plymouth) Worcester, Mass.

Swifts, Three (Michigan) Detroit.

Sybell, Paul, & Spotty (Pal.) Chicago.

Sylvia & Clemence (Academy of Music) New York.

Taketas, Three (Princess) Nashville, Tenn. Thurston (RKO Pal.) Rochester, N. Y.

Timbergs (Penn) Pittsburgh. Tio, John (Fox) Detroit.

Toto (Boston) Boston. Tranger, Don, Orch. (Orph.) Lincoln, Neb., 19-21.

Trial of Century (Penn) Pittsburgh. Tudor Girls & Avery; Cleveland; (Circus) Buffalo 22-27.

Van Cello & Mary (Riverside) Milwaukee. Van's, J. G., Falain Royale (Blou) Swannah, Ga.; (Auditorium) Raleigh, N. C., 22-27.

Variety Gambol (Alvin) Minneapolis. Victoria & Lorenz (Colonial) Dayton, O.

Waller & Lee (Princess) Nashville, Tenn. West, Buster, & Lucille Page (Fox) Detroit.

West, Everett (State-Lake) Chicago. White, Alice (Oriental) Chicago.

Williams, Foster (Penn) Pittsburgh. Willis, Frances, Revue (Loew) Jersey City N. J.

Wonder, Tom & Betty (Riverside) Milwaukee. Wyckoff, Audrey, & Co. (Tower) Kansas City.

X Sisters, Three (Buffalo) Buffalo. Yost, Ben (State-Lake) Chicago.

Youthful Rhythms (Paradise) New York. Yvonne, Princess (Gayety) Buffalo 25-May 2.

Zulong & Allia (Regent) Jackson, Mich. BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications.

In many instances letters will be returned marked "Address insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS b—ballroom, c—cafe, cb—cabaret, cc—country club, h—hotel, nc—night club, ro—roadhouse, re—restaurant, and t—theater.

(Week of April 15) Alvin, Danny; (Gold Coast Embassy Club) Chicago, 20.

Arnhem, Gus; (Shubert) Cincinnati, t. Arnold, Billy; (Boeuf Sur Le Toit) New York, nc.

Augustoff, Jan; (Warwick New York, h. Austin, Shari; (Eastern Star) Detroit, c. Austin, Sid; (Congress) New York, re.

Balfour, Smith; (Hollywood) New York, cb. Barron, Duke; (King Cotton) Greensboro, N. C., h.

Bartal, Jeno; (Ambassador) New York, h. Beate, Bob; (Liberty) Fredonia, N. Y., c. Beecher, Keith; (Stevens) Chicago, h.

Belasco, Leon; (Casino de France) New York, re. Bell, Jimmy; (St. Clair) Chicago, h.

Bergins, Freddy; (Meadowbrook) Cedar Grove, N. J., cc. Berger, Jack; (Astor) New York, h.

Berger, Matt; (Club Piccadilly) Chicago, c. Berger, Max; (Park Lane) New York, h.

Berrens, Freddie; (Flying Trapeze) New York, re. Blake, Lou; (Guyon's Paradise) Chicago, h.

Bonelli, Eddie; (Adelphi) Philadelphia, h.

Bonelli, Michael; (S. & H. Dining Room) Florence, S. C., re.

Britt, Ralph; (Olmos Dinner Club) San Antonio, Tex., c.

Bromberg, Sammy; (Von Thenen's) Chicago, c.

Brown, Herb; (Vendome, 28 W. 56th St.) New York, re.

Brown, Johnny; (Raffers) Philadelphia, nc.

Buckley, Joe; (Harry's N. Y. Cabaret) Chicago, c.

Bundy, Rudy; (Casa Madrid) Louisville, Ky., nc.

Buse, Henry; (Ambassador) Los Angeles, h.

Bussert, Frank; (Trianon) Toronto, Can., h.

Buzza, Joe; (Milwaukee) Grand Junction, Colo., b.

Caceres, Emilio; (Mayfair Club) Flint, Mich., nc.

Calloway, Blanche; (Pal.) Hartford, Conn., t.

Calloway, Cab; (Century) Baltimore, t.

Campbell, Jimmie; (Marquette Club) Chicago, c.

Carver, Jack; (Japanese Gardens) Detroit, b.

Costes, Carmen; (Conte Oristo) Chicago, nc.

Childs, Reggie; (Essex House) Newark, N. J., nc.

Clarke, El; (Claridge) St. Louis, h.

Clegg, Frank; (Hoosegow) Chicago, c.

Coburn, Jolly; (Rainbow Room) Radio City, N. Y., nc.

Colman, Emil; (Plaza) New York, h.

Conti, Eddie; (New Lookout House) Covington, Ky., nc.

Continental Gypsies; (L'Aiglon) Chicago, c.

Cornelius, Paul; (Swiss Gardens) Cincinnati, nc.

Costello, Don; (Mori's) New York, re.

Courtney, Del; (Club Victor) Seattle, Wash., nc.

Crawford, Al; (Mayfair) New York, nc.

Cugat, Xavier; (Waldorf-Astoria) New York, h.

Cunimias, Bernie; (Roosevelt) New York, h.

Cutler, Ben; (Weylin) New York, h.

Dalley, Frank; (McAlpin) New York, h.

De La Rosa; (Bituno's) New York, nc.

Dean, Eddie; (Como Restaurant) between Astbury Park and Freehold, N. J., nc.

Dezman, Hal; (Melody Club) Kokomo, Ind., nc.

Denny, Jack; (Fox) Philadelphia, t.

Devron, George; (Congress) Chicago, h.

Drew, Ohas; (Leon & Eddie's) New York, nc.

(See ROUTES on page 80)

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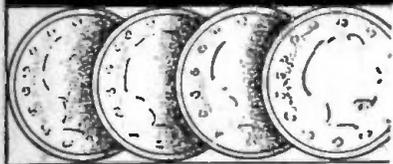
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## SPIRIT OF REFORM

The spirit of reform must be credited with most of those progressive steps in civilization that make life worth living today. The person who has a genuine program for reform is always to be respected, however much we may differ with him in personal opinions.

But the person who feels that there are certain things which need reforming should be willing to sit down and discuss the issues with those who may differ sincerely on many points. The most serious criticism that can be made of the average person interested in reform is that he is not willing to discuss issues frankly with those who may hold opposing views. Much of the friction in modern life could be eliminated if there were more of the conciliatory spirit that existed when the early colonies were trying to get together and form this nation of ours. The system which they finally adopted was known frankly to be a big compromise.

The effort of some newspapers and civic organizations to ban the modern pinball games as games of chance is to be respected, but at the same time these agencies should be willing to weigh the many angles involved and adopt that attitude which belongs in a free country.

There are certain well-known evils which may happen wherever pinball games are found, but a wholesale banning of the games is likely to replace them with a worse evil, as any person acquainted with the business can explain. It is also well known that the evils charged against the pinball games are greatly exaggerated. In many cases agitation against the games is staged for political purposes. No civic organization or newspaper sincerely devoted to the spirit of reform would join in such political agitations.

Honest newspaper men today are well acquainted with the stunt of public officials using a rather simple device to cover up more serious evils and thus fool the public. There are a lot of leaders in civic organizations, otherwise honest and sincere, who are taken in by these stunts but who could learn a lot if they would try to get at the facts. One of the stunts that is being used is seen in the news pictures of policemen shown with axes ready to demolish a few modern pinball tables. There are certain newspapers which seem to delight in using such pictures at intervals. Those acquainted with the facts know that such events are staged for public consumption and actually detract attention from worse evils. Naturally, newspapers that publish such pictures aid the deception staged by public officials.

However much credit we must give to the spirit of reform, we must also face the fact that many unfair and dishonest policies are enacted in the name of reform. The masses, of course, have little chance of getting at the facts in these cases, but newspapers and leaders in civic organizations have no excuse for being taken in by such deception.

The honest spirit of reform will also spend its efforts in remedying those conditions which are serious and not bother with things of little consequence. The honest spirit of reform will also recognize that on many issues there are sincere differences of opinion which should be respected. Where there are honest differences of opinion the only sensible course to follow is one of compromise—a "give and take," "live and let live" policy.

This is the only proper attitude to hold toward the modern pinball games. The evils which may happen in their use are well known to the men in the business, and the organized trade in this field has offered full co-operation with public officials and civic groups in regulating the games for the best interests of all concerned. The modern pinball games have certain advantages as a popular form of amusement that merit consideration and fair dealing. These favorable points can be discovered by any person who cares to investigate the facts.

The newspapers and civic groups which refuse to cooperate with the legitimate trade associations fostering the pinball games are doing more, next to excessive taxation, to convert the business into a racket than anything that could be imagined. People interested in reform should remember that going to extremes in any movement eventually reacts to restore worse evils than the original form.

People interested in reform should also learn to respect the honest opinions of those who differ on many subjects. There are honest differences of opinion about gambling. Such a conservative newspaper as The Chicago Daily News takes the editorial position that social gambling, wagers or bets among friends is fundamentally different from other types of gambling. This important newspaper raises the point that social gambling is not morally wrong and suggests that statutes against such are uncalled for.

It is generally agreed that 80 per cent of the people engage in some form of social gambling, regardless of how many statutes we have against it. It is also well known that these statutes, against a habit common with the great majority of the people, make it possible for public officials to work a gigantic racket.

In fact, any person really interested in reform will find that many of the statutes on our law books are breeders of rackets, intimidation, shake-downs and many other evils well known to the person who cares to face the facts.

Persons interested in reform will be able to accomplish more lasting good by attacking those deeper-seated evils than by spending time and money on petty things which form a mode of amusement for millions of people. There are enough troubles in our modern civilization of a serious nature to keep us all busy on important things rather than spending time, money and effort on such minor things as pinball games.

It seems rather strange, in fact, that people in this nation would become wrought up about such a matter as a pinball game and go to the extremes that some do in trying to destroy them. It is well understood why some public officials do this, but that civic-minded people, who supposedly have the best interests of their country at heart, should war against the pinball games is another matter. Public officials may do it for publicity or in the hope of being paid "protection," but when newspapers and civic groups begin agitation against the games then all sorts of questions begin to arise as to their motives. Such a thing is not in keeping with the spirit of our country and with the liberal feeling that has been gaining ground in the last few years.

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**State Move Is Growing**

*Forming of local units continues as plans for meeting go forward*

NEW YORK, April 13.—Progress toward an effective State organization continues to grow as reports come from various parts of the State. Following the visit of Joseph Fishman and Benjamin H. Haskell to various cities up-State in the interest of organization, local leaders have kept in touch with the organization leaders here and advise that great enthusiasm exists among operators for the formation of a State group. The suggestion seems to be gaining headway that State meetings should be held monthly, rotating the place of meeting to the various cities where local organizations exist. A general meeting is being tentatively planned for June and Utica and Rochester have already placed invitations for this meeting. Poughkeepsie and Albany also want the convention.

It is expected that because of the acute situation, due to threat of excessive tax, that the second annual convention of the State organizations will show an unusually large attendance. The first convention was held in 1934 at Saratoga Springs. Great enthusiasm was shown at this meeting, but for some reason the Empire State Skill Games Board formed at that meeting did not function according to original plans.

A new organization was recently launched in Buffalo by Fishman and Haskell on their trip. Al Schlesinger, of Poughkeepsie, is also very busy in trying to get the operators of Western New York welded together in an organization for that section. Leaders here are hoping that Albany and Syracuse will also perfect local units.

Estimates made here place the number of operators thruout New York State at the 3,000 mark. It is felt that such a group, properly organized, would be able to definitely influence public opinion and also make a better defense on behalf of the modern games. The number of machines these 3,000 operators use is not definitely known, but estimates suggest that the total will reach 50,000 machines during the period of a year.

Suggested ideas which would engage an effective State organization include newspaper advertising and publicity, gifts to leading charities, closer contact with city authorities, immediate notification of each local organization when there are any adverse legal problems, bulletins on the methods used by various local units, a State-wide membership drive, a traveling business agent, capable legal counsel and many other things. Most important problem is that of financing such an organization. At the coming State convention the financial problem will be discussed as well as officers elected and a new program outlined.

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Lightning	9.00	Shyver's Cannon Fire	26.00
Drop Kick	13.50	Rebouns, Jr.	25.00
Contact Sp. of Jr.	14.00	Red Arrow	43.50
Shyver's Kick Off, Jr.	17.50	Jennings	
Maj. League Signal, Jr.	19.50	Sportsman	59.50
I. O. U. Radio Sta., Jr.	19.50	Radio Station, Jr., Brand New	27.50
Auto Count	23.50	Shyverapee, Brand New	29.50

We Sell Professional Operators Only.

**ELECTRO-BALL CO., Inc.**

1200 Camp, DALLAS

**New Headquarters For Queens Group**

NEW YORK, April 13.—Jack Gardino, business manager of the Queens, Nassau and Suffolk Operators' Association, reports that new headquarters have been opened for the operators which are more easily accessible to all concerned. The new quarters are located at 43 49th Street, Long Island City.

The new offices of the organization are just over the Queensboro Bridge and very close to the city. The belief is that it will give the Long Island operators the chance to visit association offices before going into the city on business.

Active service will be maintained, with someone on duty at all times to help take care of business matters. The location is reported to be a very popular one, and Jack Gardino states that it has met the approval of all members of the organization.

**Joe Huber Augments Staff; Company Expands Activities**

CHICAGO, April 13.—J. O. (call me Joe) Huber, of the Huber Coin Machine Sales Company and well known as the manager of the National Convention of the Association of Coin-Operated Machine Manufacturers, has announced the appointment of Virginia M. Tisch as advertising and sales promotion manager of his company.

Miss Tisch until recently conducted her own advertising agency and before that was connected with a large New York agency handling several national accounts. She was also formerly advertising manager of a weekly publication. The Huber Company announces a considerable expansion in its advertising budget for the coming year.

The Huber organization recently expanded its office and factory space for the fourth time this year and is now completely refurbishing its offices. The Huber firm has expanded its scope of operations also. It now handles shipments to all parts of the world, including India and Africa, and has one of the best stocked and largest sales and showrooms in the country.

Other recent additions to the Huber official family are the smiling Adeline Lund, in charge of accounts, and Laura Brooks.

**Selling Out All Used Machines**

GOOD CONDITION - LOOK LIKE NEW

Wings	\$ 5.50	Official Sweep	\$ 4.50
Major League	14.50	State	5.50
Forward Pass	12.50	Booster	7.50
Super "S"	12.50	Selection	8.50
Pinet	12.00	Wills J. P.	
American Beauty	10.00	Slot	19.50
Lightning	13.50	Peo J. P. Slot	19.50
A. B. T. All-Star Football	24.50	Jennings J. P. Slot	10.50

1/3 Deposit With Order. Bal. C. O. D.

**OHIO SPECIALTY CO.**

129 W. Central Parkway, Cincinnati, Ohio.

**JAR-O-SMILES**

OPERATORS 5-10c DEAL

— 4 WAY 2 —

1820 COMBINATIONS

Leave this deal with merchant, collect \$10.00 when sold. Cost you \$4.40.

**Werts Novelty Co., Inc.**

Muncie, Indiana.

**Full Production on Dice Machine, Bally Reports**

CHICAGO, April 13.—Full production on Natural, after making a number of improvements in the mechanism of the popular dice machine, has been announced by the Bally Manufacturing Company. "When we first placed this machine on the market," Ray Moloney states, "it quickly captured a leading position as a fast seller and faster money maker in the counter-machine class. In fact, it was because of the popularity of the machine that I instructed our engineer to study the machine with a view to further mechanical refinements. And, believe me, they did a wonderful job in developing the new improved model. Operators and jobbers who have seen it claim that it will be the 'top' in the counter class thruout the summer, and orders already booked—in advance of any general announcement to the trade—justify our going back into full production."

Ray Moloney also emphasized the fact that Natural is furnished with interchangeable equipment for three separate and distinct games in one machine.

**B READY FOR B DELIVERY**

CHICAGO EXPRESS	\$44.50
SCORE-A-LITE	44.50
QUICK-SILVER	67.50
TRAFFIC	40.50
ROCK-E-LITE	39.50
HOLD AND DRAW	29.50
KELLY POOL, JR.	39.50
CHECKERS	44.50

Write for OUP New List No. 170, which contains information and prices on New and Used Pin Games, Counter Games and Slot Machines.

**BESSER NOVELTY CO.**

3977 Oelmar Blvd., St. Louis, Mo.

**6 TABLETS 5c**

NEW SILVER FOIL ASPIRIN DISPLAY. 50 TINS.

Write for Details.



GOOGLES, Blades, Laxative, Sundries, Extracts, Combs, Hair-care Cream, White Soap, Polish.

HOUSE-TO-HOUSE ITEMS.

**MOTH CAKES**

Per 100, \$3.20; Dozen, 40c.

3 Cakes to Pound. Absorb cash with center, after purchase.

**CHAMPION SPECIALTY CO.**

814-S Central Street, Kansas City, Mo.

★ **A 1c POST CARD** ★

Will Bring Our New FREE Catalogue of SUNGlasses, BLADES, NOVELTIES, NOTIONS, CARDED GOODS, EXTRACTS, TIES, Hosiery, HANKERCHIEFS, SMOKERS' ARTICLES, Etc., Etc.

DEPT. SALES CO., 31 East 20th, New York.

It Helps You, the Paper and Advertiser to Maximizing The Billboard.

**CORRECTION**

The arrangement of our advertisement in April 6 issue of The Billboard was mis-leading. The words "Brand New in Original Cartons" were intended to apply to the PLEASURE ISLAND Machines only and not to the other Machines listed in the copy.

**Supreme Vending Co., Inc.**

857 Rogers Avenue, BROOKLYN, N. Y.  
1418 Webster Avenue, BRONX, N. Y.  
822 8th Avenue, NEW YORK CITY.

## BILLBOARD LEGAL NEWS

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

## Anti-Slug Bill For Reference

The following anti-slug bill was passed by the Arizona Legislature and has been signed by the governor. A bill to license slot machines failed of passage:

Any person who by means of any token, slug, false or counterfeited coin, or by any other means, method, trick or device whatsoever not lawfully authorized by the owner, lessee or licensee of any vending machine, coin-box telephone or other receptacle designed to receive or to be operated by lawful coin of the United States of America in furtherance of or connection with the sale, use or enjoyment of property or service knowingly shall operate or cause to be operated, or shall attempt to cause to be operated any vending machine, coin-box telephone or other receptacle designed to receive or to be operated by lawful coin of the United States of America, or whoever shall take, accept or receive from or by means of any such machine, coin box or other receptacle any article of value or service or the use or enjoyment of any telegraph or other facility or service without depositing in, delivering to and payment into such machine, coin-box telephone or receptacle the amount of lawful coin of the United States of America required therefor by the owner, lessee or licensee of such machine, coin-box telephone or other receptacle, shall be punished by imprisonment in the county jail for not more than 60 days or by a fine of not more than \$200, or by both imprisonment and fine.

Sec. 2. Any person who, with intent to cheat, defraud the owner, lessee, licensee or other person entitled to the contents of any vending machine, coin-box telephone or other receptacle designed to receive the lawful coin of the United States of America in furtherance of or connection with the sale, use or enjoyment of property or service or the use or enjoyment of any telephone, telegraph or other facilities or service or whoever, knowingly or having cause to believe that the same is intended for fraudulent or unlawful use on the part of the purchaser, donee or user thereof, shall manufacture for sale, sell or give away any token, slug, false or counterfeited coin or any device or substance whatsoever intended or calculated to be placed, deposited or used in any such vending machine, coin-box telephone or other receptacle shall be punished by imprisonment in the county jail for not more than 60 days or by a fine of not more than \$500, or by both imprisonment and fine.

## Judge Reserves Games Decision

AMHERST, N. S., April 13.—Judge George Patterson has reserved decision over the question of "skill versus chance" on the whiffle boards owned by Frank J. Elliott, of Amherst.

This important test case was introduced to court when the town of Amherst ordered all machines closed up or removed from certain premises. Mr. Elliott requested, however, that a test be made in the courts as to the legality of the whiffle boards. The case was commenced before Stipendiary Magistrate A. G. Mackenzie and then referred to Judge George Patterson in the County Court.

Judge Patterson, the lawyers and Mr. Elliott all took a keen interest in proceedings, and while Judge Patterson made no comment upon the ability of the different "experts" who were called as witnesses to drop a ball in certain designated pockets, he probably figured that certain curling critics in Amherst and New Glasgow could find fault with their technique and their marksmanship.

There was good-natured badinage between the opposing lawyers while the witnesses were all closely examined, with many tricky and humorous questions being asked by both prosecution and defense.

Great interest is centered in this case, not only in Amherst, but thruout the entire province—and the decision by Judge Patterson may have a far-reaching effect.

## Flays Bill as Too Inclusive

JEFFERSON CITY, Mo., April 13.—Opposition to the bill placing a graduated tax on amusement games appears certain before a Senate committee in an effort to ward off final passage of the measure which has already passed the House by a vote of 101 to 14. Should the Senate pass the measure, which contains an emergency clause to allow immediate collection of the tax, the bill would need only the governor's signature to become law.

The measure was introduced by Representative L. J. Fontana (Democrat), of St. Louis, but it was the rural vote which piled up the huge vote for the tax. Chief opponent of the bill in the House was Edward J. Hogan (Democrat), also from St. Louis.

"Putting these kinds of taxes on machines is going to work a hardship on all kinds of automatic vending devices," Hogan said. "Why, even the soda water people who vend beverages out of coolers automatically will be forced to pay a double tax."

One of the chief arguments for the tax is a need in Missouri for raising revenue to meet relief needs. A highly controversial 2 per cent sales tax measure which would cover all sales and admissions has passed one branch of the Legislature and now waits final passage. This measure has the governor's backing and will be signed on final approval.

Opponents of the vending and amusement machine tax have one chance that the bill may not be called for final passage, as the Legislature has passed the adjournment date and may stop further deliberation any day.

## Uses Notebook For Clippings

To the Editor:

"Do you have available a list of court citations concerning pinball cases? Or anything that will aid our local lawyer to win a test case on this type of game?"

"We consulted you some time ago about material for an ordinance plan, but council is quite unwilling to entertain such a proposition now, and it appears that a test case is the only way in which the town may be opened up."

"We tried thru the local newspaper executives to get some helpful publicity along with an advertising campaign, but they were afraid to touch it. The writer knows the staff quite well, too, but they couldn't be sold. We have accumulated quite a batch of clippings from *The Billboard* as well as other publications and hoped they would copy a story or two. They were humorously condescending about our book and passed it off as being unauthentic and prejudiced. In other words, a clipping from a general newspaper might be copied. All of which makes quite a barrier to climb over without help."

"For a period of more than two years this town has been closed to pinball machines. Last fall we succeeded in running them for about three months when the place was wide open to everything. Then came a drastic cleanup . . . and no one in authority dares make a move that will cause the slightest criticism."—An Ohio reader.

An instance of intelligent approach to a newspaper, only to find that publisher and staff hold strong prejudices against pinball and that they show little willingness to consider the subject with an open mind.

In this case we sent the first page of *The Chicago Tribune*, March 12 issue, containing a front-page story of the manufacture of pin games in Chicago, and the entire page of *The New York Evening Journal*, March 30 issue, showing the liberal publicity which the New York paper with the largest evening circulation gave the modern pinball games.

But it is doubtful if the newspaper in this Ohio city will be convinced even by the liberality which such prominent newspapers show toward pinball. Unfortunately, there are a large number of newspapers just like that.

In many other cities and towns, how-

## Detroit Police Pass 15 Games

DETROIT, April 13.—New pinball games are being licensed by the Detroit Police Department for local operation. Following the ordinance passed several months ago, every new machine in the territory must be passed by the police before a license may be granted for it. The essential test of legality is whether the machine may reasonably be used for direct payoff or gambling purposes.

Fifteen new types of machines were officially approved on Saturday. These are Barrel Roll, Beam Lite, Boulder-Upper, Scorelite, Chicago Express, Beacon, Castle Lite, Rocketite, Turntable, Time Traffic, Skyscraper, Chickens, Zip and Frisky. One other machine, the Whirlpool, was not passed at the time because the keys for it were missing, but a license is expected this week.

A miniature pool table, produced by Ben Marshall, of Marshall-Lemke, was denied a license under the amusement machine ordinance on the ground that it was a pool table. The regular annual pool-table license of \$5 was assessed against this machine, despite its small size.

## Pin Games Are Unmolested

NEW ORLEANS, April 13.—Following wholesale police raids on gambling establishments of the city and adjoining parishes during the last 10 days, pin-machine operators were assured they are on "safe ground." The result has been that many more machines are making their appearances each day, with most operators reporting heavy playing.

## Legal News Comment

O. R. Leonard, of Leonard Specialty Company, Flint, Mich., was a visitor in Chicago recently. He reports that a \$5 tax on table games will go into effect in Flint May 1. He says that two counties in Michigan are reported to be having extreme difficulties. His firm distributes Bally products in 12 Michigan counties.

Four successive jury verdicts in favor of pinball games in Milwaukee is considered very significant as an indication of the trend of popular opinion. Even public officials have recognized this and have called off the interference with the local coinmen.

Addressing New York City's police force, Mayor F. H. LaGuardia recently expressed his personal disapproval of pinball games, of which there are said to be 20,000 now operating in the metropolitan area. The actual reason why the mayor should thus express his disapproval will probably never be known. *The New York Herald-Tribune*, in reporting the incident, said: "His tone of heavy sarcasm indicated disagreement with the Department of Licenses, which holds that the pinball outfits are games of skill. From each of the 20,000 pinball tables the city derives a license fee of \$5 a year. Paul Moss, commissioner of licenses, has advocated the licensing of wholesale dealers in pinball games. This would make possible a close check on the trade and keep out individuals formerly associated with rackets."

*The Tax Magazine*, April issue, lists the following States among those in which legislative sessions have adjourned: Arizona, March 21; Arkansas, sine die March 14; Georgia, sine die March 23; Kentucky, special session, February 27; Montana, sine die March 11; North Dakota, March 9; Oregon, March 13; South Dakota, sine die March 8; Utah, March 18; Washington, March 20; West Virginia, sine die March 12; Wyoming, February 16. While this report is not up to date, it brings a sense of relief to know that a number of sessions have come to an end. Practically all sessions are expected to be ended before early summer.

S. B. 88, State of Arizona, is a complicated bill relating to taxation "and (See LEGAL NEWS on opposite page)

ever, coinmen will find the local newspapers open minded and reasonable in their attitude. In approaching these newspapers in behalf of the pinball sport, the systematic way in which our Ohio reader has made his plans should be an example to others.

**NOW**

**DELIVERING**

Exhibit's  
**GREATEST  
GAME**

**STAR  
LITE**

SEE  
your  
**JOBBER**

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

# Launch State Association In Big Missouri Meeting

**Louis Morris is elected head of temporary body—83 operators brave heavy rain to attend meeting—call meeting soon to complete permanent group**

JEFFERSON CITY, Mo., April 13.—The State Association of Coin Machine Operators of Missouri was organized here April 10, when 83 coin-machine operators from all parts of the State assembled in meeting here at the Missouri Hotel. While attendance was not as large as expected, many not being able to come at the last moment due to the veritable cloudburst that spread over practically the entire State, every section of the State was represented at the meeting. The operators met at 1 p.m. in the large dining room of the Missouri Hotel, where they had luncheon. After the repast they adjourned to a large meeting room in the basement of the hotel, where the regular business session was called to order by John E. Beckmann, secretary of the Missouri Amusement Machine Association of St. Louis. Following an introductory talk by Beckmann as to the purpose of the meeting, he was unanimously chosen to act as chairman of the meeting. He introduced Ralph T. Young, of Cincinnati, head of the National Operators' Association, who made a splendid talk, outlining the plans of organizing the operators of the State of Missouri. Mr. Young brought out many salient facts concerning the coin-machine business in general, stressed the need of organization in the various States in the Union and what such an organization will ultimately mean to the operators. Following Young's talk operators from various sections of the State, representing their particular sections, explained conditions as they existed in their local territories. It was brought out that conditions in some sections are in a sad state and immediate remedy is necessary to save the business in such sections.

## New Game Calls For Floor Space

CHICAGO, April 13.—The success of the Beam Lite table game made by the Chicago Coin Machine Company has made it necessary to add 54,000 square feet to the up-to-date pin table factory at 1725 W. Diversey parkway. The new addition has been equipped with the latest time-saving devices for the efficient construction and assembling of coin-operated devices.

According to the heads of the firm, S. Wolberg and Sam Oensberg, Beam Lite has proven a real wonder. More than 2,500 games were sold to jobbers, distributors and operators in every part of the country before a single announcement appeared. Operators had such wonderful luck with Beam Lite that they ordered and reordered entirely on the merits of the game itself. As soon as announcements appeared a steady stream of orders poured in.

"It is an entirely different type of a light up game. There are three green, three yellow, three blue and one white key light on the playing field. These lights are lighted by dropping a ball in a corresponding hole on the board. Any three lights of a kind and the white key light is a winner.

"The game introduces the bouncing spring. This feature adds to the thrills and amusement of the game. Further action is provided by a clever use of an electric kicker at the base of the playing field, which gives the player another chance at either a blue, yellow or a green light.

"It has no out balls. Every ball played must drop into a hole. Operators all report that this is a feature that goes over big with the players."

The production department of the Chicago Coin Machine Company is hard at work on a new de luxe table game, Times Square, which will soon be ready for assembly.

Every operator present was wholeheartedly in favor of organizing a State association, and following some forceful talks by leading operators of the State, it was unanimously decided to elect temporary officers of the State Association of Coin Machine Operators of Missouri, who were then charged with drawing up tentative by-laws and constitution and to send out a call for a general meeting at which permanent officers are to be elected within the next month.

Those elected to temporary offices were Louis Morris, St. Louis, president; O. C. Miller, Kansas City, first vice-president; J. L. Treadway, Joplin, second vice-president; John E. Beckmann, St. Louis, secretary; and Al W. Miller, St. Louis, treasurer. The newly chosen officers, in conjunction with Ralph T. Young, were authorized to send out notices of a general meeting and to prepare constitution and by-laws and make any other rules and regulations necessary in the association, which will be presented at the next meeting of the operators of Missouri for their consideration. The newly elected officers held a separate business session immediately after adjournment of the general meeting and will send out calls and bulletins during the next week as to what they decided upon.

H. B. Gibson, emissary of the National Association of Coin-Operated Machine Manufacturers, was also present and made a splendid talk on organization and promised the State Association of Operators of Missouri the support of the manufacturers. Others called upon for short talks were Harvey Carr, of *The Coin Machine Journal*, and Frank B. Jochling, of *The Billboard*.

Immediately before adjournment of the regular meeting, in order to get organization started, subscriptions were asked from those present and approximately \$250 was received.

Noticed among the operators present were Walter Koch, A. B. O. Games Company; Herbert Besser, Besser Novelty Company; William Bets, W. B. Specialty Company; O. W. Luytens, Carlot Products Company; John E. Beckmann, Central Novelty Company; A. Jeffries, O. J. L. Sales Company; Carl Tripple, Ideal Novelty Company; Al Miller, Miller Sales Company; Louis Morris, Morris Novelty Company; Jack Rosenfeld, Union Novelty Company; Nate Wolff, Wolff Vending Company; John D. Winkelman, Bernie Hutchings, R. C. Kinsloe, Leo Biederman and Mrs. H. Witbeck, all of St. Louis; Roy and O. W. Hazelrigg, Hazelrigg Sales Company, of Brookfield; B. J. Fredmeyer, Boonville; M. R. Norris, Chillicothe; W. R. Hankins, Braymer; John Zarkos, E. W. Bonnot, Paul Jones and Arthur Lyons, all of Jefferson City;

## Miss Savage Popular in Texas Jobbing Circles

FT. WORTH, April 13.—Probably one of the youngest and most popular women coin-machine jobbers is Helen Savage, manager of the Ft. Worth office of the Automatic Amusement Company. In her early 20s, she guides one of the leading jobbing houses in the Southwest.

Miss Savage entered the coin-machine business in 1928 as stenographer in the Memphis office of the Automatic Amusement Company. Eight months ago she was appointed manager of the Texas office.

Coin-machine jobbing is her all-consuming hobby. Other diversions are golf, tennis and basket ball, but because of her devotion to the business of selling coin machines scant time is available for their indulgence.

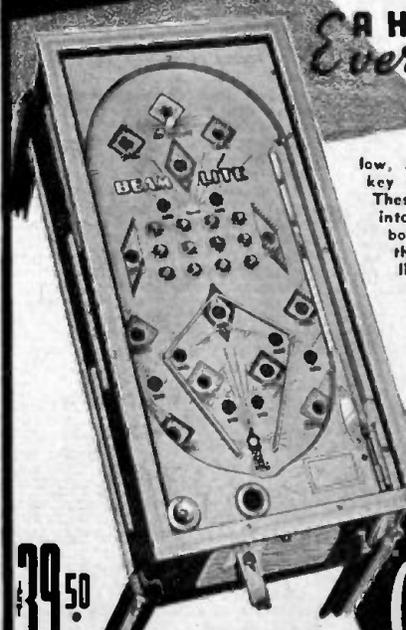
J. L. Treadway, George Tatum and Harold Morlan, of Joplin; O. C. Miller, Miller Novelty Company; A. D. Ely, Elmad Products Company; and E. J. Karm, O. D. Jennings Company, all of Kansas City; C. O. Sauder, Central Novelty Company; Moberly; D. Duke, Marcelline; Frank and Clemons, Mount Airy; G. C. McCain, Walker McCain Novelty Company, Poplar Bluff; F. A. Kueck, Sedalia; L. H. Ragsdale, Coinop Games Company; E. D. Rebori, Coin Machine Exchange; L. W. Fly, Ed Barnhouse and H. A. Spencer, all of Springfield.

A SENSATIONAL NEW KIND OF LITE-UP PIN TABLE

# BEAM LITE

GOING OVER LIKE A HOUSE A FIRE Every where!

Something new — clever! BEAM LITE has 3 green, 3 yellow, 3 blue, 3 red and a white key light on the playing field. These are lit by dropping balls into corresponding holes on the board. Any three lights of the same color and the key light is a winner. And — how the players go for the "Bouncing Spring." Yes, sir—here's a real "natural."



Chicago Coin Machine Company  
1725 W. DIVERSEY PARKWAY CHICAGO

39.50

ORDER FROM YOUR JOBBER OR DIRECT

## LEGAL NEWS

(Continued from opposite page)

to provide for the raising of additional public revenue." Article 3 in the bill relates to mechanical games, weighing machines, pool, billiard and game tables. The bill assesses monthly fees that are excessive and also assesses pinball tables twice the amount assessed on pool and billiard tables. Bowling alleys are also assessed a monthly fee.

The *Arizona Republic* commented editorially on this bill April 3, saying that it "presented the enforcement officials of the State with a rather knotty problem. Its ultimate solution may require a judicial interpretation of the question. The problem arises . . . from Section 3 of the law. This section of the law imposes, or attempts to impose, a privilege license tax upon all mechanical games or mechanical devices operated for compensation, gain or profit. There are certain exemptions such as pay telephones, pay toilets or vending machines for stamps, gum, candy or matches."

The editorial then points out provisions in the bill which are sure to cause complications in the enforcement of the bill.

While apparently the newspaper has no favor for the games mentioned, it does render a service to the pinball games by calling attention to the confusing manner in which many bills are written and which in so many cases call for expensive and extended court litigation. It would seem that when legislative bodies are anxious to raise revenue they would frame bills in intelligible fashion so that there would not be so many delays and spending of tax money to get interpretations of the law in question.

## "TOP" SELLERS at Lowest Prices

- 822—3-Blade Tooth Pick Knives. Gro. \$1.90
- 823—5-Blade Tooth Pick Knives. Gro. 1.90
- 824—Anti Bomb. Best Grade. Doz. 1.00
- 811—Shooting Story Books. Doz. .40
- 812—Snake Story Books. Doz. .55
- 825—General Razor, Oxa. \$3.85; Gro. 3.75
- 826—A. & N. Needle Books, First Quality. Doz. 1.75
- 827—Reisner Sharpener. Doz. .22
- 828—Keen Edge Knife Sharpener. Doz. 3.50 Gro. 12.90

## YES WE HAVE NEW STOCK

of Beacon Blankets, Shawls, China Ware, Aluminum, Table and Flour Lamps, Balloons, Flying Birds, Straw Hats, Japanese Novelties and Domestic Goods at Lowest Prices. Send for Free List of APRIL FOOL NOVELTIES.

25% Deposit Required on All O. O. D. Orders.  
**LEVIN BROTHERS**  
Terre Haute, » » Indiana

## FOR SALE DIGGER MACHINES

(NOVELTY) (INTERNATIONAL)  
"MERCHANTMAN" "MUTOSCOPE"  
New and Used—All Latest Models  
AT BARGAIN PRICES  
Or will consider operating on percentage basis. Write, giving us all details about yourself—territory—and how many you can use. Write BOX 9-888, care Billboard, Cincinnati, O.

JOIN YOUR LOCAL ASSOCIATION. The Billboard can supply you with the address of your State organization or the group nearest you.

# THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

## Indiana's First Sportland Opens In Real Style to Capacity Crowd

MICHIGAN CITY, Ind., April 13.—"Playland—Just for Fun," Indiana's first automatic amusement center, opened in Michigan City recently to capacity crowds both afternoon and evening.

Playland is owned and operated by the Century Sales Corporation, of which K. A. Kanney is general manager. He is well known in the coin-machine industry.

More than 150 pieces of equipment comprise the attractions for amusement lovers and those who would try their skill. One of the unique features in Playland is the new penny section, with more than 50 new counter-type machines, which has proved very popular with the players.

"Playland—Just for Fun" is presenting to its patrons the latest creations of the Bally Manufacturing Company, Rock-Ola Manufacturing Company, International Mutoscope Reel Company and the Exhibit Supply Company, together with the latest models of other manufacturers.

The diggers and an automatic popcorn machine are among the larger pieces of equipment which are attracting much attention and getting a big play. A modernistic well-equipped cigar counter adorns one side of the playing floor, with balance given to the interior by an attractive gift display. Merchandise is also temptingly exhibited in the front display windows and in the rear and side walls of Playland, comprising more than 1,000 free gifts. Another feature of Playland is that all gifts are given in exchange for point tickets issued to the players of the many skill games.

A public-address system has been installed, with amplifiers both inside and on the street at the entrance for the transmission of announcements and broadcasts of sporting events. It has proved a big attraction for Playland. Music also is transmitted over the system from a Wurlitzer Simplex. The amplifying system contributes considerably to the entertainment of the patrons and serves as an attention getter to passers-by on the street.

The Century Sales Corporation has for years served as distributor for many leading automatic equipment manufacturers in the Ohio, Michigan and Indiana territories. A large service department is maintained in the rear of the amusement center and the basement

of the building is used for storage. This places the Century Sales Corporation in a unique position to display the many new models of pin games as introduced by the manufacturers from time to time and gives operators an opportunity to see the machines in actual play. Heretofore Century Sales Corporation maintained what might be termed a "silent sales room," and this new feature has increased sales since the opening of Playland.

"We feel that in the opening of 'Playland—Just for Fun' we have taken a step in the right direction if only from the standpoint of making a more practical means of demonstrating our machines in operation and in more attractive surroundings," said Mr. Kanney in commenting upon the new venture. "It is an idea which I think all distributors of coin-operated equipment would do well to take into consideration."

"If the first two weeks' operation is any criterion of our future business, I cannot help feeling that 'Playland—Just for Fun' will prove to be a real success for the Century Sales Corporation, which is sponsoring the enterprise."

## Sportlands for Amusement Park

NEWARK, N. J., April 13.—Murray Goldstein, secretary of the Amusement Men's Association, who will celebrate his 13th year at Dreamland Park here, intends to open the largest sportland the park has ever had.

In the large space which Murray has here he will arrange the games in a large circle, with the outer fringe of the circle devoted to arcade equipment. Murray believes that this is the most practical of all methods for operating in the amusement parks. The pin games used will be the latest models to entice the crowds attracted here during the season.

He also reports that Buddy Brown, veteran manager of the park, is co-operating with him to help make the sportland one of the most attractive ever seen in any amusement park in the country. Brown is one of the real old-timers in the amusement park business and is acclaimed as one of the outstanding managers.

In addition to the sportland, Murray also has the following rides which he (See SPORTLANDS on opposite page)

## The Open Counter

One of the most important essentials of sportland operation was forcibly presented recently to interested spectators at the Sports Palace, New York, where the policy of open-counter coupon collecting has been carefully followed. It has been explained here that one of the greatest assets of this elaborate and probably best known sportland in the world is its open counter.

The fact that other players can see the points being turned in and cashed for the necessary coupons or receiving gift merchandise tends to increase play and assure the players of a fair deal. The counter is so situated that everyone playing games can easily see it and note the manner in which the players are received.

Well-dressed intelligent men are behind the counter. There is no shouting. The complete transaction is quiet, simple and efficient. The player arriving at the counter is greeted in a cordial manner and his points are turned into stamped coupons, initialed by the attendant and stamped with the date. If he asks for merchandise for the number of points accumulated he is handed the item and given an opportunity to carefully examine it. If it is just what he wants it is as carefully wrapped and bound for him. He is thanked for his patronage and usually walks away well satisfied.

Other players who stand about and watch the transaction are encouraged to play further for the items which they have in mind, whether they range from a single pack of cigarettes to an electrical washing machine. All matters at the open counter are handled with dispatch. There is no hesitation. The points are carefully counted out to the player before they are returned to cartons under the counter and his coupons given him.

The open counter has become immensely popular because of these many reasons. The need for capable, efficient and polite counter men is paramount. They hold the future of the sportland in their palms. Their actions will decide whether the player will return to the sportland to play again. It also aids in drawing a greater play from the women, who are now patronizing sportlands in ever-increasing numbers. Women are the most important customers of all business firms. Their patronage is to be encouraged and respected. The open counter is to their liking. Here they can make use of one of the greatest feminine traits, complete and careful examination of the merchandise. Their knowledge of merchandise costs is important to the sportland proprietor, too, for once he satisfies his feminine trade he will have a powerful force in action for him.

The importance of the open-counter trading system, which is always backed by the huge merchandise display, is, therefore, to be taken into first consideration in every sportland. One of the greatest points of argument between partners now opening a new sportland on Broadway is the location of the counter. These partners are not so much concerned with the display, being well experienced in this matter, but rather with the location of the counter so that it will be convenient and accessible to the players and also so situated that everyone can note the transactions. If possible the counter should be so placed so that those looking in from the outside can see every transaction. A player taking away valuable merchandise is the greatest inducement to the passer-by.

An important point for the sportland owner himself is to have the type of men at the counter who can keep a careful check on the coupons being awarded and the merchandise being given. Careful counter men prevent many losses, and, because of the importance of their jobs, these men must be gentlemen in every sense of the word. They must also be efficient business men and careful accountants.

## Sportland Squibs

Caught standing in the sunshine at 53d street at Broadway, Bill Schork, of Schork & Schaffer, the Sportland Kings; Jack Semel, who has good ideas every so often, but is too bashful to speak of them, and Bill Gersh, all three holding a conference for the "good and welfare" of the sportland industry.

The loading of cranes and diggers with knives and bullets has started a problem which the various sportland owners are attempting to explain to less careful members. Wherever the machine is loaded with knives, which offer the players anywhere from 1 to 50 packs of cigarettes when removed, the loading can be termed a lottery for the result of what the player is to receive is not only unpredictable but . . . in certain sportspots the diggers carry only knives and bullets. The knife removed entitles the player to a pack of cigarettes; the bullet removed entitles him to two packs. This latter means of operating is believed to be ok, but the first—use your own imagination if some inspector should walk in. The hope is that managers will be much more careful.

Sportland managers should consider themselves lucky to have a man like the Honorable Paul Moss as licensee commissioner. A statement made in his office to one erring sportland owner gives a clear picture as to his views regarding this industry. It seems that this sportland owner allowed children to patronize the spot and this greatly angered the commissioner, who called there in person. He was much upset with what he saw and frankly told the man: "I won't allow one place to jeopardize the entire industry." The sportland owners should

## Directory

Owners and managers and prospective sportland operators are asked to send name and address to Leslie G. Anderson, manager of the Sportland Division, The Billboard, 1564 Broadway, New York, to be included in the directory of sportlands being compiled by the National Association of Sportlands.

We are anxious to make this directory representative of every State in the Union and to show every sportland being operated. Copies of the directory can be had by any sportland owner upon application.

Please send name, address and number of machines in each sportland.

## RADIO

Guaranteed 6 months at... \$5.95

1935 Model of Nationally known manufacturer, employing 4 latest type tubes offering 6-tube performance encased in beautiful hand-rubbed cabinet. Just plug in—no aerial necessary. Plays on both AC or DC current. This set is guaranteed for 6 months.

RADIO PRODUCTS CO.  
545 West 79th St. NEW YORK



SPECIAL PRICE, \$5.95—Lots of 6 SAMPLE, \$8.50.  
P. O. R. Factory, New York, 25¢ Deposit.

## LITTLE NUT and NUT HOUSE



Table Vendors, the most popular in the world, will pay for themselves the first thirty days you own them. (We sell you an income.) With a fleet of these you will be independent. Small investment. A proven success and as up-to-date as tomorrow.

LITTLE NUT VENDOR COMPANY  
Lansing, Mich., U. S. A.



# ATTENTION JOBBERS!!!

in Illinois - Indiana - Wisconsin - Minnesota - Michigan - Iowa

We have DISCONTINUED our policy of dealing through an Exclusive Distributor in Chicago, and in the States of Illinois, Indiana, Iowa, Michigan, Minnesota and Wisconsin.

Henceforth, Jobbers in this territory may avail themselves of the Opportunity of DEALING DIRECT with us.

Our New Sales Policy is predicated upon our desire to give Established Jobbers serving this territory an Equal Opportunity to supply the Fast-Growing Demand for Pacific Products. Send for Price Lists and Advertising Literature Today!

**PACIFIC AMUSEMENT MFG. CO.**  
4223 W. Lake St., Chicago, Illinois  
1320 S. Hope St., Los Angeles, Calif.



## TRY AND BEAT IT!

1935 Sensational Radio Bargain. Amazes all who hear and see it. Take advantage, volume production makes this buy possible. There is nothing in the market costing 3 times as much that can touch it.

NOW \$5.75  
Occ. Lots Sample \$6.15  
F. O. B. New York 25% Dep.

### 5 RCA Lic. Tubes

Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. current, Super-Tone Quality. Built-in Speaker, no ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

PLAYLAND SUPPLY CO. 118 East 28th St., NEW YORK CITY.

# GERBER and GLASS

914 DIVERSEY BLVD., CHICAGO

MIDDLE WEST'S  
LARGEST  
COIN MACHINE  
DISTRIBUTORS

WHAT DO YOU NEED? WE HAVE IT!

### SICKING'S RECONDITIONED MACHINE BARGAINS

MAJOR LEAGUE	\$17.50	BLUE STREAK	\$10.00
LIGHTNING	14.50	CONTACT	18.00
ELECTRO	18.50	BIG BERTHA	17.50
FLEET	10.00	SUPER 8	18.50
PUSHOVER	10.00	RELAY	8.50

ALL LATEST MACHINES FOR IMMEDIATE DELIVERY.  
America's Oldest Distributors. Established 1895. 40 Years of Service.

SICKING MFG. CO., Inc., 1922 Freeman Ave., CINCINNATI, O.

### Exclusive Phila. Distributors BARREL ROLL, Sr., \$69.50

OTHER GAMES  
BEAM-A-LITE ..... \$39.50  
LIVE POWER ..... 25.00  
CAVALCADE ..... 39.50  
BUILDER UPPER ..... 44.50

Full Line of Used Machines. Complete Line Premiums for Pin Games.  
K. C. NOVELTY CO., Inc., 415 MARKET ST., PHILADELPHIA, PA.  
BELL PHONE: Market 4641.

# OPERATORS---SAVE MONEY

WRITE US TODAY for the latest information YOU NEED, absolutely FREE of charge. Ready for delivery—Time—Traffic—Chicago Express—Beacon—Rebound—Rockafell—Skill Circle—Crisis Cross-A-Lite—Turn Table—Castle Lite—Army and Navy. We are direct factory distributors for all the leading manufacturers.

**BIRMINGHAM VENDING COMPANY**  
1902 - 8th AVE., NORTH • BIRMINGHAM, ALA.

THE HOUSE THAT CONFIDENCE BUILT

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone Wabash 5484  
540-542 So. 2nd Street LOUISVILLE, KY.

JR CONTACTS, \$22.50; MAJIK KEYS, \$24.00.  
Above Machines Work and Look Like New.

COMPLETE NEW BARGAIN LIST OF USED MACHINES NOW READY.

get together and congratulate the commissioner for his fine efforts in trying to help them keep their business clean.

Sportland owners are always seeking for some new means to stimulate business and sometimes fall into evil practices so doing. One of these has been the use of systems whereby luck is more predominant than skill. At other times sportshop proprietors have even gone into the use of tempting lottery methods. One example would be the sandwich men seen in front of one downtown spot carrying signs relating to a "luck numbers" idea. Someone is getting in immediate touch with the owner to advise him that at one time, not so very long ago, one man was convicted in the Court of Special Sessions for just such a contest.

The "Sportland Kings," Schork & Schaffer, are entirely rebuilding Hubert's Museum and it will now become a modern and attractive sportshop. This spot on 42d street is internationally known and is one place which has received free newspaper space in publicity articles, stories and many other ways for many, many years. It has appeared in movies, in the drama, in novels, in short stories and in general news stories for many years. It is therefore hoped that the new change will not affect its former news value in the least.

Eddie Ross, of Baltimore, who was in New York looking over the spots, believes that there isn't a sportshop in the city which can overshadow any one of the three places he has down in Baltimore. In fact, he says, for space, variety of merchandise, display and the other usual features he believes he can comparatively hold his own with anyone of the sportshops here. The only thing missing, he claims, is Broadway, and he believes that in comparison he is just as well off down in good old Baltimore.

The Play-o-Mat, way up on 181st street, is the farthest uptown sportland location here. Sam Hollander, one of the trio which owns the spot, appears to be a capable manager. The boy shows much promise.

And now, as someone said, since the sportshops have placed themselves in the public eye, it is best that they pay more attention to clean business methods. It is also suggested that they carefully guide themselves for future growth. The public should get a break in all cases, and now that the sportlands are out to gain public approval each action is greatly magnified and all good acts will be carefully watched—as well as the bad ones.

## Moss Promises Sportland Aid

NEW YORK, April 13.—Various groups of sportland owners in the New York area were addressed by License Commissioner Paul Moss this week, who pledged the continuance of the co-operation of his department providing the sportland owners remain true to their promises to him in regard to the conduct of their business.

Commissioner Moss emphasized the necessity of using only skill games, the barring of all minors unless accompanied by parents (and even then minors cannot play), the closing of all establishments at or before 3 a.m. and the general orderliness and satisfactory department on the premises of the employees and the players at all times.

The sportland owners in the New York area are all high in their commendation of the methods used by Commissioner Moss and the license department officials in this city. They feel that the present success of the business as well as the future is largely dependent upon the close co-operation of the license and other city departments.

### SPORTLANDS—

(Continued from opposite page)

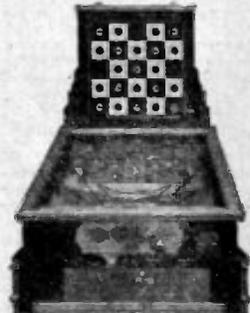
runs at the park: Heyday, Scenic Railway and Merry-Go-Round. These rides are now being put into shape for the opening of the season and will be spick and span and ready to go opening day. The park will feature them in its many unique advertisements.



Manufacturers of  
ELECTRIC TRAVELING  
CRANE, MAGIC FINGER  
MERCHANTISER

# CHECKERS

With the  
UPRIGHT REGISTRATOR  
SCORE BOARD that "Clicks  
the Score Before Your Eyes"



3 INTERCHANGEABLE PIN GAMES FOR THE PRICE OF ONE!!

NOW READY FOR DELIVERY  
See Your Jobber



Exclusive Eastern Distributor of "Pacific Headliners" TIME

ROTO-LITE  
LITE-A-LINE  
BABY LITE-A-LINE  
NEON-TACT  
SYNCHRO

Immediate Delivery

**INTERNATIONAL  
MUTOSCOPE  
REEL CO., Inc.**

Sportland Equipment  
Headquarters

516-22 W. 34th St., NEW YORK

# FIRST in Originality-



Pacific Amusement Products are

# FIRST in Setting the Pace for the Entire Coin Machine Industry - and FIRST in the Hearts of the Game-Playing Public!!!

## "Contact" PROVED it Beyond All Doubt-

for "Contact" was FIRST to APPEAL thru the EAR as well as the EYE. "Contact" REVIVED Public Interest—Putting NEW LIFE into Locations when all other games fell far short of the mark—

## The FIRST Baseball Game

with Ball Animation FIRST to "Duty Gravity" come next—the signal for a new Wave of Ball-Advancing Games—Again Pacific LED the field—

## And FIRST of all-Pacific Conceived the FIRST "LIGHT UP" IDEA!

LITE-A-LINE! The Bowl Model—The All-Skill LITE-A-LINE! Again Pacific is FIRST with the FIRST Game of LIGHTS—A SUCCESS—and naturally, others followed in line with Light-Up games of different denominations.

## NOW-4 NEW WINNERS that Offer Real Ground Floor OPPORTUNITIES-

## "ROTO-LITE" "NEONCONTACT"

The FIRST game of Colored Lights combining MOTION with Light Animation. Pioneered by Pacific—and a BIG SUCCESS! PRICE... **\$68.50**

NEON LIGHTS! Again Pacific is FIRST with SPELLING Free Game Awards—a Truly Revolutionary Feature. FIRST with Three Controllable Banking Springs. All these Features and MORE in this Sensational New NEONCONTACT Game—and at... **\$62.50**

## "SYNCHRO" THE NEW BABY LITE-A-LINE

FIRST Again with Matchless Tempo and Surging Power—the Action of "SYNCHRO" is so NEW—so UNCANNY—so FULL of Thrills, Fascination, and Humor—that to SEE "SYNCHRO" is to KNOW it's a Game of Rare Personality. All-Mechanical, and only... **\$39.50**

The FIRST Counter LIGHT-UP Game—and the FIRST and ONLY Successful Counter Idea to "Click" in Years. A Single Scoreboard and One Coin Chute job at... **\$32.50** only

FIRST—Meaning Pacific is ALWAYS FIRST in whetting the wits and setting the whims of the Fickle Public onto New Ideas in Player Appeal. So, AGAIN PACIFIC LEADS—FIRST with these Up-To-Date All-Legal WINNERS—so RICH in Fascination that—even without awards—they'll Bring MORE INCOMES than any other games on the market today.

Be FIRST! Write-Wire-Send in Your Order NOW!!

**PACIFIC** AMUSEMENT MFG. CO.,  
4223 W. Lake St., 1320 S. Hope St.,  
Chicago, Ill. Los Angeles, Calif.

JOBBERS: Write DIRECT for Our NEW JOBBER DEAL today!

## Kenney Comments On Lottery Bill

WASHINGTON, April 13.—With definite threat of increased taxation bills to raise funds to replenish Uncle Sam's Treasury chest to pay tremendous recovery bills, hundreds of letters are pouring into Capitol Hill offices urging enactment this session of Congressman Edward A. Kenney's bill for a national billion-dollar lottery, it was learned here this week.

With little or no opposition yet crystallized against the lottery measure, the public, fearing that the government will pay for recovery thru digging deeper into John Taxpayer's pocket, is deluging official Washington in pleas for the Kenney bill to add a possible billion dollars to the Treasury.

"Yes, during the last few days the nation from here to California has awakened to the revenue-producing merits of my lottery bill," Congressman Kenney told *The Billboard*, "and I have received scores of lengthy petitions urging Congress to enact the measure this session. The bill would produce at least a billion dollars for the country to fight the depression."

Pointing out that lotteries in the past were a recognized means of raising revenue in times of financial need, Congressman Kenney cited George Washington as one of the first to recognize the advantages of lotteries for this purpose.

"George Washington, in his wisdom and prudence, resorted to the lottery as a means of raising revenue for the public good," Congressman Kenney told Congress in urging action on his bill following public pressure for the enactment.

Explaining details of his idea of a national lottery, the congressman said that he believed the national lottery idea would go a long way towards replenishing the Treasury, and at the same time keep millions of dollars now spent on foreign lotteries in this country, where it will be used for the welfare of the American people.

"I would propose one award of, say, \$120,000 and specify \$500 as the minimum award," Congressman Kenney said. "Rather than fixing a number of capital awards at amounts spaced closely below the principal prize, I would favor a very much greater number of awards graded upward from the minimum figure. In other words, I would afford slices of good luck to more participants with good chances of winning something."

Promising that the lottery should produce at least a billion dollars annually, Congressman Kenney outlined his idea of the proper procedure to gain this end.

"To produce a billion-dollar revenue for veterans' relief—as the government's 40 per cent share—there would be sold \$2,500,000,000 worth of tickets. The price of the ticket being \$2, the total of tickets sold in the year would be 1,250,000,000, or monthly 104,166,666 tickets. The odds against winning an award can then be determined by the participant by dividing the total number of the offered prizes into the figure 104,166,666," explained Congressman Kenney. "Thus if the total number of offered prizes should be 5,000 the participant could learn that he had one chance in 20,833 to win a prize."

Under the Kenney lottery plan the postmaster general would be authorized to open the facilities of the post offices of the nation for the sale of lottery tickets, thus protecting the public against fraud by forgery and other evils which infect the sale of foreign lottery tickets.

In a dramatic speech before the House of Representatives at this session Congressman Kenney renewed his aggressive battle for passage of his bill, reminding his fellow members that a grave emergency exists and that the nation is in dire need of funds to care for the veterans and distressed.

"I am not only advocating, but I am urging the membership of this House to take up and pass my bill providing for a national lottery," Kenney declared. "A national lottery was an issue in my last campaign. It is a great emergency measure and we have not yet lifted the emergency existing in this country."

"When the city of Washington, now the District of Columbia, was being built Congress authorized a lottery for the purpose of raising funds to build the capital," pointed out Kenney. "I happened to come into possession of what I believe is the only lottery ticket issued under act of Congress now extant. The ticket bears on its face the

JOIN YOUR LOCAL ASSOCIATION. The Billboard can supply you with the address of your State organization or the group nearest you.

angle, the same insignia found on money of the United States, and on the ticket is inscribed, 'National Lottery, by Authority of Congress.'

"We have done much to protect our people in investments," added Kenney. "We undertook to do this by passing the stock exchange law. Other legislation has come before Congress with the same purpose in mind, but we have done nothing to help our people invest in honest lottery tickets. Lottery tickets are sold in every section of the country. Foreign tickets, yes, and fraudulent tickets operated by dishonest individuals."

"We are here to do rescue work; let us pass the lottery bill," concluded Kenney.

Insisting that he has been favorably impressed by the lack of opposition to his bill, Congressman Kenney said that the nation now is organizing and putting pressure on Congress to pass the bill.

"When the nation discovers what my lottery bill will mean in raising revenue thru a painless, enjoyable method, then members of Congress cannot but help react to the wishes of their constituents," said Kenney.

## Use Novel Key Plan To Boost Sales of Machine

NEW YORK, April 13.—Nat Cohn and Irving Sommers, again upholding their reputation for novel merchandising plans, introduced the new Star-Lite game of the Exhibit Supply Company with one of the best stunts they have yet presented. One thousand Illinois Lock Company keys were sent to as many operators in the Greater City. They were then told to call at the Modern Vending Company offices and see whether the key which they had received would fit any one of the locks on the floor. Only one key was allowed to each operator. If the key matched, the operator received the game without any charge. The keys were attached to small tags which told the complete story and there was a warning printed that the tag must remain attached to the key when it was brought in.

To add to the general gaiety of this occasion Modern Vending Company also had two of New York's lovely show girls at the offices. They acted as official hostesses and greeted the boys as they arrived. The girls helped try the key in the lock. The idea seemed to be that the touch of dainty fingers produced some sort of lucky wizardry which would bring the operators good luck. It was also said that if the ops themselves were allowed to try the key in the lock some of the strong-armed boys would break the key off in the lock before they gave up. Jobbers thruout the city were also present while the operators were placing orders for the games. These orders were turned over to the jobbers by the Modern Vending Company officials so that delivery of the games would come direct from the jobber. Modern Vending Company adheres to the strict policy of distributing games and does not sell to operators.

The Modern Vending Company force is busy forwarding information by wire to distant cities it serves. Up-State New York will soon be surprised with a new idea, Nat Cohn said, and he believes that the Star-Lite game will be the greatest hit that colmen in the city and State have seen. Novel decorations are all about the Modern Vending Company offices. There is a huge flashing star with vericolored lights corresponding to the star on the board of the game. The lighting fixtures in the offices and the showrooms have also been changed and resemble modernistic stars.

The games are fitted with Illinois locks. Cohn stated that these new locks are the very best which have yet been used in any game. The key plan is approved by the Illinois Lock Company as well as the Exhibit Supply Company and was arranged while Cohn and Sommers were in Chicago recently.

Immediate carload shipments are expected from the factory and the belief is that there may be a shipment of five carloads arriving soon so that all demands can be immediately met. Orders are pouring in and Modern Vending Company is notifying jobbers to get orders on the books for fast delivery and no hitches. Ops have been calling in large numbers at the offices daily. It is reported that more than 760 operators have returned their keys.

# MAE and HER PALS

**SO AMAZING**  
Have been the Operator's Profits with  
**MAE and HER PALS**  
That we hesitate to tell you of the Dollar Return you will get.  
**BE THE FIRST IN YOUR TERRITORY.**

For the **FIRST** time  
**TRUE ENTERTAINMENT**  
in a Counter Game

Six seconds of suspense—then the player looks to see if he wins with one of the **NINE** lucky combinations.

## MAE - SAM - JOE

or any three of the same letters The numbered dice shows pay-off odds.

### WHY SPEND BIG MONEY

for a coin machine when  
**MAE and HER PALS**  
will pay for itself several times over the first week. Operators have repeatedly proved this.

**MECHANICALLY**  
the finest machine ever produced.  
**GUARANTEED**  
against mechanical defects. Over two hundred machines thoroughly tested on location by experienced operators showed

**SIZE**  
14 in. long  
10 in. wide  
5 in. deep

## AMAZING RETURNS

BE THE FIRST  
IN YOUR TERRITORY

PLACE YOUR ORDER NOW!  
**GARNEY MANUFACTURING CO.**  
INGRAHAM BLDG., MIAMI, FLA.



**PRICE TO OPERATORS ONLY \$12.50**  
f. o. b. factory.  
One-third cash with order, balance C. O. D.

### HERE IS A BIG HIT!

Prism Shape Binocular Priced at only 90c ea.



It's a natural for streetmen, pitchmen, claw operators, sportland prizes, punchboards, concessionaires, etc. The biggest flash ever offered in a binocular. Genuine black top grain leather covered body. Optical black finish trim with brass tubes. Fine pitch polished lens; full three power magnification. All American Made. Has plenty of flash, but is a real field glass, too! Enables grandstand seats and bleacher prices. Height 3-9/16". Width 5". Fully guaranteed. Lots of 12, each \$10. Smaller Lots, each, \$1.00. Genuine Black Leather Carrying Case, extra, 50c.  
25% Deposit on All C. O. D. Orders. Catalog Free on Request. State Your Business.

**JOSEPH HAGN CO.**  
"The World's Bargain House" Dept. 88,  
223 W. Madison St., CHICAGO, ILL.

## Chi Ops Launch Petition Drive

CHICAGO, April 15.—A big rally of the Organized Operators of Chicago was held at the Sherman Hotel last Friday. More than 200 operators attended the meeting, at which Fred Mann, president, presented a plan for getting merchants to sign petitions in behalf of pinball games. The plan was received enthusiastically, and prepared forms were distributed to all members. Operators were asked to spend two days in getting the petitions signed by their locations and return them to the organization today. Early reports today indicated that operators had carried the plan thru to success. The petitions will be presented to the mayor of Chicago as soon as possible. Several new members were received by the organization at the meeting. A number of manufacturers and jobbers attended the gathering and offered their co-operation.

### Use Comic Card To Stir Up Minnesota Operators

MINNEAPOLIS, April 13.—Using the cartoon "Divided, Even as You and I," showing the antics of two calves tethered between two cans of feed, first pulling against each other and finally going in the same direction at the same time to get the feed in each can, the Minnesota Skill Game Operators' Association has mailed 1,000 cards of this design to all prospective members within the State. Underneath the cartoon is the legend "Why Wait—Join Now" and the name of the association. The idea is said to have originated with F. L. Keyworth, of St. Paul, who operates machines throughout the State. J. D. Leary, president of the association, expresses hearty approval of the plan and states that his office will be glad to mail samples to other organizations or arrange to supply them with these cards with the name of any association printed on them. Address J. D. Leary, president Minnesota Skill Game Operators' Association, 204 11th avenue, South, Minneapolis, Minn.

## SALESBOARD OPERATORS!

Here Are New Deals for You  
Offering Quick Turn-Over Plus Big Profits



**Only 6.25 per deal**  
Order No. B. P. 9.  
**FISHING TACKLE ASSORTMENT**—Consists of two level Winding Reels, two Rats, two Lighters, one Flashlight, three Pocket Knives, two Fountain Pen Flashlights, mounted on a 2,000-Hole Board. Takes in \$20.00 and pays out 30 Packages of Cigarettes.



**Only 4.35 per deal**  
Order No. B. P. 1.  
**DE LUXE ASSORTMENT** Has 2 Cigarette Boxes, two Men's Book and Pencil Sets, two Lighters, Pair of Dice, one Pocket Knife, one Table Lighter, mounted on a 2,000-Hole Board. Takes in \$20.00 and pays out 30 Packages of Cigarettes.

Write for Special Circular Showing Complete Line of New Deals



**3-IN-1 VEST POCKET MANIOVRE SET**—Made in Japan. Assorted fancy colored celluloid handle. 1 1/2 inches closed, gross in box. **B10C189**—Per gross \$ .80



**TEA BALL SET**—Consists of tea ball in shape of a kettle with chain and ring attached, also a tray. Highly polished nickel-plated finish. Each set is put up in a cloth lined display box. **B29A85**—Per gross \$18.00  
**B29A86**—Per dozen sets \$1.80



**FIRST QUALITY, Latched, Blue Steel, Keen Edge Blades.** Do not confuse with inferior goods being offered. 5 in pack a g. 20 cellophaned packages in carton. **B8C96**—Per 1,000... \$4.00



**NOVELTY DOG**  
Novelty—Three pieces, porcelain, highly glazed, richly tinted. Height of large figure 2 inches. Length 2 inches. Each set in box. **B28C188**—Per gross sets \$3.85



**Special Value CHINA ASH TRAY**—Finished in luster with band of contrasting color. China compound is mounted on center of 4-inch ash tray. Seat and cover are more like. **B2N181**—Per gross \$4.50



**Novelties**  
**B88N68**—Firing Birds. Outside of tin. Per gross \$2.00  
**B85N107**—Pop-Eye Infated Toy. Per gross \$9.00  
**B85N104**—Monkey Infated Toy. Per gross \$9.00  
**B85N108**—Pinto Infated Toy. Per gross \$9.00

**Air Balloons**  
**B85N8**—90 CM Assorted Animal Prints. Per gross \$2.75  
**B85N91**—90 CM Assorted Flower Prints. Per gross \$3.00  
**B85N80**—Assorted Top-Up Balloons. Best Selling Numbers. Per gross \$4.00



**Gas Balloons**  
**B85N31**—70 CM Assorted Prints. Per gross \$3.00.  
**B85N32**—80 CM Assorted Prints. Per gross \$3.45.

## N. SHURE CO. Adams and CHICAGO

SLOT MACHINES I	CLOSED TERRITORY I	PIN GAMES I
Waltling Twin 1c Jackpot Vendors..... \$24.50	Major League Seniors Latest Model..... \$24.50	Fleet Seniors, Like New..... 19.50
Pace 1c Jackpot Vendors..... 22.50	Rockets (Late TH)..... 29.50	Action Juniors (Floor Samplers)..... 24.50
Little Dukes Triple Jackpot 1c Vendors..... 22.50	Champions (Like New)..... 35.00	Signal Juniors (Floor Samplers)..... 18.00
Waltling Twin 5c Jackpot Vendors..... 24.50	Marble-Jax A. B. V..... 10.00	Red Arrows (Used 1 Week)..... 5.50
Mills Blue Front 5c Side Vendors..... 20.00	All Bell Sweepstakes..... 5.00	Mills Bell Sweepstakes..... 7.50
Mills Blue Front G. A. 1c Side Vendors..... 44.50		
Mills Greenback 5c Jackpot Bell..... 34.50		
Jennings Single Jackpot Vendors, 5c or 25c..... 14.50		
Waltling Single Jackpot Vendors, 5c or 25c..... 14.50		
Mills Single Jackpot Vendors, 5c..... 14.50		

All machines guaranteed to be in perfect mechanical condition and like new. If interested in ANY territory with this BEAUTIFUL PARTNATING MECHANICALLY PERFECT-ACTION game—its OWN Cashier, its Own Watchdog, Will last YEARS—with GOLDEN PROFITS to EVERY OPERATOR. So don't get left behind. LEAD in YOUR territory. GET ON THIS GREAT PAY TABLE NOW. Get a Sample—you'll order PLENTY more. Price, 1 or 100, \$27.50, 50 Play. TERMS: 50% with Order.

**CAROLINA NOVELTY COMPANY,** 108 North Martin St., Elizabeth City, N. C.

**EMPIRE TOY & CANDY VENDOR**  
**SENSATIONAL PENNY GETTER!**  
The EMPIRE is equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c Operator's Net PROFIT is over \$2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly! Operate a "chain" of three Steady Money Makers! Remit Only \$10.50 for This Deal!  
1 EMPIRE, 10 pounds Candy Coated Peanuts, 2 gross assorted Toys, 1 Toy Display Frame.  
**EXCLUSIVE EMPIRE FEATURES:** Single Front Candy Slot, Beautiful Chrome Finish Body, Yale Lock on Money Box.  
Same Machine Also Vends Ball Peanuts, Pictorial Size, Etc. Write for Quantity Prices.

**D. ROBBINS & CO.** 141-B DEKALB AVE., BROOKLYN, N.Y.



**READY MONEY AND STEADY MONEY**  
With "TARGET" (ONLY AUTOMATIC PAYOUT COUNTER PIN GAME EVER BUILT). Size 12"x22" you can STRIKE GOLD in ANY territory with this BEAUTIFUL PARTNATING MECHANICALLY PERFECT-ACTION game—its OWN Cashier, its Own Watchdog, Will last YEARS—with GOLDEN PROFITS to EVERY OPERATOR. So don't get left behind. LEAD in YOUR territory. GET ON THIS GREAT PAY TABLE NOW. Get a Sample—you'll order PLENTY more. Price, 1 or 100, \$27.50, 50 Play. TERMS: 50% with Order.

**THE BEVERATOR COMPANY**  
CAMBRIDGE, OHIO, U. S. A.

AT YOUR LOCAL DEALER'S - READY FOR IMMEDIATE DELIVERY!

STONER'S "THOROBRED" OF PROVEN PROFITS!



# Cavalcade

LOOK AT THESE Winning FEATURES!

- A New Rapid-Fire Double-Action Racer
- Three Flashing Colored Lights
- A Kicker That Flashes a Light and Rings a Bell
- A Sensitive Automatic Anti-Tilt That Prevents the Player From Winning When the Machine Has Been Tilted
- An Adjustable Pay-Out Percentage Feature
- An Attractive Playing Field . . . Brilliantly Colored . . . Chip Proof . . . Wear Proof
- Handsomely Designed Maple and Mahogany Finish Cabinet.

Order Cavalcade From Your Local Dealer Today!



The Art of the Line  
\$39.50  
F. O. B. AURORA  
ILL. TAX PAID

De Luxe Size  
41"x21"

## STONER CORPORATION

328 GALE STREET • AURORA, ILL.

### Oriole Will Distribute Pop-Corn Vending Device

BALTIMORE, April 13.—Oriole Coin Machine Corporation announces that the firm has arranged to distribute the Automatic Popit pop-corn vending machine in Maryland, Western Pennsylvania and the District of Columbia. The deal was arranged recently when Harry Wolper, president of the Automatic Popit Corporation, Chicago, was on a business trip thru the East.

Ed Ross, of the Oriole firm, states that the machine will prove as great an attraction on locations as it did during the 1935 Coin Machine Exposition in Chicago. Ross states that the short time Popit has been on locations in this territory has given conclusive evidence of the machine's earning power. Operators are reported to be very much interested in the machine.

T. C. Dooley, prominent operator of Tulare, Calif., was in Los Angeles last week buying new games for spots in the San Joaquin Valley towns.

### 50c VALUE SELLS FOR 25c

No. 077 deal consists of 1 tube of finest quality Dental Cream and 1 high quality Tooth Paste for 25c and give the Brush, too. It's a sell-out. Sample, 12c; Order, 11c Each Deal. Gross, 10c Each Deal.

No. N384—League of Needle Book, contains 75 Assorted Needles. Dozen, 50c; Gross, \$3.96; Two Gross, \$8.90.

FREE—Wholesale Catalog showing 8,000 fast sellers. Send for it today.

SPORS CO., 435 Superior St., La Center, Minn.

ON HAND FOR IMMEDIATE DELIVERY.

## CAVALCADE

IT'S A WINNER! OPERATOR'S PRICE, \$39.50.

**D. ROBBINS & COMPANY - 1141 De Kalb Ave. Brooklyn N.Y.**  
EX. DISTRIBUTORS FOR NEW YORK, NEW JERSEY, CONNECTICUT & PHILADELPHIA.

### OPERATORS - LOOK!

**The Year's Biggest Buy!**

No. 2088—2,000 In Sale. Nets you \$16.25 after Cigarette Payout. On 50/50 You Gross \$8.12. On Outright Sale to Dealer, \$6.95.

**OUR PRICE IS ONLY \$3.00 FOR 1 OR 100.**

1/3 Down, Balance C. O. D., F. O. B. Chicago.

Write for Our NEW 1935 Catalog. Filled with Other Bargains.

**LINCOLN NOVELTY CO., 4325 E. RAVENSWOOD AVE., CHICAGO.**

### THE GREATEST REPLACEMENT BOARD FOR JIG SAWS and WORLD'S SERIES IS READY

## WEST BOUND

"I'll Stake My Business Reputation That This is the Greatest Replacement Board Ever Built."—GEORGE PONSER.

**GEORGE PONSER CO., 11-15 E. Runyon St., Newark, N. J.**

### REJUVENATE YOUR LOCATIONS

Here are two 600-Hole Step-Up Boards that will turn your route into top money!

**GOING STRONG!**  
Hi-Lo is still the fastest moving board ever sold! Never grows stale to the player. Hi-Lo takes in \$30.00 and has an average payout of only \$12.00, with both \$10 and \$15 possible hits for the boys to shoot for.  
**LIST PRICE... \$2.25 Each**  
Plus 10% U. S. Tax.  
Write or wire your order now. \$1.00 per Board must be enclosed.  
**SUPERIOR PRODUCTS, 1603 S. Michigan Ave., Chicago, Ill.**

**ANNOUNCING!**  
Radio is bound to be the greatest hit ever. Radio takes in \$30.00 and has an average pay-out of \$10.00, with a new, simple and ingenious jack pot that flashes both \$10.00 and \$25.00 possible hits.  
**LIST PRICE... \$2.50 Each**  
Plus 10% U. S. Tax.  
Write or wire your order now. \$1.00 per Board must be enclosed.  
**SUPERIOR PRODUCTS, 1603 S. Michigan Ave., Chicago, Ill.**

### Annual Premium Exhibit

CHICAGO, April 13.—The fifth annual National Premium Exposition will be held at the Palmer House, Chicago, May 6 to 10. The convention will be sponsored by the Premium Advertising Association of America, Inc. The greatest display of new premium items ever assembled under one roof is promised in the annual show. The best methods of premium merchandising will be discussed and also the work of the association in meeting adverse legislation.

### GUARANTEED

Premium Vending Machines are a source of steady and reliable income provided your equipment is constructed for years of service.

We'll prove this, for we offer to send you a Trial Lot of 6 to 24 Machines which you can operate and return for full cash refund within 30 days if they do not entirely live up to your expectations in every way.

VENDEX is unequalled for Booth, Bar, Soda Fountain or Cigar Case. All locations requiring a neat attractive machine taking up a minimum of space will gladly make room for you when you call with VENDEX.

U. S. Pat. No. 1901734.  
Heavy Chrome Plate Mechanism Guaranteed for One Year. Attractive Decalcomania Labels in Silver, Blue, Red and Gold.

**THE VENDEX CO.,**  
Dept. B., Roxbury Crossing, Boston, Mass.

# Evans' LIFE GAMES!

## RAINBOW DARBY ★ KINGS OF THE TURF



A thrilling automatic payout game. The two rainbow colored discs revolve in opposite directions. AND—if you've matched the colors out pops a quarter in nickels. ORDER NOW—READY FOR IMMEDIATE DELIVERY.

The greatest automatic payout horse race game ever built. Select your horse—watch it race around the track. Darby pays five to one odds. Order Darby today—it's ready for IMMEDIATE DELIVERY.

Be one of the first to get this different kind of a game—order now. So clever—so interesting, all your spots will want KINGS OF THE TURF! Send for particulars.

**H·C·EVANS & CO.**  
1522-28 W. ADAMS CHICAGO

**HARLICH** *Newest*  
**SALESBOARD CATALOG**

*Advance Issue*

Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready.

Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

**SEND FOR IT NOW**  
**HARLICH MFG. CO.**  
1481-1417 W. Jackson Blvd., Chicago, Illinois

**Demand for Games Felt by Distribs**

NEW YORK, April 13.—Distributors of pinball table games in this area have been caught short. There was some fear that the demand for games would not be as great as usual and therefore many of the distribs here did not rush in large orders. Due to this fact most of them are without games to meet the present demand.

Jobbers and operators thruout this territory have suddenly been demanding the latest games in quantities. The distribs have been unable to meet this demand and some of them have been in constant long-distance touch with their factories. It is believed that within a few weeks there will be faster delivery of the new games.

The sportlands and general operators, because of the Albany situation, were reluctant to order in large quantity, but since general optimism has returned it is believed that more games will be sold during the coming summer months than at any similar period in the history of this area. Orders that some of the leading distribs here already have placed show that more games will be sold during the spring season of 1935 than were sold during the past winter.

Distribs also report the general demand being for skill games with intricate play. The electrical lighting games are preferred. It is also stated that the public is asking for games which will keep them interested for longer periods of time and distribs are therefore asking their factories for real games of skill.

in closer touch with the manufacturers of coin machines. His office handles many details of adjustments for members of the organization in their dealings with manufacturers.

The organization is also planning an impressive program of work to establish higher standards in the distributing field and also to secure wider recognition of the established distributor in the coin-machine industry. Mr. Wilds has had wide experience in the trade association field. His office is in the LaSalle-Wacker Building here.

**Penny Salesboard Deal Offered by Shure Firm**

CHICAGO, April 13.—Sam Shure, of N. Shure Company, has developed a new 2,000 and 2,500-hole salesboard, filled with new merchandise, which is calculated to catch the eye of the average man. It is reported. The boards are the 1-cent and 2-cent variety. The idea came in response to merchants and operators who have long been asking for a salesboard deal which provides quick turnover on investment and something with a real selling punch.

Mr. Shure stated that "in addition to the quality items and prizes, the boards also pay out approximately 20 packages of cigars, thus giving the merchant additional profit on his cigar sales."

"The boards are all moderately priced, insuring the operator a profit of more than double his investment. Recognizing the value of real merchandise on these boards, we have made 17 different assortments, including some very fine sporting goods, fishing, smoking and general quality assortments."

"These special seasonal deals, besides being flashy, are of value, and while they put plenty of pennies into the merchant's cash register, in addition will please the customers and patrons because of the excellent return they get for their pennies."

**NADA Director Busy in New Chi Headquarters**

CHICAGO, April 13.—R. L. Wilds, managing director of the National Automatic Distributors' Association, has been at work here for about a month now and reports that the work of his office is going forward rapidly. Mr. Wilds has been stationed here by the NADA to be

**Factory Bargain Lot PHOTO HANDLE POCKET KNIVES**

Assorted Models. Regular Size. Polished Steel. 2 Blades. Brass Bolsters and Lined.

A New Deal — Big Buy  
Per Dozen, \$2.25  
Five Dozen for \$10.00

Send for New Catalog.  
**ROHDE-SPENCER CO.**  
Wholesale House.  
223-25 W. Madison St., Chicago.

**New Low Prices On Carnival Goods**

Genuine FUR DOGS & CATS.	17.50
Large Size CHROME TABLE LAMPS. Ea. \$1.00; Doz. 11.50	11.50
Large Size OLASS LAMPS. Each, 75c; Dozen 8.75	8.75
Chrome SMOKING STANDS. In Red, Green, Ivory and Black. Each, 95c; Dozen 10.80	10.80
Chrome and Black BRIDGE AND FLOOR LAMPS. Each, \$1.75; Dozen 20.00	20.00

A Full and Complete Line of Novelties, Specialties, Etc. Send for Our Catalogue — It is Free. 25% Deposit With Order. Balance O. O. O.

**M. K. BRODY,** 1116 South Halsted St. CHICAGO  
In Business 25 Years

**WILLS SILENT DOOBENECK JACKPOT BELLS, \$40.00; Rebuilt, \$37.50; Mills Escalator Jack Pot Bells, \$55.00; Golden Bells, \$60.00; Mystery Bells, \$65.00; Q. T. Bells or Vanders, \$40.00; Walling 1c and 5c Twin Jack Pot Bells or Vanders, \$35.00. One-Third Deposit. Get our Prices on Brand-New Machines. KINZER NOVELTY CO., 1619 E. 80th St., Chicago, Ill.**

**HEY LOOK — USED GAMES**

GOLDEN GATE, \$9.95 DROP KICK, \$14.95 ELECTRO, ...

Write for Many Good Used Bargains.  
**W. J. C. VENDING CO., Inc.**  
239-B Canal St., New York City

Thank You for Mentioning The Billboard.

**Sportland Operators**

PENS — PENCILS — RETS — COMBINATIONS.

Get Our New Low Prices and Here Stay! This Season Don't Be Fooled. Our Goods Get the Money Samples, \$1.00.

**RELIABLE PEN CO.**  
245 Broadway, New York City.

**REVISED AND UP-TO-DATE MACHINE**  
Just mailed you each Wednesday, showing Lowest Prices on Used Machines. Drop us a card and receive this list weekly.

**KANSAS NOVELTY COMPANY**  
655 W. Douglas Ave., Wichita, Kan.  
"Largest Stock of New and Used Machines in the Middle West."

RAY "I SAW IT IN THE BILLBOARD."

# INRAINNIC *trio*

**MODEL A**  
**TICKET VENDING UNIT**  
AND *Automatic Payout* COMBINED

Operate as PAYOUT or TICKET game—depending on temporary territorial conditions—get huge profits either way! Change made in 2 or 3 minutes! When operated as Ticket game, skillful player automatically receives Tickets good for 2 to 20 Free Games—and coins of equal value drop into Payout box. Merchant simply unlocks Payout door and pays himself back for all Tickets redeemed. No need to save Tickets! No time wasted counting Tickets! No cash tied up between collections!

**MODEL B**  
**PAYOUT**  
(NO TICKET UNIT)

Remember! Payout and Ticket mechanism in both Models A and B are FULLY AUTOMATIC—and based on the famous Rocket principle, proven positively "bugless" by thousands of machines on location 12 to 18 months!

**MODEL C**  
HAS ALL THE QUALITY, BEAUTY, ACTION AND  
**FAST-PLAY**  
OF A AND B—BUT NO PAYOUT OR TICKETS  
ALSO HAS *Light-up* ANTI-TILT

New—fascinating—thrilling—yet the same strong, deep-rooted, time-tested SKILL APPEAL that kept Airway on location for years! Bring back those big-profit Airway days and tie up the choice locations with TRAFFIC—the game that stays put!



Another Great Design by Harry Williams

Model A with automatic payout \$99.50  
Model B with automatic payout \$94.50  
Model C with automatic payout \$49.50

MODELS A AND B

*Taking in \$150 to \$250 per week!*

**MODEL C COLLECTIONS UP TO \$30.00 DAILY**

Fast 5-BALL PLAY gets twice as many nickels per hour. 14 DIFFERENT COLOR LIGHTS on the play field—OUT-BALL RETURN—PROGRESSIVE SCORING—SMOOTH-SHOOTING 1-INCH GLASS MARBLES—and dozens of other popular features immediately "steal the show" in any location and insure long hours of REPEAT PLAY. Why go on scraping a few dollars a week out of ordinary pin games? Give yourself a break! Go after those \$150.00 to \$250.00 WEEKLY COLLECTIONS that are pouring into TRAFFIC machines now on locations! One day's play will convince you that you've got hold of the greatest gold mine in history! ORDER TODAY FROM YOUR FAVORITE JOBBER!

**BALLY MFG. CO.** 2642 BELMONT AVENUE CHICAGO, ILLINOIS

**SPRING SPECIALS**

- BLADES—Double-edge, cello, wrapped, etched. Per 100... 39c
- MOTH CAKE—Large size, cellophane wrapped. Each... 2c
- INK—Red. 10c size. Dozen... 15c
- FLY SWATTERS—(Jap.) Extra long wire handle. Dozen... 30c
- SHOE LACES—Carded. 25 pairs. Assorted. Per Card... 22c

Send for **NEW 1935 CATALOGUE**  
1000 MONEY MAKERS

**BENGOR PRODUCTS CO.**

10 E. 17th St., Dept. W., New York City

**French Exhibit Date Announced**

PARIS, April 13.—*La Revue de L'Automatique* indicated the international character of the coin-machine industry in its March issue by reporting details of the exhibits of coin-operated machines held in Chicago, London and Leipzig during 1935. The automatic exhibits held in London and Leipzig were in conjunction with general trade fairs. The French coin-machine trade publication also announced details of the first annual coin-machine exhibit to be held in Paris May 27-29. Details may be had by addressing the publication, 24 Rue D'Athènes, Paris.

**Walzer Vender Is Clicking**

MINNEAPOLIS, April 13.—A. M. Walzer Company reports an exceptional heavy play on its new Moderne Peanut Vender, which is introduced only a few months ago. According to Manager A. M. Walzer, orders have been pouring in from all parts of the country. The new Moderne vender is of new design and its dimensions are 10 by 4 by 5 1/2 inches, with a capacity for three pounds of peanuts. Its low price is another feature. Its compactness permits the operators to place a dozen or more on a single location. The idea is to place one in each booth, instead of only one machine in the entire location.

**Lease Two-Story Building For Wholesale Business**

KANSAS CITY, Mo., April 13.—Midwest Novelty Company, well-known novelty firm, leased last week the two-story building at 1028-28 Broadway, containing 22,000 square feet, from the Cunningham estate, where it will establish headquarters for its wholesale department and offices. The company will retain its present location at 1322 Main street for a retail store.

The Midwest Novelty Company was

established in 1922. It is operated by Edward Johnson and Chester I. Levin, employing 18 persons. Last week's lease was arranged by J. H. Appleby for the leasees and Lovelace & Simmons for the owners.

**Business Grows Better In Detroit Territory**

DETROIT, April 13.—Improved business was reported by several operators interviewed during the week in Detroit. The pin-game field, which has suffered a long depression in Detroit since the legal activities of last summer, is experiencing a comeback in nearly all districts. As a result operators generally are far more optimistic than even a month ago.

Increased business for one jobber, Marshall-Lemke, Inc., resulted in the leasing of an additional two-story building adjacent to the main store this week. The new structure will be used for storage and shipping purposes on machines and gives 15,000 additional square feet. In addition to taking the new space, the firm bought four new trucks this week to handle local deliveries.

Pin games have shown a pickup in recent weeks, according to James Brown, one of Detroit's newer operators, who recently acquired the route of machines formerly owned by Hyman Fuller. Beer gardens and restaurants are proving the best locations, according to Brown. These usually find patrons in a better spending mood than most other spots. Second choice is the drug store, providing the stores are selected with careful judgment after observation of their usual class and volume of patronage.

The first new coin-machine operating company formed here in recent months is the new Dearborn Specialty Company.

**JOIN YOUR LOCAL ASSOCIATION.** The Billboard can supply you with the address of your State organization or the group nearest you.

**IT'S FROM ATLAS**



SEE US FOR THE NEWEST AND BEST OF PIN TABLES

**STAR LITE**

Immediate delivery on this great game by Exhibit. It's a real winner! Lights in motion!

**WHIRL POOL**

Exhibit's great ticket vending game with automatic totalizer. A beautiful de luxe game.

**CAVALCADE**

Stone's sensational successor to Beacon. The flashing lights click with the player's Get It!

**PUT 'N TAKE**

The greatest one-ball one-shot automatic payout pin table the world has ever seen. Priced low!

Ready for Immediate Delivery

We Are Headquarters for All the Newest Pin Table and Counter Games

**Atlas NOVELTY CORP.**  
2159 N. CALIFORNIA AVE.  
CHICAGO ILLINOIS

WRITE FOR COMPLETE LIST OF USED MACHINES OUR PRICES ARE THE LOWEST! OCEANCREST NOVELTY CO. 1489 Coney Island Ave., BROOKLYN, N. Y.

**SPECIAL DEAL!**  
10 PIN GAMES... \$18.50  
Write for information, **VENDING CO., Inc.** 230-B CANAL ST., New York City

**REAL BARGAINS—Late Model Rockets, \$10.00; slightly used Champions, \$35.00; practically new Ivel Arrows, \$50.00; Airways, Jig Saw, Footcaks, Prosperity, \$4.00. M. LUBMAN, 110 W. Bank Street, Petersburg, Va.**

**DOLLYAN SUGAR ROLLED DATES**



Flashy Cellophane Box (8x12x1 1/2). A Strong Intermediate Give-Away. Guaranteed to stand up in all weathers. Packed 100 to Carton.

**\$4.75 Per Carton**

25% Deposit with Order, Balance C. O. D. Send for Free Illustrated Catalog.

**MARVEL CANDY CO.**  
101-103 Wooster St., N. Y. City

**—NEW—**  
**RED HOT—FUNNY—SPOVY.**  
Absent-Minded Walter Shrimme Oancer is a riot! The Carlock Oancers are a scream! We are the manufacturers of all types of Shrimme. Our quantity prices are the **LOWEST IN THE WORLD.** Send 10c for samples of above and we will send special Price List of 25 red-hot sellers. T. R. PAYNE, 28 Cardinal Pl., New York, N. Y.

# KELLY POOL

A different, highly skillful game that offers a real objective for the player. Duplicates the fascination of that good old game of Kelly Pool. 10 Balls, different colors, numbered 1 to 10. Four different award plans may be used. KELLY POOL Senior, \$52.50. Junior .....

\$39.50



44" x 24"

## CYCLONE

Amazing cyclone action—3 separate fields—20 balls—lights flash—balls advance—a real thrill treat. 10 balls to shoot. Electric Ball Lift optional. CYCLONE.....

\$72.50



# 3 ways to bigger profits!

Choose any or all of these remarkable machines and you're on the right road to big, steady profits. Each one is packed with action... skill... thrills and beauty—all the necessary qualities for a successful investment. See your jobber today!

IMMEDIATE DELIVERY



Taking In \$200 to \$300 Per Week

## MATCH PLAY

The peer of all payout games. Automatically pays out 8 coins on matched score of 200, 4 coins on 400, and so on up to 20 coins for a matched score of 2,000. Two or three ball play. Extra slot for check separator and 200 checks. \$5.00. MATCH PLAY, Chinese Red or Ebony Black bakelite finish field.

\$87.50

**D. GOTTlieb & Co.**

2736-42 N. Paulina St. Chicago, Illinois

Junior Senior  
40" x 21" 44" x 24"

—New York—  
American Vending Co.  
773 Coney Island Ave., Brooklyn  
45 Elizabeth Ave. Newark, N. J.  
Sole European Distributors—  
Burrows Automatic Supply Co 78-81 Fetter Lane London Eng

## Your New MONEY SAVING GUIDE

will be **READY** April 25<sup>th</sup>

Never before have we offered such an extensive and complete line of Merchandise and Novelties as this year. Our New Catalog contains hundreds of Imported and Domestic-made items, including Beason Hankets, Shawls, Chinaware, Cans, Parrots, Balloons, Rubber, Novelties, Miniature Hats, Corn Game Goods, Razor Blades, Carried Goods, etc., at AMAZINGLY LOW PRICES. If you are a Live Wire Concessionaire, Pitchman, Novelty Worker, Streetman or Hunter, we urge you to send for our 1935 Catalog.

**Send for it Today.**

"A RELIABLE HOUSE TO DEAL WITH"

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**ZIP—\$39.50 BEAM LITE—\$39.50 HITS FROM THE SHOW**  
Claws, Slots, Used Games, Cigarette Venders, Race Horse Payoff Games. All of the latest New and Used Pin Games in stock.  
LEHIGH SPECIALTY COMPANY, 155 Green Street St., Philadelphia, Pa.

**Complete Stock of All the NEW Machines**  
SUPREME VENDING ORGANIZATION

**FLYING TRAPEZE SR. \$20.00**  
Reels ..... \$4.00  
Lightings ..... 7.50

TERMS: Full Cash Must Accompany All Orders Under \$25. 1/3 Deposit. Bal. O. O. D. for Orders Over \$25. WRITE FOR FREE CATALOG.

557 Rogers Ave., Brooklyn, N. Y.  
1410 Webster Ave., Bronx, N. Y.  
922 8th Ave., New York City

**SUPREME VENDING COMPANY, INC.**

## Profits Roll in with BARREL ROLL

The Original Principle Pin Game Sensation Proves To Be

**THE OUTSTANDING WINNER of 1935**

LOCATIONS DEMAND IT!

SIZE: 22"x44"

FOR SALE By Jobbers Throughout the World

ORDER TODAY!

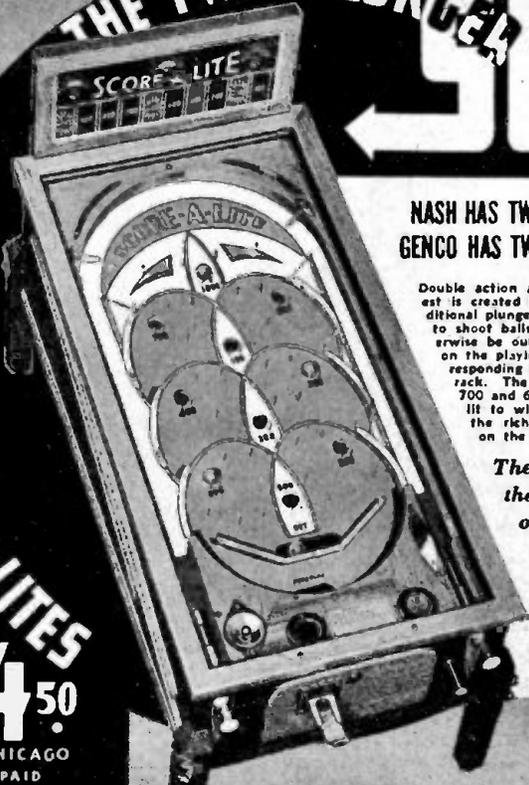
UNDUPLICATED FEATURES:  
ROTATING REELS, COLORED LIGHTS, TRIPLE ADVANCERS, FREE PLAYS, FLYING BRIDGES, "COME-ON" SHOT.

Manufactured by

**ALLIED AMUSEMENT CO.**  
1425 SOUTH FLOWER STREET LOS ANGELES, CALIF.  
See Barrel Roll at Your Favorite Jobbers Today

THE TWIN PLUNGER

# SCORE 'A' LITE



**NASH HAS TWIN IGNITION  
GENCO HAS TWIN PLUNGERS**

Double action and double interest is created by having an additional plunger on the left side to shoot balls that would otherwise be out. The 10 holes on the playing field have corresponding lights on the light rack. The 1,000, 900, 800, 700 and 600 lights must be lit to win. Score-A-Lite is the richest looking game on the market.

*The clerk checks the score without leaving the counter—the pay-out being visible for 40 feet.*

BE LUXE CABINET

**PAY-OUT LITES**

**\$44.50**

F.O.B. CHICAGO  
TAX PAID

# CRISS CROSS

*'A' Lite*



The Biggest seller because it's the biggest profit maker. Often imitated but never equalled. It's the greatest light-up game ever made. Criss Cross-A-Lite may now be played with either 4 or 10 balls—it just depends on your location's need. Order today—it's the light-up game that's proven mechanically and electrically bugless. Get yours!

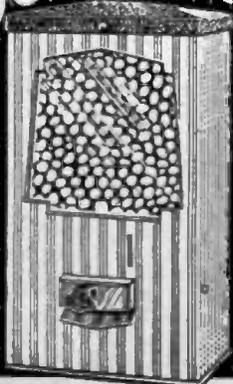
**\$44.50**

F.O.B. CHICAGO

ORDER FROM YOUR  
JOBBER OR DIRECT

**GENCO, Inc.** 2625 N. ASHLAND AVE. CHICAGO

## The Beautiful MODERNE PEANUT VENDOR



Satin Striped Chromium Finish  
Tried and Proven Thousands in Operation



### A Rich New Field!

Introduced but a few months ago—the Moderne Peanut Vendor has SWEEPED THE ENTIRE NATION!!! We can produce wires, letters, testimonials—to prove that our Vendor is the SENSATION OF THE DAY!!!

**PLACE ONE IN EACH BOOTH!**

**PENNY-OPERATED**  
SIZE 10x4x5½ Inches | CAPACITY 3 Lbs. Peanuts

Place 6 of 25 "Moderne" in each location. The investment is small—and the returns are big—your operating expense is CUT TO THE MINIMUM! SEE UP your locations NOW—they are worth REAL MONEY!!!

**EXTREME LOW PRICE!!**

The low quantity-price will ASTOUND you! This beautiful chromium modernistic Vendor absolutely defies competition. It's Revolutionary!—It's different!—It's up-to-date!—and—it GETS THE MONEY!!! Get set for the HOT WEATHER season—Hurb M. O. for sample and FREE Peanuts today!!!



**A.M. WALZER COMPANY**  
316 Eighth Ave. So., DEPT. B, Minneapolis, Minn.

### 1935 CIRCUS BULLETIN FREE—Write for Your Copy Today—FREE

ZA-ZA (VOICE DOLL)  
NEW MIKEY MOUSE Items  
COWBOY HATS  
NOVELTY GAMES  
TOM MIX AND TONY  
BALLOONS  
FLYING BIROS  
PARASOLS  
INFLATED TOYS  
LATESTY TOSS UPS  
BETTY BOOP DOLLS  
WHISTLING WHIPS

**SPECIAL FEATURES**  
Large Lash Whips, As—\$7.20  
sorted Colors. Gro.  
Dice and Dog Head \$6.75  
Swagger Canes. Gro.

**GOLDFARB NOVELTY CO.**  
THE HOUSE OF SERVICE  
116 PARK ROW,  
NEW YORK, N. Y.

### BIGGEST SMASH HIT!

**Holt's Midget Leader**

MECHANICAL

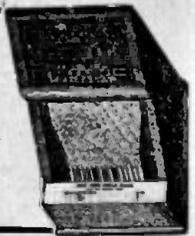
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Newest Fast Seller for Cigars, Cigarettes, Candy and all other Merchandise. Jobbers and Operators write for Circular and Full Information. ALSO COMPLETE LINE OF PUSH CARDS.

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King of all pay tables  
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of words describing the beauty of Rex and Chicago Express wouldn't be sufficient to give you the "real picture" of these two sensational games! We further believe you are most interested in "how much money can they earn for us?" and therefore all that we ask of you is to make the "acid test" TODAY! Place REX Pay Table and Chicago EXPRESS pin game ON LOCATION! There's the WHOLE STORY in a nutshell. We'll absolutely GUARANTEE you the Greatest MONEY-EARNING SURPRISE of your life. The beauty and novel skill action of Chicago EXPRESS has made it the greatest HIT of 1935! The simple skill one-ball play of the REX Pay Table has truly earned this game the RIGHT to be called "King of ALL Pay Tables." We're delivering both games as fast as the factory can turn them out—GET YOUR ORDER IN IMMEDIATELY—assure yourself of FULL CASH BOXES at EVERY COLLECTION with the inimitable REX Pay Table and Chicago EXPRESS—1935's outstanding pin-game sensation!



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Home Run Board Form 3490 GETS THE PLAY

Takes in (1000 holes at 5c) \$50.00  
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**Price \$2.30 With Easel**  
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Just ready for delivery, a 2,000-hole Penny Cigarette Board, complete with five Beautiful Premiums. Nets \$13.80 after awards are paid. Order as No. 2,000 H. A. S.

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Best set-up yet. Jobber's prices. Sample, \$3.00; Lots of Five, \$2.75; Lots of Ten, \$2.50. Order from this ad and be first.

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**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

In each unit of "KRIS KRINGLE" no two articles alike in Unit.

- Silk Hosiery
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- Breaded Bags
- Leather Hand Bags
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Hundreds of Other Articles of Wonderful Value and Merit.

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# Get every penny we can!



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Here's a brand new idea that will put the skids under old man depression.

Here's a proposition that is turning the worst kind of duds into big time money makers.

Here boys is the angle that will take that house that is hanging 'round your neck like a millstone... that house that oats and sloops but doesn't produce **AND PUT IT INTO THE TOP MONEY!**

**HERE IS A GUARANTEED MONEY BACK PROPOSITION THAT HAS GOT TO PRODUCE... OR ELSE \***

**HERE IT IS!**  
HAVE A "KRIS KRINGLE" WEEK EACH MONTH!  
HAVE A "KRIS KRINGLE" DAY EACH WEEK!  
HAVE A "KRIS KRINGLE" MATINEE EVERY DAY!  
LET EVERY DAY BE "KRIS KRINGLE" DAY—FOR THE LADIES!  
OR—GO STRAIGHT "KRIS KRINGLE"!

**USE YOUR HEAD!**  
Visualize the tremendous possibilities of a **REAL GIFT TO EVERY PATRON**

at every performance — Each gift of distinctive value and different! A "Kris Kringle" unit consists of 100 valuable articles, each article individually packed in numbered, sealed carton... each article different... no two alike. From either the cashier or door-tender each patron receives a numbered ticket. This number corresponds with number on sealed carton. Cartons are arranged numerically on numbered shelves of "Kris Kringle" cabinet to make selection swift and easy.

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F. O. B. CLEVELAND, OHIO 25% DEPOSIT—BALANCE C. O. D.

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