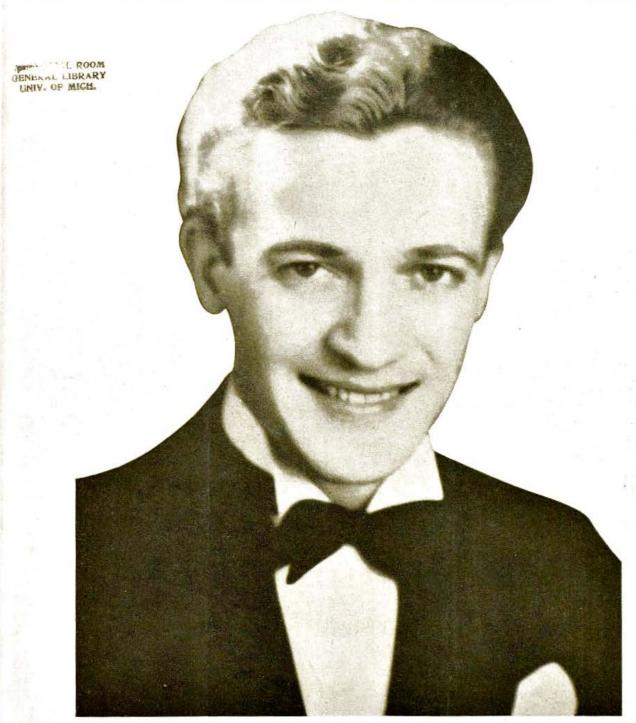


The World's Foremost Amusement Weekly



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Personal Representative
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Chicago

Vol. XLVII No. 10

The World's Foremost Amusement Weekly

March 9, 1935

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ISSISSIPPI TAX RETURNS

Pa. Showmen Take Steps To Combat Proposed Tax

HARRISBURG, Pa., March 4.—Showmen have started an offensive against an amusement tax bill sponsored by Governor Earle and will bombard members of the Legislature with protests against its enactment. Allied interests also are getting busy and will supplement the campaign against the measure, which provides for a 10 per cent tax on admission prices to all forms of amusement and recreation.

Managers of fairs declare they will oppose the proposed levy, which also goes so far as to tax dues to country clubs and social organizations.

Chi Theater **Guild Planned**

Griffin to direct productions-shows to be presented at Goodman

CHICAGO, March 2.—Plans are being formulated for the establishing of a producing and self-sustaining theater organization here to be known as the Theater Guild of Chicago, Inc. According to the announcements, they willopen at the Goodman Theater with a recent Broadway success, as yet unnamed, that has not had a previous Chicago showing, to run for two weeks. Four other plays, new to Chicago, are also planned, to be presented at \$1 top admission.

James Bradley-Griffin, scheduled to CHICAGO, March 2 .- Plans are being

admission.

James Bradley-Griffin, scheduled to direct the productions, has been directing various amateur and little theater groups around here for several years and recently was tied up with the organization that proposed to produce Small Miracle here. After several rehearsals with a mixed professional and Equity cast they failed to post bond and the company was dismissed. Later they thought they would do the same play at the Goodman with an all-amateur (See CHI THEATER on page 16)

1934 Receipts From Amusements Almost Double Those of 1933

Tax Commission figures show net of \$283,083 last year compared with \$155,009 in 1933-circuses and carnivals sensation of year, tripling their business

JACKSON, Miss., March 4.—Circuses and carnivals did three times as much business in Mississippi last year as in 1933, netting the State \$31,475 in amusement taxes, according to S. L. Burwell, chief of the amusement tax division of the State Tax Commission. Theaters showed a healthy increase too—58 per cent better than in 1933—and accounted for 81 per cent of the money from amusement taxes, but circuses and carnivals were the sensation of the year, altho they produced but 11 per cent of the total collections. Altogether, Burwell's table shows, the tax netted \$283,083 in 1934, compared with \$155,009 in 1933 and \$94,098 in 1932. Theaters in 1934 netted \$231,178 in taxes, compared with \$133,022 in 1933. Dances brought \$3,700; swimming pools, \$1,274, and rinks, \$151.

Burwell's figures further reveal that since Chairman Alf H. Stone organized the Tax Commission under its present setup May 1, 1932, the amusement tax has netted \$532,191, with a steady gain almost every month. In May, 1932, the tax brought only \$12,332, and about the same to line. After a midsummer After a midsummer same in June. slump it picked up slightly in the fall, then fell off during the "bank holiday" period of 1933, after which it began a slow pickup, running around \$10,000 to \$12,000 until that fall, when it jumped considerably. In 1934 the smallest collection was \$17,873 in January, and it ranged up to \$35,448 in December.

Circus Crews Battling

HOLLYWOOD, Calif., March 4 .- The advance crews of the Tom Mix Circus and Wild West and the Al G. Barnes Circus are waging a battle royal. "Wait" and "Coming Soon" paper has been put up by the Barnes show against Mix's announced dates. Plenty of paper is being used by both sides.

Actor and Mechanical Unions Co-Operating Closer Than Ever

Br BLCCCCCE Fair Fe Fire For Ge Ha

NEW YORK, March 4.—The theatrical union council idea, which has been agitating labor circles the last few years, moved closer to actual formation this week when various unions worked together on several critical situations. George E. Browne, head of the IATSE, and Ralph Whitehead, secretary of the AFA, were seen several times in conference the last couple of weeks. In addition Browne has been conferring with Tom Phillips, head of the Burlesque Artists' Association, on a working agreement between the organizations. -The theatrical

Equity alone remains somewhat iso-

Equity alone remains somewhat isolated from the mechanical crafts, and this situation was brought sharply into relief by Equity's lone stand against lifting the ban on Sunday shows in Albany last week.

Whitehead, accompanied by Francis P. Penton, AFL organizer, hurried to Philadelphia Friday, where they conferred with the musicians' union and the Central Trades and Labor Council over the picketing of the Adelphia Hotel by the musicians. The AFA is co-operating with the musicians in this instance.

The council idea is now working in-formally. It is expected that the coun-cil will be set up formally before the

Back to Gate Fee

NEW YORK, March 2.—Luna Park, once the pride of the East, is making an attempt to recapture some of its former attempt to recapture some of its former glory. Last season only a few attractions were open, about half the place having been fenced off and the gate admission dropped, as there were no free acts or music. Idea under consideration now is to charge 10 cents weekends, evenings and holidays, with free admission on week days up to sunset.

Midtown Service Corporation has renewed its lease on the Coney Island playground, and Charles R. Miller returns as manager. His Three Musket-

turns as manager. His Three Musket-eers are William Lombard, Salvatore Merando and John Guelfi. A couple of new attractions have been booked.

(See LUNA PARK on page 63)

N. C. Bill Threatens Still Dates; Quick Action Urged

CINCINNATI, March 4.-Legislation is

CINCINNATI, March 4.—Legislation is pending in North Carolina foward increasing licenses for carnivals, which if favorably acted upon would be prohibitive to shows playing still dates in that State.

Jack V. Lyles, general representative Johnny J. Jones Exposition, wired The Bill-board Saturday: "Believe same can be handled if showmen will spend a little money, but they must act quickly, as the matter comes up the coming week." Mr. Lyles suggests that showmen immediately communicate with S. C. Brawley, attorney, and Thomas C. Foster, Durham, N. C.

Film Players **Delay Strike**

Give producers chance to reconsider recognitionextra players are in panic

HOLLYWOOD, Calif., March 4.—The general screen actors' strike scheduled for March 1 has been postponed in order for March 1 has been postponed in order to give producers chance to go into a huddle and agree to a new contract and recognition. The players do not wish to inconvenience the studios but are ready to carry out their threat if results are not forthcoming with the next few weeks.

There is a rumor that the producers

(See FILM PLAYERS on page 5)

Equity Administration Is Victor at Stormy Meeting

Elects members of nominating committee against opposition of Actors' Forum-open break is reached-800 attend-Forum platform attacked and defended

NEW YORK, March 2.—In one of the most turbulent meetings in the recent history of the organization, the Equity administration's slate of persons to serve on the nominating committee won out yesterday over the slate submitted by the Actors' Forum, the group within Equity which has been urging more radical measures to provide economic relief for the actor. Over 800 Equity members attended, an unusually large number for a quarterly meeting, and the majority for the administration slate was said to be large. The meeting was held in the afternoon at the Hotel Astor. The meeting was stormy and bitter thruout, catcalls and boos being heard from the time the candidates for the nominating committee were named and continuing thru a later discussion of the Forum platform. The adventure of the prorum platform. The adventure of the prorum platform.

named and continuing thru a later dis-cussion of the Forum platform. The ad-ministration came out in the open in its attack on the liberal group and the latter replied with explanations of its points and insistence that its aims were no more radical than the Declaration of Independence or the Emancipation Proc-lamation.

Forum, last week, had named The Forum, last week, had named a slate of nominators which included Sylvia Field, Margaret Wycherley, Clarence Derwent, Milliard Mitchell, Alexander Kirkland and Hugh Rennie, Early this week an administration group, led by Florence Reed, Madge Kennedy, Humphrey Bogart and Osgood Perkins, petitioned that a rival slate be selected by the administration. This was done, the slate including Granville Bates, Charles

(See EQUITY on page 16)

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EQUITY STOCK PLEA

Government Loan Asked

Little hope of getting the \$5,000,000 requested to Change in Local put plan in operation

NEW YORK. March 2.—Altho at present the outlook presents little hope, Equity is pushing its plea for a government loan of \$5,000,000 to save the theater thru the establishment of threetown rotary stock circuits as suggested by Frank Gillmore, Equity president, several weeks ago, and reported here. Each company would play week stands in each of three cities, then returning to its starting point with a different play. Three companies on each of the circuits would keep a continual supply of legitimate stage entertainment on tap in towns which have not had legit shows in years. Prices would be low, just enough to insure the continuation of the project.

According to Gillmore's plan, the

enough to insure the continuation of the project.

According to Gillmore's plan, the cities of each circuit would be within 100 miles of one another, so as to bring traveling expenses to a minimum, and 20 circuits would be called for at first. Later, according to the plan, a circuit of 30 one-nighters would be established. No towns would be included in which legit shows are now customarily shown, thus doing away with the angle of competition with the commercial theater.

Gillmore and Paul Turner, Equity counsel, wrote President Roosevelt, outlining the plan, and urging it as a measure to save the theater, "a dying industry." Later Gillmore went to Washington to confer with Jacob Baker, of the FERA, and was told that the government makes no loans direct. Instead, the money is apportioned to the States, and in the States, mingled with various State funds, it is distributed thru grants

(See EQUITY STOCK on page 16) (See EQUITY STOCK on page 16)

Politics Hit **Benefit Drive**

Theater Authority claims it is hampered by personal efforts of judges, others

NEW YORK, March 2.—The Theater Authority reveals it has been annoyed and hampered in its work by politicians and local officials, especially judges, it says. These politicians are behind many of the big benefits and write personal letters to night club proprietors, theaters, producers and actors. The night club proprietors in particular are afraid to producers and actors. The night club proprietors, in particular, are atraid to say no, and usually ship whole floor-shows to benefits. The Theater Authority reveals that even after it arranges for benefit promoters to buy talent, these politicians contact stars direct and try to get them to augment the paid show. The Authority once more asks performers to refuse to play free shows unless they first contact their organizations.

The Authority had trouble with a show put on by "The Old-Timers of the American Stage" on Washington's Birthday at the Ritz Ballroom. The promoters had guaranteed payment of (See POLITICS HIT on page 16)

Homeward Bound!

PARIS, Feb. 25.—Mediocre actor who was putting his audience to sleep with "imitations," queried: "What bird would you like to have me imitate?" Voice from the audience: "A homing pigeon—going home."

306 Personnel

NEW YORK, March 2.—Harland Holm-NEW YORK, March 2.—Harland Holm-den, IATSE vice-president, in charge of Local 306 pending a reorganization, will put another man in his 306 spot until he is able to reorganize the Chicago operators' local. Holmden will be in Chicago indefinitely. Before leaving this week he told the membership of 306 that elections of an executive board of 11 will be held "shortly." The IA would have veto power over the board, however. however.

The union signed up the revamped Roosevelt and the Venice theaters this week. The local also pulled its men out of the Apollo burly theater Friday, supporting the strike of Local 802 musi-

Theater Wins Skirmish

In 10c Admission Fight

Attorney Sider tries to break Chicago monopoly and claims local film board unfair-judge denies motion for dismissal-further hearing April 8-long fight seen

CHICAGO, March 2.—The first skirmish in the battle between the Public Theater and various distributors and circuits here for the right to show pictures at 10 cents admission and the privilege of exhibiting double features has been won by the Public Theater. A coterie of some 16 lawyers, representing the numerous defendants, tried without success to have the case dismissed in the Federal Court and motioned that the complaint should be exercised before the local Grievance Board of the Code Authority, Morris Sider, representing the theater, proved to the court's satisfaction that inasmuch as the charge entered was one of conspiracy to prevent the theater from getting film and monopoly on the part of certain theater from giving a fair decision. He argued that a court of competent justicition must hear the sort of evidence he proposed to uncover in his client's charge of conspiracy and monopoly. Judge

Iowa Bank Night Decision

CEDAR RAPIDS, Ia., March 2.—When bank nights" are conducted by amusement places in Iowa and customers are ment places in lowe and customers are not required to purchase tickets in order to participate in a drawing, such a plan does not constitute a lottery in the opinion of Edward L. O'Connor, at-torney-general of Iowa. A communica-tion to that effect has been received by

tion to that effect has been received by
the county attorney here.

If the public is required to register by
coupon or otherwise, after first buying
a ticket of admission, then the practice
would be a violation of law, O'Connor
said. He also held that a "reasonable
length of time" must elapse for the
holder of the winning number to claim
the prize. Heretofore the winners had
to be present or another number would
be drawn.

to be present of another the drawn.

The ruling was made because many theaters in Iowa have been advertising "bank nights." If the prize for some particular night was not claimed the money went into a jackpot for the next drawing. In several instances the sum

drawing. In several instances the sum accumulated reached more than \$200. O'Connor originally ruled that the plan was illegal, but supplemented his views later with the modified statement.

Making the Deadline

SARANAC LAKE, N. Y., March 2.— Betty Huntington, local correspondent for The Billboard, refused to permit a major operation to hamper her style when the deadline for her weekly column approached. Despite a high fever and pain, four days after the operation was performed, she had the nurse prop her up in bed and managed to get her column thru in time. Betty is a guest at the NVA Sanatorium.

Shows All Off, Says Cochran

Cancels productions in contract break with British Equity-Equity firm

LONDON, March 2—A new bombshell fell in London's theatrical war this week when C. B. Cochran announced that he was calling off all future productions as a protest against the British Equity contract which has been upheld by the Ministry of Labor. There were six productions on his books.

ductions on his books.

The dispute arcse originally between Equity and the management of the Drury Lane, when Equity, in its fight for a closed shop, insisted that the closed-shop clause be retained in all contracts. Conferences were called between actors and producers by the Ministry of Labor, and the result was a compromise that virtually amounted to an Equity Victory. A standard contract was agreed upon, subject to the approval of both managers' and actors' organizations, an arbitration board was established, and it was further agreed that no actor be employed who was not okehed by the official machinery. This, the a compromise on the surface, means an actual closed shop, since only Equity members get the okeh.

When Cochran returned from America, where he had been for the American opening of Elisabeth Bergner in Escape Me Never, he denounced both Equity and the Ministry of Labor compromise, re-fusing a place on the joint council and announcing that he would call off his plans to produce Beverly Nichols' Mes-mer. Equity had objected to the con-tracts he offered for that play, claiming they were not in accord with the agree-ment.

ment.

Cochran's latest action was precipitated by the closing of his current revue, Streamline, which folds tonight. He gathered the cast, and tried to persuade them to sign on his own terms for future productions, asking whether they owed their allegiance to Equity or to him. Equity replied by sending telegrams to the cast, saying that if they signed they would be expelled from the organization—which under the agree-

signed they would be expelled from the organization—which under the agreement would mean that they would be barred from working.
Cochran then announced abandonment of all his production plans. The proposed shows include, besides the Nichols play, an English version of Schnitzler's Lieberlei, a London production of Anything Goes, A. P. Herbert's Jubilee (revue), Barrie's new play written for La Bergner and a large continental musical.

ten for La Bergher and manufacture nental musical.

In answer to Cocuran's statement.
Godfrey Tearle, president of British Equity, wired him a reply, "Equity believes," it said in part, "in constitutional

(See SHOWS ALL on page 16)

American Ballet Opens With Brilliant Success in New York

NEW YORK, March 2.-The American Ballet, which has been rehearsing for two years, more or less, to give America an indigenous and permanent ballet troupe, opened with marked success last night at the Adelphi Theater, where it night at the Adelphi Theater, where it will continue performances, with changes of program, thru Thursday. An ermined and bejeweled audience pounded its palms off in rapture, and dancers in the final of the four ballets were summoned back for 10 calls. Edward M. M. Warburg is director of the company and George Balanchine, maitre de ballet. Alexander Merovitch, of the Musical Art Management, is booking the company on a nation-wide tour,

anti-trust law.

Sider, in answering the defendant's motion, contended that the personnel of both the local Grievance and Clearance and Zoning boards were made up of members who were either directly connected with defendant companies or had some indirect tieup and were controlled by

It is the organization's policy to use guest artists, and last night Tamara Geva and Paul Haakon assisted the regular troupe, each appearing in one

the defendants, thereby prohibiting them from giving a fair decision. He argued that a court of competent jurisdiction must hear the sort of evidence he proposed to uncover in his client's charge of conspiracy and monopoly. Judge Charles E. Woodward intimated that when a charge of this kind was made against certain people and the defense is that they must take the case before the NRA Board and the answer by the plain(See THEATER WINS on page 16)

number.

The first ballet, Serenade. with settings by Gaston Longchamps, costumes by Jean Lureat and music by Tschaikowsky, is a sly and amazingly well-performed satire on the traditional ballet, with long lines of coryphees going, with astounding ease, thru routines usually reserved for a premiere danseuse. One girl even loses her place in the line, finding it after much scurrying about, to the audible delight of the audience.

Alma Mater is a distinctly American

Alma Mater is a distinctly American satire, an impression of a novelist's impression of a college campus, hilariously carried out, altho it is, as some commentators suggested, a revue skit rather than a ballet. At any rate it is amusing and extremely well performed. Costumes are, as might be expected, by John Held Jr., and music by Kay Swift.

Errante, in which Miss Geva appeared, received the greatest applause honors of the evening, altho it has several stagey (See AMERICAN BALLET on page 16)

TEDDY BREWER This Week's Cover Subject

T EDDY BREWER has been in the show business 15 years, the first 10 years of which he spent as featured saxophonist in various orchestras. For the last five years he has been leading his own band. His musical accomplishments rank high and he can play a total of 25 instruments.

He has appeared in vaudoville thruout the country, especially in the Middle West, where he played the RKO and Stanley circuits. In 1932 he was elected to membership in the Academy of Radio Arts, and was selected as the favorite orchestra leader on the air by the 1932 class of New York University. He is now appearing in hotels, clubs and ballrooms under the direction of the Continental Orchestras Corporation.



Auburn Motors Ties in With 802 Opens Fight To Olsen-Johnson-Austin Show

Automobile firm sponsoring show's transportation on tour of 70 one-nighters—newspaper ad campaign to plug tieup-"Goin' Places" begins tour at Taft, Cincinnati

CINCINNATI, March 2.—As a means of advertising and exploiting its 1935 model automobiles, the Auburn Automobile Company, Auburn, Ind., has tied in with the 50-people Goin' Places revue, featuring Ole Olsen and Chic Johnson, nut comedians, and Gene Austin, well-known tenor, and will sponsor the show's transportation on a tour of 70 one-night stands, starting in Cincinnati and taking the company as far South as Florida and back to the Middle West. All arrangements for the tieup were made here this week by Roy H. Faulkner, president of the Auburn Automobile Company, and Robert Kerr, who with Joseph Griffin is presenting the Goin' Places revue. Under the arrangements of the Disen-Johnson-Austin show will make the jumps in a caravan of six 1935 Auburn automobiles. In addition there will be a 32-passenger stream-lined bus, as well as two mammoth trucks to handle the wardrobe and scenery. Personal appearances will be made by the show's stars at the various Auburn showrooms along the line.

In addition an extensive newspaper advertising and exploiting its 1935 model to the invented in the show's transportation on a tour of 70 one-night stands, starting in Cincinnati and taking the company as far South as Florida and back to the Middle West. All arrangements don't have been dead to the middle west. All arrangements don't have been dead to the middle west. All arrangements don't have been dead to the middle west. All arrangements don't have a distinct the story of the stor

rooms along the line.

In addition an extensive newspaper advertising campalgn has been mapped out to plug the Auburn cars and the Goin' Places show in the cities played. The Auburn name will also be mentioned frequently during the run of the two-and-one-half-hour show. In a minor tieup arrangement with Firestone, all of the show's motor equipment will be shod with that firm's product. The Auburn advertising will appear in the newspapers along the route in advance and during the show's engagement. Ab Jenkins, who boasts more speed and endurance driving records than any other individual, will travel with the show and will give safety-driving demonstrations in the various driving demonstrations in the various towns visited.

Roy H. Faulkner, Auburn president, has a host of friends in the various branches of show business. He recently returned to the Auburn executive staff after a three years' absence. Mr. Faulkner is intensely interested in the Auburn-Goin' places tieup. If the idea pans out successfully there is the possibility that a similar arrangement will be made with other traveling attractions, he said.

The Goin' Places revue is the Olsen and Johnson road show, augmented by Gene Austin especially for the Southern tour, fustin is a prime favorite in the South. The show began its extended tour under the Auburn tieup with a two-day stand at the Taft Theater here yesterday and today. All other engagements on the 70-day tour will be limited to one-nighters. The company was met at the Union Station here Friday noon by a caravan of



OSTERS

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Novelty Acts to enlarge unit. Iron Jaw Act, woman preferred; Chinese Act, Pantonime Comedy Act, Conedian, Dance Act, Preference given to Foreign Acts. Grif Filer for Skating Act, women. Salaries must be with the times. Show booked would, Address Murpby Theatre, Wilminston. Wills, RRAEEMER, Producer; A. H. HÖWELL.

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Standard Vandeville or Floor Show Act, from two to ten-people act that can go to town. No amateurs wanted. Whatever you do in your act have it set before answering this. Have plenty of work, 18 Night Club Circuit. Get in touch with meast case. Wire or write the condition of the

PARIS FOLLIES

WANT Straight Man Must sing. Producing Comics. Must be good. Also Chorus Girls who an lead numbers.

WANT—People in all lines doubling Plane-Accordion, Sax, etc. No wires. No advance. R. C. BRAY, Manager, Rain Bow Players, Columbia Hotel, Grand Forks, N. D.

Featured with Goin' Places, in addition to Olsen and Johnson and Gene Austin, are Candy and Coco, Mack Murray, Don and Audrey Elmeres, Cliff Crane, Blanche and Doria Caron, Ruth Faber, Ottille George, June Johnson, Stormy, Ole Olsen Jr., Shirlie Rust, Kathryn McKenna, Lief Erickson, Charlie Strong and his 12 Admirals, and a bevy of specialty artists and stooges.

mirals, and a bevy of specialty artists and stooges.

Executive staff includes Robert Kerr, exploitation manager; Joseph Griffin, company manager; Joseph Griffin, company manager; Jean de Goveia, press representative; Pat Fitzpatrick, advance; Erma Taylor, secretary; Robert Allen, stage manager; Clarence Marks, carpenter; Jerry Sullivan, electrician; Ab Jenkins, transportation director, and Rose Sack, wardrobe mistress.

The Friday afternoon business at the Taft was fair, but night performance was a complete sellout, the local Shriners having taken over the entire house. The show scored tremendously with the Nobles, their wives and friends. The Olsen and Johnson comedy, the singing and comedy work of Gene Austin, with his musical assists, Candy and Coco, and the numerous blackouts, bits and specialties got over in fine fashion.

ties got over in fine fashion.

The company played to two more good houses Saturday.

Harrison Stricken; To Take 3-Week Rest

NEW YORK, March 4.—The 1,660th performance of The Green Pastures went performance of The Green Pastures went on Saturday afternoon without the participation of Richard B. Harrison, the great Negro actor who previously had not missed a performance in the role of De Lawd. Harrison had been stricken with a heart attack in his dressing room just before the matinee and had been taken to the Pifth Avenue Hospital.

dressing from Just before the manner and had been taken to the Fifth Avenue Hospital.

His understudy, Charles Wood Winter, played the role for the first time since the show opened more than five years ago. Harrison, altho stricken, was reluctant to quit the part. He at first insisted upon going on, and when he heard that he could not he asked to speak to the understudy, saying that he would be back in a few days.

Marc Connelly, author of the play, told the matinee audience that Harrison would not appear and admission was refunded to about 250 persons, the rest of the audience stayed and applauded Winter enthusiastically.

At Fifth Avenue Hospital this morning it was said that Harrison's condition is not serious, but that he will need complete rest. It will be about three weeks before he can return to the part.

FILM PLAYERS. (Continued from page 3)

(Continued from page 3) will try every means to pacify the players but cannot see recognition. It is believed that they will be forced to accept the players' terms eventually. The extra players' stuation here is serious. Of 20,000 possibilities but 1,004 names have been retained on the call sheet at the casting office. Just what the unfortunate players will do is a question. The city officials are in a panic, for they feel that none of the players will leave the city, hoping against hope to get their names back on the rolls. the rolls.

The names have not yet been announced but will be made public some time next week.

WI HAT SENDING

End Burly Kickbacks

NEW YORK, March 4.—First steps in the battle being waged by Local 802, AFM, to end alleged kickbacks and scale AFM, to end alleged kickbacks and scale cutting in burlesque houses were taken last week when stagehands and operators of the Apollo Theater, 42d street, New York, and the Star, Brooklyn, were called out. The grips have joined the nusicians in the walkout.

Both houses are using non-union labor, while the actors, members of the Burlesque Artists' Association, are still at work. However, a general BAA meeting is scheduled for tonight to discussarranging working agreements with the

ing is scheduled for rought to discuss-arranging working agreements with the musicians' union.

It is quite likely that the strike will spread to other burlesque houses in New York. That is the feeling at musicians' headquarters.

Ballet Extended

NEW YORK, March 4.—The enthusiasm attending the initial engagement of the American Ballet, which opened Friday at the Adelphi here, and the business coming in have been so great that the management has extended the run thru next Sunday. The ballet was originally penciled in only thru Tuesday and was later extended thru Thursday.

Hollywood's 20c Vaudefilm

HOLLYWOOD, March 2.—The New Marcall Theater here will inaugurate a vaudefilm policy starting Monday. House, managed by Al Herman, Dave Kramer and Albert Galston, will use Jill Dennett and her 15-piece orchestra and Eddie Bush's Biltmore Trio as permanent features, along with specialty acts in for full week. Two feature pictures will complete the program to be offered customers at 20 cents.

Earl Taylor To Produce Musical Under Canvas

CHICAGO, March 2.—Earl Taylor plans to invade the outdoors this spring with a large musical revue under canvas. His company will be heralded as Earl Taylor's OO-La-La Continental Extravaganza International and he states that 100 persons will be employed in the show, which will travel by truck and busses. Of these, 75 or 80 people will be performers.

It is planned to use an 80-foot round

buses. Or these, 75 or 80 people will be performers.

It is planned to use an 80-foot round top with three 30-foot middle plees as the theater, with a seating capacity of 3,500 to 4,000. Stage is to be 40 feet square and is to be as fully equipped as any theater stage in the country, it is said. Loud-speaker equipment for both inside and outside announcements will be carried. Taylor states show will be advanced by two bill cars and six men with 17 styles of special paper and a public-address system. Street parades will be used in each town.

The show will play from one to three days at a stand, the population of the town governing the engagements. Taylor anticipates opening around April 15 and closing late in the fall in Southern territory.

Abbey Players Go West

CHICAGO, March 2.—The Abbey Theater Players of Dublin will finish up a highly successful engagement at the Harris Theater tonight. They came in for three weeks but stayed for five because of the heavy business done, and probably could remain several weeks longer. CHICAGO, March 2 .- The Abbey Thea-

From Chicago the players jump direct to Los Angeles, then will play the prin-cipal citles up the Coast, including Vic-

cipal cities up the Coast, including victoria and Vancouver.

Mr. and Mrs. Charles Stuart Given, handling exploitation for the players, have done much to increase interest in them thru speaking before various organizations in the cities played.

B&K Club To Frolic

CHICAGO, March 2.—The Balaban & Katz Employees' Club will hold a Roman holiday at the Medinah Athletic Club March 11. A buffet supper dance and entertainment with the B & K. basketbell championship playoff in the gym, a ping-pong championship and other events are scheduled for the evening. Activities are expected to start at 10:30 p.m. and last until 3 a.m. Lew Diamond's Orchestra will furnish the music.



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Must be sober and have car, for Theatre Booking with Hill Billy Act of 14 with merit. Pay 20%. UNCLE LARRY AND HIS ORIGINAL KORN KOR KUTUPS, R. D. 3, Box A112, Altoena, Pa.

WANTED For PLATFORM SHOW, Co-mediana, Singers, Dancers, young Team, Man Black Lady Hot Plano. All must change for two weeks, Open in March. State age and lowest salary. DR. R. E. LEWIS, BOx 624, Blot Springs, Ark.

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WANTED MED. PERFORMER. NOVEL-for week. Work Acts. BURKE & GORDON.



STRAY SHOTS

TEGARDLESS of what one K might think of Equity's stubborn stand against the Berg-Neustein Bills for the legalization of Sunday legit performances in New York State, one cannot avoid admiring Frank Gillmore's adherence to his principles. The true test of greatness is the courage to fight all opposition against what we believe to be right, regardless of ridicule, annoyances large and small and alienation from one's best friends. Gillmore has always displayed admirable courage. He waged Equity's early fight for recognition in the face of the greatest possible odds. The fight against the Berg-Neustein measures is child's play to him. But grave issues are involved. We hope that despite his firmness, fearlessness and genuine concern over the welfare of the theater, that this time he can be made to see that he, too, can be wrong; that the important labor factions of the theater have also thought the matter out and if they see in Sunday performances a way to better conditions in the theater there must be merit tied up with their united stand against lonely Equity.

Charles Koerner, RKO's divisional manager in New England, deserves the commendation of performers for his attitude on the desirability of "flesh" in maintaining steady grosses in vaudefilmers. In the midst of a conglomeration of picture-minded execs Koerner has not been misled by their ravings and fervent picture patriotism. We realize that in Koerner's kindly attitude toward "flesh" and his actual demonstration of leaning toward "flesh" favorably, sentiment is not a factor of any consequence. Koerner is a business man-and a good one. It is his contention that "flesh" is far more important than the average theater exec of today believes. Time will tell whether

or not Koerner is right, and we hope, of course, that he is. But right or wrong it cannot be said in his case that he is not giving a proposition that involves remunerative employment to thousands of deserving professionals a fair chance.

Our wanderings last week took us to St. Louis, where we disported for a few days with Frank Joerling, our genial office manager in the City Smokier Than Pittsburgh. St. Louis is a great town. It includes thriving and important indus-Normal, amusementloving people work in its factories, offices, city departments and public institutions. These people have the same desires as the teeming masses in New York, These denizens of a great Midwestern city visit New York and Chicago to see shows that they can't see in St. Louis.

St. Louis, with the exception of shows produced by Fanchon & Marco at the Ambassador, is without stage shows. The St. Louis, RKO's former stand, is dark. Several other houses that can well use vaudeville or book legit shows are also dark. The Chamber of Commerce of St. Louis can do something about this. More than it imagines.

SIDE GLANCES

MATEUR nights are quite the rage with theater execs who regard vaudeville as a faded relic of the past. . . . These birds ought to be made to answer the question: "How old is the hook?" . . . With all that is alleged to have been done by the radio chains to encourage new talent, the sustaining program proposition is for most young hopefuls still the greatest stall concocted in many years. . Those who say the road is dead really mean that it is dotted with "No Thorofare" signs put up by cutthroat competitors. . Wherever there are human, civilized beings there is a real desire for stage attractions. . . . Every time a "David Copperfield" is released there's a wave of enthusiasm for the straight picture policy. . . . To change exhibs' minds—that's why quickies are born. . . . We can't think of any other legitimate reason.

The Broadway Beat

By GEORGE SPELVIN

THE Hebrew Actors' Union benefit at the Bronx Coliseum last Sunday drew 10,000 people. . . But the mass was uncontrollable, and the stars appearing had to give up hopes of entertaining. . . Among those who appeared were Ed Lowry, Rudy Vallee, the Pour Eton Boys, Paul Yawitz, Ray Noble, Nick Lucas, Do Re Mi and George Hall. . . Ralph Whitehead leaves, some time around the latter part of May, on a Coast-to-Coast organizing tour for the AFA. . . . Assemblyman Carmine J. Marasco has introduced a bill in Albany making it a misdemeanor for any juror to relate his experiences, or for a jury panel to re-enact a trial, on the stage for profit. . . Sally Rand has been given six more weeks at the Paradise Rest, making a total of 22, the longest run ever enjoyed by an attraction there. . . She originally went into the spot for two weeks . . . Abe Lastfogel and the missus, Frances Arms, returned from the Coast, intending to stay here for about six weeks. . . Johnny Hyde took advantage of the opportunity to go away on a three-week vacation to Hot Springs, along with Marvin Schenck. . . Eddle Court is one of the busier floor-show producers. . . . He has shows at Delmonico's, the King's Terrace and the Richman . . During one of the bad weeks at the Radio City Music Hall one of the execs of the house called the neighboring Waldorf Theater, which is now a straight pix grind, to ask how business was over there. . . The guy at the Waldorf said it was good. . . Whereat the Music Hall exec chirped that he was glad, because he figured the Music Hall might be getting some of the overflow. . . One of the Spelvin crew tried to emulate the Broadway bunch by acquiring a barber-shop tan—but all he wound up with was a peeling kisser. . . Just before last week's snow, while the weather was warm, a sure sign of spring appeared on Broadway . . . The vaudevillians began gathering on the "beach" in front of the Palace—which is a surer sign of spring appeared on Broadway . . . The vaudevillians began gathering on the "beach" in front of the Palac

The Friars' Frolic of a week ago Sunday is still the talk of the town. The net was around seven grand, after the take reached \$10,400 from the theater receipts and the sale of the souvenir program. It was an all-stag show on the stage, except for female impersonating of Milton Berle and Bert Frohman. And Eve Sully got into the show by working from a box. Jack Dempsey's appearance, clad in a pair of pajama pants and his native modesty, means long hours of work at the dumbbells and lifting machines for those Friars who brought their wives. Sld Gary stole a march on Eddie Miller by singing Old Man River. Clem McCarthy repeated his broadcast of the inaugural Santa Anita Handicap—which brought many a sad face among the boys in the audience. boys in the audience.

One of Mr. Spelvin's scouts (Len Traube, if you must know) has just discovered, after all these years, that David T. Wilentz, the Hauptmann prosecutor, is a distant relative on the distaff side. . . . Ever since he found out, claims another stooge, Len's been going around with a splint on his right-hand index finger. . . Speaking of Flemington, the manager of the county fair there, Major E. B. Allen, was introduced at the banquet of the New York State Fair Association as coming from the most talked-of town in the country. . . The toastmaster didn't even bother to mention the name of the town . . The Rev. John Nicol Mark, of Arlington, Mass., attending important amusement functions thru the East as 'a guest speaker, has a new version of the moth flying out of a Scotchman's pocketbook. . . . The moth couldn't fly, he says; it was dead. . . .

Chicago Chat

By NAT GREEN

ANDOM RIALTO RAMBLINGS: A Randolph street basement cafeteria is an excellent place to observe the changes wrought by fickle fortune. . . . On a recent evening I dropped in for a scuttle of suds and saw at tables about the place a former Follies producer; a songwriter whose melodies have been sung across the country; a man once prominent in the old WVMA; an old newsboy at one time famed as a "dip"; three former big-time vaude stars; an advance man who has been up in the money, and a score of lesser lights who in the "good old days" of 10 to 15 years ago would have died of mortification had they been seen in a "popular-price" lunchroom. . . But the wheel of fortune—round and round she goes, where she stops nobody knows!

Whatever chance Sixteen had of surviving was killed when it was rewritten because Harriet Noble Cain, a high-school girl, "stole the show."

The new version, designed to give Shaindel Kallsh, the star, more opportunities, took away most of Miss Cain's best material. . . Sammy Clark off to New York to take over his new job as head of exploitation for Warner Bros. . . Spent a pleasant hour backstage with the Weaver Brothers and Elviry. . . Their little "gitup" has some new material that's o. k. . . . A couple of my friends from Tab days—Margaret Little and George Hall—are with the Home Folks, Margaret and Elviry doing a comedy number together. . . Gene Autry in from the road for a day and reports his Raundup unit is going good. . . Frank (Equity) Dare looking for a program of The Dybbuk from the '26 Chi engagement, to check up on the cast. . . . Eddle Levin missing all the punk weather we've been having—he's spending two weeks in the West Indies.

Along Randolph street:—Sidney Belmont, St. Louis booker, here looking over acts. . . Jackie (Dynamic) Heller trying to escape (?) from a flock of admiring fems. . . Arthur (Hagenbeck-Wallace) Hopper popping up from nowhere like Punjab, the giant. . . Jack Clark, Jimmie Mattern's Boswell, on his way to Golden Gloves bouts. . . Farl Kurtze, who used to book fair attractions, doing very well handling WLS attractions. . . J. Dwight Funk, of dipley show tame, and Mrs. Funk off to San Diego, where he'll have a couple of shows. . . Al Belien beaming over continued popularity of Isle of Capri. . . . Young Art Jarrett (he's only 26) happy over his second Loop engagement. . . Dennie Curtis in from his successful Minneapolis Shrine show and off to play a St. Louis date. . . Bert Clinton, local AFA representative, stopped to discuss gypping of performers by agents and producers. . . Declares conditions are worse than ever before. . . Incidentally, three shoestringers have remarked anent an item in this column week before last: "That was meant for me." . . O. K., boys, if the shoe fits—

Why doesn't some sponsor grab Jean Tennyson, young blond singer, who scored in the Vantties and is now signed for the Chicago Opera Company?

. . On a recent WGN program she registered splendidly, and she's a good bet for an air commercial. . . Truman (Pinky) Tomlin, lanky Oklahoman who wrote The Object of My Affection, in town for personal appearances. . . Century of Progress offices now on Michigan avenue, and the park board has taken over the old Administration Bullding.

Radio Educators To Meet May 6-8

NEW YORK, March 2.—Sixth annual institute for Education by Radio, combined with the fifth annual assembly of the National Advisory Council on Radio in Education, will be held May 6 to 8. in Education, will be first away to to inclusive, at the Ohio State University, Columbus. Representatives will be present from college and university stations; ent from contege and university scattering, commercial broadcasters, including representatives of the National Broadcasting Company; the Columbia Broadcasting System, members of the Federal Communications Commission and other federal government agencies, members of the Parent-Teacher organizations and appropriate individuals and educational many other individuals and educational associations.

associations.

Program will include an outline of possibilities for the further development of educational broadcasting under the FCC Act of 1934, also the discussions and consideration of better programs for both adults and children. Program com-mittee consists of W. W. Charters, as chairman; Levering Tyson and George F.

WBS Picks Up Few; **Rintoul Tours Texas**

NEW YORK, March 2.-World Broad-NEW YORK, March 2.—World Broad-casting System has picked up several new accounts within the past week or so. First Division Pictures, producers of the March of Time news shorts, is tak-ing spot recorded announcements thru World on 26 stations, with 21 more to be added to the list. My-T-Fine, dessert, is likewise taking announcements.

added to the list. My-T-Fine, dessert, is likewise taking announcements.

WBS has finished a series of spot talks recorded by Dizzy Dean, baseball pitcher. for the Rice-Stitz Dry Goods Store of St. Louis, which is putting out a Dizzy Dean sweatshirt. Richfield Oil of California has taken out a year's renewal for its five-time weekly broadcast of the Dimmie Allen aviation series going on 10 West Coast stations. Serial is also on in the East, but the time was taken at a different period, with contracts not expired yet.

at a different period, with contracts not expired yet.

Stephen Rintoul, stations relations manager for WBS, is in Texas on a tour to sign up stations. WBS hopes to get the Southwest Broadcasting System.

WOR's New Transmitter Makes Auspicious Bow

NEW YORK. March 4.—WOR. Newark, starting use of its new 50,000-watt transmitter today, inaugurated service with a special broadcast tonight at Carnegie Hall, using a raft of radio stars and speeches by various prominent executives, including Governor Lehman and Mayor La Guardia. Service of the new utives, including Governor Lehman and Mayor La Guardia. Service of the new lung power was begun when President Roosevelt touched a telegraph key in his White House office. The special broadcast started at 8 p.m. for three

After the broadcast the station threw a dinner at the Hotel Plaza.

Beatrice Lillie Re-Engaged

CHICAGO, March 2.—Beatrice Lillie will continue to be starred over an NBC-WJZ network thru the spring and early summer, her contract with Borden having been renewed until at least the end of June. Re-engaged with Miss Lillie are Lee Perrin's Orchestra and the Cavaliers Quertet. Warren Hull will remain as m. c. and chief stooge to Miss Lillie.

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; permitnent 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 re-questing registration and return postage to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Thar's Gold in Them Thar Sound Effects Machinery

NEW YORK, March 4.—Programs in need of the CBS sound effects man, one or more, have him booked into the show just as the he were any other artist.

Looking over its figures on Columbia Artists Bureau profits, CBS finds that \$1,500 in commissions were made on the sound effects man. Looks like some programs used up over \$15,000 worth of noise and special effects during 1934.

CBS Auds Original Rodgers-Hart Show

NEW YORK, March 4.—Commercial account is auditioning the Rodgers & Hart original musical idea under Colum-bia Broadcasting System artists' bureau

bia Broadcasting System artists' bureau auspices, with the account likely to buy a half-hour on Friday night. Show also has a nibble for a big Sunday night spot on the CBS chain.

Musical from the same source of prominent musical comedy writers had a whack at the Hudson-Essex account, which, of course, went to Kate Smith, but it is understood that CBS didn't want to slice the budget on the show, which runs into something like a \$7.500 weekly pay roll for talent and material, since a star is to be used and a respective double, etc.

Sosson Contest Winner

CHICAGO, March 2,—When Marshall Sosson, violinist in Billy Mills' CBS studio orchestra, broke his arm several months ago it seemed doubtful that he would ever play again. Marshall came back, but with his self-confidence so undermined he decided to enter the 1935 annual contest of the American Society of Musicians to find out just how good he was. He won the contest by the unmilmous vote of the judges and will be heard as guest soloist with the Weman's Symphony Orchestra of Chicago on March 10 at the Studebaker Theater. CHICAGO, March 2,-When Marshall

Hearst Network Plans Mostly a Puzzle Now

Mostly a Puzzle Now

New York, March 2.—Discussion of
the radio plans of William Randolph
Hearst, a question that has been puzzling radio circles some time, has led to
the conclusion that the publisher eventually hopes to build up his radio holdings whereby he will be in a position to
offer combination rates, for both press
and radio, to advertisers. This is opinion
only, however.

One station and newspaper in the
country are already following out this
practice, station being WDAF, St. Louis,
owned by The Kansas City Star, with
combo rates being offered. Report is
that the plan is working out well.

It has been repeatedly denied that
Hearst has network plans for his station. This was again brought up when
the various Hearst links started making
cimultaneous efternoon broadcast of the
same program.

M. H. Peterson, of the Blackett-Sample-Hummert agency, joined Hearst Radio, Inc., under Jesse Kaufman this

ple-Hummert agency, joined Hearst Ra-dio, Inc., under Jesse Kaufman this week.

N. Y. Outlets Indie and Nets Ready for Midnight Curfews

Musicians \$3 a head tax causes numerous hotels and bands to discontinue late hour broadcasts-dance parades chop marathons since they can't afford the tap

NEW YORK, March 2.—A midnight curfew for New York's independent stations, with the chain links in the city signing off at 1 a.m., instead of the later hour broadcasts, will become effective Monday (4) as a result of the \$3 unemployment tax of the musicians' union, Local 802, American Federation of Musicians. Union is going to enforce the tax rigidly, each man in a band broadcasting from a remote spot to be paid this \$3, but the money to be paid directly to the union for an unemployment fund. Tax is aimed primarily at hotels and other night spots, long claimed to be paying under union scale. Thursday (28) the hotel operators in the city met and decided to cease their

Peter Leaves NBC

chief statistician for the National Broad-casting Comany, has resigned to accept a position with Radio Corporation of America, working in its research depart-ment under Henry K. Norton, formerly of NBC and now assistant to President David Sarnoff of RCA. Peter joins RCA on March 15 and will take a two-week vacation in the meantime. Malcolm Beville Jr., who was Peter's assistant at NBC, will succeed his former chief and he in turn will be assisted by

assistant at NBC, will succeed his former chief and he in turn will be assisted by Lee B. Walles. Fact that Peter went to RCA is considered a healthy sign by the MBC personnel since it indicates that when there is opportunity for advancement, both NBC and RCA are choosing men from its own ranks rather than bring in outsiders. bring in outsiders.

Utica May Combine Orks For Huge CBS Symphony

UTICA, N. Y., March 2.—Dale Robertson, manager of WIBX, has a worthwhile project on his hands.

While other larger metropolitan areas are struggling to keep one symphony alive, this city has three, the Utica Symphony, led by Edgar J. Alderwick; the Utica Symphonic, led by Nicholas D. Gaulillo, and the Civic Symphony, directed by Berrian R. Shute. Each has a complement of 65 men.

Robertson is attempting to combine the three into one orchestra of more than 200 pieces, which he will try to place on the CBS chain, Utica being a CBS outlet.

Mr. Robertson, who came to Utica

CBS outlet.

Mr. Robertson, who came to Utica from CKLW in Detroit in May, 1934. was instrumental in getting Utica on the CBS. He was elected a vice-president, treasurer and director of WIBX. Inc. this week.

NEWPORT NEWS, Va., March 2.—WGH, local independent station, joined the Columbia Broadcasting System this week. First program to be presented over the station was the Frigidaire show, with Jack Pearl.

For New RCA Post

NEW YORK, March 4.—Paul F. Peter, chief statistician for the National Broad-

WGH Joins CBS Network

Indie Program Producers Boom; **Handling More Shows Than Ever**

NEW YORK, March 4.—Independent radio program producers are currently enjoying a sales boom that has surprised practically all of them. Indie men are handling more shows, they claim, at the present time than they have in many seasons. But equally as important is that National Broadcasting Company seems to be showing signs of having picked up in its talent sales within the past few weeks, following the reorganization of its artists' service department. Onc of the leading indies, Walter Craig, has about eight programs which he is now handling. Craig's lists include the Kate Smith Hudson autshow, which he takes over today; Coca Cola's Friday night stanza on NBC; Life Saverr' show on CBS, which underwent talent changes this week. Edward Nel Jr. and Aubrey Mason coming on the program and the script being dropped: NEW YORK, March 4.-Independent

Harvester Cigars, to start soon on WOR; the Kansas City Symphony and Liggett drugs on spot broadcasts.

Cleveland B. Chase this week sold one five-time-a-week show and has two more hanging fire. Ben Rocke Productions, Inc., is another with a long list of shows, selling, among others, Arthur Tracy, for Dr. Scholl on MBS; Jack and Loretta Clemens, for two commercials; Eno saits show, with Mark Hellinger and Gladys Glad, and same Tastyeast program talent. That does not include several other acts Rocke has on various commercials. McKnight & Jordan's list includes the Bromo-Seltzer show; Sherlock Holmes series for G. Washington Coffee, Gulf Oll and Warden Lawes (Albodon). Henry Souvaine, who has the General Motors Sunday night concerts under his wing, has just sold a thrice-weekly show on NBC for an apparel concern.

Thursday (28) the hotel operators in the city met and decided to cease their broadcasts tonight. Immediately after this advice was given to the stations, at least two of them, when queried, stated they would cease broadcasting at midmight. Stations are WOR, which usually went to 1 a.m., and WMCA usually signing off at 2:30 a.m. WHN is expected to follow suit.

NBC's program department stated no definite steps had been taken up to yesterday (Friday). Network can, of course, take some bands from outside of New York, but, it was pointed out, where CBS has but one network to feed, NBC has two to worry about. On the other hand, CBS, which is cutting its broadcast period a half hour, leaving the air at 1 a.m., is in the position where it books many bands and sells them in conjunction with wires. CBS had already received several notices, including the Hotel Lexington, where Mitchell Schuster plays, and the Cotton Club, with Cab Calloway. Several other spots notified CBS they would continue their broadcasts provided the network gave them a half-hour spot instead of the usual 15 minutes, figuring the increased time was worth the extra costs.

Hardest hit station is WNEW, Newark, which has featured its dance parade running until 4 a.m. every morning. First effect, according to Bobby Feldman, vice-president of the station who built the WNEW parade, was that the station was cutting three hours and going off at 1 a.m.

Earlier in the week representatives of the various New York stations got to-gether to talk over the situation, with a view of taking remedial steps. However, the decision was made that about all the stations could do was to await develop-ments, especially since the tax was not aimed at them. Reported that one sug-gestion was made to the effect that the networks pick up out of town bands and feed them to the locals. Nothing came of it. Earlier in the week representatives of

of it.

Indie stations aren't any too regretful about going off earlier. They point out that the dance sessions are more a public service than anything else and that they cost the stations more than they make on the income from the night spots. Transmission power and salaries, especially overtime under NRA, run the stations' bills up.

The \$3 tax is not a new levy, but one The 83 tax is not a new levy, our one that has been on the union books some time, altho never enforced. Some claim was made that the local had injured its own cause, since hotels and similar places had already started cutting the size of their bands.

Situation will be the first time that New York stations will be leaving the air so early in many years. Only favorable reaction is that for those listeners interested in distance, it will be an improvement thru eliminating the local stations blocking out the far-away broadcasters.

NEW YORK, March 4. — Columbia Broadcasting System and perhaps Na-(See N. Y. OUTLETS on page 10)

Autry Unit Going Good

CHICAGO. March 2.—Gene Autry, Oklahoma yodeling cowboy, who has made a name for himself on the air ent has appeared in several screen features, is touring the Midwest with his own unit. Gene Autry and his Roundup. With him are "Smiley" Burnett, Frankle Marvin, Benny Ford (formerly with Otto Gray) and the Ranch Girl. Show, which is doing excellent business, consists of instrumental music, singing and comedy.



ANGELO FERDINANDO

AND HIS ORCHESTRA.
NBC NETWORK.
HOTEL GREAT NORTHERN
115 W. 57th St., N. Y. City.
Dir. CONSOLIDATED RADIO ARTISTS,
1618 Broadway, New York, N. Y.



LEON

NOW ON TOUR. "SNOOKS" die Artists, 1819 Broadway,

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DECCA RECORDS CHARLES E. GREEN, 1619 Broadway, New York, N. Y

* BILL SCOTT and his

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

EMIL VELAZCO

and his ORCHESTRA Dir. CBS Now Playing Walderf-Astoria, New York City, The World's Only Dance Orchestra Using a Full-Tone 515,000 Portable Pipe Orsan. Personal Management CHARLES E. GREEN, 1619 Broadway, New York, N. V.

HOWARD WOODS

and his Royal Crest Orchestra

NOW ON TOUR

Direction CHARLES E. GREEN, 1619 Broad way, New York City.

ERNIE via WTIC-NBC. ANDREW SAND HIS ORCHESTRA

18th Week THE PATIO, Hartford, Conn. Dir. CONSOLIDATED RADIO ARTISTS, 1619 Broadway, New York, N. Y.

LOUIS ARMSTRONG

AND HER KINGS OF RHYTHM.
Featuring KING LOUIS II.
Now Playing Motel Vendeme, Buffalo, N. Y.
Direction: CONSOLIDATED RADIO ARTISTS. INC., 1819 Broadway, Now York, N. Y.

McKINNEY'S COTTON PICKERS

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

HENRI GENDROI

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

ANNE BOLAND

"Songs of Love" ON TOUR



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

\$3,500,000 Worth of Talent Continental Orchestra Corporation Sold by CBS Bureau in 1934

About \$2,000,000 was in commercial program bookings alone, while lesser divisions all reveal increases-total is approximately \$185,000 above 1933 figures

NEW YORK, March 4.—Columbia Broadcasting System's Artists' Bureau did a gross business in 1934 of approximately \$3,500,000, of which sum a little over \$2,000,000 was strictly commercial program talent sales. Increase over 1933 was approximately \$185,000. Exclusive of the commercial program talent sales, which do not include band, theater or night club bookings, individual increases were noted in net commission profits. Band-booking department of the Artists' Bureau did a net of \$50,000 over the year before; vaude booking end made itself \$5,000 more than the previous year and the club (private entertainment) bookings showed an increased profit of \$2,000. The band policy of CBS has been one of the special drives of the Artists' Bureau and in the past year additional men were taken on and each concentrated on a different booking angle.

NEW YORK, March 2.—Negotiations

angle.

Offsetting the reports that the advertising agencies were doing about all of the commercial program talent bookings is the fact that CBS, which had six people in its Artists. Bureau a little over a year ago, now has a staff of 27 employees. ple in its Artists Bureau a little over a year ago, now has a staff of 27 employees. As recently reported in these columns Columbia Artists' Bureau is now supplying special exploitation and sales promotion material with its band bookings. New brochure is under way now entitled Best Spots in Town and will be brought out in the usual CBS sales promotion style of spiral binding and well illustrated in colors. All CBS artists will be listed as well as the rapid strides made by the Artists' Bureau in supplying talent not only to its own chain, but that of competing networks and various hotels and night spots as well as theaters.

It is pointed out that every CBS sustaining act has at least one commercial, many have several, the only unsold sustainer being "Fate" Waller. Waller, incidentally, has been booked for the Cotton Club in Los Angeles, opening there March 46. The NBC commercial show, with Ruth Etting and Red Nichols for the tops of the commissions to

show, with Ruth Etting and Red Nichols for instance, is paying commissions to the Columbia Artists' Bureau, which sold

the program.

Average commission received by CBS runs around 12 per cent, which would indicate that the CBS bureau's net booking fees must have hit the \$350,000 mark during 1934; possibly it went higher. Sustainers are paying but 5 per cent commission.

commission.

Current personnel of the Columbia Artists' Bureau includes: Ralph Wonders, manager; F. LeRoy Wilson, business manager; Tom Neely, commercial radio bookings; Peter de Lima, commercial radio bookings; Paul Ross, theater bookings; Mickey Aldrich, assisting Ross; Albert Zugsmith, orchestra bookings; I.

NEW YORK, March 2.—Negotiations were practically completed this morning between Standard Brands, Inc., and Major Edward Bowes for the latter to step into Standard Brands' 8-9 p.m. Sunday spot on NBC and conduct an amateur hour. Major Bowes' amateur show on WHN was the beginning point with the standard standa show on WHN was the beginning point in the current amateur craze. Starting date will probably be March 24, a week after the Chase & Sanborn opera concensations end. WHN will continue its own Tuesday night amateur show, but without Major Bowes as m. c.

NBC has been offering the WHN show to prospective clients for some time, but nothing came of it. Chase & Sanborn was satisfied with its opera series, but had to popularize its offering to meet competitive broadcasts.

J. Walter Thompson Company is the agency.

CBS Signs Phil Harris

NEW YORK, March 2.—Phil Harris, orchestra leader and baritone singer, has been signed by the Columbia Artiste Eureau and has been booked to open March 12 at the Netherland-Plaza Hotel, Cincinnati. Leah Ray will be heard with the orchestra as feature soloist, as usual. The Harris dance programs will be broadcast twice daily via WLW.

Becker, contracts; Henry Cox, contracts; Lew Mindling, Zack Zeakon, Harry Moss, assisting Zugsmith in various specific bookings of bands; Maxine Freeman, club provide entertainment) engagements; William Cummins is auditor, and Edmond Supple, doing special promotional publicity for artists. Neil Conklin and two assistants are at the Chicago CBS Artists' Bureau branch.

Radio-Press Bureau Hopes Still None Too Sanguine Despite IDPA

NEW YORK, March 2. — Indications that the newspaper publishers are none too sanguine about the future of the Press Radio Bureau, despite the favorable resolution passed by the Inland Daily Press Association last week, were gathered here this week when a publisher's representative who is a member of the Press Radio committee refused to lisher's representative who is a member of the Press Radio committee refused to make any prediction as to the P-R future. It was figured that with the sponsorship of the powerful IDPA other publishers would be frank to express an opinion either way on the news service. The only comment made was that the future of P-R was in the hands of those who had originally designed it—the two chains, the publishers and the wire services.

Despite the fact that the Press Radio Bureau, as the publishers' rep pointed out, has the most complete news coverage in the world thru the Associated Press, United Press and International News Service, it has been put on a spot because of mistakes made by AP correspondents on several important stories lately. Naturally this has led to stations being dissatisfied more than they were in the past.

Press Radio stated this week that the discussions as to its future were, as always, vague. PR also said that a Southern station had notified the bureau that after a test, listeners had advised the Despite the fact that the Press Radio

after a test, listeners had advised the

outlet to continue P-R service as being highly satisfactory.

NEW YORK. March 2.—Members of the Associated Press this week received a statement from Kent Cooper. AP general manager, explaining the circumstances surrounding the sending of the erroneous guitty with mercy flash in the Hauptmann trial. Cooper's statement, besides explaining the workings leading to the flash, said that "... there are suspicious circumstances connected with the affair that cannot be recorded here. suspicious circumstances connected with the affair that cannot be recorded here, the investigation of which will be continued." Another fact that aroused interest and contained in Cooper's report was that an operator who had been dismissed from the AP "for cause" was with another operator in the attic room in the Flemington, N. J., courthouse, where AP had set up radio-sending equipment.

This equipment, it was also said, was

equipment.

This equipment, it was also said, was superior to H. E. Mooberry, chief of the AP New Jersey bureau. Mooberry has been placed on an indefinite suspension without salary, the statement read. The explanation involved several traffic operators for AP, the main point of which is that the operator who sent the wrong flash thought he had received a signal giving him the okeh. This operator has been dismissed.

BRANCH OFFICE: 640 Main Street Buffalo, N. Y.

CLIVE SHERMAN IND HIS RIVIERA ORCHESTRA. First American Tour.

JACK ALBIN

WASHINGTON & LEE Orchestra

LEW REDMAN'S BELL HOPS

TWELVE COLORED RHYTHMATICS



* EDDIE PEARODY

THE INSTRUMENTAL STYLIST

Now Playing MARBRO THEATRE Chicago, III.

Exclusive Direction SIMON AGENCY R. K. O. Bldg. Radio City, New York

************************************ FRANK RICHARDSON STAGE SMILING SINGER" TOUR Personal Representative; JACK HART, Palace Theatre Bidg., N. Y. C.

**** FREDDY BERRENS MUSIC

Now Playing FLYING TRAPEZE New York's Smart Restaurant and Cafe 57th St. at B'way BROADCASTING COAST TO COAST WEAF-WJZ N. B. C. NET. WORK THRICE WEEKLY

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

PAUL TREMAINE

AND HIS BAND FROM LONELY ACRES

It Helps You, the Paper and Advertisers to Men

PROGRAM REVIEWS

"Ship of Joy"

Reviewed Tuesday, 10:30-10:45 p.m. Style-M. c., orchestra and vocal group. Sponsor—Stewart-Warner Corp. Station— WABC (OBS network).

Hugh Barret Dobbs, known to many listeners as "Captain Dobbsic," and last heard on networks via NBC's Del Monte food products broadcasts from the Coast. again goes commercial on a quarter-hour program twice weekly, along with the Horace Heidt Ornhestra and other excel-lent talent. Dobbs emsees the show and Horace Heidt Orchestra and other excellent talent. Dobbs emsees the show and runs his imaginary cruise as of yore, altho he conducts himself in a more businesslike manner rather than wax sanctimoniouslike, which is not a poor idea. Heidt's Orchestra, of course, is the backbone of the entertainment and he has a strong musical organization, tacked by clever vocal groups and instrumental solcists. Particularly good arrangement was Stay as Sucet as You Are, which he offered in various tempos, and in the case of the mixed quintet singing (Radio Ramblers) the crchestra was very effective in its accompaniments. One special instance was the tune Minnie the Mermaid. Toward the close there was a medley "reminiscent of Old Vienna," wherein both the contait and other voices did a great job and built up a powerful finish in My Hero from The Chocolate Soldier. Seems a shame to cramp so much talent into 15 minutes, since Heidt has a brilliant organization in tow right now. All of which leaves no room for weak spots, however.

The Stewart-Warner product, Alemtte,

which leaves no room for weak spots, however.

The Stewart-Warner product, Alemite, gets an effective credit at the hands of Dobbs about halfway thru the program. Lubricating system of cars is gone into quite thoroly and 80 per cent of motor cars ills are charged to faulty lubrication. Human interest angle is nicely worked in by way of blaming faulty oll for dripping on brake bands and consequently endangering human life. Show is also heard Thursday evening at the same time and originates at KFRC, San Francisco. Apparently not all shows will have the same talent aside from Heidt Orchestra and his glee singers. Perhaps there is so much on hand they can't all get to the mike on one 15-minute period. It's a lively program from start to finish. M. H. S.

Four Aces

Reviewed Wednesday evening, 11-11:05 p.m. Style—Bridge game contest. Sustaining on WABC (CBS network).

11:05 p.m. Style—Bridge game contest. Sustaining on WABC (GBS network).

Now that this program is on, it's difficult to see why it wasn't before. It's covious listener interest stuff, both for the many bridge flends and for those on the verge of becoming addicts. Four Aces are the bridge champs, Burnstine. Schenken, Gottlieb and Jacoby. Broadcast starts immediately after a hand has been dealt, only one hand being listed for the listeners. With the cards given in that hand, the bidding goes on until it reaches the crucial stage, when the air players stop and the audience is supposed to finish. First limited number of listeners writing in the correct answer get a book published by the Aces.

Both the initial broadcast (Monday) and the second were caught. There exemed, somehow, to be some confusion which couldn't just be located. Much is made of the fact that the player whose hand is open to the public is going from one studio to another to broadcast and to return to the game. It doesn't seem to have any bearing on cases.

World Broadcasting System has the

World Broadcasting System has the Aces on transcriptions. J. F.

Graham McNamee

Reviewed Thursday, 11-11:15 p.m. Style — Commenator. Spansor — Simon Ackerman Clothes, Inc. Station —

Ackerman Clothes, Inc. Station — WEAF.

NEC has finally broken the ice with a men's apparel account. There are no end of them on the indie local outlets, but this particular concern may be classified as being of the more desirable ill, than the general run of such stores. Also the firm manufactures as well as Operates retail outlets. Minor tragedy might be jotted down in connection with this program—the fact that Don Marquis, w.-k. columnist, writer and humorist, was bought for the quarter-hour period but did not last the week out. Marquis brought back to life some of

his make-believe characters, such as Archie the Cockroach and Mehitabei, ala few words on his play The Old Soak His voice was much like Heyward Broun's and his delivery also along the same slow, methodical line. Evidently Marquis didn't take and Graham McNa-

mee was thrown in as a pinch hitter and as usual he connected with the ball. McNamee did a rapid-fire review of highlights in the news of the day and highlights in the news of the day and after a while continued in the same pace right into a juicy sales argument, touching on the fact that the concern is going out of the retail business and is selling suits and overcoats at bargain prices and mentioning how much. Alois Havrilla, the announcer on the Job. closed with a barrage of a credit, while well worded, seemed like a little too much copy was being handed out. It's a break for the clothes company if it does half the selling job that is intended. Three spots on WEAF and one on WJZ weekly are being used.

M. H. S.

New Biz, Renewals

NEW YORK, March 2.—New biz on National Broadcasting System this week in-

ciudes:

MODERN FOOD PROCESS CO. (Thrive Dog Food), thru The Clements Co. RE-NEWS effective March 11, Monday, 4:15-4:30 p.m. on WJZ and two stations. Program is dog stories.

WRIGLEY PHARMACEUTICAL, CO. (Spearmint toothpaste), thru Jerome B. Gray & Co. RENEWS effective March 10, Synder, 4:20,44:5 p.m. on WFAF and 18

Sunday, 4:30-4:45 p.m. on WEAF and 18 stations. Program is Harry Reser Orches-

SIMON ACKERMAN CLOTHES, INC., SIMON ACKERMAN CLOTHES, INC., thru Hirschon-Garfield, Inc., starting February 26, Sunday, 11:05-11:15 a.m. Tuesday and Thursday, 11-11:15 p.m. Sunday on WJZ only and other broadcasts on WEAF only. Program is Graham

casts on WEAF only. Program is Granam MacNamee.
P. LORILLARD & CO. (Briggs tobacco and Muriel cigars), thru Lennen & Mitchell, starting April 6, Saturday, 7:45-8 p.m. on WEAF and 35 stations with a

sports program.

AMERICAN RADIATOR CO., thru
Blaker Adv. Agency. RENEWS effective
March 17. Sunday, 7:30-7:45 p.m. on
WEAF and 18 stations. Program is a nusical sho

musical show.

JOHNS-MANVILLE CORP., thru J.

Walter Thompson Co., New York, starting
April 18, Thursday, 7:30-7:45 p.m., and
1:15-1:30 a.m. on WJZ and 27 stations,
rebroadcast on KOA and seven Coast stations. Program is Floyd Gibbons.

CBS Accounts

Columbia Broadcasting System's renewals include:

newals include:
PINAUD, INC., thru Calkins & Holden,
RENEWS, changing time effective March
4 to Monday, 10:30-11 p.m. on WABC and
29 stations. Program is Night Singer and
orchestra conducted by Baron Sven von

orchestra commune of the Halberg.
SOCONY VACUUM OIL CO., thru J.
Stirling Getchell, Inc. RENEWS effective
March 2, Saturday, 7-7:30 p.m. on WABC
and 11 stations. Program is Soconyland

CRYSTAL CORP. (Outdoor Girl cosmetics), thru United Advertising Agency, RENEWS effective April 6, 7:30-8 p.m., Saturday on WABC and 16 stations. Program is Victor Arden Orchestra; Kay Carroll, beauty talks; Richard Norton, baritone

roll, beauty talks; Richard Norton, baritone,
BIRCONJEL CORP., thru Moser &
Cotins, Inc., starting March 4, Monday to
Friday, 10:45-11 p.m. Program is Betty
Gould, organist, and John Muldowney,
vocalist. On WMCA.

DOMSCOV, INC., starting February 20,
booked direct. Monday, Wednesday, Friday, 11:30 a.m.-12 noon. Program is V. E.
Meadows' Beauty Forum. On WMCA.
TORGSIN, New York City, thru Advertisers' Broadcasting Co., starting February 27, Wednesday, 7:45-8 p.m. Program is Russian music. On WMCA.

ELAN CORP., booked direct, starting
February 25, Monday to Friday, inclusive, 8:45-9 p.m. Program is talk by Dr.
Harry A. Gartner and Jerry Baker, vocalist

Chicago

Station WLS reports the following

contracts:

MUNPHY PRODUCTS CO., thru the
Wade Agency, a series of nine fiveminute talks on Tuesdays at 12:10 p.m.

MANTHO-KREOAMO CO., thru the

Wade Agency, spotting one-minute an-nouncements at 8:18 daily except Sunday, tf.

day, tf.

DUFFY-MOTT CO., INC., thru Long
Adv. Service, a 13-week series of oneminute announcements at 2:45 p.m.,
Monday, Wednesday and Friday.

HORSE AND MULE ASSN. of America.
thru Carpenter-Rogers Co., a series of
12 one-minute announcements on week
days at various times during the morn-

days at various times during the morning hours.

While the City Sleeps, a dyamatization of the adventures befalling the milkman on his early-morning rounds, will be heard over WBBM on a twice-a-week schedule. Sponsored by Bowey's, Inc., Agency, Russell C. Comer Adv. Co.

Jack Lenahan, tenor, and Jimmy Corbin, the crippled boy who made good as a song and plano artist in radio, are heard in a new three-a-week series over WBBM on Tuesdays, Thursdays and Saturdays, for Burlington Brewing Co.

Newark

MICHAEL'S CREDIT DEPT. STORE, thru Bess & Schillin, starting February 25, taking six half-hours' weekly daily except Sunday, 5-5-30 p.m. Program is popular music. On WNEW.

NEWARK HOUSING PROJECTIONS, booked direct, starting February 26, Tuesday, 10-10-15 a.m. Program not given.

day, 1u-. On WNEW.

MANHATTAN STORAGE AND WARE-HOUSE CO., starting March 4, taking participation announcements in the Martha Deane program on WOR. JUSTIN-HAYNES, INC., (aspirin, thru

JUSTIN-HAYNES, INC., (aspirin, thru Thomas B. Reese Co., starting March 4, Monday, Wednesday, Friday, 6:50-6:55 p.m., with a musical program. On WOR. WIFE-ON-CORP. (lacquer), thru E. M. Freystadt Associates Agency, starting March 11, taking three weekly participa-tion announcements in the Martha Deane program on WOR. program on WOR.

Southwest

OKLAHOMA GAS & ELECTRIC CO., starting March 18, on KOMA, Oklahoma City, with a musical program, including George Unger's Orchestra; 10-voice male chorus; Eleanor Thatcher and Cecil Kirkland, vocalists, and Bernard Macy. Monday, 8:30-9 p.m.

GREENELASE-MOORE (autos). RE-NEWING on KOMA, Oklahoma City, daily except Sundays, 6-8:05 p.m., with a sports review.

except Sundays, 6-5:05 p.m., with a sports review.

W. T. GRANT CO., Oklahoma City, for two broadcasts, March 12 and 13, on KOMA, Oklahoma City. Program is canary chorus, with 25 live canaries.

RADIO STATION KEPN, Piedras Aggras, Mexico, booked direct on KTSA, San Antonio, taking spot announcements to plug the Mexican buildights.

ZIMMERMAN SHOE CO., San Antonio, KTSA San Antonio, or KTSA San Antonio, taking two five-

on KTSA, San Antonio, taking two five-minute spots weekly for 34 weeks.

West Coast Notes; Frisco in Lead

SAN FRANCISCO, March 2.—Even the Southern California radiolites admit that San Francisco is showing the way for Western transcontinental broadcasts

in 1935.

At present seven nation-wide programs are piped eastward by NBC here weekly. CBS-KFRC on last Tuesday evening started its twice-weekly sponsored Ship of Joy, with Captain Dobbsic and Horace Heldt.

NBC's cross-country broadcasts originating here are Al Pearce's Gang, Monday and Friday; Crosscuts From the Log o' the Day, Tuesday; Meredith Willison's Orchestra. Tuesday; Meredith Willison's Orchestra. Tuesday; Carefree Carnival, Monday; Tom Coakley's Palace Hotel Band, Saturday, and One Man's Family, Sunday.

Band, Saturday, and One Man's Family, Sunday.
Frank Galvin, one of the best known radio producers, actors and script writers on the Pacific Coast, has a Tuesday night spot on KYA, The Old Singing Class. A new type in the San Francisca air field, the program features community aing-song. Galvin, as the "singing professor," directs the studio audicnce in old-time songs. Galvin was for-

merly associated with KJBS as producer and continuity writer, coming to that station from KTAB, which ne managed.

Dorothy Scott. who was Patricia Hunter in One Man's Family, NBC serial, has signed to do a series of feature tran-scriptions at MacGregor-Sollie labs.

Pat O'Shea, who tenored on the Shell Show from Loe Angeles, is now an NBC staff artist, replacing Easton Kent. Robin Cook is another new staff vocalist on the network. Frances Hathaway, vocalist, who left the air lanes for the stage several months ago, has returned to her KYA Friday afternoon spot.

LOS ANGELES, March 2.—After taking the precaution to stage a dress rehearsal of the broadcast of the Santa Anita handicap last Saturday, NBC's sports announcer, Clem McCarthy, gummed up the works during the actual broadcast by trying to do too much for his employers. At the conclusion of the race McCarthy poked his microphone too close to Azucar's head when the horse was brought back to the judges' stand. The thorobred went up on his hind legs, sending people rushing out of the track area. In the panic wires, cables, carphones and microphones became hopelessly entangled. Mr. McCarthy got a bruise or two, and Harold Bock, publicity director for NBC, got the fright of his life. Confusion was so intense it was impossible to continue with the broadcast.

Tito Guizar's first assignment at Fox studios is in the male lead in Lou Breck's Argentina. Guizar will also appear in Jesse Lasky's Redheads on Parade, going into production Thursday. During his Coest stay Guizar's program is being originated at KHJ.

Huch Fenst has resigned as manager.

Hugh Ernst has resigned as manager of KMPC in Beverly Hills and Richard Connor has taken over the management of the station.

ALWAYS CHIC . FARMER

Featured Artist SALLY'S FUR HOUR.
Daily 10:30 P.M., WNEW, ABC NETWORK.
Res. Phone: Riv. 5-9557, N. Y. C.







XAVIER

Waldorf-Astoria-"Let's Dance" NBC Network.

The Billboard

CDDIE LKINS

AND HIS MUSIC

Personal Direction HARRY BESTRY, Paramount Building New York, N. Y.

FRANK FISHMAN Presents NBC and ABS

ARCHIE . BLE Crchestra

ANSON WEEKS \$000000000000000000000000000000



EDITH MURRAY

The Dramatist of Song Recent London Lead "Good News."

Featured Star

Bive Monday Minstrets.

Exclusive Management CBS Artists' BureauPersonal Representative, IRVIN 2. CRAYSON,
Hotel Roosevelt, New York City.



RUDY BUNDY

Playing CASA MADRID. Louisville. Broadcasting Nightly Over WHAS, Featuring MARLINE GILBERT.

Personal Management E. D. PERKINS, 7418 Dellenbaugh Ave Cleveland, O.

RUDY BUNDY d His

LEO

MUSICAL DIRECTOR WNEW AND NETWORK

AND HIS ORCHESTRA

THE 4-STAR DANCE SENSATION.

Paul MARTELL

ORCHESTRA
FEATURING BILLIE STAR
ARCADIA BALLROOM
New York's Million-Dollar Dance Palace
64th Week.

ORCHESTRA

MACK

"BUDDY EDDIE WELCOME AND ORCHESTRA" ABE M. PARDOLL, Mer.

DIRECTION
ORCHESTRA CORP. OF AMERICA.
New York, N. Y.

AIR BRIEFS

By JERRY FRANKEN

A LTHO the Campbell soup program, Hollywood Hotel, is claimed to be improving its rating, a large show was auditioned for the account this week. Included among the talent were Morton Downey, Bob Crosby, Mills Brothers, Tom Powers and a dramatic cast, the Modern Choir and Victor Young's Orchestra. . . Shell Oil has taken an hour on NBC for the summer. . . John Charles Thomas, after he returns from a vacation, will be on the air steadily for Vince, instead of alternating with John McCormack. . . Babs and Her Brothers, formerly with Fred Warling, and a chorus, will go on the Philip Morris ciggle show shortly. Bab's act was on for Old Gold smokes. .

talk that WIP. Philadelphia, will join MBS is silly. WOR is campaigning to get Philly biz on its own hook. . . Another radio yarn by Irving Reis, who wrote the St. Louis Blues and Meridian 1212 sketches, is to be produced on CBS March 10. . . Meant to mention that Beatrice Lillie has been renewed. The Bromo-Seltzer account moves over to J. Walter Thompson. Thompson.

A new girl singer is due on the Outdoor alternating with John McCormack.

Babs and Her Brothers, formerly with Fred Waring, and a chorus, will go on the Philip Mcrris ciggle show shortly. Bab's act was on for Old Gold smokes.

Fig Gibbons rapidires his way back to the mike in April, for the same account, Johns-Manville.

Briggs tobacco starts a sports review on NBC April 6.

Pens Tobacco Company (Kentucky Winners), is repeating its Boston baseball broadcasts which it had on the air last year.

These touches of spring weather are producing the old lazy fever again.

Phil Duey is working on plans for a Town Hall concert next fall.

Friday night will be the big comedy night on the air now that Joe Cook is added to the list. Besides the nonsense comedian, there'll be Phil Baker, Beatrice Lillie, Bob Hope, Tim and Irene (on the same show with Cook) and Pick and Pat.

Leading Attractions, Inc.).

Amos 'n' Andy take a vacation until April in California. Will broadcast from the Coosts.

James L. Saphier is now managing Harry Salter.

Jules Delmar, of WOR, is seriously ill.

Friday plant of the same show with the Cook on Sales promotion angles. Any

CHI AIR NOTES

By NAT GREEN

Bobbie Isbell, 6-year-old son of Harold Isbell, Chi CBS production man, made his debut as an announcer on the Woody

Amos 'n' Andy shook the slush of Chicago off their feet Saturday, March 2, and boarded a train for Palm Springs, Calif., where they plan to vacation for nearly a month. . Their broadcasts for the Pepsodent Company from March 4 until March 29 will go on the air from their Palm Springs hotel. . Robert F. Hotz has left NBC to go with the Blackett, Sample, Hummert Advertising Agency, replacing L. Petersen, who has gone with the Hearst organization in New York. . Dave Nowinson, publicity man, left WIND Sunday, and Al Hollander is handling publicity for both WIND and WJJD. Harold Parkes, CBS announcer, celebrated two anniversaries February 28—his birthday and the completion of his fourth year on the CBS staff. and Willie program over WBBM March 2.

Dan Hosmer, stage performer and radio entertainer, became a member of the WLS staff February 25 and, starting March 11, will commence a series of sketches to be heard at dates to be announced later.

He's been working at XER.

George Devron and his orchestra, heard over WBBM, opened an engagement at the Urban Room of the Congress Hotel March 1.

Prof. George F. Bache, head of the music department of the Prescott (Artz.) public schools, is conducting a research at WLS for American folk songs, conferring with John Lair, maestro of the Ridge Runners and outstanding folk-song authority.

J. Leslie Fox, formerly of WGAR. Cleveland, spending a few days around WLS.

Cyril Pitts, tenor scloist on NBC's Contented program, is set for a sustaining program on NBC and will be given a buildup.

Drene Beasley's book of verse, Sonnets for a Song, will soon go to the printers.

Homer Griffith, WLS Friendly Philosopher, leaving the station to return to free-lancing.

Anne Seymour, star of Grand Hotel, making preliminary studies toward becoming an aviatrix, her teacher being Eddle Rickenbacker.

Clara, Lou 'n' Em will celebrate their lith anniversary of their radio roles on March 13.

The program was born while the three girls were students at Northwestern University in 1924.

N. Y. OUTLETS-

(Continued from page 7)

(Continued from page 7)
tional Broadcasting Company also, will
definitely decide some time today Just
when they will sign off for the night.
Tentatively it is 1 a.m., but this may
be changed to 12 midnight. Definite
decision as to either hour if available
before going to press—see page 5.

CBS bands which have expressed a desire to stop broadcasting on the late
hours are as follows: Scott Pisher; Ozzie
Nelson, Roseland Ballroom; Mitchell
Schuster, Esther Velas, Dick Messner and
Allen Leafer. Those stating that they
would continue are: Claude Hopkins,
Casa Loma Orchestra, Frank Dalley, Joe
Haymes and Little Jack Little. Leon
Navarro and Jerry Freedman stated that
they would continue if they would be
assured of a half-hour period instead
of 15 minutes.

B O B-

Every Friday—8:30 WIZ—NBC -8:30 P.M. Direction

LOUIS SHURR
AL MELNICK
CAPITOL THEATRE, New York, Now.

ERNIE WARREN

AND HIS ORCHESTRA.

Direction, IRVING MILLS ARTISTS, Inc.
789 7th Avenue, New York 789 7th Avenue, New York, N. Y.



GENE AUTRY

Oklahoma's Yodeling Cowboy. RADIO, RECORDS, STAGE AND SCREEN.

. . Now Making Personal Appearances.

> Personal Representative, J. J. FRANK, Care The Billboard, Chicago.



TONY WONS

nday, Tuesday, Wednesday, Thursday, Saturday, 10:15 A.M.
day, 4:30 P.M., Central Standard

10e_

REICHMAN

and his ORCHESTRA

HOTEL STATLER BOSTON, MASS.

COAST TO COAST, VIA NBC. Direction Music Corp. of America.

UNCLE EZRA

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

*************** HOWARD AND HIS ORCHESTRA

Hotel Zanel NELSON



BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

BOB OPITZ and band, at one time on a nation-wide tour with Mildred Harris Chaplin, recently opened an engagement at Shadyside Gardens Ballroom, Cleve-land. The band, with Lou Neft in the spotlight, will have a WTAM wire four times weekly.

GENE BEECHER has lost count of the number of weeks he and his band have been at the Club Lido in Lakewood, O.

MAX RANEY, featured accordionist and pianist with Doc Schneider's Texas Yodeling Cowboy Band, was severely in-jured while making the automobile jump into Piedras Neigras Coah, Mex., where the band is broadcasting.

TED JENNINGS, "The Crown Prince of Rhythm," and his orchestra, recently brought out of Texas under the management of Irish Horan, general press rep for Downie Bros' Circus, is now on location in the Dempsey Hotel, Macon, Ga. Jennings will pressibly go east for several resort dates this summer, but Horan is angling for a lorg-term contract over the Dixie network. Horan recently had the ork with the Ehythm on Parade stage unit.

EARL BARR, Midwestern ork leader and radio artist, hopes to be back on the air shortly with his \$300 "Strad."

ROPER'S ARGENTINA Marimba band, new and unusual musical combination, is touring the Cushman circuit with the Rio Nights show.

JEAN GOLDKETTE'S orchestra will play for the Brooklyn Masonic Charity Ball March 16. Harry Hershfield, Jack Dempsey and Nils T. Granlund will be masters of ceremonies.

JACK EVERETTE recently left Coon's Rendezvous, Salt Lake City, to make a tour of the Midwest.

ART DUBROW and his Brigadiers are in their 16th week at the Chop House, Hartford, Conn. Combo includes 10 men, with Frankle Pekanus handling the and Joe Taft the comedy tap

"CURLEY" ADAMS, New York song-writer, is reported to be organizing his own 14-piece band.

JETER AND PILLAR'S 11-piece colored combo is in its sixth month at the Club Plantation, St. Louis.

EARL PLATT and his Rhythm Kings continue at the Modernized Cabaret in Harrisburg, Pa., Tommy Koeer is tap dancing and assisting Earl with m. c.

TED RICHARDS and his ork, touring Western States with the Hi-Boy Revue, are scheduled for six more weeks thru Arizona, New Mexico and Texas.

DENNIE TONKEL, formerly with Johnny Hamp and George Hall, is now wielding the baton before his own or-

RED MILLS and his orchestra are re-placing Dutch Scheel and his band at the Cactus Club in Austin, Tex., going on the air via Southwest Broadcasting System five times weekly. Ann Neely is vocalist.

HARRY HALL'S Orchestra, lately of St. Paul, Minn., is now at the Hotel Texas in Fort Worth. Broadcast daily on KTAT in that city.

DON RICHARDS has engaged Lew London, singer, previously in pictures, for the supper room at the Hotel Bilt-more, New York, to work with Richards'

BRYCE LAVIN and his orchestra a now at the Ses Breeze Swim Club, Day-tona Beach, Fa., as well as playing for dinner-dance at the Hotel Coquina and

HAVLIN HOTEL

MODERN ROOMS.

Special Rates for Professionals.

the Hotel Clarendon, also in Daytona Beach. Besides doubling at these spots, Lavin took Frank McSherry's place at the Sea Breeze club.

JACK MELERICH and his orchestra are at the Nicollet Hotel, Minneapolis.

BEN AMES, formerly with OCA, is now associated with the Meyer Davis New York office.

IRVING AARONSON and his Commanders opened at the Paradise Restau-rant, New York, this week, replacing Abe Lyman, who left for the Coast. Bob Saunders, of Mills Artists, Inc., booked

JERRY JOHNSON and his orchestra is the first band to finish a complete season at the Floridian Hotel, Miami Beach, Fla.

HOWARD NELSON, for more than 20 weeks in the Zane Hotel, Zanesville, O., has been contracted for another eight weeks at the same spot. The orchestra features a "modern string and woodwind combination." combination."

BURTON E. FISCHER, of Fischer's Globe Trotters Orchestra, who was seri-cusly injured in an auto collision north of Detroit February 14, has been re-

turned to his home in Kalamazoo, Mich. Charles Fischer, leader; William Reif-snyder and Czerl Corbin were less verely injured.

TOM GENTRY has introduced a new tune, My Levee Home, to Blue Roomers of the Hotel Roosevelt, New Orleans. Song was written by Joe Mesick, one of the members of the band.

VAN BUREN ORCHESTRA, which provides the music aboard the S. S. Presi-dent Van Buren, reports the addition of Norman Easley, Wilson Brons and Dick Sorenson.

BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

CHESTER, W. Va.—Virginia Gardens, at Rock Springs Park here, which has been used as a roller rink all winter, is being remodeled and redecorated pre-paratory to the opening of the dance ason in April.

INDIANAPOLIS—A bill which would prohibit music or dancing in any room where alcoholic beverages are sold has been introduced in the Indiana House of Representatives.

BALBOA BEACH, Calif. — Contracts were let February 23 for the reconstruc-tion of the Rendezvous Ballroom here, which was recently destroyed by fire.

STATION NOTES

Address All Communications to the New York Office

H. A. HUTCHINSON, formerly manager of KVOO, Tulsa, Okla., and commercial manager of KTUL, Tulsa, now with KOMA, Oklahoma City, in the commercial department.

EFFECTIVE March 17. Cleveland Entertains program, originating in WHK, Cleveland, shifts to Sundays at 1:30 p.m., going out on the full Columbia network. Program was given a trial on a Friday night spot and clicked sufficiently to arrant the better placing.

MADCAP PLAYERS, burlesquing old-time mellers, have started a tri-weekly series on Suothwest Broadcasting System, originating at KTAT, Fort Worth. Next week East Lyune,

WHAM, Rochester, N. Y., broadcasting a commercial for Franklin Brewster, wholesale grocer, is also including in its talent Brewster himself. Script called for a stuttering character, with the business man troubled with ctuttering for years stepping into the part.

Jack McCoy, for some time employed by Donaldson, Douglas & Gumble, has gone over to the Broadway Music Company as contact man.

Archie Fietcher Jr., son of Archie Fletcher of the Joe Morris Music Company, has been installed in the New York office of the firm, coming here from the Cleveland branch. Fletcher is a husky-looking chap with a likable personality that augurs well for his popularity hereabouts. He has been associated in some manner with the business for 20 years, altho he only recently ness for 20 years, altho he only recently celebrated his 23d birthday. At the age of 3 he used to sing songs published by his dad and Mr. Morris at the Steel Pier, Atlantic City, N. J.

DAVID G. EVANS COMPANY, coffee roaster, is sponscring a Curious Ques-tions contest on KMOX, St. Louis. Prizes are given to listeners sending in questions and answers to the most novel

CLOVER LEAF DAIRY, of Newport, Ky., starts a commercial on WCKY. Cincinnati, on March 15. Talent consists of a male quartet.

WSM, Nashville, Tenn., has returned Paul and Bert and the Delmore Brothers, early-morning acts, to its a.m. schedules.

AL CLAUSER and his Oklahoma Out-laws are on for Peruna on WHO, Des Moines, Ia.

WCCO and WTCN, Minneapolis, are booking talent for the Northwest Auto Show to be held in the Municipal Audi-torium March 9 to 16. Frank Zdarksky's Orchestra and Jack Malerich and his band are already set, with a variety lineup to be presented nightly.

H. R. GROSS, newspaper man, is now with WHO, Des Moines, as news editor. Station makes three news broadcasts daily, sponsored by Phillips Petroleum Corporation, which Gross is now han-

WHK, Cleveland, has assigned a oncea-month spot, after a test, to the Bedford High School in Cleveland. The school's chorus, as well as instrumental soloists selected from the students, will

AMERICAN PACKING COMPANY, St. Louis, meat dealer, has started a series of morning news broadcasts on KMOX, St. Louis. Harry W. Plannery, newspaper man, is handling the show.

Sheet-Music Leaders

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

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

- Isle of Capri.
 Fare Thee Well, Annabelle.
 Good Ship Lellipop.
 Blue Moon.
 I Bolleve in Miracles.
 When I Grow Too Old To Dream.
- Sweet Music. Tiny Little Finger Prints. Ole Faithful.

MUSIC NEWS

A change has been made in the personnel of the Jack Mills Los Angeles branch. Jack Archer has supplanted Bobby Gross as general manager. Mills further announced that he has purchased from the Lawrence Wright Company, English music publisher, one of the reigning hits across the Atlantic right now. It is called My Kid's a Crooner, written by Marion Harris, American vocalist, well known here as a radio and vaudevule headliner. radio and vaudeville headliner,

Betty Donnelly, composer of In the Shade of the Pine, has entered the ranks of night club entertainers. Prior to taking up the song-writing game Miss Donnelly was well known in vaudeville and club circles as an artist of exceptional ability. Judging from reports regarding her work, she evidently has not lost any of her personal charm of popularity. popularity.

There is much rejoicing among the rank and file of Tin-Pan Alley owing to success of the Professional Music Men's benefit show held at the Majestic Theater, New York, recently. The organiza-tion is composed of contact men asso-clated with the various firms publishing songs, and this was a first show. With revenue from a special journal, along with the receipts, less expenses, about \$12,000 was realized.

Considerable credit for the success of the entertainment should go to Joe Santley, Benny Bloom, "Nemo" Roth, Harry Lleberman, Harold Wall, Al Camparti, Jules Von Tilzer, Micky Addy and others. President Mose Gumble of Donaldson, Douglas & Gumble sent all concerned a fine letter of appreciation.

Following a severe shaking up and plenty of bruises as a result of an automobile accident at Staunton, Va., three weeks ago, Herb Marko, general manager of Sherman, Clay & Company, has returned to his desk.



HILTON SISTER

World Famous Siamese Twins NOW ON TOUR VRANK FISHMAN. 1619 Breadway, New York, N. Y.

OHNSON

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

JOHN F. MURRAY LARRI WMOA







GYPSY LEE, VIOLA BURT. And His OTEL PICCADILLY ORCHESTRA, N. Y. C. OL FRANCIS GORDON



12

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

Chi Night Spots Want Novelties beautiful Lina Basquette has been held over in the Continental Room, so entinusiastic has been her reception. Art Jarrett's opening at the College Inn tonight was marked by two famous orchestras—those of Jack Denny and

Jugglers, magicians have the call in Windy Citynew spring shows opening

CHICAGO, March 2.-Never before in the history of Chicago night life have novelties been in such demand as they are at present. Hotel dining rooms and are at present. Hotel dining rooms and night clubs that heretofore have ad-hered strictly to the more or less stereo-typed style of entertainment are breaking away from their established policy and presenting all sorts of novelty acts.

The change has come about gradually. A year or so ago one of the outlying night spots booked a very clever acrobatic act which proved a distinct hit and eventually appeared at a popular Loop spot. Other places using floor shows cast about for something different from the ordinary run of spot dance. shows cast about for something different from the ordinary run of song, dance, comedy, and it was not long until even the classy Empire Room of the Palmer House was using jugglers, magicians and other novelties not usually considered of the type that would go in night spots. But the public liked them immensely and one by one the dineries and night clubs fell in line.

At the present time there are magical transfer or the state of the control of the con

At the present time there are magi-cians working in three well-known Loop spots. Russell Swan is in the Continental Room of the Stevens; Le Paul, at Terrace Garden, and Bob Lotz, at the Bismarck. Bob Ripa, clever boy juggler, and Tommy Martin, magician, both recently played the Empire Room, and Davey, juggler, has just closed at the College Inn. Many of the lesser spots also are using novelties, and it looks as if these acts have come into their

With spring in the offing there have been many changes in shows and bands this week. Kay Kyser and his band re-turned to the Blackhawk and received a cordial welcome Monday night for his first Midnight Flyers night since his road tour. Virginia Simms, his new featured vocalist, also was well received. In the Urban Room of the Congress a new policy has gone into effect—dancing and entertainment every Friday and Saturday night instead of thruout the Saturday night instead of thruout the week. George Devron and his orchestra have moved in, while in the Eastman Casino in the same hotel Billy Scott and his orchestra are playing. At the Bismarck Hotel Leonard Keller and his band boys opened in the Walnut Room Friday night, and the entertainment includes George Nelidoff and a company of singing and descript graptice. singing and dancing gypsies

The Empire Room of the Palmer House has a new show that includes Fritz and Jean Huber, eccentric danc-ers, and Bernhardt and Graham, grace-ful ballroom team. Ted Weems' grand music continues there. At the Stevens

St. Patrick's Day Gro. Gro. 1.00
Gilk Flags, 1 1/2 x 2".
Gro. 1.00
Rubber Balloons, Gr. 1.50
Snake Blowouts, Gr. 1.50
12" Stem Carnations.
Gro. 12° Siem Carnations.

Gro.

Groen Confetti (25Lb. Box)

No. 1 Noise Maker 1.00

Paper Fancy Historiment. 100. 2.50

Paper Fancy Historiment. 100. 1.50

Ide Green Ministure Hats. 100. 1.50

Ide Green Ministure Hats. 100. 3.60

Decorations, Favers, Table Wares, Etc.

Send for Caralog. BRAZEL NOV. CO., 1700 Apple Street, Cincinnati, O.

Dance DONNA Stylists Jack DARRELL

Night Clubs—Hotels—Cafes SEE US FOR HIGH-CLASS ENTERTAINER CAN ALWAYS PLACE STANDARD CAFE ACTS SIDNEY BELMONT Fullerton Building. ST. LOUIS, MO.

Hal Kemp—playing from New York to welcome him to the ranks of NBG maes-tros. With Jarrett is his wife, Eleanor Holm, vocalist and Olympic swimming beauty. In the Inn show are Olive Olsen, blond dancing comedienne; Chaz Chase, flame-eating comic; the eight Dancing

flame-eating comic; the eight Dancing Debutantes, and Danny and Eddie. Harlemaniacs who dance and strum guitars.

Opening tonight at Tim Hanrahan's new Lamb's Cafe on Randolph street are the original Beef Trust Girls, with Smiling Peggy Peonard; Bob Price, emsee; Gwyn Rogers, soubret; Edna Stanley, blues singer, and Dodds Brothers and their Rhythm Rascals.

A new spot, Roman Gardens, will have its grand opening out north Monday, with Stan Ritoff and his orchestra and a colorful floor show, "Libby" Fresca is proprietor of the new spot and Lou Finn general manager.

general manager

Michigan Spots Paying Code Wages Set by AFA

DETROIT, March 2.—Practically every garden and cabaret in Michigan is pay-ing the minimum code wages estab-

DETROIT. March 2.—Practically every garden and cabaret in Michigan is paying the minimum code wages established by the American Federation of Actors, Walter Ryan, Detroit representative, reported this week after completing a tour of the State. Only two spots were reported as booking independently, and these paid the code wages, while all places handled thru licensed booking agencies are up to the standard.

In Detroit the Detroit Police Department began enforcement this week of a rule against employment of acts using girls less than 21 years old. An old law forbids such employment wherever liquor or beer is served, but has not hitherto been strictly applied.

Ryan, after consultation with police officials, is hopeful of arranging a compromise by which union members, as bona fide actors, may be allowed to work. A separate table would be set aside for their use, and orders given against mixing with patrons, which has been the cause of all complaints. Under the police rule, practically every acrobatic dancer in town would be stopped, as well as many other types of acts. Several chorus producers complained this week of inability to get acceptable material. Ryan's case is based on the need for employment of younger acts. Ryan's case is based on the employment of younger acts.

El Paso Clubs Find Biz Good

EL PASO, Tex., March 2. — El Paso and Juarez night spots are enjoying a period of prosperity.

Manuel Llantada's Casino New Tivoli in Juarez, across the Rio Grande in Mexico, reopened Washington's Birthday with a big crowd. The casino had been closed for two weeks for remodeling, made necessary by a decree of the Mexican government ending gambling. Space formerly devoted to crap tables, roulette wheels and other gaming paraphernalia wheels and other gaming paraphernalia now is added to the cabaret. Music is furnished by Armando Herrera.

La Posta, suburban night club in El Paso, is doing well. Place is a new one in these parts and its success comes unpredicted. Harry Hickox and his orches-

predicted. Harry Hickox and his orenes-tra play.

Waterfill Gardens, in Mexico, 11 miles from El Paso, also is doing well. Place enjoyed boom prosperity day before Washington's Birthday, when 250 em-ployees of the International Boundary Commission bounded in for an evening

Hussmann Hotel recently added music as a dinner-hour feature. Plan was a flop at first, but Manager Nat Porter w reports things are on the upgrade.

Embassy, Miami, To Reopen

MIAMI, March 2.— Embassy Club, which has been struggling this season, is slated to reopen tonight with a new show booked in by the Stan Willis

show booked in by the Stan Willis Miaml office.
Embassy, one of the best known Florida spots, ran into gendarme trouble when it was closed for gambling. Reopening with Lucienne Boyer at a reported \$3.500 weekly, business was bad and the operators took a heavy loss.

Flame Act for Cuba

HAVANA, March 2—Stan Willis has set Lester Lake's Buried in Flames act for a tour of Cuba, opening a string of one-nighters March 10 in Havana. Lake is placed in a coffin, which is saturated with gasoline, to which a match is applied. Act will probably then go to Mexico and Panama. Mexico and Panama.

DORIS AND WALLY, dance team, and Mildred Drake, slave dancer, are new on the floor show at the Mandarin Cafe, Fort Wayne, Ind., this week.



'ROUND THE TABLES

LYNNE ROGERS, songstress, heads the entertainment card at Fort Wayne's (Ind.) newest night club, the Merry-Go-Round, this week. Marty Judd and his orchestra, who recently played at the Inotians Roof, at Indianapolis, moved in al-so. Other entertainers at the club are George and Eloise, adaglo team; Tom Wilbur, Eddie Clark, Earl McGrath, Whitey Myrick and Lyle Eddy, singers, and Jimmy Fisher, emsee.

LOIS TORRE and her Barcelonians, a group of adagio and acrobatic dancers, headline the new floor show at the Arabian Room of tht Hotel Tuller, Detroit. Edward and Argela, ballroom dancers; Lora Lese, torch singer, and Karl Spacth's Orchestra are also on the bill.

CLUB VICTOR, with Archie Loveland and his augmented orchestra, including Gil Dagenais and the High Hats, instrumental and vocal trio, has been reopened for Fortland, Ore., dance patrons. Programs are broadcast over Station KOIN.

HI-LO INN, newest spot in Highland Park, Detroit suburb, opened in the former Hi-Park Grove last week. Helen Moon, doing a black fan dance and bronze numbers, was easily the highlight of the bill. The show also included Bristol and Baldwin. Alice Rheln and Bristol and Baldwin, Alice Rhein and stepping Steve, all doubling in two or more spots on the bill. Billy Rich's Orchestra is playing, with Smiling Bob Smith emseeing. Paul Kreps, Detroit showman for 20 years and late manager of the Center and Plaza theaters, is pro-prietor and manager of the spot.

MAE MURRAY, stage and screen star, are current heading the show at Oriole Terrace, Canton, O.

leading uptown Detroit spot, with Ernie Young's Revue. La Murray is billing this as her first appearance in any night club. Buss Lyons' Orchestra is playing.

PARK AVENUE PENTHOUSE, formerly a leading downtown Detroit spot, will reopen as the only sky club in town on March 7, with Ben Pollack's Orches-tra. Doris Robbins will be featured

HAL AND RABY CRIDER, in their upside-down dancing act, were features last week at the Log Cabin Ballroom, Aurora, Ill.

KARL AND HELENE BENDA, booked by Dick Yellman, are floor features at the Nixon Grill, Pittsburgh. Act re-cently closed a long run at the Silver Slipper, Kansas City.

GORDON E. WATT, lecturing in churches and clubs in and around Des Moines, is a recent benedict and writes he and the missus are set for a tour that will take in Portland. Me., the old home stamping ground.

THE FRASER FAMILY are working theaters and clubs in Chi territory. William Fraser is doing nicely with his impersonations of Ed Wynn, Amos 'n' Andy and Popeye.

SOUTHLAND RHYTHM GIRLS, under Jayne Jarrell, are doubling this week between the Alvin Theater and the Music Box Club. Pittsburgh.

PAT VERNON and his "dummy dance" current at the Little Hofbrau Club

Night Club Reviews

Casino de Paree, New York

The Casino de Paree, one of the leaders in the rebirth of New York night life, probably has the strongest talent floor show now available in the city, as well as one of the standouts in that classification in a long time. The new show, which Lew Brown produced, Bob Alton staged and which was technically handled by Clark Robbinson, is nearer to being a legit revue than a night-club presentation. Its talent is marked by recruits from the Broadway stage, it has its own score, written by Brown and Elsa Maxwell, and the Casino, of course, has its other novelty offerings to wind up. Combined is an excellent cuisine.

Maxwell, and the Casino, of course, has its other novelty offerings to wind up. Combined is an excellent cuisine.

About the only faults to find with the show are its lack of humor—the comedy department is entirely neglected—and the fact that some of the acts aren't spotted or handled to their best advantage. First half of the show runs 55 minutes, opening with the show girls and chorus in a Southern resort scene for a short number that brings out the Stone and Vernon aduglo team. This act and the Peggy Taylor tossers arounders turn can split the billing as tops in their class. Stone and Vernon have two spots in the first half, the fast and very good opener and the other, which closes the premier stanza. For this they have a wham act, the girl taking a tumble from a pedestal, 20 or 25 feet high, into the arms of her partner. That's preceded by some excellent whriting and tossing. Jack Whiting, personable legit juve, shares the second spot with Mitzi Mayfair.

Saxon Sisters, wah-wah-wah harmony duo, also leaders in their work, could stand better handling, since their style, being limited, loses effectiveness the more it's heard. In the second half they would be helped by having their time cut or songs grouped. Do okeh, easily, however. Harry Stockwell carries much of the singing assignment, most of his selections leading into the chorus numbers. The girls are an attractive and capable crew, coming from Brown's musical show, Calling All Stars. Ella Logan, likewise carries the singing chores. She is an okeh rhythm type warbler.

Jack Powell, the trick drummer and a vaude favorite, repeats his sock turn. Another ace novelty is the moth dance, a girl, Allice Post, dancing around a large four-foot candle. The Reyes, rumba team, contribute a wiggle and comedy number. Various ensemble numbers are well costumed and all in good tasks. Sood half of the show, after a half-hour intermission, runs 35 minutes, with Jerry Freeman's Orchestra accompanying the show and Leon Belasco handing out the dansapation.

Sylvan Club, Ft.

Sylvan Club, Ft. Worth, Tex.

The Sylvan Club, located within 15 minutes of Fort Worth's "downtown." Is one of the most elaborate night spots in the north of Texas. Catering to North Texas exclusive and smart sets it

in the north of Texas. Catering to North Texas exclusive and smart sets it offers a program of entertainment rarely seen away from the metropolitan centers of the East. Good food and excellent service are not minor details in the management of the club, by Cecil Lively. The floor show currently features Nan Blackstone, of London, New York and Hollywood, in a repertoire of pleasing inimitable song numbers.

Other acts on the bill include the Townsends in a novel dance routine, neatly costumed; Walsh and Arden, in songs and dances; Clark, Gratis and Greer, comedy dance trio.

Leonard Keller and his 16-piece orchestra furnish good music and are descredly the chief boast of the management. Keller's violin solo is the outstanding feature of a well-balanced show which pleases and brings back the customers.

ALLEN & PARKER'S eight-people club unit, after an eight-week return engagement at the Blue Moon Club in Milwaukee, operaed at Fred Borland's Lobby No. 2 Cabaret in Juarez, Mex. The unit will stay four weeks to break its jump to the West Coast. Show is built around Bob Allen and his partner. The Rambeau Sisters, Eunice Prichard, Berta King and the Carroll Sisters, who compose a six-girl line, also offer specialties. ALLEN & PARKER'S eight-people club

Morris Agcy. **One-Dayers**

Amos-Andy and Joe Penner success makes 1-day tour attractive

NEW YORK, March 2.—In view of the success of Amos 'n' Andy and Joe Penner on their recent one-day percentage tour of theaters, the William Morris Agency is contemplating going into that sort of booking on a large scale. It is lining up a number of other "names" to make this one-day tour as an additional outlet for their services and frequently a more profitable one than just playing week stands on a guarantee for the circuits. Among those now being considered for this one-day tour are Morton Downey, Jack Pearl, Block and Sully and Frank Parker. Their success would mean throwing many more "names" into the tour. The tour takes in the-Wilmer & Vincent houses, indie houses in Pennsylvania, the Wilby-Kincey Circuit in the South and also the major circuit houses. The theaters are all straight picture stands.

Amos 'n' Andy on their recent tour laved as many as nine shows on the

Amos 'n' Andy on their recent tour Amos 'n' Andy on their recent tour played as many as nine shows on the day, which is in accord with the idea of doing as many shows as the business requires. Last year they did 13 shows in one day in Atlantic City. When playing Huntington, W. Va., recently the team did \$3,000 on the day, and they played to the same gross in Richmond, Va., in a 1,500-seat house.

In playing this one-day tour of "names" the house has very little extra expense. The booking is strictly on a percentage basis, and there's no need for extra musicians or stagehands in view of the fact that it is strictly a personal appearance. Tour is confined to

sonal appearance. Tour is confined to the hinterlands, for the office has deter-mined that the most dough for personal appearances lies in that territory.

Deny Reports of Mastbaum Losses

NEW YORK, March 2.—S. L. (Roxy) Rothafel returned from Philadelphia and one of the first things he did was to denounce stories in the dailies that the losses of his operating the Masthaum, Philadelphia, were around \$250,000. Roxy operated the Masthaum 10 weeks and Insists the maximum loss was only \$30,000 including rent.

weeks and insists the maximum loss was only \$30,000, including rent.

Roxy says the average budget was kept within \$24,000 and that the average gross was \$27,000. The gross went once as high as \$43,000 (Jack Benny week) and was once \$37,000 and another time \$28,000. Roxy points out that the rent for the 10-week period was \$58,700. which put the house into the red.

Roxy blamed the theater's business on the ban on Sunday shows, the Cardinal's order against movies and the fact that he had to come here three days a week for radio work. He also stated that he is returning to the Mastbaum in the fall.

Joseph Bernhard, Warner theater operating head, verified Roxy's insistence that the Mastbaum's losses were not as bad as reported. He added that if Roxy had been able to give all his time to the Mastbaum, Warner would have permitted the house to remain open.

Chi Agency Changes Hands

CHICAGO. March, 2.—Hal Lawrence has acquired the Davis & Davis Theatrical Agency and changed the name to the Hal Lawrence Theatrical Exchange. The agency was established by Davis & Davis in March, 1933, and in September, 1933. Lawrence joined the organization as manager. He books 14 vaude houses in Illinois, Iowa and Missouri, besides several night club spots.

CHICAGO, March 2.-Al Borde leaves CHICAGO, March 2.—Al Borde leaves for New York Tuesday on business in connection with the Benny Meroff unit. Meroff, who has been playing in this territory for several months, is headed east and will open at the Academy of Music March 12, with other Eastern time and a European tour to follow.

Music Hall Singer Hurt Badly in Fall to Stage

NEW YORK, March 2.—Beatrice Joyce, singer, was seriously injured late Tuesday afternoon during a performance at the Radio City Music Hall when she fell to the stage from a floating bluebird prop in full view of the audience. It was the finale of the show that the accident occurred.

Miss Joyce was rushed to the Gotham Medical Center, a private hospital, where it was stated today that her condition is

New "Chez Paree Follies"

CHICAGO, March 2.—The new edition of the Chez Paree Follies opened recently at the Paramount Theater, Omaha. After its swing around the Balaban & Katz time the show was revamped Will J. Harris, with new settings by the Eclipse Studios, new costumes by Madame Lenore and new people in the cast. Show in its present form has the Clymas Troupe, who were re-engaged; the Three Byrons, Meri-Belle, Lewis and Manhard a Van, and 16 chorus girls. Art Weinberg is stage manager. Harris is putting the show out as the first production of the Production Center of America in partnership with Mike Fritzel and Joey Jacobson, of the Chez Paree Cafe here.

Dows Book Three More

NEW YORK, March 2.—The Dows have resumed spotting shows into the Binghamton, Binghamton, N. Y., Thursday to Saturday, beginning this week, and the Capitol, Williamsport, Pa., Saturday to Tuesday, beginning today. Fifi D'Orsay is heading the first Williamsport bill. Both houses operated by M. E. Comerford.

Dows also booking the Strand, Altoona, Pa., split week. The Boswell Sisters headed the opening bill.

Tex McLeod Fined By English Court

NEW YORK, March 4.—Wire reports from Liverpool, England, have it that Tex McLeod, American performer, was arraigned in magistrate's court Thursday, charged with using indecent language while performing at the Shakespeare Theater two weeks previously. McLeod protested that "This is the first com-

plaint I have had in the show business."
The magistrate studied the police report of McLeod's comedy lines and report of McLeod's coined; lines and remarked that some of them might be offensive to the people mentioned but that he did not consider them indecent. Nevertheless, McLeod was fined 5 pounds,

Units Tie Up Vaude Books; **Outlook Same Next Season**

Comprise more than half of major circuit bookingsclose to that figure in indie field-demand is being met expect units to be more dominant next season

NEW YORK, March 4.—The unit vogue has caught on to such an extent in vaude that nowadays regulation vaude bills are a rarity. In a checkup of the books of RKO, Loew and Warner and the various indie bookers for next week and those to follow it has been ascertained that units take up more than half of major circuit bookings and pretty close to that figure on indie books. This is due to the demand by the operators, the circuits playing the units on guarantees while most of the indies go for them on percentage. The demand is being met by the producers and now standard acts are seeking tieups with bands and others to do units. In view of this unit demand so late in the

view of this unit demand so late in the season, it is said by bookers and oper-ators that it will carry over more so the

season, it is sain by bookers and openators that it will carry over more so the next season.

Next week in RKO out of the seven houses booked by Arthur Willi only one, the Albee, Brooklyn, will play a regulation vaude show. Among the units to play for RKO that week will be Anatol's Afairs of 1935, Ted Lewis, Benny Meroff, Platinum Blonds, Cab Calloway, Manny King's Vanity Fair, Don Bestor, George Olsen, French Casino, Weaver Brothers and Folies de Paree, Following week will see Anatol's Afairs again, Parissenne Scandals, NTG, Rae Samuels' Cocktal Hour and Earl Carroll's Vanities. Also a special unit built by the circuit comprising Vic Oliver, Bebe Barri Girls, John Fogarty, Sydell and Spotty, Large and Morgner and Helen Honan, opening at the Palace, Chicago, for a run with Roberta. Blackstone will play the weeks of the 28d and 30th for the circuit.

Loew's units next week include Dave Applied Control of Rorge Fener Carroll's Parise Carroll's Parise Peres Carroll's Parise Carroll's Parise Peres Peres Carroll's Parise Carroll's Parise Peres Peres Peres Carroll's Parise Peres Per

of the 23d and 30th for the circuit.

Loew's units next week include Dave Apollon, Casino de Parce Revue, Carroll's Vanities, Mills Blue Rhythm Band. Broadway Jamboree, Bert Smith's show, Trial of Century (Rooney-Timberg combo) and Ben Bernie. Following week will see Gus Edwards' unit, Manhattan Merry-Go-Round, Trial of Century, Bernie, Cab Calloway, Cantor-Rubinoff and Broadway Jamboree.

Warner's current units include Greenwich Village Follies, Parisienne Scandals, Harlem Heat Wave, World's Fair Follies and the Benny Davis Star Dust Revue.

Harlem Heat Wave, World's Fair Follies and the Benny Davis Star Dust Revue. Units it has booked for next week and later include Blackstone, Ina Ray Hutton and all-girl show, Bowery Music Hall Follies, Greenwich Village Follies, Manny King's unit and Harlem Heat Wave. Also a unit the circuit has built itself called the Hollywood Revue, with Roscoe Ates and 16 Vitaphone Girls.

Among the units on the indie time are alex Gerber's Radio City Follies, the Agnes Ayres unit, Helen Kane unit. Calling All Scandals and the Al Jenkins unit. Gerber is also coming along with another one, Ned Wayburn's Varieties.

Other units which have been around

another one, Ned Wayburn's Varieties.
Other units which have been around are Spices of 1935; Live, Love and Laugh; Words and Music, Sidewalk Caje, Gertrude Avery Revue, Hot Chocolates, Shuffle Along, Will Osborne, Jimmy Hodges' Miami Nights, A. B. Marcus show and Champagne Cocktail.

Detroit Bookers Have Pet Squawk

DETROIT, March 2.—M. Wesson Dickinson is the new superintendent of Private Employment Bureaus for Michigan, succeeding Claude Carney. Dickinson is reorganizing the department. Actual administration will be entirely separate from that of the Department of Labor

nom that of the Bepartment of Easts and Industry.

Dickinson called a meeting attended by several local bookers this week. Just an informal get-together. One leading objection voiced by bookers at the meeting was the practice of a few agents to locate their official offices in a suburb severe to avoid the \$200 license fee. locate their official offices in a suburb in order to avoid the \$200 license fee. In the small cities the fee is only \$50 annually. Local bookers are demanding that suburban bookers of this type should not be allowed to book acts within the city limits.

Jones Has Cincy Shubert

CHICAGO, March 2.—A. Warren Jones, booking manager of the RKO office here, has the Shubert, Cincinnati, which opened yesterday with stage shows, on his book. For the time being, units will be used, three of them already having been set. A. B. Marcus' Continental Revue is the first show and will be followed by Larry Rich's Broadway Nights on March 8 and Count Berni-Vici's Spices of 1935 March 15.

Lombardo at \$11,500

NEW YORK, March 2.—Guy Lombardo and ork have been booked by RKO for one week, with a possibility or more to follow. The ork goes into the Fox, Detroit, April 19 at \$11,500 for the week. Ferd Simon did the agenting.

New Auto Insurance Bill Puts Spotlight on Actor Accidents

NEW YORK, March 4. — The Berg-Sheldrick Bill to make automobile accident insurance compulsory in this State, now being aired in Albany, will affect vaude if it passes. Hundreds of acts be-ing booked out of this city have to make ing booked out of this city have to make the jumps in their own or other people's cars, and any added cost to operating these cars will affect them seriously. Not only that, but the nation-wide campaign to reduce auto accidents and the agitation for new safeguards as a result of the shocking bus fire last year, all serve to put the spotlight on a deplorable condition in vaude today—the dangerous and irresponsible transporting of acts by private cars.

With vaude budgets lower than ever and bookers giving preference to acts

With vaude budgets lower than ever and bookers giving preference to acts with cars, a greater number of acts than ever are now making their jumps by private cars. And with icy and snow-bound roads the number of accidents involving performers has mounted alarmingly. Showmen cannot recall another year when so many acts were caught in auto accidents.

There are many reasons for this situation. Producers sending out acts prefer not to use their own car or bus, believing that in this way they shift legal liability in case of accident to whoever owns the car or bus used. I. Robert Broder, attorney, points out that if the

Broder, attorney, points out that if the act-owner (or the producer) arranged

transportation, then the performers can sue either the act-owner or the car-owner and let the court determine who is liable. If the act-owner arranged the transportation the court may hold that the act was in his employ even while traveling.

traveling.

Most of the trouble arises when acts travel in private cars. In case of an accident the actor discovers he can hardly sue the car owner, as the car owner may disappear overnight. Even if the actor wins a judgment, he will discover that the car owner is broke and was barely ekeing out a living transporting acts. Longacre Square is full of car owners who hang around the indie booking offices and the shoe-string vaude producers. These car owners usually have no office, but just pick up any work they can grab.

Their work is really illegal, as they

Their work is really illegal, as they carry passengers, scenery and baggage, and this automatically makes them bus operators who should be licensed and bonded. In many cases they operate stolen cars, and in case of accidents run away without waiting for investigations or lawsuits. or lawsuits.

Acts who are forced to travel in this way by their employers or the bookers really take their lives in their hands.

(Another article on this deplorable sit-uation will appear in the next issue.)

Kenosha Vaude Switched

CHICAGO, March 2. — The Gateway Theater, Kenosha, which has been dark since December, reopened today. Yaudeville shows that have been playing the Kenosha Theater each Saturday and Sunday have been switched to the Gateway effective today. The Kenosha reverts to straight pictures.

Belle Baker Returns in March

NEW YORK March 2.—Reports reaching here from Europe reveal that Belle Baker will head back for home about the middle of this month. She went abroad last October for a supposedly short engagement, but her success prompted numerous bookings which stretched her run to about six months.

Vaude in Miami

MIAMI, Fla., March 2.—The Olympia Theater has added stage shows, booked by the Stanley Willis office here. Last week's show included Ray Teal's Band, Arline and Norman Selby and a line of

IRVING YATES is producing a new Gus Edwards unit, opening in Bridge-port for Loew March 15.

14

now playing CHICAGO THEATRE Chicago

Palace, New York

(Reviewed Friday Afternoon, March 1) (First Show)

Three cheers for booker Arthur Willi, Three cheers for booker Arthur Willi, for this week he's got a vaude show at the Palace that is a vaude show. Each of the five acts is a humdinger, guaranteeing big mittings and two of them certain to show-stop at practically every viewing. Runs a snappy 64 minutes, and the customers are certain to walk out thinking a whole lot more of vaude. So it's possible to book a good vaude show. Screen the b.-o. Leslie Howard in the Scarlet Pimpernel, and there should have been more business than just the have been more business than just the

three-quarter lower floor at this show.

Grace Du Faye, heading a new flash, gets this show started in a big way, as fine a warmer-upper as you could want. Act packs sock talent, and the five performers sport tasteful costumes of which there are plenty. Miss Du Faye is going places with her exceptional acrobatic dance talent. She does tricks seldom seen before. Then good assist is turned in by Eddie Stuart, who does a novel piano dance, and Dot, Don and Teddy, three girls, who do nice song-dance work.

Eddie White goes over well also with his routine of songs and chatter. He has a refreshing personality, meaning much to the success of his act. his gags all right, but for the most part they're old wheezes. His singing is good, and he'd make that Cucaracha parody more of a sock if he'd get punchier lines.

more of a sock if he'd get punchier lines.
Buster Shaver, with the darling midgets, Olive and George, now carrying film reps, show-stop in the trey spot. An act that's always entertaining and sure-fire with the audience, no matter how many times you see it. You can't help taking to the talented Olive, and George is no slouch either. Shaver paces the act well.
Buck and Bubbles, next-to-closing are

Buck and Bubbles, next-to-closing, are the second of the show-stoppers. They, like the midget turn, bear down on audience after audience with the same routine yet the audiences never tire of them. It's their talent plus their sales-manship, both forceful and certain of providing a most entertaining 14 min-

The Great Yacopis, eight men and Miss Yacopi, give the show the right finishing touches. It's an eight-minute breath taker, and that's a long time for the audience to hold its breath. They do a load of daring Risley stunts to three and four-nigh perches, with difficult somers to chair and shoulder catches thrown in. Never let up a minute and heavy applause dots each of their stunts.

SIDNEY HARRIS.

Loew's State, New York

(Reviewed Friday Evening, March 1) State's show is first-class entertainment this week, leaning heavily to the comedy side. With the exception of the opener and closer there are laughs in each act. Picture is Detil Dogs of the Air, and business was light at the supper show.

Rector and Doreen are a good opening act, featuring the iron-jaw work of the man and the acrobatics of the woman supported by him as he hangs downward. They have several routines, best of which is the whirling the woman does on a strap held on a long bar which runs parallel to the stage and which is held from above thru a jaw strap. strap.

Three Fonzals, deucing, open their comedy acro turn with a too rapidly sung song, the words being absolutely unintelligible. After this, tho, they get going for a fast six minutes of knockabout that went over handily.

Frances Arms, back from the Coast, drew laughs right along with her monologs, which lean to the blue side. Repertoire includes ghetto characterizations, including a Hebe, wop and Irish woman. Sure-fire stuff, especially in the nabes, with the material provocative of laughs at a good pace. House didn't mind the singing and sent Miss Arms off to a first-class hand.

DeRoze, altho properly classed as a

DeRoze, altho properly classed as a (See LOEW'S STATE on page 16)

Capitol, New York

(Reviewed Friday Evening, March 1) Bob Hope dominates the stage show this week, with Biography of a Bachelor Girl (MGM) on the screen. The picture

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You on Your Life.
It seems that the dear to the seems that the the dear to the seems that the seems that the seems that the seems that the seems to the seems the seems that the seems the

1270 Sixth Ave.

Radio City, New York

doesn't appear to be a b.-o. draw, and opening day business was not so hot. Whatever the weaknesses of the screen

Whatever the weaknesses of the screen may be they are balanced off by the sock performance of Hope on the stage. Hope's emseeing knits the show together and does much to put it over. The show opens with a girl phone operator frantically seeking Hope, and the Danny Dare Girls having to repeat their routine until Hope finally appears. It's informal and novel and gets the show off to a smart start. off to a smart start.

Hope then weaves in and out, planting his gags into the mike and contributing comedy blackouts and bits. He does a bit with a girl with a Southern accent, and her smart handling of lines drew a liberal hand. In another bit he has two girl plants in the boxes heckling him. He had two men plants when he last appeared here. The girls are bet-ter. Then there is a hoke dance bit and finally an amusing hotel lobby

ter. Then there is a look direct but and finally an amusing hotel lobby blackout.

Dolores Reade, tall brunet, is on to croon Blue Moon and The Object of My Ajfection, with Hope butting in and clowning all thru. She stopped the show, with credit going evenly to her voice and to Hope's comedy.

Gordon, Reid and King hoofed away to their heart's content and had no trouble grabbing a big hand. Their fast tap and acro stuff, plus a bit of comedy and music for relief, was well liked.

Enrica and Novellô, a stately blonde and a sleek Latin boy, contribute two ballroom numbers and made a fine impression. Have appearance and grace, in addition to interesting routines. A class team.

class team.

The Dare troupe is given a couple of snappy, the simple, numbers and handles them nicely.

Don Albert led the augmented symphony orchestra thru a fine overture composed of excerpts from popular symphony pieces.

PAUL DENIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, March 2)

Paul Nolan opened the show with some hat, ball and umbrella juggling and then switched to three small balls. and then switched to three small oalls.
Nolan's makeup resembles that of Stan
Kavanagh and he works, at times, very
much like him. He has a good trick
with a cup and saucer and closes with
the manipulation of three hats. Took

Carleton and Ballew deuced. Here is a Carleton and Ballew deuced. Here is a quiet and pleasant little light comedy act mixed with chatter, song and a bit of dance. Bob officiates at the piano and acts as straight to Julia's comedy. Julia sings Happy as the Day is Long and Sittin' on a Hilltop, Lookin' at the

Nudies. Two bows.

Jerry Lester, in the next spot, was a disappointment. His work is a cross between Milton Berle and Joe Penner, and the act is without rhyme or reason. Most of his material is so old even a family audience had heard it, as was exampled when he built up his cigaret bit and then laid an egg at the climax, the audience knowing the answer long before. Routine is slow and draggy and needs speeding up. Imitates Ted Lewis and uses a dance finish.

uses a dance finish.

The Stage Revue opened with the State-Lake Sweethearts doing a clever modern version of a square dance that elicited nice applause. They were followed by Jack Joyce, monopedic dancer and singer, who sang a couple of tunes, did three dance routines, one of them a ballroom number with one of the girls, and left to begin applace. and left to heavy applause. Sara Ann

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McCabe, local radio soprano, did the Italian Street Song, My Hero and When Irish Eyes Are Smiling over the p.-a. system and got a good hand. Jackie Green, making his first appearance on his own since leaving Benny Davis, was the hit of the bill in the next spot. This clear youngster's impressions are the hit of the bill in the next spot. This clever youngster's impressions are all well thought out and true to voice and mannerisms. He did Georgie Jessel, Joe Penner, George Arliss, Eddie Cantor, George Givot, Jimmy Durante, Al Jolson and Harry Richman and chalked up a hit. The State-Lake girls closed with a train effect number, with a scenic effect by Charlie Niggemeyer that tied in as a sort of prolog to the feature film The Silver Streak.

F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Evening, March 1) (First Show)

The usual Friday capacity house for first stage showing gave Benny Davis and his Star Dust Revue one of the most enthusiastic receptions ever handed out. enthusiastic receptions ever handed out. There were scoops of applause for every number, with double dippers and more of handelapping for some of the offerings. Orchestra is on stage back and curtain opens to show whole line of talent, about 18, at the footlights. Several verses about Benny Davis and his star-picking abilities and then the group begins to deliver. gins to deliver. First Evelyn Farney and Jimmy Byrnes

begins to deliver.

First Evelyn Farney and Jimmy Byrnes have an attractive song and dance to the tune of O. K. Toots, girl in shorts and boy in regular business suit making a pleasing-to-the-eye team. Followed by the Winstead Trio (Bed, Hot and Blue), two boys, with guitars, and girl, singing in the hillbilly manner and getting quite a hand. Lots of pep here, and the same goes for every performer, just brimming with enthusiasm and vitality, keyed up by Benny Davis, who keeps telling the audience how well he can hitch a contract to a star.

Edith Mann on next with a fast and effective toe dance, very well received, and then Rollo Pickert with an imitation of Will Mahoney, doing that punching-bag tap number and that right foot that will not stop tapping; also some neat falls. A good hand for this boy, who comes on again later with a fast dance on stillts.

Bobby Bernard sings Be Still My Beart

dance on stilts.

who comes on again later with a fast dance on stilts.

Bobby Bernard sings Be Still My Heart and Tiny Little Fingerprints, with lots of dramatic recting for patter, sentimental ballads going over big. Blanche Lewis does a neat arrangement of tap-dancing steps to the Poet and Peasant overture, a stunt which is not short and not easy, and it rates genuine applause. Followed by Jay Jayson, who does imitations of Ben Bernie, Roscoe Ates, Ed Wynn, Joe Penner and a couple of others. The boy is good to turn in such variety, and what a hand he gets! There's always lots of applause when you give 'em imitations of radio headliners, and this one is no exception. Biggest hand of the show goes to Bebe Sherman, a big girl who looks and sings like Sophie Tucker. She carries away the house, delivering Some of These Days, Dinah and The Object of My Affection. Jimmy Shea and Guy Raymond tag closely for honors as a comic dance team. They have an eccentric style of their own, plus a swell dead-pan dedance team. They have an eccentric style of their own, plus a swell dead-pan delivery, also several tricks close to adagto. Three encores, and they had something different to give each time, which is also an indication.

different to give each time, which is also an indication.

Benny Davis sings thru a list of songs he has written, all for a good hand, starting with Good-By Broadway, thru Margie and How I Miss You Tonight to There Goes My Heart and a new one, Yours Truly Is Truly Yours. Also a young lad about 14, named Rex, who tenors Irish Eyes and June in January. House keyed up all thru. Davis announces he is still looking for talent and will present newcomers each night. The film feature is The Best Man Wins (Columbia).

H. MURDOCK.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Feb. 28)

(Reviewed Thursday Evening, Fep. 28). This should be a good box-office week at the Music Hall, for Edward G. Robinson is on the screen in Columbia's The Whole Town's Talking. It's good entertainment and so is the stage show. Latter is delightful and short, running but 28 minutes. Takes in the usual good production efforts of the house crew, especially in the finale, which is as gorgeous a number as you could want. Eusincss was just okeh at this last viewing opening day. ing opening day.

Following Dick Leibert's few minutes

on the console and the newsreel, Erno Rapee takes the symphony crew thru Rapee takes the symphony crew thru Offenbach's Orpheus. As usual they do a grand job of the overture and receive heavy plaudits. Jacques Gasselin gets a solo spot with his violin by playing a special cadenza written by Rapee.

A narrator picks up the stage show, announcing it as a march of time—from childhood to the wedding chime. Opening number is Lullaby, very beautifully done, showing various mothers singing lullabies to their babes. Sing solo and then warble as a quintet. The singers are Anne Roselle, Evelyn Duerler, Marion Raber, Sari-Zuki and Virginia Fenwick. The scene next moves to School Days, where the Rockettes and the Stroblite black magic help make it a most inter-

where the Rockettes and the Stroblite black magic help make it a most interesting session. After cutting up in the schoolroom, the Rockettes, with the Stroblite effect, go into their outstanding precision stepping. Audience mitted this number heavily.

Sweet Sixteen follows, with the Kay Switt-Al Silverman tune, Forever and a Day, the theme song. After Evelyn Duerler and Robert Landrum do a nice singing tob of the tune the stage goes

singing job of the tune the stage goes elaborate with the familiar garden set with the water background. Hilda Eckler and Nicholas Daks, seven other couples

and Nicholas Daks, seven other couples and the ballet corps provide effective dance routines in this number.

Invictus—the title of an English poet's work—depicts the Music Hall Glee Club as doughboys on the battle front, with George Meyer and Don Cortez alternating at solo singing. Opening of the number, showing battle-front scenes, is much more effective than the singing.

Wedding Bells tops the show off excellently. First the bride prepares herself, giving a delivery boy an oppor-

cellently. First the bride prepares her-self, giving a delivery boy an oppor-tunity to solo with corking legwork. Then there's the grand finish of the entire company tastefully costumed in evening clothes and grouped effectively on and around a huge flowery stairway. SIDNEY HARRIS.

Roxy, New York

(Reviewed Friday Afternoon, March 1) (First Show)

Nothing very sensational on the Roxy Nothing very sensational on the Roxy stage this week, with the exception of the act presented by Captain Willie Mauss, who opens the show. He calls his turn "Wheels Within Wheels," and it is. He has a huge wheel on the stage, resembling the circular treadmills in squirrel cages. Within it he rides a bike, moving up and down as the big wheel turns, ending by doing complete loop-the-loops within the big circle. It's a breath taker.

loop-the-loops within the big circle. It's a breath taker.

Landt Trio and White, radio singers, who headline the layout, do nicely with a harmony act in which they try to inject novelty. It's hard to do that—and it's to their credit that they succeed most of the time. Dan, Karl and Jack Landt harmonize (with various novel effects) Lullaby of Broadway, I Don't Wanna Go to Bed, Home on the Range, a sister act burlesque and 11 More Years and 10 More Days, while Howard White and 10 More Days, while Howard White accompanies at the plano and does one

rivory solo with mittens on. They scored heavy and deserved applause.

The Three Wiles are on early in the show with a rather novel dance act. The three lads hoof nicely, scoring their best affect, with a dance actually.

show with a rather hove dance act. The three lads hoof nicely, scoring their best effect with a dance routine in which they impersonate Chaplin, Durante and Groucho Marx. This week's winner of the Town Hall Night amateur radio contest is Ward Paulson, who contents himself with singing one song. Each Silent Night, to nice returns.

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

executed, with finesse and real ability.
The Foster youngsters this week content themselves with short introductions tent themselves with short introductions to the production number, and Captain Mauss' act, performing only one full routine, that in the finale. But that's plenty. It features much unison bouncing of big rubber balls, and it brought down the house—as it deserved to—getting the biggest hand of the show.

Plenty of dancing and singing in the layout, but the complete lack of comedy hurts.

hurts.
The picture is Radio's Murder on a

Honeymoon, and the house was pretty well filled the first show opening de EUGENE BURR.

Oriental, Chicago

(Reviewed Friday Afternoon, March 1)

The present bill as it ran the second show today has plenty of dancing; too much, in fact. Ray Saxe, who was booked, but failed to show up to the first show Saturday, would have broken

inst snow Saturday, would have broken the succession of dancing.

Clare and Sana Sisters, man and two women, roller skaters, in neat white satin costumes, thrilled the folks with numerous tricks on a raised platform.

Their fast work sent them off to nice applause.

The Trudy Pickering Girls, the house line of 14, did a number here but caused no excitement in the rendition.

no excitement in the rendition.

Jeanne Devereaux, with Johnson,
Tucker and Foy, was next. The latter
trio, composed of a man and two girls,
opened with a waltz routine and were
followed by Jeanne Devereaux with a
toe-tap strut with one-leg toe turns.
Jack Seymour contributed an eccentric
tap and the trio did an acrobatic adagio. Jeanne appeared again for some nice toe work. Her forte is turns which are done to perfection. All were on for the finale. Good hand.

done to perfection. All were on for the finale. Good hand.

Starr, Rollo and Ditson, three men, have a combination of talk, nut comedy, a bit of knockabout work and dancing with a few imitations (which could be improved) thrown in for good measure. They worked hard and got good results for their efforts. Good hand.

Ted Cook's Revue closed. Ted is back, leading the orchestra boys, after a swing around the B. & K. neighborhood houses. The Pickering Dancers did a neat number to open and were followed by Len Barr and Virginia Estes, with eccentric, tap and comedy dancing done together and individually. Barr's demonstration on how he got the ideas for his dances was clever. Pinky Tomlin, who is being advertised as Hollywood's sensation, proved to be a quiet, unassuming bespectacled young man who might be taken for a young professor. He sang bespectacled young man who might be taken for a young professor. He sang several songs over the p.-a. system, among them his own composition, The Object of My Affection, closing with Ragtime Cowboy Joe as the girls surrounded him, attired in cowgirl costumes.

F. LANGDON MORGAN.

Roosevelt, New York
(Reviewed Friday Evening, March 1)
This is the former Second Avenue
Theater at Houston street, next door to
the former Wintergarden. E. M. Glucksman, former RKO exec, has taken over
the house, remodeled it and renamed it
the Roosevelt. Location is swell, the
house being visible blocks away. But
the neighborhood is heavily overseated,
and this theater will undoubtedly have
trouble hooking pictures. That is one and this theater will undoubtedly have trouble booking pictures. That is one reason why vaude is so important. Realizing this, the house is advertising itself as "the only vaudeville theater on the East Side." House policy is vaudefilms Friday to Sunday and double features Monday to Thursday. Max Richard, the agent, is booking the vaude. Opening show was a honey. Five sock acts, with the Three De Long Sisters opening. The girls are shapely and first-rate athletes, going thru a punchy routine of strength stunts, lifts and acrobatics.

Jack Petet and Douglas, tall boy and a

acrobatics.

Jack Petet and Douglas, tall boy and a midget, on as sailors, had no trouble putting over their comedy banter, dancing and singing. The difference in size and the midget's cuteness alone were enough to win the customers.

Al Shayne came on to heavy reception. He seems to be a big local favorite. Sang four pop numbers and they wouldn't let him off. Good voice and delivery.

Joe Beeser is assisted by Sam Certherson. Beeser, pudgy and likable, is still doing his own queer version of a pansified dope. His favorite upward motion with his left arm is still funny but hardly proper for neighborhood audiences, Went over big nevertheless.

Don Ruiz and Bonita provided a nice closer with their smooth little flash Ruiz and Bonita offer graceful dances, including the Continental, while Marion and Bea fill in with snappy tap routines. Verna Kennedy accompanies on the piano. A well-staged and colorful flash.

Picture was The Gau Divorcee (Radio).

flash.

Picture was The Gay Divorcee (Radio), and business today (opening day) was about two-thirds. Audience, incidentally, was very rowdy.

Moe Lazarus leading the pit orchestre.

PAUL DENIS.

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NEW ACTS

Louise Beavers

Reviewed at the Roxy, New Style-Personal appearance. Se Setting-In one. Time-Eleven minutes.

Louise Beavers, colored actress, who scored sensationally in the film version of *Initation of Life*, makes a personal appearance that manages to be far more than just that. As a matter of fact it packs a legitimate and heavy entertainment wellon. Mice Beavers' personality ment wallop. Miss Beavers' personality would be enough to lift her out of the personal-appearance class by itself, but she adds real ability in both acting and

singing.
Starts with a dramatic bit from her best known picture, which she delivers with admirable restraint, despite the fact that she was caught in a big house and had to work over the mike. It's

and had to work over the mike. It's tremendously effective underplaying, highly commendable and all the more amazing in view of the fact that she's been working in Hollywood.

Follows by singing Swing Low, Sweet Chariot, and then goes into the pop, Stars Fell on Alabama, encoring with Fair and Warmer. Her voice is deep, rich and beautifully handled, and the

EQUITY-

(Continued from page 3)

(Continued, from page 3)
Dow Clark, Walter Connolly, Percy Moore,
Nance O'Neil and Selena Royle.
When the rival slates were presented
yesterday, Frank Gillmore, Equity president, who presided, ruled that one
speaker would be allowed from each side.
Frank Conlan, who presented the Forum
point of view, read a letter which had
been sent out by the administration
group. Forum members expected that he
would continue, explaining the merits of
the Forum views, but Gillmore ruled that
each side had then had its allotted say
and bedlam broke loose. In the ensuing
turmoil. Robert Reed was escorted out

and bediam broke loose. In the ensuing turmoil, Robert Reed was escorted out by the sergeant at arms.

The vote which followed resulted in an administration victory. The six Forum candidates were named as "alternate delegates."

Following the Management of the state of the stat

delegates."
Following the election, the administration's antagonism to the Forum group came out in the open for the first time. Gillimore scored the liberals as "extra radical," charging them with "insurgence" and questioning their "social faith." He charged that they were seeking only their own ends at the expense of the general membership of the association.

Albert Van Dekker replied, stating the

Albert Van Dekker replied, stating the Forum's views and saying that they were merely in accord with changing conditions, containing "nothing un-American at all." They were, he said, no more radical than the policies of Washington and Lincoln seemed to the conservatives

emotional impact that she manages to

create in the spiritual is terrific.

When caught she received deafening applause as she came on and three times that when she was thru. She had to

eg off.
Business was unusually good at the Roxy when she appeared—and not all of it could be attributed to the picture. She can repeat that anywhere. E. B. and not all

Blanche Calloway and Orch.

Reviewed at the Boulevard, Bronx, Style—Band flash. Setting—Full stage. Time—Twenty-one minutes.

Cab's sister is reminiscent of the king Cab's sister is reminiscent of the king of hi-de-ho himself. She affects a dynamic style, hopping all over the stage, swaying those hips, and doing a bit of hot singing and strutting. The band of 14 gives her excellent support, blaring out the hotcha special arrangements in typical Harlem style. The cornetist and the trumpeter step out for brief solos.

The hand carries three specialties. The

The band carries three specialties. The The band carries three specialties. The Four Step Brothers, with their breakleg fast tap and acro routines, stopped the show cold. Velma Vemo, a huge gal, did weak blues singing and then a bit of strutting around. A boy harmonica player was also spotted for a

The act is among the better colored band flashes and at this showing had no trouble scoring. It could, however, be given a better setting, as it worked before a drab house cyc here. P. D.

CHI THEATER-

(Continued from page 3)

cast, but abandoned the idea when told that the same Equity rules applied at

AMERICAN BALLET-

(Continued from page 4)

and highly self-conscious moments that drew ill-concealed snickers from the lowbrows who managed to see thru its high-blown rigmarole. Settings and costumes by Paul Tchelitchew were out-

costumes by Paul Tchelitchew were outstanding, and the music was Schubert's. Miss Geva, with a 10-foot train, fled the nightmare with growing helplessness, and the entire affair exhibited self-conscious artiness that seemed to miss much of its effect.

Reminiscence, the final number, with costumes and settings by Sergel Soudelskin and danced to Goddard music, enlisted the aid of Haakon. Here, with variations on the accepted ballet's traditional routines, the youngsters of the regular company shone with their greatest brilliance, and the entire number is put on with exquisite grace and effect.

put on with exquisite grace and effect.
Among those members of the regular
troupe who stood out with their excel-lent work were William Dollar, Charles

Laskey, Leyda Ancutina, Holly Howard, Esile Reiman, Ruthanna Boris, Joseph Levinoff, Elena Rivas and a lass who bills herself simply as Giselle.

THEATER WINS

THEATER WINS—
(Continued from page 4)
tiff is that the board is prejudiced, the
court should go into it more deeply.
Judge Woodward did not give a decision on the question of dismissing the
bill for lack of jurisdiction, but preferred
to hear all the evidence, all the testimony
and all the witnesses, with regard to the
charges made in the plaintiff's bill. He
set the case for trial on April 8 at which
time it was suggested that it will take
six weeks to hear. The Public Theater
intends to call 75 to 100 witnesses alone.
This is the first time in this territory
that a 10-cent admission and double
feature case has come before the Federal
Court and a victory by the plaintiffs will
probably change the whole setup of
selling and bring a change of attitude
from the film exchanges.

SHOWS ALL-

government of profession. We hesitate to believe that Mr. Cochran prefers dictatorship." Equity also said that it was sure Cochran would reconsider his decision to stop producing, feeling that the pull of the theater would prove too strong for him. strong for him.

Equity membership, meanwhile, in a mass meeting last Sunday wholeheart-edly approved of the action that had been taken in the recent settlement with

the managers,

POLITICS HIT-

POLITICS HIT—
(Continued from page 4)
at least \$7.50 each to 10 old-time stars,
but actually paid them only \$3 to \$5
each, claiming the show was in the red.
Two colored floor shows from the Mickie
Wells Club and Jimmie Kelly Club appeared along with David Holmes and
Sammie Welss. As there was too much
show, the oldtimers did not go on.
Those involved were Blanche Newcomb,
Danny Barrett, Lillian Ashton, Joe Edmunds, Peggy Leynell, Jim Derwin, Dick
Fitzgerald, Ida Walling, Frank Parish
and Musical Reece.

EQUITY STOCK-

to the needy. The States could, according to Baker, make loans of such moneys to the theater, if they so wished. In New York action would have to be taken thru the New York State Temporary Relief Administration, which is already financing a circuit of free shows that tour institutions and CCC camps.

LOEW'S STATE-

(Continued from page 14)
magic act, is also a chuckle getter, and
a minute after his bow on had the customers eating out of his hand with the baffling different liquors he pours from a pitcher apparently containing water. An act that should never have trouble

An act that should never have trouble working.

Jimmy Savo had to beg off, his buffoonery and pantomime panicking the house for an easy sock. He went thru his entire routine to an accompaniment of belly laughs. First-grade en-

ment of belly laughs. First-grade entertainment as always.

Hal Menken Revue is the closer. It's a good dance flash, high spotted by Menken's classy hoofing. No doubt about his being a cinch for a legit musical. Other specialties are a fast banjo specialty by Keith Hankins and a Russian hock number by Betty Castle, plus a girl trio. All okeh.

/JERRY FRANKEN.

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Bring Protests and New Bills —The attempt exploiting the principals of notorious criminal trials and to draft model legislation for each State putting an end to storm of critisempts at legislempts at NEW YORK, March 4.-

Attempts To Book Bruno Jurors

NEW YORK, March 4.—The attempt to book principals and jurors of criminal trials for stage personal appearances has not only brought a storm of criticism, but has induced attempts at legislation seeking to prevent similar situations. Bills have been introduced in the State legislatures of New York, Pennsylvania and Ohio. Up to now none connected with the Haputmann case have been able to get bookings.

The AFA has the assurances of Low.

have been able to get bookings.

The AFA has the assurances of Loew, F. & M. Stageshows and Arthur Fisher that they won't book attractions of that type. The AFA also has the support of Rev. John Haynes Holmes, who writes the AFA: "It seems incredible to me that the managers of vaudeville theaters or circuits could be guilty of such an irresponsible proposal (booking the Hauptmann principals), which involves an outrage upon all decencies of public life here in America. If this plan is carried thru it should be met by a strike of actors and theater employees thruout the country."

Secretary Ralph Whitehead of the

Secretary Ralph Whitehead of the AFA suggests the formation of a com-mittee which would "vigorously cam-paign against the malicious practice of

ALBANY, March 2. — Assemblyman Carmine J. Marasco has introduced a bill which would make it a misdemeanor for any juror to relate his experiences, or for a jury panel to re-enact a trial, on the stage for profit.

COLUMBUS, O., March 2.—A bill has been introduced into the State Legislature which provides for a fine of \$100 to \$500 and imprisonment from 10 days to a year for violators of a bill designed to bar vaude appearances of jurors,

HARRISBURG, Pa., March 2.—If a bill introduced by Representative Roy C. Haberlen passes, "persons achieving notoriety, such as Richard Bruno Hauptmann's trial jury" will be prohibited from appearing on the stage. The bill also prohibits "attorneys, prosecutors, plaintiffs, defendants, witnesses and jurors in notorious civil and criminal cases" from appearing in theaters "as actors or entertainers."

Conducted by EUGENE BURR--Communications to 1564 Broadway, New York City.

Yes Report On Sundays

Senate committee's favorable decision - must still be put to vote

NEW YORK, March 2.—Sunday shows in New York State came one step nearer realization this week when the commit-tee on labor and industry of the State Senate decided to submit a favorable Senate decided to submit a favorable report on the Berg Bill, which would provide for local option on the question. The committee, so far as could be discovered here, has not as yet actually handed up its report, and the bill has not yet been placed upon the calendar, but the favorable report was decided upon Tuesday.

not yet been placed upon the calendar, but the favorable report was decided upon Tuesday.

There is still a long pull for the Sunday show adherents. The bill must, of course, pass the Senate, which, although the still in doubt. Last year a similar measure introduced by Senator Berg was favorably reported out of committee, and then overwhelmingly defeated when it was put to a vote. This year the chances are far better, since organized labor has come out overwhelmingly in favor of the bill, and all theatrical factions, with the single exception of Equity, are urging its passage.

Meanwhile the Neustein Bill, the similar measure introduced in the Assembly, has not as yet been decided upon by the Assembly committee. If it is favorably reported it must pass the Lower House, and both bills must be signed by the governor before they become law. Small hitch is expected in the signing if they once go thru the Legislature.

The bills would authorize cities to decide for themselves whether or not they wanted Sunday shows, and they also provide that the actor is to be given one day off each week, thus spiking one of the chief arguments against Sunday showings. Equity, in the hearings before the joint committees of the Senate and Assembly last week, was aided in its fight to down the measures by the Lord's Day Alliance and other fue-nose religious bodies. The State Federation of Labor has come out strongly in favor of the bills. ongly in favor of the bills

American Academy Students Present Four-Acter, 'Chains'

Present Four-Acter, 'Chains'
NEW YORK, March 2.—At the Empire
yesterday afternoon the senior students
of the American Academy presented
their ninth matinee performance of the
season, Elizabeth Bakers four-acter,
Chains, a new one to this reporter. It
deals with what Iolanthe's peers superciliously describe as the lower middle
classes, and seems to be an argument
against early marriage and in favor of a
wife urging her husband on to adventure and chance-taking in his daily
work—tho that, of course, would negate
entirely a woman's reason for marrying.
It also, tho it probably doesn't know it,
presents a powerful argument for
unionization of the white collar classes.
So far as can be gathered from Miss
Baker's play, England's lower middlers
spend their time working, complaining
about it and singing. Practically the
entire second act is taken up by interjudes of homey song, and there are a
couple of hymns sung in the third.
About all that was needed was a camp
director to get the audience in on it.
The pace that Miss Baker provides would
make a hearse seem like Kaye Don's
newest model.

A competent cast did its best. Marc
Daniels, as the lad who wants to break

A competent cast did its best. Marc Caniels, as the lad who wants to break sway from it all, did sympathetic and convincing work, while Marion Whitney, as his loving but hampering wife, was amusing and believable. Aleta Rodin acted as a clear mouthpiece for Miss Baker's views; Gilbert Ralston and Leslie Scott showed their usual stage presence and grasp on character in a couple of small parts; Lynn Hampton and Paul Kendall were easily adequate in a couple of small parts; Hall Kennedy was pleasant as a lad who does break away, and Janet Pyle managed to be very funny in an over-burlesque of a scatterbrained ingenue. Kathleen Milliken was finely effective as a hide-bound mother, and Robert Williams gave a minutely detailed and highly amusing charactericompetent cast did its best.

zation as a very middle-class father. It's a pity that Mr. Williams doesn't happen to be a Russian. When Russians give such minutely thought-out perform-ances they're hailed as great art; when

such minutely thought-out performances they're hailed as great art; when mere Americans give them they're dismissed as over-detailed.

A fine cast — Robert York, Barbara James, Marcelle LaRose, Williams, Ethel Korosy, Thayle Landers, Ralston and William Korn—appeared in the first act of Captain Applejack, which was used as the curtain raiser. It would have been better, perhaps, if they'd played all of it out. Many fine performances studded the playing, notably those from Williams, Miss Landers, Ralston and Korn. Miss Korosy's glamorous pretending again gained its full and fine effect. Incidentally, one of the many songs in Chains (if it were a professional production one would be tempted to strike out the "h" to indicate its ultimate abliding-place) was the Resident Djinn affair from The Sorcerer, very well sung by Ralston. It might be fun for the kids to get together in one of the G&S travesties after their season's over.

OUT-OF-TOWN OPENINGS

"Gallows Glorious" (PASADENA)

Gilmor Brown, director. Cast: Rosa-mond Pinchot, Janet Scott, Betty Jean Miller, Hugh Hipple, Herbert Rooksby, Houseley Stevenson, Murray Yeats, Ho-bart Bosworth, Onslow Stevens and 40

Story: Based on the life of John Brown and his efforts to free the South of slavery in 1859, Gallows Glorious is one of the most outstanding productions one of the most dutatining productions ever offered at the Playhouse. In the chief role Hobart Bosworth convinces that John Brown was not a madman obsessed with a prejudice, but a conscious, deliberate martyr for a great

THE NEW PLAYS ON BROADWAY

NATIONAL

TIMES HAVE CHANGED

TIMES HAVE CHANGED

A play adapted from the French of Edouard Bourdet by Louis Bromfield. Staged by Auriol Lee. Settings designed by Stewart Chaney, built by Vall Scenic Construction Company, and painted by Joseph De Luca. Presented by Feodor Rolbein. Hester Pentland, Wife of Forbes Pentland. Wife of Morgan Pentland Mrs. Pentland, Wife of Morgan Pentland Mrs. Pentland, Wife of Morgan Pentland Mrs. Pentland, Wife of Morgan Pentland Cocilia Loftus Sates, a Butler Henry Vincent Melanie Burnham, a Neighbor of the Pentlands Bob Burnham, a Neighbor of the Pentlands May Sargent Bob Burnham, Her Son. Eric Wollencott Forbes Pentland, Oldest Son of Mrs. Pentland Morgan Pentland, His Son. Lucian Self Dr. William Pierce, Son-in-Law of Mrs. Pentland Suzanne Pentland, Daughter of Harry and Suzanne Pentland. Maurice Burke Marianne Pentland, Her Brother. Owen Davis Jr. Harry Pentland, Second Son of Mrs. Pentland. Second Son of Mrs. Pentland. His Wife. Fania Marinoff Rose, a Maid. Morgan Hi

moral principle. Rosamond Pinchot, unmoral principle. Rosamond Pinchot, un-der contract to MGM, displays a pleasing personality. Onslow Stevens, Universal Pictures player, had an excellent bit as secretary to John Brown. Gallous Glori-ous is the type of play that would prove a sensation wherever offered.

FROM OUT FRONT

By Eugene Burr

With the unstinted praise of no less a theatrical personage than George M. Cohan, Rita Weiman's novel about the stage, What Manner of Love, makes its appearance. It is true that the theatrical atmosphere is occasionally both real and compelling: it is also true that at other times it is worfully false. And there is the further discomforting fact that Miss Weiman's story of the life and loves of an actress shapes up as nothing much more than another potboliler for the stenographer trade.

Miss Weiman tells of Ruth Temple, daughter of a stern New Englander, who rebels against her father's maniacal bigotry, and goes to live with a successful and middle-aged playwright who has given her both sympathy and love. She wants to become an actress, partly because of the lure of the stage that he has woven about her young red head, and partly because acting will keep her near him. So he puts her under the tutelage of Annie Delano, a grand old trouper, who furnishes what genuthe theatrical atmosphere the book contains. Even Annie, at times, becomes slightly synthetic.

Ruth becomes a well-known actress in her playwright's plays, heckled only by what Miss Weiman describes as a young critic on a radical daily. This lad, married, has a yen for Ruth which he takes out by writing of the way she wastes herself on glove-fit roles. They meet, hate and finally love, and Ruth ruthlessly discards her still faithful protector. The critic's clinging little wife commits suicide, thus making impossible any further intercourse between the lovers, and Ruth, at the end, returns to her original, sorrowing swain. For how long, Miss Weiman neglects to say.

There is no attempt to get beneath the surface character of the girl. The author makes much point of going into emotional causes and reactions, but they are merely the expected causes and reactions calculated to satisfy customers used to a magazine, diet. There is no probing; merely a desultory examination of the epidermis. Miss Weiman's Ruth does all of the expected things in all of the exp

potbolling.

The actions and reactions ring frequently as false as the dyed hair of Miss Weiman's own Annie Delano. In the first section, in New England, both insight and consistency of character are shown—and a greater amount of interest than is ever again obtained. But the first false note is struck with the vist of the father to the playwright's studio, and from then on they ring about your ears like an Anvil Chorus sung off key.

As remarked, much of Annie Delano's theatrical wisdom is true and sound—but so astute a theater man as Mr. Cohan must surely have realized that on many, many occasions the theater of Ruth Temple is Miss Weiman's rather than Broadway's. When, for instance, has the young critic of a radical daily had the influence of Miss Weiman's young critic—and how could be conceivably gain such influence? That, of course, is only one example of many. Miss Weiman's Broadway is a pleasant place: this reporter has searched for it for years—but he hasn't yet succeeded in finding it.

Just one more thing, probably prompted by professional pride: it's doubtful if even a radical daily would keep a young critic if if he wrote reviews like those quoted by Miss Weiman,

Dy Miss weiman.

Thanks to a certain amount of theatrical wisdom, What Manner of Love probably has more of the real stage in it than most other novels rashly announced as dealing with the theater. But, after all, that's not very much—and even if, as Mr. Cohan and the publishers seem to suggest, it were a great deal more than it is, it would seem a pity to waste so much good theatrical material on so essentially potboiling a novel.

Advertised curtain time-2:30. Curtain rose at showing caught-2:48.

If it is humanly possible the State Legislature should pass a law forcing all of those who overpraised the Great Bergner ("overpraise," in that connection, seems like redundancy to this corner) to go to the National, where Elena Miramova is playing in her husband's (Feodor Rolbein's) production of Times Have Changed. It would also help if Miss Bergner herself could be induced to attend. For Miss Miramova gives a performance of glittering beauty, of bludgeoning power, of tremendous belief and effect. It is in sharp contrast to the heavy and self-conscious overacting that won so many plaudits for the German star. Flowing naturally, with charm and delight, it gathers headway as it pours into the more emotional scenes—and then its flood is overwhelming, drowning the audience in a sparkling, turbulent sea of emotional and dramatic effect. If it is humanly possible the State kling, turbulent dramatic effect,

Miss Miramova, incidentally, is the lass who was once timorously offered as substitute for Eugenie Leontovich (who is now giving a performance filled with medieval mawkishness in Bitter Oleander) when the latter was playing in Grand Hotel.

And Miss Miramova's performance by no means exhausts the tale of acting excellence at the National. She is sur-rounded by a great (the adjective is used advisedly) cast. Robert Loralne offers a vicious, corroding burlesque of big business men that magnificently deong business men that magnificently de-molishes the breed. Moffat Johnston is honest, believable and finely effective as the one sane person in the play. Cecilia Loftus performs a lovable grand-mamma as only she can. Mary Sargent is lovely and effective as a neighbor; Owen Davis Jr. does nicely the little he has to do; Pania Marinoff overplays only slightly as a French war Bride; Thais Lawton is excellent as a snide society matron, and Bric Wollencott is amazing-

matron, and Eric Wollencott is amazingly believable in an extraordinarily difficult role, that of a moronic young
man of wealth.

All of which gets us, somewhat belatedly, to what is probably the most
important news of all. Times Have
Changed is an adaptation by Louis
Bremfield of a play by Edouard Bourdet,
brought by Mr. Rolbein to the National
Monday night—and it is the first play
of the season which has meat enough
to make it live beyond the effective but of the season which has meat enough to make it live beyond the effective but hollow ephemera of a Broadway cycle. It is a fine and powerful drams—of the stuff of which great plays are made. It has many facets and many angles—satire, drams, tragedy, high comedy, high aims and the cleansing oreath of thought that blows into dark grannies.

satire, drama, tragedy, high comedy, high aims and the cleansing breath of thought that blow into dark crannies of the human mind. It is a thoughtful play and, more than that, one which will force its audiences to think. Telling of a rich family caught by the crash, from the high comedy of intellectual satire it pitches suddenly into stark psychological tragedy. Chiefly, it treats of the horrible, corrosive influence of imminent wealth—but that is only one of its many angles.

In its tale of the Pentlands and their neighbors, the Burnhams, it presents families composed, it would seem, almost entirely of skeletons without any closets around them. That, of course, is truer than the readers of society columns might believe. The only saving member of the Pentlands is Harry, an artist who married a French wife during the war, and who lives in comparative poverty and positive happiness in, of all places, Bridgeport, along with his wife and two children. When the Pentland corporation is endangered, it is found that he holds the controlling stock, and so his entire family is invited to visit at the estate of those socially right Pentlands who have hitherto snubbed them.

The daughter's charm makes quick

them.

The daughter's charm makes quick conquests, among them a half-witted scion of the Burnham millions. Her hand is sought in marriage, and her overbearing uncle forces the match, since the Burnham millions would save the sagging Pentiand estate. And the girl herself is willing, much to her father's horror.

She marries and regrets it, as the play plunges headlong into its gruciling psychological horror. It ends on a sardonic note of malign, wry and dis-

bolical humor as the Burnham millions are lost, and the girl finds herself uselessly tied to her drooling, horrible spouse. An intimation of sweetness and light at the end fails to damage the effect, since it is lifted sharply at the curtain by one of the finest interludes of acting, staging and reticent writing that this reporter has ever seen. It must not be missed,

There are weaknesses in the writing, but they are few and unimportant. A bit of suggested allegory at the end of the first act is both useless and obvious; the happy home life of the artist is coyly overdone; beyond such minor mishaps, rothing. nothing

nothing.

The play is rich with thought, character, depth of philosophy and powerful dramatic effect. Even the tragic romance of the capitalists in the crash is well and touchingly told. Minor personages wrap complete plays in their few, pregnant lines. Times Have Changed, I venture to suggest, will live long after far more popular Broadway effusions have tasted the dusty death of Cain's Theatrical Warehouse.

Auriol Lee directed with sensitivity, understanding and fine effect. Stewart Change clothed the play in sumptuous and excellent sets.

and excellent sets.

In the list of cast credits one player was unintentionally omitted. She is Toto, a young lady dog, who gives Flush a run for his honors.

EUGENE BURR.

MAJESTIC

Beginning Monday, February 25, 1935.

STRANGE CHILD

STRANGE CHILD

A modern Soviet farce by V. Shvarkin, starring the Moscow Art Players and featuring P. Pavlov. Vera Gretch. Elizabeth Kodrova. Staged by Miss Gretch. Settings by K. Pepov. Presented by S. Hurok. Sergei Petrovitch Karouleff, a Musician.

Olga Pavlovna, His Wife. P. Pavlov Olga Pavlovna, His Wife. Vera Gretch Manya, Their Daughter, a Young Actress.

Pribileff, an Engineer. Elizabeth Kedrova Pribileff, an Engineer and Elizabeth Kedrova Pribileff, an Engineer. G. Swoboda Engineering Students on Practice Assignment: Yakov. A. Bogdanov Kostya. B. Alekin Schize, a Pottage of Manya. The Korsak Zina, a Young Communist Friend of Manya Alexandre Mironovich, Raya's Father.

Alexandre Mironovich, Raya's Father.

Alexandre Mironovich, Raya's Father.

Rivkin, a Dentist. B. Kremenetzky The Action of the Play Takes Place in Soviet Russia in 1933, in the Country, near Moscow.

ACT. I—Scene 1: The Summer Home of the Karouletfer.

Moscow,
ACT I—Scene 1: The Summer Home of
the Karouleffs. Scene 2: The Practitioner's
Apartment. Scene 3: Same as Scene 1.
ACT II—Same as Act 1, Scene 1. ACT III—
Same as Act I, Scene 1.

Advertised curtain time-2:15. Curtain rose at showing caught-2:15.

Strange Child is the third in the series Strange Child is the third in the series of Russian plays presented, in Russian, by the Moscow Art Players. Unlike the preceding productions, it is a modern comedy, with excellent dialog—according to an interpreter—and an amusing basic situation, plus the superb acting of the U. S. S. R. Company, led by a really great actor, P. Pavlov. In the three plays which have been seen, Mr. Pavlov has had three roles, each far different from the others but each clearly drawn by him.

from the others but each clearly drawnby him.

The plot is somewhat complicated. Manya, daughter of Sergie and Olka Karouleff, has stage aspirations, and while rehearsing her lines, the part being that of an unwed mother, is overheard by a friend, who volunteers to take her to an abortionist in Moscow. Manya

Alviene SCHOOL Theatre

40th ANNIVERSARY.

Think what it means to train for Stage and Talking Pictures from the Teachers and Di-rectors who taught Fred Astaire, Una Merkel, Lee Tracy, Zita Johann, John Colden, Oliver Morosco, etc. Debuts. John Street, Classes limited. Write SECRETARY, BELL for Bulletin 88, 66 West 85th Street,

goes to carry out the hoax. two girls are in that office, Senitchka, who has asked to marry Manya, is be-hind a screen, since he is a friend of Agrippina, the practitioner. Stunned by Agrippina, the practitioner. Stunned by seeing Manya there, he tells her parents in a drunken moment that their daughter is pregnant. She makes no denial, and the grieving parents are overjoyed shortly after when Priblieff, an engineer, asks to marry her. He changes his mind when apprised of the condition, while Kostya, whose love for Manya is returned by her, is likewise amply upset and tries to be "modern" and dismiss the enceinte incident.

Later when Kostya her determined he

the enceinte incident.

Later when Kostya has determined he will marry Manya come what may, he is preceded by Pribileff, who has been accepted, as the program says, "because he is an enlightened man." But Pribileff is shown up as a scoundrel (ibid.) when it is found he knew that Manya was lying, having read her diary. Actually, Pribileff is the father of an illegitimate child of Raya, a friend of Manya.

Manya.

Partly to avenge himself because Manya has turned him down, Priblieff insists that the road he is building must go thru the Karouleff property, meaning the destruction of their home. But Yakov, Kostya's friend and fellow engineering student, fools him by writing to the newspapers, in Priblieff's name, that he, Priblieff, is cutting the road thru his own property. Priblieff cannot back down, especially since he has been praised for his fine spirit. Kostya finally manages to ask Manya to marry him.

praised for his fine spirit. Kostya finally manages to ask Manya to marry him. If the outline sounds complicated or obscure it is probably this reporter's fault. One thing that cannot be left tobscure, however, is that the acting is capital. The play itself tapers down towards the end after a good start with a funny first act. Miss Kedrova, as the daughter, is a sexy and attractive lass and a good actress to boot. M. Rasoumov, as Senitchka, is an expert comedian.

JERRY FRANKEN.

44TH STREET

Beginning Tuesday Evening, February 26, 1935.

THE GREEN PASTURES

Return engagement—limited)
A fable by Marc Connelly, suggested by Roark
Bradford's "O! Man Adam an' His Chillum.
Starring Richard B. Harrison. Staged by
Mr. Connelly. Settlings and costumes designed by Robert Edmond Jones. Settlings
built by Turner Scenic Construction Company, and painted by Robert Bergman Studio. Costumes executed by Helene Theatrical Costumes company and Louis Guttenburg. Presented by Laurence Rivers. Inc.
Mr. Deshee. Charles H. Moore
Myrtle. Alice Snyder
Carlisle. Charles H. Moore
Myrtle. Alice Snyder
Carlisle. Charles H. Moore
Myrtle. Alice Snyder
Carlisle. Charles H. Moore
Randolph. Lloyd Warren
Randolph. Lloyd Warren
Randolph. Lloyd Warren
Randolph. Lloyd Warren
Randolph. Loyd Warren
Randolph. Loyd Warren
Randolph. Loyd Warren
Randolph. Loura Anderson
Robert
Randolph. Laura Anderson
Robert
Rober

BROADWAY RUNS

Performances to March 2, inclusive,

| Dramatic | Opened | Perf. |
|--|----------------------|-------|
| Accent on Youth (Plymouth) | Dec 95 | . 83 |
| Awake and Sing! (Belasco) | Feb. 19. | 15 |
| | | |
| The (revival) (Beck) Bishop Misbehaves, The | Feb. 25. | 8 |
| (Cort) Bitter Oleander (Lyceum) | Feb. 20. | 14 |
| Bitter Oleander (Lyceum) | Feb. 11. | 24 |
| Children's Hour, The (Elliott) | Nov. 20. | 125 |
| (Elliott) | | |
| rosco) Eldest, The (Ritz) Escape Me Never! (Shubert) | Feb. 21. | . 12 |
| Escape Me Never! (Shubert) | Jan 21. | 48 |
| Fly Away Home (48th St.) . | Jan. 15. | . 57 |
| Fly Away Home (48th St.). Green Pastures, The (return engage.) (44th Street) | D. 0.0 | |
| Laburnum Grove (Booth) | Feb. 26. Jan. 14. | . 57 |
| Moscow Art Players | | |
| (Majestic) Poverty Is No Crime | Feb. 16. | . 17 |
| Revisor | Feb. 20. Feb. 16. | . 5 |
| Strange Child | Feb. 25. | . 5 |
| Revisor Strange Child Noah (Longacre) Old Maid, The (Empire) | Feb. 13. | 22 |
| Old Maid, The (Empire) Personal Appearance (Henry | Jan. 7. | 66 |
| | | 165* |
| Miller's) Petrified Forest, The | 11. | |
| | Jan. 7. | 63 |
| Point Valaine (Barrymore) Post Road (Ambassador) | Jan. 16. | 106 |
| Rain (revival) (Music Box). | Feb. 12. | . 23 |
| Rain From Heaven | | 1000 |
| (Golden) Sailors of Cattaro (Civic | Dec. 24. | 83 |
| Rep) | Dec. 10. | 96 |
| Simpleton of the Unexpected Isles, The (Guild) | 200. | |
| Isles, The (Guild) Three Men on a Horse | Feb. 18. | 16 |
| (Playhouse) | Jan. 30. | 39 |
| Times Have Changed | | 1.000 |
| (National) | Feb. 25. | 8 |
| Tobacco Road (Forrest) | Dec. 4. | 545 |
| Musical Comedy - | | |
| Anything Goes (Alvin) | Nov. 21. | 120 |
| Anything Goes (Alvin) Great Waltz, The (Center) . | Sept. 22. | 185 |
| Life Begins at 8:40 | 100 Color 100 500 | |
| (Winter Garden) | Aug. 27. | 222 |
| Revenge With Music | Nor 98 | 94 |
| (New Amsterdam) Thumbs Up (St. James) | Dec. 27. | . 76 |

| Second Wizard | |
|---|----------------|
| Head Magician | .Arthur Porter |
| Outer Guard | |
| Joshua | |
| First Scout | Charles Ivan |
| Master of Ceremonies King of Babylon | Billy Cumby |
| Prophet | lyan Share |
| High Priest | |
| The King's Emprites: | Homer |

High Priest ... I. Homer
The King's Favorites: ... Leonora Winkler, Nonie Simmons, Viola
Mickens, Florence Lee, Constance Van Dyke
Officer ... Emory Richardson
Hezdrel ... Daniet L. Haynes
Another Officer ... James Morrison
THE CHILDREN—Marie Benton, Beatrice
Davis, Ruby Davis, Alice Cottingham, Theon
Lewis, Alice Stryder, Lloyd Warren, Rudolph
Williams, Ashley Webb, Roland Jones, Charles
Hill, George Carroll, Booker T. Washington Jr.,
Wilbur Cohen, Jr.
ANGELS AND TOWNSPEOPLE—Ruth Carl,
Willis Norton, Franklyn Brown, Anna Washington, Earl Gough.
BABYLONIAN BAND—Carl Shorter, Richard Henderson, Thomas Russell, Edgar Yancey,
THE CHOIR — Evelyn Burwell, director;
SOPRANOS — Bertha Wright, Geraldine
Cooding, Almailille Hubbard, Neil Hunter,
Mattie Harris, Cetriude DeVerney, Marie Warren, Mabel Riddey, Massie Patterson.
ALTOS — Olive Ball, Willie Mays, Viola
Mickens, Benveneta Washington, Myrtle Anderson.
TENORS—Robert P. Ecton, Arthur Porter,

derson.
TRORS—Robert P. Ecton, Arthur Porter,
TENORS—Robert Jr., McKinley Reeves, William
McFarland, Augustus Simons, Carrington

McFarland, Augustus Simons, Carrington Lewis
BARITONES — T. Lloyd Hickman, Jerome Addison, Benjamin Ragsdale, Walter Whitfield, BASSOS—Walter Meadows, Frank Horace, J. E. Lightfoot.
PART I — Ficish Fry. Scene 3: A Garden, Scene 2: A Fish Fry. Scene 3: A Garden, Scene 2: Outside the Garden, Scene Scene 7: Outside the Garden, Scene Scene 9: A Hilbide.
Scene 9: A Hilbide. Scene 1: The Private Office. Scene 9: A Hilbide. Scene 9: A Mountain Top. PART II—Scene 1: The Private Office. Scene 3: A Throne Room. Scene 4: The Foot of a Mountain. Scene 5: A Cabaret. Scene 6: The Private Office. Scene 7: Outside a Temple. Scene 8: Another Fish Fry.

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

Last Tuesday night at the 44th Street Theater de Lawd appeared on the stage for the 1,653d time. In private life, of course, he is known as Richard B. Har-rison, but he'll be de Lawd forevermore to the millions who have seen and loved his tender effecting and truly great per-

to the millions who have seen and loved his tender, affecting and truly great performance in *The Green Pastures*.

Tuesday also marked the fifth anniversary of the play, fittingly celebrated by a limited return to New York after a tour that covered 43,000 miles, with performances given in more than 200 cities in 39 States. It was a triumphant home-coming. The gentle humors, the shrewd insight, the drama, the warmth, the overwhelming effect of the passion-play that Marc Connelly concocted from Roark Bradford's stories of the Negro mind all remain gloriously intact.

The cast is substantially the same as that which first appeared in the play at

the Mansfield Theater on February 26 tne Mansfield Theater on February 26, 1930. There are few substitutions and most of those occasioned thru death. The present actors, however, fit magnificently into the finished picture of the naive, delightful, primitive and affecting Negro conception of the Old Testament, and in its return engagement The Green Pastures is still magnificently right. right.

right.

In the large cast Harrison, of course, stands out; his performance takes its place with the finest of the century. And others who do remarkably good work include Frank Wilson, Oscar Polk, Daniel L. Haynes, Morris McKenney, Thomas Russell and Charles H. Moore. The sets are bright and effective, showing no signs of their long travels. The Laurence Rivers office, which has given the play such loving and excellent sponthe play such loving and excellent spon-sorship over all these years, evidently refurbished them for the New York

returnished showing.

It seems almost impudent to discuss
The Green Pastures in a mere dramatic
review. It's not a play; it's an American
institution. EUGENE BURR.

MARTIN BECK

Beginning Monday Evening, February 25, 1935.

THE BARRETTS OF WIMPOLE STREET

(Revival—Four Weeks Only)
A play by Rudolph Besier. Directed by Outh-rie McClintic. Settings and costumes de-signed by Jo Mielziner. Presented by Katharine Cornell.

signed by Mielziner. Presented by Katharina Cornell.

Natharina Cornell.

Doctor Chambers Moroni Olsen Elizabeth Barrett Moulton-Barrett.

Wilson Brenda Forbes Henrietta Moulton-Barrett.

Wilson Brenda Forbes Henrietta Moulton-Barrett.

Joyce Carey Octavius Moulton-Barrett.

Burgess Meredith Septimus Moulton-Barrett.

David Vivina Alfred Moulton-Barrett.

Alfred Moulton-Barrett.

Alfred Moulton-Barrett.

Champlain Charles Moulton-Barrett.

Champlain Charles Moulton-Barrett.

Charles Waldron Burett.

Charles Waldron Burett.

Charles Waldron Berett.

Charles Waldron Henry Moulton-Barrett.

Charles Waldron Berett.

Charles Waldron Berett.

Charles Waldron Henry Moulton-Barrett.

Charles Waldron Berett.

Charles Waldron Henry Bevan.

John Hovsradt Robert Browning.

Brian Aherne Doctor Ford-Waterlow.

Reynolds Evans Captain Surtees Cook.

John Empre Hush

ACT I—Scene 1: The Evening of the 19th of May. Scene 2: The Afternoon of the Following Day. ACT II—Three Months Later.

ACT III—Scene 1: Some Weeks Later. Scene 2: The Following Day.

Adhertised curtain time = 8:20.

Advertised curtain time-8:20. Curtain rose at showing caught-8:20.

Not one iota of the sterling quality of *The Barretts* has been lost since it left New York some time ago for a road tour. One or two cast changes—otherwise Rudolph Besier's play about the life and love of Elizabeth Barrett is the same—a slow, but surely rising drams with some of the best actors parts made available in a long, long time. In the hands of less capable actors, *The Barretts* might not have been such a much, and it still seems as tho the drama, despite the beauty of its lines, the excel-

hands of less capable actors, The Barretts might not have been such a much, and it still seems as the the drama, despite the beauty of its lines, the excellence of its characterizations and the admirable way in which it is built, is not as good as its performers make it.

Certainly the role of Elizabeth is a natural for Katharine Cornell, whose acting abilities and charm make the part one of tingling reality. Led by Miss Cornell, a superp cast delivers excellent performances, from the inconsequential brothers right up. Charles Waldron nearly steals the show in an acting job that belongs in the books. Waldron's definess of characterization shines all the more when compared to the picture made of The Barretts, in which Charles Laughton played the father. Laughton fell into the natural trap the part carries—making Edward Moulton-Barrett a mustache-curling villatin of the Dion Boucicault school. Waldron's interpretation is a restrained masterpiece, altho he does not, by any means, lessen the brutal and ominous qualities of the tyrannical father. Another splendid performance is that of Margalo Gillmore, as the rebellious Henrietta. Hers is a character that could easily be spoilt by screaming hysteria.

John Hoysradt, one of the cast new-comers, and Margot Stevenson, also a replacement of the original, likewise do very well in their somewhat Dickensian parts of the bridegroom-to-be of Barrett's niece and the niece. Burgess Meredith, as Octavius, played by John Halloran in the original, does okeh. It's a far cry from his Red Davis role in radio. Brenda Forbes is still Wilson, the maid, and she, too, performances, Flush seems a little tired.

JERRY FRANKEN.

AMERICAN ACADEMY of DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

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

SPRING TERM BEGINS APRIL 1st For Catalog address the Secretary, Room 145 C, Carnegie Hall, N.Y. 6

MPTOA IN UNEVENTFUL MEET

McCall Bill Would Close 600 Houses

ALBANY, N. Y., March 2.—Opponents of the McCall bill were given an opportunity to be heard here this week when motion picture officials and representatives of labor organizations demanded the bill be killed or it would force 50,000 persons in this State to lose their means of livelihood.

means of livelihood.

The bill calls for stricter censorship, high licenses for theaters and a censorship of every theater advertisement apship of every theater advertisement appearing in any newspaper in the State. The bill would place a cost of \$10 on every ad, however small, to cover the cost of censoring it. Thus if a small theater placed an inch ad in a small newspaper at a cost of \$1 it would be required to pay the State \$10 for censoring it.

Charlie O'Reilly represented the thea Charife O Relly represented the theater owners and stated that if the bill goes thru it will mean the immediate closing of 600 houses and probably the ruination of the others. He estimated that 50,000 would be thrown out of most of the control of the control of the others.

Charlie Pettijohn, of the Hays office, aimed that pictures are the cleanest

Charlie Pettijohn, of the Hays office, claimed that pictures are the cleanest form of entertainment and should not be taxed out of business.
Vincent Ferris, of the Allied Printing Trades Council, stated that the bill would drive all motion picture printing out of the State.

This bill is causing more comment at the State capital than any piece of legislation this session.

Roxy-Mastbaum Closes

Roxy-Mastbaum Closes

After Heavy Losses

FHILADELPHIA, March 2.—Roxy announced the closing of the Roxy-Mastbaum, 4.800-seat de luxe Stanley-Warner house, the closing to take effect today.

"Certain developments in connection with prior obligations make it impossible for me to be constantly present here, and since I cannot successfully supervise the theater under my own name from a distance, even if it is only a hundred miles, I feel it only fair to my friends and patrons here to discontinue this enterprise until such time as I am free to be present on the ground in person." Roxy stated. He will return to New York.

The Roxy-Mastbaum reopened December 24, 1934. It will have been in operation in this, its third opening, for nine weeks when the curtain is rung down.

The cost of operating the house for

The cost of operating the house for the past nine weeks is said to have been \$40,000 per week. It only hit this figure

Columbia Wins Academy Awards

Academy Awards

HOLLYWOOD. March 2.—Columbia
Pictures went to town here last night
when the five highest honors in the motion picture business were awarded. At
the annual dinner of the Academy of
Motion Picture Arts and Sciences the
gold awards for the best acting, picture,
director and writer are made and this
time Columbia cleaned the field.

The following awards were announced:
Best performance, actress—Claudette
Colbert in It Happened One Night.
Best performance, actor—Clark Gable
in It Happened One Night.
Best production—It Happened One
Night (Columbia).
Best direction—Frank Capra, It Happened One Night.
Best original—Oliver Garrett and Joseph Manklewicz for Manhattan Melodrama.
Best adaptation—Robert Riskin for It

Best adaptation—Robert Riskin for It
Happened One Night.
Best short subjects—The Tortoise and
the Hare (Disney), La Cucuracha (PioBeer-Radio) and City of Wax (Educational).

neer-Radio) and the strong of the strong of

Realism

LANSING, Mich., March 2.—Shades of Buffalo Bill and gunmen of the old West. A 12-year-old boy, armed with a 38-caliber revolver, threw the evening audience of the Plaza Theater into a turmoll here Sunday evening when he fired two shots into the ceiling.

It was a tense moment, as the customers sat quietly viewing Earl Carroll's "Murder at the Vanities." Many of them scrambled from their scats and made for the nearest exits, while other sat frozen in their places.

The young gunman was quickly appre-hended by police officers, and the audience returned to their seats to witness the climax of the murder mystery play.

Delaware Exhibs Fight Dog Racing

DOVER, Del., March 2.—Warner Brothers, Loew's and the Independent Motion Picture Theater Owners' Associa-tion of Delaware and the Eastern Shore of Maryland are co-operating and formof Maryland are co-operating and forming a united front in opposition to the bill introduced in the House of the Delaware Legislature legalizing dog racing with pari-mutuel betting. The measure will cut deep into the box office in event it becomes a law.

fice in event it becomes a law.

The bill, introduced by Representative Henry C. White of New Castle, will permit dog racing thruout the State, each of the three counties being allowed 90 days. The same group which operated dog racing in New Jersey, particularly around Atlantic City and which was driven from the resort by theater men there in co-operation with business men of the city, is reported behind the bill here.

Delaware Incorporations

DOVER, Del., March 2.-Saenger Theaters Corporation was incorporated here to conduct and carry on the business of theatrical properties. The company lists capital stock of 148,000, with L. H. Herman, Walter Lenz and D. O. Newman as the incorporators.

Saenger Realty Corporation was char-tered to conduct places of amusement. The corporation listed capital stock of 2,000 shares, no par value.

J. E. Rose, Inc., was incorporated to operate theaters, amusement parks, play houses and dance pavilions. The company lists capital stock of 500 shares, no par value, with C. V. Deidel, C. M. Johnston and J. B. Ullman as the incor-

Rosenblatt Urges Operators To Continue Motion Picture Code

Convention resolutions favor code authority reorg to include more power for local boards and government prohibition of radio theater broadcasts

NEW ORLEANS, March 2.—Re-electing all officers with the exception of Secretary Levy, and substituting therefor Morris Lowenstein, of Okiahoma City, the Motion Picture Theater Owners opened their 15th annual convention for a three-day session at the Hotel Roosevelt. "The Legion of Decency, which made movie producers, directors and exhibitors tear their hair when it was formed, is aiding in the salvation of the motion picture industry," was the comment of Earle W. Hammons, president of Educational Pictures Corporation. He continued: "While it is the general opinion that the League of Decency compelled the movie producers to make cleaner pictures, the movies were in reality trying to clean up themselves before the legion was formed and that the new organization was great aid in completing their reformation. The makers of movies have taken one of their biggest steps forward, one that they were

RALEIGH, N. C., March 2.—Motion picture theaters in this State would be taxed 10 per cent on all gross incomes above \$1,000 under the terms of a proposed amendment to the North Carolina biennial revenue bill. Sponsors of the amendment estimate that this tax will produce \$530,406 annually.

Theaters in this State now pay 3 per cent on gross incomes as provided by the general sales tax.

Allied States Ups **Operating Budget**

WASHINGTON, March 2.—Directors of the Allied States Association at a meeting here yesterday decided to increase the operating budget this year by \$6,000. The total will be \$21,700 for the current year.

Abram Myers, chairman of the board and counsel, stated that five national groups have been brought together to push film legislation here. He wants bills eliminating block booking, blind buying and compulsory advance synopsis on all films.

Rolan With Time

NEW YORK, March 2.-Ralph Rolan, NEW YORK, March 2.—Ralph Rolan, for the past seven years account representative with Batten, Barton, Durstine & Osborn, has joined the staff of The March of Time as vice-president in charge of advertising and promotion for the new screen feature. This announcement was made this week by Roy E. Larsen, president of the organization.

makers of movies have taken one of their biggest steps forward, one that they were compelled to do because of the lack of suitable story material for pictures, rather than by any so-called reformation. And they have found that the public is more hungry for good pictures, smart pictures without the smut of two or three years ago and without sex flung in their faces from every angle than they ever were for the 1933 so-called sensations."

Morgan Walsh, San Francisco, said that neither the movies nor the Legion of Decency had been responsible for the general cleaning of pictures. The public being set up as the real reformer.

general cleaning of pictures. The public being set up as the real reformer.

E. L. Kuykendall, president of MPTOA, in his annual address, asserted that "block booking is the only economical method by which we can buy pictures." He recommender retention of the system and increase of the exhibitors' cancellation privilege from the present 10 percent to a 20 per cent figure. "Adoption of individual selling of pictures, instead of block booking, would have several bad effects," he said. "It would destroy this business and the first to suffer would be the old established exhibitors whose life work is tied up in their theaters. It would foster shoestring promoters who would bid for the cream of the product. The code administration has made many mistakes, but that the code is the law for this industry to operate under and I believe it will continue to be the law for some time to come. It could be improved and I think we should see to it that certain changes are made in it. Unfair and discriminatory regulation is perhaps the greatest menace we have as an industry. Nearly every State has one or haps the greatest menace we have as an industry. Nearly every State has one or more bills aimed at our industry and there are a large number of bluls detrimental to us either already in committee or being held in abeyance by their sponsors at Washington."

mittee or being held in abeyance by their sponsors at Washington."

Felix Feist, general sales manager for Metro-Goldwyn-Mayer, said: "The use of double features is the greatest menace the movies face today. Double features were started some time ago by theater operators in unfair competition with other theaters and it has spread to such an extent that some theaters are now using three full features to compete with their business rivals. To begin with, one full-length movie is all that any child, or adult, too, for that matter, should try to absorb in one day or evening."

M. A. Lightman, Memphis theater operator and former president of the association, made a forceful plea for tolerance in movies in his talk on Family Night Programs. Mr. Lightman said he believed the movie screen should be permitted to show any picture depicting life truthfully, but that it should not be misrepresented in advertising and exploitation. Pictures not suited for children should be labeled for adult consumption only.

Lupton A. Wilkinson, of New York. speaking for the advertising advisory council of the producers, stated that the way to sell the finer pictures to the public is to sense the public changes and keep various groups in the local community in touch with the kinds of pictures to be shown. The closing of a (See MPTOA IN on page 20)

Detroit Board Rules Contracts May Be Altered at Discretion

DETROIT, March 2.—The Detroit zoning and clearance board ruled this week that an actual contract between exhibitor and distributor may be altered by order of the board when the evidence in a case before it so demands. A similar ruling has been hitherto issued in the case of a zoning plan affecting every theater in the territory upon the assumption that all stood to derive some benefit, but this is the first time such a ruling has been issued by a board affecting only specific theaters.

The decision, halled as "of epochal significance" by E. S. Kinney, secretary of the board, was granted to I. J. London, owner of the Beacon Theater, protesting against B. L. Kilbride, F. A. Wetsman, D. J. Lewis and Louis Mitchell, owners of the Strand, Linwood-La-Salle, Oriole and Century theaters, respectively. London claimed that these houses had unreasonable protection over the Beacon, and the board allowed that in the case of the Century and Strand. In the other two cases London's protest was dismissed, as these houses are more remote in zone.

The Century and Strand were ordered to play releases on an open booking

The Century and Strand were ordered play releases on an open booking

policy with the Beacon providing that London maintained his 25-cent evening price and increased the matinee scale to conform with prices at these two

houses.

The decision did not go into detail to determine whether the Century and Strand would be entitled to an abatement on their contracts for the extra protection which they contracted for or whether London would have to pay more for that granted him. An appeal is expected on the decision by the theaters effected.

more for that granted him. An appeal is expected on the decision by the theaters affected.

In a second case before the board Jeff Williams, of the Roseville Theater at Roseville, east side suburb, gained a decision over the Ramona, owned by United Detroit Theaters, Publix operating unit. The Ramona was ordered to specify dates on all pictures within 14 days of availability, and any features not dated by that time were to be automatically released to the Roseville. In the Roseville-Ramona case the theaters are six miles apart, an exception-

aters are six miles spart, an exceptional protection zone in a metropolitan area. The Roseville, moreover, is two towns away from Detroit but on the same street as the Ramona.

VANDERLIP AS PARA HEA

Banker Will Become Chairman Of Board; Zukor as President

George Schaefer will act as vice-president and general manager-Charles Richardson treasurer-bondholder seen as agreeable to new setup-company ups prestige.

NEW YORK, March 2.—The new setup of the Paramount Publix looks like Frank Vanderlip, of the bondholders' committee, set for chairman of the board of directors; Adolph Zukor, president; George Schaefer, vice-president and general manager, and Charles Richardson, treasurer. It is understood that the bondholders have the greatest confidence in Vanderlip's ability to pull the organization out of its difficulties and give the bondholders a break. Vanderlip is one of the country's leading bankers and has a working knowledge of the motion picture business. He will agree to accept only on the condition that the job will not interfere with his many other interests.

Paramount is now nearer financial stability than in years and there is a feeling of optimism among the bondholders. Heretofore they have fought most of the reorganization plans, but it now looks as the they are in complete accord.

The company has shown as a facility of the producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated chains begin in the condition of producers and producer affiliated

accord.

The company has shown a good record in the past year and it is believed that with proper leadership and unloading of unprofitable houses it will soon regain its former standing.

Chi Grievance Board **Busy Clearing Docket**

CHICAGO, March 2. — Several cases were on the docket at the meeting this week of the Grievance Board. The Liberty Theater, Chicago, was successful in having a cease and desist order issued against the Embassy Theater for running Screene and raffling sets of dishes. This is the first complaint against.

This is the first complaint against Screeno in some time.

The Avaloe, Chicago, won its complaint against the Eiston for showing pictures at admissions less than those stipulated in their contracts. Five premature advertising cases were held up premdire, further the formation contracts by mature advertising cases were held up pending further information sought by the board as to what the code permits in premature lobby advertising. These cases represented the Southtown vs. Capitol; Tivoli vs. Piccadilly; Pantheon vs. De Luxe; Tower vs. Jackson Park, and Tivoli vs. Avalon. Complaints brought by the Blitmore against the New Strand and the Berwyn, Berwyn, against the Villas, Berwyn, were adjusted.

Harry Brandt Again Heads N. Y. Indies

NEW YORK, March 2.-Harry Brandt NEW YORK, March 2.—Harry Brandt, local theater owner, was nominated to succeed himself as president of the Independent Theater Owners' Association this week. It is known that Brandt was anxious to retire but finally was prevalled upon to steer the organization for another year.

Bernard Barr and Morris Fleischman were nominated vice-presidents; Maurice Brown, secretary; Leon Rosenblatt, treasurer, and Louis Schneider, sergeant at arms. *

Ives Plans New Chain Of Houses for Michigan

Of Houses for Michigan

DETROIT, March 2—A plan to construct an entire circuit of theaters in up-State Michigan cities was advanced this week by Herbert Ives, president of Monarch Pictures Corporation. Ives pointed out that in most important cities of the State, aside from the half-dozen larger cities, the local situation is commonly in control of the Butter-field Circuit, and that there is an opportunity, he said, for the construction of an opposition house to give these towns more pictures than they have hitherto been able to use.

Ives is primarily interested in the project as an outlet for pictures. He proposes to interest capital in the plan and may seek the aid of public utilities and other corporations which would benefit from the erection of new theaters. Ives projects the 500-seat house as the idea type of building for these towns.

MILWAUKEE, Wis., March 2.—Renewal of an investigation of producers and producer affiliated chains begun in the summer of 1931 by the State department summer of 1931 by the State department of agriculture and markets is sought from the Federal Department of Justice by the Independent Theaters' Protective Association of Wisconsin and Upper Michigan in a resolution adopted by the organization's board of directors February 22.

Action started by the State department at that time on the instigation of a group of independent exhibitors was enjoined in the Federal District Court and the group desires to have the fed-eral department continue from where the State department was forced to stop.

The resolution states that "conditions and facts found during the 1931 investi-gation are in no sense materially changed and that there is "still whole-sale persecution of independent theater owners." The board voted to assist and co-operate with the department of jus-tice in every possible way.

Governor Will Probe Ohio Theater Setup

COLUMBUS, O., March 2.—The motion picture business in this State is coming in for a complete investigation, according to Governor Martin L. Davey, speaking at a banquet Thursday. The banquet was staged by the Independent Theater Owners of Ohio. Some time ago the organization asked the Governor to act and he has promised that the investigation will be started immediately.

Officers re-elected were Martin Smith, Toledo, president; Sam Lind, Zanesville, and Elmer Shard, Cincinnati, vice-presidents; M. B. Horwitz, Cleveland, treasurer, and P. J. Wood, secretary and manager.

Huffman-RKO Reach Amicable Agreement

DENVER, March 2.—RKO and Harry Huffman have settled their differences and RKO will take over the Orpheum on March 15.

The Orpheum has had a hectic career The Orpheum has had a hectic career since it opened about two years ago. Faced with a shortage of pictures, RKO was forced into a pool with the Huffman theaters. When the bondholders foreclosed Huffman operated for them until he leased the theater. Later Huffman secured a contract to buy the house in case RKO falled to redeem it.

When RKO presented the check for \$427,311 to the sheriff to redeem the theater. Huffman announced he would contend the payment was made too late and would force RKO to take court action to oust him. However, Cliff Work, division manager for RKO on the Coast, and Huffman arrived at an amicable settlement and RKO will move in.

The policy will remain straight nice.

The policy will remain straight pictures, according to Work.

Floyd Maxwell, formerly manager of the RKO Theater in Portland, Ore., will manage the Orpheum.

100 Per Cent Seating

DETROIT, March 2.-One hundred per DETROIT, March 2.—One hundred per cent theater seating capacity claim is put forward by Fred Blumer, owner of the Community Theater at Lincoln, Mich., who recently opened the house. The town now has a population of 250 people and the theater seating capacity is exactly the same number. Blumer is hoping none of his customers have quintuplets.

Missouri Kills Two Important Tax Bills

JEFFERSON CITY, Mo., March 2.—
Exhibitors of this State are heaving sighs of relief as the result of the State Legislature killing two tax bills aimed at the box office. One bill called for a 10 per cent tax on theater tickets and another 5 per cent sales tax, which would also have applied to admissions. It is believed that the hard fight put up by exhibitors was largely responsible for the measures being killed. It was pointed out to the law-making body that conditions as they now stand would not make it possible for the smaller theaters to remain open if the taxes were applied.

It is likely that the present sales tax of 1½ per cent will be continued.

Delaware Labor Is Opposed to Censorship

DOVER, Del., March 2.—Sunday mo-vies and amusements and film censoring were the targets for bills introduced in the Delaware Legislature just before the deadline for new measures. Of the new deadline for new measures. Of the new bills, three are for Sabbath mevies and amusements and another for the crea-

amusements and another for the creation of a State Board of Motion Picture Review for the censoring of all films shown in the State.

Early action on the part of theater men against Representative Leo J. Dugan's censorship bill introduced in the House is reported to have killed the measure in committee. Protests against the bill were received by the State Federation of Labor, Motion Picture Machine Operators' Union No. 473, International Alliance Theatrical Stage Employees, the Wilmington Advertising Club and several other State-wide organizations. ganizations.

GSTOA Seeks More Equality on Board

NEW ORLEANS, March 2.—The Gulf States Theater Owners' Association went on record here as opposed to the present setup of the Grievance Boards, claimsetup of the Grievance Boards, claiming the representation is all in favor of the producers. They have appealed to Sol Rosenblatt, but it is expected that the lineup will stand as is.

This organization feels that it should be permitted to draw up its own code, and the attention in the Conf. Cate.

claiming the situation in the Gulf States is such that what governs other districts should not apply here. It was also suggested that the Grievance Boards should come under the public service commissioner and the members be chosen by the State.

Flint Owners Will Kill Dual Features

DETROIT, March 2.—An agreement to eliminate double billing of pictures was made this week by all Flint, Mich., exhibitors, following two years of effort to reach agreement. About a year ago a similar announcement was made, but the later opposition of some who had originally agreed to the proposal wrecked the plan. Negotiations have continued until the present. Flint exhibitors have displayed a degree of desire to co-operate which has not been possible hitherto in the larger Detroit area, and ultimate enforcement of the new schedule is looked for.

The schedule, however, will not go into effect until November 1, largely to allow disposition of existing product contracted for by the various exhibitors. There are two loopholes under the proposed plan as well.

Loew Ready To Invade Chicago

CHICAGO, March 2.—It is practically definitely decided for Loew to enter this city with a chain of houses. The deci-

city with a chain of houses. The decision has been reached owing to the fact that Metro has had difficulty in selling its product here. Loew believes it the only move possible to give Metro the break it deserves in the Windy City.

Efforts will no doubt be made by theater owners here to stem the invasion on the grounds that the city is now overseated and additional houses will greatly complicate the situation. It is possible that an agreement may be made whereby Metro will get an outlet withwhereby Metro will get an outlet with-out the threatened invasion. The final decision will rest entirely on what sort of a break Metro gets within the next few months.

It is understood that Loew men have been in the city studying the situation and have already chosen their spots for houses. Not alone would the Loop find competition, but the naborhoods would be affected.

American Films Click Heavily in Argentina

Heavily in Argentina

WASHINGTON, March 2.—The dominant position held by American motion picture films in Argentina is revealed in a report to the Commerce Department from its Buenos Aires office.

Of the 477 films released in that country during 1934, the report shows 353 were of American origin. Of the American films 341 were productions by the major American companies.

In point of number German films ranked second in the Argentine market in 1934, a total of 32 being exhibited: French pictures numbered 26; Spanish, 22; British, 14, and Italian, 4.

Argentina ranks after the United Kingdom as the most important foreign outlet for American motion picture

outlet for American motion picture films, it is pointed out, taking approxi-mately 15,000,000 feet of film in 1934. For the most part American pictures are shown in Argentina with Spanish words superimposed on the films.

Gordinier Theater Manager

CHICAGO, March 2.—Clyde Gordinier, known in the Middle West as a dramatic stock manager, becomes manager tomorrow of the Marshall Theater, North Manchester, Ind., which has been added to the V. W. Young Circuit. House runs straight pictures.

MPTOA IN-

(Continued from page 19)

MPTOA IN—

(Continued from page 19)

motion picture theater in a town is as serious as the closing of a school, he told the delegates.

Resolutions introduced included: Reorganization of the Code Authority to provide for more equitable representation and greater authority to be delegated to the various local boards; opposing the entry of the United States into the international copyright union; against the showing of pre-release films to members of the army and navy; against the practice of exchanges in releasing films to non-theatrical institutions; lauding producers for their efforts at self-regulation favored block booking; suggested home rule for code boards against outside interference; suggesting refraining distributor selling to non-theatrical competition; opposing audiences attending and asking the government to prohibit radio stations from broadcasting entertainments staged in theaters; favoring family night programs as often as possible; declaring against score charges and asking the code administrator to incorporate said prohibition in code; opposing designation play dates by distributors: demanding that the Fire Underwriters revamp downward premiums for fire insurance; opposing the showing and distribution of sex pictures; lauding the National Film Carriers' Association, and opposing the giving of premiums.

Highlight of the closing session was the address of Sol Rosenblatt, Deputy Administrator of the NRA, who defended the movie theater code and urged operators to continue it.

The convention closed with a banquet in the Tip Top Inn. Twenty acts of vaudeville were featured.

NATIONAL GROSSES SAGGED BADLY IN MOST KEY SPOTS

NEW YORK, March 2.—Grosses thruout the country were below average this week, with few standouts. Price cutting in several spots is keeping grosses down to a cortain extent, but it is believed this situation will be clari-

lied soon.
Pictures this week were mostly so-so, with better box-office names next week. A government survey shows the picture business up about 8 per cent over last year and gaining

New York

The Big Street showed average takes his week. There are no outstanding hits this week. There are no outstanding into but all houses did fairly well and offer no complaint. Sequota at the Capitol piled up nice business. The Music Hall can get by on its elaborate stage show. The Paramount, with Rhumba, was not so heavy. Naborhoods got a fair play from the fans.

Philadelphia

Cut-rate admissions are still keeping grosses down in this town. The Roxy-Mastbaum has given up the ghost. It was said to have lost \$20,000 a week for nine consecutive weeks. Its closing will not help the other houses. There is little optimism as to an increase in prices here. The naborhoods are doing nicely.

Chicago

A bad break in the weather caused grosses to sag here this week. Pictures were just fair and the fans stayed home and listened to the radio.

Pittsburgh

Loew's Penn led in box-office receipts this week with Wings in the Dark on the screen and Ted Lewis' return engagement on the stage. Nothing exciting at the Stanley, where Rudy Vallee's Sweet Music resulted in mild grosses, and at the Fulton, where better results were expected of the English-made Iron Duke. The neighborhoods fared better than last week, for the heavy snowstorms kept the down-nown theatergoing trade hear at home and most of them wandered into the mabes.

Newport News

Two local theaters did big business last week, crowds necessitating one-day hold-overs of Devil Dogs of the Air at the Paramount and The Gay Divorces at the warwick. Gay Divorces, incidentally, was in its second run here.

Lincoln

After a terrific pace on the opening of all pictures here, a sharp setback was recorded by a sudden turn to frigid temperatures and about seven inches of snow over the eastern portion of Nebraska. Here Gilded Lily opened at the Lincoln with a standee start, and the Stuart's Little Colonel began grabbing the shekels a day later. With a shift of the cold wave, a big improvement in pace is assured. The Orpheum, with a big stage bill, was hitting on all fours and did five shows one day. The Varsity's Whole

Town's Talking was on the build. Business everywhere in this territory has been consistently up. Soil condition is good and there's enough moisture to make the 1935 outlook optimistic in this area.

Portland

Holdovers were again the rule during the past week, with David Copperfield leading the first runs in a big third week at Parker's Broadway. Sequoid. was held for a second week at Parker's United Artists. The Little Colonel at the Paramount, however, took high honors, registering upwards of 25 per cent over a 100 per cent normal. Broadway Bill was held for a second Portland week at The Mayfair, following a big first week at the Paramount. a big first week at the Paramount.

Providence

Providence

RKO-Albee will hang up a season record this week with Bowery Music Hall Follies unit on stage and Murder on a Honeymoon on screen, the flesh attraction packing 'em in. Loew's State, with Gable in After Office Hours, will double average week's take. Fay's, with vaude-ville and films, will get two-and-a-half times usual week's gross; Majestic one-and-a-half, with Rudy Vallee's new flicker, Sweet Music, and Arliss at Strand will draw in considerably over the 100 per cent mark. Modern, which opened as a "fine arts" film house last Monday with Man of Aran, got off to a good start and hit around the \$3,000 mark on the week, two school children's morning shows helping considerably to swell the week, two school children's morning shows helping considerably to swell the tally. Victory's second amateur night last Tuesday showed good buildup over previous week and that house grossed double usual figure for the week.

Detroit

Extra shows were the order of the week here. The Fox Theater, besieged by turnaway crowds on Friday, put on two extra shows, one each on Saturday and Sunday This kind of schedule extension has not been used at the Fox since the bank holiday two years ago. Stepin Fetchit, appearing on the stage, was given a large share of the credit, while the rest was shared with James Melton, radio singer, and the film. The Little Colonel. At the Adams, another first-run house, a policy of Saturday midnight shows has been put in, drawing late patrons. The Saturday midnight was a favorite show in Detroit about three or four years ago, but has not been tried as a regular feature since the bank collapse two years ago.

Seattle

Holdovers were again the rule for the week ending February 23, with Broadway Bill in the lead for its fourth big week at the Liberty; The Good Fairy registered a good average week at the Music Box; Devil Dogs of the Air continued strong in its third week at the Blue Mouse and David Copperfield was also good for a second continuous week at Evergreen's Fifth Avenue.

PERSONALS

Simpson and Phillips have purchased and LaRue. New equipment has been the Palace Theater at Clearwater, Neb., installed.

Ensley Barbour has remodeled his Orpheum Theatee, Joplin, Mo., and installed new sound and other equipment of the latest type.

Rita Theater. Enid, Okla., is installing Trouco Washed Air equipment, built by Trout Sound & Theater Equipment Com-pany, Enid. New model directional speaker has also been installed.

C. E. Goodman reopened the Opera House at Lenora, Kan., March 1.

It is reported that a modern picture theater will be erected in the near future in Anthony, Kan.

W. E. O'Brien is the new skipper of the Valencia Theater at Macon, Mo.

The Dream Theater, Russell, Kan., has been revamped and new refrigeration equipment installed.

The Leeds Theater, Leeds, Ia., recently opened under the management of Ellis

The Roxy, Perry, Okla., has installed ew wide-range sound equipment and new wide-range chair cushions.

Arthur Hopkins Productions, Inc., was incorporated at Dover, Del., to operate theaters and other places of amusement. The company lists capital stock of 100 shares, no par value. Howard E. Reinheimer, Hilda Goldman and Anne Glatterman, of New York City, are the incorporators. corporators.

Frank Nolan, assistant manager of the Fox-Eckel, Syracuse, has been named manager of the newly opened State at Hamilton, N. Y., and took over his job last week.

Jack Broder, theatrical concessioner at the Colonial Theater, Detroit, has registered his business as The Broder

Screen Broadcasts, Inc., was chartered at Dover, Del., to carry on the business of radio broadcasting and motion picture (See PERSONALS on page 22)

Convention

The Motion Picture Theater Owners of America convention, in New Orleans, is over, and we are still wondering what was accomplished. No fireworks developed and altho many things were asked of producers from the speakers' rostrum, nothing was done about it. It all ran true to form and everyone is satisfied. It was just another pleasant social gathering and a good time was had by all.

The lack of accomplishment is not going to do much to increase the membership of the organization. There were present at the session many silent independents who have been waiting to see just what the group would do, hoping that for once they could feel that paying dues was not just for the upkeep of a "yes" outfit. Many independent State organizations had their eyes on New Orleans and were ready to join if they could see any benefits, but they looked in vain and are now content to fight their own battles unhampered by affiliated members.

There were almost as many film salesmen present as delegates and the air was stifling with colossals, epics and mightiests. They went on an orgy of adjectives that left everyone intoxicated with superlatives. It was a Roman holiday for the film boys and they made the most of it.

This session has proven more conclusively than any other the need for a new national organization or the purging of the present one. With the stage all set for getting somewhere, everything was muffed. The discussions were beautifully steered out of troubled waters, and when the independents get back home and think it over, they will discover that the affiliated boys dominated the meeting and were true to their producer affiliations.

In the early days of the MPTOA, conventions were looked upon as an opportune time to plan for exhibitor rights and members had the courage to come out and say what they thought, even tho they accomplished little. The producers at least knew where the exhibitors stood on various questions and some concessions were granted.

With the present affiliated lineup the conventions are now little more than outings for producer managers. It is a nice thing for the producers to be able to send their theater operators on conventions, but it does not help the independent who must pay his own freight.

As far as actual accmplishments are concerned, we believe the MPTOA is a dud. As a social organization it is a huge success. Every independent member should take time out and decide whether or not his business can be operated on a social basis, or whether he should join an independent organization and get some results.

There is no business in the world that needs a united, courageous organization as much as does the picture industry. The producers have an iron-bound setup, but the exhibitors are willing to permit themselves to be talked into quietude and ingeniously maneuvered into a harmless position. As it now stands the producers have two organizations-the Hays outfit and the MPTOA. This is an ideal setup.

It is now up to every independent theater operator to join an independent State organization and get some action. There are many things that can be accomplished by concentrated yelling and the producers' ears are strangely susceptible to squawks.

When the headache wears off, we believe the membership of the MPTOA will show a decided falling off, and justly so.

Len Morgan.

FROM THE BOX-OFFICE POINT OF

"The Whole Town's Talking"

(COLUMBIA) Music Hall, New York

Time—93 minutes. Release Date—February 22.

Chalk up another hit for Columbia and Edward G. Robinson. In this epic, whirl of clean exciting fun that will make this feature one of the outstanding of the season. It has been a long time since Robinson has been handed a vehicle that so nicely fits his histrionic ability.

ability.

In a dual role Robinson is called upon to impersonate a time-clock type of clerk and a killer gangster. It is the case of mistaken identities that form the basis of the story. Jones is a hardworking clerk who is unfortunate enough to resemble public enemy No. 1. He is forever trying to explain the situation to the police, while the killer does his evil work as Jones. There is a mild romance, but the action centers entirely about Robinson and his hectic activities. Jean Arthur, Arthur Hohl, Donald Meek and J. Farrell MacDonald are well cast and work hard to make the picture

cast and work hard to make the picture an outstanding hit.

John Ford directed and didn't miss a

trick. The story is by W. R. Burnett, who wrote Little Caesar, and Robert Riskin, who adapted It Happened One Night, treated the story for the screen.

Your fans will go for this one in a big morgan.

"Great God Gold"

(MONOGRAM)
Previewed at the Pantages, Hollywood,
Calif.
Time—70 minutes.
Release Date—April 15,

Worthy only of the naborhood houses and suburban theaters, this Monogram feature, based on the stock-market crash of 1929, is mild entertalment. Story is weak and direction is slow. The idea behind the picture is good, and with proper dialog and the omission of several unimportant incidents the picture might have been a bell-ringer. Sidney Blackmer, who plays hunches, has won a fortune in the stock market

THEATRE EQUIPMENT NEW & USED

and has a reputation world-wide as an honest man. When the crash comes two shyster lawyers, Edwin Maxwell and John T. Murray, induce him to join with them in plunging prominent busi-nesses into receivership. Once in the swirl of dirty business Blackmer stops at nothing to accomplish his purposes, and when the prominent Excelsior Hotel and when the prominent Excelsior Hotel is thrown into receivership its founder commits suicide. Determined to revenge the death of her father, Martha Sleeper obtains a position with Blackmer and sets out to gather information and data that will place Blackmer and his lawyers behind bars. Aided in her campaign by Regis Toomey, a reporter, she gathers sufficient information and on the night she is to get from him a paper that will involve the lawyers she finds Blackmer dying in his apartment from a bullet wound inflicted by one of his investigators who found Blackmer playing with his wife. With lead in his ing with his wife. With lead in his middle Blackmer goes softy and gives her the papers to clean up his musty

Miss Sleeper is far from home in the role given her. Blackmer, with a smirk and grin, handles the part of the honest man quite capably. Regis Toomey is excellent as the reporter. In a minor role of stenographer Gloria Shea gumchews a few cracks.

pecting the glamorous star to attend a premiere with Rafael Storm, a bogus prince. Miss Michael turns the cards on him by having Lyle Talbot, a taxi driver, who saved her Pekingese for her and didn't have brilliantine on his hair, es-cort her to the theater under the guise of protecting her jewels. The prince, not to be completely turned down, gets Heather Angel to attend the theater with him impersonating a film celebrity. At the theater the quartet meet, a famous diamond of Miss Michael's is stolen and things happen in rapid succession.

Miss Michael's performance is acceptable, altho a bit affected. Heather Angel is delightful as the jealous phone opera-tor who pinch-hits for the prince. Tal-bot scores as the chauffeur and O'Connell mops up in a role made to order for him. Blackford.

"Mississippi"

(PARAMOUNT)
Previewed at the Wilshire,
Beverly Hills, Calif.
Time—85 minutes.
Release Date—March 8.

Altho March 8 is set for the release date on Mississippi, there is every reason to believe that the picture will not be ready for exhibitors until April 1. Following this preview Bing Crosby

boy from Durant, Okla., who has Holly-wood at his feet thru his authorship of the prize tune of the day, The Object of the prize tun My Affection.

My Affection.

While plenty green behind the ears Pinky doesn't do so bad. He sings his own ditties okeh and in the role of a sappo he is jake. His Objects is interspersed thruout the picture, and in addition Pinky sings his latest hit, What's the Reason I'm Not Pleasing You. In addition MGM slips in a little plug for his new song number which will be used in his next picture, entitled I Love You, I Think. I Think

Story is topnotch. A rich and slightly crooked sportsman dies and leaves his various enterprises to his daughter. The managers of his enterprises plan to defraud her of her interest by painting a poor picture of the business being done and get her to sell out at a small part of the actual value of the various businesses. Taylor, manager of her night club, is in with the gang until he develops a love for the gal, then turns the cards on the crooks, sells her out for \$300,000, planks it in a trust fund for her marries the girl, and the two grab a boat. Exhibitors have plenty to offer their

Exhibitors have plenty to offer their patrons with this picture and the first screen appearance of Pinky Tomlin should mean extra revenue. Blackford.

"The Casino Murder Case"

(METRO-GOLDWYN-MAYER)
Previewed at the Uptown, Los Angeles.
Time—90 minutes.
Release Date—March 8.

In a role that would have been peaches and cream for William Powell, Paul Lukas blunders thru as crude a Philo Vance impersonation as this reviewer has ever slept thru. Completely lacking the sleek, smooth manners generally associated with the great screen detective role, Paul Lukas doesn't fit in the scheme of things and as a result his work is more of the polished parlor how tyre. polished parlor boy type.

Story was prepared for the screen by Florence Ryerson and Edgar Alian Woolf from the book by S. S. Van Dine. Edwin L. Marin is credited with directing and supporting Lukas are Alison Skipworth, Donald Cook, Rosalind Russell, Arthur Byron, Ted Healy, Eric Blore, Isbel Jewell, Louise Fazenda and Leslie Fenton.

Byron, Ted Healy, Eric Blore, Isbel Jewell, Louise Fazenda and Leslie Fenton. Entire cast are all members of the Llewellyn family, an assortment of crackpots. Somewhere in the dim distance the founder of the family was a lunatic and a strain of the unusual courses thru the veins of all of them. A letter is received threatening something unusual and Philo Vance enters the picture. That night Louise Henry, Cook's wife, is murdered and at the gambling casino Cookhimself falls victim of a strange disorder. He recovers, however, and aids in the search for the murderer of his wife. As in all detective screen stories, everyone is suspected. Reasons are worked into the story for the average fan to be suspicious of every one on the screen. The supermind of Vance finally solves the mystery and pins the murder of the woman to Donald Cook, her own husband.

Picture is just an average mystery yarn. Louise Fazenda has the only comedy role in the film. Highlights of the picture are mild ones and selling this one will mean playing up the S. S. Van Dine angle plus the cast, which looks oken on paper.

Blackford.

CURRENT BROADWAY FILMS

| | Issue Keviewed. |
|-------------------------------------|------------------------------|
| Biography of a Bachelor Girl (MGM) | Capitol December 29 |
| The Whole Town's Talking (Columbia) | Music HallCurrent |
| Murder on a Honeymoon (RKO) | Roxy |
| Red-Hot Tires (Warner) | Mayfairjanuary 19 |
| Holdo | vers |
| Rumba (Paramount) | Paramount-2d weekFebruary 16 |
| Folies Bergere (UA) | Rivoli-2d weekPebruary 23 |

"It Happened in New York"

(UNIVERSAL)
Previewed at the Alexander, Glendale,
Calif.
Time—75 minutes.
Release Date—March 11.

As a programer of top rank, It Happened in New York should cash in with satisfactory grosses. Smartly directed, nicely developed and presented, the picture is a worth-while satirical comedy. Picture should be a feather in the hat of Director Alan Crosland.

Gertrude Michael, a prominent movie star, arrives in New York determined to slip thru multitudes, rest a bit at a hotel and then hop a boat to Europe for a deserved vacation. However, her manager-press agent, Hugh O'Connell, has different plans and has a steady program of teas, receptions, press gatherlings, premieres, etc., lined up for the tired lady. O'Connell has the city all on edge ex-

stormed Paramount and demanded revisions on certain parts of the picture and such revisions are now before the

cameras.

As previewed the picture is highly entertaining, altho somewhat under the average Crosby picture. Crosby has little to do and walks on and off from time to time while W. C. Fields, in a role of captain of a Mississippi showboat, has a part rich in material for his particular type of comedy and he delivers solidly. Fields steals every inch of the picture from Crosby.

Story fells to follow a straight course.

delivers solidly. Fields steals every inch of the picture from Crosby.

Story fails to follow a straight course and jumps from place to place and from scenes to scenes with little or no continuity. Crosby has the part of a boy who sings his way to success thru three numbers: Soon, Easy to Remember and Down by the River. Tunes are not exactly the type best suited to the Crosby personality and plainly show they were written for Lanny Ross and not Bing Crosby. Joan Bennett, playing opposite, is in for the first 15 minutes of the picture and then fades until in the closing shots. Gail Patrick, as the girl who married a near maniac, is excellent, and Claude Gillingwater, as the father of the two girls, fills the bill remarkably well. John Miljan has his usual type of "heel" role and gets over nicely. Queenie Smith, Paramount's new rave, doesn't get a chance to demonstrate her abilities thru the small part assigned.

Retakes of the Crosby parfs will no.

demonstrate ner available part assigned.
Retakes of the Crosby parts will no doubt improve the picture and make it a highly acceptable program picture.

Blackford.

"Times Square Lady" (METRO-GOLDWYN-MAYER) Time—69 minutes. Release Date—Not set.

Release Date—Not set.

This is a gem of a picture destined to bring Robert Taylor right up into the first ranks of screen popularity and likewise do as much for beautiful Virginia Bruce. MGM has handed both of them a swell story and they deliver plenty. Taylor and Miss Bruce make a perfect double for romantic leads. In the supporting cast are Helen Twelvetrees, Isabel Jewell, Nat Pendleton, Jack LaRue, Henry Kolker, Raymond Hatton, Russell Hopton, Fred Kohler, Robert Elliott and the first screen appearance of Pinky Tomlin, the

PERSONALS-

(Continued from page 21) producing, listing a capital of \$10,000 J. L. Mulhall, Leo T. Wagner and Charles E. Seidner, of Chester, Pa., are the incorporators.

Morris Dudelson, of United Artists booking staff in Detroit, has returned from Florida. Harris Silverberg, of Na-tional Screen Service, is convalescing in Florida after his injuries in a fire.

W. D. Ward, Cleveland RKO salesman, has been temporarily assigned to Detroit.

Colin G. O'Dell, sound expert, has joined Harry W. Mason as partner in Detroit Sound Engineering, which has just remodeled the main office and opened a branch under the direction of Earl C.

Arthur E. Koch, owner of the Fredro Theater, Detroit, is running for Judge of Common Pleas Court at next week's elec-

MOVIE SUPPLY COMPANY THE FILM WEEKLY **AUSTRALIA** Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 188 City Tattersalls Building, Pitt Street, Sydney, Amstralian Office of THE BILLBOARD.

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23

DETROIT, March 2.—Nat G. Burns' dramatic stock company at the Drury Lane Theater closed Saturday, contrary to previously announced plans. Burns is planning to recast the company and establish the productions in another nouse here. Regular booking of road attractions in the established legitimate houses is nearly at an end and the company will be practically without competition for the rest of the season after that.

that.

The reason for closing was the small size of the theater, according to Burns. The house is of the strictly intimate theater variety, with an official seating apacity of less than 500. As a result, with a fairly lavish scale of production expenses for a stock company, the theater could not make sufficient money to keep on. The house remains leased until May 15 and the lease will probably be retained, Burns said.

Kansas City Jottings

KANSAS CITY, Mo., March 2.—Don and Lucille Howell, last season with the Toby Nord Show on the West Coast, will leave here March 4 to join the Aulger Bros.' Company in Minnesota. Lucille spent the last few months at her home in Hobart, Okla., while Don was at Station KVOO, Tulsa.

Station KVOO, Tuisa.

Sid Snyder has closed with the Chic Boyes Players in Nebraska and returned to this village for several days' rest, after which he will leave for Southern Missouri, where he will be identified with the Famous Family Players. Pierce Hall and Nell Kempton also joined that company.

Chick Madden is a recent arrival. He was formerly with the Thousand Pounds of Harmony (quartet).

Blanche Bradley arrived last week after a season in Denver with a musical tab company.

Tip and Bess Tyler recently joined the

Tip and Bess Tyler recently joined the Sid Kingdon Players in Oklahoma. Dalsy Boyington Johnson is in her seventh week with the same company and going strong. Business good on the show.

Ray Bash continues with his circle around Hastings, Neb.

Wayne Placements

KANSAS CITY, Mo., March 2.—Recent placements made by the Wayne Theatrical Exchange, this city, include Don and Lucille Howell, with Aulger Bros.' Company: Pierce Hall, Nell Kempton and Sid Snyder, with the Famous Family Players; Carl Grandi, Blanche Forbes and Etton Hackett, with the Christy Obrecht Players; Hall Barber, with the Jack Collier Comedians Bill and Bess Thebus, with

Players, Hal Barber, with the Jack Collier Comedians; Bill and Bess Thebus, with the L. Verne Slout Players.
Play leases include Kentucky Thorobred and Are You a Democrat?, to Hazel Hurd Players; Are You a Democrat?, to Christy Obrecht Players; Sweet Papa Toby, to Colliers Comedians; Where's Elmer?, to Brasfield Players, and Mother O'Mine, to Wallace Bruce Players.

Floum 'Drunkard' in 25th Week

PITTSBURGH, March 2. — Jerry Floum's production of *The Drunkard* is now in its 25th week here and still going strong. A few changes made recently by George Sharp leave the following players in the cast: Irene Cowan, Mary Alice Yaste, Edward Blaine, William Roos, George McCalmon, Peggy Dougherty, Norman Porter, Tim O'Shea, Marilyn Pearlman, Leon Ward and Chuck Nelson. Between-the-acts specialties staged by Regis Joyce feature in addition to a number of cast members Joanne Douglas, Berty Layton and Virginia Brooks. The play will be continued as long as the customers show an interest in it, and from present indications the closing date is a long way off. PITTSBURGH. March

Pruitt Players for Circuit

RICH HILL, Mo., March 2. — Walter (Pappy) Pruitt is organizing a circle stock company, with headquarters here, to open March 4 and to be known as Fruitt's Famous Family Players. Company, now in rehearsals, includes Walter (Pappy) Pruitt, Ruby Pruitt, Midge Hyatt, Carl Parks, Sid Snyder and Hall and Hall. It is the plan of the management to continue the circle until late spring and then launch a repertoire company under canvas for Missouri territory.

Rep Ripples

KARL F. SIMPSON, Kansas City the-KARL F. SIMPSON, Kansas City the-atrical agent and playbroker, announces that he has sold more plays so far this season and that more prospective lessors are in the rep field than at any time since 1929. Simpson is representative of the Robert Sherman plays. A recent Sherman release, Romance of Hop Bot-tom, has been leased to John J. Justus, Toby Nord and "Skippy" LaMoore for the 1923 season. the 1935 season.

H. RAY SNEDEKER, of the California Players, writes from Shickshinny, Pa.: "On our ninth week here now and business continues to hold up well. Last week's offering, Dr. Jekyll and Mr. Hyde, with yours truly doing the dual role, went over great. Have leased St. Elmo, Unmarried Mother, Sweetheart Days and Graustark for early presentation. Will Graustark for early presentation. Will be here for six more weeks, then back to Northern New York for summer stock. At present am organizing a second com-pany to play a circle in this territory. Feople are flesh-hungry and things are looking up."

TOMMY PIATT and Bill Lowther are staging several shows in and around Athens and Glouster, both in Ohio, us-ing the wardrobe and scenery of the Hollywood Comedians, now in quarters at Parkersburg, W. Va.

FRANK BARTON, of the Spaun Family Show, is recovering from an illness at the Veterans' Hospital, Huntington, W.

WORCESTER, Mass., March 2.—Guy Palmerton's Manhattan Players will open at the now dark Worcester Theater March 11. Stock company's first offer-ing will be Your Uncle Dudley. Frank Lyon, known to this city from his days with various Poli stock companies here. will play the male leads and direct the productions.

FRANK BARTON, of the Spaun Family Show and formerly on the Bryant Showboat for many years, is confined at the Veterans' Hospital, Huntington, W. Va. He will be pleased to hear from old friends

JIMMY AND EDITH ERIXON postcard: JIMMY AND EDITH ERIXON postcard:
"Visited recently in Topeks, Kan., with
trouper friends. Caught R. J. McOwens
at the Capitol and the theater was well
attended. It was a deserving performance. A number of rep folks in Topeka."

AL S. PITCAITHLEY and wife, Jane Allardt, have joined the Davis-Brunk Show, which rehearsed recently in Ok-lahoma City and which opened February 25 in Pauls Valley, Okla.

J. G. BOWSER, who trouped for many years with various repertoire organizations in the Middle West and with his own med shows east of the Mississippi, is now operating the Ponca Drug Company, drug brokerage firm in Ponca City, Okla. Bowser quit the road in 1932 when he felt show biz going to the bowwows. "We see M. E. Bybee, of the old Bybee Players, every once in a while when in Larned, Kan.," Bowser writes. "Also see Pop Sherman there. At Tulsa we visited that A-1 ex-leading lady, Agnes Geyer, and her mother, Mrs. Anna Geyer, of the old Geyer Stock Company. Saw Al Martin, sax player, not so long ago, and Billy Switzer, drummer and ballad singer, used to come over from his home in Fairview, Okla. to sing on our programs when we were advertising over the local radio station. His untimely death was quite a blow to us all." J. G. BOWSER, who trouped for many

McKay-Blackburn Opens

NUYAKA, Okla., March 2.—C. W. McKay and Guy Blackburn, formerly of the
circus world, opened their dramatic show
here last week. Despite adverse weather
conditions, more than 150 people attended the opening. Company is presenting a four-act Western comedy with
the following in the cast: Lucian and
Clara Pig. Jimmic DeLangley, J. G. and
L. M. Wheeler, Dick Mcrton, Oliver
Ramsey and several others. Walter
Fickle has the advance. Mr. Blackburn
had a severe wind force to overcome in
presenting his "Whirl of Death" here,
but the act was well done and was
excellently received.

Allerita Loomis Players On Tour in New Mexico

HATCH, N. M., March 2.—After a month's layoff, the Allerita Loomis Play month's layoff, the Allerita Loomis Players are again on the road, playing school auditoriums and theaters thru New Mexico. Business is reported as satisfactory. Company will again play its old territory in Colorado this summer.

Allerita Loomis has gone to El Paso, Tex., for a short rest, and her sister, Rosemary, who has been in Hollywood the last three months has taken her

the last three months, has taken her

Roster now includes Rosemary Loomis, Roster now includes Rosemary Loolins, ingenue leads; Thelma Walrath, leads and general business; "Merk" Foster, leads; "Bot" Schaffnitt, comedy; Lew Walrath, heavies and general business; Glen Loomis, advance, and "Nuis" Walrath, mascot.

Billroy Show Briefs

VALDOSTA, Ga., March 2.—Now that the fourth week at winter quarters has come to an end one can easily see that plenty of labor has been turned out with results that will make the public

with results that will make the public sit up and take notice.

Eddie Meilen has done himself proud in the manner in which the trucks have been built (all for flash) and Johnnie and Sam Finch have decorated them so they will be something new to the tent

shows.

Five trucks are already completed and ready to roll, with others coming in from the factory standing by waiting to be dressed for the spring.

The canvas was in A-1 shape at the end of the season, so that didn't call for any work, but all poles and the blues have been painted.

any work, but all poles and the blues have been painted.

A card from Jimmie (the Kid) Stone says that Benny (the Biz), upon hearing that prosperity was just around the corner, exclaimed: "What, no gals?"

Understand that Dalsy Mae Murphy has returned to her home in Quitman, Ga., after a sojcurn in Miami. Say, Dalsy, "you must come over some time."

A few people I have seen that haven't seen me during my stay here: Roscoe Henke, Al Bartee, Little (Red) Mack, "Rube" Perkins and Bud Davis. All working and looking well.

TOM HUTCHISON.

Mal Murray Claims Record On Eastern Kansas Circle

OLATHE, Kan., March 2 .- Mal Murray

OLATHE, Kan., March 2.—Mal Murray Players, now in their 18th week of circle stock in Eastern Kansas, have run up what Mal says is a record. Opening in October with six towns on the week sponsored by local merchants, Mal has not lost a single merchant in any one of the towns. They have remained with him, by him and for him.

The Murray cast has remained the seme, too, and he has just purchased two trucks to transport his tent-show equipment for the coming outdoor season. To brother showmen, Mal says: "Always ask the merchant if he has anything special for you to tell the folks about him and then never forget to say it. Also get around and see the merchants yourself. They like the personal contact and admire your interest."

Fire Hits Hollies Tent

DUNCAN, Okla., March 2.—Fire destroyed the tent of the Hollies Comedians here last week. According to Gene Gorman, the trunks, scenery and wardrobe was not damaged by the flames. Company carries 18 people, including an eight-piece orchestra. A. J. Hollingsworth, manager and owner of the show, is headquartering his people here, pending the arrival of a new tent.

JACK ROBERTS, completely sobered rom his Pittsburgh Drunkard experince, is playing clubs in Jacksonville,

Stock Notes

ROSE ADELLE, character woman with the Drury Lane Players at the Drury Lane Theater, Detroit, recently struck by an automobile while en route to her hotel after the show, has settled her claim out of court and returned to Chicago to rest for several weeks.

THE DRAMATIC GUILD, Flint, Mich. selected Johnny Yuhasz's You Saw Him Die as its first production of the season last week. The play is in three acts and six scenes. Yuhasz is polishing off another script, Lawyer for the Defense, which will be put into rehearsal next

Saranac Lake

By BETTY HUNTINGTON

Harry Gordon, who is well known in connection with dance-flash acts and who has played the RKO and Loew time for the last 10 years, arrived here Feb-ruary 21. He is getting acquainted nice-

ruary 21. He is getting acquainted nicely and says he likes it here.

Rosalie Sussman is improving her vocabulary and diction with the aid of that capable person, Ruth Hatch, as her teacher. Rosalie is getting in trim prior to her leaving here the end of March.

Louis (Poet) Rhinegold had a birthday a short time ago and remembers.

day a short time ago and remembered everyone with a piece of his birthday cake. Louis claims he's getting younger and that after 30 one must stop count-

ing.

Olga Gaier (one of our old patients) is doing nicely in Hollywood. Calif., and in her spare time has taken to pen and ink sketches and water colors, which she finds quite profitable.

At last little Angela Papulis has found peace. She passed away quietly February 22 at Northwoods Cottage. For details see Final Curtain in this issue.

Some of the lucky patients having visitors last week were Doris Gascoigne,

(See SARANAC LAKE on page 25)

PLAYS—GIRCLES, S5-S10.

Imagine Plays like GRAUSTARK, 1945-28, 10-528, 10-628,

WANTED FOR SHANNON PLAYERS UNDER CANVAS—Young, good-looking, clever people in all lines for week-stand Rep. Wardrobe, including Wigs, to dress parts as directed. Young Man, modern than the control of t

PLAYS 1.500 FEATURES (List).
Circles \$3.00-\$10.00
Week, Rep., \$5.00-\$20.00
Season. World's Largest Low Royalty Play Brokers. KARL SIMPSON, Hall Building,

FRANK SMITH PLAYERS WANT

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TENT SHOW HEADQUARTERS SINCE 1908

WANTED—DE FORREST DRAMATIC CO., Under Caras, southful People all line. Those doubling Specialies and Orchestra preferred. Re-hearsals March 21; open April 1. No advance Write, stating all. DE FORREST DRAMATIC CO., Tazewell, Tenn.

WANTED QUICK—Leading Man, doubling bot hing first letter. George Young wire, JACK WALKER, Mgr.; ROBERT LA-THEY, Producer, imiley, Tex.

WANT 200 Actors: FREE LISTING MEDICAL COMMISSIONS: (A OF A WEST OF

ROLL TICKET

Printed to Your Order 100,000 for Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Shamokin, Pa. \$14.50 10000 155.00 Cash With Order-No C. O. D. Stock Tickets Any Assortment, \$12.50 for 100,000

U-NOTES

By UNO

EVELYN FOX (Mrs. Leonard Kramer),

thoroly recovered from a severe illness, will leave her Youngstown (O.) home for a few days to travel with her hus-

band when Foster and Kramer leave the star, Brooklyn, to rejoin the Indie Cir-cuit.

Broadway Burly War Continues

NEW YORK, March 2.—The opposition war between the burly houses in the Broadway area continues vigorously. Latest move was made by the Ettinge, which opens its doors at 8:30 in the morning at a 15-cent admission.

The other theaters, taking in the Republic, Apollo and Gaiety, are still running 25-cent matiness up until about 6 p.m., and in some instances passes are handed out.

GEORGE BROADHURST has given up komicking to peddle broilers and hot dogs and ballyhoo with his miniature circus from a spot on the Sunrise high-way, near Freeport, L. I.

TINY HUFF THE PERSONALITY GIRL. Galety Theatre, New York City, Indefinitely. Personal Management JACK BECK.

Margie—BARTEL & FRANCIS—Jimmie, Jr.

Exotic Dancer Strips Singing Straights Phil Rosenberg, East, and Milt Schuster, West

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

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

Saunders & De Haven
Straight. (IND. BUR. CIRC.) Soubrette.

Joan-Carroll Sisters-Jean Mgmt. Milt Schuster, West, and Jack Beck, East.

HELEN GREENE

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

MARIE ALLELY

EDDIE INNIS

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

RAE HOLLAND

Foster and Kramer

Georgia Sothern BEGINNING 2ND YEAR WITH WILNERS

BILLIE DIAMOND

PERSONAL PROPERTY OF PROPERTY **HEAD & ROWLAND**

EGAN & MARTIN

Reps., PHIL ROSENBERG AND DAVE COHN.

SYLVIA ASSORTED INTERPRETIVE DANCES

consecutive year with the Minskys. 101 PER CENT B. A. A.

Burlesque Review

Irving Place, New York

(Reviewed Tuesday Afternoon, Feb. 26) This show at the 14th streeter was This show at the 14th streeter was staged by Benny Bernard, in Allen Gilbert's absence. Not a half-bad layout, but it suffers by comparison with the Gilbert shows. If the first part of the show was like the second half it would have been a world beater. Bernard did a darn good job of the second half. Business was fair at this viewing, with lots of the women in the house, and the show ran two hours and two minutes, not including the 16-minute intermission.

Show uses 13 principals, altho one, Connie Fonslow, was out at this catching because of illness. There are 18 chorines, as good-looking a troupe as you could want yet oftentimes not up on their "off to Buffalos." Six showgirls also and they're stunners. One thing about the shows down here is that they know how to light them to the best

thing about the shows down here is that they know how to light them to the best advantage. Don't stint either on costumes and scenery.

Comics of the show are Vic Plant, Herbie Faye and Charlie Goldie. They are a good trio of laugh makers, but like most burly comics are shy on material. They're always on their own without the help of sock material. Plant is a nitty fun maker, his style reminiscent of Al Trahan. Faye, who was a vaude next-to-closer for a long stretch, also is a splendid board trodder for tickling the ribs, and Goldie does oken by his work, too. The straight jobs are turned in by Harry Cornell and Jess Mack, both clever, with Mack responsible for book producing also. Dean Blake and Bob Snyder, singers, round out the male section of the cast. Blake has okeh pipes and delivers vigorously, while Snyder should never warble without a mike. His voice means much more with amplication.

Show's feature is Countess Nadia. "a mike. His v

Show's feature is Countess Nadja, "a royal surprise" for the folks. This exotic-looking lassie has plenty on the ball. Her stripping is not just another parade affair but is a distinct novelty. Then, too, she does a good selling job of a song and also gives out with sterling dancing, such as in her Russian number. Other strippers are Mary Joyce, Jean Lee and Margie Lee, and they parade out their stuff in good fashion. The customers were cold at the first half, but they soon warmed up to the gals. The three of them help out at bits, and then there is cute Barbara Janis working in the bits. A couple of the girls from the line step out for effective specialties. Show's feature is Countess Nadia. "a

fective specialties.

Production numbers in the early portion of the show are Old Names of Old Flames, an all-nations affair; the wedriames, an air-nations affair; the wedding number and Thiej of Bagdad. All are in the just fair category, but those two numbers in the second half, the South Sea Isle and dragon items, are deserving of plaudits for fine handling.

SID HARRIS.

MARTY AND NANCY and Jack Coyle have gotten together to play vaude and club dates. . They're now around Philly. . Evelyn Myers closed Thursday night at the Eltinge, N. Y., and Dorothy Ahearn stepped in. . . Harry Clexx, with three more weeks still to go for Supreme, got off on a mutual understanding and opens this Friday at the Gaiety, New York. . Rose La Rosa was ill and out of the cast of Minsky's Brooklyn last Wednesday. . . Junic and Margie White have rejoined the Indie Circuit. . . Margie jumped in last week to replace Betty Rowland in Boston. . . Sultana closed with the Supreme Saturday in Boston. . Nora Ford jumped from St. Louis to the Gayety, Washington, D. C., Sunday as added attraction. . Harry Stratton went into the Star, Brooklyn, for a week and then goes on the Indie Circuit.

BELLE RIGAS was painfully injured in an auto accident a week ago Saturday near Newark. . . She was returning from a visit to her alling son at military school. . . Virginia Jones, Mildred Clark, Jack Tiny Fuller, Bert Grant and George Tuttle went out of

BAA Tieup With Unions Not Set

NEW YORK, March 2.- Despite the rumors that the Burlesque Artists' Asso-ciation had made a working agree-ment with the stagehands' and musi-cians' unions, it is reported from aucians' unions, it is reported from authoritative sources that such is not the case. The executive board of the BAA met on the matter last week, but is reported not to have reached any definite decision. They preferred to leave the matter for the general body, and a meeting will probably be held this Monday.

and could not be contacted for a statement. He was originally approached by the IATEE, the stagehands, with a re-quest to sign a working agreement, such as exists between the stagehands and musicians.

If the BAA accepts a working agreement, it is likely that it will be confronted with a strike situation in view of the controversy between operators and musicians. The BAA's tieup with the labor crafts would fortify the latter's position as the operators would be compelled to close down in the event of a strike

Minsky-Weinstock for A. C.

ATLANTIC CITY, March 2.-Minsky-Weinstock are reported to be negotiating for a site here to play burlesque during the summer months. If successful they would be in opposition to the Madden-Rudnick combo, which has been operating at the Globe here the last several summers.

BAA Seeks Philly Adjustment

PHILADELPHIA, March 2.—Tom Phillips, president of the BAA, was here several days this week in an attempt to clear up the situation as concerns the Lyric Theater. House was to have opened last month, engaging its cast, but did not because of some license difficulty. Phillips has been conferring with the NRA authorities here in an effort to obtain some settlement for the performers who accepted booking at the Lyric but did not open.

Prather in Youngstown

YOUNGSTOWN, O., March 2.—Henry Prather, well-known tab and burly manager, is producing the show at the Frincess here, which reopened last week with a policy of burlesque and vaude-ville after several weeks of darkness. In the Princess cast are George (Buttons) Fares, Bud Brewer, Jenny O'Hara, Ray King, Jack Foley, Elizabeth Wiley, Helen Morgan and her girls, and Adri Ann, featured dancer.

the Star, Brooklyn. . . Joe Quitner, one of the Eltinge, New York, owners, is mourning the loss of his father. . . . Ken Rogers and Pred Clark remain as the only producers for Supreme now that Pal Brandeaux has gone over to the Shuberts. . Dolores Green and Lew Lewis replaced Dorothy Weeks and Boob McManus at the Gotham, New York. . . Maxine Holman, blond dancer, into New York from Minneapolis, remained one week at the Irving Place.

DAVE COHN had a good week last week. . . . His bookings included Ceil Vondell, Dorothy Ahearn, Stella Novak, Peanuts Bohn and Kenza Vinton for the Eltinge, New York: Mary Joyce, Fred Binder, Charlle Harris, Jack Rosen and

(See BURLY BRIEFS on opposite page)

Tom Phillips, president of the BAA, as in Philadelphia most of this week

GEORGE YOUNG, manager of the Roxy, Cleveland, writes that since February 22 shows began alternating between the Roxy and Gayety, Detroit, and Gayety, Buffalo. Roxy cast includes I. B. Hamp and Gertie Beck, Dome Williams, Harry Scott, Chicquita Garcia, Mary Woods and Gale Parker. Added feature the Four Harmonizers. Heading the Buffalo cast are Ann Corio and Billy Arlington. Detroit's itinerary comprises Bob Fergusen, Harry Levine, Bob Sanborn, Sid Gold, Joe Miller, Mary Murray, Ann Valentine, Ruth Wilson and Jerry Meyers. Added feature, Kitty Ellis. TANNER.

BILLY TANNER, former burlesk comic, celebrated with a grand opening his new roomy and popular-priced restaurant and bar at 118 West 48th street, New York, which brother Jimmie is sponsoring and where Sid Carroll is expet barkeeper and George Carroll, another ex-burly funster, is entertainer.

former

CHIQUITA CORTEZ is another new find for Jack Beck as a stripping principal, soon to appear at the Bijou stock in Philly.

CAROLINE ROSS, former burlesque principal, now a dancer in Sam Wagner's museum on East 14th street, New York, threw a party January 31 for her son, George Tripp Jr., lecturer, unattached at present, wedded that day to Dale Barnett, chorine, late of People's, New York

MAE DeVOE, not long ago a stripping ingenue at the Oxford, Brooklyn, now with Lady Fingers, a Supreme Circuit

HERBERT BARRIS, till with a severe cold and out of the cast of Lady Fingers at Minsky's Brooklyn February 22, afforded Johnny Kane, stage director, a chance to sub thru all the scenes. Harry Katz Fields, comic in the same show, nursing a swollen foot because of an infection. Ever reliable Markie Wood, straighting, stripping and singing ingenue, is a new face in the cast for a valuable strengthener.

MICKEY DALY is the chorus captain at the Gotham, New York, and Ethel Gaston and Betty Lowell officiate in the same capacity for the two Wilner shows.

ALLEN GILFERT, his teeth repaired and his health and general appearance refreshed after a Bermuda vacation, back to producing for the Wilners and with Bennie Bernard co-producing.

SID STONE, Irving Selig and Harry Shuffle LeVan joined Puss Puss Follies February 28 at Minsky's Brooklyn to allow Diamond and Fay and Russell Trent and Lillian Murray to leave that Thursday for Minsky's Follies in Miami.

DOROTHY ROBERTS, back at the Cafe de Parec, Los Angeles, near her home at 1213 W. 54th street, doubled last week in the Crazy Show at the United Artists Theater.

BOB SNYDER, crooner for the Wilners, loaded with gifts from co-workers on his marriage February 18 to Bea Sahl, a non-pro, from Niagara Falls.

JIM BENNETT and Sam Micals, exburlesque impresarios, together with Harry Bentley and Max Coleman, com-prised four Kosher Komics, all in one Indie Circuit show, Babes in the Woods,

(See U-NOTES on opposite page)

Burly Briefs

TANNER

All New and Popular-Priced Restaurant and Bar.

118 West 48th Street MEdallion 3-8557
HOME OF THE B.A.A. N. Y. City Tabloid Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Hauk, Metzger Die in Crash

Prominent tab manager and theater man crushed when auto hits bridge

HAWKINSVILLE, Ga., March 2 .- Two HAWKINSVILLE, Ga., March 2.—Two men identified as Arthur Hauk, of Springfield, O., and Dean Metzger, of Lima, O., were instantly killed about 8 a.m. today when their car struck a bridge rail on the highway on the outskirts of Hawkinsville.

The car was practically demolished, the engine being forced back into the seat. Both men were crushed in the

wreckage.

Identity was established thru papers found in their pockets. The papers showed both men had been engaged in various show enterprises. In the car was found a shipment of posters advertising a donkey baseball game to be held in

The bodies were removed to the Clark Funeral Home in Hawkinsville and ef-forts were being made to locate relatives.

Arthur Hauk, whose death is reported above, was one of the oldest and best known tabloid managers and producers in the business. After leaving the vaudeville stage in 1915 he organized his Sunville stage in 1915 he organized his Sunshine Revue, which played theaters for many years in the South and Middle West, booked thru the Gus Sun office. At one time he had several tabloid attractions on the road, He was also well known to fair men in the Middle West, where his attraction was featured as a grand-stand show during the outdoor season. He quit the road in 1932 and settled in Fort Wayne, Ind., where he engaged in various theatrical activities. At the time of his death he was in advance of a donkey baseball unit.

Dean Metzger, who died in the same crash, was a theater manager at Lima.

Burly Dancers Are Fined, Altho Judge Doubts Guilt

FORT WAYNE, Ind., March 2.—On a charge of public indecency, Nan Bennett and Paula Lewis, dancers with the burlesque company at the Strand Theater here, were fined \$5 and costs by Judge William H. Schannen in City Court this week. A policewoman who made the arrest testified the girls appeared on the Strand stage "in a nearnude state."

Judge Schannen stated that he doubted if the regular patrons of the show were "offended," as must be proved snow were "offended," as must be proved under the statute on public decency for conviction. "Inasmuch as the most spectacular of the defendants' performances seem to follow only after encores, it would appear that the patrons were anything but offended by the dancing and undress," the Judge stated.
"The court has seen rudeness in most

"The court has seen nudeness in mo-tion pictures fully as complete as that described as occurring in this case, and has knowledge that it is called art; but apparently the same exhibition in the flesh is not art."

Nichols Denies Stock Rumor

BALTIMORE, March 2.—Hon Nichols denies the rumor that his Gayety Theater here is to go into a burly stock policy. He states that the house will continue to play the Independent burlesque shows until the close of the regular season, which should be around June. The house then will be remodeled entirely, including a new stage, lighting equipment, lobby and front. Nichols has made Gus Flaig general director of his enterprises.

Syracuse May Get Burly

SYRACUSE, March 2.—It is expected that a burlesque policy will be installed in one of the theaters here soon to tie in with the American Bowling Congress Convention. Pleas by the town to have vaude during the convention went un-heeded, and now plans are being made to get burlesque. If successful, there will be a six-week and possibly longer run of the policy.

Tab Tattles

JOHNNIE KNOTT, of tabs and burly, is confined at a Fort Wayne, Ind., hospital, seriously ill with heart trouble. Johnnie, who with his wife, Nan Bennett, has been working the Strand. Fort Wayne, for the last several weeks, has been having trouble with his ticker for some time. Friends may write to him in care the Strand Theater. Fort Wayne, for the last several weeks, has been having trouble with his ticker for some time. Friends may write to him in care the Strand Theater. . . Billy Leicht, veteran producer of tab shows, has just launched a brand-new unit. Continental Flashes, featuring LaFollette, magician and quick-change artist. Balance of the show is made up of Grindell and Esther, Parker Brothers and Lynn, Franklyn and Wally, Margie Wright, Dorothy Adrien, Velma Kelly, Johnny Stevens, William Leicht Jr. and a nine-piece ork. Company played three spots in New Jersey last week, is current in Pennsylvania this week and on March il opens in North Carolina for a swing thru the South. . . Hall Hoyt, who has been confined at the City Hospital, Springfield, O., as the result of a broken leg sustained some months ago in Batavia, N. Y., has been removed to his quarters in the Arcade Hotel, Springfield, Doctors are to remove the cast from his leg this week. . . Ethyle McDonald, whose last engagement in tabs was with Bill Martin's Buzzin' Around, piloted by Max Golden, now has her eight Beety Babies at the Gay Nineties Night Club, Chicago, We had the pleasure of spending several pleasant hours with Ethyle at the Windy City club recently. Her novelty act clicked handily with the patrons there. . As we write this comes a flash from Macon, Ga., telling of the death of Arthur Hauk, one of the business, and G. W. Ritzler, also well known in the tabloid field, in an auto accident near Macon, Ga., Saturday morning. Further details on this page and in The Final Curtain this issue. . . . Margaret Lillie, who with her hubby, George Hall, for many years operated their own tabs thru the West and Middle West, is back again this season with the Weaver Bros, and Elviry in vaudeville.

Winton and Boone, male dance team until recently with "SeaBee" Hayworth's Broadway Novelties, have separated. Winton is now dancing with his sister, Arlene, in and around St. Louis, and Boone has taken as a partner Helen Taft. They are working the Nashville territory. Sunshine Rogers has closed his Variety Revue and is now booking Mr. Lenhart and his movie dog, Kapitan, in theaters and high-school auditoriums thru the Carolinas. Billy Gullen, for many years featured comedian with Arthur Hauk's Sunshine Revue and for the last 14 months emsee at the Berghoff Restaurant, Fort Wayne, Ind., is now in Hamilton, O., rehearsing Eddie Mason's new fashion show, slated to open at the Paramount, Hamilton, this week. Billy will serve as emsee for the unit. Other tabsters slated to be featured with the new glad-rags oppy are

week. Billy will serve as emsee for the unit. Other tabsters slated to be featured with the new glad-rags opry are Billy (Boob) Reed, comic, and Wally Brennan, hoofing Juve. . . The Pearl Fern Trio, which closed recently with "SeaBee" Hayworth's Broadway Novelties, is currently playing vaude dates in the Detroit area. Jeannette Fernando, of the trio, is busy lining up her acts for the coming fair season. She conducts a booking office in Portland, Me., and says that things look very favorable for the New England fairs this year. . J. O. Strain, formerly with the Four Bars of Harmony quartet and now handling the advance for Bob Davis' Varieties of 1935, and Betty Ward, of the Ward Sisters, with the same show, are that way about each other and rumors have it that the wedding bells will peal very soon. . . With Charlie Mack's Avenue of Happiness, which opened recently at the Riviera, Knoxville, are Myles Bell, emsee; Nan Bedin, comedienne; the Three Whirlwinds, skaters; Fred Hughes, tenor: Stanley and Macklin, tap and excentric dance team, and Beth Carr, fan dancer. . . Jack Stubbs, who trouped for many years with various tabs, is now an operator at the Rialto Theater, Dayton, O. Jack was a visitor at the tab desk the other day, but, unfortunately for us, we were out when he was in. However, he left a note, giving the lowdown on the Dayton house. It reads: "Marshall Walker closed at the Rialto after boosting business, leaving Bob White and daughter Bebe; Ray McClelland and May Clark to handle the scripts. The Morrells opened Wednesday. Do a nice specialty. Chorus the same fast, peppy bunch: Eva and Helen Sowers,

Jimmie Hodges Back on Road

ATLANTA, March 2.-Jimmie Hodges well-known tab producer, who was forced to take his Follies of 1934 off the road several month ago due to illness, has fully recovered and is back on the road again with a brand-new unit, titled Miami Nights. The new Hodges tab had its opening February 21 at the Bijou, Savannah, for Lucas & Jenkins, and is current this week at the Capitol here for the same office.

the same office.

Gene Christian, erstwhile newspaper man, who was press agent for Hodges' 1933 Follies, is working in advance of the new show. He has the company routed thru Tennessee, Kentucky and Ohio, with an eye on further time that would take the Miami Nights to the West Coast.

Among the features with the company, esides Jimmie Hodges, are Jerome and Riano, the Magdison Twins, Schaefer and Nelson, Irma Davis, Donald Gray, a stage band and an attractive line of girls. The production is in charge of Iris Hodges.

Mack's "Cordially Yours" Gets Started in Knoxville

Gets Started in Knoxville

KNOXVILLE, March 2.—Charlie Mack
has put together one of his best shows
in the new tab unit, Cordially Yours,
which started out at the Riviera here
this week. Bright and snappy thruout,
it has an unusually pretty chorus line
and loads of informal audience appeal.
Curtis Coley emsees in a smooth manner, and Mack has two good specialty
acts in the comedy team of Edison and
Louise and the balancing and muscular
control turn by Inex and DeWynn. Little Miss Joan, with imitations and singing and dancing routines, also does well.
Two girls of the line, the Brodel Twins,
do a harmony song and dance. Other
girls are Marion LaPlante, Bea Koach,
Jackle Goodlett and Lou Eva Reeves,
Seven are in the orchestra: Corliss Roth,
leader; Jimmy Wilkis, John Gott, Hersh
Day, Wilbur Rule, Hoble Ney and Owen
Lasendee.

Mareus Clicks in Cincy

CINCINNATI, March 4.—A. B. Marcus' Continental Revue, current at the Shubert Theater here this week and, incidentally, the first stage attraction in there under a new flesh-picture policy, got away to a flying start in the Queen City. Despite the opposition of balmy, spring-like weather, the Olsen-Johnson-Austin show at the Taft Theater Friday and Saturday and an unusually strong picture fare at the various downtown theaters, the Marcus show pulled large crowds to the Shubert the first three days of the engagement. Indications are that the last half will be just as heavy.

Mary Keller, Gracie Kirk and Laureth Morrell." The next day we received the following postcard communication from Stubbs: "I forgot to tell you that we have another member of the company whom I forgot to mention, He's our plane whom I lorget to mencion, he sout plants of player, known to the gang up here as DeWitt (Garllo) Kirk. He's not in so good with the girls backstage. The bos runs him out of the office and the seats are not selling so well around the pit. So what?"

LUPE BALLARD has closed with her husband's company at the Strand, Fort Wayne, Ind., to go to St. Louis to work as added attraction for Mr. Pickens.

Chicago Rialto Reopening

CHICAGO, March 2.—Opening of the Rialto Theater has been postponed for a week and will definitely get under way March 22. Milt Schuster is casting the show. Mary Sunde will be featured.

BURLY BRIEFS

(Continued from opposite page)

(Continued from opposite page)
Jimmy Rosen for the Wilners; Jacquette
for the Oxford, Brooklyn; Barbara
Blakely and Bebe Tobin for the Gotham,
New York; Bert Carr, Iona O'Donnell,
Helen Green and Irene Austin for the
Variety, Pittsburgh, and Jean Bodline for
the Star, Brooklyn. . . . Also bringing
back Maxine DuShon for the Wilners
and lining up added attraction dates for
Georgia Sothern and Countess Nadja.

U-NOTES

(Continued from opposite page) in Union City week of February 25, plus Frank X. Silk. Coleman and Bentley left the end of the week to start re-hearsals with Tommy Bozo Snyder for another Indie show.

HARRY ROSE, comic, returned from a lengthy stay in Florida, where he went to complete a health recovery, is ready to make a comeback before the foot-lights

SARANAC LAKE-

(Continued from page 23)

Tommy Kerns, Sal Ragone, Joe Da-browski and Sylvia Abbott.

Mother Morris has lett us again. We hope not for long, as we all miss her. Tommy Brady, NVA employee, is now

tommy Brady, NVA employee, is now the proud father of a baby girl who was christened Clive Catherine by Father Collins in St. Bernard's Church last week. Ida Wentworth acted as god-mother and Larry McCarthy as god-

Please write to those you know in Saranac Lake.

WANTED BURLESK PEOPLE

ALL LINES.

Chorus Girls, Comics, Feature Women, Sou-brettes, Straights, SINGERS AND DANCERS, Now Booking Three Theatre Jack Middleton Agency

WANTED BURLESQUE PRINCIPALS

And Chorus Girls for RIALTO THEATER, Opening March 22.

MILT SCHUSTER

AT LIBERTY—Young Man, 31, with 12 years' experience motorization. Can manage or work along these line, also play small Bits or Dance routine if needed. Prefer hearing from Burly of Tab. Shows. Write GORDON WOOD, 518 N. 28th St., Billings, Mont.

WANTED—A-1 Light Comic, Modern, for Press tation: Also good Adario Team and Sock Comed Act. Enlarging show. Send late photo, state lowe salary, details, Eooked Solid. Reliable. Money sur-Write or wire JANAGER STAGE SHOW, Be All Theatre, Lesington, Ky.

WANTED AT ONCE, Artists in All Branches for SOCIETY CIRCUS EXPOSITION

SCASON'S WORK. BEST OF TREATMENT, OPENS APRIL 15 FOR 10 NITES, WINSTON-SALEM, N. C. REHEARSALS APRIL 10. ORIENTAL MUSICAL FANTASY—
60 GRILS IN REVUE ON STAGE.

Hear from Girl Band, Lady Musicians, Sister Teams, Sinters, Dances, All-Girl Revues, Fast-Stepping Chorus Girls. Must be able to Model and Style. Must have good Figures, Wardmobe, Professional-Give full description with photo; same will be returned. All-Week to Three-Week Stand. Hotels want of the Company of t

FOR DODSON'S WORLD'S FAIR SHOWS:
Capable, Experienced CHORUS GIRLS, Clever
SISTER TRAM, STRAIGHT MAN that can
sing. Stam Stanley write, Capable, Young
Male MUSICIANS for STAGE BAND, PIANO
AND GALLIOPE PLAYER, Clever STRIP ARTIST, USERI BERLESQUE PERFORMERS,
Write or wire ALEX SAUNDERS. Billy Trel
write. Opening St. Louis, Mo., April 14.

PERFORMERS WORKING FOR MB. BEFOIR COMMUNICATE.

THE CAY NEW YORKES, INC.

Elite Theatre Bidg., Defance, O.

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

Wedding Jams 'Em At Talbott Walkie

MISHAWAKA, Ind., March 2.—Hugh Talbott's Race of the Nations walkathon, which has passed its 700th hour, is beginning to click in real style. The new style human sprints, coupled with conditioning sprints, have captured the imagination of the patrons.

On Friday evening the marriage of Budde Kingdon and Bobby Reagan proved a real magnet for the fans and the house was sold out long before the wedding. The bride and groom have been very popular with the fans.

Tonight the fans again stamped in early to watch Eddie Jamieson as he was frozen in a three-ton cake of ice. It was a sensational stunt and went over in a big way.

a sensational stunt and went over in a big way.
Starting with 25 couples on February 2, the following contestants still remain: "Fishmouth" Schaber and Mary Young, Spud Kelly and Mary Janowiak, Tubby O'Reilly and Babe MacKay, Charlie Baldwin and Wilma Chamberlain, Harmon Peters and Helen Rhodes, Carl Sweitzer and Lola Newell, Larry Rock and Ginger Heath, Art Nyes and Jacklyn Rhodes, Curley Croak and Billy Baird, Lavergne Burgess and Dorls Ross, Kenny Bird and "Smiles" Rogers, Budde Kingdon and Bobby Reagan, and Johnny Johnson, Al Rossi and Stanley Morgan, solos. Rossi and Stanley Morgan, solos.

Richards-Miller Win Out at Union City Walk

UNION CITY, Tenn., March 2.—Jimmie Dye's show here closed to a turnaway house at the end of 1,054 hours, with Eddie Richards and Louise Miller running into first money. Jackle Muere and Louise DeBois were placers. The and Louise DeBois were placers. The show started January 2 with nine cou-ples and five solos, with Jimmie Dye and Jerry Whaelen on the emsee stand; Dubb Albritten, day judge, and Buddie Dye as "sour puss" and floor manager.

Pa Stribling Fires **Macon Opening Gun**

MACON, Ga., March 2.—The Ray C. Alvis Macon tent unit opened Wednesday night before an enthusiastic audience that braved the blasts of the most frigid winds that have visited Georgia in years. The natives are as proud and sensitive where their weather is concerned as Californians are popularly supposed to be.

"With characteristic lack of sports-manship," stated Ray Alvis, "the local theaters aided, and in all likelihood probably led, a campaign to prevent the opening of our show. Instead of meet-ing competition in a fair and honorable way, by giving the public better pro-grams and augmenting their pictures with stage presentations while the Alvis show is in town, the underhanded course is chosen. That of conniving and

(See PA STRIBLING on page 31)

Staff Briefs

MICKEY RAY, youthful emsee, writes he is vacationing at his home in Hunt-ington, W. Va., and wishes Denny Beckner a speedy recovery.

JERRY MARTONE is working as a trainer at the Jackson, Mich., show.

FRANK TRENERY, of Frank and Lee, the Carloca Kids," is emseeing at the McKeesport, Pa., show.

BOB LEE writes that his creation, the new Human Derby and conditional sprint idea, is going over in a big way and has been adopted by several other

LUMAN J. BEEDE and the missus are visiting Mrs. Beede's family in Miami before departing for the North. Jackie Watts accompanied them.

MICKEY ROSENBERG is planning a nort vacation in Miami immediately after the Tampa show.

Louisville Over 600

LOUISVIILE, March 2.—The show just outside the city limits here, which started pulling 'em in with a super contest starting last Saturday night, has Leroy (Snozzle) Snyder holding down the top emsee post, with smiling Billy Willis assisting. Derbies are the order nightly, with rest periods being cut and time on the floor added.

Comedy entertainment and heat are being applied in generous doses. Music is by Snyder's Walkathonians. The original amateur contest was down to six couples

amateur contest was down to six couples and two solos at 600 hours.

Ross Bell, Calif., Walk Has Excellent Prospects

Has Excellent Prospects

BELL, Callf., March 2.—The second Hal
J. Ross Amusement Company show
opened here with an elaborate setup
about 10 days before the Long Beach
unit closed and started off to good business. Located in a center of population of over 2,000,000 people, within a
15-mile radius, this show should do well.
Contestants remaining at the end of
eight days are Charlle Taurso, Ida
Mae Pouls, Joe Weiss, Nellie Saylors, Pat
Packard, Margie King, Hughie Hendrixson, Margie Lingo, Eimer DuPree, Connie
Mitchell, Sonny Moneil, Lou Bentiy, Marvin Hobo, Patsy Hobaugh, Dave Anderson, Velma Fredericks, Edmund Moniga,
Jane Harper, Frenchy Boisjolie, Ronnie
Cassidy, Stan West, Fern Burke, Ray Holbrook, Dixle Lee, Russell Bradford, Doris
Bradford, Cecil Johnson, Buddy Lee,
Andy Berkenkemper and Iris Toft.

Staff consists of F. F. Filloon, director;
R. M. (Dick) Edwards, manager; Red
Norton, night manager; Edwards, Gable
and Adams on the mike; Dick Layer,
head floor judge; Walter Grafsky, day
judge; Tom Day and Nick Redding, head
trainers, with Dick Sullivan and Joe Day,
(See ROSS BELL on page 31)

(See ROSS BELL on page 31)

Swartz Opens Third Elmwood Show

CINCINNATI, March 2. - The third local walk-a-show, under management of Mrs. Guy H. Swartz, opened Thursday night at 5600 Vine street, Elmwood Place, here, with 42 couples answering the

here, with 42 couples starting gun.
Eddie (Voice of Endurance) Brown is heading the stand. He performed in good style at the previous Elmwood

show.

Floyd R. Hayes is night manager and will see to it that "night owls" find the action to their liking.

Charles Smith is the show dietitian and at the same time will supervise the German Village.

Harrison Clark is the dope-sheet supervisor and Wayne Schroer and Randolf Mayer are trainers. Judges are Harry Green and Harold Perry.

The show is being operated under National Endurance Amusements Association regulations. Guy Swartz is a member of the board of directors of the association.

Four and Two Left On Fort Smith Floor

FT. SMITH, Ark., March 2.-The Gen-FT. SMITH, Ark., March 2.—The General Amusement Company's walkathon, managed by Charles F. Noltimier, was down to four couples and two solos at 975 hours and has been averaging SRO houses three times weekly. Saturday night has turned them away weekly in spite of all the bad luck possible for a show to have. Altho the original tent setup would accommodate 2,500, it was necessary to send for a 165-foot top to take care of attendance.

Sprints are running one hour in length and are handled by Maxie Capp

take care of attendance.

Sprints are running one hour in length and are handled by Maxie Capp as floor judge, assisted by Ray Watson. Trainers are Bob Wilkins and Harry Simons. Nurses are Cora Tracy and Helen Moore. Publicity and dope sheets being handled by Doc Roberts, with Gene Montgomery in charge of concessions and purchasting.

Contestants still on the floor are Duffy and Tillie Tarantino. Harry Hamby and

and Tillie Tarantino, Harry Hamby and Bugs Moon, Van Mills and Jeanne Za-leski, Emery Hamby and Ruth Keller, Joe Gruber and Tony Berthelot solos. Show boks like it will go for another 10 days at least. Much opposition was experienced from theater managements

in town, but the walkathon has man-aged to win out. To the splendid radio work of Jack Hayes much credit for the show's success is due.

Leo Seltzer Chi Units **Drawing Steady Houses**

CHICAGO, March 2. — Both Chicago units of the Seltzer organization are drawing nice houses, with the White City, South Side, show in its fifth week and Arcadia Gardens closing its 12th week. Eleven couples and two solos are still going on the North Side floor, with 24 battling away on the South Side. Bob Hawks, well-known sports anouncer, is handling the broadcasts over WCFL, with capable assistance from Gordon Whitney on the late evening spot.

spot.
Contestants still going at Arcadia include Dick Mitchell and Judy Sermanyak, Tony Borus and Helen Cross, Al Ostrow and Edna Gowake, Mike Gouvas and Marion Kirk, Jimmy Gregory and Lillian Norman, Case Miller and Johnnie Hammond, Basil Steinhoff and Ruth Keiper, Douglas Wilson and Cookle Ross, Max Rovick and Blanche Getz, Fred Sansone and Babe Harland, Sam Lipari and Rene Casper, and Marge Tuider and Tiny McDowell, solos.

St. Joseph Down to 16 Teams and 1 Solo

ST. JOSEPH, Mo., March 2.—The J. B. ST. JOSEPH, Mo., March 2.—The J. B. Steinel-Johnny Harrigan show started treadmill elimination races Wednesday at the 600-hour mark, with 16 teams and one solo on the floor after a week and a half of sprints. Sprints cut contestants from 23 teams.

"Papa Duff" Davidson has been added to emsee staff, with Harrigan still doing the honors at tops, getting big hands from the fans for skits he's putting the boys and girls thru. Ray Pickett has replaced Lefty Craig as night judge. Show is turning 'em away Friday (See ST. JOSEPH DOWN on page 31)

Contestant Notes

BOBBIE REGAN, walking in the Wau-kegan show, would like to know the whereabouts of Frenchie Lehman, of Milwaukee.

EDDIE ROBERTSON attended the opening of Guy Swartz's Cincinnati show on his way to Cleveland. He would like to hear from Cloris Wears.

BILLY (PA) HARRIS, ex-contestant, is resting between shows at his home in Los Angeles.

WALTER GROSS is a contestant at the St. Joseph, Mo., show.

EDITH AND CHARLIE, of Brooklyn, would like to get in touch with Hughle

CLIFF AND MARY MAJOR announce the arrival of a nine-pound boy. B mother and "junior" are doing fine.

Cellophane Wedding Is Featured at Tampa Show

TAMPA, Fla., March 2.—Last Tuesday Corlis Cooley and Mickey Grove were married in a very beautiful cellophane wedding at the Wigwam, the big top which houses the Tampa show. Cos-tumes were very gay and credit is hereby given Eddie Gilmartin and Fred Crockett for their assistance and material aid in (See CELLOPHANE WEDDING page 31)

WALKATHON

DEADWOOD, SO. DAK.

Contest Opens March 14

Contestants Wanted

Wanted, Billy Baldwin and Bob Berinstien.

T. H. SCHMOKERS, Mgr.

CONTESTANTS WANTED

COMMUNICATE C. M. HAYDEN AMBASSADOR HOTEL, SAN FRANCISCO, CALIF.

WANTED CONTESTANTS

Who can entertain and take it. No collect wires or phones. Best floor money in coun-try. Want to hear from Bobby Gilbert. All useful people who know me come on. Open-ing March 14. Two more spots in State fol-lowing. Wire or come on.

MICKEY HOGAN 212 Central Ave., GREAT FALLS, MONT

OPENS THURSDAY, MARCH 14, TREN-TON, TENN.
WANTED—Contestants who can take it.
Short, Snappy Show. Contestants formerly
connected with Jimmie Dye come on.
Godd Floor Money and Sponsors assured.
Frankle Wagner please wire. No collect
wires or transportation.
JIMMIE DYE, Manager.

\$25.00 Per 100 — Government Flags, for List. WEIL'S CURIOSITY SHOP, 20 S. Second Street, Philadelphia, Pa.

RED LEINEN WALKATHON

OPENING SOON AT THE BEAUTIFUL COLISEUM IN

DOWNTOWN CLEVELAND

VIRGIN CITY—SEATING CAPACITY 5,000

Contestants wanted with good wardrobes and able to entertain. No transportation. No wires. No phone calls.

Don't come unless you are sent for, as only a limited number will be accepted. Write only to PED LEINEN. Write only to RED LEINEN, ber will be accepted. Allerton Hotel, Cleveland, Ohio. See next week's Billboard for opening date.

WANTED WALKATHON

FRANKFORT, KY **OPENING MARCH 14**

Contestants who can take it and entertain. Good wardrobe required. Also want Emsees, Trainers, Judges, Nurses.

Bill Humphrey, Rubber Legs Hagen, Leon Peyton and Wife, Pop Meeker, Mike Johnson, get in touch immediately. No collect wires or transportation.

CARL L. BESS, Capitol Hotel, Frankfort, Ky.



Magic and Magicians

By BILL SACHS (Communications to Cincinnati Office)

YNALEB, Hindu fakir, and his company are playing an indefinite engage-ment at the Theater Albert Ier in Paris.

CARDINI has signed with John Golden and Al Woods to play the lead in a mystery melodrama they will produce on Broadway soon. Cardini will do a few sleight-of-hand tricks in the play, of course. Meanwhile he continues as a feature of the Casino de Paree vaudeville unit now playing for Loew

DUNWORTH THE MAGICIAN is writing a weekly column called "Magic Tricks and How To Do Them" for the Tricks and How to Do Intell to the new weekly, The Boys and Girls' Newspaper, published by Parents' Magazine Affiliated Press, New York. Dunworth's initial column explained the Hindu

"JUST CAUGHT Mystic Courtney's show at the Warwick High School, Pottstown, Pa.," postcards Jack Hinton, "and to say the show is good is putting it mildly. He has a style all his own and held about 800 kiddles spellbound for an hour and a half. Courtney has one of the best one-man shows in these parts. His pigeon vanish is a honey and he really can work kids."

RECHA, Russian illusionist, is with the Cirque Amar Freres in Paris.

WESTERN CONNECTICUT Assembly No. 20, SAM, held its February meeting recently at the home of the national secretary, Royal Vilas, in Westport, Conn. President Mark Train was absent, his wife still being on the sick list. Ted Seaman was unable to attend due to illness,

HARIO AND MARIO are now playing night clubs in the Milwaukee area, doing magic, mentalism and knife throwing. George Kruzo is the agent.

HARRY OPEL, the suitcase magician of Toledo, O., postcards as follows: "A man came in the other day and said: 'Harry, we are putting on a father and sons' banquet at the church Friday night. I don't know who the magician is, but we're paying him \$2 for his act.' And then they wonder what's wrong with magic in Toledo."

MYSTIC DE CLEO infos that he's finding business satisfactory in the school suditoriums, beer gardens and lodges thru Central Ohio. He reports things a heap better than last season.

MAX REYWILS, illusionist, is at the Cinema Theater in St. Amand, France.

PAUL DUKE has turned down three offers to play the Roxy Theater, New York. His appearance at Leon and Eddle's Cafe, New York, forbids doubling into vaude houses.

THOSE WHO SEE The Little Colonel, featuring Shirley Temple, will see Rol-land Hamblen produce and vanish a fresh egg for the amusement of America's little sweetheart.

JOHN NORTHERN HILLIARD, Howard Thurston's right bower for many years, is in Cincinnati in advance of Thurstoh's show, which opens at the Tatt, Cincin-nati, March 8, for a week's stand.

C. THOMAS MAGRUM, youthful magician, has just finished a tour of 23 CCC camps in the Black Hills region of South Dakota and has a school route lined up which will keep him busy until



THE SPHINX Magicians Magazine

Large Professional Magic Catalogue, 25c MAX HOLDEN, 220 W. 42d St., New York City.

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Complete line. Catalogue, 25c. IRELAND'S
MAGIO STORE, 431 N. Clark, Ohicago, III.

MIND READING SECRETS, ACTS

Particulars, Ten Cents, CALOSTRO,
Box 76, Times Square Sta., N. Y. City.

June. He was recently featured at the Rapid City (S. D.) Auto Show and at the State Sheep Herders' Convention at the Alex Johnson Hotel in the same city. J. L. Magrum is working in advance.

JOHN MULHOLLAND was chosen as "the fall guy" at Wednesday's monthly meeting of the Circus Saints and Sinners Club in the Gotham Hotel, New York, last week. As the first magician so honored by the club, Mulholland came nonored by the club, Mulholland came thru with some swell entertainment. After the club had tricked him into an electric seat, John retaliated by com-pletely baffling the club members with a rope-cutting trick and two slick card

D. G. HANNA, magician, is now using the billing of Tarcomeda, the magician.

THE FEBRUARY ISSUE of The Sphinx contains some extremely interesting articles on cigaret manipulation, penetrating coin, confetti and milk tricks and so on. The publication also announces the third contest for *The Sphinx* award for the best tricks submitted by amateurs.

VIRGIL, illusionist, is still working his show in the West. With his six people and tons of equipment he has been covering the same territory as last season, only in a more minute fashion. He is playing six and seven days a week and in some instances two towns in a day.

LA FOLLETTE, quick-change artist and magician, is heading a new unit, Continental Flashes, produced by Billy Leicht, well-known unit and tab show producer. LaFollette is emseeing the show, directing the nine-plece band, doing several mystery scenes as well as the protean travesty. The Arrest, in which he plays all the parts, making the he plays all the parts, making changes with lightning-like rapidity.

CHEFALO the Magician is at the Corso in Zurich, Switzerland.

ERNIE A. ANDERSON, secretary-treasurer of Mystic 13 League of Magicians, Minneapolis, writes under date of February 28: "Since Le Paul was here in December we have had a number of magiplaying here. King Brawn at the Palace, Harry Bjorklund up-State on a Lyceum tour, Mack Murray and Don White (our local professional) at the Orpheum with Oisen and Johnson, Hadji Ali at the Palace, and next week Hy Harris, of the Harris Road Show, will be at the Palace in a mental and hypnotic act. Henry Gorden has opened a magic school here as has Kay Green. Kay has published two books, one Here's How and the other as has Kay Green. Kay has published two books, one Here's How and the other Cheating Cheaters. Alvin T. Simonson, another local professional, has been working thru the Northwest since last October and, as I understand, has 16 more weeks to go on the Veterans' organization circuit. The rest of us are just hitting here and there."

EDGAR BERGEN, with his clever vent. act. The Operation, was held over for a second week at Loew's Warfield, San Francisco, last week. He was the only act

CHARLIE HOFFMAN, of Hollywood, has just concluded a successful three weeks at the Embassy Club, one of San Francisco's better night spots.

AT THE LAST STATED meeting of the Magicians' Association of Cleveland, officers for the ensuing year were installed as follows: George A. Holly, president; John M. Lathrop, vice-president; Webster H. Mandell, treasurer; Stuart P. Cramer, secretary; George J. Eidman, William T. Symes and George V. Holland, directors. Meetings are held the second Monday and the fourth Tuesday of each month in the Penton Building, Cleveland. Visiting magicians are invited to attend.

MARCOWINI, illusionist, is at the Moulin Rouge in Strasbourg, France.

MYSTIC 13 LEAGUE of Magicians MYSTIC 13 LEAGUE of Magicains, Minneapolis, will hold its second Magicai Conclave in Minneapolis for two days, March 14 and 15. On March 14 there will be a program of magic debates on the working code, registering of magicians, display of new magic by magic dealers

(See MAGIC on page 31)



The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

REX O'MALLEY—legit actor now appearing in Shaw's The Simpleton of the Unexpected Isles for the Theater Guild. A light comedian of marked charm and ability who can also carry dramatic parts with ease and assurance. His comedy work is suave and excellent, something that films could use very easily.

PHOEBE BRAND—legit actress now appearing in Awake and Sing! at the Belasco Theater, New York. Young, charming and easy to look at and possessed of real acting talent. Does possessed or real acting tatent. Does excellently in her present show and also stood out in the cast of last season's Men in White, in which she played the nurse. Should certainly be worth a try in pix.

JANE BUCHANAN - young legit actress at present appearing in Times Have Changed at the National, New York. Very pretty, she should screen beautifully. Also has definite talent.

For VAUDE

RAY NODLE—conductor, composer and arranger, formerly of London, heard on WEAF-NBC network Wednesdays at 3 p.m. and 10:30 p.m. Should be an excellent bet as guest conductor at big movie palaces, doing a series of popular tune arrange-ments, as well as some of the classics dressed in fox-trot tempo, etc.

For NIGHT CLUBS

COUNTESS NADJA—striking bru-net now appearing in burlesque. One of the theater cabarets could use her with excellent effect. Has a delightor the theater cabarets could use her with excellent effect. Has a delightful Bussian personality, can put over a song nicely, has real dancing talent and does a routine certainly daring enough to satisfy the dining drinkers. A distinct novelty to offer night-club audiences.



Minstrelsy

By BOB EMMET (Cincinnati Office)

DAKINUM CRAWFORD is in Chicago playing the night spots in and around the Windy City. He can be seen at his modern housecar in back of the Performers' Club. ARTHUR CRAWFORD is in Chicago

FRITZ GARTELLE, of the Gartelle Brothers, has entered the rooming-house business in Chicago.

EDDIE LEAHY jumped into Detroit last week after closing with "SeaBee" Hayworth's tab unit. Eddle is working the night spots around the Motor City.

BOB MACK, veteran minstrel star, postcards from Baltimore under date of February 28: "Am meeting up with old-time friends here this week. General business okeh."

RAY (NEMO) IRDAN, black-face co-median and tuba player, late of Max (Sambo) Trout's Minstrels, has just finished an engagement at the Tampa Fair and is set to play several indoor circuses in that territory with Lee's Royal Missourians orchestra.

"LET'S GIVE John R. Van Arnam all the credit these days. He's the only owner and manager left who is operating a professional all-white minstrel troupe." So writes Kenneth (Doc) Haines, old-timer minstrel of Oneonta, N. Y. "I was with Van Arnam for nine years," Haines contines, "and worked practically 40 weeks out of the year. In the summer John R. usually works under canvas, but in the winter he operates exclusively in theaters. He books his own show and pays off every week regardless of how poor business may be. He is a live wire from beginning to end. At present his show is playing the Sparks Circuit in Florida. In short, he has conducted his ministrel show successfully for more than 15 years; so what's the answer? Give him credit, I say."

minstrel show presented by a cast of 150 amateur and professional talent at the Epiphany Roman Catholic Church, Pittsburgh, February 25 and 26. Leads were taken by Helen Wantuck, Ivaline Foley and Jean Donova. TOMMY DIXON directed an old-time

National Minstrel Players and Fans Association By ROBERT REED, Secretary

The next annual meeting of the NMP&FA is to be held at Cleveland September 1 and 2. Members planning to attend the meeting are asked to forward notification as early as possible. Special railroad and bus rates are available from all sections during the Labor Day week.

H. W. Lenox, of Round Lake, N. Y., is vacationing in the Southland. J. Austin Trainor, of Charlottetown, Prince Edward

Trainor, of Charlottetown, Prince Edward Island, advises that several minstrel shows are to be presented in that area during the early spring months. Welcome into our membership is this week extended to John Smith, of the Smith & Motz Company, Philadelphia, and Merle Evans, veteran bandmaster of the Ringling Bros.-Barnum & Bailey Shows.

Shows.

Accumulated correspondence is being taken care of as rapidly as possible, and it is to be hoped that within the next two weeks all will have been cleared up. The new membership committee has set its goal for 100 new members before time for the next annual meeting. All of our members can help out in this drive for new members. Let us hear from you and learn that you have done your bit in securing a new member. Cleveland members and their friends will gather early next month for another of those gala dinner parties. There will be plenty of entertainment and visiting members will be welcomed.

A Riot of New Fun for Your SHOW

America's unrivaled selection of Complete Ministrel First Parts, Blackface Plays, Opening Choruses, Ministrel and Comedy Songa, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines – everything to put life and snap into your show. Send for Special Ministrel Catalog.

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THE FORUM

Inis department of The Billiboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular snows 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 Billiboard, Box S72, Cincinnati, O.

Mt. Holly, N. C. I have just been advised by the revenue department, in reply to my query, that the State license tax on traveling theatrical entertainments in North Carolina is \$25 per day and \$150 for a half year. No

unit or show can Excessive Tax unit or show can possibly afford such a daily tax or \$300 per year for a reader in these times of en-As Reason for Unemployment

these times of enforced small admission prices. True, there are many small vaudeville acts, circus units, magicians and small stock companies playing schools, but some of them have been stopped or forced to close because gross receipts would not warrant this excessive tax.

excessive tax.

Some school professors have told me they were willing and glad to book in professional entertainment for charitable purposes but that the law would not allow it. So what? Does this look as the this State wanted people to make a living in the one profession in which they are skilled? Do they want to force us to secure aid from CWA or other charitable organizations? It is charity, when you consider that we are willing to work if we can. People and taxpayers are crying, "Stop this dependence on CWA relief, etc." Seems as the any State really interested in such a situation either would forget such a law or co-operate with a reasonable tax.

However, some shows are getting by

However, some shows are getting by in schools, etc., but the minute a pic-ture show manager enters a complaint down comes the State tax collector and down comes the State tax collector and demands \$25 (maybe you've got \$20 gross in the house) so, rather than dig up \$5 and work for nothing, you close and perhaps throw four to eight people out of work. I started out with eight people and have had to cut to four to keep working. I am getting out of North Carolina—sales tax. tax-tax and tax-tax. I hope to leave some of them behind.

GLENN NEWTON.

Los Angeles, Calif.

I have read with great interest letters in The Forum, especially those pertaining to one of our oldest and most beloved amusements, the circus, and, as I was an aerial performer a good many years and a real trouper, my greatest desire has altest desire has altered for the circus.

In Thanks to

Circus Fans

of the circus world know and understand us and know us for what we really are, just like other folks in any other vocation.

I feel that desire is being fulfilled by one of the grandest organizations ever formed, the Circus Fans, which, thru their efforts to keep the circus alive with interest, will inspire each and every performer to do his or her part in performing their most outstanding work and by so doing will help keep the greatest of all amusements clean and wholesome for both young and old.

I have seen several motion pictures supposed to depict "circus life," the most recent being the Mighty Barnum, and if the great showman was alive he would not feel very proud in viewing the production which could not be connected with anything in reality. It was an utter disgrace, for which the only excuse is that the producer attempted something that he knew nothing about.

There is no reason why the real truth cannot be used nor any reason why exact replicas of circus life cannot be portayed in motion pictures—only that producers and technical directors on such stories "don't know what it's all about" and favor giving the public the wrong impression of the circus, which is not appreciated by any real trouper or lover of the circus as an institution.

Motion pictures are wonderful when produced according to facts, but few productions live in the memory for more than one day and then are on the shelf. But the circus as a production will never be put on the shelf—a new coat

of paint, new costumes, fresh spangles and a new bag of tricks, and the circus goes on forever, always set to give the

circus fans a grand show.

MA BELLE CHIPMAN BENNETT.

Louisville.

It has been noted in the press and in The Billboard that Jimmy Durante is being sued for \$5,000 by a Pittsburgh woman and her husband on the ground that she was publicly humiliated. Ac-

cording to pub-lished reports, Durante during No Gag Worth \$5,000, Opinion his performance rushed from the stage, placed his arms around the woman, kissed her

and then returned to the stage and, for a punch line, said, "Boy! I can't forget that ga!" When Durante was informed that he would be sued for his actions it is no wonder that he answered by saying, "I'm mortified."

Durante continued his performance, but during the intermission he went right to where the woman was sitting and presented her with a 5-pound box of chocolates and a hearty apology. The presented her with a 5-pound box on chocolates and a hearty apology. The woman in this case felt perfectly satisfied and so should the other woman feel the same way. I repeat that an apology is all that is necessary in this case.

ALBERT D. SMITH.

Oneonta, N. Y. Oneonta, N. Y.

I cannot agree with what Chet
Springer wrote about trouping in The
Forum of February 23. I have spent
about nine years with minstrel shows,
indoor circuses, carnivals, etc., and have
found not one
Thinks Trouper

Thinks Trouper

Worth mentioning
regarding troup.

Trials Not So Bad on Circus

worth mentioning regarding troup-ing. There is one round of con-tinual uncertain-ty all the time-

ty all the time—
long jumps from one city to another,
bad theaters, forced irregularity of sleeping, eating restaurant food, layoffs and
many more things I might mention. Mr.
Springer's letter mentioned "little gettogethers," etc., but what do they
amount to? Just a few drinks and the
farewell of "See you next season."

They are apparently so pleased to see
you when you arrive in a town, but the
majority of one's so-called "pals" are
simply fair-weather friends who are not
even on hand to bid you good-by when
your engagement is closed. No, I can't
see it. In short, a trouper has no home,
no true, substantial friends outside of

41st YEAR

Billboard

Founded by W. H. DONALDSON The Largest Circulation of Any Amuse-ment Weekly in the World

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E. E. SUGARMAN, Editor

V. E. E. SUGARMAN, Editor

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BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bidg., 1644 Broadway. Phones. MEdaillon 3-1616, 3-1617, 3-1618. CHICAGO—6th Floor. Woods Bidg. Randolph and Dearborn Streets. Phone. Central 3458. Randolph and Dearborn Streets. Phone. Central 3458. Phone. Chestnation of the Phillad Philla







Vol. XLVII.

MARCH 9, 1935.

clowns, a sort of "King of Joeys," if you please. We must stick together. That is the only way in which we can accomplish

Under Borella can accomplish anything for our betterment and, if we use the right tactics, we will have the managers looking for us.

ing for us.

The following would form a fine nucleus for an organization which might be called the White Face Club or something similar: Silvers Johnson, Paul Jerome, Earl Shipley, Roy Barrett, Kinko, Curly Phillips, Bones Hartzell, the three Hart brothers, Dave Clark, Bill Tafe, Bill Caress, Danny McAvoy, Jack Harris, Billy Lorette, Ab Johnson, Abe Goldstein, Joe Lewis, Joe Coyle, Harry Bayfield, Tom Plank, Jimmie McCoy, Mal Bates, Spader Johnson and others. I have been contemplating authorship of a book which would include photos and biographies of all old-time clowns. Come on, boys, let's get together and see what we can do for ourselves. How many agree with me about Arthur Borella as leader?

JOHNNIE ROSELLI.

Some of the best daily patrons of early moving picture shows in Cincinnati were employees of *The Billboard*, going as far back as 1908. The first moving picture operators' local here was organized in 1905. The workers who secured the charter were Louis Hahn. George

Added Fans to Early Movies

George Hahn, George Homer, Ed Kirsch. Harry Sch., Marry Ros Schwartz,

Meyer, Harry Ross, Diesel, John Palmer, George Raywood. A. Diesel, John Palmer, George Raywood, Bill Thornton and Fred Berry. Pirst union cards were issued on February, 13, 1909. A new charter was granted on July 21, 1932. One of the first Cincy movie houses, known as the Crystal, was owned by I. Frankel, who later opened another nickelodeon near by. In the pioneer days operators worked from 11 am. until 11 pm. with a half hour for supper. A few years later Mills' Edisonia, a second-floor theater, was opened in Fountain Square by M. Mills and I was engaged as operator. Shortly after I had taken hold Marcus Loew bought this, his first theater venture. This theater was changed with a newer idea, "A Trip to California," and was also known as the Vauda Theater. Harry Schwartz, Harry Macomber, Arthur Fix, Ralph Finnegan and myself became the operators.

Ludwig Launching Tent Rep

CARROLL, Ia., March 2.—Charles C. Ludwig, veteran Iowa theater man, will launch a tent repertoire organization early in the spring to tour this State. Ludwig's plans are to purchase an entirely new outfit. He operated his own rep shows years ago and also had his own picture theaters in various parts of the State.

Reckless Advertising

The composing room foreman, a veteran typographer, handed us a piece department store copy he had just received and wearily remarked: "What you think of that?"

oo you trains or treat?

It was done in pencil, on brown paper, with several inserts hanging from pins to the edges. It was the work of an amateur, rough and careless. There were many opportunities for a printer to go wrong, for the written characters

were sloppy.

This advertisement was to cost the store something over \$250. The purpose was to generate public interest in a sale of women's expensive coats.

We had this thought about it: judged by the circulation of the newspaper serving the advertiser in question, the advertisement would be read by at least 35,000 people in the community. Yet it was treated in routine, careless, half-hearted manner. We wendered how that merchant would act if he were to be invited to appear in person before 35,000 people of his city, assuming that such a vast audience could be assembled to listen to a sales talk. Would he permit an unskilled writer to dash off a few reckless items on a sheet of brown paper, pinning up an array of inserts so carelessly that the reader must puzzle his brain to determine their place and meaning? Or would the merchant see to it that the best copy writer worked up the most interesting and convincing sales argument within his power of expression? Without question, the advertiser would take a lively personal interest in his appearance, make the best possible presentation. possible presentation.

Because the newspaper audience is unseen, it is none the less real. The day by day representations an advertiser makes in newspaper space give form to public opinion concerning him and his institution. Wise merchants are as scrupulously careful in their mewspaper copy as in their window dressing.

The above editorial is reprinted from Editor and Publisher. Altho it oncerns department store advertising, it can be well applied to advertising f some amusement enterprises and equipment and supply dealers.—THE

In my opinion, this case should be thrown out of court, dismissed for the simple reason that no gag is worth \$5,000. Durante is not the type of performer to insult an audience or anyone in it. He is and always was a clean comedian, and, remember, it is difficult to be very funny and yet not be risque.

I believe that all that is needed in this case is a form of apology. If the woman in the case feels that she has been insulted she is entitled to her belief, but I am quite sure that a court case is quite unnecessary.

In a recent Broadway production in which Durante starred another incident, not exactly like but similar to this case, occurred. During Jimm's performance

occurred. During Jimmy's performance he threw a pillow into the audience; the pillow struck a woman in the face.

those acquired before he started troup-

those acquired before he started trouping, not much to look forward to in life and is therefore missing the greatest things of life as a whole.

In my opinion there is only one phase of trouping that is okeh for a musician these days and that is with a good, reliable circus. That is a little town in itself, and the suffering and trials of minstrel shows and rep and tab shows and what not do not have to be confronted on a circus. The principal bad feature is weather, which we cannot control. . KENNETH (DOC) HAINES.

Hollywood, Calif.

I would like to make a motion and have it seconded by the veteran clowns I mention below that Arthur Borella be made head of an organization of circus

SUBSCRIPTION, PAYABLE IN ADVANCE

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Subscribers when requesting change of address should give formed as well at present address. DISPLAY ADVERTISING—Fifty cents per agate line. Whole page, \$35.0; half page, ; quarter page, \$87.50. No display advertisement measuring less than four lines accepted. Last advertising form goes to press noon Monday. No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to \$175

No telegraphed advertisements accorded unless remittance is publication office before noon Monday. The Billboard reserves the right to edit all advertising copy

Get Relief from these Dangerous Afflictions

gives you all the facts

Symptoms and Ireatment of RECTAL and COLONIC DISEASES THORNTON and MINOR KANSAS CITY, MO

Learn the truth about Hemorrhoids (Piles) and other rectal diseases which are responsible for more human suffering than any other one cause. Use the coupon below for a Free copy of this new illustrated book which clearly explains these dangerous afflictions, and which gives you all the facts for securing permanent relief.

Read how 46,000 men and women were saved from long suffering

Know how thousands of former sufferers in all walks of life-from every state in the Union and even foreign countries—were freed from their rectal troubles by the mild, successful treatment de-scribed in this interesting book. You will receive a Reference List, with the book, listing names and addresses of former patients, with statements in their own words, gratefully telling how they were

saved from long suffering, worry and heavy expense . . . without loss of time, hospitalization or use of ether, chloroform or other dangerous anaesthetics.

Find Out NOW why 3 out of 5 are afflicted

Modern living has resulted in rectal disorders becoming so widespread that medical authorities agree 3 out of every 5 men and women over forty years of age, and many younger, are afflicted, and that often incurable complications, even cancer, follows these conditions when neglected. But experience at the Thornton & Minor Clinic shows this suffering to be so unnecessary, when properly treated in time. Such valuable scientific knowledge is

availible to you, in this informa-

What other Diseases are caused by these Conditions?

Frequently, people suffer for years from common ailments such as Headaches, Nervousness, Constipation, Faulty Nutrition, Stomach and Liver Troubles, or Kidney Disorders, without suspicion that rectal afflictions are the real cause of their ill health. These symptoms are simply Nature's warning that something more serious is present, as these dangerous afflictions do strike at the very foundation of health. Correct information now may save you much pain and unhappiness later—send the coupon, or a post card or letter, for this new book, which will give you more information, than any other one source, on Piles and other rectal ailments. It is based on the experience of 57 years in the world's oldest rectal clinic. Feel free to ask questions about your own case. There is no obligation for a personal reply and the literature will come in a plain wrapper.

SUITE 1553, 926 McGEE STREET, KANSAS CITY, MO.

THORNTON & MINOR CLINIC, Suite 1553, 926 McGee Street, Kansas City, Mo.

Please send me, without obligation or charge, your new Descriptive Book and Reference Literature.

I am troubled with

☐ Piles ☐ Fistula

Other Rectal Disorders

Name

City

State

Please mark X indicating your trouble.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post Brown, Pat. 12c Knight, Jack, 6c C. W., 30c McDonald, Mickey, Jordan, 1ula Jordan, 15c Oliver, O. L., 3c Lippincott, Tavis, L. H., 4c Malcolm, 15c Willard, Bob, 5c

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Abbott, Mrn. A.

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Adams, Dorky

Adams, Dorky

Adams, Dorky

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Allen, Mrs. Kath

Allen, Mrs. Kate

Allen, Mrs. Kate

Allen, Mrs. Kate

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Alessandra, Marie

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Alessandra, Marie

Anderson, Hazel E.

Anderson, Hazel E.

Anderson, Mamie

Ambuster, Mrs. Rose

Haggard, Jane

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Haggard, Jane

Haggard, Jane

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Hughes, Ramona
Hunt, Goldle
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Jown, May

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B. H.

B. H. H.

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Letter List

NOTE-The mail held at the various offices of The Billboard is classified under their respective heads, L. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under Pastor, Rall
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Carter, Wally
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Carter, Wen.
Carter, Me.
Carter, Me.
Carter, Me.
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Carter, Me.
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Lee Horse, Chief

Gentlemen's List

Gentlemen's List

Adams, R. M.
Allen, Bud
Atkinson, Jarmon
Autry, Gene
Awad, Joseph A.
Baker, Shorty
Barth, Henry
Barth, Henry
Benson, Howard H.
Blaunt, A. E.
Breitenstein, B. D.
Brown, Ray W.
Brown, Ray W.
Cope, Johnny
Coop, Johnny
Coop,

NSAS CITY OFFICE liscontinued

nouncement of our MARIA OFFICE of Gregg Wellinghoff

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Merrill Bros. & Sister Meyer, H, Miller, Harry Mills, Duke Millons, Floyd Millon Melo Millons, Floyd Millons, G. J. Noble, Carl Noslee, G. J. Noble, Carl Noble, Saydney, E. Sydney, E. Sydney, E. Sydney, M. Sewis, Mike Raymond, Lester Reger, Buck Raymond, Lester Reger, Buck Rockwell, Mills Roles, W. M. Sears, Vic Shea, James A.

Snow, Howard, Singler, Herbert Stapleton, J. B. Sterling, Jack N. Thornton, Dick Thornton, Norman Tuttle, Jack Wingley, Jack Winslow, Bob VanRasy, Jack

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Benoit, Mrs. Frank
Benoit, Mrs. Frank
Booke, Mrs. Frank
Brandon, Marjie
Burtora, Mary
D'Arcy Sisters
D'Arcy Sisters
Hoth, Mrs. Robt.L.
Hooper, Mrs.
Hober, Mrs.
Hober, Mrs.
Edwards, Helen
Warren, Helen
Warren, Helen

Gentlemen's List

Gentlemen's List

Allen, Ed & Taxi
Andrich, Peter
Andrich, Peter
Andrich, Peter
Andrich, Peter
Andrich, Peter
Balez, Racktus)
Baker, Billie
Barker, Ragmond
Beamont, Jack K.
Rrown, S. W.
Cooper, Glomn R.
Chambers, T. H.
Chambers, T. H.
Cutter, S. P.
Donglas, A. J.
Dreibelbeis, A. J.
Dreibelbeis, A. J.
Dreibelbeis, Juck
Gooding, Clyde
Gordon, Buddy
Gounesson, P.
Hartford, P.
Heath, William
Holderbaum, Chae
Hotchins, John T.
King, Raymond
Lambert, D. J.
Lang, Rilly
Lant, "Doe" Ray
Linton, Alex W.
Mahra, Prince

MAGIC—
(Continued from page 27)
and plenty of free beer and lunch will be served. This meeting will be held at the hall of the Gluek Brewing Company, thru the courtesy of Louis Gluek, magic enthusiast. The March 15 session will be at the clubrooms of Mystic 13, 1628 East Lake street. There the magi will endeavor to fool one another with new tricks. At the Gluek Brewing Company's Hall only 80 men can be accommodated so reservation will be necessary. Magi wishing to attend who are not members should write to the secretary, Ernie A. Anderson, 4637 Ewing avenue, South, Minneapolis. There will be an amateur contest March 15.

PA STRIBLING-

(Continued from page 26)

(Continued from page 26)
plotting to embarrass and harass a fellow showman."
Jack Freeman, of course, heads the emsee staff. Harry Jarkey affords the comedy relief, while "Chuck" Payne does a swell job of vocalizing. Freeman persuaded Mickey Thayer, who had dropped in to say hello, to share the responsibilities of overseeing the floor with Bob Perry.

Perry.

Thirty couples and seven solos toed the mark when "Pa" Stribling fired the starting gun. Stribling is one of the most beloved persons in all Georgia. He is the father of the late W. L. (Young) Stribling, boxer and aspirant to the heavyweight crown. He is a close friend of Ray Alvis, dating back to the days when Alvis was a manager of boxers. Alvis at one time had four world's champion boxers in his "stable."

ST. JOSEPH DOWN

(Continued from page 26)

nights, when customers can see Eagles' wrestling card along with contest at no price advance. Bank night Tuesdays and farm night Wednesdays also drawing

farm night Wednesdays also drawing well.

Chet Naylor and Dimples Houser, Des Moines team, said "I do" before Justice of Peace Luke Balch night of February 21 with good house and still are in the running. The other remaining contestants: Nick Pappas and Flora LaVoy, Louie Festa and Sophie Boc, Ray Wilson and Mildred Hanlett, Wallace Butcher and Mary Honack, Johnny Baird and Jennie Rowe, Cecil Vanderwalker and Lee Studyvin, Jimmie Zimmerman and Vera Melching, Ernie Dowling and Bobbie Shelton, Walt Gross and Margie Knowles, Tex Nelson and Marion Walker,

Stanley Cose and Ella Williamson, Nick Petrovic and Bee Bourinville, Don Nay-lor and Dinah Houser, Jack Harlan and Hazel Norris, Buddy Kaye and Pat Hazel Norris, Buddy Ka; Heins; Doran Herbert, solo.

ROSS BELL-

ROSS BELL—
(Continued from page 26)
assisting; Jo Jo Layer and Lois Bell, head
nurses; Mrs. Helen McLaughlin, auditor;
Al Fisch, publicity; Singer Fisher, properties, and Harry McLaughlin, dietitian.
The Bell unit is sponsored and morally
supported by the Bell Chamber of Commerce, which thoroly investigated the
company's operations over the past several years and went on record as being
well satisfied with the entire setup, personnel, etc., of Ross organization.

CELLOPHANE WEDDING

(Continued from page 28)
putting this over as one of the most
beautiful ceremonies of its kind ever

putting this over as one of the most beautiful ceremonies of its kind ever performed.

The wedding party, aside from the bride and groom, had Jean Andrews as maid of honor, with Evelyn Thompson, Helene Mills and Madge Brecht, bridesmaids. Ernie Gilberti was best man. King Brady gave the bride away. Better than 2,800 people turned out for the ceremony. Jimmy Mullin's little girl was ringbearer and the Reverend Snipes, member of the Tampa Administrative Board, performed the ceremony.

Mickey Grove, the bride, was dressed in white cellophane. The bridesmaids in different colors, with picture hats and cellophane bouquets. Both G. E. Michaelson and Harry H. Cowl, of International, were on hand for the wedding.

Immediately after the ceremony, still using the whole wedding party, except the bride and groom, one of the funniest mock ceremonies ever put on was witnessed, with the three Ryan boys and Eagle Miller doing the comedy and King Brady taking the part of the parson. When the part came for one of the boys to come on as the "Irate father." with the big shotgun as an accessory, the house went into hysterics, and when a few minutes later another of the boys came on nearly as he was when a week old, with one of those big horseblanket safety pins holding the sheet in place, everything had to be held up for several minutes before King Brady could go ahead with the ceremony.

Four couples and one solo are left, consisting of Corlis Cooley and Mickey Cooley, Bill Garrison and Evelyn Thompson, Bobby Allen and Helene Mills, Ernie Gilberti and Jean Andrews, with Bobby Madison as a solo.

ANDERSON—Mrs. Rene, wife of Sam Anderson, formerly of the California Shows, at Mercy Hospital, Springfield Mass., March 1.

BROWN—Sherman, 69, manager of the Davidson Theater, Milwaukee, for 41 years and in past years assistant secre-tary of the park board there, February 28 at his home in that city. He resigned as manager of the Davidson in May, 1930, when the theater's ownership changed hands. Survived by his widow, five sons, a daughter and a sister.

BUTLER—Ferrell E., 41, producer of stage attractions and manager of thea-ters since 1912 and manager of the Temple Theater, Saginaw, Mich., since October, 1933, February 26 in a hospital in that city. He was a nephew of Annie Oakley and was connected with the Butterfield Theater Circuit for seven years. Survived by his widow, father, you and daughter. son and daughter.

son and daughter.

COOMBS—James, 65, former grand opera singer, character actor and lately in radio with S. L. Rothafel (Roxy), in New York February 23. For years he was with the Savage English-Speaking Opera Company, which toured the country 35 years ago. After he graduated from Brown University in 1897 he coached football at Worcester Academy in Massachusetts and football and track at the University of Maine. After the Spanish-American War he toured with the Savage troupe, then going to the Spanish-American War he toured with the Savage troupe, then going to the New York Hippodrome doing grand and comic opera work for R. H. Burnside. In 1919 he joined the Roxy Gang, singing with that group until it disbanded recently. He was known as Daddy Jim in the Roxy Gang. While with Rothafel he sang at the Capitol and Roxy theaters, New York, and later at the Radio City Music Hall. He also wrote lyrics, one of his works being the Indian operetta Onteora's Bride. Surviving, besides his widow, are two daughters and two sons. two sons.

COSGRIEF—Ed, 75, former president of Cedar County (Iowa) Fair Association, February 1 at his home in Clarence, Ia. Born in Tipton, Ia., and interested in fair work many years.

ORANE—Roy H., 32, at San Antonio, February 17. He was a high-diving clown and attraction manager with carnivals for years, last season with Rubin & Cherry. He was a native of Kansas nivals for years, last season with Rubin
& Cherry. He was a native of Kansas
City, Mo. Surviving are his mother,
Mrs. R. M. Foster, Los Angeles, and a
sister, Mrs. J. S. Frazar, San Antonio,
Eurial in Mission Burial Park, San Antonio, February 19.
CULLUM—Oliver Clayton, 42, shipping
clerk for the Fox Film exchange, Memhis suidants at his home there recent-

cierx for the Fox Film exchange, Memphis, suddenly at his home there recently. Cullum had been with Fox for seven years. His widow, Opal, is employed at the RKO exchange in Memphis. Burial in Forest Hill Cemetery

there.

DAY—Holman, 69, author and scenarist, February 19 at Mill Valley, Calif.

DENK—Joseph A., 29, dance-band leader, in Rochester, N. Y., February 20 as the result of injuries sustained in an auto crash February 12. He leaves his wife, one son, his parents; three brothers, Henry, Clarence and Frank, musicians, and six sisters. Two of his sisters formerly appeared in tabloid and burlesque as the Denk Sisters. His widow

Arthur Hauk

Arthur Hauk, 48, one of the best Arthur Hauk, 48, one of the best known tabloid managers and producers in the business and a pioneer in that type of stage entertainment, was instantly killed Saturday morning, March 2, when the car in which he was riding with Dean Metzger, theater man, of Lima, O., struck a bridge rail on the highway on the outskirts of Hawkinsville, Ca. Metzger was killed in the same crash. same crash

same crash.

From 1912 to 1915 Mr. Hauk appeared in vaudeville with the Four Musical Kings. Later he organized the "Sunshine Revue," which he operated over the Cus Sun Time until 1932. Since quitting the road he has been located in Fort Wayne, Ind., where he was engaged in various theatrical activities.

His revue appeared for a time at the Riley Theater in Fort Wayne, and later Mr. Hauk engaged in club booking work in that city. At the time of his death he was advancing a donkey baseball unit.

Mr. Hauk is survived by his widow, residing in Kendallville, Ind., and one brother.



is the sister of Floyd Halicey, burlesque performer

DESMOND—Mary, prominent in operatic circles for the last 45 years, in Boston February 23 after an illness which forced her retirement last year. Born in London, she had appeared as soloist in command performances before King Edward VII, King George IV and Queen Mary. She also gave many performances in the United States. For several years she was head of the vocal department of the College of the Spoken Word, Brook-

EAGLE—William Ogden, after a two years' illness of heart trouble, at his home in Thomasville, N. C., February 16. He formerly was a show operator and concessioner with carnivals, among them Cetlin & Wilson, David Christ, Ajax United and Bunts shows, His widow and three children survive.

ENOCH-Thomas J., 75, retired circus and vaude performer, in Indianapolis February 23. Burial in Crown Hill Cemetery there. He was billed as Tom Leo and performed with three of his brothers, known as the DeVaro Brothers, on the horizontal bars. He was a member of the Elks' Lodge, Seattle, and the Shownen's League of America. Survivors are three brothers, Marshall and Charles, who were in the troupe, and William Enoch.

Enoch.

FICK—Charles F., 65, recently at Topeka, Kan. Before moving to that city 20 years ago he was with the Ringling Bros.' Circus. For a number of years he worked for Jerry Mugivan and Bert Bowers. In his last years in show business he did contracting work. He was a Shriner. Survived by his widow, two daughters, three sisters and a brother.

brother.
FITZ-ALLEN—Adelaide, 79, long a well-known legit actress and more recently in radio, February 25 in New homelal pneumonia. She creates the control of the control York of bronchial pneumonia. She created the part of the witch in The Witch's Tale, popular radio serial on the Witch's Tale, popular radio serial on the air four years. After studying in New York and Parls and in Dion Bouccicault's school she made her debut in Frank Mayo's 1888 production of The Three Musketeers. Later she played with Kate Cameron in The Two Orphans, and then was in the company of Mile. Rheafor several years. She toured both America and Europe, appeared with Ellen Terry and was generally recognized as a leading actress of her day, Other Ellen Terry and was generally recognized as a leading actress of her day. Other noted players with whom she appeared were Arnold Daly, Alexander Salvini, Alice Brady, Walter Hampden and Bruce Bairnsfather. Her plays included Lights and Shadous, Romeo and Juliet, The Nordeck, Davy Crockett, Mistress Nell and others. Her sister, Mrs. Mary W. Schmidt, survives, FRANKLIN—Mary M., 64, wife of John R. Franklin, former circus aerialist, at Memorial Hospital, Richmond, Va., February 25. Burial in Oakwood Cemetery there. Survived by her husband and a half brother.

half brother

half brother.

FREEMAN — Charlene Ritchie, 3½
years, in General Hospital, Kansas City,
Mo., February 23. Burial February 26
in Kansas City. She was the granddaughter of Bob Romola, operator of
medicine shows in the Midwest for many years. Her mother was professionally known as Roberta Romola,

known as Roberta Romola.

GORDON — Isabella F., 82, formerly prima donna with the Emma Abbott Opera Company and who sang the leading soprano role in the opening opera at the Tabor Opera House, Denver, in 1881, in that city February 28.

HANNA—Charles, 68, father of the Hanna Triplets, at one time well known in vaudeville and who trouped himself for a number of years, suddenly at the home of his disughter, Mrs. L. D. Lowe, near Bristol, Tenn. February 22. Sur-

near Bristol, Tenn., February 22. Surviving are his widow and six daughters.

HARBAUGH—Wendell, 25, bar performer, past season with the Barnett Bros.' Circus, was killed in an auto accident recently at Sumner, Ill. Survived

by parents.

HASTINGS — S. Fielding, 78, many HASTINGS — S. Fleiding, 78, many years in amusement business, during his early career operating riding devices and the first to operate a motion picture machine in his home city. Crisfield, Mass., at his home in Crisfield February 20. Two children, James S. Hastings

and Mrs. Bessie Windsor; two brothers, C. W. and Alonzo, and two sisters, Mrs. W. J. Graham and Mrs. Mollie Wright, survive. Burial in Crisfield Cemetery

JOHNSON — Curtis M., 57, former president of Minnesota State Fair and once Republican candidate for governor, in University Hospital, Minneapolis, of pneumonia February 22. He lived many years in Rush City, Minn., was long active for the State Fair and its head for six years. His widow was too ill to attend the funeral.

to attend the funeral.

KAISER—Mrs. Ida Riemann, 76, singer, widow of Esmar Kaiser and sister-in-law of the late Mark Kaiser, well-known musician, February 24, in New Orleans, following an illness of several months. She joined the choir of Touro Synagogue, New Orleans, at the age of 17 years. In 1893 she was a Louisiana representative to the Chicago World's Fair and sang there on Louisiana Day. Survived by three sons, one daughter and one grandthree sons, one daughter and one grand-

KINGSLEY—Pierce, 73, veteran actor, in New York recently, as mentioned briefly in last issue. He had been a guest at the Percy Williams Home, East Islip, L. I., since early 1931. He first appeared under the management of Lenhen & Bateman and with the Primrose & West Minstrels. In the '80s he was with J. K. Emmet in Fritz in Ireland and with Joseph Murphy, Irish comedian. His widow survives.

KOHN—Morris, 71, pioneer film producer, in Nanuet, N. Y., February 20, as mentioned briefly in last issue. His experience in pictures goes back to the pioneer days of the industry, when he quit the fur business in Chicago, where he had been Adolph Zukor's partner, to enter the nickelodeon field with Zukor KINGSLEY-Pierce, 73, veteran actor,

he had been Adolph Zukor's partner, to enter the nickelodeon field with Zukor and the late Marcus Loew. Before his retirement 12 years ago he had been president of the Realart Pictures Cor-poration, subsidiary of Famous Players Lasky Corporation, and also president of Select Pictures Corporation, which Zukor controlled. Funeral was attended by many of the leading picture execu-tives. Burial in Mount Hope Cemetery, Westchester, N. Y.

Westchester, N. Y.
McDONALD—Mother of Wallace McDonald, writer and former screen actor, February 22

February 22.

MARCHE—Mrs. Gazelle. 42, former picture actress, February 26 in New York of bronchial pneumonia.

MAUDRU—Charles, 76, formerly in charge of the stage of the Theater Michel in St. Petersburg, France, and more recently at the Theater Antoine, Paris, in that city February 17.

IN LOVING MEMORY of My Brother
CHARLES V. McCREA Who Passed on MARCH 8, 1934 MRS. HARRY DUVALL

MELNIKOV-Mrs, Zacher, 34, who appeared for several seasons with the Milwaukee Philharmonic Orchestra and waugee Philiarmonic Orchestra and also played in the Wisconsin Theater orchestra, Milwaukee, as violinist under the name of Edith Perssion, February 24 in New York. Besides her husband, she is survived by a son, Miles; her father, Arthur Perssion; two sisters and two brother

brothers.

MERA—Edith, 27, vaudeville and film actress, February 24 in Paris following an operation. Miss Mera appeared in Hollywood pictures four years ago.

METZGER—Dean, theater manager of Lima, O., was killed, along with Arthur Hauk, tabloid producer and manager, in auto accident near Hawkinsville, Ga., March 2. Details of accident appear on Burlesque-Tabloid page.

MIDKIFF—Alvin, 63, Shelbyville, Ind., secretary of the Shelby County Fair Association, recently of paralysis. His widow survives.

ow survives

ow survives.

MOFFETT—Richard, former theater doorman in Rochester, N. Y., recently at the Veterans' Hospital, Batavia, N. Y.

MORROW—Mrs. Theresa, 91, mother of Dottie Reno, of the Great Reno and Company, at the family residence in St. Joseph, Mo., January 17 of Influenza.

PAMPLIN—John M., 60, colored ma-gician, juggler and knife thrower, of a heart attack in Danville, Ill., Febru-

ary 26.

PAPULIS—Angela, 23, daughter of a Midwestern theater owner and a patient of the NVA at Saranac Lake, N. Y., for or the NVA at Saranac Lake, N. Y., 10r six years, at Saranac Lake February 21. Body was cremated and sent to her home in Steubenville, O. Her parents, two sisters and two brothers survive. PETERS—Frederick C., 59, father of Carole Lombard, motion picture actress, the state of t

Carole Lombard, motion picture actress, at University Hospital, Ann Arbor, Mich., February 19 following an operation. Survived by two sons, one daughter, three sisters and three brothers. Funeral services in Fort Wayne, Ind., and burial in Lindenwood Cemetery there. FOTTER—Ray (Slim), 52, of a cerebral hemorrhage at the home of his mother in Coffeyville, Kan., February 11. He operated eating stands at fairs and with carnivals for many years. Survived by his mother, Mrs. Mary Potter, and sister, Mrs. Clara Dial, both of, Coffeyville, in which city funeral services

yived by his mother, Mrs. Mary Potter, and sister, Mrs. Clara Dial, both of, Coffeyville, in which city funeral services and burial were conducted February 14.

PREUSSER—Otto, at Milwaukee, February 14, after a five days' illness of pneumonia. He was connected with the Clarence A. Wortham Shows in 1920, and previously was with shows on the Pacific Coast. His widow, Anna, and son, Ervin, survive. Interment in Milwaukee February 16 in charge of Odd Fellows.

PRUITT—R. T., 59, circus billposter and father of Virgil and Vestal Pruitt, billposters with the Barnett Bros.' Circus, was killed in an auto accident while en route from Brazil to Carbon, Ind. his home. He had been off the road the last two seasons. Funeral services at Virgil Pruitt's home in East Brazil, Ind. Interment at Pleasant Valley Cemetery there.

at Virgil Prutt's home in East Brazil, Ind. Interment at Pleasant Valley Cemetery there.

RANDOLPH—Clate, father of C. R. LaMont, of LaMont Bros.' Circus, February 10. Burial in Defiance, O. (Anyone knowing whereabouts of C. R. LaMont is asked to notify him of the death.)

death.)

ROBERTSON — Cecilia Reynolds, 65, mother of Ralph Robertson, advertising manager for the Paramount Film Corporation, at the Hollywood Hospital, Hollywood, February 20. Mrs. Robertson was society editor of The Washington Post for 16 years. Two sons survive. RUSSELL—Raymond E. 36, newspaper man and press agent with carnivals, among them Christ United Shows last season, at the home of his parents, Mr. and Mrs. W. E. Russell, in Dennison, O., February 28, of heart trouble. Survived by his widow, Rosalie, and three children, Flora Lee, Mary Jane and Virginia; his parents, five brothers and two sisters.

IN MEMORY OF A REAL TROOPER. James Scotland

Stage Trouper, N. J. State Troops ison-Aubury Trio. James Scotland. Who died in the performance of his duty Tuesday, February 19, 1935. HARRY BURNS. DOUG LEAVITT.

SACHSENMAIER—William, 61, former president of the Universal Film Ex-(See FINAL CURTAIN on page 65)

A. P. Sandles

A. P. (Put) Sandles, 64, notable figure in Ohio fair circles and State politics, died at his home in Columbus, O., February 26. For many years he had spoken at conventions of the Ohio Fair Managers' Association there and missed the 1935 meeting only because of illness. He was a pioneer in county fair organization and was active in the former association, the Ohio Fair Boys.

His eloquent oratory and pungent pen made him popular in many Buckeye activities. He did much for agriculture as secretary of the State Board of Agriculture in the administration of Governor Judson Harmon. He was three times candidate for the Democratic gubernatorial nomination and a

three times candidate for the Demo-cratic gubernatorial nomination and a former State civil service commission-er. In December he resigned from the board of directors of the Federal Farm Bank because of a heart ailment. He was a native of Ottawa, Putnam County, O., where the family main-tained a home. Surviving are his wid-ow; a son, Bryan P. Sandles, manager of Ohio State Junior Fair, and six daughters.

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6 reels, \$35; Confession, 6 reels, \$25; I believe,
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SISTERS—Violinists and Pianiste, good volces, desire to join a good, first-class hotel orchestra or solo work. Experienced, Write or wire THE EKE-DAHL SISTERS, 258 Falconer St., Jamestown, N. Y.

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MOROSCO, 1211 21st St., Wienita Fails, 1ex. mh16

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VIOLINIST AND PIANIST—Man and wife de-sire engagement in cafe, night club or beer garden. All letters answered. MUSICIANS, 298½ 8th Ave., Southeast, Aberdeen, S. D.

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Rhythm, lead, fake, arrange, compose, no booze. RICHARD F. RICKE, Doon, la. mhl6

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AT LIBERTY—COMEDY TEAM. MAN AND wife, versatile, refined. Singing, Accordion and Piano. Ten characters, plenty singles, doubles. Have car. BOX CHI-29, The Billboard, Chicago, III.

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Salary your ilmit. JACK STARK, care Piedmont
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to Five Parachute Drops. Modern equipment, no trench. Equipment registered Department Commerce. W. G. PARENT, Greenwille, O.

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Modern equipment, and the previous part of the parachet of the parachet



ROUTE DEPARTMENT

When no date is given the week of March 2-8 is to be supplied. In split week houses the acts below play March 6-8.

VAUDE-PRESENTATIONS

Adair, Ted, Revue (Mci.) Brooklyn.
Albee Sisters (Paradise) New York.
Allen & Kent Foursome (Pal.) Minneapolis,
Apollon, Dave, Revue (Fox) Washington,
D. C.

D. C. Arieys, Four and One-Half (Orph.) Los An-geles 5-12. Arms, Francis (State) New York, Ayres, Agnes, & Hollywood Debs (Academy of Music) New York.

Barr & Estes (Oriental) Chicago. Bartells & Hurst Revue (Valencia) Jamaica, Bartens & N. Y.
N. Y.
Bell's Hawaiian Revue (Westland) Portsmouth, O.; (Kearse) Charleston, W. Va.,

Bell's Hawans (Kearse) Charleston, 10-16.

Bennett, Owen, Vanities 1935 (Ben All) Lexington, Ky.

Bernet, Jack (Chicago) Chicago,
Berle, Milton (Contury) Baltimore,
Blackstone (RRO Albee) Providence,
Bowan, Sibyl (Orph.) Minneapolis,
Boyd, June (Loew's Orph.) Boston,
Brengk's Golden Horse (Lyric) Indianapolis,
Brown & Whalen (Orph.) New York,
Buck & Bubbles (Pal.) New York,
Buck & Bubbles (Pal.) New York,
Burke, Johnny (State; Newark, N. J.

Calvin, Al. & Marguerite (Gayety) Minneap Chivin, At & many control of the colls, of t

Cass, Mack, Owen & Topsy (Albee) Brooklyn.
Chaplin, Lits Gray (Pern) Pittsburgh.
Chicken Sisters (Orleago) Chicago.
Clair & Sanna Sisters (Orlental) Chicago.
Clair & Sanna Sisters (Orlental) Chicago.
Clark's, Harry, Rhapsody in Rhythm (Beacon)
Vancouver, Can., 8-14; (Columbia) Longview, Wash., 15; (Whitetide) Corvalits, Ore.
17.
Cobb's. Gene. Rambles in Rhythm (Strand)
Port Arthur Tex.; Pal.) Bryan 11-12;
Connors, Prankle (Fox 18-16).
Cook, Phil (Met.) Boston.
Cooper, Jerry (Academy of Music) New York.
Croel & Allen (Loew's Orph.) Boston.

Croel & Allen (Loew's Orph.) Boston.

Dalton & Graig (Pal.) Minneapolis.
Dance Varieties (Plymouth) Worcester, MassDavis, Benny, & Star Dust Revue (Ratle)
Philadelphia.
Davis, Chas, & Orch. (Met.) Brocklyn.
Denizen, Helen, Revue (Loew's Orph.) Boston.
DeCardos (Grph.) Minneapolis.
De Rose (State) New York.
Derreraux, Jean, & Co. (Oriental) Chicago.
Dormonde. George & Jack (Lyric) Indianapolis.

oils.

Derey Bros. & Bob Crosby (Earle) Washington, D. C.

Drayton Sisters (Polk) Lakeland, Pla., 8:

(Paletka) Palatka 9; (Victory) Charleston,
S. C., 11-13.

Durante, Jimmy (Valencia) Jamaica, N. Y.

Eigins, Pive (Orph.) New York.

Emerson's Mountaineers (Lyric) Indianapolis,
Enos, Rue, Tric: Springfield, Ill.; Pooris 11
16.

Brico & Novello (Capitol) New York.

16. Enrico & Novello (Capitol) New York. Estelle & Harvey (Riverside) Milwaukee. (See ROUTES on page 57)

Conducted by CHARLES WIRTH-- Communications to 25 Opera Place, Cincinnati, O.

PAWNEE BILL SHOW TO H-W

Bill Penny To **Manage Concert**

36

Wild West troupe also to appear in spec-to report for Chicago opening

SARASOTA, Fla., March 2.—The entire Wild West show for the Hagenbeck-Wallace-4 Paw-Sells Bros. Combined Circus will come from Pawnee Bill's Ranch at Pawnee, Okla., report-

Bill's Ranch at Pawnee, Okla., reporting for the opening in the Stadium at Chicago on April 20, it was announced today by General Manager Sam W. Gumpertz of the Ringling interests.

Major Gordon W. Lillie, known as Pawnee Bill and one of the last of the old Indian scouts, is now readying the aggregation, which will bring its own stock and props. The troupe will include 20 Pawnee Indians, Cossacks, cowboys and other performers. Bill Penny will be in charge.

The Pawnee Bill show will give a 25-minute concert and will appear in the

minute concert and will appear in the spec and in the mid-show bally for the concert. At least 40 people will be with the troupe.

Oyler To Manage Russell Side Show

BOLLA, Mo., March 2.—J. H. (Doc)
Oyler will be in charge of the Russell
Bros.' Circus Side Show. Doc has been
with the big ones and will be valuable
addition to the staff. He is at his home
in Duncannon, Pa., where he will remain
until opening of show.
Because the Russell show has adopted
the rule of not engaging acts that are
booked at fairs, the Morris troupe will
not be with the show as stated last week.
The management insists that all acts en-

not be with the show as stated last week. The management insists that all acts engaged by it must remain the season. Ray Blankenship and James Webb will again be in charge of the new office wagon, the former as treasurer and the latter as secretary. Ray Swan will again greet the holders of passes at the pass gate.

Wheeler Ties Up With Hunt Show

WASHINGTON, March 2.—A deal has just been consummated whereby the Hunt Circus acquired the equipment, animal acts, etc., that last season formed a part of the Almond & Conley Circus, as well as trucks and other property that was used by Al F. Wheeler on Schell Bros. Circus season of 1934. The Hunt show will be further enlarged by the addition of three more new trucks, a new calliope and several new parade floats, as a street parade will be featured. Wheeler will have charge of side show and concessions, and Dixie Green has been engaged to take charge of advertising trucks.

Bombayo to London
CINCINNATI, March 2.— Kannan
Bombayo, bounding rope performer, will
leave New York on March 22 for London
to open with Mills' Circus.

Performers Rated First

NEW YORK, March 2.—The Forest Hills Post, local weekly paper of the exclusive residential section of the New York smart set and millionaires, located on Long Island, has just held an Inquiry Questionnaire as to who are the most famous residents of the community.

In more than a hundred answers the first five mentioned as published in the completed list included two performers of international reputation. The first was Fred Stone and the second May Wirth. The others in order named were Burns Mantle, dramatic critic and columnist of The Dally News; Holen Keller and James Stewart, the New York City merchant prince.

25th Tour for Atterbury

DAKOTA CITY, Neb., March 2.—Atterbury Bros. Trained Animal and Three-Ring Circus will take the road in April for its 25th annual tour. Show is being enlarged and a junior Parker Merry-Go-Round will be carried. There will be new canvas. Shorty Lorch is superintendent of canvas, Bill Woodcock will be a charge of elephant and other will have charge of elephant and other animals. Trucks have all been over-hauled.

Recent visitors were Max Gruber and Charles Coughlin.

Vera Bruce Under Knife

LONG BEACH, Calif., March 2 .- Vera LONG BEACH, Calif., March 2.—Vera Bruce was operated on for appendicitis last Saturday at a local hospital and is reported doing nicely. She gave a per-formance on February 21 at the Desert Circus, Palm Springs, Calif.

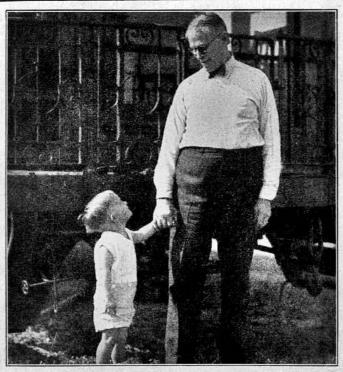
Mascoe's Mother Dying

CINCINNATI, March 2.-Information has been received by The Billboard that the mother of Fred Mascoe is dying and wants to see him. Her address is 117 Lippincott street, Toronto, Ont.

Mascoe was with Gorman Bros. cus last year and then with Joe Rossi on a carnival. Readers knowing of his whereabouts are asked to bring this to his attention.

DeBarries With Barnett

CINCINNATI, March 2.-W. E. DeBar-CINCINNATI, March 2:—W. E. DeBarrie will have the side show with Barnett
Bros.' Circus, and his wife will present
her cockatoo act. They have been on
West Coast all winter playing Paramount and Orpheum theaters with their
act, "Birds in Joyland"—18 cockatoos
and macaws.



THIS PICTURE of Sam W. Gumpertz, general manager of the Ringling Circus interests, was taken the other day at Sarasota, Fla. With Mr. Gumpertz is John Louis Iwerson, of Sarasota, who has been chosen as the "typical American boy" for the circus. The lad's picture will be used in circus publicity all over the country this year.

Sam W. Gumpertz Looks for One of the Greatest Seasons

SARASOTA, Fla., March 2. — The American circus today is facing one of the greatest seasons in the history of March 2. - The

the greatest seasons in the history of the amusement world, a season that will bring new records and new thrills to the circus-going public.

This is the studied opinion of Sam W. Gumpertz, vice-president and gen-eral manager of the Ringling Circus interests.

Mr. Gumpertz bases his opinion on the reports of general agents who have been busy for weeks studying the busi-ness situation in scores of key cities

ness situation in scores of key cities thruout the nation.

Another basis for his opinion is the more than 100 per cent increase in attendance at the Ringling quarters here since the middle of November. Last year upwards of 50.000 persons passed thru the gates, and the figures so far this year indicate more than 100.000.

Pat Valdo, one of Mr. Gumpertz's assistants, recently returned from a long jaunt over Europe and many new faces

will be seen with the shows. It costs "big money" to bring these acts from Europe and to maintain them while in the States, so an indicated poor year would not justify the outlay.

But this bringing in of European acts does not mean that American performers are being given the run-around. They are being shifted around among the three Ringling shows, with new faces in new territory. Tim McCoy, movie cowboy, is coming with the Ringling show.

Upwards of \$300,000 has been spent in the Ringling Circus quarters here. Innovations will include solid aluminum cage wagons for Emir, large tiger, and for lions and lionesses; pneumatic rubber tires on circus wagons, etc.

From his office car here Mr. Gumpertz directs the activities of the other two Ringling shows, Hagenbeck at Peru, Ind., and Barnes at Baldwin Park, Calif.

At the quarters here the hum of activity resounds thruout the 700-acre plant.

Four New Coaches For the Cole Show

ROCHESTER, Ind., March 2.-With ROCHESTER, Ind., March 2.—With the color scheme definitely announced for rail equipment, paint and repair men have started work at Cole head-quarters here. Coaches will be red, with gold trim and lettering. Flats, stock and elephant cars will be in aluminum, with bronze-blue lettering and trim. Arrival of four new coaches this week practically completes the train equip-ment.

The New York Mirror, issue of February 24, devoted a page in colors to Clyde Beatty under the title "When a Lion Bites Beatty It Is Always News."

Al Dean, superintendent of commis-Al Dean, superintenent of commis-sary, is assembling kitchen and dining equipment for the road. Provision is being made to accommodate 1,080 peo-ple, which it is reported will compose the show's personnel.

Walter Rairdon and Earl Lindsay will be in No. 1 ticket wagon, and Arnold Malley will have charge of No. 2 wagon.

Vic Robbins, band leader, left Friday for Columbus, O., to confer with Rex de Rosselli, producer of spec, The Serenade From Spain, which will prelude the Cole show. Robbins will compose several scores for new extravaganza.

Walter Grebb, head chef, has returned to quarters after a visit with relatives in Bnghamton, N. Y.

Lewis Bros.' Show Playing Indoors

CINCINNATI, March 2.—Lewis Bros.*
Circus played in Windsor, Ont., week of
February 11, under auspices of the
Tuberculosis Veterans' Association. Engagement was a success, it being necessary to give two shows Friday and
Saturday nights. Ella Feldman rode
menage and Carl Romig and son filled
in clown alley with Carney McFee, Sammy Waterfield and Carl Davis.

Manager Paul M Lewis will again put

Manager Paul M. Lewis will again put on his show at National Guard Armory, Ft. Wayne, Ind., March 28-30, auspices of the Grotto. This will be third consecutive year that the show has appeared for a winter engagement in that city. Lewis states that he has one more indoor date before outdoor season gets under way.

indoor date before outdoor season gets under way.

Lewis further states that he has booked the following for outdoor sea-son: Moreen troupe of five, teeter board and aerial numbers (act managed by Will G. Morris Jr.); Atterbury Duo, Rid-Will G. Morris Jr.); Atterbury Duo, Riddle Family, Carmen and Crowley, Three Ortons, Madame Bernard's dogs, Pauline King, Grant Sisters; Earl Lewis and wife, latter prima donna and working elephants; Capt. Smith, working lions; Biddie O'Brien, working dogs and ponies; Alice Comstock, aerial numbers

Midget in Arena

CLEVELAND, March 2.—Margaret Ann

CLEVELAND, March 2.—Margaret Ann Robinson, midget, feature side-show attraction at the Grotto Circus here, proved a strong drawing card.

Abe Tavlin, tour and exhibit manager, hit upon the idea of presenting her in the arena immediately following each performance. This plan worked most effectively for Abe, as approximately, 100,000 process, and their dimensional control of the c mately 100,000 persons paid their dimes

Ingalls' Float Cops

SARASOTA, Fla., March 2.—A big hit of the Pageant of Sara de Sota here last week was the baby parade, a Saturday afternoon attraction that drew upwards of 25,000 spectators who saw a circus group carry off the grand prize for originality and beauty.

Clyde Ingalls, Ringling side-show manager, was responsible for the float which was labeled "Sarasota Sunshine." It was in the form of a rickshaw, with

Which was labeled "Sarasota Sunshine."
It was in the form of a rickshaw, with
the two Ingalls youngsters, Jane and
John, riding ih palm-bedecked seats.
Pulling the rickshaw were Estelle Butler
and Theol Nelson.

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ings. Sides, 3x36 Bally Cloth. Good as new. CHARLIE DRIVER, Manager. O. HENRY TENT & AWNING CO., 3830 Shoffield Avenue, Chicas

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Bass Player. Others write. C. S. BBOOKS, Missouri Hotel, Kansas City, Mo.



With the Circus Fans

By THE RINGMASTER

CFA.

President, Secretary,
FIRANK H. HARTLESS, W. M. BUCKINGHAM,
2930 West Lake Street, Thames Bank,
Chicago, III.
(Conducted by JOHN SHEPARD, Editor "The
White Tops," 609 Fulton St., Chicago, III.)

The Harry Atwell Luncheon Club had following in attendance at daily meet in Coffee Shop of Hotel Sherman, Chicago, on February 21: Atwell, Nat Green, Arthur Hopper, Floyd King, Harry Bert; Bert Wilson and John Shepard, both CFA, and Dorothy Helmer.

A. Morton Smith, CFA, of Gainesville Tex., is program chairman of the Fine Arts Festival to be given at Cooke be given at Cooke County Fair Park in April.

Guy Toombes, CFA, manager of Davenport Hotel, Spokane, will assume management of Hotel Utah in Salt Lake City. On February 25 the Spokane CFA tendered Toombes a farewell dinner.

A framed set of pictures of the Cran-brook elephant stampede was recently added to Circus Room of Davenport Hotel, Spokane.

Sverre O. Braathen, chairman of W. swerre O. Braathen, chairman of W. C. Coup Top, Wisconsin, sent us a catalog of Third Annual Adult Hobby Show held in Madison January 18 to 21. He exhibited a fine lot of circus programs and pictures.

Among recent visitors at Hotel Cum-berland Circus Room in New York were Bert Cole, James D. Barton, Charles Robinson, Kenyon Nicholas, Bert Merrill and wife, Mr. and Mrs. La Rue Dietz, A. Arthur, Doc Cann and Burns O'Sullivan.

Our chaplain, Rev. James W. E. Airey, is now located in Houston, Tex., and is rector of St. Andrew's Episcopal Church. Was formerly in Longview, Tex.

James B. Tomlinson, CFA, formerly a resident of Portland, Me., is now at Wyman Park Apartments, Beech avenue,

Beltimore, Md.

Bernard J. Walsh, 1306 Bidwell street,
Vancouver, B. C., Can., is a late addition

Vancouver, B. C., Can., is a late addition to membership.
C. Loutzenhiser presented Karl Knecht a fine collection of old heralds and programs, including Sells Bros. in 1884 and Barnum "Jumbo" book, issued in '83.
Frank C. Friedmann, chairman of the Adam Forepaugh Top. St. Paul, attended Shrine Circus in Minneapolis every day during its engagement. He met a number of folks.

Fowler Bros. Being Enlarged

TWIN LAKE, Mich., March 2.—Fowler Bros.' Circus is being enlarged and will be operated as circus and Wild West show this year. A new 80-foot top with four 30-foot middles has been received. Menagerie top will be 60 by 90; side show, 50 by 70, and two padroom tents, 30 by 50. A new light plant has been ordered. Five new semi-trailers were bought last week to handle the extra equipment that is being built. Fifteen more lengths of blues, 10 more lengths of reserves and 10 animal cages, which will be used in parade and menagerie, are being built.

Show will open in Southern Indiana first of May. Melvin Elliott will have charge of canvas, Ted Nash in charge of seats and Professor Zahradka will have eight-piece band.

A tract of land was purchased in Fiorida while Mr. and Mrs. Fowler were vacationing there, and show will go into new quarters next winter.

Street Playing Theaters

ST. MARYS, O., March 2.—Capt. Street's Animal Circus, wintering here, has been playing schools and theaters to good business since closing summer tour. The show runs one hour and 45 minutes, using dogs, ponies, goats and monkeys. Feature is "Poochie," dog with human brain. Happy Jack Wilson is doing clown numbers.

The personnel: A. H. Schurr, manager; Captain Frank Street, owner; Dick Sheaks, publicity; Had Morris, superintendent props; Mrs. Jack Wilson, tickets and bound.

Show is transported on two trucks and three trailers, using a sedan and sound truck on the advance. ST. MARYS, O., March 2 .--Capt. Street's

SHOW WITHOUT FAIL, RAIN or SHINE!



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BIG SHOW BAND—C. E. Redrick.
SIDE SHOW PERFORMERS—Mel Smith.
CANDY BUTCHERS, Etc.—Chester Pelke.
BIC TOP CANVAS—W. H. Curtis.
DRIVERS, Etc.—Jake Possey.
COOK HOUSE MEN—Geo. Tipton.
ELEPHANT MEN—Walter McClain.
ANIMAL MEN—Eddle Trees.
MECHANICS—J. O. Forbes.

All persons engaged report at WINTER QUARTERS, MONDAY, MARCH 18, AT 10 A.M. unless otherwise notified by letter. Kindly acknowledge this call at once by mail as follows:

BIG SHOW PERFORMERS—Robt. Thornton, Equestrian Director.

BIG SHOW PERFORMERS—Mel Smith.
CANDY BUTCHERS, Etc.—Chester Pelke.
BIG TOP CANVAS—W. H. Curtis.

DRIVERS, Etc.—Jake Posey.
COK HOUSE MEN—Geo. Tipton.
ELEPHANT MEN—Walter McClain.

ANIMAL MEN—Eddie Trees.

MECHANICS—J. O. Forbes.

CAR PORTERS AND DINING CAR HELF—Wm. Denny.
All others address S. CRONIN, Manager, Winter Quarters, Baldwin Park, Calif.

WANTED FREAKS and SIDE SHOW ACTS

FOR SUMMER SEASON 1935

Wonderland Circus Side Show, Surf Ave., Coney Island, N. Y. Highest salary paid to Attraction with best box-office appeal. Can also use convincing Talkers. Must be able to turn them in. State salary and enclose

Write DAVID ROSEN, 3780 Surf Ave., Sea Gate, Coney Island, N. Y.

New Seats for Seal Show

FREDONIA, Kan., March 2.—A thousand turtle-back seats are being made for Seal Bros.' Circus. Side Show will have new double-deck banners. 12 in number, also six-piece colored band. W. F. Wilcox. with three trucks and six men, will blaze the trail with new spe-

men, will blaze the trail with new special paper.

Among those who will be with show are Matsumoto troupe of six Japs, Correll troupe of six, Henery Duo; George Jennier, clown; Clifford Brooks with band of eight pieces. A new calliope has been received. Marie Henery will be calliope player with band. John J. Lynn will be boss canvasman and Bob Holliday assistant; Harley Dolle, electrician; Lorn Dolle, buyer; James Riley, mechanic; Blackle Bowman, in charge of menagerie animals; Bert Rickman, equestrian director. Bud Anderson is owner-manager and his wife secretary-treasurer.

Recent visitors were Mr. Irley, of

Recent visitors were Mr. Irley, of Tulsa, Okla., who is building a motor-ized circus, and Major Gordon W. Lillie.

Seils-Sterling Advance

MT. VERNON, Mo., March 2.—Roy Roberts, brigade agent of Selfs-Sterling Circus, recently signed Joe Quackenbush, veteran Austrian biller, making advance complete and ready for opening early in April. Others engaged are C. L. Thornton, Ralph Bliss, Elmer Shrader, Willis Roop, Milt Phillips, billers, Pan Jackson. ton, Reiph Bliss, Emer Shrater, While Roop, Milt Fhillips, billers; Pop Jackson, pastemaker and porter; Roy Roberts, in charge of car, and Art Miller, press agent. Equipment will consist of big semi-trailer storage truck and office and three smaller trucks, two for country routes and one for town billing.

Acts at Charity Circus

PALM SPRINGS, Calif., March 2.—The Palm Springs Desert Charity Circus on February 21 drew approximately 10,000 repruary 21 drew approximately 10,000 people. Among the performers were Vera Bruce Codona, aerialist; Four Bell Thazers, gymnasts; "Peg" Michell and Vivian Rosard, web; Montie Montana and his horse, Spot, trick and fancy roping. Cliff McDougall handled publicity.

Braden at Sarasota

SARASOTA, Fla., March 2.—Frank W. Braden, of the Ringling press staff, reported to quarters here Monday for extensive preparatory work. He will be headquartered with Roland Butler in the latter's big office.

Today's Bargain

X 130 70-Ft. ROUND TOP with two 30-Ft. Middles, 8-0z. White prill, roped 3rd, guvs cut for 10-Ft. Wall. Fair condition. Top \$500.00

Many More. New Bargain List Now Ready.

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T 1 C II T S



FLOYD SAMSON, tattooed man, will again be with Lewis Bros.' Circus.

JOE SHORT clowned at the Grotto Circus in Cleveland.

GREAT SHUBERT, following circus date at Omaha, will return to vaudeville.

WALTER HEROD has signed with Honest Bill Circus to do his trapeze, loop and somersault wire acts.

JAMES BROWN, former legal adjuster, has been doing special work for Atlantic City and State of New Jersey.

GRETONAS Troupe closed circus dates at Cleveland March 2 and left to play vaude dates at Toronto and Buffalo.

COY D. HARDY will be back on road this year. He recently visited Downle quarters at Macon, Ga.

WHITEY HARRIS, clown, who has been working fairs since 1927, will again be with the big tops this season.

DON'T FORGET to refer to the Letter ist every week. There may be mail for

A CHRISTY unit went to Atlanta, Ga., to play an indoor circus date. Another unit will soon play a date in the East.

MARIE TRANSON will again be with Barnett Bros.' Circus and is now at York, S. C. Will have new costumes and a new car.

BILLY SIEGRIST will present his somersulting tight-wire act as a feature with Downie Bros. At present he is working at Roman Pools in Miami, Fla.

SIX FLYING MELZORAS, while working at Sarasota Fair, visited the quarters of the Ringling show and met many friends wintering in that city.

IRISH HORAN advises that he will handle both the car and the press, the same as last fall, with Downie Bros.'

MIKE BUTCH (Pop-Eye), who was with Vogstast's Museum this winter, went from Pittsburgh via plane to Los Angeles. Will be with Barnes Show.

CHARLES SIEGRIST Troupe was at Shrine Circus, Detroit, and Grotto Cir-cus, Cleveland. Siegrist will have his unit at fairs this season.

KESTER TRIO (Norman, Elizabeth and Hazel) has signed with Orange Bros.' Circus and opened in Pleasanton, Tex., February 27.

A CAMEL was born at Grotto Circus, Cleveland, February 28, weight 40 pounds and named Al Sirat, for Al Sirat Grotto. Mother's name is Virginia.

WELDON C. FITCH, while passing aru Wrentham, Mass., met an old

eck - Wallace, 4 Paw - Sells Bros.' Circus Side Show.

Outstanding Feature Freak.

Write DUKE DRUKENBROD 923 5th St., N. W., Canton, Ohio.

PRIVILEGES FOR RENT

Lumch Stand, Novelties, Performers wanted, Address ATTERBURY BROS. 3-RING CIRCUS, Dakota City, Neb.

FOWLER BROS. WILD WEST AND CIRCUS Now booking for coming season, Circus, Wild West and Side Show Acts, Agent, Billposters, Working Men, Cooks, Long season. Going South in fall. Twin Lake, Mich.

WANTED FOR TRUCK CIRCUS
SIDE SHOW PEOPLE—Ticket Sellers who can
make Openings, Dancers (munt be young), Inside
the Going Punch and Magic, Lady with Snakes,
Munical Act, Novelty Acis, good, hot Minstrel
People, Horry Smith answer, Boss Canyaman
that can build and keep in repair, Answer quick,
We open the first of April, Address JACK SAMPSON, 56 Hospital St., Augusta, Me.

friend, Jimmie Gunn, last season with Beverly Bros.' Circus. Fitch appreciated the assistance that Gunn gave him.

EDWIN A. LUDWIG, R. R. No. 1, Huron, O., advises that his mother, Mrs. Charles B. Ludwig, whose husband has been associated with circuses, is still in a critical condition.

BUCK OWENS, Rita Tybell and horse, "Goldie," are making personal appearances in major Eastern Ohio film houses. Unit is moving by motor with a specially built trailer for horse.

AUNT LOU BLITZ, widow of the late Frank Blitz, is in very poor health at her home in Chicago and would like to hear from friends. Aunt Lou will be 91 her next birthday.

WILLIAM (BILL) MACY postcards that he will not be connected with a Wild West show this season, but will continue as personal representative for "Alice," the alligator girl.

IN LAST WEEK'S issue in story of Cole Bros.' Circus it was mentioned that Mrs. Ollie Webb is working in wardrobe department. Some folks may get the impression that this is Mrs. A. L. (Ollie) Webb, who was with the Ringling show and who passed away last December. Her son. E. S. Webb, states that she never was and is not now with any circus.

ROBERT D. GOOD infos that Al Butler contracted the Big One to play Allentown, Pa., June 6. Will be at Reading June 5; Wilkes-Barre, the 7th, and Scranton, the 8th. Cole show will be in Allentown May 27.

THE BIG TOP, prize-winning painting by Mrs. A. H. Sanders, of Ft. Worth, Tex., was on exhibit at Collins Art Company gallery in that city for two weeks. She sketched the painting during last visit there of Ringling-Barnum.

FIVE DOGS belonging to Mr. and Mrs. Ray Maul at Houston, Tex., were recently put to death by the gas route. Several weeks ago one of them contracted a skin disease which quickly spread to

the others. They were unable to stand the illness and when veterinarians con-firmed the Mauls' fear that the dogs could not be saved, they were killed.

ERNEST H. EATON, correspondent for ERNEST H. EATON, correspondent for The Billboard at Fitchburg, Mass., and who is known among circus folks, is re-covering from injuries suffered in an accident. He fell on the ice and received cuts on cheek, mouth and forehead.

BILL DEWEY and wife recently stopped at Blennerhassett Hotel, Parkersburg, W. Va., operated by Taylor & Dye. State that showfolks get a welcome there and that The Billboard is on

F. DARIUS BENHAM, of the Circus Saints and Sinners' Club, was selected by Lowell Thomas for a little conversation during one of Lowell's recent broadcasts. During the talks Thomas referred to The Man on the Flying Trapeze and asked Benham for his opinion as to what performer was the insulration. as to what performer was the inspiration for the song. Mr. Benham stated that he wasn't positive, but probably the aerialist was Toto Siegrist.

LOBBY DISPLAY of wild animals furnished by Rex M. Ingham proved so popular to patrons of Loew's Fox Theapopular to patrons of Loew's Fox Thea-ter in Washington, prior to and during screening of Sequoia, that Manager Gene Ford made arrangements with Ingham to hold display over for another week. John Landes is in charge of ex-hibit. Dr. William M. Mann, director of National Zoological Park, and William Blackburne, superintendent of zoo, assisted in framing display.

London Briefs

LONDON, Feb. 19.—Lord John Sanger's Circus is touring the Moss Empires.

The Great Ohmi, recently on view at the Olympia, London, will join Pindar's

Circus.

Boy Foy, juggler on a high unicycle, and the Three Bonos, versatile acrobatic and musical clowns, both acts holding contracts for American appearances, are scoring over the Moss tour.

Ben Behee's Arabs, tumblers, are playing the Gaumont-British Circuit.

ing the Gaumont-British Circuit,



Circus Saints and Sinners Club

For the Troupers-and a Home

We just learn from Albert Johnson, show designer and circus enthusiast, that his father engineered the shipment

show designer and circus enthusiast, that his father engineered the shipment of trained camels for F. P. Fitzpatrick, of the Big Show. Camels are trained to pull a large chariot, in which a camel is comfortably seated.

Letter from P. M. McClintock, in which he pens among other things: "Plenty of circus a-poppin'! Looks like a big year for those who love sawdust and spangles. Gilby, of No. 1 car of Ringling show last summer, told me there would be plenty of opposition this summer. The big surprise is yet to be announced, so keep your eyes open."

We clip the following from the new Fun Magazine, March number: "Thousands of junior listeners tune in on William (Jolly Bill) Steinke. If these young radio fans could see Jolly Bill they'd love him even more than just heering his voice. He is a great big laughing man who talks in a booming voice and keeps everybody around him amused with his funny stories." Steinke is a loyal CSSCA-er. In fact, he's the forever-and-ever barker of the Dexter Fellows Tent in New York.

The regular monthly luncheon held last Wednesday at Hotel Gotham, New York, was a humdinger and the 91 members present left fully satisfied. When John Mulholland arrived to be the Fall Guy the band struck up the usual luncheon tune and everyone piled in to the dining table. Then Steinke mounted his barker's stand to do his stuff, but

duncheon tune and everyone piled in to the dining table. Then Steinke mounted his barker's stand to do his stuff, but before he had gotten very far Prexy Tony Sarg called a halt just long enough to present Bill with a fine non-breakable watch. On receiving this watch the Bilthesome Barker beamed perceptibly and thereafter barked better than ever. Among those whom he called on for stories were Clyde Pangbern, international flyer; Hy Mayer, famous cartoonist; E. A. Tomlinson, insurance official; Fhelps - Phelps, author; Commander Bruce Ware, who fired the first shot in the World War; John Carey, NBC official; Martin Johnson, wild animal

hunter; Carl Egge, advertising manager; Dever, famous banker; Dave Freuden-dahl, department store exec. Harry Somerville, from Washington, D. C., attended the meeting. The Weasels were in goodly number

In the absence of Carlton Hub the undersigned and Bim Pond acted as stocges for Tony Sarg, this time as East Indians. When it came time for the Fall Guy to be initiated Tony Sarg, as president of the Tent, gave one of his inimitable burlesque biographies and then, leading Mulholland to the circus ring, called for his wakandas (stooges to you), who brought in a false face and an East Indian costume, which were culckly transferred to the guest of honor quickly transferred to the guest of honor at the request of the crowd.

at the request of the crowd.

Then Sarg asked Mulholland if the rope trick of Indian lore was a fact. John immediately answered, "No." Then Sarg said, "To prove that you are a liar we will now proceed to the rope trick." At a signal a rope slowly arose from the floor into the air. Then at another signal an image of a boy began climbing the rope, and at another signal the boy evaporated into space. This was good buriesque but so cleverly done that it elicited great applause.

Mulholland showed his appreciation of

Mulholland showed his appreciation of his entrance into the club by performing some tricks which were astounding. Then he was presented with the usual medal which the Tent bestows on new members, and John was amused at what the Tent called him — a Prestidigitatorseador.

After this Sarg praised Orson Kilborn for his work in having our benefit tickets tax exempted and stated further that he depended on all members to help in the sale of tickets. "We want a sellout that night." concluded Tony, "and the management is expecting it." As usual. Harry Baugh did a good job in the ticket wagon. We congratulate Sarg on the clever notice he created for this luncheon.

F. P. PITZER,
National Secretary.

Peeping In On the Performers' Club of America By BERT CLINTON-

CHICAGO, March 2.— Joe Madden, with his comedy juggling act, has been engaged by a unit going to the West Coast. Nick Macahadon, Richard Tally and Paul Bonel have left for the West Coast, where they will be with one of the Coast circuses doing aerial bars.

The Gaudschmidt Brothers have arrived in town and paid the club a visit. Hans and Rosta Claire and Phil and Dotty Phelps played the indoor circus in Minneapolis.

in Minneapolls.

Barnum Smiletta suffered a broken right arm and will be forced to lay off for about eight weeks, according to Dr. Max Thorek, who is attending him at the American Hospital here.

The Two Gobs, Les Jordan and Philip Bonta, will leave for Indianapolis to join a unit playing Southern territory. Lamont's Cockatoos are playing South-

Our chaplain, Col. F. J. Owens, who has been ill, has fully recovered. Harry Robettas writes that he is playing vaude engagements in and around New York

Eltinge and Vernon are playing night clubs around Chicago. The Ben Bey Troupe arrived in town today after being absent from Chicago playing indoor

absent from Chicago playing indoor circus dates.

Hazel Cotter was a visitor at the club this week. She can now walk without her crutches and her broken limb is healing very nicely, she states.

Esma Wilson has been playing indoor circus engagements with her aertal act. The Blondin Rellim Troupe, high-wire act, arrived here this week after closing on some indoor circuses.

The Tip Top Acrobatic Girls open in

on some indoor circuses.

The Tip Top Acrobatic Girls open in the East next week. President Toby Wells is playing his fourth week of indoor circuses this week.

Lu Ella Beattie writes that she will be coming into Chicago in the near future. Novelle Bros. and Sally are playing Midwest vaude dates. Walter Powell is now was very work weekler with his wire act. in New York working with his wire act.

Minneapolis Shrine Show a Good Draw

MINNEAPOLIS, March 2.—Aided by good weather, Zuhrah Temple's 17th annual indoor circus, staged at Municipal Auditorium February 18-23 in commemoration of the Temple's Golden Anniversary, chalked up a healthy attendance mark. Receipts ran high thruoub the week. the week.

niversary, chalked up a healthy attendance mark. Receipts ran high thruoub the week.

Mayor A. G. (Buzz) Bainbridge, general chairman, and Dennie Curtis, equestrian director, assembled a fine array of acts, including Hoaglan's horses; Yabben Bros., DeKoe Bros. and LaPearl Trio, comedy acrobats; Atterbury Duo and Taylor and Moore, double traps; Miss Vera, aerialist; George Hanneford, bareback rider; Captains Pallenburg and Dibirmus, trained bears; Mile. Edna's Gogs and ponies; Ethel Marine, Millette and White, single traps; Alicia Cornwall and Ida White, swinging ladders; Frank Shepherd, heel and toe aerialist; Miss Miacahua, slack-wire artist; Miss Miacahua, slack-wire artist; Brengk's Golden Horse and Living Statues; Curtis' Black Horse Troupe; Raiph Curran, high-pole stunts; Adele Nelson's dancing elephants; Phil and Doty, Laddie and Lamont and the Claires, balancing and juggling; May Wirth and the Wirth Family, bareback; riders; D'Arcy Sisters and Spriggs Sisters, butterfly act; Miss Aerieta and Hazel Taylor, iron Jaw; Bedin's specialty dancing horses; Four American Eagles, high wire; Ben Tahar's Hollywood Tumblers, Tony Leland's European Tumblers, Ben Bey's Arabian Tumblers, and the Five Thrillers, flying trapeze.

Clowns included LaPearl Trio, Joe Coyle, Fred and Doodles DeMarrs, Yabben Trio, Bluch Landolf, Mal Bates, Roy Thompson, O. E. Dopps, Lawrence Cross, DeKoe Bros., Lindsey Wilson, Hip Raymond, Earl Wright, Laddie Lamont, Kenneth Waite Sextet, Howard Bryant and Cliff Downing.

Music was furnished by Zuhrah's own band, directed by Noble J. P. Rossiter. Show was presented in three rings on a special false floor, which had been built upon the main floor.

IN LAST issue it was stated that the Morris Troupe would be with Russell

IN LAST issue it was stated that the Morris Troupe would be with Russell Bros.' Circus. William G. Morris, manager, states that troupe has not booked with any circus.

39



The Corral

By Rowdy Waddy

NEXT WEEK, beginning on Friday, contestants will start doing their stuff at Fort Worth.

CHARLEY SCHULTZ, clown, has been engaged for his second appearance at the North Platte (Neb.) Roundup in

EXECUTIVES of the Marysville (Calif.) Rodeo Association are making extensive preparations for their annual show and meet. Improvements include a new

BILL PENNY will have charge of the Pawnee Bill unit to put on the concert with Hagenbeck-Wallace - 4 - Paw - Sells Gircus this year. The performance will be rehearsed on the Pawnee Bill Ranch, Mr. Penny states.

F. M. HENDRICKSON has been named president of the Rodeo Association at Molalla, Ore., for 1935. E. R. Wallace, secretary; George Case, treasurer; Gilbert W. Harris, first vice-president, and Bradley Woodward, second vice-presi-

SAN ANTONIO.—Among rodeo folks wintering here are W. T. Miller, Logan Beddow, Fentress and Jack Laidley, J. R. Saunders (cowboy dentist), Melba Har-per, Addison McDonald, Ralph Easley, Douglas Goforth, W. B. Watkins, Jules Verne Allen (singing cowboy) and Ches-

AN ERROR in a name appeared in a paragraph in last issue. It is George M. (Jack) Knight, who is business manager of the rode to be staged under auspices of Pythian Association of Cuyahoga County at the Equestrium in Cleveland March 11-17. According to another executive of the show, last week the advance ticket sale had passed \$10,000,

POLLOWING is an example of co-FOLLOWING is an example of co-operation given by Ringling-Barnum Circus to Florida enterprises: In connection with the recent South Florida Fair at Fort Myers, General Manager Hugh A. Seniff planned a rodeo. The day before the first scheduled performance he found that he would need a few more steers and bucking horses, so he phoned S. W. Gumpertz, at Sarsacia and told steers and bucking horses, so he phoned S. W. Gumpertz, at Sarasots, and told him his needs. Mr. Gumpertz replied, "zend over your trucks and get them." They arrived in time accompanied by Tex Sherman as the Ringling representative, who later made a few announcements for the redeo in front of the grand stand and then returned to Sarasots after making the standard of the standard sota, after making arrangements for the trip of the steers and horses back to winter quarters.

HOLLYWOOD PICKUPS—According to Steve Clemento, who returned February 23 from Melbourne, where he did knife throwing in the Wild Australian Stampede last fall and also in the International Stampede touring Australia, he expects to return to that country in his line. He was called back to Hollywood by business cablegrams. . . Clay Carrand wife returned recently from Australia and Clay competed at the recent Lakeside Rodeo. . . John Schneider and wife, George Marciel, Ned Winegar, Alice Greenough and the Cossacks, Jack Stetletsky, Basil Glaskoff, Basil Stadnick and Serge Protzky, and Marjorie Bobadilla are now en route home. Iron Eyes Cody and High Eagle, Indian dancers, are remaining indefinitely in Australia. . . Gabriel Solodunin and wife, Ludmilla Mischenko and Prenty Globa will soon leave to join Ringling-Barnum Circus. Will appear with Tim McCoy in the Wild West contingent. . . Newspaper men Los Angeles arranged a publicity stunt with Montie Montana two weeks after the arrival of his new son at Wilshire Hospital. Montie road his horse, Spot, up the steps of the hospital and took the baby in his arms from the nurse while mounted, and the cameras clicked. Montie did trick riding and high school at the San Bernardino Orange Show. . Paris Williams came thru the Lakeside Rodeo (February 22-24) with colors flying, in her trick riding, in spite of her ankle being broken in Hawail in November. She also won the relay race. HOLLYWOOD PICKUPS-According to

son's annual three-day mid-winter rodeo which closed February 24. It was the largest crowd in the history of the event, hundreds being turned away the last two days. General John J. Pershing was the guest of honor on Saturday. Among those who attended were Arthur Hebbron, of Salinas, Calif., vice-president Rodeo Association of America; Edgar Simpson. Association of America: Edgar Simpson, of the Sacramento (Calif.) Roundup; Nelson Crow, editor Western Livestock Journal, Los Angeles; Walt Coburn, famous Western story writer; Jack Van-Ryder, noted Western artist; Tex Condon, prominent cattleman of Los Angeles: "Powder River" Jack and Kitty Lee, Western singers of Deer Lodge, Mont., and Mr. and Mrs. Jack Bartlett, promoters of horned toud races in California and Florida. Fox Wilson, well-known woman bulldogger, did steer wrestling each day Bobby, jumping steer, owned by Mr. and and Mr. and Mrs. Jack Bartlett, promoters of horned toad races in California and Florida. Fox Wilson, well-known woman buildogger, did steer werstling each day, Bobby, jumping steer, owned by Mr. and Mrs. Monte Reger, performed. Contestant results: Bucking Horse—First day, Jackle Cooper, Eddie Woods, Donald Nesbit; second day, Tom Bride, Doff Aber, Harry Knight; third day, Donald Nesbit; second day, Tom Bride, Doff Aber, Harry Knight; third day, Donald Nesbit, John Jordan, Eddie Woods; finals, Donald Nesbit, Pete Knight, Eddie Woods, Tom Bride, Calf Roping—First day, Jake McClure, John Bowman, and a split between Buckshot Sorrells and Irby Mundy; second day, Roy Adams, Bob Croeby and a split between Allen Holder and Andy Juaregui; third day, Hugh Bennett, Richard Merchant, and a split between Jake McClure (71.2), John Bowman (73), Carl Shepard (76.2), Bull-doggling—First day, Hub Whiteman, Tom Breeden, John Bowman; second day, Earl Blevins, Hub Whiteman, Hugh Bennett; third day, Earl Blevins, Hub Whiteman, Hugh Bennett; third day, Earl Blevins, Hub Whiteman, Hugh Bennett; Hird day, Earl Blevins, G3.1), Everett Bowman (66.4). Team Roping—First day, Bud Parker and Johnnie Rhodes, A. Altamoreno and Jim Brister, Roy Adams and Jake McClure, Allen Holder and Mike Stewart, D. Robbins and A. Schell, B. Sorrells and J. Kane; third day, Arthur Beloat and Jake McClure, Allen Holder and Mike Stewart, L. Conley and Jake McClure (77.3), A. Beloat and Roy Adams (79.3), A. Beloat and Jake McClure (84.2), Will Glenn and Johnnie Rhodes, Judges; Lester Kinney, Charles V. Fowler and Gen Shepherd, timers; Stewart Bogan and Tony Aros, clerks; Bill Nicholson, barrier Judge; Jim Converse, racing secretary; George McClure, Tiag Judge. The executive committee included J. C. Kinney, head of the rodeo since its inception 11 years ago.

Letter From Stanley F. Dawson

LOS ANGELES, March 2. Coast Showmen's headquarters met Cap Ament and Ed Mozart, two grand old-timers. Murdock Cooke returned from New York

New York.

Sam Sierge has been visiting Able Albert and Harry Simonds Murphy and fixed up his contract with Tom Mix Show. Hank Linton and wife are seen daily at Mix quarters.

Tom Plank is now associated with Charley Cook at Paramount Studios. Since passing of Charley Hatch he is handling many of the clients that formerly contacted Mr. Hatch's office.

Murray Butterfield, Louie Rosenberg and Benny Levine left for the East. Ada Mae Moore will join Cole-Beatty Circus. She and her husband have contracts

Mae Moore will join Cole-Beatty Circus.
She and her husband have contracts
with Lou Delmore. Chester Pelke and
Homer Langdon have left Hollywood and
taken abode at Santa Monica Beach.
Will stay there until Barnes Show opens.
Made a hurrled trip to San Francisco
and met Charley Mugivan, Mike Golden,
Austin King and Westlake.
Nelse Lawsten and wife came in from
Culver City last week and visited the
writer. Able Albert and Harry Simonds
Murphy at their apartments in Los
Angeles. Margaret Graham is at Baldwin Park working on wardrobe for
Barnes Circus. Paul Eagles and John
Bachman are seen daily on the Barnes
lot. lot

TUCSON, Ariz.—More than 20,000 per-ons saw La Fiesta de los Vaqueros, Tuc-before I arrived there. Heard from him

at Kansas City. Theo Forstall obtained his third degree in Masonry at Eastgate Lodge on February 28 and a party of 20 members of the Showmen's Association. headed by Dr. Smith, John Backman and Mark Kirkendall, were in attend-

Hugh Fowzer is soon to depart for the Orient. His advance staff left February 20. Cliff McDougal has been spending the winter in an official capacity at the race track. Kirkendall worked there recently.

race track. Kirkendall worked there recently.

Homer Hobsons, both senior and Junior, and Herbert Hobson are to be seen daily at Tom Mix quarters. William Lenny, after several weeks of indisposition, is again on the Barnes lot.

Those in attendance at last agents' meeting were Horace Mortimer, F. Jordan, Pete Ernatinger, Jack Raymond, Nick Wagner, F. McClellan, Norman Piel, Chief Dodge, Eddie Cohan, Jack Kelley and Jack Willitson.

Ziegfeld Follies did a big business at the Biltmore. Charley Salthouse, old-time circus man, is one of stage crew, Mike Coyne is rusticating at Oceanside. George and Bill Roddy are in Hollywood. Charley Wuerz is still at Fullerton, Calif. Percy Hill has been in Los Angeles region representing the Scotch Players.

Ed Nagle entertained Harry Shay and Mr. Lieber, two boys from Columbus, O.

Ed Nagle entertained Harry Shay and Mr. Lieber, two boys from Columbus, O. Paul McCarty is back in Los Angeles. Steve Henry is to be seen every Monday night at the PCSA and during the week on show lots. That goes for the Downies and Ben Dobbert as well. Charley Worrell is seen quite often at Mix quarters. He supplies them with tires.

Dick Wayne Barlow is still busy with his Cosmotec'ans' Show, being asso-clated with Will Wright. Bob Cavanaugh is seen frequently at all showmen's is seen frequently at all showmen's hangouts.

Frank Felber is at Majestic Hotel, Hot

Springs. ngs. Al Martin has spent most winter with his brother, Eddle, Cleveland. Lester Berger is in Chicago; John Dil-

lon, Batavia, Ill. Hart Brothers expect to leave for the East soon. See Scotty Thomas and Spud Redrick every Monday at Showmen's Association, also Oiga Celeste and Mrs. Bert Earles. George Jenick will be with Barnes show once more. Mel Smith will have charge of side show. Austin King and Westlake are to go with Clyde Ingalls.

Norwich To Have Another

NORWICH, Conn., March 2. — At a meeting of Nemrod Grotto, held Tuesday, it was voted in consequence of the success of the indoor circus held last fall in the State Armory here to give another show week of October 7. It was unanimously voted to have Walter Buckingham serve again as general chairman. It was also voted to award the show contract for the second time to Frank Wirth.

Here and There

WASHINGTON, March 2.—Milton Herriott, animal trainer, is spending the winter with his family at St. Peter, Minn.

Minn.

Edward Schmid, local pet shop owner, was a recent visitor at Ringling winter quarters, Sarasota.

John Lucadema, animal dealer, showman and museum owner, was here recently on business and spent two days with the writer. He is working on the promotion of a civic zoo enterprise in a large Eastern city. With him was Mike Centanni. Centanni.

Centanni.

Forest (Hooley) Swanson, singer, formerly in an act with the writer over 20 years ago, is producing minstrels in Illinois under Elk auspices.

P. W. (Pete) Sparks is operating the Tamiami Snake Farm at Miami, Fis. Opened in November and has had good business.

opened in November and has had good business.

Al Porter, former owner of Mighty Alma Shows and co-owner with Lester Patterson of Barron Bros.' Circus and Smith Bros.' Circus, is operating a Sportland on Pennsylvania avenue.

National Zoological Park recently lost one of its pair of orang-utans.

Clyde Beatty was the subject of Dale Carnegie's broadcast, "Little Known Facts in the Lives of Well-Known People," on February 24.

Photograph of a baby leopard in Curly Wilson's Brookside Zoo, Cleveland, in recent Sunday papers.

Frank Buck's new Jungle Camp at Amityville, N. Y., promises to be one of the show places on Long Island this season.

REX M. INGHAM.

Cleveland Show Was Big Draw

CLEVELAND, March 4.—Grotto Circus, presented by Orrin Davenport, closed a two weeks' run at Public Auditorium last night. Business was big, more than last night. Business was big, more than 270,000 general admission tickets having been sold. Show originally was to have closed Saturday night, but biz was so big that it was held over yesterday for two performances. Cole Bros.-Clyde Beatty Circus furnished nearly all of the animals and animal acts, also several other acts.

other acts.

Complete program: Spec, featuring Clarice Mosdale and Frank Towey, vocalists; Charles Bell Trio, Picchianni Troupe, Jung Trio, Donahue and La Salle, comedy acrobatic numbers; Clyde Beatty and cats; Cole Broa' seals; Aerial Eugenes; Clown Band, directed by "Shorty" Flemm; Merrill Bros. & Sister, hand stands; Neiss Troupe, hand turns and passing, parallel hadders; Rink Wright Troupe, teeter-totter act, with man balanced on chair; Three Chesters, Don Francisco, Floyd Bernard, wire acts; Edwards and Ellet Sisters, Clark-Carol and Teeter, Bernett Girls, iron-jaw acts; Florescue was featured between rings 1 and 2 in a 90-foot-high teeth act, 140-foot wall-to-wall swing; Cole-Beatty eleand 2 in a 90-foot-high teeth act, 140foot wall-to-wall swing; Cole-Beatty elephants, worked by Eddie Allen, High
Pockets and Wanda Wentz; Mickey King,
aerialist; Hollis, Christiannis and Davenport families, riding acts; perch numbers; Bombayo, on bounding rope;
menage number by Jorgen Christiansen,
Bernice Brown and John Smith;
Florescue, 90-foot-high head balance
atop of stationary pole; Cloud-Hollis,
Smith-Wilson, Viola Hauser, Great Shubert, Ullaine Malloy, swing number,
with Viola Hauser doing revolving head
balance; Aerial Solts; Emelios Clowns,
Picchianni Troupe, Angelo and Siegriest
Troupe, clown acrobatic numbers; Gretonus Troupe, lajh wire; Liberty horse,
presented by Jorgen Christiansen, H. J.
MacParlan, John Smith; the Harolds,
Siegriests and Randalls, flying acts.
Orrin Davenport's circus unit and

Siegriests and Randalls, flying acts.

Orrin Davenport's circus unit and Cole-Beatty animals entrained for Columbus, O. Show, billed as Cole Bross-Clyde Beatty Circus, will be presented there by Jess Adkins week of March 4, auspices of Gateway Jubilee. Poilowing Columbus engagement show will move to Omaha to play Shrine Circus date booked by Rink Wright. Other acts will join unit there.

Mr. and Mrs. Merle Evans and Fred Bradna motored to Ringling-Barnum quarters at Sarasota.

Mickey King went to Atlanta to play

Mickey King went to Atlanta to play date for Bob Morton.

Milton Ikler, announcer, will vacation in Chicago for several weeks prior to going to New York for opening of the Big Show.

Earl Shipley and other clowns toured

Earl Shipley and other clowns toured local hospitals and orphanages and pre-

sented numbers.

Mrs. H. J. McParlan designed spec and menage costumes being used by Cole-Beatty Circus. Mrs. Eva Huntley is in charge of wardrobe department, with Mrs. E. Fields, Mrs. Hallie McCabe and Leo Loranger assisting.

Will Be Annual Affair

KNOXVILLE, Tenn., March 2.—Pollowing the success of the show here with Barnett Bros. Circus last week, Amra Grotto officials decided today to make the circus an annual affair.

Circus Acts at Harris

PITTSBURGH, March 2.—George Tyson, manager of Harris-Alvin, booked a circus for week of March 8 to replace the regular vaude bill. The staging of a Shrine Circus here this year is still uncertain. Sixteen acts have been booked, including Procke's Tigers, Mickey King, Don Prancisco, Honey Troupe and Nelson elephants. Fred Bradna, who made the contract with Tyson, will be ringmaster.

WANTED

Cowgirls, Cowboys for four big Rodeos opening at Cleveland March 11 to 17. Come on. Can use real Wild West Novelty Acts. Will buy Bucking Horses, Steers and Saddles. All address GEORGE M. KNIGHT. Hollenden Hotel, Cleveland, O.

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

DOG RACING IS HIT IN N. E.

Park Men Talk Plans To Battle "Evil" at New Bedford Conclave

Committee is named to report on the advisability of campaign on "serious competition" - membership voted in reorganized NAAPPB, parent body

NEW BEDFORD, Mass., March 2.—New Bedford, in whose waters the whale has been known to arouse fishermen to sensational exploits which have gone down in local history as contributions to man's victories over the clustve mammal, settled down for two days to try the trusty harpoon on the embryo amusement called dog racing. The occasion was the seventh annual convention of New England Section of the National Association of Amusement Parks, Pools and Beaches, held on Tuesday and Wednesday in the New Bedford Hotel. Many of the 60-odd delegates from New England and nearby States, including New York and Pennsylvania, shared in discussing the dognacing situation and its effect on amusement parks.

New Cincy Zoo Body

ment parks

Among them were Andrew A. Casassa, former mayor of Revere, Mass., and first president of the association, then known as the New England Amusement Men's Association; Douglas Boyle, Newport Beach, Newport, R. I.; Howard Duffy, Old Orchard Beach, Me; Daniel E. Bauer, Acushnet Park, and semi-official host here; Fred Fansher, New York, who arranged the program; George Hamid, president of George A. Hamid, Inc., and others.

Most of the speakers branded the canine events with "serious competition." "evil practice," "hotbed of crime" and other picturesque phrases, altho it is well known that one or two park opera-tors are themselves seriously contem-plating conducting this type of race when the time is ripe.

Acute in Two States

Acute in Two States

In the end, after much bickering and reconsidered hasty action, President Arch E. Clair was authorized to name a committee of seven to gather data on the subject and report the findings and experience back to the association for final decision in the matter.

Committee is composed of Mr. Boyle, Mr. Duffy and Mr. Hamid; Fred L. Markey, Salisbury Beach, secretary of the section; W. St. C. Jones, William B. Berry Company, Boston; Frank S. Terrell, Savin Rock Park, West Haven, Conn., and Barney J. Williams, Pine Island Park, Manchester, N. H. Geographically the group is made up from Rhode Island, Maine, New York, Massachusetts, Connecticut and New Hampshire.

The dog-race problem is said to be particularly acute in Rhode Island and Maine. Massachusetts provides for the races in a bill recently passed, but there is some talk of repealing it, which observers say will take three or four years.

Baker Is Speaker

Baker Is Speaker

In the closing session on Wednesday the organization voted to become a member of the NAAP-Pools and Beaches, but whether the word "Section" will be continued in the label was not discussed. With Harry C. Baker, New York, president of the national body, present during the two days and a leading speaker in the opening stanza on Tuesday, the en-

MADISON, Wis.—Three camels from Hall's circus farm, Lancaster, Mo., have been added to Vilas Park Zoo thru efforts of Zor Shrine Patrol. The family includes a male, 7; female, 5, and a colt, 1 year old.

Economy

BRUSSELS, Feb. 25.—Among new cabins being erected at the fashionable bathing beach in Ostend three modern buildings will be for royal bathers, another for "first class" and the third for "sportives." This third or popular-class building will use an interesting system allowing for efficient use of cabins. Customers will not monopolize cabins while they are in the water but only during the time while dressing or undressing. Portable metal wardrobes will be brought to the cabins, and when bathers have placed their clothing in them, they are locked and placed in a special corridor until bathers return to dress.

Sums Up Best Year

CINCINNATI, March 2,—"The first year of operation by the Zoological Society of Cincinnati, a corporation without profit, was most successful the Zoo has known." said John K. Rose, secretary of the park commissioners, in the second annual statement of that commission.

Inventory showed: Mammals, 475; reptiles, 60; birds, waterfowl, 841. Attendance for 1934 was 634,199, larger than in any previous year. Cashier's fund, cash on hand and in banks, 844,253,60; accounts receivable, \$93,58; current liabilities, 89,68, 89; couron books, 624, 1925. ties, \$3,666.88: coupon books sold, 1935, \$2,279; surplus for year ending December 31, 1934, \$42,057.34.

31, 1934, \$42,057.34.

For three major projects, Mrs. Lily Fleischmann contributed \$96,413.19. Of that sum \$63,389.31 was spent in 1934. She also has set aside \$26,000 additional for work in 1935. Improvements totaling \$176,524.31 were made possible thru private donations of \$77,369.91; CWA and FERA. \$64,464.60; Zoological Society, buildings and grounds, \$20,627.18; animals, \$2,746.57, and nursery material from park board, \$11,317.05.

Holt Is Avon Lake Manager

PLEASANTVILLE, Ia., March 2.—Paul W. Holt, who has been connected with West Coast resorts, has been made manager of Avon Lake, near Des Moines. Heretofore a dance and swim spot, the resort this season, it is announced, will have rides, concessions, free acts and other attractions, with free busses from the city and extensive advertising and publicity.

SANDUSKY, O. — Vacation season at Cedar Point will start on June 15 and end on Labor Day, General Manager Ed-ward A. Smith announced, following an-nual meeting here of directors of G. A. Boeckling Company, operator of the re-



ARCH E. CLAIR, manager of No-rumbega Park, Auburndale, Mass., who before he retired as president of New England Section of the National New England Section of the National Association of Amusement Parks, Pools and Beaches, appointed a spe-cial committee of seven to study the dog-racing problem, which was dis-cussed at the seventh annual con-vention of the section in New Bed-jord, Mass., last week.

International Hall Being Set for M.-D. Pier's Acts

ATLANTIC CITY, March 2—International Hall, a congress of foreign thrill acts, will be one of the acc features of the revamped Young's Million-Dollar Pler. The large ballroom, which last season housed Buck Taylor's Circus, will be done over with artistic drapes, and every country with acts represented will have a special box and program in its honor.

have a special box and program in its honor.

The large hall will be fronted by a spacious lounge and, according to plans of the pier's publicity department under direction of Alvin H. Steinberg, consuls and other notables visiting resort will be guests of honor at performances given by their countrymen, thus creating a European idea of entertainment on this side.

Jersey Spot Is Taken Over
BOUND BROOK, N. J., March 2. —
J. H. Wendell has taken over management of Riverside Park here and will
make extensive improvements, he says,
also adding an outdoor clambake. Plans
are for four new rides. Sixteen concession buildings are being conditioned.

PARIS.-T. Jay Quincy and Veenic PARIS.—T. Jay Quincy and Veeme Guincy, American high diver, have returned to Paris after an extended tour of Northern Africa, Spain and Southern France. Peejay kingens, American high diver, is headed for Paris from the

Meyers Lake **Outlay Is Set**

\$50,000 program is sign of activity in Eastern Ohio -rides are to be added

CANTON, O., March 2.-First substan-

CANTON, O., March 2.—First substantial amusement park construction in Eastern Ohio in almost 10 years is planned by operators of Meyers Lake Park here, one of the largest in the Midwest. Total cost of improvements, to result in rehabilitation of the park, will be in excess of \$50,000.

General Manager Carl Sinclair said the most ambitious improvement program since the company rebuilt the resort several years ago will be started so that construction can be completed in time for the park opening late in May.

Work will include painting of all rides, concessions and buildings in uniform color, extensive improvements to bathing beach, including moving of the board-walk farther up along the hill, and space now used for a walk to be converted into additional sand beach; installation of two modern rides, one of which has been definitely decided upon, along the midway; razing the present high-ride front and construction of new dips in the high ride and general overhauling of it.

E. Don McKlbben will be retained in the excursion and placin department and is at work lining up 1935 bookings.

Impetus for Sandy Beach Anticipated Thru CCC Camp

RUSSELLS POINT, O., March 2.—Many new features are contemplated in Sandy Beach Park here, which Menager Harry L. Moller said would open for week-end dancing on Easter Sunday. Official park opening will be on Decoration Day. Name bands will be played weekly. All bands that play week stands in the pavilion, Minnewawa, will compete for first, second and third cash prizes and cups to be awarded at close of the season. Manager Moller predicts a big park season, reporting advance bookings unusually heavy.

An Indian Village probably will be booked, the section being rich in Indian lore. Two more rides may be added to the nine now in the park. An impetus in the locality is expected to follow location and road work of a CCC camp this season. RUSSELLS POINT, O., March 2.—Many

Steel Pier Exhibit Draws

ATLANTIC CITY, March 2.—Steel Pier will rearrange its extensive movie exhibit layout because of increased interest shown in the new case of Shirley est shown in the new case of Shirley Temple clothes, etc., direct from Holly-wood. Pier employees report many re-quests from patrons at the door as to where the Temple exhibit may be found following press announcements of it. New pieces are being sought for the ex-hibit, and J. Burlington Jarret, in charge of exhibits on the pier, is preparing for another scouting trip thru the movie studies.

Ackley Firm Has Contract

EAST LIVERPOOL, O., March 2.—Ackley, Bradley & Nellis has been awarded a contract to prepare plans and specifications for a proposed \$60,000 FERA swiming pool in Bellevue, Pa. The firm includes Harry A. Ackley, former manager of Rock Springs Park, Chester, W. Va., and in recent years associated with other Ohlo amusement parks.

DECATUR, Ind.—Walter (Joy) Bockman, former well-known life guard at Green Water Park Bathing Beach, sustained a broken hip and severe cuts and bruises about the face and neck in an auto accident. He will be in Adams County Memorial Hospital several weeks.

Amusements Ponder A. C. Light Spec's Effect on Their Grosses

ATLANTIC CITY, March 2.—Plans are progressing to insure safe bathling night and day on Atlantic City beaches, with a colorful light spectacle every night. Bathhouse operators are jubilant over the idea, but amusement interests are wondering how it will affect their crosses

The city assures the latter that it will increase gates by bringing extra visitors here and that if bathers prefer nights for this purpose, amusement people will benefit by matinee pickups and vice

versa.

The plan was announced at a closed meeting of Atlantic City Press Club when John Hollinger, one of the operators of a chain of hotels in this resort, declared that so successful was the Festival of Light during the Christmas holidays that the majority of hotel men along the beach front were enthusiastic for repeating it to some degree next summer.

All beach front hotels for the Light Festival installed big floodlights and trick lighting devices on roofs. There are enough of these lights, with extra ones which would be furnished by the city and piers, to keep the beach and ocean lighted up 24 hours a day.

Besides this, the city is planning several innovations for the Boardwalk to give it a brighter appearance. Hotels having cabana colonies along the beach fronting them are also considering colored light strings, etc. In fact, the whole scheme is an innovation in resort planning and other resorts along the coast are said to be uneasy over the fact that the novelty may draw crowds from them.

them.
Steel Pier now is completely outlined with light for its entire half-mile length. Several hotels are installing like equipment. Million-Dollar Pier is planning an illumination project along these lines.



The Pool Whirl By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

MEN AND MENTIONS

MEN AND MENTIONS

Well, it's been a long time since I tried a column of this kind. Always afraid the stuff gets too boring with too many long pieces. . . Still those are the kind that get responses. . . Readers get up on their ol' soap boxes and go to town. . . Like from my recent blasts against the AAU. . . . More and more pool men are beginning to see light and are demanding something from the Amateur Athletic Union instead of giving, as in the past. . . . Anxious to learn how the governing swimming bodies act toward commercial tanks on the Continent. . . Always felt European pool operators were more progressive than those in America. . . At any rate, all good promotion stunts start first at French or English natativiums, and in many other ways they seem to be more on their toes abroad. However, I hope to get some good

However, I hope to get some good inside info on foreign swimming matters inside info on foreign swimming matters real soon. . . . Larry Hammer, who used to life guard at Cascades outdoor pool, the Bronx, New York, is on a round-the-world cruise. . . And he's promised to look into the pool situation in every port he reaches. . . And then write this department thoroly so that the column in turn can pass the data on.

Writing about cruises reminds me that Lillian Garrick, former pro swim star, is working as aquatic instructress on one of those Havana lines. . And, funny thing about Lillian, she's only known thing about Lillian, she's only known how to swim three or four years. . . . And now she's making quite a bit of do-re-me at it. . She started to learn the art at the Miramar outdoor tank, New York City, where she was a member of a beginners' class. . . Following summer she helped teach swimming at the same tank . . That's quite a story and it's absolutely true . . A good thing to tell doubting patrons when they ask, "But can I ever learn to swim well?"

Come to think of it, swimming-pool Come to think of it, swimming-pool patrons certainly do ask the funniest questions. . . Like the one I heard the other night at St. George indoor pool, Brooklyn, N. Y. . . A mermaid came out of the pool, rubbing her eyes, and she ankled over to a guard, querying, "Say, don't you think they have too much peroxide in the pool tonight?" . Know any other funny questions of swimmers? . . If so, shoot them in, whether they were asked of manager, life guard, locker boy, etc., and if I get enough of them I'll run them here . . . (See POOL WHILL on 1998 45)

(See POOL WHIRL on page 45)

Test Lincoln Sunday Closing

LINCOLN, Neb., March 2 .- Taking the LINCOLN, Neb., March 2.—Taking the county Sunday night closing ruling recently passed by the county board of supervisors to court for a test is looked upon eagerly by Sunday night operators of dance places, but the hardest hit, should the decision stand, would be Capitol Beach Amusement Park, which relies largely on swimming and dancing for revenue, with Sunday nights biggest in the pavillon during summer. It is understood the operators have agreed to give up beverage licenses for the right to continue.

Brown Operates in Portugal

PARIS, Feb. 26.—Louis Brown, former American outdoor showman, is operating an amusement park, Park Meyer, in Lisbon, Portugal. Among rides and shows operated by him are Water Skooter, Auto Skooter, Caterpillar, Funhouse, Motordrome, Over-the-Falls, Football, games and other concessions. The park is open the year round and is doing good business. Mr. Brown, who has offices in Luna Park, Parls, was in town on business. Louis Berni, of Palais Berlitz, has been obliged to postpone a trip to New York and Chicago because of ill health.

SAN ANTONIO.—A male deer arrived in the Zoological Gardens, Brackenridge Park, a gift from William Randolph Hearst's ranch in California. Recently a female deer was presented to the zoo by the publisher.

Heavier Excursion Season Seen by Ohio Boat Owners

EAST LIVERPOOL, O., March 2.—Early season bookings indicate the heaviest spring and summer excursion trade on the upper Ohio River in several years, boat owners said last week. D. W. Wisherd, agent for the excursion steamer Washington, said the season will open in this district on June 1.

The boat will open lower river excur sions at Paducah, Ky., on May 1 and travel upstream. Other boatmen said outings have been booked by all large cities and amusement parks along the Ohio shores.

The Washington for several years has brought thousands of pleasure seekers from the Pittsburgh district and lower river points to Rock Springs Park, across the river from here.

Flying Turns for Europe

PARIS, Feb. 25.—Flying Turns ride is in demand in Europe, with several deals pending for erection. 'A syndicate composed of Louis Berni, of the JAK firm in Paris; J. W. Shillan, British Motor Boat Company, London, and Norman Bartlett has a contract to erect a Flying Turns in Frater Amusement Park, Vienna, one of the oldest amusement spots in the world. Negotiations are under way for a Flying Turns in a big park in Copenhagen. Plans to erect one of the rides at the Brussels World's Fair were abandoned due to lack of time. doned due to lack of time.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Blue Point FROM ALL AROUND: Blue Point Beach crowd's winter reunion at Pavillon Royal, Valley Stream, packed the place.
. . If Patchogue gets that loan from Uncle Sam it will spend \$1,000.000 for construction of a road along Great South Beach. . . Another headache for pool owners: State parks in Long Island territory may sponsor night bathing.

Four indie beaches have put in applications for loans from Uncle Sam thru the PWA. More expected to follow.

. Huge Garden Bowl. Long Island City, will most likely be seene of midget auto racing the coming summer. Bowl. more or less of a flop, considering that an average of only three or four events per year have taken place during its existence, has to have something to keep it from going into compilet financial it from going into complete financial

Anti-biliboard legislation in the State Assembly is being aimed chiefly at Long Island, where signboards are alleged to be blotting out scenery. Someone who is most rigidly opposed to them hurled acid at a dozen biliboards on the Cross Bay boulevard, damaging them suf-ficiently to make a complete repaint job

They're starting to put Jones Beach in shape. Jack Gerst says it isn't official because the workers aren't wearing uni-forms. . Frank (Sunrise) Holly, East Rocksway, was so anxious to get to the South that he boarded an airplane instead of making the trip by boat, as has been his custom so many years. He'll (See LONG ISLAND on page 45)

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, March 2.—The resort had one of the finest Washington Birthday week-ends on record, with weather clear, thermometer above 45 and a record crowd of near a quarter of a million on hand to escape snow and ice in home cities. Educational convention was one of the best spending conclaves of the year and concessions sprang up over night. Steel Pier with combo pix and vaudeville did three days to SRO. Pin games got swell play after shows at new Arcade converte aler.

new Arcade, opposite pier.
Usually regarded as an indication of
the approaching season, size of holiday
crowds cheered resort business men and several new amusement ventures will be launched on strength of this showing. Quarter-million figure announced by Quarter-million figure announced by Harry Resnick at city press headquar-ters. Million-Dollar Pier put on a spe-cial sports program with a 2,100 gate and addition of 300 seats to accommo-date crowds. Eddie Morgan doubled be-tween M.-D. Pier and Chelsea Grille.

LUNA PARK

CONEY ISLAND, NEW YORK

WANTS for the COMING SEASON

Meritorious Shows, Rides and other Attractions suitable for the World's Greatest Amusement Park.

HAVE FOR RENT a Large Building suitable for Walkathon or Similar Type Attraction. Also several Buildings suitable for Sportlands.

OPERATORS OF CHINESE RESTAURANTS ON A LARGE SCALE-We have a wonderful proposition for you.

LUNA PARK, CONEY ISLAND, N. Y.

SANDY BEACH PARK, RUSSELLS POINT,

ON INDIAN LAKE ----

HARRY L. MOLLER, MGR. ATTRACTIONS AND CONCESSIONS.

WANTED

Most Beautiful Playgrounds"

Something new—no rackets—Have open fully equipped Lunch Room, Drink Stand, Candy Stand, High Striker, Scales, Bozo Novelties. Fine location for Motordrome. Have largest Dance Pavilion in Central States, playing Recognized Bands, changing weekly. YOU'LL MAKE MONEY HERE!

Much Better Conditions Prevail in This Territory, NOTE—A C.C.C. Has Also Been Assured for Indian Lake!



1935 -Auto-SKOOTER-Water



SKOOTER

LUSSE BROS., INC., 2809 North Fairbill Street, Philadelphia, Pa. U. S. A. LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England,

NAAPPB

Manufacturers and Dealers' Section By R. S. UZZELL

Some of our finest delicacies were dissome of our finest delicacies were dis-covered in times of great stress and want. In the memorable war with Prus-sia, France suffered a scarcity of meat. The tail of the "critter" had always been considered of no use. It was used for cat meant. Once given a trial, oxtail soup has always claimed an important place on the menu. Truffles and mushplace on the menu. Truffles and mush-rooms were likewise discovered in a time of food scarcity.

time of food scarcity.

When rubber went to \$1.25 per pound we sat up and took notice. Otherwise nothing would have been done on synthetic rubber. Now the imitation far surpasses the real thing in our strenuous use of rubber in transportation. We were using 60 per cent of the world's rubber supply. The producers of crude rubber made a fatal mistake in pushing the price so high as to lose the market.

True Values Return

Some fairs had permitted off-color midway games so long that the fairs were running in the red from loss of were running in the red from loss of attendance. Necessity compelled a clean-up, with justifiable results wherever tried last year. A park hurt a new ride last year by overcharge.

In this, as in all other business, we must deliver the goods for a reasonable charge. We must render service, and there are undiscovered services yet to be developed.

be developed.

be developed.

Beach pajamas and canvas-trouser bathers can be induced to use lockers at a reasonable charge. Better take the fast nickel rather than the slow dime. If they refuse to buy a dinner and bring one with them, better sell hot coffee by the quart or gallon at a rate than to get nothing and often drive them elsewhere.

Many places have not yet learned the drawing power of an abundance and variety of flowers. You can have them blooming all season. Try the procession of the flowers and convince yourself. It put Elitch Gardens, Denver, on the map nationally and internationally. As



WANTED

Free Acts for the coming season Only acts of merit write.

EASTWOOD PARK AMUSEMENT CO. EAST DETROIT, MICH.

ATTENTION, PARK AND RESTAURANT OWNERS—General Experience Refreshment Concession Manager desires position. Owned and operated concessions at Riverside Annaement Park, 18 years. References then the property of the Concessions of the Concessions of the Concessions at Riverside Annaement Park, 18 years. References the Concession of the Co

a permanent drawing card, it beats sex stuff 40 ways. We are returning to true values. In the end beauty and better morals will always win.

Many Opportunities

In the Greater New York City area there is an amusement park which has gone into decay. It once did a very lucrative business. Well located with many natural advantages, it was first allowed to get tough. For a time it looked as if they were right and we were wrong. When it started to slip it never stopped until sald for taxes. The swimping-pool until sald for taxes. The swimping-pool until sold for taxes. The swimming-pool water was only make-believe filtered.

(See NAAPPB on age 45)

SARASOTA FETE A FIXTURE

Pageant, Fair **Are Given Color**

Circus atmosphere features parades-clean midway is praised by officials

SARASOTA, Fla., March 2.—About 20,000 persons paid a dime a head to pass thru gates of Sarasota County Agricultural Fair here last week, while nearly 40,000 saw Saturday's events of the Pageant of Sara de Sota, according to Thomas L. Glenn Jr., president Junior Chamber of Commerce, which sponsored the week's activities.

Preparations baying already started

Preparations having already started for a similar pageant and fair next year, efforts will be made to make the events of permanent nature.

Starting with cool weather on February 19, the fair, on property owned by Mrs. Charles Ringling, four blocks from the heart of town, showed to about 2,000 on the first day, while each day showed an increase. Saturday topped the week with more than 6,000. The Saturday received with boby Shyling Saturday pageant, with baby, Shrine and feature parades, fireworks, air show and golf matches, did not cut the take at the fair gates; fair and midway had the biggest play after 10 o'clock Saturday night when more than 3,000 entered in two hours. in two hours.

day night when more than 3,000 entered in two hours.

Mr. Glenn said the junior chamber had found the Krause Greater Shows and the owner. Bennie Krause, on the midway, "one of the finest and cleanest aggregations we ever dealt with, and we have already opened negotiations for the 1936 fair and pageant, with Krause holding the edge for the contract."

Orville P. Stewart, of the Ringling Circus organization, who was director general of the pageant, received plaudits on the full list of events and principally because the parades moved and passed the judges' stand on time. A group of Tommy Atkins' riders from the circus enlivened Friday night's float parade and on Saturday night several circus units were in line. One of the hits Saturday night was the aluminum rubber-tired cage wagon carrying Emir, huge tiger from the big show. This wagon had 10 horses, handled by uniformed teamsters. Circus men, mounted, kept everything moving on time.

Spanish-costiumed riders were mounted.

kept everything moving on time.
Spanish-costumed riders were mounted on Ringling saddle stock, and Indians and cowboys from the circus were scattered up and down the line of march. John Ringling, recently returned from New York somewhat improved in health, viewed the parade from a spot near the judges' stand.

ludges' stand.

E. Clay May was general manager of the fair. George Dorman, Krause Shows' secretary, said the week was a "red one" for the show, exceeding many other Plorida spots. Junior chamber, thru the pageant and fair secretary, Jack Gurnett, made it known that plans for a 1936 show will be laid immediately.

State Edifice in San Diego

SAN DIEGO, March 2.—Assurance of a \$90,000 California State building at California-Pacific International Exposition, opening on May 29, was received from Frank Y. McLaughlin, State administrator of the SERA, to John L. Bacon, county administrator. Outstanding feature of the building is that its space will be available, without cost, to counties of the State for exhibits; the California display to be in a predominant place. State Senator Ed Fletcher, who headed San Diego's delegation urging State participation, expressed gratification at the culmination of plans for a State building.

SMITH'S Superba Band, opening in first week in August in the East, has contracts for six weeks of fairs for Eastern Carolina Chamber of Commerce, Inc., and at lairs in Marion and Galox, Va.: Shelby, "sickory and Mebane, N. C., and Orangeburg and Anderson, S. C.



T. GILBERT WOOD, Roanoke, reelected president of Virginia State Fair, Richmond, which post he assumed in January, 1932, succeeding Former Governor Westmoreland Davis. He has long been active for industrial and agricultural development in the Old Dominion.

Reorganized Nebraska Board Is Demanded of Legislature

LINCOLN, March 2.—Open hearing on Senate File 156 and 242, relating to abolition of the present State Fair board, before a legislative committee assigned to the bills, was a stormy session. E. N. Van Horne, president of a local bank, asked that the fair be removed from politics and put in charge of a showman who could run it at a profit.

Blaming mismanagement, too much indebtedness and unshowmanly procedure, H. E. Gooch, prominent Nebraska financier, also asked that the board be abolished and reorganized with new blood.

Total abolition of passes, "from the governor to the exhibitor," was asked.

Readying Mich. Indoor Expo

DETROIT, March 2.—Final plans for entertainment bill at Detroit and Michigan Exposition, March 9-17, are being completed. A number of name bands are booked. Show opens with Lanny Ross in person for a four-day booking. Excursion rates have been arranged by railroads, with the object of making this the biggest indoor event ever staged in Michigan.

Governor Whittles **Funds in Wyoming**

CHEYENNE, Wyo., March 2. — Week before last the Wyoming Legislature voted an appropriation of \$30,000 to put on the first State fair in Douglas since

Gov. Leslie A. Miller has since whittled it down to \$6,800, the sum he had originally recommended in his message the solons.

It is expected that most of this will go to much-needed repairs on the fair-grounds.

New Free One in Georgia

ROSSVILLE, Ga., March 2.— Tri-County Fair Association, representing Catoosa, Walker and Dade counties in Northwestern Georgia, was organized on February 26, with offices at Lake Winnepesaukah, where a free fair will be held on September 18-21. Additional build-ings will be erected for exhibits. Officers ings will be erected for exhibits. Once are J. T. Kellerhalls, president; Rev. J. L. Hall, vice-president; Mrs. Evelyn Dixon Huskins, secretary - treasurer; George Ketner, chairman of live stock; Ray Willers, agriculture; Mrs. A. E. Miles, liams, agriculture; Mrs. A. E. Miles, women's work; Mrs. H. B. Evans, flowers; Mrs. J. T. Kellerhalls, poultry; Mrs. Carl O. Dixon, advertising and grounds.

Three Pushed as Candidates For Ackerman Syracuse Job

SYRACUSE, March 2.—While Peter G. Ten Eyck, Albany, new commissioner of agriculture and markets, was announc-ing that New York State Fair will be expanded to become one of the biggest on the continent, Syracuse Democrats held a conference and placed three names on a list for appointment by Mr. Ten Eyck as fair director to suc-

Mr. Ten Eyck as fair director to succeed J. Dan Ackerman.

The commissioner has hinted that Mr. Ackerman must go, and the naming of three Onondaga County candidates is seen as a backfire against the drive of John H. Greenman, chairman of Cortland County Democrats, for the \$7,500

Attractions Tilted in N. B.

WOODSTOCK, N. B., March 2.—An attraction program which will cost twice as much as that at the 1934 Woodstock Fair will be arranged this year. The fair will follow St. John and Predericton fairs instead of preceding them and will run five days instead of three, September 16-20, an advancement of about three weeks. More money will be spent on outdoor attractions than in any of the past five years. W. G. Hay, president, and R. W. Maxwell, secretary, are both on the managing committee of nine men, six from the fair body.

77 Years Nonskip

STANLEY, N. B., March 2.—John Douglass, honorary president of Stanley Fair and many years president of the annual fall exhibition, was recipient of a gift from the association in honor of his 84th birthday anniversary. He has not missed a Stanley Fair in 77 years, starting this record at the first fair in 1858. He has been active on committees 63 years. Among directors who called on the veteran in the home he has occupied since he was born were J. G. Thorburn, president, and T. A. Best, secretary-treasurer.

Four Groups of Amusements Are Laid Out in Brussels

PARIS, Feb. 25 .- For the World's Fair FARIS, Feb. 29.—For the World's Fair in Brussels at least four plots have been set apart for amusements. One of these will be occupied by the Old Brussels Village, others by Dufour & Rogers, Thompson group and a group headed by Louis Berni, Paris, and J. W. Shillan, London.

London.
The latter park is near main entrance of the fair, and rides and attractions are already being installed. Among the rides and attractions being installed by Mr. Berni are a big Scenic Railway, Midget Cottage, Shimmy Slide and Captain Marck's lions. Scenic Railway will be done in mountain scenery with a series of grottos, where rifle galleries and

one in mountain scenery with a series of grottos, where rifle galleries and games will be installed.

J. W. Shillan, of the British Motor Boat Company, will install a huge metal basin, 165 by 65 feet, in which he will have 40 Scooter boats. Mr. Shillan is also constructing an auto race course, 160 by 82 feet on which be will place. 160 by 62 feet, on which he will place 30 midget autos.

Crowds Are Good in Tucson

TUCSON, Ariz., March 2.—Southern Arizona Mid-Winter Fair closed here on February 24, after having attracted good crowds. The free fair was managed by Harold Collins, assisted by T. E. Heady, Charles Beach, E. L. Scott, Frank Boice, Frank O'Reilly, H. O. Jasstud, B. J. McKinney, Rukin Jelks, J. C. Kinney, Jack Weadock, A. H. Condron, Fred Ronstadt and E. B. Stanley, Judges were W. L. Elizzard, Oklahoma A. and M. College. A. H. Holderness, University of Arizona, and B. J. McKinney, Tucson,

Annual Moved to Greenville

GREENVILLE, S. C., March 2.—Greenville County Fair, which has been held in Greer, S. C., for seven years, will be held this year in this city, the county seat, announced Secretary-Manager C. A. Herlong, Property has been bought for a permanent plant on Hendersonville highway near city limits. Buildings will be erected. American Legion Post is handling a 100,000 merchants' ticket sale. Mr. Herlong said more free acts will be used this year. Mighty Sheesiy Midway and Ohio Display Fireworks Company have been given contracts.

Boonville, N. Y., To Try Its First Night Event

NEW YORK, March 2. — Boonville (N. Y.) Fair will have a night show for the first time in its history. A revue, band and B. Ward Beam's Congress of Dare-Devils have been booked from the George Hamid office.

With a profit of \$3,000 from the 1934 event, society is going after more, having been reorganized in several departments. Event is headed by Clayton A. Musser, president; Ronald Ryder, secretary, and Parley S. Babcock, premium list secretary.

FLYING MELZORAS opened the season of Florida fairs in Sanford, followed by Sarasota, Fort Lauderdale and a celebration in Miami week of March 4.

FLYING HOWARDS, aerial trampoline, ended engagements in Merritt. Pla., February 11-16 and Central Florida Pair, Orlando, February 19-23.

Crowds at National Orange Show View Pioneers in Making of West SAN BERNARDINO, Callf., March 2— for opening, and notables of State, naIdeal weather prevailed for opening on the world have been present.

SAN BERNARDINO, Calif., March 2—Ideal weather prevailed for opening on February 19 of the 25th annual National Orange Show, which from an unpretentious start has grown until the immense buildings that now house it are barely able to give space to exhibits. Decorations have changed each year; an Italian motif prevailed this year, and it gave opportunity for fine displays, replicas of Venetian bridges, done in oranges, grapefruit and tangerines; ranch homes, Dutch windmills and historical landmarks done in citrus fruits. The historical musical extravaganza, The Hands of Time, depicting highlights of American history, the work of Cecil Jefferson Stewart, was divided into periods and each day on the big stage episodes were presented, with a superb orchestra and splendid talent in the big company twice daily.

A Horse Show proved fine entertainment and strong box-office draw. Governor Merriam and staff, in attendance

for opening, and notables of State, nation and the world have been present. The spectacle included a parade appropriate for the title, a marvelous production, dating from 1774. Ox wains, burro water carriers, stagecoach, overland mail, the gold rush, wagon-train days were in the 50 episodes of history of San Bernardino Valley.

Among oldtimers were Ed Stilles, who drove the first 20-mule borax team out of Death Valley, Milton Vale, 90, early settler; Mrs. Lucy Janney, who crossed the plains in a covered wagon over the Mormon trail in 1860, and George Atwood, ploneer trail-blazer. There were more than 1,000 Indians from Shermin Institute, Mission Indian Reservation and St. Boniface's Catholic School in parades.

R. H. Mack, general manager, estimated more than 250,000 persons attended during run of the show, B. Dade Davis is president; A. H. Brouse, vice-president, and J. H. Wilson, treasurer.



By Claude R. Ellis

ONE SLANT on the vast difference between figures on total admissions and total paid admissions at fairs in pennsylvania, recently reported in The Billboard, is forthcoming from B. H. Patrick, Philadelphia representative, who

remarks:
"I noticed this great difference and, upon inquiry as to why, I found cut that most of the Pennsylvania fairs account for it in this way. On Children's Days children are admitted free. As some fairs have two Children's Days, one on Tuesday and one on Friday, this would account for considerable difference. Most the feits in question use burnstiles account for considerable difference. Asset of the fairs in question use turnstiles and all help passes thru the 'stiles. No matter how many times a day employees pass thru, each entry is classed as an admission, as the total count of turnstiles is taken and recorded.

"I think this will show why there is such an amazing difference in the two sets of figures. Altho it would seem somewhat absurd to publish the figures in such a way, I understand that the State requires admission figures to be compiled and published in this manner."

FAIR secretaries who have been bothered with that morning-after taste, when their jairs have ended and the midways have been dismantled, may be interested to know how many nice things are being said about the Sarasta (Fla.) Fair, which signed the Krause Greater Shows with a quarantee of a clean midway.

A FAIR is a festival; it must have the spirit of joyousness. There must be entertainment, features that make for fun. A so-called fair without these is as much a misfit as a gloomy-faced bluenose at an Elks' picnic.

FOR A NUMBER who have requested it, here is the tribute paid to fairs and expositions by President McKinley at the Pan-American Exposition in Buffalo: "Expositions are the timekeepers of progress. They record the world's advancement. They stimulate the energy, enterprises and intellect of the people and quicken human genius. They go into the home. They broaden and brighten the daily life of the people. They open mighty storehouses of information to the student. Every exposition, great or small, has helped to some onward step. Comparison of ideas is always educational and, as such, instructs the brain and hand of man. Friendly rivalry follows, which is the spur to industrial improvement, the inspiration to useful invention and to high endeavor in all departments of human activity."

IT IS notable that complaints regarding fairs being on the wane are a rarity in territory where fair managers believe in keeping up the amusement quota of their events. Where fairs are allowed to driff into purely agricultural exhibitions their appeal is not strong enough to draw all the elements needed for adequate

FILLUPS: Pari-mutuel bills striking snags in several Legislatures . . . better to kill 'em than have bad ones that won't help fairs or anyone except a few promoters . . . Signs of the times. . . . Wyoming State Fair coming back; also the annual in Laurel, Miss. . . . Add women active in fairdom—Mrs. C. A. Herlong, president and treasurer of Greenville (8. C.) Fair, to be moved from Greer. . . . Total attendance figures in Pennsy don't mean much when all the in-and-outers are counted . . . Terre Haute (Ind.) boosters start out like they mean the new fair to be a real one. . . Overselling game concessions on midways only invites grief in large gobs. . . The weatherman gave the National Orange Show a break, but it will hardly be appreciated in Florida. . . If the issue on Nebraska State Pair bolls down to politics versus showmanship, the answer should be easy . . except that most legislators also are politicians. . . There are some live wires behind that new string of fairs in Michigan . . . Passing of A. P. (Put) Sandles in Ohio ends a career rich in value to fair interests and public service. . . . Charlotte, N. C. which should have a fair, probably will have one this year. . . Another joins the no-money-or-controlled-games class —Vancouver Exhibition.

Sacramento Is Dolling Up

SACRAMENTO, March 2.—For California State Fair in 1935 elaborate improvements have been ordered. The main exhibit building will be redecomain exhibit building will be redeco-rated and additional part-mutuel bet-ting equipment installed. One hundred permanent concrete and wooden benches, installation of 20 ice-cooled drinking fountains and additional shade trees are on the program. Directors voted \$10,000, increasing prize money to \$65,000, an increase of nearly 40 per cent in the lest two years. cent in the last two years.



Fair Grounds

HARRISBURG, Pa. — Despite zero weather, 240,000 attended the 19th annual Pennsylvania Farm Show. There were 10,035 entries in the 25 competitive departments, compared with 8,873 a year ago. Departments which showed greatago. Departments with showed great-est increase were milk, corn, potatoes, apples and poultry. Entries were turned away in the live-stock department due to lack of space. It is believed that over \$30,000 of prize money will be shared by at least 2,000 exhibitors representing every county in Pennsylvania.

HOLLAND, Mich.—The 1934 exposition of American Legion Agricultural Fair Association made profit of \$464. Plans are on for this year's fair.

MEMPHIS.—Frank D. Fuller, secretary of Mid-South Fair, has been elected a member of the "Plant to Prosper" committee for Shelby County.

WOOSTER, O. — Wayne County Fair directors adopted a \$20,015 budget for 1935, according to Secretary W. J. Buss. Expenditures in 1934 were \$22,831.03, including debt payments of \$6,500.

SAN DIEGO.-More than 1,000 ves SAN DIEGO.—More than 1,000 vessels of the United States Navy, yachts. fishermen's boats and watercraft will participate in a pageant in San Diego Bay on June 29, one of the major features of California-Pacific International Exposition.

SPRINGFIELD, Mass.-Widespread interest in the first national rug contest sponsored by Eastern States Exposition last year has resulted in its continuance last year has resulted in its continuance this season, with cash prizes for hooked rugs, braided rugs and scenic hooked rugs suitable for wall hangings. Entries will close on July 1. Rugs received at Storrowton, New England Colonial Vil-

lage on the exposition grounds, not later than August 1, will be judged prior to September 1 and winners will be an-nounced on opening day of the exposi-tion, September 15. Last year more than 600 rugs, drawn from practically every State and two Canadian provinces, were entered. were entered.

PARIS.—The fair season got under way with the 11th Annual Fair of Nice on February 7. Most important fair of France is the International Fair in Lyons on March 7-17, followed by the Spring Fair in Marseille on March 30-April 14.

CHARLOTTE, N. C.—Councilman J. F. Boyd said he would propose to city council and county board of commissioners the advisability of holding an annual fair for Mecklenburg County, to be jointly sponsored by city and county.

LANSING, Mich.—George A. Prescott, Tawas City, appointed secretary of Michigan State Pair board of managers, will take office on April 1. Appoint-ment was made upon resignation of James C. McCabe.

MADISON, Wis .- On recommendation of its finance committee, Dane County board appropriated \$1,000 to be used by the agricultural committee in 4-H Club work at Dane County Fair.

DETROIT—A committee of seven members to operate Michigan State Fair here was to be appointed by James R. Thompson, commissioner of agriculture. However, according to instructions of Governor Fitzgerald, the commission would be nursely become a seven with would be purely honorary, serving without salary.

PORTAGE, Wis.—Guarantors of notes against Columbia County Fair Association voted to offer to sell the buildings on the fairgrounds to the city for \$3,000. Unless association indebtedness is cleared up soon possibility of holding a 1935 fair appears remote.

LA CROSSE, Wis.—A committee of five council members will be named by five council members will be named by Mayor J. J. Verchota to co-operate with a committee of the county board to consider advisability of taking over operation of La Crosse Interstate Pair or making appropriations of \$2,500 each to guarantee payment of bills should the fair association be unable to meet the county of the c obligations.

GRAND-STAND shows for these fairs, Lincoln County, Tyler, Minn.; Stevens County, Morris, Minn.; Henry County, Mt. Pleasant, Ia., and Marshall County, Marshalltown, Ia., have been contracted from Williams & Lee.

Agricultural Conditions

Condensed Data From February Summary by U. S. Department of Agriculture, Washington, D. C.

LEAN FOR LIVE STOCK

Thruout the North, where the livestock industries loom large, it is fortunate that the earlier part of the winter was not as severe as last month. The mild earlier weather together with reduction in numbers of animals and government emergency measures eased the critical feed situation that had been anticipated. But last month was a hard one.

one.

Live-stock men are now living thru the real aftermath of the drought. The feed supply is short. One has only to glance at the figures of stocks of grain on farms January 1 to get this feed picture. Farm stocks of corn amount to 800,000,000 bushels, which is about 300,000,000 bushels under the shortest supply previously recorded. Then it also appears that from October thru December less than 580,000,000 bushels of corn have been used in this country, as compared with about 920,000,000 bushels used in the same period last year. That gives an idea as to how the feeders have tightened up. Of course, there are fewer pigs to be fed. But men everywhere are feeding with one eye on the granary and mows and the other on the calendar. granary and the calendar.

A typical result of the tight feed situation shows up in the figures on milk production. Last month the production per cow for the entire country was the lowest of which this bureau has record: 10.88 pounds compared with a January 1 average of 12.13 pounds. A decline of 2 per cent during December contrasted

sharply with the usual increase of 2 to 5 per cent in that month. Dairymen generally report that they are feeding about 20 per cent less concentrates than a year ago.

about 20 per cent less concentrates than a year ago.

BRIGHTER FOR DAIRYING

Speaking more broadly of the dairy situation, however, one can see some daylight ahead—for those who can hold out. More than 1,000,000 cows were disposed of last year, the greatest reduction in the 55 years recorded. The proportion of helfers in the herds is unusually low. In other words, the herds have been drastically reduced; milk-cow prices are at the low point of the cycle (the last peak in that cycle came in 1929); with more normal crops, milk cows will be good property once more, and feed prices will be lower in relation to milk and butterfat.

The poultry industry is another which has had to tighten its belt this winter. Many a farm flock ceased to exist last fall. For the country as a whole, the number of hens and pullets per flock average 78.4 compared with the five-year average number of 88.9. The average farm flock in the Central States was producing 15 eggs last month as against 19.3 eggs per flock a year previous. But here again there is daylight in sight for the long pull. Stocks of eggs in storage are down. The number of hens in the country is down. Hatchings are likely to shrink still further this spring. Feed is likely to become cheaper later this year. The hardest problem is to get thru a bad winter.

Fair Elections

GARLAND, Tex.-Garland Community Fair Association elected Charles Lyles, president: Raymond Hamilton, vice-president; Oscar Harris, secretary; Hey-ward White, treasurer; R. B. Cleveland. superintendent.

GREENVILLE, S. C.—Greenville County Fair Association named C. A. Herlong, secretary-manager; Mrs. C. A. Herlong, president and treasurer; C. L. Clark, Mrs. T. M. Grooce, superintendents; Mrs. Julia Stebing, home demonstration

RENSSELAER, Ind. — Jasper County Fair Association set August 27-30 as dates for the 1935 fair. George Reed was named temporary secretary to serve until Congressman Charles A. Halleck, former secretary, returns from Washington. Rollin Stewart, Ira Huntington and Fred Frazer were named to the executive committee. committee.

KENTLAND, Ind. — Newton County Fair Association re-elected Rolland Ade, president; Howard Myers, vice-president; M. Schuh, secretary-treasurer.



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No gaff, controlled or racket games of any kind or shows for men only will be allowed on the West ern Canada B. Circuit of Fairs. Anyone expect-ing to operate anything of the above nature is warned not to visit the Circuit.

WESTERN CANADA FAIRS ASSOCIATIOI

WANTED — MERCHANTS' EXPOSITION March 26, 27, 28. Good Acts or a real organ ized Revue. Novelty Acts preferred. Address M E. BYREE, Sec y. Chamber of Commerce, Larned

WITH THE **Trotters**



By EDWIN T. KELLER-

This is about the most important period of the early season to all harness horse followers, for the coming four weeks will bring announcements from race secretaries as to what they will have to offer to campaigning horses in the way of stake and purse races.

Secretaries everywhere are showing more than the usual amount of activity; to date there have been several impor-tant announcements. Secretary Milton Danziger, of the historic Bay State Cir-cuit of the East, is out with programs for the six weeks of racing thru that loop. Kansas and Oklahoma Circuit is out with the most ambitious program it has given in a number of years. Two Grand Circuit members are out with their stake programs, and last week came welcome news that interested horsemen have been successful in re-organizing the Great Western Circuit, which a decade ago was ranked along with the Grand Circuit.

Support to Flint

Heading opening of the Great Western Circuit will be Flint, Mich., Just about the best news trotting horsemen of the Central States have had this season. Lest year Flint, thru efforts of William Veit, leading business figure of that city and for years a liberal patron of trotting, and Art Butterfield, one of the best known figures in Michigan boxing and wrestling circles, brought back seals season regime to Wiln after an about the seals season regime to Wiln after an about the season regime to the se wrestling circles, brought back season racing to Flint after an absence of 20 years.

veit and Butterfield secured the old fair plant in Davidson, a few miles east of Flint, spared no time and expense in transforming it into a model half-mile racing plant, and in mid-June gave one of the banner half-mile track meetings of the year, with liberal stake and purses races featured. That the track is one of the best half-mile ovals to race over is seen in the fact that horses raced in 2:05 over it, and Baldwin, 2:02½, Canadian bearcat, tore off three first quarters from a standing handicap tart in better than 30 seconds, one eing as fast as 2914, something seldom ever seen in the speed line over any

half-mile track. Fint will race on about the same dates as last year, week of June 17, when a program even bigger and better will be featured. Coming as it will right before the Grand Circuit opening in Toledo, it is a foregone conclusion that it will receive hearty support from campaigning horsemen.

Outlook Is Better

Ohio will have four meetings in the new racing chain. Toledo is the first point the first week in July. Berea, the beautiful little racing plant just outside of Cleveland, will drop in right after with a full week; then Columbus will come with either five or six days of racing, after which the circuit clans will move west for meetings thru Illinois and Missouri, racing in that section until August 24, when Columbus will give a second circuit meeting in connection with the State Pair, with the circuit to wind up with meetings in Indianapolis, Louisville and the grand close in Lexington final week in September. Ohio will have four meetings in the

There is also an important announce There is also an important announcement from leading meetings of Western New York Fair Circuit, Batavia, Hamburg and Dunkirk, each of which will again feature a series of eight stake races at their meetings, with outstanding attraction a \$1,000 free-for-all pace. It has been some years since the fair secretaries featured free-for-all stakes,

For AUGUST FAIR CIRCUIT 1935

LAWRENCEBURG, KY., Frank Routt, Sec'y.
SPRINGFIELD, KY., T. C. Campbell, Sec'y.
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but a return to this policy is being made in a good many sections this year. Another to list such a feature is Rutland, Vt., which will headline a \$2,500 stake for a week of racing in September. From all reports it is evident that campaigning horsemen are going to have more race meetings to race at and will have more more to the second of the second

have more race meetings to race at and will have more money to shoot at dur-ing 1935 than they have had in any year since 1930. The 1934 season saw nearly 50 more race meetings than in 1933, and 1935 will undoubtedly show another gain as great; so, all in all, campaigning horsemen have every rea-son to feel elated over the outlook.

Young Contracts Nashville

CHICAGO, March 2.—Ernie Young re-cently returned from Nashville, Tenn., where he secured the contract for grandwhere he secured the contract to grand-stand attractions at Tennessee State Fair. He also has the contract to pre-sent the Ernie Young Revue at South Dakota State Fair, Huron.

CARTHAGE, Mo.—Professional talent for the floor show is coming from Kansas for the noor snow is coming from Kansas City during a Trade Exposition here on March 11-16, under auspices of American Legion Drum and Bugle Corps, promoted by Walter McNutt and under manage-ment of C. O. Smith.

DOG RACING

(Continued from page 40)

tire body of park owners, operators, managers and executives pushed for affiliation, thus bestowing a direct compliment upon the popular president, who attained the position at the Toronto conclave last November and has been a diligent reorganizer ever since. Still another head of a kindred organi-

zation attended, Maurice Piesen, National Skee-Ball Company, Coney Island, presi-dent of the American Recreational Equipdent of the American Recreational Equip-ment Association, formerly known as the Manufacturers and Dealers' Section of the NAAPPB. To supplement the list of allied interests present was the Massa-chusetts Agricultural Fairs Association, which sent its secretary, A. W. Lombard, veteran official in the Department of Ag-riculture. From that point of view and for other reasons, the meeting was one of the most spirited in years, topping the parley held in Providence five years ago, in the opinion of many. in the opinion of many.

Markey Is Re-Elected

Markey Is Re-Elected

Arch E. Cilar, the stalwart manager of Norumbega Park, Auburndale, Mass., stepped down as president amid lively applause and a standing vote of appreciation, in favor of the newly elected E. R. Enegren, Lake Pearl Park, Wrentham, who, with Mrs. Enegren, opened the hospitality of their spot for the summer meeting of the section two years ago. Danny E. Bauer was elected first vice-president; Douglas Boyle, second vice-president; C. F. Chisholm, Revere, treasurer, and Fred L. Markey, secretary, relected, and Howard Duffy, member of the executive board.

The work done by the national association in code, insurance, legislative and

ciation in code, insurance, legislative and ciation in code, insurance, legislative and other fundamental matters was reported by President Baker as he entered a strong appeal for larger membership. Mr. Lombard urged that parks maintain inducements for the spending class, the people between 50 and 60. He advocated reaching out for people outside the immediate community, for better acts better presented, arousing of curiosity and proper exploitation. "Arouse curiosity, satisfy it and cater not to the few." he declared.

For Floral Displays

For Floral Displays

Barney J. Williams, past president, outlined a plan for drawing more picnics, giving personal contact with committees as the key to the situation.

Hubert Standeven, the past season manager of George Hamid's White City Park, Worcester, Mass., now back at Old Orchard Beach, Me., started a long discussion on special days, having Procter & Gamble events specificially in mind, while Dave Stone, owner of Paragon Park, Boston, urged use of more free acts and taboo on liquor for minors.

Mrs. Enegren said that beautiful fioral displays not only enhance parks pictorially, but bring in people. She had a pair of supporters in Herbert F. O'Malley, director of Playland, Rye, N. Y., who suggested floodlighting on floral displays "to bring out their beauty," and Richard F. Lusse Bros., Philadelphia, who said devices should be subordinated to floral and electrical displays and fountains. "Devices will get the money, but beauty will bring them in to spend it." Back from a European trip, spending a good deal of the time in Brussels in advance of the exposition, he said that a record

number of American manufacturers and showmen are represented there

showmen are represented there.

An interesting study of Chicago World's Fair lighting was presented via color slides by C. M. Snyder, illuminating engineer of the General Electric Company. Sylvan Hoffman, publisher, made progress his theme and toyed with the possibility of semi-scientific exhibits in parks. He stated that in his opinion water rides are the coming thing in parkdom.

Fansher Reads Letters

Fred Fansher, handling the meeting capably, read a number of letters from people in strategic parts of the country in which the consensus was that dog racing is a menace to the community and a problem for parks. These communica-tions, as well as leading opinions voiced at the meeting, will appear in an early issue of *The Billboard* as a means to deissue of *The Bittooara* as a means to de-termine just how far the alleged situation has progressed and what action should be taken, if any, to combat it nationally, as well as in New England thru the sec-tion and its affiliated interests.

Frank Terrell reported on the ter-centenary celebration to be held in Con-necticut. Maurice Piesen cited remark-able growth of pin games in New York, Washington, Baltimore and other parts of the East, stating that parks are over-looking a good bet in sportlands.

Andrew Casassa, recently elected president of the Mayors' Club of Massachusetts, and who, both at the sessions and banquet, was a leading speaker, recommended that the section ask the Federal government for funds with which to rehabilitate parks. The Tuesday session ended with brief remarks by E. E. Foehl, Willow Grove Park, Philadelphia.

Jones Is Toastmaster

The banquet was a pleasant affair. Danny Bauer brought in local talent and professional attractions were supplied by professional attractions were supplied by George A. Hamid, Inc., represented by Mr. Hamid and his Boston manager, Paul Denish. Waliace Jones was toastmaster on the dals and Mr. Hamid master of ceremonies, both functioning in their well-known expert manner.

well-known expert manner.

Acts included Elleen Kitney, soprano; Fred Butterworth, tenor; Charles Buck, impersonations of celebrated dancers; Rodolphe Masse, accordion; Miss De Mar, singer; International Trio, dancers, a knockout; George and Roland, hand-to-hand balancing; Bill Blomberg, of Bill Blomberg's Circus and Alaskan Huskles fame, who stepped out of character to tell a few jokes; Leon L. Cassidy, Bridgeton (N. J.) device man, who played the plano while Mr. Hamid tumbled and danced, and Paul Morris, Playland, flashed some pictures; Bell Bros. and Grace, who topped the bill with singing, dancing and acrobatics, one of the girls giving every promise of becoming a stellar stage attraction, doing difficult ballet and contortion dancing to stop the show. tortion dancing to stop the show.

tortion dancing to stop the show.

Speakers were Andrew Casassa; Capt.
John J. Johnson, commander of Fort
Rodman, situated next to Acushnet Park;
Major P. F. Healey, supervisor Massachusetts Bureau of Sunday Amusemente; Alderman John Stitt, representing the mayor of New Bedford, Charles
S. Ashley, and a number of local Representatives and Senators in the Legisature. Governor James M. Curley greeted
the body in a message read by Toastmaster Jones. The late Stuart Kollins
was made the subject of a glowing
tribute Mr. Kollins having been manager was made the subject of a glowing tribute, Mr. Kollins having been manager of George Hamid's Boston division. Another tribute was given to the memory of Travers D. (Tip) Carman, manager of The Billboard's office in the same city, and the publication was thanked for its co-operation with parks the past year.

Press Relations Set

Closing business meeting on Wednesday brought out a variety of topics pertaining to legislation, coin machines, Sunday licenses and other subjects. R. S. Uzzell. R. S. Uzzell Corporation, New York, spoke on the life of P. T. Barnum. Paul Morris, publicity director of Playland, did yeoman work in landing stories in local newspapers, as well as pictures. in local newspapers, as well as pictures, bringing along his camera. He also lined up three groups for photographs after the meeting.

the meeting.

It was voted to carry members in arrears for the years preceding 1934 if they remitted for current dues.

A press relations committee was formed which will work closely with Paul Morris, who offered his services without cost. Mr. Morris has been working on national association publicity with Harry Baker.

The registry, sidelights and other information will appear in the next issue, along with the first of a series of articles on the dog-racing question.

Krasner, New Denver Head, Concessioner for 17 Years

DENVER. March 2.-Sale of Lakeside

DENVER, March 2.—Sale of Lakeside Amusement Park here on February 21 to Benjamin Krasner and associates recalis that Mr. Krasner has been the park's principal concessioner 17 years, and he is known as a thoro showman. Purchase price was not disclosed but is understood to have been around \$150,000.

Park was opened in 1908 after more than \$1,000,000 had been spent in construction the previous year. It embraces 160 acres and a large lake. Physical property includes a large indoor swimming pool; balliroom, featuring big-time bands; big theater, cafe, outdoor movies and a soft-ball field. Rides include Derby Coaster, Lindy-Loop, Skooter Cars, Pony Track, Star Ride and fast speed boats. The park also claims the world's longest miniature railroad.

miniature railroad.

The spot was thrown into receivership two years ago and was operated by bond-holders in 1933-'34. Mr. Krasner's purholders in 1933-'34. Mr. Krasner's pur-chase puts the entire park under his con-trol, with no liens or encumbrances on the property, it is said. He plans exten-sive improvements before opening on May 25. Changes will include new rides, planting of beautiful floral effects and a good dousing with paint.

A. C.'s Biggest Convention Year Augured in Bookings

ATLANTIC CITY, March 2.—The greatest convention year in its history will be enjoyed by Atlantic City during 1935, it was revealed last week by A. H. Skean, director of the resort's convention bureau. Majority of the conventions will be new ones for Atlantic City and amusement interests are counting heavily on them for attendance increases.

Record attendance at the National

Ily on them for attendance increases.
Record attendance at the National
Educational Association convention during sessions indicated that registrations
are again getting back to 1920 levels.
Among larger units booked are American
Medical Association, American Federation of Labor, Canadian Medical Association, American Gas Association, International Association of Police Chiefs,
American Hotel Association and National
Recreation Association.
According to a new estimate, 82 larger

According to a new estimate, 82 larger groups are scheduled, with June the top month, 26 conventions being booked. These figures do not include smaller bodies booked thru hotels.

With the Zoos

CINCINNATI. - News that Admiral CINCINNATI. — News that Admiral Richard Byrd planned to stop at Discovery Inlet on his homeward journey to trap penguins gave hope to authorities of Cincinnati Zoo that the explorer expected to fill the penguin order placed with him 17 months ago as he sailed for Little America. Penguins are desired by Cincinnati Zoo because it has been found out that these clownish birds make amusing exhibits second only to a cageful of monkeys. A penguin exhibit in St. Louis Zoo is rated as chief attraction.

DETROIT.—John W. Ireland, director of Belle Isle Zoo, and John T. Millen, director of Detroit Zoological Park, believe some hoodoo has come over their polar bears. Three died suddenly in the past month. One was killed in a free-for-all fight, a second slipped on ice and a third, known as Patsy, dropped dead recently at Belle Isle. The remaining bear at Belle Isle Zoo will be transferred to the new park for remainder of the winter.

KLAMATH FALLS, Ore.—Death and the stork came together in Moore Park Zoo. A cub was born to Mr. and Mrs. Bruin at about the time one of the cougar kittens was dying. The kitten made advances thru a fence to the park coyote and received a bite on the foot which became infected and caused death.

which became infected and caused death.

FITCHBURG, Mass. — A bill in the
Massachusetts Legislature, sponsored by
the Society for Prevention of Cruelty to
Animals, would prohibit the keeping for
public exhibition of wiid animals at
wayside gasoline stands and lunchrooms.
For many years wild animals in cages
have been so exhibited in this State.
Advocates of the bill declare that those
in charge of such animals know little
about their care, that dens are too small,
not properly protected from sun and are
unsanitary.



By CLAUDE R. ELLIS (Cincinnati Office)

BASKETBALL on roller skates is an innovation proving a real business stimu-lant in Faith's Grove Roller Skating Rink, jant in Fatth's Grove Rober Skating Rink, Johnstown, Pa. Two trained teams en-gage in these games, which get under way evenings at 9 o'clock. Admission is 10 cents. Regular skating sessions are con-tinued after the basketball battles.

THE FOUR WHIRLWINDS, American roller skaters, are at Gaumont Palace in Parls. For the 11th time Sonja Henie, Norwegian skater, won the world's championship for fancy skating in Vienna on Pebruary 10. Cecilia Cooledge, England, won second place, followed by Vivian Hulton, Sweden, and Hedy Stenuf, Austria, a 12-year-old skater of great talent. Carl Schefer, world's champion figure skater; Hedy Stenuf, Austrian fancy skater; and Adolph Witt, comedy skater, took part in a big benefit foe gala for theatrical artists of Paris in Palais des Sports Rink, Paris, on Pebruary 23. Rink, Paris, on February 23.

DRUMRIGHT (Okla.) Roller Skating Rink has been taken over by W. Mc-Mahon as manager, who is planning to cater to private parties. Rink is half a block south of Broadway in Drumright.

A ROLLER relay team has been formed in Rayen-Wood Roller Rink, Youngstown, O. Squad includes C. Congaware, D. Papy, J. Morgan, C. Yozwick and Al Ritchie. Management plans to stage relay races with teams from near-by towns every Monday night. First opponents will be the Edgewood team, Cortland, O.

EAST LIVERPOOL, O., roller-skating basketball team won from the Chester (W. Va.) quintet in Windland Auditorium Bink, East Liverpool, 32 to 2. Chester's score came in the last quarter. Basketball on skates will be featured in the East Liverpool rink every Wednesday night with the local team playing out-of-town coponents. town opponents.

RESULTS of the first racing program in Van Cortlandt Roller Rink, Bronx, N.Y., under sponsorship of the Interboro Club, are reported by Isalah Freger as follows: Class A amateur men's 2-mile race, Dick Mare, Interboro, first; Harry Belson, Belleville, N. J., second; time, 2-47-4. Class B, amateur men's one-mile, 2-60, Interboro; william White, Interboro; time, 3-02. Girls' half-mile amateur, "Baby" Mary Hennings, Interboro; Tessie Dolgas, Linden, N. J.; Margy Cless, Irvington, N. J.; time, 1:36-4.

IN THE first professional race of the season in Carman Rink, Philadelphia, on February 16, a half-mile was won by Jimmy Boyle, former Philly amateur champ, who turned pro to skate in the 21-day race in Newark, N. J., last year. Mike Peters was second; Ervin Sketchley, third; time, 1:43. Half-mile free-for-all was won by Bill Campbell; Bud Trendler, second. An amateur half-mile was won by Charley Breslin; Jimmy O'Brien, second, leading the field for 8 of 9 laps, Jesse and Malcolm Carey, heads of Carman, report biz fair for the times and look for a comeback in racing. Malcolm



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expects to bring leading skaters from New York, Chicago, New Jersey, Delaware and Maryland to race his new pros., while his old skaters like Bill Holland, Joe Kyle, his old skaters like Bill Holland, Joe Kyle, Jimmy Hansen, Cy Minch, Harry Gentsch, Marty Collins, Jack Delaney and some new faces will be seen in the amateur lineup. Marty, Honey and Ben, well known as the Flying Demons, skat-ling act of Philadelphia, having split up recently, the act is now under the name of Honey and Marty, who are doing a double.

HOCKEY team of Bock Skating Rink, South Bend, Ind., is practicing nightly and is in the field for games, advises Manager Eugene W. Bock. The team is using a maple block, 3 by 3 inches, and one inch thick, with corners sanded, and report they find it lively and better than a ball or rubber, nuck. Five nights are report they find it lively and better than a ball or rubber puck. Five nights are reserved for parties and two for public attendance. Some parties are booked ahead until May 31. Discipline is strict and the management has received letters of commendation from the Chamber of Commerce and others for the manner in which the rink is conducted. which the rink is conducted.

A RECORD crowd of 1,200 attended exhibitions in Collseum Roller Rink, Escanaba, Mich., night of February 17, reports Manager Richard O. Flath, who says biz has been good since opening. Grand march was led by Mr. and Mrs. A. O. Syverson, Escanaba, known to have been roller skaters longer than anyone else in the city. They also presented graceful waltz and two-step numbers. William Moras, vet skater and former manager of the rink when it was known as Feterson's did some clever stilt skatmanager of the fills when it was known as Feterson's, did some clever stilt skating, and Manager Flath gave a comic demonstration of his first attempt to skate. An exhibition of straight and fancy skating was put on by Pearl Brandt and Howard Dufour.

A REUNION of roller rink employees and former managers gathered in the Tuller Hotel, Detroit, recently and a delightful evening was spent going over the "happy cays," advises Peter J. Shea. It was the first time the group had met in more than 20 years. Among those present were Art and Walter Rawling, Greenville, Mich; C. J. Melody, president, National Skating Association; George Snyder, Norm McVittie, Libby Roseback, Cal Spickett, James Williams, Arthur Johnson, Wilher Smith and Mr. Shea. It was decided to make the meeting an annual affair and to invite others who are or were connected with roller skating. "If a gathering of only a dozen oldtimers had such a nice time that it impressed everyone present, what would a real had such a nice time that it impressed everyone present, what would a real gathering of hundreds of old-time managers, exhibition professional skaters and members of various skating organizations mean?" remarked Mr. Shea. "It would be the first gathering of its kind. Ballroom, park and other amusement enterprise managers have conventions, meet every year and exchange ideas, a sort of school combining business and pleasure. Well, here's hoping."

NEW banked track, 600 feet around and with 12-inch banks on turns, was and with 12-inch banks on turns, was thrown open in Belleville (N. J.) Roller Rink on Pebruary 24 with races which drew a good crowd. Results: Half-mile girls' amateur race, Mary Hennings, New York; Tessie Dolgas, Linden, N. J.; time, 1:29-1; two-mile Class B amateur, Howie Merral, Bloomfield, N. J.; Pal Brenner, Eddie Hill, Belleville; time, 5:44.4; three-mile Class A amateur, Pop Bresler, Elizabeth, N. J.; Dick Mare, Louis Hraben, New York; time, 8:32.3.

JACK, EARL AND BETTY, roller-skating act, joined N. T. G.'s Paradise Cafe Revue, which opened a road tour at the Stanley in Pittsburgh.

SIXTH speed race in a series of 10 is scheduled in Bell's Rink, Lincoln High-way, east of Fort Wayne, Ind. Erwin Beyer is leading in points, closely pressed by Jesse Biesieda, Bill Hines, Johnny Becker, Bud Jehl and Leonard Shank.

BIZ in Coliseum Gardens Roller Rink, Mansfield, O., has justified adding Thursday night to the weekly schedule, says Merrell A. Wood. There are now sessions Monday, Thursday and Friday and addition of Thursday was exploited by promotions, including a Country Store, Kiss Night and Crazy Night, so pleasing patrons that the added night is now riding right along with the others. Mr. Merrell advises there has been a pickup in East Liverpool (O.) Rink since the opposition closed in Chester, W. Va.

On Rollers In England

By CYRIL BEASTALL .

I have been endeavoring to arrange a world's championship meeting for nonstop endurance roller skating between
Waiter W. Miller, Portland, Ore., and
Billy Wetherall, Warrington, England,
who are definitely the topnotchers on
their respective sides of the Atlantic in
this branch of roller skating.
Wait Miller, American marvel, skated
non-stop for 112 hours, 41 minutes in
1933, at the advanced age of 74 years and
today is keen to take on all comers, including the English champ, who has recently put up a record of exactly 127
hours, and, as I write, Wetherall is in the
midst of an attempt to do even better at hours, and, as I write, Wetherall is in the midst of an attempt to do even better at the Rollo Rink, Tunstall, Stake-on-Trent, England. I was in conversation with Billy Wetherall, our diminutive champion, on February 2, and we discussed possibilities of a meeting over here, between Miller and himself. Wetherall is confident he can do better than his aged American exemplar, which is only natural, I guess. Anyhow, Forest Gate Rink, London, appears to be the most likely venue for such an event and management of that rink has been approached in the matter.

Some confusion would seem to have been caused by a recent announcement that Arnold Binns, Hebden Birldge, England, had skated non-stop for 204 hours.

that Arnold Binns, Hebden Bridge, England, had skated non-stop for 204 hours. To clear any possibility of misunderstanding in respect to the non-stop endurence record, I will state that Binns has no claim to a non-stop record. He certainly holds a record for endurance skating, but it should be mentoned that Binns rests for quite a considerable time during his performances, whereas Wetherall and Miller are actual non-stop men, a notable distinction. Wetherall informs me he has been approached by Victor Shute, Philadelphia, regarding an endurance test. I should be interested to hear what Shute has done in this particular branch of our pastime. branch of our pastime.

NAAPPB-

(Continued from page 41) For a time the patronage fell for it, but

The chief function of the dance hall was to sell booze. Now there is no one to dance or buy the drinks. The place has been overlooked and passed by. All of its natural advantages are there, with added ones. A big reward here for someof its natural advantages are there, with added ones. A big reward here for someone with vision and a sense of proportion. Scoop out the old reputation, paint and clean up, put in flowers and decorative lighting of approved modernistic tones, police strong enough to drive away the old gang which caused the trouble, as revived Rye Beach did, and the laturel wreath of victory is yours. America today affords many similar opportunities. portunities

New Ideas Incubate

A builder modernized a house this winter. He made a job of it. For each \$300 spent he got approximately \$1,000. This beats sitting in the corner

\$1.000. This beats sitting in the corner saloon and damning the country and the building business. His old associates told him he had a pipe dream.

Our business is not done, ror will it ever be. The rewards came last year to the enterprising and not the croaker. You can tell us where they will go this year. Certainly not to the one who does nothing.

Benjamin Krasner and associates, of Denver, have organized a company which has taken over Lakeside Park, brought from the receiver for the bondholders. Mr. Krasner has been a conces-

holders. Mr. Krasner has been a conces-sioner of that park since 1917. His 18 years' experience should show him the value of Denver's park on the lake. His efficient management of his concessions there and at other parks presages the same successful management of the en-

There are several new ideas incubating that should bring results. John A. Miller is making new designs. The National Skee-Ball Company is building a skee-roll now with chimes on it. With a bank of these games going the chimes will surely attract the crowd. It is surely something new. The one nearly ly something new. The completion is a beauty. The one nearing

POOL WHIRL-

(Continued from page 41)

(Continued from page 41)
Ought to be lots of fun, for some bathers I've met can ask the silliest things. . . . Maybe that's because pool patrons haven't been wised up as much as other amusement seekers. . . That is to say, your average theatergoer knows more about the theater he or she attends or show business in general 'than your average swimmer knows of his or her favorite tank. . . Wonder if that's good or bad for swimming business. . . Seems to me if patrons knew more about the water in which they swim, how it's chlorinated, etc., they wouldn't ask so many questions. . . But there's always the danger of playing up the water sanitation angle too much up the water sanitation angle too much and as a result leave doubt in the minds of swimmers as to whether it is safe to

of swimmers as to whether it is safe to swim in pools.

Surprised not to see more Florida swimming-pool pictures this winter.

. . With exception of a big publicity campaign at beginning of the season, the Miami Biltmore and Rooney Place table down Monty are recorded. son, the Miami Biltmore and Rooney Plaza tanks, down Miami way, seem to have gone to sleep. . . . Or are they just resting? . . . Well, they better hurry up or else the season will be over, as it will anyway in a handful of weeks. . . . Glad to see the Bermuda tanks going in for the good ol' buildup. . . Even the ships to and from Bermuda are plugging their swimming facilities on board.

With Luna Park, Coney Island. N. Y., to be open full blast this coming summer the swim tank there will swing back into its own. . . And I mustn't forget to get out to the Island before the winter's over, as I've always wanted to take a look-in on the indoor pools which operate there all year round. . . . Like

a look-in on the indoor pools which operate there all year round. . Like Silver's, Parkway and others. . Silver's, incidentally, is doing a nice picnic business this winter, according to reports. . The Turkish baths are, of course, the redeeming feature, for an inclosed tank operated by itself, would never go in winter at Coney. . . Or do you think differently? . . If you do, write me your opinions, for one of the biggest thrills I get is opening letters containing readers' ideas on swimming matters.

LONG ISLAND-

(Continued from page 41)

promote annual dinner of Long Island-

promote annual dinner of Long Island-Florida Society there.

Winter fires took three w.-k. spots in Broad Channel and near by for a damage toll of around \$100,000... It's about time they got wise to that racket, which would make you believe that every second house in Suffolk County is Walt Whitman's birthplace.

ROCKAWAY EEACH: Hotel Prince, which went up in flames to the tune of \$250,000, will not be replaced. Wreckage has yet to be removed. Prince will operate the bathing pavillon and other amusements unscathed by flames. Tip to scale men: There are a number of good spots for scales and a boodle of coin for ambitious ones. . With all the good locations right in Rockaway, the crowd here giving a testimonial dinner to John Burton went to Valley Stream for it.

ream for it.
LONG BEACH: Uncle Sam is keeping the result of Long Beach's application for a couple of millions to fix up the beach and Boardwalk a secret, it seems. . Watch the sportland craze grab Long Beach this summer. There's been some big negotiatin' for choice locations.

Heading the gang back from Florida are Doc Sellman, Willie Balkin and "Good-Time Charlie" Haines.

CHICAGO" The Quality Skate=

No. 778

Will Earn More Money for You.

New 1935 Catalog

Will Help Build More Sales. If You Haven't Seen It Yet, Write for Your Copy Today.

Chicago Roller Skate Co. 4427 W. Lake St., Chicago, III.

RAIL-CHARGES HEARING SET

ACA Allotted **Half-Hour Time**

Cohen presenting brief to Trunk Lines Association at New York City meeting

NEW YORK March 2.—N. W. Hawkes, chairman of the general freight committee of the Trunk Line Association, has granted a hearing on carnival rates and demurrage charges, definitely set to be held in the TLA office, 143 Liberty street, March 5 at 2 p.m.

A half hour has been allotted for presentation of a brief and other business, Brief will be presented by Max Cohen, general counsel for the American Carnivals Association. Max Linderman, manager of World of Mirth Shows: Matthew J. Riley, general representative Strates Shows Corporation, and other showmen are expected to attend.

Mr. Cohen is scheduled to arrive here on Monday and will be headquartered at the Victoria Hotel.

Robert Babbs Recovering: Injured in Fall in Drome

CINCINNATI, March 2.—Robert Babbs, who with his brother, Speedy Babbs, has been riding in the Silodrome with the E. K. Fernandez Shows on Hawalian Islands, is recovering from injuries received in a mishap in the drome February 11. Another rider, Clair Verhaar, has been pinch-hitting as a feature stuntist, Robert, who is 16 years of age, received a double fracture of the left arm, just above the wrist, also cuts about the face, elbows and knees. The accident occurred during the "Race of Death"—three riders on the wall—when one of the tires on the young rider's motorcycle had a blowout.

Grubergs to Quarters; All Fairs Contracted

MIAMI BEACH, March 2,—Max Gruberg, general manager Gruberg's World's Exposition Shows, and his wife and daughter, Nancy, who had been spending a month's vacation here, left early this week for the winter quarters of the organization at Sallsbury, N. C., where it is alated to open its season April 15. Mrs. Gruberg has recovered from her recent operation.

Mr. Gruberg advised that all fair dates for his show this year have been contracted and that his general agent, Percy Martin, has been gratifyingly successful in the booking of spring and summer engagements. MIAMI BEACH, March 2 .- Max Gru-

West Coast Shows Get Vancouver Exhibition

VANCOUVER, B. C., March 2.—Rides, VANCOUVER, B. C., March 2—Rides, shows and game concessions for the Canada Pacific Exhibition this year have been awarded to the West Coast Shows by the Vancouver Exhibition Association. The Exhibition Board has banned all money, card, dice and operator-controlled games and fortune-telling concessions. The arrangements made for the concessions are believed to be the best for many years.

Page Shows Add Fair

JOHNSON CITY, Tenn., March 2.—An executive of J. J. Page Shows states that the Tuscumbia (Ala.) Pair has been added to that company's list of fair dates for this year. Also, the show has contracted with the Ohio Pireworks Company to furnish a pyrotechnical display nightly during its still dates season.



JOHN F. REID and William G. Dumas, owners-managers Happyland Shows, Detroit, are vacationing this Shows, Detroit, ar winter in Florida.

Marks Crashes Into Richmond

RICHMOND, Va., March 2.-After conferences during several months Manager John H. Marks, of Marks Shows, Inc., John H. Marks, of Marks Shows, Inc., has completed negotiations for an open-ing spot in "the heart of Richmond," being the first showman to crash the regulations within the last four years. Richmond has not been as good as usual the last few years due to the zoning requirements placed on shows, but bids fair to be one of the best spots of the season this year for this show.

Around winter quarters things are stirring. The new office has been completed and installed with the latest in equipment. The remainder of the new canvas has been shipped by the manufacturer, Kenny Moore, and several of the new fronts have been finished. At present Tex Stewart is decorating the present Tex Stewart is decorating the front of the new Athletic Show. Al Palmer and his assistant, Slim Wyman, rainer and his assistant, Sim wyman, are rebuilding the Mirth House Frank Higgins has been signed to direct the music for the free acts, which will this year be carried all season and in the circus hippodrome, which will be presented twice daily in the new 80x160-

sented twice daily in the new Soxieo-foot top recently purchased.

Two more major events have been announced by Manager Marks, these be-ing the Bluefield (W. Va.) Labor Day celebration and the Marlington (W. Va.)

(See MARKS CRASHES on page 51)

Show Changes Title

MEMPHIS, March 2.—The title of the former Famous Dixle Shows has been changed to Wallace Bros.' Shows. Manager E. E. Farrow and Jack Oliver have made several dates, booking tripd this winter. Mr. Farrow has had a crew of men working at winter quarters and the rides and show outfits have been over-hauled and repainted.

Mrs. Speroni Recovering

ROCK FALLS, Ill., March 2.—Mrs. P. J. Speroni, of P. J. Speroni Shows, who underwent an operation February 18, is reported as satisfactorily recovering.

Crafts Open Auspiciously

Start at San Bernardinohave notable increased organization for this year

LOS ANGELES, March 2.-Crafts 20 LOS ANGELES, March 2.—Crafts 20 Big Shows had a most auspicious opening engagement at the 25th National Orange Show at San Bernardino. Ideal weather prevailed and tremendous throngs were on the midway. The crowd was cosmopolitan in its makeup. Governor Merriam and staff and other State executives and national officials visited the amusement zone and a little of about all the races that reside in this section as well as foreign visitors swelled the attendance. A new arrangement was three entrances to the midway, the whole layout in fan shape.

Materially Enlarged

The show is materially enlarged this year. For transportation there are 82 trucks and trailers and a great deal of privately owned motorized equipment. The Crafts color scheme of orange and black is much in evidence, with some most attractive picture work on several of the trucks and trailers. There has been added six new 33-foot semi-trailers, one new transformer trailer, designed by Elmer Hanscom. There are now three large transformers, also an addition of search and floodlights and at night two search and modulghts and at night the lighting effects add much to the ap-pearance of the show. Business, Mr. Crafts and Roy E. Ludington stated, was much above the same date last year.

The Roster

The staff: O. N. Crafts, owner and general manager: Roy E. Ludington, manager: Charles F. Curran, general agent; Tommy Myers, auditor; Elmer Hansoom, legal adjuster; Bill Fisher, publicity agent, with John Lamont, assistant; Ed Smithson, special agent and banners; Samuel

(See CRAFTS OPEN on page 49)

Hunsaker Equipment Burns

LOS ANGELES, March 2 .- The rides LOS ANGELES, March 2.—The rides, tents and other equipment operated by the late Walter B. Hunsaker, which since his death were stored in South Los Angules, were destroyed by a fire that consumed the building late last week. A total loss with no insurance afra. Ida Hunsaker has been handling rentals of equipment for movie studios and special events. A housecur recently completed by Jack and Cliff Smith was also destroyed.

Hurst and Morris Launching New Show

FORT WORTH, Tex., March 2.—R. E. (Bob) Hurst formerly with Bill H. Hames Shows many years, and Tom Morris, formerly with Hagenbeck-Wallace Circus, the Hames Shows had Francis Shows, have organized the Morris & Hurst Shows, which are scheduled to open their season in April.

Hurst is manager and Morris secretary-treasurer. It is planned to carry 6 shows.

treasurer. It is planned to carry 6 show 6 rides and about 20 concessions.

Ladies' Auxiliary Has Birthday Dinner

KANSAS CITY, Mo. March 2.—The Ladies Auxiliary, Heart of America Showman's Club, gave its 15th anniver-sary dinner the evening of Pebruary 22 at the Phillips Hotel.

added to that company's list of fair dates for this year. Also, the show has contracted with the Ohio Pireworks Company to furnish a pyrotechnical display nightly during its still dates season.

CINCINNATI, March 2—Manager K. P. Smith of the Smith Great Atlantic Shows informs The Billboard that the State Colored, Pair at Columbia, S. C., has been added to his dates for this year.

second by Mirlum Rupley, and Gertrude Parker Allen received the booby. A traveling prize was also given, won by Elizabeth Yearout. Mrs. C. W. Parker was toastmistress of the evening and called upon each one to say a few words. She closed the ceremonies with an origi-nal noem.

Those present were Mrs. C. W. Parker, Margaret Haney, Helen Brainerd Smith, Tools Riley, Myrtle Duncan, Bertha Brainerd, Etta Smith, Mirium Rupley, Hattie Howk, Elizabeth Yearout, Irene Lachman, Lella Van Guyton and Ger-trude Parker Allen.

My Trip Abroad

By AL C. HANSEN-

Since putting the Al C. Hansen Shows in winter quarters in Macon, Ga., last December I have enjoyed my first real vacation in about 17 years of trouping. I have realized a dream of many years—a return to my old home in Denmark—and I have learned and observed a great deal about European conditions that one on this side might never actually know. In short, I have completed a 12,000-mile tour that included Denmark, Germany, France, England and Ireland. Altho the trip was made in midwinter, it was altogether enjoyable and very little bad weather was encountered.

was altogether enjoyable and very little bad weather was encountered. As a "punk," IS years of age, I left my home in Copenhagen, Denmark, and came to America. My first job—when I could speak only a few words of English—was as a candy butcher with the John Robin-son Circus. Two seasons of this and I joined the American Army forces in France. After the war, back to America and into the carnival business. For many years I looked forward to a

and into the carnival business.

For many years I looked forward to a visit to my old home and when I landed in Hamburg I began to see familiar sights. Everything was vastly changed from what it had been. It was just before the Saar election and the Hitler supporters were parading many times daily. Twice that first day I was hawled out by angry Nazi troop officers for not giving the Hitler salute. In fact, I avoided arrest and serious trouble only by explaining that I was an American. In passing, I might say that I was an American doughboy in the war and saw service in France and Germany, but I saw more uniformed and armed men in Germany this trip than during the days of the World War. There was a great deal of new war talk.

of the World war. There was a great deal of new war talk.

When my train passed the Danish frontier I bought a Danish paper, but to my surprise I could not read it. I could not recall my native language well enough to understand it. Then, too.

enough to understand it. Then, too, when Danish customs men questioned me I could not understand them, so finally we had to dig up an interpreter who could talk English.

In Copenhagen I rushed to my old home and found my father. It was a surprise visit. He had not been expecting me. He did not recognize me and neither did I recognize him, but my (See MY TRIP on page 51)

(See MY TRIP on page 51)

Dufour & Rogers About Ready for Construction

SAN DIEGO, Calif., March 2.—Lew Dufour and Joe Rogers arrived in San Diego this week, flying here from Chi-cago, and immediately began accepting

cago, and immediately began accepting bids for construction and equipment of the four shows they will stage at the California Pacific International Exposition. They plan to have their buildings under construction within a week.

Dufour & Rogers have ordered a quantity of beautiful five-color paper from H. William Pollack, including 24-sheets and eights and cards. Their total investment at the California Pacific International Exposition will run over \$100,000.

Bee Has Springfield, Ky. Fair

CINCINNATI. March 2.—F. H. Bee Jr., of the F. H. Bee Shows, phoned The Bill-board yesterday that another show has claimed a fair engagement for this year for which his organization has contract. In confirmation, Secretary T. C. Campbell of the Washington County Fair Association, Springfield, Ky., wired as follows: "Have sold all concessions and rides to F. H. Bee Jr. for 1935 exhibition."

Acts With Bockus Shows

CINCINNATI, March 2.- The Billboard CINCINNATI, March 2.—The Billboard heard from two acts slated to be in the free acts list with the Curtis L. Bockus Circus Shows this season. One of them is the Unicus Troupe, three-man flying trapeze, slack wire and other turns. The other is Ben Beno, the well-known aerialist, known as "The Man on the Chair in the Air."



Showmen's League of America

CHICAGO, March 2.—A wonderful attendance greeted President Conklin as Thursday's meeting was called to order. With him at the officers' table were vice-President Jack Nelson, Treasurer Lew Keller, Secretary Joe Streibich and Past Presidents E. F. Carruthers, Sam J. Levy and C. R. Pisher. . . . Committee reports showed real co-operation in all departments. . . The application of Isador Brodsky was presented for ballot and he was duly elected to membership. Reinstatements were received for Harry Fink and Charles G. Driver. Applications to be presented for ballot next week are Joseph Diehl, Harry Hargrave, Archie Clark, Robert J. Boyd, O. N. Crafts and Edward J. Crawford. . . President Conklin states that he will be

President Conklin states that he will be on hand every other week the remainder of the winter season. . . Past Presi-dent E. F. Carruthers and Brother Frank P. Duffield responded as only they can when called upon for remarks at the

President J. W. (Paddy) Conklin and Frank R. Conklin are in the city and will be on hand for the big affair on March 4

J. N. Kenyon, of carnival cookhouse note, was a caller at the rooms. Met a

number of his friends while here. Brother Sam Arenz came in by plane from Miami. Has been under the care of a doctor for several days but is im-

Brother Jimmie Chase has been among the regulars at the rooms. Jim has been busy, hence his absence for

some time.

Vice-President J. C. McCaffery is in town and makes his regular calls at the

Brother Maxie Herman has been busy on reservations for the Theatrical Night party. Chairman Sam J. Levy, Co-Chairman Jack Nelson, Dave Russell and President Conklin have been meeting daily and working hard for the success of Theatrical Night, and Brother Nat S. Green giving the affair plenty of publicity, also aiding in the work of the entertainment committee.

Brother Sam Bloom advises that he have take a trip to Hot Springs for a

may take a trip to Hot Springs for a

while.

Among the regular visitors at the Among the regular visitors at the League rooms are Brothers John Lorman, Rudoiph Singer, Peter Plvor, Frank Ehlenz, Charles H. Hall, Sam Bloom, Maxie Herman, Dave Russell, Zebbie Fisher, Al Hock, Jimmie Chase, Max Brantman, Mike Rosen, Izzy Brodsky, Ben Rosenzweig, Maury Brod, Beverly White, Joe Miller, Theo. Dukoff, Charles Miles, Irving Malitz and R. J. Rodgers.

Brother Lou Leonard has returned from the "sunny South."

Brother members, have you paid your dues? If not, why not attend to it at once? This is an important duty that you owe, not only to the League, but also to yourself.

LADIES' AUXILIARY

Thursday evening was the regular bi-weekly social.

It was an enjoyable evening, spent in cards and bunco, with nice prizes for the winners, and there was a good at-

Mrs. James Chase acted as hostess.

St. Louis

ST. LOUIS, March 2. - Lew Dufour

ST. LOUIS, March 2. — Lew Dufour and Joe Rodgers stopped over here Monday morning for two hours while en route via airplane to San Diego.

Mel Dodson, of Dodson's World's Fair Shows, arrived here Tuesday from Fort Myers, Fla. Guy and Mel Dodson will operate several riding devices and shows at the Mid-Winter Fair to be held in the Collseum here next week. Tom W. Allen will operate all of the eating and drinking concessions at that event.

Oscar Bloom, owner Bloom's Gold Medal Shows, was a visitor to the local office of The Bilboard Tuesday when in the city looking over new motor equipment and visiting friends.

B. W. Christophel, owner of the Christophel Wax Studios, returned to the city this week after spending eight weeks in Florida with Royal American

SHOE TRUNKS In Good Condition, 37x13x38.
10, \$2.00 Ea.; 10, \$3.00 Ea.; 10, \$5.00 Ea.
1003 Lucat Avenue, \$1.00 Ea.; 10, \$5.00 Ea.

Shows, where he remodeled their old wax show into a new Public Enemy

show.

Mrs. Carolyne Jane Pearson, owner C.
E. Pearson Shows, was a visitor Thursday while in the city visiting friends. While here she attended the party given by Mrs. George Davis to the members of the Missouri Show Women's Club.

J. K. Mathews arrived this week from the house in Burkhurnett.

his home in Burkburnett, Tex., to get ready for the opening of Dodson's World's Fair Shows here in April.

World's Fair Shows here in April.

Mrs. Eddie Vaughan, who has been seriously ill, is now able to be up and around again after being confined to her bed for more than a month.

Charles DeKreko, of America's Model Shows, is rapidly recovering from his recent illness. He is now able to get downtown several times each week to hobnob with friends.

Inving H. Dowlins for many years in

Irving H. Dopkins, for many years in Irving H. Dopkins, for many years in outdoor show business, his last with J. Frank Hatch Shows, was a visitor to The Billboard office Monday, when he was in the city with Ray Balzer, of Dodson's World's Fair Shows. He has been an executive of the Pittsburgh Paint Company in Milwaukee since 1914, during which year he lost his limb. during which year he lost his limb, which necessitated his retiring from show business. Dopkins and Balzer re-turned to Milwaukee after spending several days here.
L. S. (Larry) Hogan, general agent

L. S. (Larry) Hogan, general agent Beckmann & Geretty's Shows, was in the city about 10 days in the interest of his shows, which will play here for sev-eral weeks in April and May. Dee Lang, of the Dee Lang Shows, re-turned to the city after an extended trip thru the South during which he booked some fair.

some fairs.

Dorothy Voss, last season with Tom Mix's Wild West Circus, arrived Wednes-day and will sojourn here for the next two months playing night clubs. Art H. Daily, last two seasons special agent Beckmann & Gerety's Shows, is at present employed in the Probate Court here, where he is a right hand man to

Michael (Mickey Pitz) Fitzgerald, who has been seriously ill the last several months, was rushed to St. Luke's Hos-pital Thursday to undergo an operation.

Chop Suey

By W. H. (BILL) RICE

TAMPA Fla., March 2.—Have been busy with this and that. Cigar Industry Golden Jubilee better than expected. Morris and I did better than most of the folks, as we were paid off in full. Like most celebrations they spend more than they have in the bag. Royal American Shows back in Tam-

pa after a very successful week at Or-lando and will leave here about April 1. Sure a wonderful money-getting

Had a long visit with Charles Jessup and talked about the time he and his brother, Ed, left my show because I did not borrow any money. Ed always liked to loan carnivals money, and made part

of the price for locating his Ferris
Wheel and crackerjack stand.
Wonder if Harry Fink remembers the
time he was initiated in the Elks' Lodge
at Orlando. They still talk about what
a good candidate he was.

a good candidate he was.

Charles Lawrence and wife visited with many of their carnival friends when Green Pastures played Tampa. His brother, Sam came in and said helio. John Banson is selling plenty of Rocket Plane rides. Can hardly keep up to his orders, but Harry Hargraves takes care of the overflow and then some.

I copped the gorilla, but as yet don't know what I'll do with the big son-of-agun. He is the last word for a real wild man or animal. I never before had anything that everyone is afraid of.

anything that everyone is afraid of.

Eddie Connors visited with his troupe
of go-getters and reports business very

of go-getters and reports business very good.

A farewell party was given at Eddie Le May's hut to Mrs. Anna Dumas, of the Happyland Shows, on her birthday. The following werg guests: Bill Dumas, Anna Dumas, John Reid, Bob Buckley, Sis Dyer, June Dyer, Harry Boyles, June Boyles, Lill Sheppard, Lovey Rice, Eddie Le May, Grace Le May, Grace Johnson, Bob Johnson, Bucket Setzer, Bernie Setzer, Billy Setzer, Ray Tayhash, Mrs. Tayhash, Little June, Jack Potts, Mr. and Mrs. Burg. Bee Fowler, Prank Bush, Al Mercle, Herb Simpkins, Mary Simpkins, V. Dickey, Mrs. V. Dickey, Laurel Dickey, Buck Allsup, Florence Matson, Bernie Matson and wife, Stanley Paul, Leslie Parker. A good time was had by all.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 2.—The New York State Association of County Agricultural Societies, meeting at Albany recently, certainly served the useful purpose of indicating that ACA is being whole-heartedly accepted by showmen, and enthusiasm in its behalf was most significant and obvious.

was most significant and obvious.

Since the close of that meeting the membership of ACA has grown four times the 1933 list, and we are pleased to welcome into the association Art Lewis Shows, Inc., which joined thru Art Lewis, owner and manager; Heller's Acme Shows, Inc., which came in by Harry Heller, general manager; William Glick Exposition Shows, Inc., which af-filiated by William Glick, its president; O. C. Buck Exposition, Inc., and the New Deal Shows, which joined by Oscar C. Buck and Col, Theodore L. Dedrick, respectively. respectively.

I have received a confirmation from I have received a confirmation from N. W. Hawkes, chairman of the General Freight Committee of the Trunk Line Association, advising that the hearing on carnival rates and demurrage charges will be held at the Association's office, 143 Liberty street, New York City, at 2 p.m. March 5. Inasmuch as only one-half hour has been allotted to this hearing, it is important that those of us who plan to be present be prompt. I shall arrive in New York City early Monday morning and can be reached at Hotel Victoria, Seventh avenue and 51st street. avenue and 51st street.

We are in receipt of a communication from the Fort Smith and Western Railway, aprepos the transportation mat-ter, in which the carrier offers to place before our membership some informa-tion. As soon as this is received it will be sent out by the ACA office to each

The favorable comment of W. Lee Brandon, manager of Foley & Burk Shows, addressed to Editor A. C. Hart-mann, of *The Billboard*, with reference to the recent reprints sent out, is also appreciated at this office,

To those interested in the electric current rate problem mentioned recently, we are now able to inform them that the ACA office has started gathering information on this subject and already has received a quantity of valuable subject matter from Washington, which is available to ACA members upon request.

In order to render effective service to our members it is necessary that the ACA office at all times know where each member show is exhibiting and have each route as far in advance as the same is available. This information will be kept confidential when the member sending it so requests.

sending it so requests.

We have received a letter from John A. Schmidt, Terre Haute, Ind., which contains some valuable thoughts on the carnival industry, which we feel obliged to quote, in part. Mr. Schmidt writes: "I have been reading you column in The Billboard every week. You have started a mighty good thing for the carnival business. All carnival owners and managers should belong to the association and work for the best interest of the carnival business. The carnival business couldn't get any place fighting opness couldn't get any place fighting opness. ness couldn't get any place fighting op-position single-handed only spend a lot of money, without any results."

Philadelphia Pickups

PHILADELPHIA, March 2. — Dave Endy, now located in the city, is making a number of purchases of show property and will have a greatly improved Endy Bros.' Shows this year.

Hank Shylow was a visitor during the week. Has been connected with a museum in Baltimore.

Lloyd Coffee and wife, Clementine, arrived in the city and are making a connection with one of the museums. They will be with the William Glick Shows this season.

Bill Williams was in the city looking over some show property, also surveying the surrounding towns in which to loa museum.

cate a museum.

Bill Sylvin and wife came in this week from the Carl Lauther Traveling Museum. Bill says he is considering staying off the road this year.

Bob Morton left for Atlanta to look after his interests in the Shrine Circus, which opens there March 4. He will return to the city to look after other interests before the Shrine Circus in Buffalo week of April 22.



Anyone handy with tools can build this classy, roomy Trailer Coach at low cost. Accommodates 2 to 4 people comfortably. Plans and instructions include all diagrams, floor plans, material list, how to build beds, axies, windows, top, where to get parts, etc. Can be built in any size with side or rear door. Big value for all interested in camp the company of the com

1500 KENO (LOT1

Made up in 15 Sets of 100 Cards each, Wood Markers. One Winner in the entire series. \$5.25 per Set of 100 Cards.

BINGO CORN GAMES

78-Card 884.

58 Cards, 818.48; 180 Cards, 818.48; 186 Cards, 812.58; 280 Cards, 815.48; 250 Cards, 817.58; 280 Cards, 817.58; 280 Cards, 818.48.

All Sets complete with Wood Markers. Tally and Direction Sheet. Send for Free Sample Cards and Price List. We pay posings except C. O. D. expense. Instant devery. No Checks accepted. Established 10 years.

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AL WAGNER Can Place For Long Season WITH BLOOM'S GOLD MEDAL SHOWS OPENING SATURDAY, APRIL 6, AT MT. VERNON, ILL.

CAPABLE HELP FOR CORN GAME.
GRIND STORE MEN THAT ARE CAPABLE. WHEELMEN THAT CAN STAND
PROSPERITY AND MUST BE NEAT AND
PROSPERITY AND MUST BE NEAT AND
MODERNA AND LONG SEASON OF
BURN WHO MAD THE SEASON OF
BURN

Christ United Shows

Season 1835.

SPRING OPENING, MARCH 7TH, WEST
SHOWS—Ten-in-One, Snake Show, Athletic
and any good Grind Show. Good proposition
to Shows with own outfit and transportation.
ONCESSIONS—Eric Diagers, String Game,
Scales, Popcorn and Pesnuts, Frozen Custard, Candy Apples, Place any legitimate
WANT Bauner Man that can get results.
Spanling wire.
Start your season right, get with a show that
plays where the payrolls are. Address all mail
CHRIST UNITED SHOWS, West Point, Gs.

GREAT SUTTON SHOWS

OPEN AT OSCEOLA, ARK., APRIL 6. WANT TO BOOK Sky Ride and Whip. WANT Shows of all kinds. Will furnish New Tents and Panel Fronts. WANT Colored Musicians.

F. M. SUTTON, Osceola, Ark. 5.-No gate. No coupon Ride Tick-

USED SHOW PROPERTY FOR SALE. \$40.00 Ossified Outlaw with Banners, Money get-

\$ 5.50 New Baby Spotlight, Adjustable. Also S30.00 Real Eight-Legged Mounted Glass Case. \$25.00 Magician Escape Cabinet, Stage Size. Bar-

gain.
\$10.00 Heavy Litting Solid Bar Bell.
WE BUY CONCESSION OR SHOW TENTS. PAY
CASH. WELL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

WANT TO BOOK
Organized Minstrel Show with own outfit. A-1 outfit with Uniformed Band, 35x70 Top, almost new. Percentage must be right. Prefer Carnival with no other sit-lown show, and that plays Carnival Huas, Virginia, West Pristinia or Kentucky. Can has, Virginia, West Pristinia or Kentucky. Can also have been supported by the control of the contr

BIG CLEAN CARNIVAL WANTED

New in this territory, for four Fairs and Reunious, dates August 19 to September 14. Write or wire WM. P. ROYER, Coffeyville, Kan.

BRIGHT LIGHT SHOWS OPEN APRIL 20. CAN PLACE Flat Ride, Loop-O-Plane, Loop-Heaven Loop, Shows of all kinds. Concessions—Few choice Wheels still open. FOR SALE—Corn Game Top, complete. JOHN GECOMA, 82 Roberts St.

CINCINNATI, March 2. CINGINNATI, March 2. — Secretary Frank W. Bausum of Schuylkill County Fair. Pottsville, Pa., advised *The Bill-*board recently that Endy Bros' Shows had been awarded contracts to furnish midway amusements at that fair for this year. 0



SEWARD'S 1935 HOROSCOPES

SEWARD'S Full Line of Books on Character Delineation Numerology, Etc.
A. F. SEWARD & COMPANY,
620 Rokeby St., Chicago, III.

WHEELS Park Special 1 13/2

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers, Special Price,

\$12.00

BINGO GAME

Send for our new 1935 Catalogue, 55.25.
Send for our new 1935 Catalogue, full minum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 234.
CANES Heavy Convention Walking Canes.
Send for Catalog No. 234.
CANES Heavy Convention Walking Canes.
Price For Gross, \$24.00.
SLACK MFG. CO.

ASTRO FORECASTS AND ANALYSES

1935. COMPELTE FOR ALL READINGS

NEW DREAM BOOK

10. Taign, 2 Sets Numbers, Clearing and Pol-icy 1200 Dreams, Bound in Heavy Gold O.1 EGYPTIAN DREAM BOOK, Small Size, 64 Pages, No Numbers, Sample, 05 HOW TO WIN AT ANY KIND OF SPECULA-TION, 24-Page Booklet, Beautifully Bound, Clampins, 25c.

TION. 24-Page Booklet, Beautiful Bookles, Samples, 25c.
FORTUNE TELLING WITH CARDS. Same Binding, 24-Pages. Samples, 25c.
HOW TO BECOME A MEDIUM. Same Binding, 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
Shipments Made to Your Customers Under Your Label.
Our name or add do not appear in any book.

SIMMONS & CO.

109 N. Dearborn Street, CHICAGO. Instant Delivery. Send for Wholesale Prices.

POPCORN

GOLDEN — Jumbo (Dynamite). O-MI-JAP (hulless) White Rice, Golden PEARL, 100-lb, togeth JAP — O-NUT BUT-SER (polden of of), for 10, 25 and 50-lb, cases GlasSIME Comes (7 Colors), also Bags and Cartons for "buttered" corn. Corn Syrup in 125-lb, steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903).

BRADSHAW CO. 31 Jay Street, NEW YORK CITY.

75 CARD BINGO, \$3.00

A 75-Card BINGO SET, complete with Call Sheet, calling Numbers and Markers, sent post-paid symbols in the U.S. for only 53,00.

GEO. W. BRINK & SON Gratiot Ave., DETROIT, MICH. (Over Thirty Years in Business)

1935 Astro Forecasts

1-4-7 and 27-page Readings. Apparatus for Mind-Readers, Mental Masic, Spirit Effects, Baddha Pa-Sheats for Graphology, Numerology, and Personal Appearance. Send 30c for Giant Illustrated Cata-logue and Sample. None Free. NELSON EN-TERPRISES, 198 South Third, Columbus, O.

ELGIN WATCHES, \$1.65 EACH 7-JEWEL, 16 SIZE ELGINS & WALTH., \$2.35. FLASH CARNIVAL WATCHES, 500 Each.

CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
113 N. Broadway,
St. Louis, Mo.

SHOOTING GALLERIES

Write for Circular Real Targets. Q. W. TER-PENING, 116 Marine St., Ocean Park, Calif.

POLLIE & BERGER SHOWS.
Opening Saturday, April 27, at Battle Greek, Mich.
Auspices Knichts of Pythias, Kalamazoo
and Grand Rapids Follow.
CAN PLACE for season Rides, also Shows of merit.
Will furnish outfits to capable Showners. WANTED—The Cook House
FLACE, all kinds of lestifimats Concessions.
FLACE, all kinds of lestifimats Concessions.
FLACE, all Kinds of Lestimate Concessions.
The Court of the Concessions of the Concessions.
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COREY GREATER SHOWS

TED—Athletic, Pat, Mickey Monse, Wax, Shows, Drome, Talker for Ten-in-the, Oriental and Hawaiian Dancers, Strong Cook House, Custard, Digerrs, Penny Ar-Cachy Flos, Peanuts, Snow Balla, Wheels, James, Bingo, Grind Stores. Address P. O. 018, Johnstown, Pa.



MIDWAY CONFAB

CARNIVALS

By THE MIXER

IT'S MARCH! Your feet "itchy"? Some have already "scratched" 'em.

EARL DAVIS has booked his frozen custard outfit with Blue Ribbon Shows

A POSTCARD from Cooney Brown, Houston, states that he will be back with Hennies Bros.' Shows this season.

C. W. CRACRAFT has been a busy a. in interests of Mighty Sheesley Midway.

E. B. BRADEN is slated for business manager with Gruberg's World's Exposi-tion Shows this year.

J. C. McCAFFERY, of the Rubin & Cherry show interests, was in Chicago on business early last week.

Apparently some opposing business interests at Savannah, Ga., have pulled the strings against special-date and traveling shows to long and heavily the local favors have begun

DEWEY THOMAS, pop-corn concessioner, will not be on midways this season, instead will take care of his father at McLouth, Kan.



MRS. CATHERINE OLIVER, owner Oliver Amusement Company, who is this year's president of the Missouri Show Women's Club, St. Louis.

LLOYD WIBBLE, stone man, who will be with Bright Light Shows this season, owns a dairy farm in Muddens-

BILLIE CLARK will not have his photo gallery with J. J. Page Shows this season, but will have his other concessions with that company.

MR. AND MRS. TOM MEHL, who had Minstrel Show with Krause Shows last two seasons, are spending the winter with Mrs. Mehl's mother, Mrs. J. M. Roberts, in Chattanooga.

CLAY M. GREEN, former carnival general agent, makes his winter home in West Palm Beach, as does Joe Red-ding, of the Rubin & Cherry interests. The latter for 10 years.

BROWNIE PAYTON says that, altho many showfolks are preparing to leave Miami for Northern climes, he will re-main there for a while. Apparently he will later be with Crowley's United

DOT KEMPF (Dot X, mechanical doll—was with Streets of Paris at Chicago World's Fair) has visited with Judge and Mrs. (Marie Hartwick) William

Carnivals wanting some reprints of the editorial on the first page of the carnival department in last issue ("Carnivals Spend Millions for Food Alone in Season"), also individuals wanting a couple of copies of it to counteract the opposition propaganda "carnivals take the money out of town," make request on a postcard addressed to Carnival Editor, The Billboard, Cincinnati, Ohio.

Devaney in Saginaw, Mich., while Kempf Brothers played some dates in Ohio with their Model City.

When L. Clifton Kelley's attention was called to the "carnivals spend millions for food" editorial in last issue, and someone said, "They do spend a lot of money just to eat, don't they?", Clifton replied: "Spend a lot! Why they spend all they can get!!"

BINGO RANDOLPH and wife (Billie) passed thru Cincinnati recently while en route from Youngstown, O., where they were located a few months, to Mc-Gehee, Ark., to again join Greystone Shows with their concessions

J. H. BRUCE (Bruce Greater Shows) is reported convalescing nicely from his recent operation at University Hospital, Charlottesville, Va., and with his wife and daughter may soon return to St. Petersburg, Fla., for a short rest.

CARROLL MILLER, last season with Coleman Bros. Shows, infos that he will have his own Ten-in-One outfit this year, with a novel front and new banners, and has booked it with O. J. Bach

HAMDA BEN and the missus have been in New York City this winter. Mrs. Ben is recovering from a two months' illness. Hamda (the veteran girl show operator) is working in a museum on Sixth avenue.

JAMES K. LEARIE is in Veterans' Administration Hospital, Oteen, N. C., Mrs. Learie informs from Florida, and would appreciate letters from his acquaint-



LOU (PEEZY) HOFFMAN, well-known agent and promoter of Model Shows of America, who spends winter seasons with Royal Palm Shows.

ances to relieve the monotony of the confinement.

RELATIVE TO an item in The Savannah (Ga.) Evening Press, which was re-ferred to in a recent issue, a few days later The Press carried a far different reading article. But it wasn't given front-page placement, as was the other

HARRY C. DUVALL, package candy worker, last season with Rubin & Cherry Exposition Shows, recently arrived in Cincy from Chicago for a couple of weeks' stay. Will make several visiting stops while en route to Rubin & Cherry quarters at Montgomery, Ala.

J. FRANK BURNS and Irene recently left Denver for the Zeiger United Shows' winter-quarters city, El Paso, Tex., and are working at the Hollywood night club, Frank as emsee and manager club and Irene presenting her

GERALDENE-GERALD infos of being still abed at home in Glens Falls, N. Y., but recovering from injuries received in a fall from an automobile while Christmas shopping last December 18. Lonesome and would appreciate letters from acquaintances, WILLIAM JUDKINS HEWITT in his versatile manner has been producing an abundance of newspaper publicity in connection with Royal Palm Shows' winter engagements in Florida.

CARL J. LAUTHER'S Big Side Show is planned to be at the United Shows of America quarters at Shreveport, La., early in April, also Roy B. Jones, press representative for the USA, who is doing publicity for Lauther's traveling museum this winter.

MRS. JOHN TOFFEL advises that her MRS. JOHN TOFFEL advises that her husband, John Toffel, of the Toffel Bros.' Shows, is in the Belmont Hospital, Chicago, recovering from injuries received in an auto accident on February 2. He will be laid up for several months, she says, and will be pleased to hear from acquaintances.

MRS. HARRY G. MELVILLE and Nate Miller have been operating a Lusse Bros. Skooter and a Kiddie Auto-Go-Round in the heart of West Palm Beach this winter and have done good business. L Louis Peyser is associated with them and regrets their early departure from the present location.

A VETERAN showman, W. B. York, who has passed his 75th milestone of life, is reported ill and as having his ponies and other animals on his hands at Ava, Mo. He was visited recently by John T. Hutchens, from Cassville, Mo., who secured a doctor and some medi-cine for him. Mr. York would appreciate letters from acquaintances.

CHICK WAGNER, athletic show oper-CHICK WAGNER, athletic show operator, last season with J. C. Weer Shows, this winter a taxi driver at Fort Wayne, Ind., was stuck up and his cash receipts taken by a bandt recently. Wagner stated that upon entering the taxi the customer (?) poked an automatic into his ribs and told him to keep driving and later drove away with his cab.

Berney Smuckler values the work of press agents and the power of the press. He himself has had much experience handling newspapers during his long and varied career in show business. Mr. Smuckler says "Advertising doesn't cost—it pays."

FRANKIE AND JOHNNIE (Johnnie Crane), after spending the last two years in Texas, playing club and radio engagements, have booked with Marine & Firestone's Side Show to be with Bill H. Hames Shows, opening at Fort Worth. Frankie will present her guitar specialties in the musical act. They will use sound system, a microphone on platform and two loud-speakers in front.

IN HOUSTON Mrs. Capt. Carl Thorn-ton gave a bridge party and luncheon



THE NEW KIDDIE AIRPLANE SWING



Seating capacity 15 children, weight about 2,000 pounds. Machine is actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

SMITH & SMITH, Springville, Erle Co., N. Y.

WANTED—Side Show Acts, Fat Girl who was on Hawaitan Show at Mouroe, Olla, La., Write MAJOR JOHN (Frog Boy), care Billboard, Kan-sas City, Mo.

in honor of Mrs. John Francis. There also present were Mesdames Peggy in honor of Mrs. John Francis. There also present were Mesdames Peggy Smith, Artie Karbe, Mae Margolies, Dorothy Hennies, Viola Fairly, Walena Smith, Billie Stutz, Alice Wilson, Rossie Jackson, Joe Newberry, C. C. Langly, C. C. Currie, Nowlin Dobbins, Doc Harrison, Rosa Hennies, J. H. Laird, Eddle Clark, Emmett Balley, Frances Face, Jack Punnies, Ruby Maddox, Wanda Punnies and L. R. Garner.

LEON M. HEWITT, w.-k. former showman, of late years in newspaper work in North Carolina, last week cast his hat in North Carolina, last week cast his nat in the ring of candidates for mayor of Clayton, N. C. The Clayton News, in which Leon conducts a front-page column ("Rounding 'Em Up"), carried an announcement and a cut of Mr. Hew-

HARRY A. SAUNDERS, now general manager Royal Palm Shows, is the w.-k. former talker who handled the Midget village with Johny J. Jones Exposition for many years. He also talked on the big Alligator Show at A Century of Progress, Chicago. His failure to become perturbed over "little things" qualifies him as a successful carnival owner of the future.

DEACON DELMORE, prominent talker at the Pan-American Exposition, Buffalo, and with Frank G. Gaskill, Frank C. Bostock, Ferari Bros., Dan R. Robinson and other big shows, makes his summer home in Erie, Pa., and winters in Florida. He visited the Elks' Charity Bazaar at West Palm Beach and talked over the carnival business in general with Berney Smuckler. with Berney Smuckler.

LATELY joined New Deal Shows, in quarters at Columbus, Miss.—Floyd R. Heth drove in from Los Angeles. . . . agent W. A. Seymore and wife returned to the Ohio Valley after a three days' visit at quarters. L. E. Heth and Mrs. Albert Heth worked with Blue Eagle Shows at Huntsville, La., two weeks ago.

SAN ANTONIO PICKUPS-Tol Tetters SAN ANTONIO PICKUPS—Tol Tetters seen around the Beckmann & Gerety quarters. . . The Riverside Gardens, closed for renovation, will open soon under new management. . . A. (Booby) Obadal smoking a big cigar and looking prosperous. . . Happy Larry Bennett, Lil Scott and Lucille Archer, of Western States Shows, were recently in a midnight ramble on the Palace Theater states

MISSOURI SHOW WOMEN'S CLUB members were entertained recently by Mrs. Mabel Pierson at her home in St. Louis. Those present included Caroline Pierson and Mesdames George Davis, Earl Riebe, Rose Fitzgerald, Bob Hancock, Gertrude Lang, Dee Lang, Florence Parker, George Jacobson, Charles Goss, Eddie Vaughan, John Barry, Millicent Navarro, Catherine Oliver and Alton Pierson.

PADUCAH (KY.) PICKUPS — Billie Winters, old-time minstrel show manager, wintering with relatives here, is contracted with an Eastern carnival.

Walter Parrish, concessioner, formerly with Dee Lang Shows, is in restaurant business here this winter.

Walter B. Pox, general agent Famous Dixie Shows last two years, has resigned to accept a similar position with an Eastern show and leaves March 1 to assume his duties.

"PICKUPS" from Kansas City—Mr. and Mrs. J. L. Landes were guests of Jene Berni at Hot Springs, Ark.

Morrie Sol, of Johnny J. Jones Exposition, is confined in Memorial Hospital Jene and would appreciate letters from its acquaintances. . Mr. and Mrs. Cony Martone and Mike are in Hot Springs for a visit after two weeks' visit with Royal American Shows at Tampa, Ta. . Dave Stevens, formerly with Royal American Shows and Morris & Paste Shows, has a fine bar in his own mullding and hotel here on Sixth street. . Gregg Wellinghoff, former manger the Kansas City office of The Bill-board, now at Dallas, is missed by his nany friends here. . The clubrooms of Heart of America Showman's Club, emodeled and newly carpeted, look fine-credit to the house committee headed by George Howk. . . Treasurer Harry lishuler (HASC) is back on the job fiter a brief illness.

CRAFTS OPEN-

(Continued from page 46)

Hinson, master mechanic, with Richard Webb and George Basteus, assistants; Bud Burke, utilities superintendent; John Bud Burke, utilities superintendent; John Hixon, superintendent lights, with Art Stinson and Ed Careus, assistants; Mack Doman, traffic superintendent; Roy Scott, chief ticket auditor; Joe Krug, superintendent commissary; John Adams, boss porter on lot; W. H. McCormick, boss carpenter, with Ed Halfhill and Roney Stevens, assistants; Ed Bliss, scenic artist and superintendent paint work, with N. Roleus, E. J. Murphy and W. Munn assistants; Charley Smith, assistant traffic man, and George Dixon, announcer.

All shows present a fine appearance— new banners, stages and ticket boxes. Ten-in-One — Hal Compton, manager. Jimmie Kinnard and Floyd Brasel, talk-Jimmie Kinnard and Floyd Brasel, talkers; Bud Smith, tickets; Al Linton, sword
swallower; Ralph Johnson, fishskin
man; Dora Frank, tortures; Sadu, irontongue man; Eva Fuquay, Moroccan
moments; Flo Jones, giantess; Koolaya,
anatomical marvel; Chick and Dorothea
Townsend, mentalists; Merida, underwater marvel; Luana, mystery girl, and
Anna John Budd in the annex. Dixieland Minstrels—Sadie Young, owner; L.
V. Brown, manager; Boston Webb, comic;
M. C. Cleveland, tap dancer; Ernestine
Matthews, soubret; Cooke and Creseto,
sketch team; Christine Bryant, acrobatic
dancer; John Turner, Walter Johns,
Chuck Slaughter, Willie Tyson and Jimmie Green, the five-piece orchestra; Bobbie Bright, blues singer; George White,
props, and W. C. Howard. Motordrome—
Lillian La France, owner and featured
performer, with Bob Perry, Jennie Perry,
Cannon Ball Small and Chubby Sayler,
riders; Bob Anderson, tickets, and Henry
Wright, front. Lillian La France's Mickey
Mouse—John Sullivan, manager. Moulin
Rouge—Al (Big Hat) Fisher, front; Slim
Wells, tickets; Princess Francis, Helen
Vare, Grace Carlson, Ina Miller and Helen
Davenport, entertainers. Albertene Show
—Jack Russell, manager, Mrs. Bert Russell, inside, and Bob Snell, front. House
of the Occult—Madams Marie, Rose and
Claire. Flea Circus—John Ruhl, manager, and Tom Shively, tickets. Athletic
Show—Dick and Eddie Kanthe, owners;
Charles Mueller, Bulldog Jackson and
Howard Gorke, wrestlers; Dynamite
Sturges and "One Round" Devanney,
boxers. Mrs. Roy Ludington's Folies
Bergere — George Dixon, manager;
Chemar, Calette, Alena Kamaya, Paula
Torres, Bessle Overly and Katherine Beller, dancers; Ben Hassan, flageolet;
Jimmie Hafey, drum, and Ed De Varney,
tickets. Giggle House—W. H. McCormick,
manager, and Jerry Burnet, tickets.
Palace of Illusions—Bill Wallace, manager, and Tome Shively, tickets, Activets,
Palace of Illusions—Bill Wallace,
proper Bursley, front; Estella Henry,
Ross Mack, Hazel Randall, Half-Ton
Martha, Slimess Enid and Georgiana
Beaken, Arcade—H. Merry-Go-

assistant. Miniature Ferris Wheel—E. S. Fitzgerald, foreman. Miniature Aero-plane—Ed Orvis, foreman, and Mrs. S. Pancoast, tickets. Miniature Railroad— Henry Lufkin, foreman, and Ed Dakin,

Henry Lufkin, foreman, and Ed Dakin, assistant.

Concessions: Cookhouse — Joe Krug, cowner-manager; Mrs. Joe Krug, cashier; J. R. Miller, chef; Pat Ryan and Frank Williams, cocks; Tommy Baldwin, head waiter; Curley Carnahan, Charles Ashmore, Walter Cook, waiters; O. D. Barnhill, yardman; Lester Howell and William Lowden, kitchen men, Jimmy Lynch has lunchstand No. 1, and Lyle Shilling,

BABY TURTLES PAINTED

Red or white. Beautifully decorated with a Red Rose. Waterproof. Most everybody wants a live souvenir. Will live a hundred years or more. Big demand everywhere. Sample Dozen, \$1.50, with your own name or any name, postpaid. Mailing Boxes furnished. Turtle Food, 40c a Doxen Packages. Get our Quantity Price List.

BATON ROUGE TURTLE COMPANY 302 North Boulevard. BATON ROUGE, LA.



Schult's Trailer Mart

TRAILER BROKERS-ELKHART, IND.

New 16' "SPORTSMAN" Streamlined House Trailer, \$198; De Luxe "SPORTSMAN," \$269; "BLIMP," 18', Private Tol-let, Bath, Radio. Our Price, \$795, Completely Furnished. A real \$1,250 Value. Discount to fleet users of 5 or more.

HELLER'S ACME SHOWS

WANT Shows that can satisfy and get money. Live-and-let-live proposition, 25% of gross, Alligator Tex, Bobby and Happy, Mr. Boardman, Bob Perry write. WANT three good high Free Acts. Interested in Acts that double. Will have 2020 Python in Midway. The Leons, Graser and Zorsky, B. D. Parks, De Phil, Slim Harris and others writer in Midway. The Leons, Craser and Zorsky, B. D. Parks, De Phil, Slim Harris and others writer in Harris and for the state of the Corn Game. The Control of the Will sell or furnish for Diver. WANT Cook House, Soft Drinks and Corn Game, Live in New York State. WANT Concessions of all kinds, \$15.00 weekly. Will positively not stand for anything but legitimate Concessions of all kinds, \$15.00 weekly. Will positively not stand for anything but legitimate Concessions reason for these rates. WANT Help for M.-G., R. wo Ferris Wheels, Whip, Chair-o-Plane, Swings and Kiddie Rides. WILL BOOK Till-a-Whirl. Ride Help write Thurman Marshall, Freddie Dupree, Charles Hguston, Yules Marth, Dutch Dool; Chair-o-Plane Raymond, Harry Murphey. Open April 20, twenty miles from New York City, two Saturdays and two Sundays. Three stands in New Jersey, then New York State, Fair Secretaries get in touch with us. All address.

HARRY HELLER, Gen. Mgr., 481 No. 11th St., Newark, N. J. Phone, Humboldt 3-0474.

GIBSON'S BLUE RIBBON SHOWS

OPENING APRIL 20, COLUMBUS, IND. TWO SATURDAYS.

WANT good Ten-in-One. Will furnish Top, Front and Banners for same. Opening for Shows of merit, especially Motoriormor, Monkeydrome, Mechanical City, Fat Show or any Show that does not conflict. Will furnish Tops and Fronts to reliable shownen, CAN USE Talkers and Grinders. Concessions all open except Cook House, Corn Game, Custard, Photo Gallery. WANT Ride Helpon all Rides. No boozers. We positively hold contracts for 14 Fairs. Same start July 15. All people booked with us answer this call. Harry Osborn, Adam and Ere Lumsford wite.

BOX 44, Columbus, Ind.

Last Call - REID GREATER SHOWS - Last Call

SHOW OPENS BAMBERG, S. C., SATURDAY, MARCH 16. SEVEN DAYS.

CAN PLACE AT ONCE Cook House, Contard, Digners, Ball Games, Stock Wheels, legitimate Grind
Stores. WANT organized Minstrel, Show, Five or Ten-in-One, Pit and Grind Shows, What have
yout To those holding contracts, acknowledge this ad. Want to hear from Harry Harris, Dad
Drake, Charles Kiaht, Raleigh Gibson, Frank Sheppard, Pete Hoffman and Jimmie Paden. FOR
SALE—Complete Cook House, \$200.00.

EARL A. REID, Manager, Box 115, Denmark, S. C.

GRAND OPENING-GOLDEN VALLEY SHOWS

KINGSPORT, TENN., APRIL 8-13, RICHLANDS, VA., TO FOLLOW.

Good opening for Cook House, Com Game, Penny, Arcade, or any legitimate Concession. Have complete Outfit for organized Minstrel. CAN PLACE any Grind Show of merit. Have best territory in Virginia and Kentucky books Route to interestic parties. All mail and wires to Prices in keeping with the times.

OPENING DOWN TOWN 2 PAY DAYS

OPENING DOWN TOWN

VALLACE BROS. SHOWS

TRUMANN, ARK., AUSPICES CITY COUNCIL, MARCH 16 TO MARCH 23.

Want to hear from Show People that can produce results and appreciate good treatment. Have opening for Grind Shows. GAN PLACE Acts or Ten-in-One. Dancers for Girl Review. WANT a good "Geek," one that wants to make money. CAN PLACE EXCLUSIVE until Fair season, the following Concessions: Cotton Candy, Lead Gallery, Ere Diszers, Frozen Custard, Fishpond, Bowling Alley, Hoop-La. T. A. Stevens wants to hear from Wheel Agents, also Readers for Mitt Camping alley, Hoop-La. T. A. Stevens wants to hear from Wheel Agents, also Readers for Mitt Camping alley, Hoop-La. T. A. Stevens wants to hear from Wheel Agents, also Readers for Mitt Camping alley, Hoop-La. T. A. Stevens wants to hear from Wheel Agents, also Readers for Mitt Camping alley, Hoop-La. T. A. Stevens wants to hear from Wheel Agents, also Readers for Mitt Camping and Charley and Camping an

Act. Prefer one with Concessions. Address all r. E. E. FARROW, 223 Poplar Street, Memph No. 2. The cookhouse much enlarged, special new flooring, new ranges and warming counters. Other concessioners on midway: Mrs. Joe Krug, with C. L. Turner, George Allen and Charles Wright, assistants; Mrs. Elmer Hanscomb, with Pop Hannameyer and Barbara Bailey, assistants; Sol Golden, with May Golden and C. Copeland, assistants; Harry Taylor, with Mike Herman as manager, and Joe Kelly and Jim Porter, assistants; Madame Resina, with Madame Ronia, Madame Olga and Madame Zola, assistants, and Ed Flelding, orator: Henry Takai, with Jerry O'Brien and Robert Barnes, assistants; Harry Bernard, with Sammy Coomas and Lees Schanland, assistants; M. Takai, with Mrs. M. Takai and Harry Yakis, assistants; Lucky Keeler, with Ray Compton, assistant; Phil Stopeck, with Vern Edwards and Bob Snyder, assistants; Cliff Clifford, Hamer and Austin, Mr. and Mrs. Harry Bernard, W. McKisson, A. Bernard and Abe Corasso, Robert Atherton, Gene Kirkwood, Charles Tobin, J. C. Bullock and Harry Dean, Earl C. Miller, Mr. and Mrs. W. F. King; H. H. Wachtman, with Homer Moore and Dan Marks: G. Murphy, with Hymie Smith and Morrits Levine; Harry S. Taker, with R. Bray and Art Branson; George Jackson, with Max Jackson and E. A. Reynolds; Fred McFadden, with Jack Glassyman and Herman Vandee; James Shute, Ire Fromm, Bill Isaacson, I, Wolf, Pucky Bilss, I. Schwartz, Jack Schafer, Sam Miller, Joe Brown, H. Wheeler; Ragland and Korte, with G. C. (Curley) Cummins, Jack Morris, Howdy Walker, Bill Holt, Rosana Norris, W. (Whitie) Hansen, Barney Axom, Bernard Vinson,

Max Kline, Bob Hicks, Evelyn Korte, Mrs. Louis Korte, Babette Korte, Bob Max Kilne, Bob Hicks, Evelyn Korte, Mrs. Louis Korte, Babette Korte, Bob Howard, Jess Jordon, Dick Thornton and Ed Snelling, assistants; Ed Lane, with James Griffin, Eddie Harrison and Ray Holding; Earl (Spot) Kelly, with Billy Axelrod, William S. Sparks and Mrs. E. L. Kelly; Olsen and Blakesly, with Art Bradford. C. (Alabam) Stevens, One-Eye Conners and Harry Phillips; Joe Conci and Howard Canter; Tuman and Geretg, with Kim Taylor, P. E. Walker, John Cardwell and James Wilson; Sam Jones, Johnny Hicks, Leonard Synack, Giggles Howard, assistants; Fred Nichols, Leo Cronin, Fred Wheeler; Mountle Morgan, with Charles Hillman, Dick Reis, Blackey Schofield, M. Brown and Bob Oseman; Mr. and Mrs. Charles Miller; J. J. Reis and Frank Richmond; Walter Klenk, with Mrs. Walter Klenk and Carl Clark. Clark.

Klenk, with Mrs. Waiter Klenk and Carl Clark.

The Cameron Catering Company had six eating stands—C. L. (Tex) Cameron, owner; W. R. Lamb, manager; Mrs. C. L. Cameron, secretary; Sam Porter, superintendent chefs, and the following assistants: J. S. Porter, W. J. Hines, Charles Austin, Bob Anderson, Helen McDonald, Ruth Corbett, Sig Simpson, Ethel Isebbert, H. L. Gonzales, Art Ozenbaugh, Vic (Country) Yeager, Mrs. V. Yeager, Mille Jameson, Connie Lee, Milo Dunlap, Winnie Jones, Gladys Roberts, Hap Carter, J. Douglass, Occella Markey, Bill Harris, Ema Sparling, Mrs. W. Lindsey, Bobbie Anderson and Wilhemina Oleson. Mr. and Mrs. Charles Rising, formerly having the eating privileges at the Orange Show, staging comeback after both being ill for months, operated two stands.

Happyland Shows

GIBSONTON, Fia., March 2.—Work on the 1935 edition of the Happyland Shows is progressing. A crew at winter quarters in the North, under General Super-intendent L. E. Dickey, is putting the finishing touches on several new and novel show fronts and scenic and lighting effects for the rides. Two new rides are planned for this year, which will make a total of eight.

This locality (Gibsonton) seems to be

make a total of eight.

This locality (Gibsonton) seems to be a gathering place for members of the Happyland Shows. At some time or other this winter many of the personnel have spent some time here. At present: Mr. and Mrs. William G. Dumas, who have their home here and whose guests are John F. Reid and Robert Buckley, secretary of the Bed. William F. Feir Mrs. John F. Reid and Robert Buckley, secre-tary of the Bad Axe (Mich.) Fair. Mr. and Mrs. Harry Boyles, concessioners, who are putting the finishing touches on their new home. Eddle LeMay, formerly of Happyland Shows, has a large tourist camp, with cabins and restaurant. Mr. and Mrs. Ray Tayhash, cookhouse own-ers, are located in one of the cabins, and ers, are located in one of the cabins, and Mr. and Mrs. V. L. Dickey and son are spending their vacation in their house trailer at the camp. Mr. and Mrs. Ben Matteson and daughter, Florence; Mr. and Mrs. Et Matteson and George Spanier, shooting gallery owners, are at present with Royal American Shows, but will have one of their galleries with the show the coming season. Mr. and Mrs. Bahnsen are at present in Sarasota. Speed McGinis, show electrician, is fishing at Fort Myers. Charles Roberts, Ferris Wheel operator, is spending the winter with friends on the East Coast. H. O. Walters, of the United Novelty and Supply Company, is also here. William Supply Company, is also here. William Dumas and John Reld, owners-managers the shows; Bob Buckley and the writer the shows; Bob Buckley and the writer made a five days' tour of the southern and eastern part of the State visiting shows and fairs. A surprise birthday party was held February 2 for Mrs. Anna Dumas at Eddie's Hut. A delictous chop suey supper was served, prepared by Tommy Allen and Mrs. LeMay, and was topped off by an angel food cake baked by Mrs. Gracie Johnson. Mrs. Dumas received many zifts. After the supper by Mrs. Gracie Johnson. Mrs. Dulmas re-ceived many gifts. After the supper there was dancing. Among those present, Mr. and Mrs. Dumas, Robert Buckley, John Reid, Mrs. McDaniels, Mr. and Mrs. Matteson, Florence Matteson, Mr. and Matteson, Florence Matteson, Mr. and Mrs. Matteson, Mr. and Mrs. Johnson, Mr. and Mrs. Dickey, Mr. and Mrs. Boyles, Mr. and Mrs. Tayhash, Mr. and Mrs. Allen, Mr. and Mrs. Seltzer and Mr. and Mrs. LeMay.

V. L. DICKEY.

Beckmann & Gerety's Shows

SAN ANTONIO, Tex., March 2.—Harry Illions has about completed repairs on his rides and is now repainting all his wagons. His Magic Carpet, which was sent to Laredo for the George Washington Celebration, with Kent Hosmer in charge, did a nice business. Mr. and Mrs. William P. Floto, of Wichita, Kan., spent a day visiting in San Antonio on their way to Laredo. Mrs. Fred Beckmann and her niece, Dorothy Hanna, accompanied Mr. and Mrs. Floto to Laredo from here. Mr. Beckmann and Trainmaster Arkie Bradford spent a couple of days at Laredo visiting with the Loos Shows and taking in the sights across the border. Mr. and Mrs. Arkie Bradford arrived from their home in Missouri and Arkie intends starting work on the train SAN ANTONIO, Tex., March 2.-Harry arrived from their home in Missouri and arkie intends starting work on the train in the near future. Mrs. B. S. Gerety, Mrs. C. A. Wortham and Mrs. Henry Knight left for Tampico, Mexico, on an extended motor trip thru the southern republic. Ted Webb advises from South Orange, N. J., that he will be starting for winter quarters soon to remodel his frozen custard concession, which will be on the show again this season. Johnny Weitherick and the missus had their cigaret shooting gallery at Laredo and reported very satisfactory business. Paul Hunter and Myer Myers are frequent visitors at winter quarters, and are always welcome as they are both well posted and add a lot of zest to the various discussions indulged in. cussions indulged in.

EDGAR T. NEVILLE.

Reid Greater Shows

DENMARK, S. C., March 2 .- The show DERMARK, S. C., March 2.—The show is slated to open here on March 16 and after playing spots in South Carolina for four weeks will head northward. Mr. and Mrs. Earl Reid and daughter have returned to quarters after spending a few months in Florida. A new Minstrel Show top has arrived, also a new top for the Monkeydrome. At present the 15 men in quarters are whipping things into shape. The Merry-Go-Round is being gone over, also with all the other rides. The quar-

ters locality looks like a tourist camp, with house trailers, living tops, etc. Among those here now are Mr. and Mrs. Klien and son, Art, Mr. and Mrs. Virgil Klien and family, Eddie Harris, Bill Macdonald, Charley and Bert Brown, Henry J. Denny, Ted Mundorff; Mr. and Mrs. Ralph Duval, who will have the casting act as the free act; James Paden, Mr. and Mrs. Stuart; Jerry Burrell and wife, with their Wild West Show—15 head of stock and 20 people; Dink Akin and his Big Ape Show, Bill Pough and his Deep Sea Show, and others whom the writer has not contacted yet. Manager Reid has been looking after the painting of the front and the special scenery for the Minstrel Show. The show will move on trucks, carry two free acts. Miss Helyne purchased new top for her concession. Harry Harris is expected in now any time with two shows. Art Peters reports that he will be here for the opening date with his Everglades Show. The writer has charge of quarters and will have his photo booth and make himself useful on the midway. ters locality looks like a tourist camp,

Johnny J. Jones Exposition

AUGUSTA, Ga., March 2.—With the arrival of Manager Walter A. White two shifts, numbering 60 workmen, are busy in winter quarters. The season will be inaugurated the first week of April.

In winter quarters. The season will be inaugurated the first week of April.

Mrs. Hody Jones, after spending a few days on the show, returned to Fforida to rejoin her son, Johnny J. Jr. New arrivals at quarters include Mabel Kidder, with her vaudeville unit, who completed her winter tour at Savannah, Ga. and who is supervising the building of her new Temple of Mystery illusion show, a pretentious presentation. Col. W. E. Welliver arrived and will have the giant reptile show. Five huge pythons and boa constrictors are en route to quarters and the show will be a beautiful palm tree front and a new tent. Andre Anderson, veteran animal trainer, arrived from New Orleans with his chimpanzee. King Tut, one of the largest and bestrained simians. He was formerly owner of Little Hip and Napoleon and Major. Willis (Pug) Crowe, assistant trainmaster, will again be with the show. Joe Allen is one of the busiest men at quarters. Elmer Cohan, Brownie Smith, O. J. Beatty, Carl Parsons and wife and Elmer E. Perdue were visitors. Jennings Grey, Lightning Harrison and Shirley Cade are in charge of the Pullman sleeping cars, Cade chauffeur of the "Boyal" Grey, Lightning Harrison and Shirley Cade are in charge of the Pullman sleeping cars, Cade chauffeur of the "Royal Coach." The H. William Pollack Poster Print is getting out a line of printing for the advance, with 12 styles of special posters. The show train will receive its final coat of paint and varnish this week. One of the coaches will be named "Augustra" in honor of the winter-quarweek. One of the concess will be hadned
"Augusta" in honor of the winter-quarters town. The writer was a speaker at
the weekly luncheon of the Exchange
Club last week and announced that the
show press wagon will be a traveling
headquarters for the club while on tour.
WALTER D. NEALAND.

Royal Amusement Co.

Mendenhall, Miss. Nine days, ended February 23. Location, center of busi-ness section. Weather, cool to moderate-ly warm. Business, good. Auspices, Fortnightly Club.

This spot was the first of a number of Mississippi towns to be played following the show's Louisiana engagements, which included Kenner, Lutcher, Good Hope, Luling and Harvey. The opening at Mendenhall was delayed from February 11 until February 16 because of bad weather. Among concessioners who ary 11 until February 16 because of bad weather. Among concessioners who feined here were Harry Banta, Dutch Ward, K. A. Becker and B. W. Norman. Other concessioners on the midway were R. O. Lewis, three; Leonard Wells, one; Jolly Lamb, one, and Mrs. Verna Mae Wells, one. The shows are Snake Illusion, owned by J. E. Clayton, managed by Joe Sherman; Hawailan Nights, cwned and managed by Charles W. Ecker; Athletic Show, owned and managed by Ted Sharkey, and Mickey Mouse Circus, owned by B. W. Norman, managed by Dutch Sperlick. The rides, Manager J. E. Clayton's Merry-Go-Round, of which Jimmile McKee is foreman, and Chairplane, with Jim Gill as Round, of which Jimmie McKee is fore-man, and Chairplane, with Jim Gill as foreman; Gus Elsner's Midget Automo-biles and the Kiddie Auto Ride. The executive staff includes J. E. Clayton, owner-manager and contracting agent; R. O. Lewis, assistant manager and lot superintendent; Mrs. R. O. Lewis, secre-tary-treasurer; Jim Gill, electrician. J. B. ELLIOTT.

Royal Palm Shows

West Palm Beach, Fla. Week ended February 23. Auspices, Elks Charity Frolic. Location, adjoining West Palm Beach County Courthouse in heart of city. Weather, Monday lost because of rain. Business, good. The show presented its shows, rides,

47 concessions and two free acts—featuring Capt. Jimmie Jamison, fire high diver, and Dare-Devil Cramor, high pole aerialist. Monday night some of the rides and concessions opened for a few min-utes, but were closed during the day due to a devastating downpour of rain. From To a devastating downpout of rain. From Tuesday noon perfect weather prevailed and attendance and business increased daily—Saturday night crowds remained after midnight. Berney Smuckler in seeing that every item of the show's contract with the Elks was lived up to added much to high the already good rain.

contract with the Elks was lived up to added much to his already good reputation as a showman-business man. There were many visitors. Among them were Max Goodman, of Goodman Concession Company, accompanied by Bill Bartlett, of Miami Diggers Company, and Murray Zand, of New York, who came with three autos filled to look the show over the closing night. Robert R. Kline, general agent, accompanied by Mrs. Kline, came in from Kentucky. Mr. Kline will remain with the show for the balance of the Florida dates.

James Grimwood, well-known pro-moter of special events in the East, assisted by Mrs. Grimwood, handled the

WILLIAM JUDKINS HEWITT.

Rubin & Cherry Exposition

MONTGOMERY, Ala., March 2.—The weather here of late has been like spring and the painters are busily changing the wagons to their new color. Eddie Marconi, with two helpers, is doing the pic-torial work on the fronts and ride cars. The steel flats have been returned from the railroad shops and Trainmaster Mc-Lane started his crew on the new deck-ing. Josie Nagata and his crew are working overtime to complete the rides. Superintendent Bert Miner is all over the grounds, checking here and there, The cookhouse is taking care of about

the grounds, checking nere and sheet. The cookhouse is taking care of about 35 people at present.

Rubin Gruberg, after spending two weeks in Montgomery, left for Miami Beach, where he is now taking sun baths. All hope to see him return in three weeks feeling 100 per cent well. Mrs. Rubin Gruberg and their daughter, Edith, are scheduled to arrive in New York on the Italian ship Roma on March 7. Jack Wish, well-known concession man, and his bride stopped off at Montgomery Monday. They were married last Saturday in the North. The midway spread this season will be way ahead of the last few seasons. J. C. McCaffery and Bill Breese (contracting agent) spent a couple of days here in consultation with President Gruberg before Mr. Gruberg's departure south.

FRANK S. REED.

Peerless Exposition Shows

PITTSBURGH, March 2.—It is the plan of management to have everything ready for the opening the middle of April. The Carousel horses are now being repaired and repainted in winter quarters at Waynesburg, Pa., also a large four-wheel trailer being built to carry the horses and organ of that ride. Capt. Floyd Worley has been booked for the free acts. The show will carry four major rides, two kiddle rides, a pony track, seven shows, and 20 concessions. Sparton Brothers Circus Side Show with Orio Wach as manager has joined. All truck and other rolling equipment is ready for the opening. All which is from an executive of show. PITTSBURGH, March 2.—It is the plan

Frederick Amusement Co.

HOPE, Ark., March 2.-Work is pro-HOPE, Ark., March 2.—Work is progressing at the quarters here. The show is stored in a building 150x150 feet and there is plenty of room to overhaul the show. At present there are five men working and everything will be in tiptop shape for the opening, about March 20. Have completed a new drive for the Merica Carland. A new motor and all Have completed a new drive for the Mery-Go-Round. A new motor and all
gears have been assembled in one frame,
a nice piece of work and will save time in
setting up. Also putting a motor on the
No. 12 Eli Wheel, and all trucks and rides
will be painted. Harry Blair and wife
have their new housecar nearly completed, finished with oak on the inside
and leather outside. Mr. and Mrs. Ed
Graham and Mr, and Mrs. Ed Slatter were visitors at quarters. The Slatters will have the corn game again this year, and the Grahams will have three concessions. Bert Frederick and wife will soon be back from Nebraska. They have spent some time at North Platte visiting with Mrs. Frederick's parents. Oswald Reiche with trained dogs and the Sindaks. ceine with trained ogs and the Sin-clair musical troupe spent a week at quarters and while here they played at four schools. As usual the show will use the balloon and parachute leaps and will carry one other free act. All of which is from an executive of the show.

Sunset Amusement Co.

DANVILLE, Ill., March 2.—Winter quarters in Keokuk, Ia., will not be open until the last of this month. As has been the policy the last few years, the show will not open until the first week in May. Otto R. Strohmaier was a visitor in Danville last week while on a business trip thru Illinois selling premium ribbons to fair associations. He has booked his corn game and screened in cookhouse with the show for his third consecutive season. Also with the show for their third season will be Mr. and Mrs. Olin Laughead with their pitch-till-u-win and bowling alley. A two-channel loud-speaker system has been secured to produce music on the midway and at the same time conduct grand-stand programs of a different nature at fairs. This system will be in charge of Ivan Merrick, radio technician, who has booked his photo gallery, sum spindle and hi-striker. Mr. and Mrs. John Kolb will again have their fishpond on the show. John has been in charge of a bowling alley in St. Louis this winter. Rube Liebman has taken over the advertising and merchanter ride-coupon job. He is at present working on the booking of Iowa fairs. As last year, the merchanter ride coupons will be used without a pay gate. Among other concessions contracted are Erpic Zeek, country store, and Joe Mann, pop corn, both with the show last season; Orlando Tiedemann, penny pitch; Frank Korizek, cigaret gallery and milk bottles. corn, both with the show last season; Crlando Tiedemann, penny pitch; Frank Korizek, cigaret şallery and milk bottles, and F. Kirkpatrick, long-range shooting gallery. Jack Sanders (Texas Terror) will be back after an absence of one season to take the Athletic Show. This will be his fourth season. From Texas he will bring a girl revue. Teddy Wells' High Brown Minstrels have been booked, with a five-piece band. Babb's Mechanical Circus Parade and Orlando Tiedemann's Snake Show will be in the lineup of shows. Mr. and Mrs. Ralph Bouge will again have their Arcade on the midway. The show will carry seven shows and seven rides. F. M. FIORA.

Yellowstone Shows

ALBUQUERQUE, N. M., March 2. -Work has started on the general over-hauling of rides and trucks under the supervision of William Farrar, master of transportation. Mrs. W. S. Neal, secretarytransportation. Mrs. W. S. Neal, secretary-treasurer, has purchased three new show tops, also leather for reupholstering the seats of the Ferris Wheel. W. S. Neal, owner-manager, and Eddie Lynch, general agent, have returned from a five weeks' successful events booking trip, including thru Colorado, Wyoming, Montana, Nebraska, Kansas and South Dakota. A Tilt-a-Whirl and two new semi-trailer trucks will be added to the equipment next week. Opening is scheduled for the first week in April, with 8 shows, 6 rides and 22 concessions. Don M. Brashear, advance man for Western M. Brashear, advance man for Western States Shows, was a visitor for four days, along with Harry Hunter. Besides Mr. and Mrs. Neal. Eddie Lynch and William Parrar, the executive staff includes Slim Simmons, electrician, and the writer, between and publicity. banners and publicity.
WILLIAM M. SUTHERLAND.

West Bros. Amusement Co.

SIKESTON, Mo., March 2.—Prepara-tions for the coming season of this ortions for the coming season of this organization are going forward nicely. There will be a seven-piece band with the Minstrel Show. The girl-show out that so gone thru the paint shop. A new top was received for the corn game. Mary Bowen parked her cookhouse out at quarters. She will have three other concessions. All her parapher-nalla has been overhauled and repainted. Billy Macon and Joe Howard have completed a new panel front for the Side Show. Orville (Bud) Valier has his Lola girl show booked, third season. The writer will take a week off and go to writer will take a week off and go to Hot Springs, Ark., before the show opens, the work at the home office here opens, the work abeling nearly completed.

DOC DECKER.



Heart of America Showman's Club

KANSAS CITY, Mo., March 2.—Big dance tonight for members and their

dance tonight for members and their guests. Admittance by membership card only. The affair is a home-coming for President J. L. Landes, who spent the last six weeks in Hot Springs, Ark.

Harry Smith, agent Francis Shows, passed thru this city late last week for Hannibal, Mo., his home. Mrs. V. J. Yearout, secretary-treasurer that show, left Monday to join the show at winter quarters in Houston.

John R. Castle, accompanied by his

John R. Castle, accompanied by his secretary, R. C. Ray, was a visitor here for several days late last week. Mr. for several days late last week. Mr. Castle reports much work is being done around the winter quarters of United Shows of America in Shreveport, La. Bob Lohmar, another member of the firm of USA, was a visitor for a few hours Tuesday while en route from his home in Illinois to Shreveport.

Toney Martone postcards that he and the missus had a most enjoyable trip.

the missus had a most enjoyable trip thru Florida and that they are now in Hot Springs for a few weeks' visit with

Fred Webster, last season agent Mc-Mahon Shows, arrived early this week from Joplin, Mo., for a brief visit

from Joplin, Mo., for a brief visit around the rooms.

Speedy Ferguson is back, waiting for the spring season. Expects to be with a Midwest carnival this season.

Follow the parade! A swarm of memberships received during the past week. Truly a bigger and better club. A new deal by President J. L. Landes.

During the absence from the city of President Landes, First Vice-President Harry Duncan conducted the meetings. Opened last week's meeting with a bit of history on the father of our country, George Washington. It was interesting and a novel idea.

Blue Ribbon Shows

Blue Ribbon Shows

COLUMBUS, Ind., March 2.—Roy Haydon and his father, of Vincennes, Ind., business visitors, again booked their U-Drive-It auto ride, making their second season with this organization. Mr. and Mrs. L. E. Roth made a trip to Chicago in interest of the show. Mrs. Samuel Jones, who was visiting her sister, Mrs. Roth, returned to Cincinnati. The following fairs have been contracted: In North Carolina, Wayne County Fair, Goldsboro; McDowell County Fair, Marion; Tri-County Fair, Littleton; Rutherford County Fair, Rutherfordton: Guilford County Fair, Rutherfordton: Guilford County Fair, Rutherfordton; Guilford County Fair, High Point. In Indiana, Warrick County Fair, Boonville; Harrison County Fair, Corydon; Jackson County Fair, Seymour; Dubois County Fair, Huntingburg; Bartholomew County Fair, Huntingburg; Bartholomew County Fair, Huntingburg; Bartholomew County Fair, Columbus, Knoxville, Tenn., Junior Fair. Among concessioners lately booking with the show is Earl Davis, with his frozen custard machine. Dave Tenneson, of Akron, O., where his show is wintering, was a visitor. Billy Davis, electrician, made a trip to Indianapolis for new material for show fronts and other electrical equipment. Manager Roth has spared nothing toward having the new entrance arch outstanding among such portable show structures. The writer is at quarters at this writing from a business trip in interest of the show and will again leave in a few days. The boys at quarters highly praised the hot biscutts and ples baked for them by Mrs. Sam Jones when she was here.

FRANK SMITH.

FRANK SMITH

Dodson World's Fair Shows

CLARKSDALE, Miss., March 2 .- In all CLARKSDALE, Miss., March 2.—In all his years of experience the writer has never heard of so much optimism as is being shown around the winter quarters of the show at East St. Louis, Ill. Everyone is really enthused with the outlook for the coming season. Every wagon, there are 62 of them, will be rubber-tired and put in tiptop shape. In fact, the outfit will hit the trail in better physical con-

Some time ago a name somewhat similar to his appeared in a death announcement in the Final Curtain columns, and Saul Salesberg, package candy worker, says some of his carnival and other show associates sent flowers for his "funeral" at Miami. Naturally, Saul regrets the passing of the other road man, Herman Saalberg, pitchman, at Miami, but he expresses appreciation of his being afforded the opportunity to inhale the fragrance of the flowers.

dition than it has been in years. Nearly cution than it has been in years. Nearly everyone is being pressed into service; in fact, the writer had to make a quick fadeaway as the Dodsons were getting ready to put him busy with a paint brush. Starting March 4, the Loop-o-Plane and several concessions will be placed at an indoor show at 5t Louis. It is unbelieved able. Practically the whole personnel of the show is awaiting the season's opening and from present indications that will be and from present indications that will be about April 10. Several lots will be played in and around St. Louis. At this writing it looks very much like that grand old trouper, Doc Waddell, will again return to the fold, and the writer would deem It a pleasure to relinquish his post to dear old Doc, and every member of the company is delighted with the report of his probable return. Dick O'Brien and wife, Ed Bruer and wife, info from Mississippi that they will be in quarters about March 10.

MARK BRYAN.

MY TRIP-

(Continued from page 46)

brother was there and straightened us

out.

Show business seems to be thriving in all Continental places. Theaters and movies, of course, the leading entertainments in point of attendance and investment. There is a magnificent park in the center of Copenhagen, which they tell me is a sort of Coney Island, but nowhere did I see anything resembling the American carnival. The theaters featured movies we saw here a very avound.

tured movies we saw here a year ago and eats and drinks are a regular part of the theater programs.

My father became so interested in American show business that he came back with me and will be on the road with me this year.

MARKS CRASHES

(Continued from page 46) Fair. This practically fills in all open time. Percy Sink, at present at work at quarters, recently threw a grand party on his birthday. Mrs. Sink generously treated her guests to what might be called the local showmen's event of the wints excess. the winter season. A press department will be kept in Richmond all summer from which daily releases will be sent to papers in the cities which the show will play. Jimmy Raftery supervising the building in quarters. Arrival of

GRUBERG'S WORLD'S EXPOSITION SHOWS

OPENING MONDAY, APRIL 22, SALISBURY, N. C. AMERICAN LEGION PAGEANT OF PROGRESS AND EXPOSITION, LOCATION NO MAIN STREET, IN THE HEART OF THE CITY MAIN STREET, IN THE HEART OF THE CITY.

This abow will play the following outstanding Fairs and Still Dates: BILUEFIELD W. VA., April 29 to May 4; WILLIAMSON, W. VA., May 6-11; LOGAN, W. VA., May 13-18; CHARLESTON, W. VA., May 26-25; BECKLEY., W. VA., May 27 to June 1; PLASKI; VA., June 3-8; POCAHONTAS, VA., June 10-16; MAYSVILLE, KY., June 17-22; FRANKFORT, KY., June 17-22; FRANKFORT, KY., June 18-16; MAYSVILLE, KY., June 17-22; FRANKFORT, KY., June 18-16; MAYSVILLE, KY., June 17-22; FRANKFORT, KY., June 18-17-22; FRANKFORT, KY., June 18-18-22; FRANKFORT, KY., JUNE 18-22; FRANKFORT, KY.,

ROYAL PALM SHOWS WANTS

FOR BALANCE OF FLORIDA FAIR AND CELEBRATION DATES AND GRAND SPRING OPENING AT BIRMINGHAM, ALA., APRIL 1 TO 13.. TWO LOCATIONS IN HEART OF CITY.

Two Shows that are outstanding features, Musical Comedy, Trained Wild Animal or Wax Show. WILL PLACE Fun House or Working World. LEGITIMATE CONCESSIONS (Positively no Grift).

SIONS (Positively no Grift).

ROUTE: Vero Beach, Fla., Fruit Fair and Festival, Heart of City, First in Seven Years, March 11 to 16; West Palm Beach, Fla., Nationally Advertised and World-Known Seminole Indian Sun Dance. For the First Time in Five Years the Midway Will Be Located on Streets at Entrance to Arena and Indian Village. All Shows, Rides and Concessions on the Streets. March 18 to 23. Melbourne, Fla., Fruit Fair and Regatta, on Streets, Heart of City, March 25 to 30. Then Birmingham, with Hopkinsville and Bowling Green, Ky., to Follow. Address
BERNEY SMUCKLER, Royal Palm Shows, Plant City, Fla., Strawberry Festival, This Weck.

Carver heralded. James (Turk)

Silm Carver neraided. James (Turk) Leard building new living trailer. Fred-die Bennett expected. Manager Eddie Lippman signed several attractions while on his trip thru Florida. Newt Kelly will soon arrive.

MUSEUMS

Morris Miller's, Traveling

NEW ORLEANS, March 2. -MEW ORLEANS, MARCH 2.— MOTTIS Miller's Museum has a good location for its several weeks' stay here on St. Charles, near Canal street, and has been having good business. The writer, "Irish Jack" Lynch, is an every-day visitor. Following is the lineup:

Following is the lineup:

Ituria Pygmies; Frank Russell, strong man; Juan and Martha, Filipino Midgets; Nelson, sword swallower; Baby John, fat man; Rossella; Frank Zorda, magic—also has double-bodied baby in the annex; Morrice, stone man; Joe Allen, human corkscrew; Kongo, saucerlipped man; Pinheads; Goldle Fitts, mystery box, assisted by Orpheon Ami; Evangeline, mentalist, assisted by George Van Anden. Frank Zorda and Goldle Fitts take care of the lectures. Doc Ward is also here. Morris Miller is in and out of the museum, keeping his eye on the running of the show. Amog visitors was Charles (Boston) Towne, who was en route to United Shows of America at Shreveport. America at Shreveport.

Cash Miller's Oddities

MUNCIE, Ind., March 2.-Cash Miller's Oddities is today completing a two weeks' engagement here, in the center of the business district, at 507 Walnut street. Last week cold weather handicapped attendance, which has since ma-terially increased.

Harry Coffin joined the executive staff here, and he and Mrs. Coffin have their two-headed baby attractions—last sea-son an individual show with William

son an individual snow with william Glick Shows and Rubin & Cherry Exposition—as the annex feature.

The storeroom occupied here is much too small for the placing of more than one long platform, but several of the offerings follow others, as the on a stage, for the performance, and the central location is logical. Nearly thruout the engagement there were 15-minute broadcasts from the local radio station,

with Determination Eddie at the mike making announcements and various members of the troupe entertaining. During the winter showings Manager Miller is preparing for his outdoor sea-

son. There will again be a most attrac-tive unit with Rubin & Cherry Exposi-tion, another at Old Orchard Beach, Me., and Mr. Miller has another project, similar to his interests at A Century of Progress, Chicago, two years ago.

Philadelphia Houses

PHILADELPHIA, March 2 .- Some bad weather has affected business somewhat at the local museums, but is remarkable how they continue to attract patronage.

Eighth Street Museum has the fol-lowing: Villani, magician; Neil Johnson, novelty bag punching; Leonard Treacy, midget sword swallower; Jackie Mack, sword box and Spidora illusion. Danc-ing girls still the attraction in the an-Bill Hasson is now installed as manager

South Street Museum this week has the South Street Museum this week has the following: Samith & White colored revue of six people: Ajax, swords and Punch; Freddie, armless wonder; Patman, magician; Capt. Siegfried, tattooed man; Mme. Verona, mentalist. Dancing girls and Edwina-Meyers are the annex attractions.

Ripley Show for San Diego

SAN DIEGO, Calif., March 2.—Ripley Believe It or Not Show will be one of the points of interest at the California Pa-cific International Exposition, booked thru William (Bill) Barie.

World's, San Francisco

SAN FRANCISCO, March 2.—World's Museum, after a four months' run in this location, with very few changes in the personnel, closes its doors for the summer season. Mr. Golden, the owner, plans an extended vacation in Arizona

MIGHTY-ARGYLE RAILROAD SHOWS

WANT Showmen, Concessions and Ride Help. Howard Goodlett, Ray Cramer write. Address 117 North 6th St., St, Louis, Mo.

Bullock Amusement Enterprises

Now playing Mill Towns, where they are working day and night. WANT Cook House, Ball Games, Cigarette Shooting Gallery. Graniterille, S. C., this week. Address HARRY L. SMALL, Mgr., Plaza Hotel, Augusta, Ga.

PAIRWAY SHOWS
Opens in May. WANT Ten-in-One and Hawsitan
Show, Photo Gallery, Ball Game and Cook House,
Meal tickets guaranteed. E. J. ZIRBES, 19 E10th St., St. Paul, Minn.

thruout the summer. Austin King, manager, plans leaving for New York. Anna John Budd and Hal Compton will have two side shows, one with Crafts 20 Big Shows, the other with Pacific States Shows. Alex Linton, sword swallower, will be with Anna John Budd. George Dixon, talker, will be with Crafts. Francisco Lentini, three-legged man, will be with the Ringling-Barnum Circus Side Show; also Anato, anatomical wonder. Dollita, Dancing Doll Lady. man, will be with the Ringling-Barnum Circus Side Show; also Anato, anatomical wonder. Dollita, Dancing Doll Lady, will be with West Coast Shows. Dolly, will be with Jane Godfrey, who with Joe Adje will have the Side Show on Clark's Greater Shows. Jane Godfrey had her two-headed baby attraction in the annex and drew large crowds. Novah Evans will take her reptile exhibit to Foley & Burk Shows. Thomas Cassidy, charge of the front door here, will be with the reptile exhibit on the same show. Eric Krupa will be with Hallaham's Sportland in San Francisco. W. Westlake, talker, will be with Ringling-Barnum. Charles Port, talker, with Foley & Burk, associated with Billy Bozzell on the Side Show. Baby Carries, versatile entertainer, plans being at the San Diego Exposition, as also does Rajah, ballyhoo artist. Lady Betty, tattoced girl, and Mr. and Mrs. Fay Ridenour will be with the Al G. Barnes Circus Side Show. It was a long pleasant engagement here at the museum and everyone will cherish with fond memories and recollections their association with the World Museum and the many friends they have made while here.

Mile Golden and Austin King plan. here

Mike Golden and Austin King plan on reopening the museum next fall with a more elaborate frameup.

FAY RIDENOUR.



OAK BALLOONS NEW CLOWN

Balloon head and ac-cordion crepe paper body. Manipulated by string attached to head he dances amusingly. Coming! Another new novelty next week. At Leading Jobbers.

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G. E. Wymer Products Co.,
Dayton, O.







By GASOLINE BILL BAKER (Cincinnati Office)

"IT IS SOME TIME..... Why is it that the smartest men in pitchdom do not give advice? When I waters from Herndon, Pa. "My last previous pipe informed you that the comeroy-Waters show was folding at Matamoras, Pa., the second week of last Matamoras, Pa., the second week of last also takes something else—BRAINS! Let October. The reason was that we leased that soak in, Mr. Old Has Been. a huge auditorium at Herndon, calling the place The Showman, and holding the place The Showman, and holding the grand opening November 15. And mere we are carrying on. We have a has too much sense. It is the true dance floor 145x70. We are midway statements that the pitchdom do not give advice? When I say smartest men In mean the boys of the jam. Yes, it does take nerve to make a jam pitch—worlds of it. But it also takes something else—BRAINS! Let soak in, Mr. Old Has Been. B-R-AI-N-S. I will attempt to enlighten you briefly why the jam pitch—man never gives sodice. It is this: He have dance floor 145x70. We are midway statements that the pitchdom do not give advice? When I say say martest men In mean the boys of the jam. Yes, it does take nerve to make a jam pitch—worlds of it. But it make a jam pitch—worlds of Matamoras, Pa., the second week of last October. The reason was that we leased a huge auditorium at Herndon, calling the place The Showman, and holding the grand opening November 15. And here we are carrying on. We have a dance floor 145x70. We are midway between Sunbury and Millersburg. We cater to the public and have a well-appointed restaurant, bar, etc. Have had visits from a number of troupers, including John L. Kearney and Charles F. Edwards. Am adorning one wall of my smoking room with photos of all my friends and fellow Thespians. Stella is well."

"ARRIVED BACK IN



who describes himself as excellent on either the humanitone or the flat tin whistle, writes-from Brooklyn that he is very anxious to hook up with anyone pitching any kind of a whietle. BOB FREDERICKS

w. J. CONNOLLY.

writes the following from Knoxville,
Tenn.: "First of all, I am what some
might call a j. c. l. Oh, how they love
to use that term! J. c. l. of what? I
will tell you. J. c. l.'s of progress. We
are men who have the farsightedness to
see and to recognize the trend of events;
the march of progress. We are men who
know and who are willing to acknowledge the passing of the old order. We
are at the dawn of a new era. J. c. l.'sbah! It's disgusting, this silly raving by
o h. b.'s (Old Has Beens), who think
they own the great outdoors, the sunshine and man's free and untrammeled
right to make a living in our good old
U. S. A. Yes, I am a j. c. l. and I am
proud of it. I am less than six years
in the business of selling on street
corners, but if any o. h. b.'s think they
own the United States, or think that
they have a better right to it than I,
let them start the fireworks. I will be
on the firing line with every dollar I
possess. And, Mr. O. H. B., I am not
broke by any means. Furthermore, a
large portion of that which I have made
in the past six years has come from the
'lowly' dime. I also have merchandise
('stock' to you, o. h. b.) that I sell as
high as \$1. I plan to continue to set
my prices to suit myself. It is my own
personal business and no o. h. b. Is
going to stop me. When and if he does
try to stop me there will be more fireworks in the air than he ever knew exleted. I have been favored with ar
education that I am proud of, and the
only reason I am not practicing my profession is that my health compelled me
to seek the open air. When an 'old has
been' tries to tell me how I must run
my business it makes my blood boil ×

nas too much sense. It is the true statements that the pitchmen find hard to take. And so, Mr. O. H. B., a man should not appoint agents. And if a pitchman should see another pitchman appointing agents to expand his business he should stop it immediately. That's what you think! I have in three States—Kentucky, Tennessee and North Carolina—close to 100 agents working and every one of them is making money for me. Furthermore, it is my intention to hire as many more capable people as I can. And I hereby extend to you an invitation to try to stop me in any manner you see fit. But when you start prepare to meet the United States Supreme Court. I shall continue selling merchandise at 10 cents or any other price I see fit, according to its blind price I see fit, according to its blind value and appeal. Ten pennily yours —."

WILLIAM McKENNY . . . and wife are working sales in and around Aurora, Ill.

DOC FRANK KETTH . . . and wife, of Baraboo, Wis., are enjoying fair success with their med show in Northeastern Arkansas.

×

ROBERT BURNS.

pens from Pittsburgh: "Have seen most of the new items, but about the best dressed gummy package was that Ted McFarland and Tom Kennedy were working in a Philadelphia store. The boys were really getting the folding green. Speaking of cut-price tectics, here is one that wins the prize. A fellow was here working glass-cutting tools for 10 cents. Another was working blades, five for a nickel. Such fellows should be placed in one of the conservation camps. If every pitchman and demonstrator would keep his price up and work clean it would be a lot better for everyone else." ROBERT BURNS .

RUTH AND SUNSHINE ROGERS.

piping from Wilson, N. C.: "Just read a pipe from the Kelly family. Had been wondering where they were. Closed our Varlety Revue a month ago. Am booking another act in schools and theaters. It is very interesting and profitable. And quite a bit less work. And best of all, I don't have to wash the black out of my ears each night. The act has 47 of my ears each night. The act has 47 schools and seven theaters to its credit so far this month (February). This act is a real flash and I am finding that something good is not hard to sell. Pipe in, Kellys."

DAVE ROSE pipes from McGehee, Ark.: "After spending three months in the sunny South without any sun, I have finally decided to head north. I worked up and down Mississippi and found it just about the poorest State I have pitched in for many a year. And to make conditions worse, Old Man River had to make a visit to most of the folks in that territory. The temperature here is 30 degrees at present. I think I will try to sell some ear muffs . . . they should go like hotcakes. It will be practically impossible to work Louislana from now on due to the new ordinances, and I understand that Mississippi is following Louislana's footsteps. These States would be good territory for hish-powered men. I wonder if Soapy Williams remembers the time his tip was ruined

by some stench bombs. How about some contributions from my old friends Jackie Andrews and his partner, Ai; Joe Morris, Morris Davidson, Beeman Yancey and Doc Hubert Potter. I am working on a real pipe for the next issue of The Billboard and I hope all the boys and girls read it carefully."



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C. W. MEADOWS (Charley the Pencilman) and his wife have been spending a gale winter's vacation in and about Miami. Charley has developed into quite a fisherman, getting one salifish that measured over ting one sailts that measured over seven feet in length and weighing 69 pounds. Charley is having the prize mounted and will exhibit it in his Detroit drug store. Big crowds are re-ported, but not much money circulating.





the BPOE membership



"I TAKE MY ... automatic pencil in hand to write of a few of the many things happening in Chicago." pipes Earl Pixley. "Gilstrap is still holding forth. Doc Gunningham has been sick, but is improving, tho he has lost quite a bit of weight. He is a fine old gentleman and square and honest with the pitchmen. Ed Pearson, of flukum fame, died recently in the Oak Forest Infirmary. Vogel and Myers are still with me here. Jensen argues constantly on political economy, it being his pet subject. Most every night we play a four-handed game of pinochle. Harassed by men and by weather. Shifting from spot to spot, Pitching his wares in doorway, Sidewalk, alley or lot; Trying to beat the system, Stoically fighting the fight; Smallest of all great merchants, Such is the pitchman's plight. "I TAKE MY

Such is the pitchman's plight. Now that I have that out of my system I feel better. Expect to do a little work tomorrow. Probably make six bits or a buck, after running about town for five or six hours. The Count was on Maxwell Market lest Sunday, I did not work there. Just went down and looked it over with Vogel, of the Vogel Supply Company. Here's some more 'poultry': When things seem bright.

When things seem bright.
And a fair living in sight,
Something always ups and shatters hope;
But when some new article comes out
You can hear the peddler shout—
I'll now make some money, buy things

I need.

And supply the wholesaler with plenty of feed."

GEORGE M. REED.

begins another long one with: "Who should come in the store today to see me but Art Cox and the missus." Doc George is in Wheeling, W. Va., currently. "These two very clever, and certainly mighty fine people, were on their way to Erie, Pa., and they looked extremely it and prosperous. The chain store here looks like a midway on a fair-rounds. When first you enter you come across an inhaler worker (I did not learn his name), next to him is Joseph Nichols, of Newark, with varnish. Next is Luther Dinges and his wife, with rad, and then comes yours truly with oil and corn remedy. Yes sir, we cure their coids, we varnish their furniture and remove spots from their clothes, we free their feet from corns and we take their picture. And, frankly, we are getting some that it takes to buy porkchops with. We are a mighty nice, jolly bunch and the store employees and manager are the acme of courtesy and co-operation. We are all just like one big happy family. The weather has been bad, rain and snow for 10 days now. Hattle Spencer Cantrell, daughter of that old-limer, W. H. Spencer, writes that her father, who has been ill for several weeks, has not responded to treatment too satisfactorily and will be compelled to remain in bed for some time to come. The veteran pitchman, who is known to all oldtimers as the pen doctor, has pitched and worked and repaired pens for many, many years. At one time he was in the medicine business. For 25 years he has made Columbus. Indianap-

Pitchmen I Have Met

By SID SIDENBERG

PIPES

When the Sun Bros.' Circus pulled stakes, loaded the wagons on flats and rolled out of Charlevoix. Mich.

stakes, loaded the wagons on flats and rolled out of Charlevoix, Mich., one day about 31 years ago, a brand-new baby, born under the big top during the show's stand in that town, was loaded on the train, too. That baby was none other than Joe Sinette, one of the cleverest lightweight soap workers known in the business today.

As a general rule lightweight soap is either worked by a demonstrator in a store or when it is worked outdoors the workers usually make a ring pitch standing on the ground where it is easier to make the demonstration. But Joe makes his pitch high and his passouts usually come the same way. During the winter months, when water is too hard to work with outdoors, Sinette switches to coupon deals, working in stores with news reserved.

work with outdoors, Sinette switches to coupon deals, working in stores with pens, razor blades and perfumes. From the way I have seen this boy perform he is one in the game who is not missing his allotted share of the long green.

Lately the lightweight suds-maker has not been moving as is expected and Joe has been working thru a tieup over some of the large radio broadcasting stations and is being announced as the "Psychic Wonder" and is putting out astrology in letter form and I mean this boy is garnering a real-sized b. r. off the deal.

While Joe is working towns and

while Joe is working towns and cities the missus is operating a mitt camp on the outskirts or at some tourist camp, and you can rest assured that the better half of the company is doing her part in filling the family cash box.

Sinette and the missus are always one of the attractions at the big Toronto doings every season. The Sinettes have been making the big Canadian event for the past 15 years. Sinette claims that he originated the first Cannibal Village, which was first shown on the Bernardi Greater

shown on the Bernardi Greater

Since and the missus call the United States home and their permanent address is The Billboard.

colis and Louisville regularly. I believe that without a doubt he is one of the best in the business. On February 22 he reached the age of 77 and last year made his usual visits to Columbus, Indianapolis, Louisville, the State of Tennessee and South Carolina. In November he returned to his home in Washington, where he has been since then. Hattie informs me that he would enjoy immensely hearing from his old friends, especially Harry Rose and Charles Rappaport. I have just read a letter from Pat R. Goonan, in which he tells me that Doc Rosenberg has been in very poor health."



"HAVE BEEN IN.

New York since Christmas," pipes Frank Libby from the Big City. There seems to be fewer pitchmen here per capitathan in any other section of the country. (It figures 1,000 to 1. Meaning a thousand peddlers to one pitchman.) Here it's a case of a pitch and then a walk. In order to get any money at all you have to do about an 18-hour marathon. I took note of Soapy Williams pipe on a rehash of the organization question. Seems to me he has his wires crossed a little on many questions. To start with he undertakes to describe the kind of organization we had on the Coast as a sort of social group. Social organizations. Mr. Williams, don't employ legal aid to the extent that was done by the Coast organization of pitchmen. To start with we retained one high-class attorney, with a fee of \$500, to carry a case to the Supreme Court of the State. We won that case, too. And that, Brother Williams, was the reason you were able to work that time you were in California. And another thing a social organization doesn't do is to employ two attorneys at the same time, as we did out there. And you don't pay those fellows off with flukum, either. I can't recollect that at any time I ever claimed to be the organizer for the organization. I was the sceretary, taking over 'the office from George Silvers. Soapy seems to be a little misinformed all the way around as to what actually took place. We sent out organizers all

right, but only three of them. And we got results, as some mighty good men had those papers. I take it from Soapy's pipe that he was in Chicago at the time we sent them the charter. But about all the NPSPA got out of Chicago was the original \$10 charter fee. And If Soapy was a charter member of that Soapy was a charter member of that Chicago bunch his share that was in-cluded in our general fund was around \$1. The senior individual members on the Coast laid out as much as \$50 apiece. Oh, well!"



EDDIE DELOY . . . shoots in from Oklahoma City to tell us he has contracted with Little Doc Roberts to produce and manage his Big City
Shows in Oklahoma City the coming
season. This is the third season for
Little Doc on the same lot. Eddie will
embellish the program with a number
of neverties



GEORGE KIEL months.



WORD FROM JOHHNY McLANE. tells of the death recently of Ed (Swede) Fearson, 52, flukum worker, in the Oak Forest Infirmary, Chicago, Johnny writes: "Let it be said of Edward that he spent his earthly endeavors in an attempt to brighten things for others. Ed could take an old brass spoon and in one minute plate and pollsh it to look like glittering silver out of Tiffany's. His soft musical voice, Swedish accent and honest, homely face formed a combination that zeemed to enchant his hearers. May he rest in peace!" WORD FROM JOHHNY MCLANE

a combination that seemed to enchant his hearers. May he rest in peace!"

A PIPE FROM DALLAS...
off the pen of Buster (Mickey Mouse) Robertson, reads: "After looking over recent pipes it seems as if the entire country is singing a funeral dirge. If the average pitchman would only open up and tell the truth many parts of the country would be open. For the past few weeks I have been working towns that pitchmen said were closed. Strange to say, I have had some top weeks, too. Jack LaMore and wife are here. Jack is still putting rad over to tips that are held spellbound, etc. Ivan Leo, astrology and mental act, is getting in some excellent work. Neal Chanel and Stanley (Bat) Nelson are putting their joints over to good tips in chain stores here, working food products. Ed Schery is here in another chain store with corn punk. And his b. r. is more than equal to any in town. The boys all seem to cut up jackpots at our room every night. Maybe the attraction is our dog, which Tom Sigourney named Pipes. My wife and I are going as well if not better here in the local chain store than we have done for a long time. Houston is open. Also Dallas. Would like to read pipes from Tom Sigourney, Earl Davis, Jerry Coates, Ned House, Eddle Schlero and Tommy Matthews."



RED ROGERS . cards the following from Corydon, Ind.:
"I helped in a home-guard play last
night and sold out of a goodly supply of Union Concession Company candy.

The way I feel today I can hardly wait until the bluebirds begin to sing. It won't be long now until the old opry is open. Good luck to Dave Rose and the missus."

cause of the entertainment and general good times planned and supervised by Woods, the camp was crowded to capacity all season. Doc and Mrs. Bert Cayton and their daughter, Doc and Mrs. Ross Dyar and Doc and Mrs. Ed Silvers were regular visitors. Bert Cayton won the prize for best dancer and Ed Silvers was awarded a cup for fancy diving at the Miami Biltmore Water Show. You just can't keep the old birds down. Andy Woods won the shuffleboard championship. Doc Dyar gave one of his famous barbecue parties where the cup'of cheer flows freely. The party was in honor of Messrs. Irwin and Burns, De-Vore Manufacturing Company execu-



ck repent. Dealer can't renews a suryone but you. (You're "on money faster than ever before.) candies—Hershey's and Babyine Specials, O'Henry Carmels, a Some deals pay 100 5 profit, sion in this business. Send for w Plan—a gold unite for sales. men and distributors. CASTERLINE BROTHERS, Dept. AE, 1916 Sunnyalde Ave. Chlore

NEW FITTING BUMPITS



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two eizes to fit
all beer and water faucets.
New im provements make all
former types obsolete. Oome in
Red or Black,
Furnished with
or without filter

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LIGHTED CIGARETTES Come Out of Magic Case

Imazine this! You take a beautiful case from your vest pocket Automatically a cigarette and flame appear. You must a disperse and flame appear you will be a disperse to the flame of the f

Make Up To \$16 a Day

Let me send you a Magic Case for 15 days trial at my risk. Just show it . . and watch smokers reach for it eager to buy, It's a selling sensation. Agents are com-ing money fast. Write quick

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Write for Prices.

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MEDICINE SHOWS WANTED to handle "Old Indian Remedy" Products. Write for price list on these established Remedies. PONCA DRUG COM-PANY, Ponca City, Okla.



54

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"The World's Best"

THE FINEST FLAT CAR SHOW IN THE EAST WITH WAGONS

Can place two more Shows of merit, also Penny Arcade and Fun House;

Will Buy or Book Waltzer or Ride-O, also will place a Double Loop-O-Plane.

Can place Cook House and Grab. Harry Johnson, wire. All Games and Wheels open, including Corn Game. Will also book Palmistry, Scales, Shooting Gallery, etc. Waffles, Fairy Floss, Pop Corn and Peanuts still open. Write or wire

WILLIAM GLICK, GENERAL MANAGER, MADISON HOTEL BALTIMORE, MD.

WORLD OF MIRTH SHOWS

Fourteen (14) big fairs, including State Fairs, booked in the East. You know them all. Can use one or two high-class shows that are new and different and will furnish outfits if you have what we want. Also want to hear from Ira Watkins and all money-getting showmen with new ideas. Dan Montgomery, trainmaster, wants to hear from his crew in the spring. Address him at winter quarters, 3516 West Broad Street, Richmond, Va.

I want Talkers, Grinders and Working People to get in touch with me early April. We are in the market for something new in rides.

CONCESSIONS—Can use Guess-Your-Weight Scales and Waffle Stand. Show opens last week in April in Richmond, Fair route starts first week in August and ends November 9. Address

L. H. (DOC) CANN General Agent

MAX LINDERMAN General Manager

William Byrd Hotel Richmond, Va., or 1560 Broadway, New York, N. Y. Room 1512

STRATES SHOWS CORPORAT

Opening in Corning, N. Y., April 28 First-class route of still dates and celebrations to follow, plus

14—FAIRS—14

Any Meritorious Shows. Nothing is too big for this show. Will furnish wagons and outfits. Also want Motordrome.
Only legitimate Concessions being booked.

We will positively travel on our own train of cars. Address

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Box 494, Elmira, N. Y.



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Party with Stock for Wild West Concert.

Have for Sale, Female Russian Brown Bear. Address Marianna, Fla.

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Now booking Concessions, Rides, Shows, Sell Tiltaa-Whirl, 9-cars. Book same. Address P. O. BOX
2725, Bloom and Lake Sta., Minneapolis, Minn-

Thank You for Mentioning The Billboard.



"SUNNY SOUTH!" B-r-r-!! To show what chance tent shows have had so far this winter in the "Sunny South," or at least certain parts, James Heron, manager of the Famous Robbins Circus, sends a clipping of a story under a Macon (Ga.) date line telling about a man (of no concern to showfolk) being found frozen to death on the street. Jimmy also says a carnival has been

Jimmy also says a carrival has been playing on the outskirts of Savannah and it is his belief that the show has been open only two nights in three weeks due to bad weather.

"And Savannah," comments Jimmy, "is warmer than most of the towns in Georgia, being right on the Gulf Stream."

Georgia, being right on the Gulf Stream."

† † † †

A LTHO Cleveland always has been rated as a good indoor circus city, there doesn't seem to be any doubt that it is better today than it ever was. The Orrin Davenport circus unit, sponsored by Al Sirat Grotto, just closed a two weeks' engagement at the Public Auditorium there, and the ticket sales were tremendous. More than 270,000 general admission tickets were sold up to early Monday morning of the second week and none after that time, due to inability to handle the crowds by closing week and none after that time, due to inability to handle the crowds by closing time of the engagement. As a matter of fact, it was necessary to give two per-formances Sunday, March 3, for general admissions only to avoid disappointing advance ticket buyers. The Al Sirat Grotto exces attempted to hold the show over for a third week but this was imover for a third week, but this was impossible because of other engagements. Thousands were turned away at both matinee and night performances during the two-week period, and serious consideration is now being given to the (See BROADCAST on page 66)



By LEONARD TRAUBE (New York Office)

H AGENBECK-Wallace-4-Paw-Sells Circus is booked to play Johnstown, Pa., on June 11, but the Cole Bros.'-Clyde Beatty outfit gets in there on May 22.—Irish Horan, the genial and capable press agent for Charlle Sparks' Downie Bros.' Show, will handle practically all of the advance with the aid of a story man, there having been a shakeup in the advance department. Will Jerome T. Harriman again be Sparks' general agent? I don't know, so I'm asking.—With a newly elected set of politicians on the pay roll. San Antonio is putting on the morality act for a 60-day engagement.—When Mal Fleming, the Fryburg (Pa.) banker and friend of circuses, was a boy he lived across the street from John H. Sparks, went to school with several of the children and saw Sparks' opera when it was a one-car show, then watched it increase to two and three cars.—Talking of Hagenbeck-Wallace, S. W. Gumpertz, directorgeneral of the Ringling cavalcades, intends to have the show play many of the Ringling-Barnum 1934 dates, including the July 4 engagement in Bradford. Pa. Johny J. Jones Exposition day tenes to have the snow play many of
the Ringling-Barnum 1934 dates, including the July 4 engagement in Bradford,
Pa. Johnny J. Jones Exposition day
and dates it about half a mile away.—
Frank H. Kingman, secretary of Brockton
(Mass.) Fair, will attend the Pat Stock
Show in Fort Worth, Tex., week of March
16 to look over rodeo stock.—John T.
Benson sends greetings from Cairo,
Egypt, the Nashua (N. H.) animal trainer and showman being on the last leg
of a trip thru the Orient to pick up
stuff for American consumption. While
in Germany he sustained minor injuries
in an accident, was treated at a hospital
in Venice and is now okeh. Will arrive
back here this month.—Aside to Wilmer Jay O'Brien, a man's man and a

(See OUT IN THE OPEN on page 67) (See OUT IN THE OPEN on page 67)

Kaus' United Shows

NEW BERN, N. C., March 2.—There has been much activity around the winter quarters lately, with one side of the warehouse being decorated for an indoor circus and auto show sponsored by the local Firemen and promoted by Ed Eggar and Doc Reh. W. C. Kaus, J. E. Kaus Jr. and Floyd R. Matter returned from Atlanta, Ga., where Manager Kaus purchased a special-built living trailer for "Mother" and Tillie Kaus, also a living truck for A. J. Kaus and himself. The opening date has been set for April 6. General Agent W. C. Kaus is sending out two small units of four or five rides this week to play several weeks around New Bern. Pearle and Griffin have booked with Ten-in-One. Bill Baridge has booked with his custard machine. W. C. Kaus has contracted the American Legion Fourth of July celebration at One-onta N. V. LENNAED DUNIOP. gion Fourth of July celebration at One-onta, N. Y. LEONARD DUNLOP. onta, N. Y.

PIPES-

tives. Gert Dyar entertained with her guitar and Audry Cayton recited. Everyone had a glorious time, altho they all missed Charlotte Woods. We are now at Doc F. Williams' home in Ormand, Fla. Doc has a beautiful place here with tropical gardens and fish pools. with tropical gardens and fish pools. Visitors from many near-by points come daily to see his beautiful flowers. Doc has provided an open fireplace, cyster roast and dance pavilion on an adjoining lot for visitors. Fred and Mrs. Owens have just arrived. How the boys are cutting them up! I hear that William Sullivan is taking out his own animal show this year with his educated bull as a feature. Everyone is happy here as a feature. Everyone is happy here as well as optimistic. Here is hoping that we all have a good season." a feature. well as optimistic.

HOT SHOTS

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 1 BOX SHAVING SOAP.
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New Deal Shows

BEST ROUTE IN OUR HISTORY.
WANT NOW Wild West, Motordrome, Sideshow and Fun House. Starkville, March 11-16; Columbus, 18-23; Tupelo, 25-30; Corinth, April 1-6; all Mississippi. Wire COL. T. L. DEDRICK, Manager, Starkville, Miss.

ROUTES-

(Continued from page 35) Eugene, Bob, Troupe (Coliseum) Colum-bus, O.

Panchon & Marco Revue (Fox) Philadelphia. Pelovis (Valencia) Jamaica, N. Y. Ponzelles, Three (State) New York. Pester, Gae, Girls (Roxy) New York. Prankin Pantasy Follies (Riley) Ft. Wayne, Ind. (Star) Muncie 9-10.
Pred & Tony (Fox) Evart, Mich.
Predericks & Stewart Sisters (Penn) Pitts-

Prederices & Sewart Series (Pen) Free-burgh.
Prench Casino Show(Pal.) Chicago.
Priediand, Anatol. Revue (Buffalo) Buffalo.
Puller Bros. & Sisters (Capitol Taylorville.
Ill., 5-7. (Illinois) Macomb 8-9; (Grand)
Keckuk, Ia., 10-11; (Orph.) Hannibal, Mo.,
12-13.

Gaby, Frank (Academy of Music) New York.
Gale & Carson (State) Newark, N. J.
Garay, Joaquin (Marbro) Chicago.
Garnder & Kann Revue (State) Newark, N. J.
Gerald, Gene (Kettler) W. Palm Beach, Fla.:
6-7: (Paramount) Miami 8-10.
Gifford & Pearl (Marbro) Chicago.
Gives Carlon (Marbro) Chicago.
Grindel & Esther (Coionial) New York.
Green, Jackie (State-Lake) Chicago.
Giudell & Esther (Coionial) Lancaster, Pa., 4-7.
Gruber's, Max, Oddities of Jungle (Paramount) Omaha 8-10.

Harlem Black Birds (Strand) York, Pa. Harmony Co-Eds (Albee) Brooklyn, Harvey, Emma Earle (Plymouth) Worcester, Mass.

Mass.
Hayworth, Scabee, Edwy. Novelties (York)
York, Pa., 4-6; (Yirginia) Harrisonburg, Va., 8;
(Cap.) Winchester 9.
Helene Sisters (Indoor Circus) Lexington, Ky.,

Helene Sisters (2011) Chicago.

4-9.

Heilo, Paris (Pal.) Chicago.

Hollywood Premieres, Rudy Nichols, dir.: (O.

H.) Harrodsburg, Ky., 11-12.

Hope, Bob (Capitol) New York.

Jackson, Jigsaw (Marbro) Chicago, Janis, Ray (Orph.) New York, Jayner & Poster (Loew's Orph.) Boston, Jerkins, Johnny (Loew) Jersey City, N. J. Jessel, Geo. (Penn) Pittsburgh. Joyce, Jack (State-Lake) Chicago.

Joyce, Jack (State-Lake) Chicago.

Kanes, Three (Penn) Pittsburgh.

Kay, Jack (Olmos) San Antonio, Tex.

Keene Twins, Vio & LaMarr (Academy of Music) New York.

Kelly, James (Paradise) New York.

Kelner, Dick: George West, Tex.

Kirkwood, James (State) Newark, N. J.

Kirkland, Paul (Earle) Washington, D. C.

Kitchen Pirates (Buffalo) Buffalo.

Koler, Harry (Paradise) New York.

Kramer, Dolly (Loew State) Newark, N. J.

8-14.

Lambert, Eddie (Loew's Orph.) Boston, Landt Trio & White (Roxy) New York, Lang & Lee (Silver Dime Club) St. Paul, LaVola, Don. Springfield, Ill.; Peoria 11-16, LoZelias, Aerial (Indoor Circus) Lexington,

Ky. Lehr, Raynor, & Co. (Plymouth) Worcester. Mass.
Liazeed Arabs (Chicago) Chicago.
Liebling, Wilbur (Marbro) Chicago.
Livingston, Mary (Chicago) Chicago.
Livingston, Mary (Chicago) Chicago.
Lioyd, Gene, & Texans: George West, Tex.
Lucky Girls, Six (Lyric) Indianapolis.
Lunceford, Jimmie, & Harlem Express Revue
(Michigan) Detroit 8-14.

M

Michigan) Detroit 8-14.

Micholan Detroit 8-14.

Micholan Sara Ann (State-Lake) Chicago.
McFarland, Helen (Tower) Kansas City.
Mall, Paul (Riverside) Milwaukee.
Mack, Preddy (Roxy) New York.
Marcus, A. B., Continental Revue (Shubert) Clincinnati.
Martin, Tommy (Chicago) Chicago.
Mauss, Capt. Willie (Roxy) New York.
May, Janet (State) Newark, N. J.
McEsoras, Flying (Celebration) Miami, Fla,
Menken, Hal, Revue (State) New York.
Meroff, Benny (RKO) Rochester, N. Y.
Miles, Mary, Revue (Orph.) New York.
Moora, Wally & Grayee (Pal.) Minneapolis.
Morgan, Frank (Capilo) New York.
Morgan, Frank (Capilo) New York.
Nolan, Paul (State-Lake) Chicago.
Norman, Al (Lyric) Indianapolis.
Chem. George (Mich.) Detroit.

Olsen, George (Mich.) Detroit.

Olsen, George (Mich.) Petrott.

Parker, Frank (Chicago) Chicago.
Peabody, Eddie (Marbro) Chicago.
Petty, Ruth (Loew) Jersey City, N. J.
Pletture, Kay (Met.) Boston.

R

Radio Rubes (Albee) Brooklyn.
Ray, Martha (Fox) Detroit.
Raymond, Gene (Fox) Detroit.
Raymond, Gene (Fox) Detroit.
Rector & Doreen (State) New York.
Rector & Doreen (State) New York.
Red Dust (Robert Williams) (Earle) Washington, D. C.
Redding, Carl (Paradise) New York.
Rhythm Kings, Three (RKO Albee) Providence.
Rio Bros. (Uptown) Chicago.
Rio Bros. (Uptown) Chicago.
Rio Bros. (Uptown) Chicago.
Rio Bros. (Optown) Chicago.
Rio Bros. (Optown) Chicago.
Rio Bros. (Paradise) New York.
Room Chicago.
Rio Room Chicago.
Rio Room Raymond Raymon Roy, Rita & Roule Revue (10st City. Rusge, Charles (Pal.) Minneapells, Rutton's Dogs (Pal.) Minneapells.

Samuels, Rae, Cocktall Hour (Boston) Hoston, Santrey, Henry, & His Soldiers of Portune (Brown) Louisville. Savo, Jimmy (State) New York. Saxe, Ray (Oriental) Chicago. Seller, Jay (Fox) Detroit, Shaver, Buster (Albee) Brooklyn. Shuffle Along (Colonial) Dayton, O. Shutta, Ethel (Mich.) Detroit.

Slate Bros. (Orph.) Minneapolis.
Smith, Bert, Bhow (Globe) Bridgeport, Conn.
Star, Rollo & Ditson (Oriental) Chicago.
St. Claire & O'Day (Fay) Philadelphia; (Capitol) Lancaster 11-13; (Strand) York 14-16.
Stone & Lee (Met.) Brooklyn.
Sykes, Harry (Victory) Tampa, Pla., 6-7; (Polk) Lakeland 8; (Jefferson) St. Angustine 9.

Talent & Merit (Riverside) Milwaukee, Taylor & Moore: Picayune, Miss. Tomlin, Pinkle (Oriental) Chicago. Torrence, John & Edna (Roxy) New York. Timberg, Herman, & Co. (Paradise) New

York.
Trial of Century (Paradise) New York.
V

Vermillion, Irene (Orph.) Minneapolis. Vox & Walters (Valencia) Jamaica, N. Y.

Walsh & Arden (Olmos) San Antonio, Tex. Walton, Bert (RKO Albee) Providence. Waltons, Three (Tower) Kansas City. Weaver Bros. (Pal.) Cleveland. Williams, Poster (Paradise) New York. World's Pair Poilles (Astor) Reading, Pa. Wynn, Lee & Norris (Tower) Kansas City.

Yacopis, Great (Pal.) New York. Youthful Rhythms (Penn) Pittsburgh.

DRAMATIC AND MUSICAL

Abbey Theater Players: (Biltmore) Los Angeles 4-16.
Ah. Wilderness: (Shea) Bradford, Pa., 7; (Shea) Jamestown, N. Y., 8; (Shea) Erie, Pa., 9.

(Shea) Jamestown, N. Y., 8; (Snea) Erre, Pa., 9.
As Thousands Cheer: (Royal Alexandra) Toronto, Can, 7-9.
Carte, D'Oyly, Opera Co.: (Erlanger) Chicago 4-16.
Dodsworth: (Colonial) Boston 4-16.
Pirst Legion: (Harris Chicago.
Hollywood Holiday: (Plymouth) Boston 7-16.
Le Gallienne, Eva. (Nixon) Pittsburgh 4-9.
Mary of Scotland: (Hanna) Cleveland 4-9,
Ode to Liberty: (Chestnut St.) Philadelphia 4-18.

Barron, Duke: (King Cotton) Greensboro. N. C., h. Bartal, Jeno: (Ambassador) New York, h. Baste, Bob: (Frank White) Dunkirk, N. Y., re. Beecher, Keith: (Stevens) Chicago, h. Belgaco, Leon: (Casino de Parce) New York,

CB.
Bell, Jimmy: (St. Clair) Chicago, h.
Belns, Frank: (Silver Star) Suiphur Springs,
Ffa., b.
Berger, Jack: (Astor) New York, h.
Berger, Matt: (Club Piccardy) Chicago, c.
Bergere, Max: (Park Lane) New York, h.
Berrens, Freddie: (Flying Trapeze) New York,
re.

Peters in the control of the control

cago, c.
Brown, Herb: (Vendome, 28 W. 56th St.)
New York, nc.
Brown, Ted: (Venetian Gardens) Scranton,

nc. Cortez, Carmen: (Conte Cristo) Chicago, nc. Costello, Don: (Mori's) New York, re. Crawford, Al: (Mayfair) New York, nc. Cuban Boys: (Hollywood) New York, cb.

Goodman, Al: (Winter Garden) New York.

Grant, Bob: (Beach & Tennis Club) Miami. 60. Glen: (Essex & tellins cite) Raming 60. Glen: (Essex & tellins cite) Regis (Control of tellins) Re

re. Grier, Jimmy: (Biltmore) Los Angeles, h. Guy, Ted: (Flagship) Chicago, c.

Hall, George: (Taft) New York, h.
Hall, James: (Club Havana) Chicago, nc.
Hall, Jimmy: (Jeffery Tavern) Chicago, c.
Handler, Al: (Limehouse) Chicago, c.
Hathaway, Jack: (Parody) Chicago, c.
Hawkins, Jess: (Merry Garden) Chicago, b.
Heath, Andy: (Vienna Cafe) Wilmington, Del., nc. Heibeck, Ray: (Cafe De Paree) Los Angeles,

Brown, Herb: (Vendome, 28 W. 56th St.)
New York, nc.
Brown, Ted: (Venetian Gardens) Scranton,
Pa. b.
Buckley, Joe: (Harry's N. Y. Cabaret) Chicago, c.
Burtnett, Earl: (Netherland Plaza) Cincinnatt, h.
Buzze, Joe: (Heights) Albuquerque, N. M., b.
C Campbell's Washington & Lee: (Marigold)
Rochester, N. Y. re.
Carver, Jack: (Japanese Gardens) Detroit, b.
Catlan, Len: (Lang's North) Burfalo, re.
Catel, Len: (Lang's North) Burfalo, re.
Cavallo, Ralph: (Palace Gardens) Chicago, c.
Clarke, Hi: (Glaridge) St. Louis, h.
Clegg, Frank: (Hoosegow) Chicago, c.
Coleman, Emil: (Plaza) New York, h.
Solven, Johnson, Johnny: (Commodore) New York, h.
Kasel, Att. (Bismarck) Chicago, c.
Kasel, Att. (Bismarck) Chicago, h.
Keyn, Hal: (Pennsylvania) New York, h.
Kemp, Hal: (Pennsylvania) New York, h.
Kemp, Hal: (Pennsylvania) New York, h.
Kempdell, Radio (Ling) New York, h.
Kempdell, Radio (Laston) New York, h.
Helbek, Ray: (Cafe De Paree) Los Angeles, he.
Hill, Teddy: (Bismarch) New York, h.
Hill, Teddy: (Change, Childenge, Ch.
Hill, Teddy: (Change, Ch.
Hill, Teddy: (Change) New York, h.
Hoff, Carl: (French Casino) New York, h.
Hoff, Carl: (French Casino) New York, h.
Hoff, Carl: (Casa de Alexie, Childenge, c.
Hutley, Lloyd: (Statier) Buffalo, N. Y., h.
Johnson, Johnny: (Commodore) New York, h.
Johnson, Johnny: (Commodore) New York, h.
Johnson, Johnny: (Commodore) New York, h.
Johnson, Johnny: (Commodore) New Yo

Jourdan, Bill: (Wooden Shoe Club) Chicago, c. K. Kane, Allen: (885 Club) Chicago, c. Kassel, Art: (Bismarck) Chicago, c. Kassel, Art: (Bismarck) Chicago, h. Kavelin, Al: (Detroit Athleite Club) Detroit, b. Edy, fer bie: (Edigewater Beach) Chicago, h. K. Chicago, c. H. Allen, Chicago, c. King, Henry: (Waldorf-Astoria) New York, h. Kennedy, Jimmy: (Nut House) Chicago, c. King, Henry: (Waldorf-Astoria) New York, h. Kirwin, Bob: (Club Piccardy) Chicago, c. Krapp. Orville: (Beverly Wilshire) Beverly Hills. Calif., h. Kristal, Cecil: (Lake Haven Inn) Montgomery, Ala., re. Kroll, Nathan: (Vanderblit) New York, h. Kyser, Kay: (Blackhawk) Chicago, c. L. Lamb, Drexel: (Cass Loms) South Bend.

Kroil, Nathani (Vanderoll), New York, a. Kyser, Kay: (Blackhawk) Chicago, c. Lamb, Drexel: (Cass Lome) South Bend, Ind., nc. Lane, Eddle: (William Penn) Pittsburgh, Pa., h. LaPorte, Joe: (Coq Rouge) New York, nc. Larei: (Piccadilly) New York, nc. Larei: (Piccadilly) New York, rc. Lavin, Bryce: (Sea Breeze Swim Club) and (Clarendon) Daylona, Fla., cc and h. Leafer, Alan: (Brass Rail) and (Tavern-on-the-Green) New York, rc. Leipold, Arnie: (Old English Tavern) Richmond. Va., nc. Lee, Clery: (Opera Club) Chicago, c. Light, Enoch: (Roney Plaza) Miami Beach, Fla., h. Lishon, Henri: (Royale-Prolics) Chicago, nc. Little, Jack: (Lexington) New York, h. Littlefield, Prankle: (Delmar Club) Galveston, Tex., nc. Livingston, Jimmy: (Dempsey) Macon, Ga., h. Lowbardo, Guy: (Ambassador) Los Angeles, h. Lyles, Bill: (Stables) Chicago, c. Lyman, Abe: (Faradise) New York, cb. Lymen, Raiph: (Steamship Olile) Chicago, c. Lymn, Correy: (White City) Chicago, c. Lymn, Correy: (White City) Chicago, c. Lynn, Correy: (White Chicy) Chicago, c. Lynn, Correy: (White Chicy) Chicago, c.

McCoy, Clyde: (Rice) Houston, Tex., h.
McDonald's Music Mixers: (Milton Park Inn)
Milton, Pa., nc,
McSherry, Frank: (Sea Breeze Swim Club)
Daytona Beath, Fla., nc,
MacFarland, Frank: (Beaux Arts) New York, C.
Maddaford Ensemble: (The Homestead) Hot
Springs, Va., h.
Madriguera, Enric: (Embassy) Miami, Fla.

Mattland, Johnny: (Pershing) Chicago, b.
Makina, Eddie: (830 Club) Chicago, nc.
Mansfield, Dick: (Firense) New York, re.
Manni, Joe: (Club Leisure) Chicago, c.
Mares, Faul: (Harry's N. Y. Cabaret) Chicago, c.
Mares, Faul: (Harry's N. Y. Cabaret) Chicago, nc.
Margraff, Irving: (Blackstone) Chicago, h.
Marton, Don: (French Casino) New York, cb.
Mattlin, Freddy: (St. Regis) New York, h.
Martin, Joseph: (Roosevelt) Hollywood,
Califf., h.

Denman, Hal: Denma

Nance, Ray: (Club Morocco) Chicago, nc. Navara, Leon: (St. Moritz) New York, h. Neibaur, Riddie: (Gasino Moderne) Chicago, c. Nelson, Howard: (Zane) Zanesville, O., h. Nelson, Ozzis: (New Yorker) New York, h. Nichols, Nick: (Club Ballyhoo) Chicago, c. Noury, Walter E.: (Plaza) Haverhill, Mass., h. O.

O'Hare, Husk: (Fontenelle) Omaha, Neb. h.
Olman, Val: (Rono Merry-Go-Round) New
York, nc.
Olsen, George: (Michigan) Detroit, t.
Opits, Bob: (Shadyside Gardens) Cleveland, b.
Pablo, Don: (Lido Olub) Dayton, O., nc.
Paige's Band: (L'Aigion) Ohicago, c.
(See ROUTES on page 64)

Everything—Most Interesting



W. R. HIRSCH Secy. State Fair of Louisiana

read The Billboard from cover to cover and find all articles most interesting including a majority of the ads.

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Roberta: (English) Indianapolis, Ind., 5-7; (Hartman) Columbus, O., 8-9. Sailor Beware: (Cass) Detroit 4-9. Scottish Musical Players: (Community) San Francisco 11-13; Medford, Ore, 18. Skinner, Cornelia Otta: (Davidson) Milwaukee 4-6. Whiteside, Walker: (Met.) Seattle, Wash., 4-9. Ziegfeld Follies: (His Majesty's) Montreal. Can., 4-9.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Parsons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orches-tras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address Insuf-ficient," if proper designations are not made.

EXPLANATION OF SYMBOLS

b-ballroom, c-cafe, cb-cabaret, cc-ountry club, h-hotel, nc-night club, -roadhouse, re-restaurant, and t-the-

(Week of March 4)

AGams, John Q.: (Rendezvous Gardens) Dayton, O., re.
Accock, Jack: (Open Door Cafe) Philadelphia. re.
Agnew, Charlie: (College Inn) Chicago, nc.
Alvin, Danny: (Gold Coast Emhassy Club)
Chicago, nc.
Armand, Johnny: (Woodrow Wilson) New
Erunswick, N. J., h.
Andrews, Ernie: (Patio) Hartford, Conn., nc.
Armshrouster's: (Harlem Stables) Chicago, c.
Armshrouster's: (Harlem Stables) Chicago, c.
Armshrouster, Mrs. Louis: (Vendome) Buffalo, h.
Arnold: (Boeuf Sur Le Tolt) New York, nc.
Arheim, Guis: (Chez Paree) Chicago, nc.
Arteaga, Al: (Jefferson) St. Louis, h.
Austin, Shan: (Eastern Star) Detroit, c.
Austin, Shan: (Eastern Star) Detroit, c.
Austin, Slai: (Gongress) New York, re.
Ayers, Herb: (Worthy) Springfield, Mass., h.

Cugat, Xavier: (Waldorf-Astoria) New York, h. Cummins, Bernie: (Roosevelt) New York, h.

Dailey, Frank: (McAlpin) New York, h. Davis, Charles: (Met.) Brooklyn, t. Davis, Meyer: (Everglades) Palm Beach, Fla.,

nc.
De La Rosa: (Biuno's) New York, nc.
Dean, Eddie: (Como Restaurant) between Asbury Park and Freehold, N. J., nc.
Denman, Hal: (Melody Club) Kokomo, Ind.,

go, no.

by 10th, no.

York, nc.

York, nc.

York, nc.

York, nc.

Oubrow, Art: (Chop House) Hartford,

Conn., nc.

Conn., nc.

Conn., nc.

Conn., nc.

Conn., nc.

Ellis, Nick: (Ship Ahoy) Atlanta, re.

Fairchild, Cookie: (Algonquin) New York, h.

Penlon, Ray: The Cave Union, N. J., nc.

York, h.

Fernando, Angelo: (Great Northern) New

York, h.

Fernando, Pelix: (Normandle) Boston, b.

Fernando, Don: (Olub Arcada) St. Charles,

Il., nc.

Pields, Shep: (Pierre) New York, h.

Pields, Al: (Billy Gallagher's) New York, nc.

Pinn. Eddie: (Club Cavalcade) Chicago, nc.

Pisher's Ensemble: (Russian Kretchma) New

York, cb.

Prodor, Jerry: (Evergreen Supper Club) Pe
troit, c.

Predman, Jeiry: (Casino de Paree) New

York, cb.

Puicher, Charlie: (Porest Hills) Augusta.

Gentry, Tom: (Roosevelt) New Orleans, h.

Ga., h.

G Centry, Tom: (Roosevelt) New Orleans, h.
Gelto, George: (Club Rickford) Chicago, c.
Gilbert, Jerry: (Cornaga) Far Rockaway, L.
L., N. Y., re.
Gill. Emerson: (Webster Hall) Detroit, h.
Gold-Coasters: (Orake) Chicago, h.
Golden, Ernie: (Lum's) New York, re.
Golden, Nell: (Man About Town) New York, ne.

56 The Billboard March 9, 1935

N OPERATED . . . VENDING . . SERVICE . . MUSIC

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD-Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

Organized Effort

Organization was certainly an important theme at the 1935 Coin Machine Exposition. It is due in part, naturally, to the threat of adverse legislation and the need for measures of defense. It is in part also due to the fact that the coinmachine industry has grown to be a real industry.

No other agency in the industry has given more repeated and consistent support to the idea of organization than The Billboard during the last three years. But that does not mean we agree with everything done by organizations or that we foster and support any particular organization. There are many ways in which organizations can be misused and their power abused. If general conditions were not as they are, it might be better to do without organizations of any kind.

But things are not so simple as they once were. The industry has grown large enough to attract attention and the very size of the business means that it must be organized to defend its rights. The industry is now large enough to attract attention as a source of revenue and many propositions for taxing the industry and its products will be made. No industry should expect to escape paying its just share of the tax burden of carrying on the government of the country. But it has been shown time and time again that an industry may easily be taxed out of existence unless it is organized to defend itself.

A new industry is liable also to be misunderstood as to its right to existence. As leaders in the trade have mentioned, practically all new industries have had to go thru a period of adjustment when unfair regulations and taxes were imposed. Other industries have been compelled to organize for the purpose of explaining their right to existence as well as correct certain wrongs within their own membership. The coinmachine industry will have to do the same thing.

The problem now before the industry is what form organization will take and how the work will be supported.

Fortunately for the industry, the National Association of Coin-Operated Machine Manufacturers is well organized and now has a year of very constructive work to its credit. Out of that year of experience has also grown a number of constructive plans that will prove their benefits to the trade as time goes on. An efficient group of workers has been brought together under the leadership of C. S. Darling, executive secretary. Leadership in the industry must in its national sphere come from the manufacturers and they have already demonstrated their ability to carry out an organized program.

The distributing division of the industry is naturally too scattered in numbers to maintain close contact as a unit. Jobbers have only been able to maintain organized groups in such large centers as New York. The National Automatic Distributors' Association confines its work to a limited number of firms and will be very instrumental in maintaining distributing standards. But the most effective general work of jobbers and distributors will undoubtedly be in co-operation with local operators' organizations. Experience has shown that the co-operation and support of jobbers is practically necessary to maintain local organizations of operators, except in the very large cities. The jobber and distributor is

situated between the operator and manufacturer, as it were, and by nature of his position will act as liaison or connecting link to aid in greater co-operation between the two groups.

The consensus of opinion in the trade seems to be that many of the problems facing the industry originate in local politics and must be handled by local organization. So the work of the industry centers at present upon organizing effective local working units which will be made up largely of operators. The hitch in getting operators together locally seems to be in many cases a lack of some successful means of financing the local work. This is a real problem and all plans that can be devised and given a fair trial will be that much toward finding a successful method of financing operators organizations. Some method of assessment on each machine bought by the operator seems to be accepted as the final way out, but an agreeable means of collecting this assessment has not been generally accepted.

A lot of constructive work that can be done by local organizations of operators has already been found, the various organizations over the country contributing ideas from what they have learned by experience. Paid advertising in local papers, getting favorable publicity in local papers, explaining the facts concerning the industry to local officials and newspapers, have all been tried and found very constructive in getting a square deal for the machines. A few associations have tried the plan of accepting location owners as honorary or associate members of the local group without dues and this promises to be an unusually effective method of impressing local authorities. Petitions signed by merchants and business men and voters are also being used with telling effect. These things have all been tried and have proved their worth. What has been done by one operators' group can be done by any working organization. More live organizations are needed to put these ideas to work and get the trade on a solid footing.

There is so much constructive work to be done that it is unfortunate when abuses of organization creep in. With a big program for local and national work, and with closer cooperation between operators and manufacturers, the year 1935 should prove a wonderful year. The State legislatures will all be ended by early summer and that will bring relief.

The chief caution is to prevent any organization from getting into the hands, or under the control of selfish interests. We are all human and liable to make mistakes, but there are some people who try to use organizations for selfish purposes. That is why we have frankly told the trade of the organization activities of some members of the Mills Novelty Company. We have spent our hardest efforts to get a clear right for pinball and other skill games in all the States. With pinball, music, merchandising, diggers, cranes and other devices saved from unfair tax and regulation, then every operator will have a chance to make a living. The group of men that compose the Mills Novelty Company could be of immense help in this work if they would drop secretive methods, come out in the open and help carry on a clean campaign. There are many people in the trade that question just what they mean to do about skill games and it is up to them to take a forward step. There is too much of a temptation for them to try to dominate the smaller manufacturers, and smaller manufacturers would prefer to talk with them rather than with their attorney. The pinball games business has reached its present stage by methods that are different to the promotion of slot machines. The great body of distributors and jobbers over the country deserve the same respect from the Mills firm that other manufacturers give their organizations. To forget the old "secret methods" of the days gone by would help the skill games' cause a lot at the present time.

SILVER SAM.

BBERS! Your RUSH ORDERS on

are being shipped to you IMMEDIATELY! A Tremendous National Demand has forced us to TRIPLE PRODUCTION on this Amazingly Popular Game. Naturally So—for "TIME" with its ALL-SKILL PRI-MARY Play and SECONDARY SYSTEM of Scoring— CAPTURES the INTEREST of EVERYONE!

'Time" Now for Immediate Deliveries! Write! Wire! Today!



AMUSEMENT MANUFACTURING CO.,

4223 W. Lake Street, Chicago, Illinois

1320 S. Hope Street, Los Angeles, California

Jury Favors Skill Games

Important case in Milwaukee decided by jury in favor of games

MILWAUKEE, March 2.—Whiffling, or pinball, is an art and a game of skill. A municipal court jury of seven men and five women, returning a sealed verdict February 21, so held in the case of Digo Condes converted of a circu store.

dict February 21, so held in the case or Dion Condos, operator of a cigar store, and acquitted him of a charge of possessing a gambling device.
Condos was found guilty January 22 in the district court and was fined \$25 and costs by Judge George E. Page. The same evidence was presented by the city in the municipal court as in the district court.

court.

After the verdict William Quick and Arthur Hellerman, assistant city attorney, disgruntled over the victory of Joseph A. Padway and Michael Klein, defense counsel, challenged them to a round at the Condos whiffle board. Quick argued that no skill was required in operating the machine to secure a high score, and he and Hellerman played the board their way. Padway and Klein used science in their playing and won. doubling their score over the city attorney's.

Bill To Be Redrafted

DETROIT, March 2 .- A plan to legallze slot machines was discovered at Lansing by Harry S. Toy, attorney-general, this week. The rider comes in a bill introduced by Representative Earl Munshaw, of Grand Rapids, to legalize keno games, as formerly reported in The Billboard.

The attorney-general examined the bill and ruled that this would probably legalize slot machines on the ground that it legalizes any "assemblage" where a prize is immediately awarded, thru a

Won by a Hare

Before Mr. and Mrs. N. M. Welch, of Parkersburg, W. Va., left their home to attend the 1935 Coin Machine Exposition, Mrs. Welch tucked a rabbit's foot in her purse and also slept with it under her pillow every night after arriving in Chicago. She was about to doubt the power of the rabbit's foot to bring good luck, but on the third day of the convention a drawing was held in the booth of the Rock-Ola Manufacturing Corporation to give away one of the new Multi-Selector phonographs made by the firm.

The drawing was held for persons who had registered as visitors at the booth. When the eventful drawing came—Mr. Welch held the winning ticket. They left Chicago swearing that the rabbit's foot was responsible for their luck.

Music Division Formed at Show

CHICAGO, March 2.—Manufacturers of coin-operated musical instruments met February 18 during the 1935 Coin Machine Exposition to form the musical instrument division of the National Association of Coin Operated Machine Manufacturers. Various matters of mutual interest were discussed at this meeting. Ed Johnson, sales manager of the J. P. Seeburg Corporation, was elected chairman of the division.

The musical instrument division will operate along the same lines as the skill games division of the NACOMM as units of the national association. Automatic phonographs staged an impressive comeback at the 1935 show and prospects for the hearth of the industry appear very this branch of the industry appear very

license from the State racing commis-sion. Another bill before the Legisla-ture apparently also legalizes the pin-ball game machines thru a proposed tax.

Toy stated that it was not the intent of the Munshaw bill to legalize slot machines and the bill would be redrafted before it is passed.

Code Authority Elects Officers

CHICAGO, March 2. — The newly elected Code Authority was chosen at a elected Code Authority was chosen at a general meeting of members of the coinmachine manufacturing industry Monday morning, February 18, during the 1935 Coln Machine Exposition, Members of the Code Authority consisted of W. E. Bolen, D. W. Donohue, W. G. Gray, Ray T. Moloney, William Rabkin, F. H. Vogel and T. L. Wall. The body met February 20 to elect officers and the following were chosen: D. W. Donohue, Mills Novelty Company, chairman; Ray T. Moloney, vice-chairman; C. S. Darling, secretary-treasurer.

The trade practice complaints com-mittee, appointed by the previous Code Authority, was reappointed.

A cash refund of 25 per cent of the amount of code assessments paid by members of the industry whose assessments are paid in full was authorized, provided that no refund would be made in cases where the refund would reduce the net payments by any member below the sum of \$10.

Marshall-Lemke Plan To Start in Manufacturing

DETROIT, March 2.—Marshall-Lamke, Inc., distributor, is making a second expansion following the recent organization of the new firm. The entire second floor is being taken over in the present building. With the balcony over about one-third of the store, this will give three floors and a basement for sales and office purposes. The upper floor will be used largely for a paint shop and light manufacturing plant.

Lemke will recondition machines here

light manufacturing plant.

Lemke will recondition machines here and will also do some manufacturing, particularly upon a special design of pool table, which was formerly put out by Ben Marshall. The new model will be designed for home use. Lemke is looking for a new type of machine for manufacturing and will build machines upon a royalty basts. With this addition to the space the firm is adding 10 employees to the present staff.



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Every Location

Samples, 50c Extra.
SEND FOR 1935 CATALOG.
25% Deposit Must Accompany All Orders. PILGRIM WATCH CO., 155 Canal St., N. Y. C.

REBUILT MACHINE CLOSEOUTS"

MAJIK KEYS, JR. (44x22) \$19.50 (Like New) MAJOR LEAGUE, SR 29.50 SIGNAL, SR 29.50 SIGNAL, SR 19.50 GOLDEN GATE 18.50 SUBWAY 13.50 BLACK JACK CHICAGO CLUB HOUSE .. \$7.50

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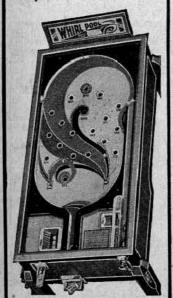
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Prize Issue Is Raised in **New Jersey Pinball Cases**

Big rally brings plans for test case to decide pointenthusiasm for perfecting State organization marks meeting-newspapers report big session

NEWARK, N. J., March 2.—Spurred by official opposition to the giving of merchandise prizes with pinball games, 150 representatives of the coin-machine industry met at the Mosque Theater Sunday, February 24, and took steps to form an effective State organization of coinmen, as well as to arrange for a test case on the issue of giving prizes with pinball. The meeting came as a result of the arrest of some location owners because of awarding prizes. Public Satety Director Duffy, of Newark, led the opposition to the giving of prizes. He is said not to be opposed to the games, but contends that the awarding of a prize makes the games illegal. Legal counsel for the operators suggested a test case which might be carried to the Court of Appeals and Errors at Trenton for a favorable decision, if necessary.

Mr. Ponser, in his position as president of the new organization, stated that every

at Trenton for a lavorable decision, in necessary.

Among the speakers who addressed the gathering were George Ponser, of the George Ponser Company, Newark distributing firm; Joseph Fishman, secretary of the Amalgamated operators in New York, who told of the work in his organization and how they raised the necessary funds, also the work which they have done since and how they are continuing to protect themselves.

Also appearing before the assemblage were Benj. H. Haskell and Theodore Blatt, New York attorneys, who have been working in the interests of the New York operators for many years. They also agreed with Attorney O'Brien regarding the test case to be brought before the

Mr. Ponser, in his position as president of the new organization, stated that every stone would be uprooted in an effort to settle the matter of prizes.

Publicity

Newark newspapers reported the news of the operators' meeting and the steps toward a State-wide organization in gen-erous style. Said one daily:

"A State organization to institute legal proceedings to prevent police authorities from interfering with the awarding of prizes for high scores in bagatelle games was formed yesterday at the Mosque at a gethering of 150 representatives of vending machine companies.

"Another meeting will be held soon at



WELCOME FOR NEW YORK DELEGATION-First special train to arri in Chicago, delegates from New York and other Eastern centers to the 1935 Coin Machine Exposition were given a rousing welcome.

Court of Appeals and Errors, and offered their complete co-operation in all matters. They explained just how they have proceeded with important cases in New York and suggested that this information could be used by the New Jersey men when their case came up for hearing.

At this meeting a board of trustees elected, consisting of Sam Broudy, Eddie Handler, Charles Polgaar, D. M. Steinberg, Ernest Clark, Mrs. J. Silverman, Bert Lane, Harry Radler, John Morrel and L. Rubin. There was also a nominating committee named by George Ponser as chairman, consisting of Murray J. Saltzman, Union County: Charley Polgaar, Essex County; Louis Bloom, Mercer County; Max Spreckman, Passale County; Archie Kass, Essex County; L. Shapiro, Morris County: A. A. Seeger, Ocean County; J. Burke, Union County: L. Barer, Ocean County, and A. I. Orenstein, Essex County.

The nominating committee met after

The nominating committee met after the regular meeting and recommended the following officers for the first term of the new State organization: George Ponser, president: Murray J. Saltzman, vice-president: Archie Kass, treasurer; Mrs. Jack Silverman, secretary; Max Spreckman, sergeant-at-arms. The following were added to the board of directors of the new association: Bert Lane, Theodore Rubin, J. Morrel, Ernest Clark, D. M. Steinberg, Charles Polgaar, Ed Handler and Harry Radier. The committee report was approved.

and Harry Radler. The committee report was approved.

Punds were immediately pledged at the meeting at the Mosque Theater. The jobbers and distributors immediately contributed \$200 each as well as the leading premium firms. Such firms as Adler's Shoes contributed to the general fund. Operators pledged from \$15 to \$100 each. It was also stated that this matter would be taken up with the Metropolitan Jobbers' Association for further contribu-

15 East Runyon street, where a name will be selected and plans formulated to

will be selected and plans formulated to organize county units.

"Officers elected were: President, George Ponser, Newark; vice-president, Murray Saltzman, Rahway; treasurer, Archibald Kass, Newark, and secretary, Mrs. Sue Silverman, Newark. The board directors will consist of the officers and Charles Polgaz, Harry Radder, Bert Laza-

Missouri Ops

ST. LOUIS, March 2.—Inspired by the enthusiasm at the 1935 Coin Machine Exposition, Missouri operators are planning to complete their plans for a State-wide organization. A special meeting will soon be called and operators in Missouri are asked to watch for announcements in The Billboard.

They may also get in touch with the Missouri Coin Machine Operators' Association, or write Carl F. Trippe, Ideal Novelty Company, 3003 Lomp avenue, St. Louis, for further particulars.

it was operating a legitimate business, that thousands were employed in the industry and that storekeepers depend on the vending machines to help pay rent. Ponser said he did not believe the public realized the size of the industry.

"Theodore Blatt and Theodore Haskell, New York lawyers, explained how the ma-chines were operated in New York. They said New York City passed an ordinance permitting the giving of prizes."

Another Newark daily said, in reporting the meeting, that: "The awarding of prizes on bagatelle machines is banned in Verona, West Orange, East Orange and Irvington, and the machines themselves are banned in Orange and Montelair. Belleville is now considering an ordinance licensing the machines and Nutley is awaiting decision on the test case before invoking a ban on the awarding of scoring prizes."

State Org Plan Pushed by Ops

MINNEAPOLIS, March 2.—The Minnesota Skill Game Operators' Association elected new officers February 14 and is embarking on an aggressive campaign to enlist all operators in the State. Much exemplary work is being done in Minnespolis also that will likely prove suggestive to similar organizations in other cities. The good-will advertising carried by the organization in local newspapers has already attracted wide attention. The advertising is paid for by two local jobbing firms, but the advertising is published in the name of the association.

Officers elected were Don J. Leary, president; A. J. LeBeau, N. Bernstein, A. Magnusson, vice-presidents; Phil Moses, secretary; William Cohen, treasurer. Directors include the above officers and H. H. Greenstein, A. E. Rockola and Jack Carter.

Jack Carter.

The organization plans to extend its activities to all parts of the State as fast as operators align themselves as members. A fine record of accomplishments has been made locally. Stickers have teen printed that warn merchants not to allow minors, CCC workers and persons on relief to play the machines. These stickers have had a wholesome effect, it is said. They convey the idea that persons should not play the games who cannot afford it.

Another progressive step has been the

Mrs. Sue Silverman, Newark. The board directors will consist of the officers and Charles Polgaar, Harry Radler, Bert Lazowick, D. M. Steinberg, Theodore Ruben and Samuel S. Broudy, of Newark; M. C. Morrill, of Union, and Edward Clark, of Elizabeth.

"James F. X. O'Brien was retained as counsel. The association was formed as the result of raids by Prosecutor Wachenfeld's men to test the legality of the awarding of merchandise prizes.

"Ponser, who presided, said the object of the State body was to show the public officials and before courts to indicate what voters think of the games.

KENTUCKY AMUSEMENT CO., INC.

226 WEST WALNUT ST.,

LOUISVILLE, KY.

Pacific Distributors, Featuring Newest Games—TIME, NEONTACT, ROTOLITE, CHIEFTAIN, LITE-A-LINE.

SENIOR REBOUNDS in Stock. Now selling bigger than ever. BEACONS, CROSS-A-LITES.
BARREL-ROLL, and All Late Games.
SPECIAL IN USED GAMES—Baby Contacts, Best Counter Game on Earth, A-1 Condition, \$10,00, 4 for \$29,50. Electro Hoists, Granes and Iron Claws. Liberal allowance on Jack Pot Bells. Send them in for appraisal.

THE HOUSE THAT CONFIDENCE BUILT

Est. SOUTHERN AUTOMATIC SALES CO. Wabash 5464 LOUISVILLE, KY. 540-542 So. 2nd Street

Our New List of Used Machines Now Ready. Write for It. It is to Your Advantage To Buy From Us.

Pre-Convention Party of Pace's Races Is a Big Hit

CHICAGO, March 2.—Ed Pace, known to the "prince of good fellows" and the pace of the Pace Manufacturing Combinery, set the pace for convention entering in a pre-convention banquet to the Congress Hotel Sunday evening, "sebruary 17. It was known as "Pace"s acres Banquet" to do honor to the testing mention and greetings and felicitations were made by many prominent members of the trade. Among the speakers were Cy Lynch, Dallas; T. L. Smith, Fond du Lac; Babe Kaufman, New York; Al Koolish, Chicago; C. D. Odom, Dallas; J. F. Bauer, Ed Pace, H. L. Baker and J. O. Baker, Chicago. as the "prince of good fellows" and head of the Pace Manufacturing Comhead of the race Manufacturing Company, set the pace for convention entertainment in a pre-convention banquet at the Congress Hotel Sunday evening, February 17. It was known as "Pace's Races Banquet" to do honor to the racing machine which the firm recently placed on the market and which has met with a very favorable reception.

Present as guests of Mr. Pace was the Present as guests of Mr. Pace was the following list of prominent distributors from all parts of the country who are helping to put the racing machine in every town on the map: C. E. Armstrong. Indianapolis; James Ashley, American Novelty Company, Detroit; Louis S. Blatt, Atlas Coin Machine Company, Boston; Herbert Besser, Besser Novelty Company, St. Louis; H. B. Erinck, Butte, Mont.; Herb Cohen, Boston; C. P. Davis, Budd Sales Company, North Platte, Neb; J. H. Dimon Jr., the ton; C. P. Davis, Budd Sales Company, North Platte, Neb.; J. H. Dimon Jr., the National Agency, Columbus, Ga.; Philip Frank, Chester, Pa.; E. D. Furlow, Electro Ball Company, Inc., Dallas; E. Baneklau, Besser Novelty Company, St. Louis; S. C. Ide, Automatic Industries, Inc., Buffalo; Babe Kaufman, New York; Al Koolish, K. & S. Sales Company, Chlcugo; W. P. Kelley, Automatic Coin Machine Company, Springfield, Mass.; J. Kaufman; S. H. Lynch, Electro Ball Company, Dallas; L. J. Mehl and associate, Atlas Sales Company, Aurora, Company, Dallas; L. J. Mehl and associate, Atlas Sales Company, Aurora, Colo.; F. S. McCoy, Automatic Vender Company, Mobile, Ala.; L. J. Monckton, Quincy, Ill.; M. M. Marcus, the Markepp Company, Cleveland; C. D. Odom, American Sales Company, Dallas; N. A. Nigro, Big State Novelty Company, Ft. Worth: D. H. Perry, Nashville: W. K. Rothstein, Banner Specialty Company, Philadelphia; E. V. Ross, Oriole Coin Machine Corporation, Baltimore; William Piel, J. T. Bauer, North Platte, Neb.; E. J. Shelby, S. L. Stanley, Automatic Amusement Company, Memphis William C. Seff, Specialty Sales Company, Memphis Course, Control of the Company, Memphis William C. Seff, Specialty Sales Company, Memphis, Villa; Harry Steiner, matic Amusement Company, Memphis; William C. Seff, Specialty Sales Company, Sioux City, Ia.; Harry Steiner, Indianapolis; W. F. Schmidt, Wisconsin Novelty Company, Fond ču Lac, Wis.; Monte Tillotson, Yorkville, Ill.; Pete Wright, Missouri Valley, Ia.; Nate Weisenberg, Miami Beach, Fla.; K. F. Wilkinson, Chicago; Tom Wrenn, Electro Eall Company, Inc., Oklahoma City; Eddie Schatz, Brenham, Tex; F. Yord, Fond du Lac, Wis., and S. Adrian, Fond cu Lac, Wis.

The reception was held in the gorgeous hotel apartment of Mr. Pace, where beautifully gowned young ladies from the office force of the firm, under the supervision of the lovely Miss Pace, daughter of Ed Pace, served cocktails to the time of morry government. the tune of merry conversation. Mrs. Alma McHugh, H. L. Baker, J. O. Bates, T. S. Harley and H. R. Masser served as reception committee.

Following the reception a delicious dinner was served in a private dining

The entertainment following the dinner was in the form of a floor show under the direction of Joe Wallace, who under the direction of Joe Wallace, who acted as emsee. Lulu Bates, singer: Dolores, "World's Fair dancer"; Priscilla Holbrook and others entertained. A parody by one of the distributors, You Can't Go Wrong With Pace's Races, served as a theme song for general singing. The affair was said by distributors to be one of the finest they had ever extended. attended.

Airport Suite Popular

CHICAGO, March 2.—Among the many special attractions arranged by manu-facturers at the Sherman Hotel during the 1935 Coin Machine Exposition was the Airport suite by the Pacific Amuse-ment Manufacturing Company, where the firm presented a show all its own. In a story given to the press it was stated that "jobbers and operators who passed the Pacific booths on the mezzaplassed the Pacific coords on the mezza-nine floor were directed up to the Air-port suite, where a veritable galaxy of extraordinary and different games offered an unusual display. Jobbers and oper-ators from all parts of the country met in Pacific's private rooms, whence they came in large numbers.

They came to see Pacific's new Chieftain game, with its variety of action and interesting performance. They were struck with the multitude of operators who manifested such intense interest in Time, another smart Pacific creation, and Neontact, with its brilliant array of people letter and progressive methods of and Neontact, with its brilliant array of neon letters and progressive methods of scoring. Many compliments were given to Fred C. McClellan, president of Paci-fic, who designed Neontact, for the game has every earmark of becoming as popu-lar a game as Contact, the machine that played an integral part in making Pacific a leader in the industry. Then Roto-Lite, equally as attractive as all the rest, was continuously surrounded by attentive operators who marveled at its brilliant, fickering colored lights dancing around in a myriad array of scoring arrangements. Yes, Pacific was well represented at the big show, and having enlarged their engineering and production facilities to a vast degree, soon shall have the new Baby Lite-a-Line keeping pace with some of the larger games mentioned, for it, too, created a stir of excitement on the part of many operators who in the past have found the large Lite-a-Line one of their leading profit performers.



general manager of the Pace Manufacturing Company, Chicago.

Shefras Given Welcome On Recent Visit in Chi

CHICAGO, March 2 .- Morris . Shefras, of Shefras Automatics, Ltd., London, English distributor, paid a flying visit to Chicago and O. D. Jennings & Company

His many friends on this side of the ocean are always happy when Morris with his Clark Gable smile appears on the scene, and we believe friend Shefras enjoys this occasional reunion as well. We know he was thoroly enthusiastic about the new coin machines developed by the O. D. Jennings & Company and displayed at the show.

At a special preview of the outstanding numbers, Mr. Shefras ŝaid, as he placed his order for a large quantity of machines: "My trip across the ocean was more than worth while. This is the finest collection of money makers I have ever seen assembled, and I know new roads will open up to the industry as a result of their creation."

New York Papers Report

NEW YORK, March 2.- The New York NEW YORK. March 2.—The New York newspapers, thru the regular news services, featured the convention held at Chicago recently. Operators here report that there was much comment from merchants regarding the news and that they are awaiting the new games to see if they are as wonderful as related in the press the press.

The general comment was very favorable, and the belief is that the industry has been brought into a more favorable light in the amusement field than ever



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CAMEO RINGS FOR MEN



for Demonstra-tors. Ideal for Digger Machines. Chrome \$27.00 Gr.

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Send \$1.00 for 4 Samples and Free Catalog. HARRY PAKULA & CO.
Largest Distributors of Rings of All
Descriptions,
5 North Wabash Avenue, Chicago, Ill.

ALL GOOD AS NEW

Rockets, \$35; Penny Draws, \$4; Lightnings, \$12; Golden Gates, \$15; Buy-Back Electros, \$17,50; Master Contacts, \$12,50; Pennants, \$5; Mills Officials, \$5; 25c Straight Bells, \$10; Mills Sin-de Jacks, \$15; Jennings 56 Dukes, \$27,50; Fields Penny Five Jacks, \$5. d. H. WAGNER, 258 Highland Drive, Gedar Rapids, 18.

Modern Featuring Three

NEW YORK, March 2.—Nat Cohn and Irving C. Sommer, guiding lights of Modarving C. Sommer, guiding lights of Mod-ern Vending Company here, will feature three games at one time in their spacious shewrooms. The games are the Chicago Express, the Star-Lite and the Castle Light. Two of them were shown at the Chicago show and created fine comment. The Castle Light game was not shown on the floor and will come as a complete surprise to the men here.

Another feature of the Modern Vend-ing Company at this time, Nat Cohn reports, will be the Multi-Selector coinoperated phonograph of the Rock-Ola Manufacturing Corporation. Nat and Irving are all enthused over the new coinphono and claim that it will be an outstanding hit in this territory. They report that they have so many orders for the instrument that they are asking the factory for special delivery.



PACE'S "RACES" BANQUET at the Congress Hotel, Chicago, February 17, given to jobbers and friends of the Pace Manufacturing Company, by Ed Pace, president. The dinner was to celebrate the success of the racing game manufactured by Pace.

SPORTLAN

AMUSEMENT CENTER GIFT SHOPS

Form National Sportland Assn.

CHICAGO, March 2.—A national asso-ciation for sportland owners was formed during the 1935 Coin Machine Exposi-tion. The movement was led by repre-sentatives of the Amusement Men's Association, Inc., of New York, the first organization of its kind in the world. The organization is made up of men who cwn or manage the modern amusement centers and works for the betterment of

cwn or manage the modern amusement centers and works for the betterment of their interests. The launching of a national organization was halled by them as a great step in advance to popularize these centers. The movement has already spread to a considerable extent along the Atlantic seaboard.

The New York offices of the AMA will serve as headquarters of the national organization, Murray Goldstein, secretary, 2126 75th street, Brooklyn. Henry I. Nagin, president of the New York organization, explained the purposes of the association and the need for a national group, Mr. Goldstein gave a resume to a sasonation and the need of a hattonal group. Mr. Goldstein gave a resume of the management of sportlands and future possibilities in this field. L. G. (Andy) Anderson, of The Billboard, was given a vote of thanks for his cooperation in this field.

Then new members pledged their help

Ten new members pledged their help and support to the organization. It was decided that the dues for sportland owners would be \$25 and associate members would be assessed \$10. Among members present from New York were Dave Simon. Ted Mittle, Henry Nagin, Murray Goldstein, Max Weiss and Dick Steinberg. Herb Adler, of the Adler Shoe Company, who has done so much to aid the use of merchandise preniums in sportlands was also present. Mr. in sportlands, was also present. Mr. Goldstein, secretary of the national organization, will conduct a regular column of news and announcements for the organization in the Sportlands division of The Billboard.

Sportland License Will Be Issued in New York

NEW YORK, March 2.—Sportland li-censes are again being issued by the city, and operators are now more enthusi-astically than ever coming in to be

accommodated by the Honorable Paul Moss, license commissioner of the city.

A new ruling has been placed into effect by the license commissioner of refusing to license sportlands less than 500 feet apart. It is believed that this rule will help prevent the type of competition among sportlands which has been apparent in this city for the last few months. few months.

Sportland operators here believe that this new release of licenses in the city will help to generally benefit everyone interested in sportlands.

New Yorkers in Favor of National Sportland Assn.

NEW YORK, March 2.—New York sportland owners, members of the AMA here, have been advised of the creation of a national sportland body and have shown their enthusiasm for the move-

It is the belief of the majority of the men here that the movement will foster greater sportland development than ever before. One of the local sportland men explained that since the sportlands have won their case in Chicago, the big coinmachine city would see why sportlands have been so popular in the East.

It is the belief of the sportland owners here that with these amusement-center gift shops spreading thruout the country the many large industries will be attracted to the field and that their support will be invaluable to the industry It is the belief of the majority of the

try the many large industries will be attracted to the field and that their support will be invaluable to the industry as a whole.

Others stated that the fact that the national headquarters for sportlands is in New York will be of great aid to many who intend to open these spots. It is the belief that prospective sportland owners should be invited to make an inspection tour of the New York spots. This tour would prove invaluable in launching sportlands elsewhere. The sportland men also hope that the manufacturers will bring out games which are better suited for sportland use. They explain that at present many of the games that are purchased for sportland operation have to be greatly changed before they can be placed into action. However, with a large number of sportlands in existence the manufacturers may place special stress on the games for the sportland owners' benefit.

Display Changes Necessary

One of the greatest attractions of the Sportlands is their large and unique displays of merchandise. In the past year these displays have been as well arranged as the displays of the large department stores. Modernism in the trimmings of the display windows and cases and expert trimmers have been employed by the various Sportlands. The firm of Adler's Shoe Stores has sent free of charge on request to the Sportland firms one of its expert window trimmers, who has helped with displays.

It has been noted by observant spectators that the Sportlands arrange their displays according to seasonal merchandise. But it has also been noted that many of the Sportland owners allow this display to remain for too long a period of time. They do not change their displays as often as they should.

To continue public attraction and public interest the Sportlands must forever be on the alert. Since the greatest single factor the Sportlands enjoy at this time in attracting the public's attention is the window and case displays, then these displays should have the attention of the owners concentrated upon them in such manner that constant change is adopted.

Dave Simon, in his Broadway and 96th street Sportland, has adopted the idea of constantly changing his displays. He has been greatly helped by Adler's Shoe Stores. One week a pair of size 24 shoes was shown as a public attraction, the next week a pair of shoes so small they would fit on the small finger of a child was displayed. These shoes are perfect fits. They were especially manufactured for the firm. Simon is following along this line every week. He is giving the passers-by something new to attract their attention.

Schork & Schaffer in their 52d street and Broadway sportspot have been using unique displays for a long time. Every so often these Sportland kings will change their entire layout. The machines are moved about to new positions as well as the display of merchandise. Every week new merchandise makes its appearance in this spot. This merchandise is flashed to the public in a most attractive manner.

Nat Faber in his 53d street and Broadway Sportland has now adopted the policy of rapid change to keep interest at high level. Nat is using some of the most expensive premiums in the city and he is flashing these to the public in the most attractive manner possible. Nat claims that from now on he will have a constant changing display, for he has learned that display captures public interest.

that display captures public interest.

All Sportlands have been constantly reminded by experts in the business, who have made it their business to carefully psychoanalyze the public's viewpoint, and also to mingle with the public and learn just what attracts them to the Sportland, that the most important item of showmanship they now have is effective window and case displays, well lighted, well ballyhooed and also so arranged by points that the public can win the items most interesting to them.

In fact, it has been stated that a high score weekly or daily item in conjunction with the regular points would attract the public and keep the nickels flowing into the machines. This would be along the line of combination deals such as used by various large chain stores.

But to get the necessary attention the Sportland owner must realize the value of neat and attractive display. Lessons in display of merchandise can be learned from the windows of any of the leading department stores in any city. This is the showmanship which is necessary to first capture public attention. The followup is the entertainment, the skill and the ease with which the items can be had, which should also be featured by placards back of the items in each Sportland front-window display.



HY-GRADE Radio Corporation F. O. B. N. Y. 127 West 17th Street. NEW YORK CITY. 25% Dep

PRICE SMASH

We now produce a Sensational Bargain by volume production and you are in luck. Now you can have the set you've always wanted at the price you want to pay.

NOW \$6.25 Doz. Lots SAMPLE \$6.80

ANRCA Licensed Radio With 4 RCA Lic. Tubes

Beautiful walnut fin-ished Cabinet—measures 10" wide, 7" high. Set 10" tibes guaranteed 6 months. Snap them up-they'll go fast. Money-back guarantee.

"Sportland Equipment Headquarters"

We have outfitted the largest Sportlands in the country. Tell us how much space you have-and we'll tell you the rest! Write for New Valuable Booklet giving you Actual Facts and Figures about how to Equip and Operate a Sportland success-fully.



516:20 W. 34 # 51. INTERNATIONAL MUTOSCOPE REEL CO. Inc. NEW YORK CHI

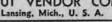
LITTLE NUT and NUT HOUSE



(Pat. Pend.)

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





Expect Record Crowd At Sportland Dinner

NEW YORK, March 2.—The sportland dinner to be held at the Casino De Paree the night of March 12 is expected to be the largest affair of its kind ever held in the history of coin machines in this city. Murray Goldstein, business manager for the AMA here, reports that the entire mezzanine has been taken and reservations have been made for many of the lower floor tables.

He believes that the crowd which will jam the Casino for that evening will be the largest of all times. The co-operation of leading firms here, such as the Adler shoe stores and others selling premiums to the sportland men, has resulted in a record number of reservations. All the larger distributors and jobbers will be present, and it is hoped that many manufacturers will be there. There will be no speeches, altho general introductions will be made. Many of the allied industry manufacturers will get to know each other for the first time.

Most promising, Mr. Goldstein ex-

Most promising, Mr. Goldstein explains, is the unanimous acceptance of the leading national manufacturers of merchandise now being used in the sportlands. He believes that with this extra attendance promised and with all the sportland and other coin-machine

Sportland Squibs

The sportspots are going classy these days. Nat Faber now has a liverted doorman in front of his Broadway and 53d street sportshop and it has attracted a great deal of attention from the general public. We believe it's another good showmanship sign on Nat's part.

Here's one old-time sportland that will go on and on. The ping-pong and table tennis games were in full blast and the checkers and chess tables were crowded. That's the spot at 43d street and Eighth avenue, one of New York's original sportlands. Lighting system is bad. Prize display gets zero. And general ballyhoo can be greatly improved.

On 42d street they did open that new sportshop. It's 261 West 42d street and is called the Rex Sportland. Attractive spot and in line with the leading burlesk houses on that side of the street. They were getting an increasing crowd when your reporter visited there. The only missing item was a flashing neon (See Sportland Squibs on opposite page)

men bringing their families the affair will exceed any other ever held in this district.

Mdse. Machines Well Displayed

CHICAGO, March 2 .- The automatic merchandising equipment displayed at the 1935 convention attracted the atten-tion of all visitors. The machines were tion of all visitors. The machines were unusually beautiful and introduced new and modern designs. The manufactur-ers displaying automatic merchandising equipment were greater in number dur-ing this convention than at any other in the last four years.

It was also noted that more practical features were incorporated into the machines than at any other time. There was displayed an unusually large number of selective multi-venders for the popular breath pellets, peanuts, smaller candies and chewing gum. There was also an unusually large display of ciga-ret merchandisers. One of the most outstanding features of the merchandisdivision were the pop-corn vending

Among the many displays which were present at the show some of the following created the greatest attention. It is to be noted that in these displays the manufacturers proved themselves capable of bringing about greater confidence in their equipment by their unusually beautiful designs, as well as the practical working features of the ma-

There were five different types of ciga-There were nive different types of ciga-ret machines displayed at the 1935 show. Among the leaders were Rowe Manufac-turing Company, Inc., and Stewart & McGuire, of New York; National Ven-dors, Inc., of St. Louis. Stewart & Mc-Guire again captured the attention of the operators with their one-cent gum merchandisers. merchandisers.

merchandisers.

There were many small nut and candy venders of unusual beauty and practical mechanical workmanship on display. Among the most interesting of these were the new machines of Columbus Vending Company, Simmons Company, Northwestern Corporation and Advance Machine Company.

Machine Company.

A sensation was created by the new automatic pop-corn vending machines.

Operators from all over the world dis-

Operators from all over the world displayed great enthusiasm for this equipment, and the general belief was to the effect that the pop-corn vending machines would prove unusually profitable during the coming outdoor season.

Operators also expressed the belief that automatic merchandisers will once again become the outstanding machines of the industry. The general reaction from the industry as a whole towards this type of equipment was found to be unusually favorable owing to the fact that automatic merchandisers were more that automatic merchandisers were more than ever proving themselves not only profitable but long-lived.

Columnist Sees Games

NEW YORK, March 2.—Says Louis Sobol in his daily column, "The Voice

Florida Ops

Every operator in Florida is urged to attend an important meeting set for the San Juan Hotel, Orlando, March 14, at

2 p.m. I proportant matters, vital to every operator, will be considered and constructive suggestions will be appreciated. D. W. Donohue, representing the National Association of Coin-Operated Machine Manufacturers, will help in starting a State Association. The Florida boys will have the benefit of his wide association experience. Come early and get acquainted before the actual session starts. before the actual session starts.

of Broadway," in The New York Evening Journal:

"Broadway is still game-mad. . . . Any hour of the day or night—even in the hours butting into dawn—you'll find men and women at the machines sending little balls scurrying into the pockets. . . The machines with the trick devices which move a ball automatically from one pocket to another if you hit the right combination seem to be the most popular. . . Even the be the most popular. . . . Even the night clubs have installed them—these mechanical outgrowths of the ancient game of bagatelle. . . One restaurant, in fact, has several dozen lined up against its long bar. . . Popular, too, are those machines with the traveling cranes into which you insert a nickel and try to pick up a camera or a lighter or a vanity case. . . . Every club seems to have these machines, too, and most of the drug stores."

Governor Vetoes State Bill To License Slots

CHEYENNE, Wyo., March 2.—Governor Leslie A. Miller recently vetoed the measure, passed last week by the State Legislature prior to adjournment, which would have legalized virtually all forms of gambling and placed a license fee on them for the benefit of local governments.

ments.

What reaction the governor's decision may have on the operators of coin machines, which have been doing heavy business in the principal cities of the State with the tacit recognition of local officials, remains to be seen.

Operators who had been wearing broad states over the helief the une and downs.

smiles over the belief the ups and downs of their business in the past would now be on an even keel are confident the present status of machines will be un-changed. None feel that the governor's veto will prompt elimination of the busi-

French Coinman Plans To Open N. Y. Office

NEW YORK, March 2.—N. H. Hermann, known thruout Europe under the firm name of Hermann's, has made his fourth trip to the United States

ORDER AT ONCE TO INSURE DELIVERY.

18", \$3.75 Ea. Packed 12 | 22", \$5.00 Ea. Packed 6 | 27", \$8.50 Ea. Packed 4

OPEN A SPORTLAND IN YOUR CITY
of Mist—Assured Success—Modern Business—Specialize in Equipping an Entire Sportland.
Transmodous Variety of Premium—Lowest Prices.

WRITE US FOR FULL DETAILS.

E—Our New Catalogue—everything new but the name.

HORROW NOVELTY CO.

SENSATION OF THE SHOW-"TRAFFIC LIGHT"

CONVENTION CLOSE-OUTS IN USED MACHINES......\$40.00 | Hockey\$30.00 | Cannot

IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.

"MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR BALLY PRODUCTS.

Rush Your Orders To Your Jobber Today the New SENSATION Special \$44.50

EX EXCLUSIVE DISTRIBUTORS FOR METROPOLITAN NEW YORK, STATES OF NEW JERSEY AND CONNECTICUT.

GEORGE PONSER CO., 11-15 East Ruynon St., Newark, N. J.

within one year. Due to the duty on cranes and pin games being very high Mr. Hermann intends to open a buying and export office in New York. Mr. Hermann hopes to be able to take personal charge of this local office, but in the event this cannot be done he will have a European man familiar with export conditions this charge in the charge of the charge in the char port conditions take charge.

On his last trip Mr. Hermann brought with him a mechanic who will stay here for a certain period studying the tech-nical makeup of all types of amusement

Mr. Hermann also visited the 1935 Coin Machine Exposition in Chicago and made a careful study of all the ma-chines on exhibit there.

SPORTLAND SOUIBS

(Continued from opposite page) sign. Suggest that this be remedied as soon as possible. Otherwise spot looks like it will be one of the most popular.

Schork & Schaffer, the sportland kings, have revamped their new footage in the Sports Palace so that the crowds are getting bigger and better. "John's Pub" will be the name of the restaurant in conjunction with this spot and it is believed that it will be a hit. Schork & Schaffer are displaying large electrical washing machines in their front windows and they're attracting the attention of the women that pass this Broadway hot spot. And, by the way, the boys have hied themselves away for the week-end to Bermuda with Bill Rabkin, Mrs. Rabkin and their wives in tow. Not so bad an idea. so bad an idea.

And Archie Struhl has broken loose again. This time he equipped two new

St. Patrick Novelties

Full and Complete Line, Prompt Service

Full and Complete Line, Prompt Service
SHAMROCK With Pipe or SHAM
Large Street SHAMLarge Size GREEN CARNATIONS, Per Gross. 1.75
Large Size GREEN CARNATIONS, Per Gross. 1.75
IRISH BOW PIN FILAGS. Gross. 90
Fiexible Wood GREEN SNAKES. Dot.,
45c; per Gross. 90
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sportspots in the past week. Archie is a bear for outfitting the spots complete and is getting to be known as an expert in this field. The new spots are over at 86th and Lexington, to be known as the 86th Street Sportland, right in the heart of Yorkville. The other is in Peekskill, N. Y., and right on Main street, to be known as the Peekskill Sportland.

Another ballyhoo shot that will floor them is the fact that one of the larger sportspots will use a full-page ad in one of the leading papers here. When the ad appears it is believed that the general reaction will warrant continuance.

And, by the way, after Bill Rabkin has been sitting up all these days and nights with his ad men he reports that the sportland booklet is now almost ready for the press. The rest is up to The Billboard, where all men can get it free of charge.



Liberal Opinion Prevails in Ruling On Pinball Games in Texas Court

HOUSTON, March 2—A liberal opinion here expressed by the court in a case involving a pinball game has established a new approach to the legality of these modern games. The charges were constituted in three cases, Nos. 39046, 39047 and 39048, in the County Court at Law No. 2. Hartis County, Tex. No. 2, Harris County, Tex.

The written court opinion is as fol-

OPINION

Before a decision of these cases I may be pardoned for this digression:

be pardoned for this digression:

Mr. Tigner should be complimented and commended for his able and diligent presentation of a most difficult matter. The same commendation should be extended to counsel for the defendant. The court feels indebted to all of you gentlemen for your earnestness and sincerity. You have aided me in reaching a conclusion in these cases. But before presenting that conclusion I am going to digress further and say that I yet do not understand the most unusual conduct of the district attorney acting thru duct of the district attorney acting thru his assistant, Mr. Foreman, in filing a motion to dismiss these cases, unless I am led to believe they did not want a

The defendant stands charged by information, containing four counts, first: The exhibiting of a lottery. The next three with establishment of a gambling house, in that certain marble machines were therein placed by him. I am of the opinion that the evidence does not sustain the last three counts of the information. This court certainly is not prepared to hold that the many thousands of mercantile establishments thruout this country exhibiting these marble machines constitute such establishment a gambling house. On the other hand I believe it does not.

Deciding the first count in the infor-The defendant stands charged by in-

Deciding the first count in the information, I have reached the conclusion that the operation of these marble tables

mation, I have reached the conclusion that the operation of these marble tables does not come within the law denouncing lotteries. We have not one comprehensive definition of a lottery to be found in Texas cases; comprehensive enough rather to embrace these devices. Admittedly the game thereon played is one of both skill and chauce, and where the individual case has reached our higher courts they were either found to be skillful devices or chance devices. The combination of the two has not been decided by our higher courts. There is a certain doubt in my mind as to whether or not the evidence raises the fact that chance predominates. On the other hand the weight of the evidence seems to be that skill predominates, while chance is still there. Therefore, believing that the law does not cover these cases and the facts do not warrant conviction, I find the defendant and the higher courts were to decide in three or four months that I was wrong about it then an injustice would have been done a citizen.

If the Legislature decides to outlaw

it then an injustice would have been dene a citizen.

If the Legislature decides to outlaw these marble machines they may do so in a short space of a few days and no injustice will have been done anyone. If the Legislature decides to prohibit the operation of marble machines and so legislates I am firmly convinced it

the operation of marble machines and so legislates I am firmly convinced it will do so.

The Legislature has legislated on practically every form of human endeavor. They have regulated the length of our bed sheets. They have, or attempted to, legislate on how many babies a woman can have, and there is a hue and cry over the country for such legislation. We had just the other day a bachelor member of the Legislature who presented bill affecting motherhood. The Legislature has said how long you can stay out at night and what you can do while you are there. They have regulated our appetities, our love, what sort of medicine we can take, how much liquor we can drink, if any, and, in fact, the whole field seems to have been covered, and in a matter of such apparent importance as these marble machines if it meets with the disapproval of the Legislature they can say so in a dozen words. Practically every State in the Union, including the Pederal Courts, have said that these marble machines do not constitute a lottery under the old law. Practically every trial court in Texas that has had a case presented to the has also held as I am now holding. The Attorney-General of our State

Says Show Was Greatest

CHICAGO, March 2. — Ray Moloney, president of Bally Manufacturing Company, goes on record to say that the 1935 Coin Machine Convention was by far the greatest show ever staged by the industry. "We are particularly satisfied," Ray stated, "with the reception given our new machines. Traffic, in particular, was one of the recognized hits of the show and orders booked during the convention convince us that this combination payout-ticket-light machine is in for a long and spectacular run, "Traffic is offered to operators in three

"Traffic is offered to operators in three different models. One model has both the payout and ticket vending features; another model is equipped with the payout only, while the third model is a regular pin game with neither payout or tickets. All three models are alike in playing principle and the light-up fea-ture. Traffic is said to be unique in that the lights are actually on the play-field, instead of on a separate score-board—and are in the form of miniature traffic lights, which light up when balls

Inquiry Range

"We have just made connections with a distributing firm in Buenos Aires, Argentina, thru our Billboard advertising. It may interest you to know that to date we have received inquiries and made contacts with France, England, Scotland, Czechosłowskia, Australia, New Zealand, Mexico, Canada, Hawaiian Islands, Alaska and Puerto Pico, and to mention of course avery State Rico, not to mention of course every State in the Union. "Speaking truthfully, while the actual

volume of export business we are doing is volume or export business we are doing is not large as yet, with the exception of Canada, due to coinage difficulties, it still is interesting to note the wide range of Inquiries originating from The Billboard.

"THE VENDEX COMPANY,
"1129 Tremont Street, Boston.
"February 21, 1935."

are placed in corresponding pockets. Glass marbles are used, together with a new ivory-type pin, which gives an unusually lively action to the board, while suspense is added by the ever-popular out hall actives feature." out ball return feature."

Stutz Makes New Crane

BROOKLYN, March 2.—The Stutz Machine Corporation, with its offices at 133 East 95th street, and factory at Pawtucket, R. I., is now in production on the new model Yankee Crane, which will be ready soon. The officers of the Stutz Corporation are Bernard H. Weinberg, president, and George Stutz, treasurer.



COINMEN TRAVEL WITH CUBS—J. D. Lazar, Pittsburgh; Abe Chapman, Frank Kozinsky, Los Angeles, and Paul Gerber, Chicago, all members of distributing firms, left Chicago with the Cubs baseball team en route to points

Will Rogers Visits Convention

CHICAGO, Mar. 2.—Will Rogers, goodwill ambassador at large, rubbed elbows with members of the coin-machine industry during the 1935 Coin Machine Exposition. He stopped over in Chicago for part of two days and took an observation trip thru the exhibition hall to see the displays of products. The coin-operated hobby horse, in A. B. T. Manufacturing Company's booth attracted his attention, but he would not mount the steed becates it was made in Chicago rather than in Oklanoms.

The next day members of the industry

rather than in Oklahoma.

The next day members of the industry gasped with delight at Will's syndicated column appearing in newspapers all over the country, which was devoted entirely to the coin machine convention. To Will they are still slot machines, but his comment was read publicly at the meeting of operators and provoked laughter and applause.

Here is what Will Rogers says: What would you say was the biggest and

most prosperous convention held in Chicago, it's not autos, steel or bankers. The only industry that has never asked for government relief.

or government relief.

"Frank Bering, manager of the Sherman Hotel, says it's the ofilv convention that paid their room rent since '29. It's the slot machine convention. Manufacturers and operators of those games where you put in a nickel, pull a lever and play marbles with yourself. It's replaced golf, bridge, Kelly pool and the New York Stock Exchange for exercise and gambling.

"Your post ambassaders and scarters."

"Your next ambassadors and senators

Tyour next ambassadors and senators are coming right from this business for they got the political campaign dough.

"They are showing 'em here that have lunch wagon attachments. Where you can play 24 hours a day. We will win the next war in a walk if they let us shoot marbles at 'em. Yours, WILL."

(Convigint MeNaugh: Syndhoste.)

(Copyright McNaught Syndicate.)

Greet Foreign Visitors Here

CHICAGO, March 2. - Great interest centered in the number of visitors from other countries who were present at the 1935 Coin Machine Exposition. Followless Coin Machine Exposition. Following a year of mutual trade relationships, American coinmen and members of the trade from other countries have grown to be close friends. The following list of visitors from other countries, who registered during the convention, was released by the manufacturers' association: tion:

tion:

CANADA: J. P. Campeau, Boris Elias,
M. A. Fine, Harry Goldberg, M. J. Loebel,
Jack Schwartz, W. G. Thom, J. E. Turcot—Montreal. Ernest Card, F. T. Card,
Ernest M. Marck, Harry Wilson—Hamilton, J. W. Drouillard, William Goldberg,
V. V. Waysell, Wilden Bay, Law, V. L. Maxwell—Windsor. Ben Lerner, H. Phillips, Mitcheil Steinman, Maxwell Steiman, Sol Zeriff—Winnipeg, Mr. Gor-don, Norman Laporter, Joe Moscoe, L. Rosenberg, Samuel Schneider, H. H. Thompson—Toronto, Thomas S. Halpin, Peter Sengora, London, L. L. Bickerter, Thompson—Toronto. Thomas S. Halpin, Peter Sansone—London. L. J. Bickerton, J. Casuetti—Amhurst. W. Garrett—Ridgetown. J. J. Hughey—Brampton. I. Mintz—St. John. J. Mintz—Halifax. E. V. Ramey—Ontario. G. L. Tye—Simcoe. R. L. Zerit—Vancouver.
ENGLAND: Al Adickes, A. Gasparro, Morris. Shefras—London.

EDANCE. Maynel, Wallege, N. H. Hornell, Wallege, N. H. Hornell, Mayley.

FRANCE: Marcel Wallace, N. H. Her-mann-Paris. HAWAII: E. K. Fernandez-Honolulu. SPAIN: Pedro Gomez-Madrid.

Says Humorist Liked It

CHICAGO, March 2. — The L & R Manufacturing Company exhibited its first pinball game at the 1935 Coin Machine Exposition. As an incident in its reception at the show, the following story was related by a representative of the firm. the firm:

When Mr. Average Man stops to play a pin game it isn't news. But when a nationally famous personality singles out a pin game from a whole conven-tion hall of pin games that is news. One of the unannounced visitors to

One of the unannounced visitors to the recent coin-machine convention at the Hotel Sherman in Chicago was the renowned humorist, Will Rogers. After taking in the sights and walking around the convention hall, Will stopped at the booth of the L & R Manufacturing Company, of Chicago, and started to play the Globe Trotter pin game. After a half-hour or so Will was still playing the game, obviously enjoying himself and getting a big kick out of it.

The Globe Trotter is the first game of the L & R Manufacturing Company, of Chicago. The game is exceptionally clever. Horses race down a track. A light flasher as soon as a horse crosses the finish line.

Committee Approval of Indiana Bill Withheld

INDIANAPOLIS, March 2.—Sponsors of a bill in the Indiana Legislature on slot machines are expressing concern be-cause the Senate judiciary committee has not yet brought it out with a recom-mendation to the upper house. Altho-the bill was passed 10 or more days ago by the House, the Senate committee has

by the House, the Senate committee has not acted formally on it.

Alan W. Boyd, attorney for the Indiana Amusement and Vending Machine Association, said this week that there are no operators of slot machines in the association and that his organization, which has been watching legislation closely, is not concerned with pending bills that might be inimical to such operators.

He said members of the association he represents operate plinball machines and

represents operate pinball machines and machines that vend peanuts, gum and other articles of merchandise, not on a gambling basis. The only interest, he said, that the association has in pending slot-machine legislation is to see that it is so worded that non-gambling machines can in no way be construed to machines can in no way be construed to be governed by it.

Ohio Specialty Has Opening CINCINNATI, March 2.—Ohio Specialty Company, H. H. Cohen, president, opened its new and spacious showroom at 129 West Central parkway here yesterday. Mr. Cohen had his new Wonder Bar going full blast and entertained numerous local and out-of-town visitors. The party lasted until the early hours of the next morning.

Newspapers Tell Of Coming Show

PITTSBURGH, March 2. - The 1935 PITTSBURGH, March 2.—The 1935 Coin Machine Exposition in Chicago, February 18 to 21, was given advance publicity by The Pittsburgh Sun-Telegraph, local Heurst daily. It praised thatest types of machines, and added: The game of skill has come to the front of the greatest live of the greatest live of the greatest. "The game of skill has come to the front as the greatest lure of the spare coin. Delegates have, or intend to have, any skill one might want tested. Known as the pin or skill game, these machines have had their number increased by an estimated 100 varieties in the past year."

Publicity to Newspapers

CHICAGO, Mar. 2.—Advance publicity of the 1935 Coin Machine Exposition in of the 1935 Coin Machine Exposition in daily newspapers was accorded the industry this year in greater quantity than for any previous convention. The publicity department of the Hotel Sherman prepared news announcements of the convention and contacted the Chicago newspapers, while The Billboard staff turnished the news announcements to daily newspapers in the various cities ever the country. A larger number of papers used the release this year than did for the 1934 convention.

The Minnesota State organization of operators also secured the co-operation of a Minneapolis paper in giving generous advance publicity to the Chicago convention.

convention.

The following news announcement, prepared by Miss Maxine Smith and Miss Hardesty, of the Sherman Hotel publicity department, was released thru The Billboard to city dailies all over the

licity department, was released thruthe Bilboard to city dailies all over the country:

"Business recovery is here as far as the coin-machine industry is concerned, according to officials of the National Association of Coin-Operated Machine Manufacturers, which will hold its annual convention and show at the Hotel Sherman February 18 to 21.

"A half-billion-dollar industry, the coin-operated machine business has increased output and sales each year during the depression. The 800,000 machines manufactured annually in the United States take in an estimated \$500,000,000 annually from the public.

"In 1934 the volume of export business done by coin-machine manufacturers increased by 275 per cent over the previous year. Eighty per cent was credited to the British Isles, where machines are redistributed to English colonies all over the world.

"It has been estimated by officials that approximately 75,000 persons are discribic comployed annually, by the in-

that approximately 75,000 persons are directly employed annually by the industry, and many times this number find employment in the production of glass, cabinet work, glass and steel marbles, machinery and other products used in the machines.

marbles, machinery and other products used in the machines.
"All types of new coin-operated machines will be displayed at the convention and show at the Hotel Sherman. One innovation will be a machine that features a heartbeat counting device which is attached to a scale. The customer upon depositing a coin may obtain a card showing his weight, height and pulse count."

City Lowers Scale Tax

LONG BEACH, Calif., March 2.—The city council has started making some reductions in the high taxes voted on coin machines last November. The Long Beach Press-Telegram, local paper, says that "A change in the whims of the public was the indirect cause of action by the city council. Because people have become more conscious of the bread line and have pretty much forgotten. line and have pretty much forgotten about the waist line, the council changed its license ordinance.

changed its license ordinance.
"It reduced the license fee on weighing machines from \$6 per year to \$2 per year. This was done because folks have ceased to take interest in what they weigh, thereby causing the weighing-machine business to go to pot or wherever it goes when it fails to come in. At least that is what a representative of a concern operating several scales in the city recently told the council."

The tax passed in November provided for \$4 quarterly on amusement games of skill, \$12 per year on merchandise vending machines and \$6 per year on scales. All these fees are considered far above the standard, and the recent reduction in the tax on scales may be the beginning of further reductions to a more reasonable fee.

Eastern Chatter

Nat Cohn and Irving C. Sommer, of Modern Vending Company, placed one of the largest individual orders on record of the largest individual orders on record at this ahow. They ordered 3,000 of the new Star-Lite games from the Exhibit Supply Company. They also ordered four carloads of the new Chicago Express games from Daval Manufacturing Company. Irving tells us that the largest orders were for games which haven't yet been shown. He hints that Modern Vending Company will have the outstanding surprises within a few short weeks.

Bill Blatt, of Supreme Vending Com-Bill Blatt, of Supreme Vending Com-pany, Inc., also had some unusual an-nouncements for his many friends. He stated that when he gets back to New York he will be able to deliver some of the finest equipment that has yet been seen in the biz.

George Ponser, of Newark, N. J., where all the good Indians come from was seen wandering around the floor with orders that ran into four figures from some of the outstanding distribs at the show. George claimed that he would be able to satisfy the demand of the New Josey Indians for the games they liked

Mac Perlman and Sol Wohlman. of Acme, had the greatest time of their lives in Room 339. Sol is still wondering what he will ever do with that bit of aluminum he so prominently displayed that evening. Sol proved himself to be

also the Ys and Zs. He will be going back to the Southern ops with some of the greatest games of the show.

Another premium firm that did tricks were the A. & P. boys, "Big" Ben Josefs-berg and Hermie Scher.

Even Goudey Gum, of Boston, brought down its big boss, R. G. Devlin, as well as Phil Cohen, A. J. Wagner and many others, to roll those balls of Goudey Gum into the machines, using them dis-played at the show.

Joe Huber greeted the New York boys when they came to town and it was found that not one of the New York boys could measure up to Joe from head to toe. Joe so towered above the New York gang that everyone present was forced to look up to him.

Naturally the boys brought along their own legal protection, and these austere gentlemen were Benj. H. Haskell and Theodore (Teddy) Blatt. But after The First Night the boys were forced to enter into the maelstrom of convention activities without knowledge of whether their acts were legal or tilegal. their acts were legal or illegal.

Herbie M. Adler received so many scented letters during the first few days that the boys used them for atmosphere that the boys used them for atmosphere in the many rooms wherein the big affairs were being discussed. It is said that Phyllis was unusually lonesome with Holbie away in the big, bad village, where drifting winds make daring men, as Dave Simon is happy to testify. Even Murray Goldstein used the envelopes to scent attention to his brand-new suit,



LONG LINE OF PINBALL GAMES—Exhibit Supply Company booth at 1935
Exposition shows big line of table games and diggers.

one of the greatest sports of the 1935

Dave Robbins, who halls from the wildest section in America, Brooklyn, was able to do this and that with the manufacturers he represents and believes when he gets back to town he will have everything the boys ever want. Dave also reported that three carloads of Beacons had already been shipped to Irving Mitchell, the dynamic mechanical salesman, while he was wandering about Chi. about Chi.

Charley Lichtman, of New York Vending, learned that slots were THE THINGS that the ops wanted. But he claimed that if he had to sell them at the price asked he would be losing more than even he could afford.

Mike Munves, Hymie S. Budin, Sam Getlin and some of the other New York-ers were forever doing things every mo-ment of every minute that they spent

Eric Wedemeyer, James C. Gaffney and all the Vikings were hard at work demonstrating the complete line of Viking products to the many visitors who came to their booths and they created a great premium merchandising hit at the show.

Eddie Ross, of Oriole Coin Machine Corporation, of Baltimoah—the Suthen Cunnel of the Show—is stated to have taken away not only every good X, but

Milt Green, of American Vending Company, took in an ice hockey game Sunday before the show and backed the team. It isn't often Milt picks a loser either in hockey or pin tables.

Herman Budin, of Budin's Specialties, dragged a valise of stones from New York to Chicago. Just a gag that re-versed on the practical jokers. They had to carry the bag all over New York before the train left. before the train left.

Babe Kaufman, of Babe Kaufman, Inc., as usual, was the best dressed woman at the show. In addition, Babe was the most prolific dresser, showing three or four gowns a day.

The exhibit of Morris Struhl was handled by Sadie and Lottie Struhl (the only booth at the show run by women). The girls did an exceptionally fine job of dressing up the exhibit and also were quite busy writing orders.

Frank Hart, of Eastern Machine Exchange, almost missed making the trip to the show due to a death in the family, but like all live-wire jobbers Frank simply had to go. It was well worth

LUNA PARK-

(Continued from page 3) One is the Sky Rocket, seen at the Chi Fair, and another the Loop-the-Loop,



\$1.60 STARTS YOU IN BUSINESS BIG MONEY—ALL YEAR ROUND Our Guarantoe of Best Quality at Lowest Prices Beats Any Competition.

SILK LINED TIES

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which made a hit at the Canadian Na-tional Exhibition in Toronto.

The Sky Ride, another World's Fair scorer, is being talked of for construction in Luna. Negotiations are going on with W. L. Hamilton, the inventor. Facilities in the swimming pool are expected to be enlarged with athletic units. Looks like free dancing, and the traditional combo ticket plan will response.

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Business Reports

Guaranty Trust Company of New York reports that the American bank-ing system is in a position to not only finance normal recovery but an unprecedented business rise;
"Demand deposits have risen to 1929

level; the reserves of commercial banks have mounted to a record height, pro-viding a potential basis for a greater credit expansion than this country has ever known: commercial banks are almost completely out of debt to the federal reserve banks.'

The increase in bank desposits since the banking crisis of March, 1933, was attributed to the government spending program.

The federal reserve board reported that upward trend in industrial output continued thru December, January and early February. Industrial production was 90 per cent of the 1923-25 average at the end of January.

The Machinery and Allied Products Institute reports that a pent-up demand for new machinery accumulating since 1929 would require new machinery installed in factories to the amount of over \$18,000,000,000. This would keep 4,000,000 people busy two years, the report said. Most factories now have obsolete machinery which is increasing production costs and adding to the rise of prices, it added.

Report of Standard Statistics Company, February 23, covering 500 industrial companies for 1934, shows a 41.8 per cent increase in aggregate profits as compared with 1933. Several industrial groups show gains far ahead of the average. These include electrical equipment, radio, building, household products, machinery, metals, paper, sugar, motion pictures and medicine.

Recent government report shows that pay rolls are now about 60 per cent of the 1926 level, and that corporate earnings have shown a 150 per cent increase over the 1926 level. The government placed the total of unemployed at 10.830,000 in December, 1934.

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BOWLETTE, Like New. \$29.50
JENNINGS FOOTBALL, Like New. 29.50
[Fermer Pice. \$54.50.]

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[Former Pice. \$59.50.]

15 Supreme 1c or 5c Peanut Vend'rs. Ea. 4.00

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Will book flat ride with own trasportation. Want to hear from one or two more highclass Shows. All Concessions open except Photo Gallery. Cood opening for Bingo.
I carry nothing but legitimate Concessions that work for stock only. I now hold
contracts for eight North Carolina Pairs that are in the heart of the tobacco country.
Those who have contracted with me for this season write at once. R. H. WORK, Manager R. H. Work Shows, Box 12, CHERAW, S. C.

ROUTES

(Continued from page 55) Fancho: (Pierre) New York, h.
Parfait, Al: (Bessemer) Harrisburg, Pa., h.
Parker, Ray: (Avalonian) Chicago, c.
Farker, Bill: (Edgewater Gulf) Biloxi,
Miss., h.
Parker, Bert: (Nut Club) Little Rock, Ark.,

no. Pedro, Don: (Oriental Gardens) Chicago, c. Pellegrino, Nick: (Casino) Chicago, c. Penfield, Don: (Western Bowery) Chicago, c. Platt, Earl: (Modernized Cabaret) Harrisburg,

Platt, Earl: (Modernized Cabaret) Harrisburg, Fa., no. Pless, Hubert: (Patton) Chattanooga, Tenn., h. ploner, Franz: (Red Lion Inn) Chicago, c. Purnell, Benny: (Cactus) Austin, Tex., re. Pyles, Howard: (New Celestial) Baltimore, re. Rapp, Barney: (Gibson) Cincinnati, h. Renard, Jacques: (Coconut Grove) Boston, re. Reichman, Joe: (Statler) Boston, h. Reisman, Leo: (Ceutral Fark Casino) New York, no. Resh, Benny: (Club Bohemia) Detroit, no. Resh, Benny: (Club Bohemia) Detroit, no. Remiliard, Don: (Madura's) Hammond, Remiliard, Don: (Madura's) Hammond,

Ind., b.
Richards, Don: (Biltmore) New York, h.
Robb, Johnny: (White Swan) Uniontown,
Fa., h.

Fa., h.
Robinson, Johnny: (Blackstone) Ft. Worth,
Tex., h.
Rodriguez: (Versailles) New York, cb.
Rosaves, Stan: (Club Rajah) Chicago, c.
Rose, Irving: (Book-Cadillac) Detroit, h.
Roth, Eddle: (Club Alabam) Chicago, nc.
Russo, Danny: (Canton Tea Gardens) Chicago, c.

Saber, Mel: (NRA Griil) Sunbury, Pa., 2.
Sammarco, Gene: (Hendrick-Hudson) Troy,
N. Y., h.
Sanders, Georee: (Club Carioca) Chicago, c.
Sands, Carl: (Chateau) Chicago, b.
Scoggin, Chic: (Royal Paim Club) Miami, nc.
Saxe, Phil: (Hiller's Music Box) Pittsburgh, b.
Scott, Billy: (Congress) Chicago, h.
Selzer, Irving: (Dixie) New York, h.
Sheridan, Phil: (Davenport) Spokane, Wash.
h.

Scheef, Hving, (Dikle) New York, In.

h. H. H. (Dikle) New York, In.

h. H. (Shadowland) Kimberly,

Ida., b.

Shuster, Mitchell: (Lexington) New York, h.
Sily, Larry: (Weylin) New York, h.
Sily, Larry: (Weylin) New York, ch.
Sily, Larry: (Weylin) New York, th.
Sily, Larry: (Weylin) New York, ch.
Smith, Joseph C.: (Versailles) New York, ch.
Smith, Joseph C.: (Versailles) New York, ch.
Snyder, Loyd: (National) Amarillo, Tex, b.
Snyder, Loyd: (Mathonal) Amarillo, Tex, b.
Snyder, Mel: (Glibon) Cincinnati, h.
Scoerras, Don: (Gubbanacan) New York, nc.
Stanley, Al: (Club Chateau) Daytona Beach,
Fla., nc.
Stanley, Stan: (Jefferson) St. Louis, h.
Stanton, Maurie: (Club Minuel) Chicago, nc.
Stenrose, Charles: (Lotus Gardens) Cleveland, b.
Straight, Charley: (Brevoort) Chicago, h.
Straight, Charley: (Brevoort) Chicago, nc.

Stone, Jesse: (Club Morocco) Chicago, nc.

Tate, Erskine: (Arcadia Gardens) Chicago, C.
Teter, Jack: (Wisconsin moor) Milwaukee, b.
Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., nc.
Tinsley, Bob: (Colosimo's) Chicago, nc.
Todd, Mitch: (Subway) Chicago, nc.
Todd, Mitch: (Subway) Chicago, nc.
Trept Michael: (Billimore) New York, h.
Trinl, Anthony: (Governor Clinton) New
York, h.
Tropper, Harry: (Midway Masonic Temple)
Chicago, b.
Tucker, Ocin: (Jung) New Orleans, La., h.
Tyler, Ted: (Jockey Club) Charleston, S. C.;
10.

Vagabond, Charles: (Edwards) Jacases, Miss., h. Velasco, Emil: (Waldorf-Astoria) New York, h. Valee, Rudy: (Hollywood) New York, cb. Vance, Johnny: (Club Joy) Lexington, Ky, nc. Velas, Esther: (Roosevelt) New York, h. Veon, Bob: (State) Columbus, O., re. W. Veon, Tarco) Chicago, nc. Charles: (Edwards) Jackson,

Wagner, Sol: (Via Lago) Chicago, nc. Wagner, Buddy: (Stork) New York, nc. Wallace, Roy: (O'Hara's) Indianapolis, Ind.,

nc. Wardlaw, Jack: (Patrick Henry) Roanoke, Va. h.

Waren, Arthur: (La Rue) New York, re. Weerns, Ted; (Palmer House) Chicago, h. Weinbrecht, Roger: (Shawnee) Springfield, O. h. Weitz. Eddie: (Richmond) Istchmond, Va., h. Whitney, Jimmy: (Baker) St. Charles, Ill., h. Wilcox, Howdy: (LaSalle) Battle Creek, Mich., h. Williams, Pess; (Savoy) New York, b. Williams, Hod; (Charlotte) Charlotte, N. C., h. Wintz, Julie: (Village Barn) New York, no. Wirth, Dick: (Chateau Des Plaines) Chicago, c.

SUPREME BURLESK

Harem Scandals: (Republic) New York, 3-8. Lady Fingers: (Park) Boston 4-8. Parisian Bubbles: (Minsky's) Brooklyn 3-8. Puss Puss Follies: (Pal.) Baltimore 3-8.

INDEPENDENT BURLESK

Baby Vamps: (Trocadero) Philadelphia 4-9. Brevities: (Gayety) Washington 4-9. Cupids Carnival: (Hudson) Union City, N. J., 4-9. Hi De Ho: (Orph.) Paterson, N. J., 4-9. Sack's, Mike, Gems of Burlesque: (Gayety)

Baltimore 4-9. Silk, Prank, Revue: (Howard) Boston 4-9.

REPERTOIRE

Billroy Comedians, Billy Wehle's: Valdosta, Ga., 4-9. Biythe Players: Bloxom, Va., 4-9. Hull Players: Carthage, Tex., 4-9. Lewis, H. Kay, Players: Las Cruces, N. M., 6; Mesilla Park 7; El Paro, Tex., 6-10, Princess Stock Co.: Elkhart, Tex., 4-9, Sadier's Own Co.: San Angelo, Tex., 4-9, Stone, Hal, Show: Winnfield, Las., 4-9.

MISCELLANEOUS

Alexander Players: Medford, Minn., 4-9. Bell & Grey: (Euclid Club) Bay City, Mich.,

4-9, dept. description of the state of the s

ville 7; Andalusia 8; Dothan 9; Ozark 11;
Elba 12; Troy 13; Union Springs 14; Eufaula
15.
Cronk's, F., Show: Clarks Fork, Ids., 7-9.
Daniel, 2-10. Magician: Bedford, Ind., 8-9.
Darwin, Magician: (Memphis) Memphis,
Tenn., 4-9.
Delmer, Hypnotist: (Memphis) Memphis,
Delmer, Hypnotist: (Plaza) Wetumpks, Ala.,
Belmer, Hypnotist: (Plaza) Wetumpks, Ala.,
Belmer, Hypnotist: (Plaza) Wetumpks, Ala.,
Bellie, G., Gardington, O., 8; Westerville 9. (Maccabee Hall) Columbus 12;
Marysville 14-16.
Dressen & Morris Circus: (Lyrio) Cullman,
Ala., 5-7; (Princes) Murphysboro, Tenn.,
3-9; Lebanon 11-12.
Pee Shows: Parker, S. D., 6-8.
Felton, King: Hamilin, Tex., 4-9.
Felton, Self, Hamilin, Tex., 4-9.
Felton, Calla, Mentalin, Tex., 4-9.
Felton, Calla, Mentalist: (Trion), S. D., 14.
Johnson, Gelda, Mentalist: (Trion), Trion, Galda, Mentalist: (Trion), Trion, G

4-9.
Lofstrom & St. Eloi Monkeys: Ramseur, N. C.,
7. Franklinville 8-9; Siler City 11-12; Bennett 13; West End 14.
Löng, Leon, Magician: Homestead, Fia.,, 6;
Coccanut Grove 7; Delray Beach 8-9; Sthart
10; Ft. Pierce 11; Melbourne 12; Eau Gallie
13.

10: Ft. Pierce 11; Melbourne 12; Eau Gallie
13.
Lucy, Thos. Elmore: Keosauqua, Ia., 6; Sigcurney 7; Lamoni 9; Leon 10; Des Moines
11: Shomandosh 12. Sidney 13; Albia 14.
Magrum, C. T., Magician: Belle Fourche, S.
D., 6; Nisland 7; Newell 8; Vale 9; Whitehead 10; Wall 11; Wasta 12. Owanda 13.
Maree & Pals: (Shrine Greus) Atlanta, Ga.,
4-41e-Firestone Co.; Waco, Tex., 4-9.
Marl-Roy Magician: Baker, Gre., 6-7; Caldwell, Ia., 6; Welser 9; Nampa 10; Ontario,
Marley Magician: Baker, Gre., 12; Buhl 13;
Burley 11 Glenns Ferry, Ida., 12; Buhl 13;
Murdock Bros. Show: Karthaus, Pa., 4-9.
Oklahoma Ed Show: Shelocta, Pa., 4-9.
Oriental Med. Co.; Cadogan, Pa., 4-9.
Princess Edna Show: Crystal City, Tex., 4-9.
Ricton's Show: Surrency, Ga., 6-7; Pine Grove
8-9.
Rayalto Concert Co.; Rushville, Ind. 4-9.

Ritton's Show: Surrency, Ga., 6-7; Pine Grove 6-9.
Rayalto Concert Co.: Rashville, Ind., 4-9.
Rayalto Concert Co.: Rashville, Ind., 4-9.
Rippel, Jack Splash: (Theater) Mocksville, N. C., 4-9.
Rogers, Sunshine: (Garolina) Rocky Mount.
N. C., 8-9.
Schneider's, Doc. Texas Cowboys: (Station XEPN) Eagle Pass, Tex., 4-9.
Scymcur, Magician: Whitewright, Tex., 6; Wolfe City 7; Mt. Vernon 8; Winnsboro II; Mineola 12; Van Alstyne 13; McKinney 14.
Sonda, Mentalist: Portsmouth, O., 4-9; Gallipells II-16.
Thomson & LaMonte Show: Trio, S. C., 4-9.
Turtle, Wm. C. Magician: Club House Tavern) Fortland, Orc., 4-9.
Van Arasam Minstreis 4-9.
Van Arasam Minstreis 4-9.
Van Arasam Minstreis 4-9.

CIRCUS AND WILD WEST

Barnes Production Co.: Johnson City, Tenn, 4-9.
Plaher Bros.: Parker, Ind., 6; Huntington 7.
Columbia Olty 8; Bluffton 9; Keystone 11.
Liberty Center 12; Arcola 13; Huntertown 14. Tom: Compton, Calif., 6; Glendale 7; Hollywood 8, Polack Eros.: (Armory) Peoria, Ill., 9-18.

CARNIVAL COMPANIES

Bar-Brown: Webster, Fla., 4-9; Center Hill 11-16. Blue Eagle: Fayetteville, Tenn., 4-9. Christ United: West Point, Ga., 4-19. Crafts 20 Big: Imperial Calif., 9-17. Great Southern: Savannah, Ga., 4-9. Greater Expo.: Houston, Tex., 4-9. Heth, L. J.; North Birmingham, Ala., 11-16. Krause Greater: (Fair) Miami, Fla., 4-9. Martin Bros.: Commerce, Ga., 4-9. New Deal: Starkville, Miss., 11-16. Palmetto: Coocawhatchie, S. C., 4-9. Price Am. Co.: Cadwell, Ga., 4-9. Reading United: Camilla, Ga., 4-9. Reading United: Camilla, Ga., 4-9: Cuthbert 11-16. Rogers & Powell: Dermott, Ark., 4-9.

11-16.
Rogers & Powell: Dermott, Ark., 4-9.
Royal Palm: Plant City, Fla., 4-9; (Fair) Vero
Beach 11-16.
Small & Bullock: Granteville, S. C., 4-9.
Virginia Expo.: Pendleton, S. C., 4-9.
Ward: Elloxi, Miss., 4-9.

WEST BROS. AMUSEMENT CO.
Open Saturday, March 16, Two Saturdays, Sikeston, Mo. WANT Stock Concessions, Shows, Painter. BOX 57, Morley, Mo.

CATERPILLAR OR LINDY-LOOP.
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Sunset Amusement Co.

Booking Shows and Concessions.
Address P. O. Box 388, DANVILLE, ILL.

SOL'S LIBERTY SHOWS, Inc.
NOW BOOKING FOR SEASON 1935.
Address P. O. BOX 223, Carothoraville, Mo.

Committee Approval of Minnesota Bill Given

ST. PAUL, March 2.—The Senate general legislation committee this week recommended for passage a bill to license slot machines and it looks fairly certain of passage.

The bill was introduced by Senator J. L. McLeod of Grand Rapids, who told the committee it "was designed to permit communities to tax these machines which police apparently are unable to keep from operating." The bill fixes a minimum license fee of \$50 annually for each handle on a machine, with local governments authorized to increase the fee to any amount.

cal governments automotived to increase the fee to any amount.

While this applies only to slots, some of the senators have an idea this plan could be applied to pinball and other games, which are extremely popular in Minnesota, and furnish considerable revenue.

Beg Your Pardon!

The names of the following exhibitors at the 1935 Coin Machine Exposition were omitted from the list which was published in *The Billboard*, March 2

AMERICAN CIGARET MACHINE COM-AMERICAN CIGARET MACHINE COM-PANY, Cleveland. Exhibited American eigaret vender, New-Way vender and American match vender. Represented by S. Strahl, L. Golden, Andrew Gorretta. BRANDT A UTOMATIC CASHIER COMPANY, Watertown, Wis. Exhibited coin sorting and coin counting machines, resolution. Brandt auto-gentlers, Albott.

including Brandt auto-cashiers, Abbott coin counters and packing machines. Represented by C. E. Lehman, H. H. Doroshaw.

Notice

There has been some misunderstanding regarding the advertisement of the Supreme Vending Company, Inc., 557 Rogers avenue, Brooklyn, N. Y., in the Convention Special issue, February 23, where the firm states that for "\$4 each Brand New Puritan 3-reel Ball Gum Vendors" can be had. This does not include the following machines as brand new. It was believed that the comma separating the 3-reel Puritan Vendors from the rest of the machines was sufficient and that the operators would from the rest of the machines was sur-ficient and that the operators would realize the pin games listed are used machines. The firm wants it known that in the \$4 box these are all used machines except the Puritan 3-reel Vendors, which are brand new.

FINAL CURTAIN-

(Continued from page 32)

(Continues from page 32)
change, Philadelphia, February 23 at
his winter home in Miami. At the time
of his death he was president of the
Larkwood Silk Hoslery Mills, Charlotte,

N. C. SALVINI—Mario, 50, musician, in New

Salvini—Mario, on Indianal York February 26.
SANDQUIST—Hans, stage and picture actor, in Long Island City, N. Y., February 23. He was born in Stockholm, Sweden and came to this country in 1011.

1911.

SCOTLAND—James, New Jersey State trooper and formerly in vaudeville with the Wilson-Asbury Trio, acrobatic act, was fatally injured in an auto accident near Columbus, N. J., and died in Mercer Hospital there February 19. He worked in the act with his father and a brother, who is now in nictures and Scotland's who is now in pictures, and Scotland's father later continued the act with two other partners. Deceased was a member



| TRICKS & JOKES |
|---|
| IKICHS & JUNES |
| WHIZ BANGS (Original). Doz 900 |
| SHOOTING PLUGS. Doz 350 |
| SHIMMY DANCERS. Doz 300 |
| |
| Complete with Caps. Doz 50c |
| PEPPERED CANDY. Per Lb 450 |
| LAUGHING TISSUE (Tollet Rolls). Doz\$1.00 |
| SNAKE LIGHTERS. Doz 55c |
| EXPLODING MATCHES, Doz. Boxes 35c |
| POO POO CUSHIONS. Doz 750 |
| RUBBER FRANKFURTERS, Doz 350 |
| 1/3 Deposit With Order, Balance C. O. D. |
| SEND FOR NEW LARGE TRICK AND JOKE |
| LIST |
| |

GORDON NOVELTY CO.

of the Nutley (N. J.) American Legion, which sent a 100-piece fife and drum corps to the funeral. Col. Norman Schwarzkopf, head of the Jersey troopers, also attended. His widow, his father and brother survive.

SEIFERT—A. B., 69, February 16 at Peru, Ind., following a heart attack. He was formerly an attache of the Col. B. E. Wallace Circus for 29 years. Services February 19 and interment in Mt. Hope Cemetery, Peru. His widow, two sons and a brother survive.

SHIMA—Frank, 10 years a conces-sioner in Sandy Beach Park, Russells Point, O., following a short illness from pneumonia in Elyria, O., February 20. He was a native of Japan and has been in concession business in this country

SHUMWAY—Cecil H., World War veteran and brother of Zeke Shumway, well-known motordrome operator, at Legion, Tex., February 22. Burial was at his home city, Dallas, February 25.

STONE—Ruth, member of the J. B. Rotnour Circle Stock Company, of pneumonia February 20 at Richmond, Ill. Funeral services February 28 in Chicago. Body was cremated and the ashes taken to Los Angeles.

ashes taken to Los Angeles.

WANDREI—Gustave, 63, veteran stage manager, February 25 in Detroit after a brief illness. He has worked in Detroit theaters for the last 30 years. Before that he was with the Barnum & Balley Circus in charge of transportation and erection of the big top. He made a number of contributions to theater lighting and settings and in late years designed a new type of theater with less stage and auditorium depth but of improved acoustical power and seating caproved acoustical power and seating capacity. proved acoustical power and seating capacity. He was sergeant at arms of Local 38, International Alliance of Theatrical Stage Employees, at the time of his death. Survived by a son and a daughter. Burial at Woodlawn Cemetery, Jackson, Mich.

WILLIAMSON — Robin E., 45, actor and director, at his home in Hollywood February 21 after a brief illness. Wil-liamson began his career in 1894. He

liamson began his career in 1894. He later became a stage director and producer. Going to Hollywood in 1916, he directed the first films in which Stan Laurel, of Laurel and Hardy, appeared. He also aided Ben Turpin in getting a start. Funeral services February 25 at the Hollywood Cemetery Chapel and cremation followed. He leaves his wife. WOODS—Denleigh W., 37, Los Angeles county fireman, was killed February 20 when he fell from a burning building in Hollywood. Funeral services February 23 at the Wee Kirk of the Heather, Glendale, Calif., and interment was made at Forest Lawn Cemetery there. His widow, Esther Mae Woods, motion picture studio wardrobe employee, survives.

MARRIAGES

BRANDYBERRY - MARGOLIES - Mari-on Margolles, night-club hostess, and Randolph Brandyberry, of Decatur, Ind.,

February 16.

CONKRITE - McLEROY — Lewellyn F.
Conkrite, of Fort Worth and Kansas City,
and Pauline McLeroy, of Alvarado, Tex.,
last week announced their marriage,
which took place November 3 last at
Cooper, Tex. Conkrite is a pianist and
composer, and Miss McLeroy is a student
of the drama and a teacher of music and
expression.

of the drama and a vessels of expression.

HILIMAN - CHARLTON — Davis Hillman, theatrical agent, to Betty Charlton at Los Angeles February 21.

JONES-HENRY—Jamie Lee Henry and Ted Jones, soloist and saxophonist, respectively, with Buddy Pisher's Orchestra now playing the Peabody Hotel, Memphis, in that city recently. Pisher treated the couple to a champagne dinner party.

ner party.
McCULLOUGH - WILLIAMS McCulliough, screen actor and stand-in for Joe Morrison, stage and screen player, to Mary Jane Williams February 23 Los Angeles.

MORE-OLDHAM-Charles Church More MORE-OLDHAM—Charles Church More III to Jean Oldham, daughter of Vera Oldham, writer of Chandu the Magician, motion picture story and national network serial dramatization, February 26 at the Methodist Church, Westwood Hills,

Calif.

NEFF-GALLIHER—Woody Neff. orchestra leader, of Fort Wayne, Ind., and
Wilma Galliher, of Huntington, Ind.,
February 26 at Ye Olde Tavern, Fort
Wayne night club, where Neff and his
orchestra are playing.

RIDENOUR-OLSON—Baxter Fay Ridenour, professionally known as Fay, Mystery Man, and Ellen Ingeborg Olson, on

OPERATORS ATTENTION! GLOBE TROTTER



Famous WILL ROGERS Selected This Game To Play When He Visited the Show.

Yes, Sir! He picked the GLOBE TROTTER . . . after seeing all the other games THAT'S the games THAT'S the game he selected to play! The GLOBE TROTTER is the kind of a game EVERY-BODY wants to play! Here's a real money maker!

> ONLY TAX PAID AND WELL WORTH IT

MFG. & R

1636 N. HALSTED ST.

CHICAGO, ILL



AGENTS! BIG PROFITS!

COMBINATION OFFER

16 DOZ. SILK-LINED TIES, 6 Different Patterns, Jacquards, Satins, Silvertones, Moires, Etc. Big Selection.

Both for \$1.50

1/2 DOZ. MEN'S SILK HOSI-ERY. Latest Spring Styles and Designs! Large Assortment. Mention Size Wanted.

nd Money Order. Postage Prepaid. Money-Back Guarante

FILBE MFG. CO., 40 West 32nd Street, Dept. B., NEW YORK CITY

the stage at World's Museum, San Francisco, February 23.

JOBBERS and DISTRIBUTORS

Ralph SWISHER-HARN -Swisher, Peru, Ind., and Atheline Harn, February 18 at Marion, Ind. Swisher is caster with the Peerless Potters, aerial

TABER-RYDEN — Kenneth Taber to Alyss Ryden, musician and director, Feb-ruary 22 Pasadena, Calif. VAN DYKE-MANNIX — W. S. Van Dyke, Hollywood director, and Ruth E. Mannix, niece of Edward Mannix, general manager of the Metro-Goldwyn-Mayer manager of the Metro-Goldwyn-Ma studios, in Gretna, La., February 26.

BIRTHS

To Mr. and Mrs. George Whitlinger

To Mr. and Mrs. George Whitlinger a 7½-pound daughter February 20 in Los Angeles. Father is an executive with the Metro-Goldwyn-Mayer studio art department and mother is a sister of Allen Simpson, theatrical agent.

A daughter to Mr. and Mrs. Otto Pierce February 22 at the Cedars of Lebanon Hospital, Hollywood. Father is a cameraman at Paramount studios.

A son to Mr. and Mrs. William Cronenweth February 20 at Hollywood. Cronenweth is a film cameraman.

Pauline Wagner, former screen actress, and her husband, Michael Lally, film director, are the parents of an eight-pound son February 25 at the Hollywood Hospital, Hollywood.

To Mr. and Mrs. George (Burt) Miller, of the Smith Great Atlantic Shows, a 10-pound boy February 20. Mrs. Miller was formerly a dancer on the Cetlin & Wilson Exposition Shows, where Mr. Miller was assistant superintendent of construction. was assistant superintendent of con-

struction.
A son to Mr. and Mrs. James Super February 18. Father was formerly with the Davidson Bros.' Shows.

ERS and DISTRIBUTORS WANTED!!

The Most Complete Line of Attractive MOTH PREVENTATIVES is Now Being Offered to a Few Select Jobbers for Exclusive Trevitorial Distriction of the Mother for Exclusive Trevitorial Districtive Jobbing Price Will Be Sent FREE Upon Request.

The Largest Jobbers in the East Are Featuring This Line Now. ACT QUICKLY, As the SEASON HAS ALREADY STARTED.

NOTE do not write.

UNIVERSAL SPECIALTY CO. Largest Manufacturers of MOTH PREVENTATIVES IN the East.

89 WEST 23rd ST., NEW YORK CITY.

KA 1c POST CARD-

WIII bring our new Free Catalog of MOTH PREVENTATIVES, WM. A. WOODBURY PINE, BLADES, HANDKERCHIEFS, NO-TIONS, Etc. DEP'T SALES CO.,



April Foolem Jokes

MR MERCHANT—The
Most Complete Line of
Foolem Jokes Now Listed
in Our New Foolem Catalongue. Send 10c for One
and We Will Include a
New RED-HOT JOK.

Free. Or Send \$2.00 for Samples of B0 Best
SELLING Items.

THE COMPLETE DANCE. WHAT A
MOVEMENT DANCE. WHAT A
MOVEMENT Per DOI. 30.65
How Am I Doin?

"FEET" A Beettime Action Story.

\$5 PINNERS, 4 Kinds, Funny, Spley

"SSPINNERS, 4 Kinds, Funny, Spley

"35
SPINNERS, 4 Kinds, Funny, Spley

"38
SPINNERS, 4 Kinds, Funny, Spley

"48
SPINNERS, 4 Kinds, Funny, Sp MOVEMENT Por How Am I Doin'?
"FEET." A Bestime Action Story.
SPINNERS RESERVED AND ACTION STORY.
SPINNERS RESERVED AND ACTION STORY.
SNAKO Whiskey Flask. Bost Make.
Smake How Sloger Folder)
ASTRA Fortune Telling Gards.
OH. High. YOU HAS MAGNOTRIX NOV. CORP., 138 Park

It Helps You, the Paper and Advertisers

OUR LATEST -

-Double Edge Blade

"BLUE CROWN"

At the Low Price of



.00 Per Thousand

BSCS6—FIRST QUALITY, Etched, Blue Steel, Keen Edge Blades. Do not Con-fuse With Inferior Goods Being Offered, 5 in Package, 20 Celiophaned Packages

Remit \$4,00, and Postage, per Thousand, for Quantity Needed and Get Going in the Greatest Blade Business You Have Ever Had.

St. Patrick's Day Novelties

| Per Gras | OUC |
|---|--|
| Per Gross B93N21—SHAMROCK with Hat. | 90c |
| Per Gross B93N20—SHAMROCK with Pipe. | YUC |
| Per Gross Per Gross | 90c |
| B3N501-ROSE PIN. | |
| B93N40—IRISH FLAG, 1 1/2 x2" | 50c |
| B93N40-IRISH FLAG, 1 1/2 x2", | 60c |
| on Brass Pin. Per Gross | Part of the Control o |
| 1 1/2 x2", on Brass Pin. Per Gro. | |
| B93N9-GREEN CARNATION. | 2.00 |
| Per Gross | 100000000000000000000000000000000000000 |
| B93N23-ST. PATRICK DAY | 2.75 |
| B93N26-ST PATRICK DAY | GREEN |
| PAPER HORNS, with Tassels, | |
| Per Gross | 3.30 |
| | 20- |

ASSORTED WOOD NOVELTY 3.60

N. SHURE CO.

Adams and Wells Street, CHICAGO

TIES SINO Dozen: \$11.00 Gross.
Sample Dozen. \$1.15. Latest Novelty Patterns.
FASHION CRAVATS, 656 Broadway, N. Y. C.

WANTED

KIDDIE RIDES, Percentage. Also strong FREAK to feature. Long season at Beach. P. O. Box 202, Newbur

Notes From France

Louis Berni, of the amusement ma-chine firm JAK, has been forced to chine firm JAK, has been forced to cancel his trip to the coin-machine expesition in Chicago on account of ill health. Berni still plans to visit New York and Chicago in search of new amusement devices and games as soon as his doctor gives his consent. The JAK firm has placed several new machines and attractions in its big arcade in the Palais Berlitz Building on the Boulevard des Italiens in Paris.

The police department of Paris is The police department of Paris is celliberating on new regulations covering the operation of all types of amusement machines, in particular the various forms of cranes and digger machines. Up to the present the diggers and cranes are not molested so long as they have no "dead" spots—that is, it must be possible for the crane to lift candy or prizes from any spot within range of the crane—and the locater must really operate. operate.

operate.

Thieves are becoming active around coin-machine arcades and showrooms. Recently the showrooms of Oscar Yeni, in the Rue Grignan at Marseille, were broken into by thieves, who carried away several late models of American-made machines. A penny arcade on the Boulevard Clichy, in the Montmartre cabaret belt of Paris, was also visited by thieves, who broke open the cash drawer and the who broke open the cash drawer and the cash boxes of several machines, making a haul of several hundred dollars.

Oscar Yeni, distributor of several American-made coin machines in Mar-sellle and Southern France, reports that

seille and Southern France, reports that digger machines are enjoying a real boom in that part of France. Yeni distributes and operates a large number of Novelty Merchantmen and other products of the Exhibit Supply Company, of Chicago.

Louis Brown, amusement park and coin-machine ercade operator, is at present operating Park Meyer at Lishon, Portugal. Brown reports that no coin-operated amusement machines of any type excepting weighing scales are permitted in any part of Portugal. Brown has been forced to put in storage all the amusement machines which he brought amusement machines which he brought into the country. Brown who has an office at Luna Park, Paris, is in Paris in search of new amusement devices and

BROADCAST-

(Continued from page 54) question of running three weeks next year. Orrin Davenport has already been retained for 1936.

SEE And strong season at Beach.

Newburyport, Mass.

There is no gainsaying the fact that the indoor circus has also been helped by the dearth of theater stage shows,

YES-WE ARE DOING BUSINESS

Because We Have the Newest, Always FIRST, and Always Sufficient Games to Take Care of Your Immediate WANTS.

REBOUND, \$39.50: CRISS-CROSS, \$39.50; With Lights, \$44.50; SKYSCRAPER, \$47.50; CANNON FIRE, \$42.50; SENSATION, \$39.50; LIVE POWER, \$34.50; GRIDIRON, \$33.50; SUBWAY, \$32.50; REBOUND, SR., \$55.00; BOWL-LITE-A-LINE, \$69.00; RED ARROWS, \$69.50; CHAMPION, \$59.50; ADIO STATION, \$39.50; A. B. T. TICKET MACHINE, \$95.00. All the Late DIGGER MACHINES, \$275.00. Complete Line MILLS NEW SLOT MACHINES.

MR. EMIL, For-merly with Cincin-nati Vending Co., in Charge of Our Repair

LARGE STOCK DIGGER MERCHANDISE. Ohio Specialty Co. 129 W. CENTRAL PARKWAY, Cincinnati, Ohio

FACTORY
DISTRIBUTOR,
TERMS—1/3 Cash
with Order, Balance
C. O. D.

WANTED

High or Fire Dive; long season; wire. Will book any Show of merit, also legitimate Concessions. Will book Flat Ride. Phoenix, until March 9; Yuma, week following. Many Fairs_and Celebrations.

MEL H. VAUGHT, STATE FAIR SHOWS

Knepp & Dehnert Combined Exp., Inc.

FAIR SECRETARIES WEST VIRGINIA, VIRGINIA, NORTH CAROLINA—WE HAVE SOME OPEN DATES. WE CARRY 8 RIDES AND 16 MERITORIOUS SHOWS, 2 BANDS, 2 FREE ACTS.

SHOWS, 2 BANDS, 2 FREE ACTS.

WANT High-Class Shows of merit. Will gurnish Canvas for same.

WILL GIVE good Proposition to Motor Platform Shows.

WANT BOOK 2 or 3 more Grind or Platform Shows.

WANT Ride Help for Caterpillar, Tilt-a-Whirl, Ferrit When Free Want Canada and Ontestanding.

This Show booked solid (except fire weeks) in territory where mills and factories are working 100%. Our Route includes 18 weeks? Fairs and Celebrations.

Show Opens April 15, at Covington, Ky. Week April 22, Bellaire, O., Big. Promotion, Morchants' and Manufacturing Industrial Expedition and Century of Propress Combined.

Address

GOL. J. F. DEHNERT, 528 Madison Ave., Covington, Ky.

which is likewise true of the canvas circus as well as the other outdoor amusement enterprises that go in for circus as fiesh attractions with public appeal. In line with this I present an article on, the flesh situation, contributed by Ernest Anderson, who has been thru

the mill and knows whereof he speaks: Says Ernie:
"A few hundred years ago a showman

who was running a 'rep' show in Merrie England wrote a play about a store-keeper in Italy. The plot revolved around a carnivorous bird who was always shricking for his pound (or at the present rate of exchange, \$4.90 worth) of flesh.

"The showman was yelept Bill Shake-speare. He was a good writer, too! "We still have showmen, we still have

Shylocks, but now they are in the form of movie magnates, who control vast circuits of vaudeville houses. They have taken their 'pound of flesh' and, heedless of the hungry cry of their patrons, have left them fleshless.

"It is an odd quirk of fate that the men who originally conceived and erected these gigantic amusement pal-sees—Keith, Proctor and Albee—were all aces—Keith, Proctor and Albee—were all ex-circus men, alert, far-sighted showmen. They took their 'pound of flesh,' but they were smart enough to realize that without the presentation of flesh their tremendous circuits could not exist, and when these men passed on the flesh also passed from the houses they had built up, leaving the patrons disgruntled and hungry.

+ +

"But what an enormous field it has opened up for outdoor showmen thruout this great country of ours, with its teeming millions avidly awaiting the appearance of flesh.

appearance of flesh.

"Wise park men, fair secretaries, carnival owners and even pool owners are answering wisely and alertly the eventnereasing cry for flesh. But the ones that will really reap the big harvest of this enormous demand will undoubtedly be the circuses. The number of tented hippodromes slated to take the road this season is ample proof of that.
"The wise showman always senses the

need of his public and never attempts to need of his public and never attempts to jam too much applesauce down its throat, for after all John Q has a ticklish palate and is paying hard-earned jack for entertainment.

"The circus is cleanest of all forms of flesh shows, due no doubt to the fact that a bedroom scene would hardly be

seen in a three-ring show.

"There are people who refer to the circus as 'just a show for the children,' and that is precisely what it is, 'just a show for the children and grownups.'
All over the world the circus is still being patronized by Presidents and Kines.

"A few years ago when the B. & B. Show played Washington, D. C., the late Woodrow Wilson, just prior to his re-election, was going thru the 'back door' to his seat in the show. In crossing the arena he took his hat off and sailed it into the center ring, and did the crowd

"And what an audience it was!

"Vaudeville in the old days gradually recruited acts from the circuses until a greater vaudeville was achieved. Then the shortsighted Shylocks of the screamies turned the flesh back to the circuses. The result is, the moguls of the movies are giving outdoor showmen the greatest break they have ever had, an opportunity to satiate the ever-increasing desire of a flesh-hungry public.

"And boy! Are those circus chaps taking advantage of it!"

Royal American Shows

Orlando, Fla. Week ended February Central Florida Exposition. Weath-

23. Central Florida Exposition. Weather, cool first half, warm last half, Business, good.

This year's increase was 27 per cent greater than last year, according to Carl J. Sedlmayr, general manager. Attendance thru the fair gates was 66,000, which exceeded last year by 7,000. A feature of this engagement was the after-midnight attendance. Children's Day, Friday, broke records in midway gross earnings and attendance.

Carl J. Sedlmayr Jr. and several classmates of Florida Military Institute, at Haines City, were visitors over the weekend. Mrs. Laura Sedlmayr visited the show. Mr. and Mrs. Dan McGowan. of Grand Forks, N. D., were visitors during

Grand Forks, N. D., were visitors during the week. Mr. and Mrs. Tony Martone, of Kansas City, spent the week visiting with Elmer Velare, business manager.

Mrs. Ruby Velare still is confined to her home in Tampa with influenza. Jack Guthrie, manager, and John F. Mays, president of Florida Orange Festival, Winter Haven, were visitors, as were Mr. and Mrs. P. T. Streider and their daugh-ter. Elizabeth, of the Florida Fair and Gesparilla. Tenne. The show returned Gasparilla, Tampa. The show returned to winter quarters at Tampa to make final arrangements for spring engagements beginning early in April.

JACK DADSWELL.

Hennies Bros.' Shows

HOUSTON, March 2. — Just winding things up and awaiting orders to load up for the opening March 16 is how up for the opening March 16 is how things stand in the quarters of the Hennies Bros.' Shows. Among arrivals recently were Daniel MacGugin, who rules over the show's office wagon in a big way and who visited in Kansas City after leaving his home. Davenport. Ia., before coming to Houston. Joe Crouch, the automotive mechanic of the show, came from his home in Sah Antonio and has been checking over the 33 trucks of the show, getting them ready for the has been checking over the 33 trucks of the show, getting them ready for the road. Floyd Clogston is now helping "Big Heinie" with the repairing and putting into shape of the concession frames used last season. The building of the seven new concessions was com-pleted about two weeks ago. Mrs. Noble Fairly will operate the palmistry conces-sion this season in addition to looking after the Fairly rides on the midway. Eddie Phillon arrived with his new truck and trailer. His beautiful van has elecand trailer. His beautiful van has elec-tric refrigeration. Charlie Roope, talker on Alice Melville's musical girl revue, has been in quarters all winter and as-sisting Earl Strout in getting ready for the season. Mrs. L. A Dodson has about completed the wardrobe of some 40-odd the season. Mrs. L. A. Dodson has about completed the wardrobe of some 40-odd little suits to be worn by the little performers in the show's new Monkey Hippodrome attraction. Ray V. Domer, who is to have his Motordrome and Mickey Mouse Circus on the midway this year, has about completed painting both attractions. Pat Athen and Charlie Brottactions. Pat Athen and Charlie Brottactions are described in their rides. Cliff Jones has completed a wonderful job of relettering the trailers. Joe Carlisle and Ralpi Jard, two of the main-most men of Eddie Phillon and Tommy Martin, have done their job well in building and fixing up the new cookhouse. The electric wagon has been entirely rebuilt and rewired, with a new switchboard installed, by Electrician R. C. Borros, who is a mighty proud boy of same. The Athletic Arena for Fred Mortensen is being built. Mortensen and daughter have been engaged in wrestling matches in the South the winter. daughter have been engaged in wrestling matches in the South this winter. All of which is from an executive of the

TURNTABLE

The Game With More Thrills and Action Than Any Machine Offered Operators to Date. LIGHTS and

FIVE KICKERS \$39.50 ALL OTHER LATE GAMES

All Makes SLOT MACHINES in 1c, 5c, 25c and 50c Play.

America's Olfest Distributors. Estab. 1895, 40 Years of Service.

SICKING MFG. CO., Inc. 1922 Freeman Ave., CINCINNATI, O.

WANTE

Exposition, Rocky Mount, N. C., March 18-23. Can place Show that frame Inside, any kind Concession. Can use flashy Wheel. Indicated attendance, 20,000. Wire, write SHRINE CLUB OR KENTUCKY EXPOSITION COMPANY.

WANTED PROMOTERS

The best in the business. All season's work to the right people, with one of America's Largest Slows Every spot a celebration. Must be camble of taking full charge of spot. WANTED—Public Wedding Man. Harry Bentum, Harry Burke, William Marcus, G. O. and Rose Gorman, Robert Kohneker, Sem Bingdorf and others write. BOX D-074. Billboard, Cheinmait, O

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

BILLBOARD LEGAL DEPARTMENT

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

The city council of Long Beach, Calif, recently reduced the annual tax on scales from \$5 to \$2 per year. A drop in business was given as the reason. The Long Beach tax passed in November, 1934, placed tax on pinball, merchandising machines and scales far above the standard. Operators are hoping that the reduction on scales will be followed by reducing other fees to a reasonable reducing other fees to a reasonable

The Billboard correspondent reports that the bill to tax slot machines at a50 per year, reported favorably by the committee, its likely to pass in the Minnesota Legislature. The bill has given some senators a bright idea, and the tax is likely to be extended to pinball and other coin-operated machines, it is reported.

The law passed by the North Carolina Assembly, which went into effect at moon February 20, apparently used the Esquirol-Robinson law in New York State as a model. Similar bills have appeared in other State Legislatures. Apparently the North Carolina solons did not learn anything from the experience in New York to amend the bill to permit the definite operation of games of skill. It is not unreasonable to suggest that the American Legislators' Association, National Municipal Legue and other agencies which sent the New York bill all over the country should also furnish their clients with information and experience that has developed in New York following the passage of the Esquirol-Robinson bill there.

When the Berg bill, designed to permit lotteries in New York State, came up for discussion at a public hearing in Albany February 26 not a single person appeared to discuss the bill. Opposition to the bill had been expected.

Bills to raise 45 millions for relief in Bills to raise 45 millions for relief in Illinois have been introduced. One calls for increasing sales tax from 2 to 3 per cent and another provides for an oc-cupational license. Coin-machine oper-ators were not mentioned.

The anti-slot machine bill in Indiana has not been approved in committee and is generally expected not to be ap-

The decision of a Milwaukee jury in favor of pinball games comes as very encouraging news to operators in that city and also in the State at large.

Legislators' Group in Meeting on Tax Methods

WASHINGTON, March 2.—The American Legislators' Association in session here this week has considered problems of taxation as related to all departments of government. State, county and city



AUTOMATIC HORSE in booth of A. B. T. Manufacturing Company attracted attention of Metrotone newsreel.

officials, including representatives of more than 25 States, have attended the sessions and contributed ideas. President Roosevelt addressed a message to the body, urging closer co-operation be-tween the federal and State governments in taxing business. Prevention of du-plication in tax is a primary concern, he said.

he said.

Henry W. Toll is executive director of
the organization. The association was
instrumental in sending information on
the Esquirol-Robinson bill in New York
to public officials in all parts of the
country about a year ago. Headquarters are maintained in Chicago.

The second interstate assembly of the
council of State governments was also

council of State governments was also in session and heard a recommendation that all State and city business tax laws be replaced by a federal manufacturers'

Manufacturers' Tax May Replace "Nuisance" Tax

WASHINGTON, March 2.—Repeal of all existing "nuisance" taxes and enact-ment of a 3 per cent general manufac-turers' excise tax is provided in a bill introduced recently by Representative McLeod, Michigan.

He plans to make a fight for the bill when the House considers extension of \$416,000,000 of miscellaneous sales and

"nuisance" taxes.

The 3 per cent manufacturers' tax, he estimated, would yield almost \$400,000,-

00 a year. All necessities of life, he said, would Passage of this bill would replace the present 10 per cent tax on amusement games with a general 3 per cent tax on manufactured goods. A similar measure was introduced during the 1934 session of Congress but did not get out of com-

The New York City sales tax was held alid by the State Supreme Court last

The Tax Service Association of Illinois reports a survey which indicates that taxes in Chicago have increased at a rate six times greater than the popula-

The Senate tax investigation committee of Texas, created during the last special session, made its report last week. It recommended a sales tax and also a tax on special kinds of business, including drug stores and theaters. No report is available at this writing as to its recommendations concerning the licensing of coin-operated machines.

U. S. Senate bill S-6, authored by Senator Copeland, is reported as not having been sent to sub-committee yet but that it will be soon. This bill af-fects slot machines and salesboards ad-

A group of Missouri operators went to Jefferson City March 4 to aid in the presentation of a State bill that would represent the interests of the pinball and skill games division of the industry.

Salt Lake City License

SALT LAKE CITY, March 2 .- A license tax of \$10 on pinball games and other games of skill has been levied by the city commission. A \$5 payment is demanded immediately and a short period of time will be allowed to pay the bal-

License Must Be Affixed

NEW ORLEANS, March 2 .- House Bill No. 14, introduced at a special session of the Legislature prohibiting operation of pin games or other mechanical games without exhibiting thereon the licenses due the State or charity hospital, is designed to put the responsibility for payment on the proprietor of the place where the machine is to be used instead of the owner of the machine. Collections would be easier under this plan than under the present, when the machines may be changed from place and lost track. The new bill will require the proprietor of the place to see that the machine is properly licensed before he exhibits it for use. 14. introduced at a special session



Western Equipment & Supply Co. 850 W. Blackhawk St. Chicago

OUT IN THE OPEN-

(Continued from page 54)

Continued from page 54)
promoter's promoter: Sorry I missed you
in Albany, N. Y. The clerk at the Ten
Eyck Hotel there hasn't anything on me
when it comes to eating. I saw him
eating a copy of The Billboard, so help
me!—When B. Ward Beam, impresario
of the Congress of Dare-Devils, gets lonetops in Stricter sends to lumb 1. Get. some, he invites people to lunch. I get lonesome so often that if I did the same thing I'd be a fit prospect for the county poorhouse.

Since leaving the meeting of the New York State Association of County Agricultural Societies in Albany Joe Hughes, star act salesman for the George Hamid booking office, has been averaging a contract a day. Just landed Chatham, Fonda and Brookfield, N. Y. all three increasing their budgets for attractions in front of the grand stand. Fonda is one of the oldest fairs in the State, and this year, is having a contennial, with the is one of the oldest fairs in the State, and this year is having a centennial, with the county supervisors alding the event financially.—George R. Fitts, formerly connected with the New York State Fair, Syracuse, now on the executive committee of the Dairymen's League, has been made a Kentucky colonel. He once ran for lieutenant-governor on the Al Smith ticket.—William H. Goucher, grand old man of racing, recently celebrated the 40th anniversary of his election as secretary of the National Trotting Association. Association.

T HE Beano game is becoming Big Business in New England, especially in Massachusetts. They have the choice corner locations. A percentage of the profits must be given to sponsors according to law. The Eagles are providing most of the auspices, with the Elks next in line. Roy Gill, operator of the Normandie Ballroom in Boston, is a pioneer Beano man in and around the Hub. Ballroom has the game and also a bar and doing healthy take at the box office.—Gertrude J. Van Deinse, the alfresco singer, is in Coral Gables, Fla., with the husband, Chester Clock. She was featured at the Miami Biltmore pools while in Miami.—Paul Franklin, formerly of Luna Park, Coney Island, is

in the Walter Reed Hospital, Washington, D. O., recuperating from an amputation of the left leg. Do him a favor and write to him. That goes for Sylvester Sullivan, ex-press agent of the park, whose address I can't discover.—An whose address I can't discover.—An item from abroad quotes a public museum director as saying that snakes have no ear for music. Then The Lives of a Bengal Lancer must be all wrong as a film which struck me as being nothing iff not authentic.—The Debunker, a syndicated cartoon by John Harvey Furbav, Ph D., says: "In spite of popular stories of elephants living to be hundreds of years old, the longest that any elephant has ever actually been known to live is 70 years." How about it, you pachyderm men and historians?

For the first time in the memory of veteran observers, a mitt camp will appear on the Ringling-Barnum lot, this to come about when the show plays its first canvas date in Brooklyn next May. The palm reader is Madame Zindra, whose husband, Harry Lewison, has been a ficket seller in Clyde Ingalis' Side Show for some years. Madame Zindra will be in the side show.

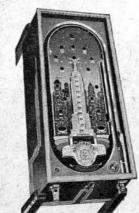
HE Palace of Wonders Museum, managed by Joe Austin and Prof. Wendel Kuntz, got off to a fine start at Paterson, N. J., last week. It's slated for a four weeks' stay. I think this is the a four weeks' stay. I think this is the only small town in the country which is playing host to two dimerles right now. Jack Schaffer has had his World Museum in that city for a few years. Both of them seem to be doing well.—Edward H. Choll, president of the Allentown (Pa.) Fair, spent a few days in New York and then right home again.—Courtney Ryley Cooper, the circus story author, was scheduled to leave for Washington, D. C., on behalf of his bookwriting business and there's a possibility of a lecture tour for him before the spring comes around.—Rex Billings Jr., son of the park manager, went to Ohio to visit his family, having been granted a two weeks' leave of absence from the Observation Roof in Rockefeller Center.



Fast 4-BALL Play! Takes in \$30.00 TO \$40.00 a DAY!

Only \$39.50

with Order, Balance C. O. D., F. O. B. Chicago.



SKYSCRAPER

The Original LIGHT-Up Pin Game

WITH AMAZING NEW FREE SCORE DIAL AND BONUS AWARD FEATURE

Price \$47.50

1/3 With Order, Balance C. O. D., F. O. B. Chicago.

Operators! These are the games that are making the big money now. Put out a few more and make some quick cash while you're waiting for the new Show numbers! Also ACTION—RED ARROW— ROCKET—CHAMPION—SPARKPLUC! See them at your nearest jobber.

4619 RAVENSWOOD AVE. CHICAGO, ILL.

NOW DOWNTOWN as well as UPTOWN

ACME VENDING COMPANY, Inc.

448 NINTH AVE. (Near 35th St.) **NEW YORK CITY**

WRITE TODAY FOR LATEST USED MACHINE BULLETIN!

VENDING COMPANY 1121 ST. MICHOLAS AVE., NEW YORK N.Y.

WE WANT TO BUY:-

Used Triple Slot Lite - A - Lines, BOWL MODELS ONLY. Wire Us How Many You Have and Best Prices.

WILL SELL:-

SELECTEM DICE MACHINES, slightly used, \$6.50 Each.

AMUSEMENT NOVELTY SUPPLY CO.

Elmira, N. Y.

LOW PRICES --RECONDITIONED MACHINES Blue Streak 7.50 Cannon Fire (Mills) 34.50 Criss Cross. 20.00 Drop Kick. 20.00 1/3 Deposit, Balance C. O. D. ALL NEW PIN TABLES ON HAND

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Operators Seek **Better Tax Fee**

FLINT, Mich., March 2.-Plans for an crdinance to control coin-machine op-eration in Filnt are under discussion by the city commission. The original proposal would have been highly restrictive because of an excessive tax, G. R. Leonard, president of the Flint Vendig and Amusement Association, said this

However, the commission is now proposing a more equitable tax. This would include a \$10 operating fee, regardless of type of machine, for amusement machines, and a fee on vending machines ranging from \$1 on penny venders to \$10 on dime venders.

The association is countering with a proposal for a \$25 license for each operator, plus \$5 license for pin games and other amusement machines and 50-cent fee on vending machines.

The proposed Flint ordinance, which was drawn up by operators partially thru assistance supplied by the coinmachine department of The Billboard, is based largely on the Detroit ordinance. The essentially new feature is the inclusion of a tax upon vending machines, which are at present untaxed in Detroit.

New Ball Lift Attracts Attention at Exhibit

CHICAGO, March 2.—The rise of the modern pinball games has been facilitated by a succession of mechanical innovations that please the player. Each convention reveals new developments that initiate a new departure in pinball construction. This year an automatic electric ball lift was shown which is recognized as having great promise. Its story is told by a representative of the firm:

Greatest improvement, clever, smooth Greatest improvement, clever, smooth play! These are a few of the remarks heard around the display of D. Gottlieb & Company at the convention of the National Association of Coin-Operated Machine Manufacturers. The reason for this widespread acclaim was the introduction of the new automatic electric ball lift. Many hailed the new achievement as the most-startling innovation in the industry in years. the industry in years.

while explaining the action of the new automatic electric ball lift which was demonstrated on one of Gottlieb's new games, Cyclone, Dave Gottlieb said: "The automatic electric ball lift will do to the coin-machine industry what the self-starter did for the automobile industry."

Altho D. Gottlieb & Company have the patent on this feature, Dave pre-dicted that within the very near future it will become essential for every pro-

it will become essential for every progressive manufacturer of modern pinball games to incorporate ti in all games.

The working action of this new device is simple yet very effective. The first ball is brought into play by the player slightly touching a small electric contact button on the top of the plunger. Each succeeding ball is automatically ejected ready for play as the preceding ball is released. The automatic electric ball lift has been put thru severe tests and has stood up against all sorts of play and treatment.

The addition of this optional feature to Cyclone makes it one of the most beautiful games on the market. No longer is it necessary to have the conventional ball lift protruding from the side of the machine to break up the design of the cabinet. The lines of the

Get Your NOVELTIES Now for ST. PATRICK'S DAY

| B17—Shillalah Horn. | Dozen, 30c, Gross. | \$3.50 |
| B18—Pipe Style Horn. | \$2.75 |
| B18—Pipe Style Horn. | \$2.75 |
| B19—Style Horn. | \$2.75 |
| B19—Style Horn. | \$2.75 |
| B19—Style Horn. | \$4.00 |
| B20—Green Balloon, 60 cm | \$4.50 |
| B20—Green Balloon, 60 cm | \$2.75 |
| B11—Shooting Books. A Good | \$4.50 |
| B12—Snake Books. | Doz., 550c | \$6.00 |
| B13—Skir. | \$2.00 | \$6.00 |
| B14—Plain Shamrock. | \$2.25 |
| B14—Plain Shamrock. | \$1.25 |
| Gro. | \$1.25 |
| B16—Shamrock with Plas. | \$1.25 |
| B16—Shamrock with Plas. | \$1.25 |
| B21—Sample Assertment St. | Patricks |
| B21—Sample Assertment St. | Patricks |
| B21—Sample Assertment St. | \$3.25 |
| NOTE—Complete List of "April Fool" NOTE—Complete List of "April Fool" Novelties Malled Upon Request. Deposit of 25% Required on All C, O. D. Orders.

Don't Wait. Rush Your Order Today

LEVIN BROTHERS Terre Haute, » » Indiana

cabinet are carried thru uninterrupted in the modern motif from front to rear.

The playing of the game is made much faster by means of this new feature. Eliminating the time usually wasted by fumbling around for the ball lift, the action of the game is speeded up, thus increasing the number of games are how, and therefore increasing the per hour and therefore increasing the "take" of each game. The player can devote his full attention to the playing of the game because as he plays each ball another ball is up and ready at the

Jobbers Favor New Plan

NEW YORK, March 2.—Modern Vending Company, captained by the popular Nat Cohn and Irving Sommer, has gained the confidence of its jobbers by the advertisement which was used in the convention special issue of The Billboard. Nat Cohn reports that the firm has been swamped with letters of thanks from these jobbers due to the fact that its advertisement was boosting the men who have been responsible for helping it to bring about complete distribution of the products which the firm represents. Nat also stated that there was no doubt within the near future every distributior would have to NEW YORK, March 2 .- Modern Vendthere was no doubt within the hear future every distributor would have to adopt the same policy, due to the in-crease in the number of jobbers which has appeared in every important ter-ritory in the country.

Police Order Fruit Ban

LONDON, March 2.—Concessioners and club secretaries have been warned by the English police that friut (bell) machines will not be allowed to operate on such premises after April 1. It is even how an offense to operate a fruit machine in a club or licensed premise, and many owners have discovered this to their sorrow. The order is understood not to apply to coin-operated games in arcades, clubs and other locations.

A census of fruit machines in the West End district of London reveals the fact that there are nearly 800 in use. In most cases operators have placed them with locations on the standard 50-50 basis. Most popular of the machines are the nickel and quarter bells adjusted to accept the English penny and shilling. LONDON, March 2 .- Concessioners and



BABE KAUFMAN AND HER FORCE—"America's only woman jobber" lines up her helpers to be "shot" in New York City.

Tokens From the 1935 Convention

Hest story at the convention told by Grace Baron (so it's fit for publication): Bill Rabkin took a bad case of conven-tion blues on the very first day, so wired his wife that he was lonesome. She caught the very first plane and was at his side early the next morning. Bill was in good spirits the rest of the time.

Three other men told Silver Sam stories that were "fit for publication," but in the mad rush of things they were forgotten. Jim Cante, of W. J. C. Vending Company, was one, and I can't remember the other two men. If they will send me their stories I will try to get them published later. Stories told by Perc Smith, Nat Cohn, Jim Buckley, et cetera, were rejected by the Decency League without explanation.

J. O. Bates is now sales manager of the Pace Manufacturing Company and helping to set the pace for the industry with Pace's Races. He was formerly with the Calle Brothers, of Detroit. He said the convention was great and gave him a chance to make friends.

The Bally Boys have been talking variety for a long time, and talk about variety, they had it in their display of machines at the 1935 convention. They should pick up that old slogan. "A machine for every purse and purpose," and tell the world about it. (To Herb Jones—No charge for this advertising tip provided any syread it in The Billbeard. provided you spread it in The Billboard.)

To many members of the trade it wa a source of joy to see Jack Keeney right at the front entrance to the exhibits. He was there with his new Quick Silver. Jack has had some tough breaks and his sack has had some tough breaks and his many friends have been hoping with him. This time it isn't only sympathy, You could hear on the sidelines, "I think he's got something." Keeney reported that his business had been the greatest of any show he had attended.

Showmanship in the coin-machine in-ustry! Leave it to "Western" Jimmy Showmanship in the coin-machine in-dustry! Leave it to "Western" Jimmy Johnson, Western Equipment and Sup-ply Company, to show showmen how. He borrowed an idea from Chic Sale and spread it on thick. His booth was given an air of privacy with an old board fence. Out front stood Put 'n' Take-

Mr. Putt, an eight-foot glant, who was formerly at the World's Fair. Beside him stood a midget less than three feet, him stood a midget less than three feet, also from the World's Fair. They handed out advertising matter and invited visitors to take a peep inside. Near the front entrance was one of Chic Sale's world-famous country restrooms, with a copy of The Billboard hanging in an appropriate place. Jimmy says that The Billboard is getting to be much more popular than mail-order house catalogs. He also had some excellent machines to show to operators once they got thru laughing at the show. got thru laughing at the show.

The largest booth at the convention was said to be that of Exhibit Supply Company and Eric Wedemeyer, which occupied a space extending 90 feet along one side of the exhibit hall. Pinball games, digger machines and a big display of premium merchandize occupied this extensive space. this extensive space.

It was almost an impossible job for a reporter to cover the doings at the exhibit booths due to the pressure of the unusually large crowds. Manufacturers and their attendants at the booths were overworked, and in some cases gave re-porters a "piece of their mind" for nosing in when they were busy.

Will it repeat the record of Ballyhoo, Five Star Final, Jigsaw, etc.? The pin-ball game Criss-Cross. There is a game with a very simple idea but so funda-mental in its appeal that it should go on and on. But Silver Sam ventures the guess that there are so many good games on the market now it will be difficult for any one machine to dominate the market as some previous machines have

done.
Following the 1634 convention a base-ball table game was so popular that it brought a deadlock in the market. But there are too many firms with good machines on the market now for that to

happen again.

What will become of all the new and excellent models of pinball games shown at the 1935 convention? That question was asked many times by many people during the show and many answers were riven. One supposition was house to the statement of the supposition was been dependent of the supposition. given. One supposition was heard on the floor which may express the hope of all: "If each manufacturer finds among

hanks coin machine men of America!

Thanks for the whole-hearted enthusiasm with which you endorsed the new Bally machines at the Show.

Thanks, too, for the volume of business you gave us-making this the most successful Show Bally has ever

And thanks, above all, for your pa-tience. In spite of the fact that some eight or nine salesmen were in our booth at all times I know that many booth at all times I know that many of our customers could not be given the attention they had coming to them. The crowds packed in and around the Bally booth made it impossible for us to do more than give "wholesale" demonstrations of our machines. Jim Buckly and I both apologize for our inability to see all who had business to transact with us. We did our level best—but the days were just too short and too few!

And so again—from the entire Bally organization—to the operators and distributors of America—our sincere THANKS!

> RAY T. MOLONEY, PRESIDENT, BALLY MANUFACTURING CO.

Watch for early release of TRAFFIC . . . RANGER . . . PLANETELLUS . . . SKILL . . . CIRCLE . . . IMP . . . FRISKY . . . TUNNELS, ETC.

his numbers one good machine that actually clicks with the trade and with the public the business will continue to expand and all will be happy."

of the comedy statements made by visitors to the show was that of an operator who looked at a machine and said he would not be interested in it because it was already two weeks old!

A. B. T. Company stole the show from a publicity standpoint. Newspaper photographers took pictures of the automatic hobby horse, and the pictures appeared in the dailies, advertising the show and the company. Also, several pretty girls were shown sitting on the terms and houring the constant. horse and showing its operation. Pic-tures were also taken by the Hearst-Metro News and will be shown in theaters thruout the United States. This was entirely due to Walter Tratsch—one of the most lovable men in the industry.

H. C. Evans & Company had a contiful Bull Fight Foom, where it had a special showing of its newest machines. R. H. Hood, the genial host, and John MacMahon, the sales manager, were on tap at all hours to see that everyone partock of the buffet spread and drinks.

"The front cover of the convention issue of The Billboard was a real job of advertising our pin games, as good or better than the design last year where you showed a scene of movie stars playing a pin game. Such a picture on the front cover of a magazine with the circulation and reputation of The Billboard is bound to make the games better known. We manufacturers owe you a vote of thanks."

A. L. Koolish, Pierce Tool and Manufacturing Company, bobbed up with one for the books. Says he overheard a conversation between an exhibitor and a prospective buyer which ran something like this:

"Are you an operator?"
"No."
"Jobber?"

Ed Johnson, of J. P. Seeburg Corpora-tion, one of the busiest men on the floor, finally had to put on a pair of roller skates in order to cover his multitudinous duties.

The modest Perc Smith, in Exhibit Supply Company display, when asked how they were faring, said they "must have sold all of six or five machines."

ALTHO AS JOVIAL and happy as ever, there seemed to be some change in Al Mendez, the Wurlitzer Simplex salesman of Louisiana, Mississippl, Tennessee and Alabama. The mystery was solved when it was learned that just a month and a half previous Al had formed a new partnership in business. Sorry you didn't bring the new bride with you, Al. Those in the know say she's a charming person. Congratulations, Al. son. Congratulations, Al.

HARRY MOSELEY, of Richmond, Va., HARRY MOSELEY, of Richmond, Va., was seen about the convention floor happy as ever, having just recovered from a serious sick spell. His case was so critical that his doctors at one time gave him only six months to live, but he's already gone several days beyond that now and says he's feeling fine. Evidently the doctor didn't know Harry very well when he made the prediction. He was so glad to be among his friends in the industry they had to pull him away at train time. away at train time.

HARRY PAYNE, who sells Wurlitzer Simplex phonographs in Ohio and Western Pennsylvania, was referred to by his co-workers as the only "Payne" in the Wurlitzer organization. His side of the story is that green-eyed jealousy story is that green-eyed jealousy prompted the statement. Harry was so successful with the ladies that many other gay Lotharios had to admit defeat.

GEORGE AND ALBERT NAVICKAS, Connecticut operators, were on hand and placed a healthy order for the Wurlitzer Simplex machines. The two brothers operate more than 400 musical instruments and 100 pin games.

"Jobber?"
"No."
"Well, what are you?"
"I'm a distributor."
"Oh, I see, starting in at the bottom."
"I'm a control of the start of the s

Local Information Wanted

The following information has been requested by the tentative national association of operators formed at the 1935 Coin Machine Exposition in Chicago. Cards were distributed to operators present at the sessions. The information blank is reprinted here, and any operator who chooses to do so may fill in the blank and mail to Silver Sam. The Billboard, 54 West Randolph street, Chicago. The blanks will be turned over to Ralph T. Young, chairman of the organization committee, or whoever may be designated by the committee:

| Name | |
|--|---------|
| Street, City | , State |
| | |
| Is there an Operators' Association in your locality? | |
| | |
| Name of AssociationAre you a me | ember?, |
| | |
| Is there a tax in your State?, | City? |
| | |
| Are automatic payout tables legal in your territory? | |
| | |
| Are prizes on pinball games legal? | |
| How many machines do you operate? | |
| Remarks | |
| | |



NICKEL ANTE A REAL MONEY MAKER

1,000-Hole. Form 3197.

Takes in \$50.00. Pays out average \$23.37.
Size 10 ¼ x10 % inches. 25 to Square inch. PRICE COMPLETE WITH EASEL AND COUNTERFEIT PROOF NUMBERS. \$3.45

Chas. A. Brewer & Sons

Largest Board & Card House In the World, 6320-32 Harvard Avenue, Chicago, U. S. A.



\$39.50. IMMEDIATE DELIVERY!

COMING -- "TOP-FLITE" -- A New Fascinating Pin Game by the Manufacturers of "LIVE POWER" -- OPERATOR'S AND AN FOR Advance Information of the Power o

D. BOBBINS & COMPANY - 1141 De Kalb Ave. Brooklyn, NY. METROPOLITAN N. Y. DISTRIBUTORS

SAINT PATRICK'S DAY NOVELTIES

countries Green Carnations. Our Best turnber. Gross, \$2.50. Miniature Green Hats. Per 100, \$2.00. Miniature Green Hats. Flags with Steffs. Gross, \$00. Slik with Olay Pipes. Gross, \$1.00. Slik with Olay Pipes. Gross, \$1.00. Slik with Olay Alax. Gross, \$1.00. Slik with Olay Alax. Gross, \$1.00. Slik with Olay Alax. Gross, \$1.00. Slik with Olay Floss, \$1.00. Green Cricks White Sepentine Confects. Doz. Pags, 60c. White Sepentine Confects. Doz. Pags, 60c. Order today from this ad. 25% with order. Values Co. D.

The Midwest Novelty Co.

*********************************** BUY MACHINES WITH CONFIDENCE

EASTERN 350 MULBERRY STREET NEWARK, N. J.

Seen as Echo of Mills' Meddling

NEW HAVEN, Conn., March 2.—Echoes of the appeal taken by the Mills Novelty Company, of Chicago, against the present slot machine law were revived here recently when Milton L. Moore, once called the "slot machine king of Connecticut." was indicted on charges of evasion of income tax payments.

"Moore, as nead of the amusement companies in this city, with offices in New York, was active as a distributor of slot machines here and thruout the State prior to the passage of the State law which made them illegal. An appeal was taken to the Federal Court here by the Mills Novelty Company, of Chicago, manufacturer of the machines, on the ground that the State law was un-

cago, manufacturer of the machines, on the ground that the State law was un-constitutional.

"However, the three judges sitting here as a constitution court ruled that the law was valid," said The New Haven Evening Register on February 15.

Wurlitzer Combines Sales Convention With Coin Show

Convention With Coin Show
CHICAGO, March 2.—All factory representatives of the Rudolph Wurlitzer
Manufacturing Company, North Tonawanda, N. Y., were in Chicago last week
for the mammoth coin-machine show,
thus enabling the firm to hold one of its
college fores, \$1,00. Silk
Clay Hats, Gross, \$1,00. Silk
Olay Hats, Gross, \$1,00. Blow
White Sepentine Confetti. Doz., \$2,50. Ministure
Doz., \$400. Brown Greep Paper

MIGWEST NOVELTY CO.

KANSAS CITY,
MO.

KANSAS

Crystal Room of the Sherman Hotel prizes were given to the field representatives who attained or exceeded the quotas assigned to them for the six weeks' period previous to the opening of the show. Eleven of the 16 field men present received prizes for exceeding quota, some of them selling as much as a ve times the quantity set for the period.

Grand prizes were given to the three highest salesmen and the prize winners in the order of first, second and third were: H. I. Drollinger, Houston; R. S. Bleekman, Chicago, and S. T. Cass, Syracuse, N. Y.

Robbins Praises Beacon

BROOKLYN, March 2.—Following the 1935 exposition in Chicago, Dave Robbins still insists that the table game Beacon is one of the best that the operator can buy today. He backs up this statement by continuing to place quantity orders with the Stoner Manufacturing Corporation for the successful game. Dave believes that Beacon should prove a popular number with all the jobbers, particularly because most of the games shown at the recent Chicago convention were higher than Beacon. Dave is highly enthusiastic about Tick-a-Lite, new ticket-vending pin game, which will be ready for delivery in several weeks. D. Robbins & Company are distributors for the Stoner Manufacturing Corporation in New York, New Jersey, Connecticut and Philadelphia. The firm also distributes Top-Flight, the new Dudley Clark game. There are no batteries or wires in Top-Flight, as this is a strictly mechanical game. Dave believes it will be a winner and will be as popular as Live Power, Dudley Clark's previous game.

To Open N. Y. Quarters

NEWARK, N. J., March 2. — George Ponser, Newark distributor, reports that his firm will open distributing offices in New York City within a few weeks for the benefit of those manufacturers whom his firm represents in the metropolitan area. George believes that the jobbers in New York need a more centrally located office where they can obtain their machines with less waste of time. The firm will retain its large showrooms and offices in Newark.

Minnesota Ops Get Publicity

MINNEAPOLIS, March 2.—The Minne-ota Skill Game Operators' Association comises to lead all organizations in the romness to read an organizations in the work of securing favorable publicity in focal newspapers for the benefit of the industry. A recent local paper has the following to say in the column "As the ditor Sees It":

"Let's have fair play! The reformers re always sticking their blue-nosed mouts into everybody's simple pleasures and the pin-game machines are their new line of attack. Why they should nuddenly decide that these pleasurable tontrivances are 'illegal' is beyond my nprehension.

"To begin with the games are adver-ised as 'skill games' and after a certain number of tries a person with a steady and and keen eye can make the marble balls fall into the correct slots just as a bowler can 'feel' the lay of the tenpins or the billiard player the necessary touch of 'english' to make perfect shots on the

"The operators have as much right to post prizes for the most skillful player as has the golf club, the bowling alley, the billiard room and a hundred and one other enterprises. This has been brought before various courts thruout the nation with favorable decisions on the court of the court with favorable decisions for the oper-

"In Minneapolis, and the entire State as well, we have been fortunate in hav-ng an association of operators and wholesalers whose interest in the legal aspect of this situation has resulted in aspect of this situation has resulted in a series of petitions now being circulated thruout the State. These petitions clarify the situation so completely that thousands of signers have already affixed their signatures to the proposal. "Besides, all machines operated by the Minnesota group carry this prominently displayed label:

"'A GAME OF SKILL, NOT A GAME OF CHANCE

"'A 10 per cent Amusement Tax on this machine is paid to the U. S. Government. We kindly request that persons under 21 years of age and those receiving relief from the government refrain from playing this amusement machine."

"MINNESOTA SKILL GAME
"MINNESOTA SKILL GAME
OFFRATORS ASSN."

"MINNESOTA SKILL GAME OPERATORS' ASSN."

"As a matter of fair play we believe in the principles of the operators. They are have a big investment at stake. They are all interested in fair tactics. All they ask is co-operation from the players and a definite understanding from the proper officials. To that end they are willing to carry their battle to the courts to prove, conclusively, that unlike the so-called slot machines' the pin games ARE a game of skill and not a mercenary mechanical device to wheedle pennies and nickels away from the general public."

Tax Order Countermanded As Texas Ops Show Fight

DALLAS, March 2.—Texas tax collectors were ordered this week to begin collecting the \$1 to \$15 tax on coin machines, which operators had successfully

Announcements

FLORIDA—A call meeting for Florida operators and Jobbers has been set for Thursday, March 14, at Orlando. Further details will be mailed to operators and also announced thru The Billboard, or write A. H. Bechtol, Daytona Beach, Fla. The meeting is for the purpose of completing the State organization of operators.

NATIONAL OPS—Ralph T. Young, 5517
Warren avenue, Norwood, O., was elected
to head the pre-organization committee to
form a national association of coin machine
operators. Those interested may correspond with him. His committee will cooperate in forming local organizations.

THE LEGAL AND ADVISORY Committee of the National Association of Coin-Op-erated Machine Manufacturers offers co-operation in legal matters and in forming local organizations. Address C. S. Darling, secretary, 120 South La Salle street, Chi-

THE BILLBOARD offers the aid of its legal and information service to its readers and to any recognized organization of the trade. Address Silver Sam, The Billboard, 54 West Randolph street, Chicago.

blocked for more than a year, only to have the order countermanded two days later by the State comptroller.

The tax bill was attacked by injunc-tion and by criminal prosecution, and the Court of Criminal Appeals ruled the Court of Criminal Appeals ruled against the operators. The injunction remained in force until recently, however, when the attorney-general's motion to dismiss it was sustained in 98th District Court at Austin. On dismissal of the injunction, State Comptroller Shepard ordered tax collectors to collect the levy, making collections retroactive.

Plaintiffs in the suit, styled Drollinger et al. vs. Sheppard et al., appealed, however, and posted supersedeas bond, which had the effect of continuing the injunction. Sheppard then had to countermand his order.

All enforcement officers and tax collectors in the State are parties to the suit, based on the operators' contention that the tax was discriminatory as between coin machines, since pay toilets and other coin-operated devices were ex-

Meanwhile new tax legislation, approved by the operators, is pending before the current session of the Legislature.

Jobber Makes Expansion

WATERBURY, Conn., March 2.—The Connecticut Amusement Machine Com-pany, jobber of coin machines, has re-cently moved into larger quarters. The firm reports a very successful year in 1934. The expansion includes taking over a large store next door to the present location, which gives it a beautiful display room

A. Abel, manager, says it will have on hand at all times the latest amusement games, parts and one of the best repair shops in New England. He promises full co-operation with operators and his establishment is open from 9 will a it the avening. until 9 in the evening.



HEFFNER AT MIDWINTER PRACTICE—Don Heffner, former Baltimore Oricle star and now scintillating second-baseman for the New York Yankees, in pre-season practice on a Major League baseball table game.



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The only REAL Progressing Score Pin Game with a Thrill in Every Play!
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WRITE FOR BABE'S BARGAIN BUYS.

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New Vender for **Health Product**

DETROIT, March 2.—Mechanical Merchandisers, Inc., has been incorporated with a capitalization of 2,000 shares, no par value, as a Michigan corporation. The company is producing an entirely new type of vending machine designed to vend a dehydrated orange product.

The company is headed by A. W. MacFarland and A. M. Williams. R. M. Howitt is general manager. Headquarters have been established at 3512 West Fort street.

West Fort street.
Williams is well known to coin-ma-chine manufacturers as one of the lead-

chine manufacturers as one of the leading inventors of vending machines. He is a resident of Dearborn and has invented a wide variety of machines.

The new machine will be used for a product sold by the Dixle Cup Company, of Philadelphia, under the name of Orange Calcivita. This is a product supplied by California fruit growers, which it has hitherto been impossible to handle thru vending machines. Oranges not sold at once are dehydrated. Hitherto these have been available only as a hospital product, and the entire production in this country is thru a Kalamazoo company.

production in this country is thru a Kalamazoo company.

Now, however, the output has increased to such an extent that it is possible to place the Calcivita on the general market, and the true value of the coin machine has again been proved in the fact that this method of distribution has been selected. The product, it has been discovered, has a large supply of vitamin D and is of unusual health value. It is possible that this may become an important factor in American diet within the next year or so.

The new machine designed by Williams is a radical departure from similar type machines and with special provisions for handling paper cup products. The coin chute is designed for nickel coins and works automatically upon described to the coins and works automatically upon described to the coins.

coins and works automatically upon deposit of coin.

The new Calcivita machines will be placed in industrial locations first. Chicago has been selected for first installations, with rapid expansion planned. The fact that the product is useful as a stimulant for factory help during work hours is considered a good selling point. Williams has also recently completed a new type of bulk vender, penny style, for the Metro-Metal Manufacturing Company.

Keeney Firm Increases **Production Facilities**

CHICAGO, March 2.—Jack Keeney, of J. H. Keeney & Company, reports that additional manufacturing facilities have been added by his firm as a result of trade response to the Quick Silver table game at the 1935 Coin Machine Ex-resulting. position.

position.

"I have attended many shows in my experience in the industry." Keeney stated, "and usually had the feeling that there was really little business to be had at such expositions. But I changed my mind at the recent convention and am fully convinced that business was actually transacted. The acceptance and actual orders placed for our Quick Silver game led to the immediate necessity of increasing our production. We have done this and appreciate the great response to the machine."

New Lock for Machines

New Lock for Machines

CHICAGO, March 2.—A new pickproof lock, the application of which is universal, is now being marketed by the Dudley Lock Company, of Chicago. The new lock carries a \$100 Lloyd's policy that the lock is pickproof.

The new lock is opened by a fouredge key, a unique design that prevents spurious duplication. The key is really four keys in one, operating four sets of pin tumblers instead of one in the core. This provides an infinite number of key changes so that no two Dudley locks are alike. Only the original owner can order a duplicate key by presenting his registry tag to the authorized Dudley dealer in his community.

Underwiters Laboratories have tested this lock and proved it to be gripproof, flipproof, drillproof and jimmy-proof. Its application to desks and to drawers will guarantee protection of valuables and will encourage sales to business men and executives, as well as sales in private homes. It can easily be applied to all types of coin machines.



rd cube quotes the various pay-off odds to NN—for PLACE and to SHOW. Plays pen-s, nickels, dimes and quarters,

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Pyramid your profits with this 600-hole Step-Up, Jack Pot Board. Has \$10.00 and \$15.00 hits for the boys to shoot for, the pure average profit is over \$18.00 per the pure average profit is over \$18.00 per the pure average profit is over \$18.00 per the profit of the pr

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WRITE FOR . USED MACHINES OCEANCREST NOVELTY CO. 488 Coney Island Ave. BROOKLYN, N. Y.

Florida Ops To Meet at Orlando

CHICAGO, March 2.-Florida operators CHICAGO, March 2.—Florida operators attending the 1935 Coin Machine Exposition here took steps to complete the formation of a State organization. A State meeting has been called for March 14 to be held in Orlando. Notices will be mailed to all operators in Florida thru the offices of the National Association of Coin-Operated Machine Manufacturers, and notices of further progress will be made thru The Billboard each week.

It is considered urgent that all ope tors and jobbers in the State attend this meeting and a welcome invitation has been issued to all who will come. Problems relating to conditions in Florida will be discussed, but no operator will be urged to join an organization unless he is thoroly convinced that he will be

During the meeting in Chicago D. W. Donohue, of Mills Novelty Company; O. D. Jennings, of O. D. Jennings & Company, and C. S. Darling, secretary of the NACOMM, offered their hearty coperation to assist the completion of the Florida organization. Mr. Donohue expects to join the boys at the Orlando meeting and lend his assistance in getting the organization started.

ting the organization started.

Present at the Chicago meeting were Mr. Alders, Games Operating Company, Tampa; George Alcorn, Tampa; Bill Frey, Bill Shayne, Miami; C. B. Fuller, De Land; A. H. Bechtol, Daytona Beach; T. V. Williams, Ty Ty, Ga.; R. M. Sparks, Macon, Ga.; A. C. McDonald, B. R. Daley, Jacksonville, and others.

Brunswick Firm Plans Aid Operators of Music Boxes

NEW YORK, March 2.—Brunswick Record Corporation, this city, which has been selling records to automatic phono operators for many years, is ready to launch a unique campaign to further help all the operators of the music boxes thruout the country. With offices

in every important center in the country, the firm is preparing a campaign which it is claimed will pull the nickels right into the phonos.

Unique posters, cards and other mat-ter will be distributed to the ops. An-other idea which the firm is considering is the use of leading moving picture stars. The records will be especially constructed for operator use and will have the latest song hits. A regular service telling the operators of the music that is being played all over the court that is being played all over the country will be instituted.

The Dallas, New York and Chicago of-fices of the firm have arranged special rooms for the operators, and other Brunswick offices are following suit.

Another innovation of the operator helps which the firm will establish this year will be getting together with the men in the various cities and bringing about a closer understanding. The firm will make special effort to educate the operators in how to choose records.

Alabama Ops in Statewide Move

BIRMINGHAM, March 2.—In a telegraphic message to *The Billboard*, the Alabama Coin Machine Operators' Association reported an important meeting held at the Tutweller Hotel February 24. Seventeen members were present to lay plans for perfecting the State-wide organization. Representatives of the organization will undertake to marshal operators in every part of the State in order to meet some of the adverse reactions of the recent State Supreme Court decision. Reported that membership of the organization had already ship of the organization had already been doubled and funds for aggressive action are being raised.

Statutes in Alabama considered as un-Statutes in Alabama considered as unfair and a legislative plan is being formed to initiate more progressive laws relating to skill games. Next session of Legislature converse April 30 and definite plans will be completed by that time. Max Horwitch, 1902 Eighth avenue, North Birmingham, is secretary of the organization.



5000 DOUBLE ENAMEL COMPACTS \$1.00 doz.

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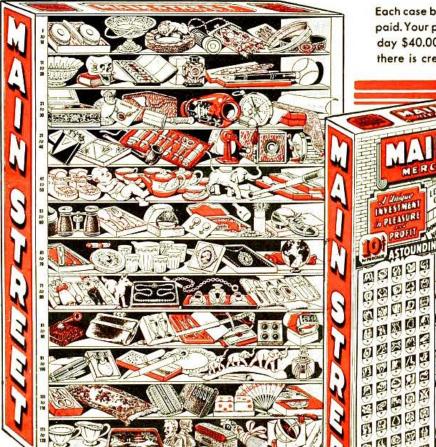
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