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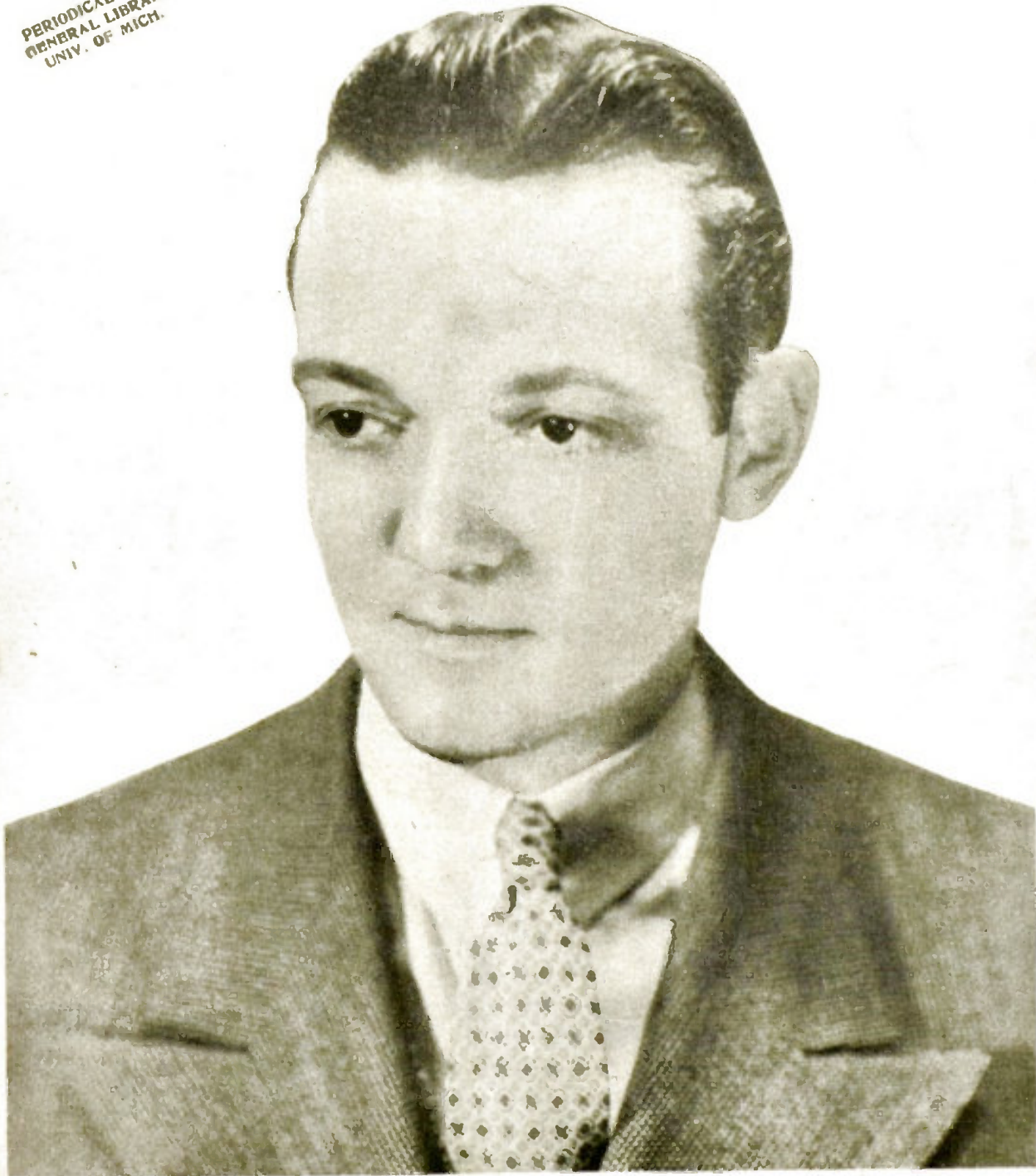
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FEBRUARY 16, 1935

The Billboard

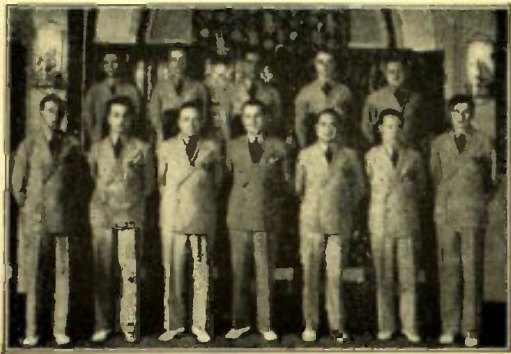
The World's Foremost Amusement Weekly

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ERNIE ANDREWS
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"LADIES
 AND
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NEW YORK CITY, N. Y.

The Billboard

Vol. XLVII
No. 7

The World's Foremost Amusement Weekly

February 16,
1935

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RELIEF MEASURES MAYBE

Musicians Pull Apollo Ork In Burlesque Clean-Up Effort

NEW YORK, Feb. 9.—Continuing its efforts to clean up the burlesque situation of alleged chiseling and kickbacks, Local 802, American Federation of Musicians, called out the orchestra at the Apollo, New York burlesque house, after a squabble with the management. Apollo was the second orchestra out within a week, since 802 had previously pulled its men out of the Star, Brooklyn. The latter house is now playing the union men again, however, after reaching a setup with 802 and doing business with an 802 delegate, which at one time the house refused to do.

Local execs state they are intent to clean up the burlesque situation and called a meeting this week of the Allied Trades to go over the problem. These meetings and other negotiations with the burlesque producers are to continue, 802 representatives stating yesterday that they felt agreements would be reached within a few days. In the meantime a non-union crew was holding forth at the Apollo. Several weeks ago 802 started collecting from burlesque men direct, paying musicians at the local's offices in an effort to get rid of under-scale pay and kickbacks. As it stands, the situation is mighty touchy.

On other tangents 802 is organizing a permanent strike committee and is starting a campaign to unionize all halls, ballrooms and catering places. Letters to this effect to members went out

this week, as well as an invitation to operators of such places to get together with the union heads.

Union hasn't settled the question of back pay due to its members when American Broadcasting System blew up, with its radio committee now working on the problem. Involved is \$8,000 due in lieu of four weeks' notice. Same committee is going over the question of whether WNEF, Newark, affiliated with the new American Broadcasting Company, should go to a regular network scale. Committee is going to the station next week.

Esso May Send Out Another Lombardo Show in the Spring

NEW YORK, Feb. 9.—Now that the Esso Marketeers unit, headed by Guy Lombardo and his ork, has finished its tour for Standard Oil of New Jersey, it develops that the oil people may send out the same show, or one like it, for a wider tour, taking in all its subsidiaries. Indication of this is seen in the fact that when the show finished in New Orleans January 30 a private audition was given the following day at the Edgewater Hotel in Gulfport to two carloads of oil execs who entrained from here.

If the tour is orched again it will

Indications Actors May Be Aided In Unemployment Insurance Bills

Whitehead's lobbying gets results as Wagner agrees to incorporate amendment providing for actor—State bills also to be sought—New York legislation set

WASHINGTON, D. C., Feb. 9.—Altho details are not definitely set, traveling actors, musicians and theatrical workers will be eligible for unemployment insurance and old-age pension benefits, it was indicated this week after high-pressure lobbying by actor groups. Senator Robert H. Wagner told Ralph Whitehead, secretary of the American Federation of Actors, that he will use the APA's proposed amendment to the old-age assistance bill. He also pointed out that an amendment to the unemployment insurance bill is not necessary for the protection of actors, as

provision is made for migratory workers. Whitehead pointed out that the clause in Section 4 of Senate Bill No. 1130, providing States must assist persons who have resided in the State five years or more within the 10 years immediately preceding application for assistance, would work a hardship on actors. Whitehead proposed the following amendment to correct this: "... The residence of an actor, actress, public entertainer or other class of employee engaged in migratory vocations whose employment requires frequent changes of residence and who are thereby unable to meet the residence requirements of this paragraph, shall, with the approval of the States concerned, be considered as residing in the place where the applicants have regularly returned upon completion of their

(See RELIEF MEASURES on page 7)

Ackerman May Pilot N. Y. Fair in 1935

SYRACUSE, N. Y., Feb. 11.—Altho no action has been taken by Democrats, now in control, toward settling the directorship of New York State Fair, James C. Setright, attorney, was named to the fair's industrial exhibit authority to replace the late John E. Chapman, who was to have been named fair director.

J. Dan Ackerman, veteran director of the fair, who was to have been supplanted by Mr. Chapman, has begun preparations for 1935, altho he previously declared he would do nothing until a new director had been selected. These developments are interpreted as indicating that Mr. Ackerman will remain as director for this year.

Peter G. Ten Eyck, Albany, named by (See ACKERMAN MAY on page 67)

ASCAP Wins Point In La. Tax Action

SHREVEPORT, La., Feb. 9. — ASCAP emerged the victor in its second indirect tilt with Act No. 137 of the State Legislature, which would attempt to tax representatives of "persons, firms, corporations" collecting royalties on "copyrighted music for mechanical reproduction or radio programs" the sum of \$5,000 for each parish (county) in which royalties are collected, and the faces of the legal minds that drafted the act must have been red, since the glaring defects of the law have been made to stand out and show that it could not be effective even if it were not thought unconstitutional, ASCAP would pay a \$320,000 tax.

Showdown came in Federal District Court, Eastern Division, here, in a case of M. Witmark & Sons against E. E. Hawkins, dance-hall operator. Hawkins' attorneys petitioned the court not to permit J. Studebaker Lucas, ASCAP at- (See ASCAP WINS on page 7)

Gates in Tampa Have Pickup Over '34 With Bad Weather

Attendance is 409,050 as against 403,980 last year—record was 445,346 in 1930—Florida event declared now in exposition class—auto racer killed in crash

TAMPA, Feb. 11.—Florida Fair, January 29-February 9, closed Saturday night with attendance better by 5,070 than last year's, despite a week and a half of bad weather. Last day's gate was 28,834, making Saturday one of the biggest in history of the fair from a financial standpoint. Total attendance was 409,050, compared with 403,980 in 1934. Record attendance was in 1930, 445,346. Manager P. T. Strider praised this year's event as the best in Tampa's history. It was attended by many figures of the outdoor show world who were interested observers, in-

cluding Joseph W. Hiscox, Washington, chief of the office of exhibits, United States department of agriculture; Hugh D. Faust, Tennessee Valley Fair, Knoxville, and E. P. Carruthers, of Barnes-Carruthers Fair Booking Association, Inc., the latter declaring that with fine permanent buildings and the start made toward permanent displays Florida Fair is getting into the exposition class.

After unusually cool weather during the first week and a half it moderated, and the last three days, Thursday, Fraternal Day; Friday, Tampa Day, and Saturday, Everybody's Day, were exceptionally good, bringing up gate receipts and attendance. Perfect weather prevailed on closing day. Grand-stand attendance increased greatly on the last three nights.

Royal American Shows on the midway also had a big pickup in business. Grand awards for best exhibits went to Florida's A Century of Progress exhibit, Puerto Rico display, cigar industry exhibit, citrus display and United States department of agriculture exhibit.

Johnny Stewart, racing driver of Atlantic City, was killed and five others injured in a crash during auto races Saturday afternoon before 8,000 spectators. Wheels of the car driven by Stew-

art locked with those of the car driven by Bob Jenkins and they skidded while making the first turn south of the grand stand.

Stewart was hurled under his car and (See GATES in on page 65)

probably be in the spring. Lombardo and his band are at the Coconut Grove, Hotel Ambassador, Los Angeles, for six weeks, and from there may move into the Waldorf-Astoria here. Cross and Dunn, another feature of the show, are playing Florida. It now develops that Lombardo was chosen to head this oil show as a result of a nation-wide poll conducted by the firm and contacting dealers, distributors, leading citizens, chambers of commerce and the like. Lombardo got the most votes. This ties in with his winning The World-Telegram poll for the fourth consecutive year.

Altho the Esso tour made considerable coverage, it by no means blanketed the countryside. It is reported that this was due to conflicts among the numerous subsidiaries. The show couldn't get (See ESSO MAY on page 7)

Two Quit Chi Union; Browne in Charge

CHICAGO, Feb. 11.—Ralph O'Hara and Dr. Emmett Quinn have resigned from their jobs as organizer and steward, respectively, of the Motion Picture Operators' Union, and George E. Browne, president of the International Union, is at present in charge.

Browne has announced that precautions are to be taken to give the union a law-abiding and orderly administration from now on. He says an accounting of the union's funds will be started at once. Fear that the slayers of Tommy Maloy would muscle into the union is thought to have caused the officers' resignations.

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Screen Actors' Guild Cold to Producers; Fight Continues

Studios try to wean members from Guild to Academy, but observers see defeat for scarecrow company union—no indication that Guild will give up fight in capital

HOLLYWOOD, Feb. 9.—From present indications, the new contract offered by the producers to free-lance players will not be accepted by the Screen Actors' Guild. This means that unless the producers decide to recognize the Guild by March 1, there will be a general strike which will tie up the studios so tightly that there will be practically no production as long as the strike is operative. The producers have the idea that their new contract, which would stand for five years, will wean many Guild members to the scarecrow Academy of Motion Picture Arts and Sciences, but observers believe that it will have just the opposite effect.

The free-lance contract affects non-contract players receiving from \$15 to \$40,000 per picture, which, of course, includes the bulk of film players in Hollywood. Comparatively few players receive more than \$40,000 for their work in a picture.

The Guild contends that the new contract has no means of enforcement, while the producers claim the Academy will take care of that phase. The Guild points out that the Academy is a producer union and that it would enforce only what the producers please, which is probably the case.

The Guild is confident it can lick the producers, and has decided that there will be no letup in its activities in Washington. It is the Washington angle that has the producers worried, and it is believed they will try to arbitrate before March 1 rolls around. The Guild, however, is not in a mood for arbitration. The players want a new contract and recognition, and nothing short of this will be considered.

Chicago Legit Shows Prosper

CHICAGO, Feb. 9.—Chicago legit shows seem to have hit their stride and are having a highly prosperous season. Roberta, at the Erlanger, continues to play virtually to capacity. The Abbey Players, finishing their second week at the Harris, have done remarkably well and will have a big third week. *L'Algon*, with Eva Le Gallienne, at the Grand Opera House, decided that a second week should be played here and the house has been packed every night, with a heavy advance sale for next week. *Continental Varieties*, closing tonight, has drawn large audiences to the Studebaker.

Two popular stars coming in February 18 are Cornelia Otis Skinner and Ina Claire. Advance inquiries for both are heavy. *Merrily We Roll Along* is slated for March 18.

Sarasota's "Mrs. Cheney"

SARASOTA, Fla., Feb. 9.—The Players of Sarasota presented Frederick Lonsdale's *The Last of Mrs. Cheney* for a three-day run, January 25, 26, and 27, under the direction of Leonard M. Barker. The cast included Stuart Chapin, Jimmy Wooden, Henry North, Catherine Rapp, Ruth Worthington, James Combs, Blanche Bloch, Geraldine Campbell, Richard Knight, Basil Williamson, Jane Nevin, Sibbel Livermore and Pearson Conrad.

The Players offered a laboratory evening February 2 when original plays by three members, Lillian Burns, Blanche Bloch and Lucienne Twitchell, were presented. The next major play will be Elizabeth McPadden's *Double Door*, which is scheduled for February 14, 15 and 16.

Mrs. W. H. Donaldson is president of the Players.

New Cohen-Young Show

CHICAGO, Feb. 9.—Abe Cohen and Ernie Young have formed a partnership for the production of a unit which will operate under two names, *Ernie Young's Revue of 1935* and *Night Club Nights*. Will J. Harris is rehearsing the show, which will be in 12 scenes, five of them full-stage sets. The cast has Senator Francis Murphy, the Four Darlings, Born and Lawrence, Dolores, Buddy Lake, Ray Oswald and a chorus of 16 girls. It will open at Racine, Wis., February 15.

Dionne and Others Sued for a Million

CHICAGO, Feb. 9.—Ivan I. Spear, head of A Century of Progress Tour Bureau, has filed suit in the United States District Court here for \$1,000,000 damages against Oliva Dionne, of Callander, Ont., father of the Dionne quintuplets, and 15 other defendants.

It is alleged in the bill of complaint that Spear on May 31, 1934, entered into a contract with Oliva Dionne to exhibit and publicize the quintuplets and other members of the family at A Century of Progress until January 1, 1935. A corporation known as Scientific Exhibitions, Inc., was to be organized by Spear, it is alleged. The Spear company to receive 70 per cent of the receipts from the exhibitions, Dionne 23 per cent, and his personal manager, Father Daniel Ruthier, 7 per cent. It is charged in the bill that Dionne was induced to break the contract after the corporation was formed.

Defendants other than Dionne named in the suit include Pathe News Weekly; King Features, Inc.; Dr. Allen R. Daffoe; W. H. Alderson, Kenneth Morrison and Oliver Dionne, guardians of the quintuplets; Arthur W. Roebuck, attorney-general of the province of Ontario; A. Grant Walker, promoter, of Erie, Pa.; National Enterprise Association; Paramount Productions, Inc.; H. R. Vain and three newspapers.

Dionne and his wife, Elzire, are appearing at the Oriental Theater here this week.

No More Pre-Showing Boston Bans, as Mayor Goes Legal

NEW YORK, Feb. 9.—Benighted burghers of Boston may hereafter see such moral hiltewater as *Within the Gates* and *Strange Interlude*—if they're quick about it. No more will Mayor Frederick W. Mansfield ban plays before they reach the ultra-moral precincts of the Hub, according to statements he issued this week. He'll wait until they open there and then land on them, thus following the technical legal procedure in the exercise of his censoring powers.

The mayor's statement came this week following on the heels of announcements that Herbert L. McNary, so-called censor of the city, had refused to allow *Sailor, Beware!* to show at the Wilbur, where it had been scheduled. The mayor was wroth and exceedingly upset, with the recent *Within the Gates* fiasco figured as having, perhaps, something to do with his indignation. He denied the report that *Sailor, Beware!* had been refused permission to open. Far from it; it had only been hinted to the management that the play might possibly arouse protest, and that, if it were banned after production, all the production money would be lost.

"All producers and theaters must decide for themselves," said the mayor, "whether a play is proper for production in Boston; and assume all risk of any consequences for producing an improper show."

Thus Mayor Mansfield has at last started to clarify the censorship situation and at the same time to break down the censorship machine so carefully built up by the former city cen-

To Dress or Not To Dress

PARIS, Feb. 4.—To dress or not to dress seems to be the burning question of the moment on both sides of the footlights. Paris fashion writers and the hard-working theatrical critics are waging war on the subject of making evening dress the rule for scribbles and public on first nights. Scribes contend that pajamas or a pair of trunks would harmonize more with the usual run of andress they are called upon to pass judgment upon on the other side of the ramp.

Now steps in the reform element to compel the girls on the stage to don something more opaque than a toy balloon or a fan. First victims are Joan Warner, American fan dancer, and Charles Garvain, owner of the Bagdad cabaret, at which Joan Warner was doing her fanning. Both are booked for court appearances, and as Joan has picked the fiery lawyer Torres as her defender, Paris will undoubtedly be treated to some interesting orations on the beauties of fane and fannies. In the meantime, Joan and her fan continue to wave at the Alcazar and the Bal Tabarin but are taboo at the Bagdad.

Authority Okehs More Benefits

NEW YORK, Feb. 9.—Alan Coreill, recording secretary of the Theater Authority, reports several more benefit shows approved.

They include Christadora House at Majestic Theater, the Group Theater at the Civic Rep and *The New York American Christmas Fund* at the St. James, all tomorrow; the Catholic Actors' Guild at the St. James and Professional Music Men at the Majestic, next Sunday.

Also okehed are the Hebrew Actors' Union benefit at the New York Coliseum February 23; the Friars' Frolic at the Imperial and the Authors' League and Stage Relief Fund combined show at the New Amsterdam February 22; the Men's League at the Majestic March 3; the Treasurers' Club at the Hollywood March 10, and the N. Y. U. Pneumonia Research show at the Majestic March 31.

The Theater Authority has arranged with the Stage Relief Fund to approve the special performances of current plays for the Fund.

Boles Held Over

CHICAGO, Feb. 9.—John Boles, motion picture star, is being held over for a second week at the Chicago Theater.

Booth Hearing Return Date

Rosenblatt says that he will call another hearing on N. Y. booth situation soon

WASHINGTON, D. C., Feb. 9.—Compliance Director Sol A. Rosenblatt says he will call another hearing on the New York projection booth situation soon. The hearing will be called as soon as the NRA can analyze two new reports submitted at the public hearing last Friday.

At the hearing last week Local 306 presented an alternate plan to the one submitted by the special fact-finding committee appointed by the NRA several months ago. In addition, Charles O'Reilly, head of the Theater Owners' Chamber of Commerce, also submitted a point-system plan as a compromise.

Another angle was the objections against actions of the fact-finding committee entered by the progressive group committee, representing 1,000 Local 306 members. Spokesmen for this committee were Matthew M. Levy, attorney, and Joseph T. Basson, Local 306 member. They denounced the fact-finding committee's report as seeking to undermine the two-men-in-a-booth principle.

Altho cross picketing in New York was halted by mutual agreement last month, the failure to settle the problem last week may cause a flareup of picketing and disturbances.

Gilmore Suspension Lifted

NEW YORK, Feb. 9.—Equity council, at its meeting last Tuesday, lifted the six-month suspension of Douglas Gilmore, which was set on May 15, when he was charged with unprofessional laxity during a performance of *East of the Sun* in Philadelphia in April. He was also fined two weeks' salary, the sum being turned over to Wee & Leventhal, producers of *Sun*. Gilmore now goes into *Hollywood Holiday*, which he co-authored with his wife.

Equity Meeting Scheduled

NEW YORK, Feb. 9.—Equity's next quarterly meeting will be held at the Hotel Astor Friday afternoon, March 1. It will include the annual election of a nominating committee to draw up a slate of councilmen for the annual election in June.

American Talent for Europe

PARIS, Feb. 4.—Decided increase in demand for American acts in most parts of Europe. Paris agents all angling for the limited number of good acts over here and searching for new talent. Gino Arbib, who is dickering with Max Baer for appearances in London and Paris, is planning to sail for New York this month to book an all-American black-and-white revue troupe for the Casino de Paris. While in New York Arbib will try to arrange for the appearance of the present Casino de Paris show, *Parade of France*, at a Broadway house.

PAUL TREMAINE

This Week's Cover Subject

PAUL TREMAINE has remained steadily in the higher rating bracket of dance orchestra leaders for years, being known throughout the country for his style and especially for his treatment of Negro spirituals. As a broadcaster he was on CBS for five years and as a recording artist went on wax for Columbia and Victor records. Besides, he has made pictures for Warner Bros. And to make it complete he has been on NBC, WMCA and WOR, in addition to his CBS hookup.

His dance engagements have been numerous, and besides a consecutive three-year run on Broadway, include two seasons at the Million-Dollar Pier at Atlantic City; hotels Schroeder, Milwaukee; Claridge, Memphis, and Walton, Philadelphia; the Village Barn, Delmonico's and Tony Sarg's Bohemia in New York; Ellitch's Gardens in Denver and vaudeville for RKO and Loew.

Sunday Show Hearings Set

Joint Assembly and Senate Committees on Labor and Industry hearings Feb. 20

NEW YORK, Feb. 9.—The question of Sunday performances, which has agitated the legitimate field for years, will begin what is expected to be its final phase Wednesday, February 20, when hearings will be held in Albany on both the Berg and Neustein bills. The bills provide for local option on the Sunday show question throughout New York State. The first was introduced by State Senator Julius S. Berg in the upper house and the second by Assemblyman Neustein in the lower chamber.

The bills provide that, in cases where Sunday shows are allowed, at least one day a week off be guaranteed to performers. This spikes one of the chief arguments against Sunday performances, the contention that, if Sundays were allowed, the performer would end by working seven days a week.

State Senator Berg has long been a proponent of local option in the question. Last year, when the League of New York Theaters despaired of getting Equity's aid in removing the antiquated blue law from the books and decided to make a fight for Sundays by itself, it was Senator Berg who introduced a local option bill. It was overwhelmingly defeated, but no such defeat is expected this year. All theatrical factions with the exception of Equity have come out strongly in favor of Sundays, and even the State Federation of Labor has lent its support.

Equity, it is expected, will send a delegation to Albany to appear at the hearings and argue against the bills, possibly aided by delegations from the Lord's Day Alliance and various religious factions. On the other hand, it is expected that every other theatrical group will be solidly lined up for the bills. That will include the managers, the stagehands, the musicians, the scenic artists, the dramatists, the agents and managers and all other theatrical groups.

No difficulty is expected in getting Equity to change its own rulings if the change is once made in the State laws.

The hearings on the 20th will be held before the joint Assembly and Senate Committees on Labor and Industry.

What Price Oakleys?

PITTSBURGH, Feb. 9.—With choice seats at a premium for "As Thousands Cheer," at the Nixon here last week, the dramatic desks of the local dailies were crowded with friends of the dramatic editors in quest of ducats. "Kap" Monahan, of The Pittsburgh Press drama desk, to rid himself of the uninvited customers, pasted the following sign on his desk: "There is some mistake. The Nixon box office is on Sixth street, not here."

Dickstein Bill Hearings Planned

WASHINGTON, Feb. 9.—Altho original plans on the ever-recurring Dickstein Bill for the exclusion of alien actors, except those with unusual or unique talent, had it that the bill would be reported out of committee, right to the floor of the House, without any additional hearings, those plans have now been changed. Hearings are now set for some time within the next two weeks, with opponents and proponents of the bill expected to make their annual pilgrimage from New York to Washington to go over the same old arguments.

It had originally been figured that enough had been heard pro and con in the last two years to obviate the necessity of the House Committee on Immigration hearing it all over again. But it now develops that the personnel of the committee has changed, and for the benefit of the newcomers the same old ground will be gone over yet again.

Equity, it is expected, will appear for the bill, and the managers against, as usual. Pix representation at the hearings is still in doubt. There was none last year.

Figured that, as usual, the bill will pass the House and be killed in the Senate.

Yokel Denies "Horse" Sale

NEW YORK, Feb. 9.—That *Three Men on a Horse* goes automatically to Warners as a pix because of their financial interest in the stage production, as was erroneously reported recently (not in *The Billboard*), was emphatically denied this week by Alex Yokel, producer of the play. "I want to emphasize the fact," he said, "that Warner Brothers have no priority rights in the picture rights of the play. This is definite on my part as the producer, under contractual arrangements between Warners and myself, and is also definite so far as the Minimum Basic Agreement of the Dramatists' Guild is concerned.

"Due to the printed reports to the contrary, the sale of my picture rights has been jeopardized to some extent. At the moment there are several definite offers for the rights, but if the newspapers persist in printing incorrect stories about this matter it will go far to hurt any transactions that are about to begin."

'Goin' Places' for Cincy; Set for Extended Tour

CINCINNATI, Feb. 9.—*Goin' Places*, 51-people revue, featuring Ole Olsen and Chlo Johnson, daffy comedians, and Gene Austin, screen, radio and recording tenor, will play the Taft Auditorium here Friday and Saturday, March 1 and 2. Robert Kerr, who with Joseph Griffin is managing the Olsen-Johnson-Austin attraction, was in town Thursday to make the final arrangements for the Taft date with Jerome M. Jackson, local real estate and theater man.

The Cincinnati engagement will mark the beginning of an extensive tour of one and two-night stands for the *Goin' Places* show in the Middle West and East. Company will play theaters and auditoriums. Kerr explained to a *Billboard* reporter that "the object of the tour will not be to revive vaudeville in the spots played, but to add impetus to traveling road-show business." On the one and two-night tour the revue will give 14 performances on the week, instead of the usual eight.

Goin' Places has been getting excellent business in the West the last several weeks, Kerr reports. Show is completely motorized.



The Axton-Fisher Tobacco Co., Inc., Louisville, Ky.

I We know this isn't polite. But this once we hope you won't mind. We just can't restrain a little celebrating over the grand year you've given Spud cigarettes. Our figure-folks have just estimated that Spud's cooler smoke made 789,000 warm new friends in 1934.

SPUD MENTHOL-COOLED CIGARETTES - 15c FOR 20 - (20c IN CANADA) - CORE TIP OR PLAIN

New York City

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PICCADILLY

"On the Street of Hits"
(Special Rates to the Profession)

CHARMING ROOMS
DAILY TARIFF from **TWO-FIFTY**
MONTHLY TARIFF from **FIFTY**

GEORGIAN ROOM
For Matinee-Lunchon, Theatre-Dinner
After Theatre Supper, Dine-Dance Until
2 A. M.—4

LARRI'S CONTINENTALS
(Broadcasting Over WMOA)

SILVER LINING LOUNGE
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Ask for a
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24 FLOORS - 706 ROOMS
45 1/2 STREET JUST WEST OF TIMES SQUARE
PERSONAL DIRECTION OF JOHN F. MURRAY

THRU SUGARS DOMINO

MAGIC, one of the most fascinating branches of public entertainment, has been inexcusably ignored in the staging activities of key-city de luxers. Everybody doesn't like magic, but there are probably more who do than any single item in the amusement category. Magic appeals to all ages; when properly presented, to both sexes alike; it knows no racial or national bounds—and it permits unlimited elaboration in scenic investiture. De luxers have booked magicians working with big effects, and with consistent success. But to our knowledge none of the huge theaters equipped with every possible mechanical and lighting contrivance and heavily staffed musically has yet utilized these marvelous resources to their fullest extent. Were this to be done the effect would be breath-taking. The theater pulling the stunt would benefit by excellent business and distinctly favorable publicity and magic as a live but somewhat neglected art would be hastened by several years back to its old place on the Main Street map.

Because the big theaters located in the midst of large centers have unintentionally but inexcusably omitted magic shows from their idea lists magic has been shunted to the side streets; removed from the regular channels of show business to school auditoriums, church vestry rooms and hired halls. This is a pity indeed. Magic can be utilized to revive interest in "flesh." It contains every element necessary to perform this function. Not only performers but enterprising managers are interested in the revival of stage entertainment. A renewed interest in magic shows and the utilization of this type of entertainment to bring flicker-ridden folk back to the popular theater will accomplish much toward stabilizing economic conditions in our business.

Radio City Music Hall, particularly, is ripe for a magic spectacle, produced thru the staging genius of its Leonidoff and the magic wizardry of the star chosen for the wand-waving spot. With its awe-inspiring array of mechanical contrivances, its crazy-quilt layout of traps and mobile floor segments, the Music Hall stage can be made the medium of raising magic to dizzy heights of appeal. The giants of magic, many of us believe, are gone. But this is not so. Houdini, Kellar and Herrmann were giants, indeed, but time has blown up their importance as against magicians of today to grotesque proportions. Magic still has sterling showmen and skillful artisans. Any one of such magic "names" as Blackstone, Thurston, McDonald, Birch and Gwynne (who modestly refers to himself as the second world's greatest magician) can fill the spot depicted here. Any big effect in magic can be transformed into a gigantic spectacle without the slightest alteration in principle. The effect of a girl emerging from an apparently empty chest can be multiplied within the limits of the size of a stage. An army of car-

penters, accustomed to turning out short-notice jobs, can collaborate with a magic craftsman and a staging genius and make Houdini's biggest show appear in retrospect as the dwarf that gave birth to a giant.

There's a treat in store for those who are enterprising enough to tackle our plan; a feast of thrilling achievement. It can be done—and will be, sooner or later. It will be interesting to watch who is going to put it over first. Those with influence in magic circles and with the art's best interests at heart should do everything possible to help put over the scheme.

THE life of Tom Maloy, Hitler of Chicago labor unionism, contained no material for eulogists. But his death is filled to the brim with valuable lessons to labor heads whose minds have until now been unable to distinguish between a constructive labor movement and a slimy racket. Maloy was lifted to his precarious perch thru violence—and so he died. Those that live by gunfire rarely breathe their last under the caressing touch of the enfeebling influences of old age. Maloy possessed admirable qualities of leadership, we are told. It is an commentary on the age in which we live—and die such as Maloy—that this gift to lead men and direct their destinies should be employed to such unworthy ends.

It is good to know that Maloy's career does not clearly reflect the trend or the antecedents of other theatrical labor organizations and individuals. There are bad apples in every orchard. Labor unionism need not feel ashamed that so much unfavorable publicity has been given the final chapter in the life of a man who cannot possibly be classed as a typical case.

Labor leaders of today are enthusiastic, hard-hitting workers. They are business men, too. They realize that a field cannot be exploited and produce favorable results for craftsmen and the labor movement of which they are a part. Joe Weber and George Browne are clever, humane leaders, with constructive ideas and a healthy approach to the problems that confront them and the employers with whom they are constantly negotiating—and at times working harmoniously for the improvement of business and labor conditions. In the stage sector of unionism there is dignity, ethics and the constantly manifested will to co-operate with all other elements entering into the employment picture.

It is to be hoped that Maloy's departure from the earthly scene will bring to a close a chapter in the history of theatrical unionism that will be sealed forever by common consent and with the best interests of the show business in mind.

SIDE GLANCES—It can no longer be stated with impunity that a network operated by a governmental agency is not bristling with initiative. Whether or not the British Broadcasting Company carries thru in tangible form on its television development in the near future, the mere fact that it got the jump so far on American networks is indicative of certain points being definitely in favor of government control. . . . With the Four A's now ensconced in the Hollywood sector thru its baby affiliate, the Screen Actors' Guild, hope is again expressed that the legitimate stage as well as the studios will benefit from the eventual recognition of the SAG. The logical goal in such a tieup should be the protection of the living stage and its people against the tempting bait of the Hollywood money bags. . . . Despite the strides made by radio in practically every direction, National Broadcasting Company, which should take the lead in instituting all important developments, has not yet evolved a practical signal system for regulating tone and volume as between the musical director and the control room. One of the leading radio showmen of the world convincingly explained to us that the red-and-green-light system is archaic and frequently serves to interfere with recording. A workable system of lights on a small switchboard, linked up with a headphone affair that picks up the program from the air, would do the trick. And the cost would be trifling compared with the benefits visualized. . . . But like Radio-Keith-Orpheum with its extravagance in building and changing around partitions some three years ago, NBC, it seems, would rather spend its extra change on new uniforms for page boys. But air audients don't see page boys and they don't care either about the interior decorations of Studio XYZ.

The Broadway Beat

By GEORGE SPELVIN

MARTIN WAGNER, of the Morris Agency, was given a 10-gallon hat by Ken Maynard and a pair of riding boots by Hoot Gibson. . . . All he needs now is the horse. . . . Marshall Grant, appearing in the Theater Guild's *Rain From Heaven*, is the nephew of Nate Blumberg, Radio-Keith-Orpheum exec. . . . The Columbia University Band, 14 pieces of it, opened Friday for a four-day engagement at the Coliseum—and got \$315 for the date. . . . Patricia Bowman took those four weeks at the Paramount, Los Angeles, starting February 22, because of a promised film test when she got there. . . . Tom Kearns, Eddie Peabody's p. a., is the brother of Representative P. Joseph Kearns, of Lynn, Mass. . . . The representative introduced a bill in his State to put theatrical agencies there under employment agency jurisdiction. . . . Louise Beavers, the cullud lass who scored sensationally in *Imitation of Life*, has been booked into the Roxy the week of February 15. . . . She comes in from a couple of weeks at the Paramount, Los Angeles. . . . Danny Murphy is back in town after recuperating at the National Variety Artists' san. . . . The Old Palace Cafeteria has reopened under a new name. . . . The old one folded because agents and layoffs came around and kibitzed all day—and the average check was only 9 cents. . . . Gertner's Restaurant has signed up with the waiters' union, after 20 months of picketing—which ought to be a record of some sort. . . . Dan Sherwood has recovered from a siege of la grippe. . . . Sherry's, a swank spot, will try amateur nights as bait for the less formal trade. . . . The height of contests: there was a spinach-eating contest for kids at the Tuxedo and Oceana out in Brooklyn last month, with Pop-Eye the Sailor (in person) acting as judge. . . . And the prize was a case of the stuff. . . . The unlucky winners! . . . More on the Right Honorable Mickey Mouse: over 90 commercial firms have licenses to make different Mickey things, and of those at least two big ones have been re-established financially thru sale of the Mickey products. . . . But Mr. Spelvin has just discovered his pet Mickey gadget—a Mickey Mouse hot-water bottle. . . . No kiddin'!

Strange stories have drifted in from Chi about the short-lived partnership between Harry Jans and Bert Wheeler. (And it looks at the moment as tho the old team of Jans and Whalen might resume once more.) One story has it that when Jans arrived at the Chi theater, he saw Wheeler's name in big letters and was barely able to notice that Harry Jans was also in the cast. And he'd figured it would be "Jans and Wheeler." Also, according to the report, there was a wee salary discrepancy, with Wheeler getting something in the thousands and Jans something in the early hundreds. The boys at the Friars claim to have a prize photo of the disputed billing. Wheeler went to the Coast and Jans is back on Broadway.

One-man syndicate: Whitney Bolton does the dramatic reviews for *The Telegraph*, *The Literary Digest*, *The Hollywood Reporter* and *The Newark Evening News*, the latter under the by-line of John Whitney. . . . In addition, he reviews shows over WNEW. . . . Paul Duke is in his ninth week at Leon and Eddie's. . . . Fred LeQuorne sailed last week for England to stage dance routines abroad. . . . Bill Miller is so absent-minded that he calls up a booker and then asks: "Who'm I calling?" . . . Joel Swenson is writing a novel. . . . Hermes Pan, no less, is among the list of suspended Chorus Equity members. . . . George Givot was a hooper before his Grikk dialect crept up on him.

Chicago Chat

By NAT GREEN

SIGNS of spring (but don't let 'em fool you into discarding the heavens): Randolph street theaters doling up their signs; rep shows organizing (yep, there are some left); circus boys preparing to hit the trail; style shows at half a dozen hotels; band boys signing for summer jobs, and—surest of all—posters announcing the Showmen's League of America's big Theatrical Night, March 4, at College Inn. . . . There's where you'll see the stars!

When Ted Fio-Rito returns to Chi this spring after an absence of five years he'll draw six G's in his Saturday night pay envelope—three times the figure he received on his last trip. . . . World's Fair offices will move to a Loop spot March 1. . . . Bob Hickey back from Florida looking great and ready for any eventuality in the impending circus rivalry. . . . Eva Le Gallienne, whose grand acting in *L'Aiglon* is packing the Grand Opera House, was feted last Friday by the Drama League. . . . Bob Andrews, former Chi newspaper man, has added four more five-week script shows to his output, the total now being an even 50 a week. . . . Author of *I Had a Million*, Bob has recently sold another movie vehicle, *Drumbeats*, the backstage story of a radio orchestra. . . . Charlie Riley, who used to be Ben Bernie's p. a., now working on *The Miami Beach* (Fla.) Tribune. . . . Jan Garber, "Idol of the Airplane," goes to Catalina Island soon. . . . He'll continue on both nets—CBS sustaining, NBO commercial—his programs to be cabled to the mainland.

The Harry A. Atwell Luncheon Club of Chicago took more tangible form this week than it has had in the past, when regular membership cards were issued. . . . It's "the club that's different" according to the legend on the card, and the address is 15th floor, Garrick Building. . . . Meeting place the coffee shop adjacent to the Magic Carpet—you all know where that is. . . . Requirements—you must be circus-minded and a regular guy. . . . Object—goodfellowship. . . . Hall the Atwell Luncheon Club! . . . Long may it wavel!

Wayne King's ballroom contract, which has been running for well over five years, will not be renewed next fall, in deference to prospective theater engagements that promise \$10,000 to \$12,000 weekly. . . . Lina Basquette, of the movies, has opened at the Stevens and is heard on the air with Keith Beecher's ork. . . . Artie Fox, who has been putting on home talent shows thru the Southwest, in Chi and figuring on vaude engagements. . . . Frank Sheen has deferred sailing for Antwerp until February 17. . . . Stories in the dailies about Papa and Mama Dionne said they were just visiting in Chi but "might" consider a theatrical contract, when at the same time the Oriental Theater was running trailers announcing the famous parents would open there on Friday. . . . Chi's 33d International six-day bike race opens at the Stadium March 17, with 12 teams from half a dozen countries. . . . Harry Mendel is managing the event. . . . New Hearst tab probably will make its appearance here soon. . . . Tom Oentry, ork leader, back in town, dapper as usual. . . . That Abe Marcus show certainly is getting the money. . . . Repeats in the Balaban & Katz houses shortly. . . . Manfred Gotthelf, who directed the music at Nippersink, Wisconsin resort, last summer, was honored last week by the Nippersink Club, holding its annual midwinter party at the Monte Cristo cafe, where Gotthelf now directs the music.

Little Theater May Get CBS Free Shows

NEW YORK, Feb. 11.—Columbia Broadcasting System, with two New York legit houses already leased for free radio audiences, is taking another, negotiations now being on for the Little Theater, West 44th street, owned by The New York Times. Newspaper bought the small house several years ago when it was planned to enlarge the paper's 43d street plant.

Houses now in use for free audiences by the network are the Hudson on 44th street and the Avon on 45th street, called "the street of hits" by legit showmen. The Little Theater is a small-seating-capacity house, but will swell the CBS seat total to about 2,500 in the three theaters. Hudson holds 1,100 and the Avon 800.

In the two theaters now used CBS issues tickets for 29 free shows, meaning a total of 55,000 free tickets. This now includes one free show held weekly for a Columbia advertiser at Mecca Temple, New York, which spot has an estimated seating capacity of 3,000.

Reason, of course, for CBS taking another theater is the need to satisfy other advertisers who want studio audiences but who cannot be accommodated in the two theaters held now. In its own broadcasting studios CBS can't accommodate audiences.

Network goes to considerable expense in installing proper equipment into the theaters to enable the chain to broadcast. Rent figures are not available, although the annual cost of the Hudson is said to be about \$28,000. The network uses union crews, IATSE having set these arrangements when the first theater, the Hudson, was rented.

WCKY Gets 52 Timer

NEW YORK, Feb. 11.—Sears, Roebuck & Company have signed a 52-week contract with Station WCKY for a series of programs, 9:30 to 10 each Friday night, the first going on February 15. Programs will include two-minute talks, on occasion, by Colonel Harry Marcus, Sears' general manager in greater Cincinnati, and these will be of institutional nature. Credits will be held down to three announcements on each program, none over one minute, and these will pertain to Saturday specials to be tied in with a newspaper campaign. Talent set includes Sears Mountaineers, old-time fiddlers; a Girl Harmony Duo; Odus Mattox, crooning guitarist, and Eula and Katherine Ware.

Mercer Leaves Whiteman To Join Para Coast Staff

NEW YORK, Feb. 11.—Johnny Mercer, member of the Paul Whiteman organization, left today for the Coast to join the Paramount Picture Corporation writing staff. Mercer has a five-year contract negotiated by Jack Lavin, Whiteman's manager, and he will write songs, special material and also play roles in pictures. Mercer, who has been singing with the band, has recently written a string of popular song hits.

Eclipse Chi Office

CHICAGO, Feb. 9.—F. W. Stevens, treasurer of the Eclipse Rental Department, Inc., a subsidiary of the Eclipse Studios of New York, spent a couple of days here this week making arrangements for establishing a local office. Movements on stock from the East will begin immediately, and the office will be ready within three weeks. Charles Tetchner will be in charge.

'De Lawd's' Gallery Trouble

KNOXVILLE, Tenn., Feb. 9.—"Do Lawd" ran into trouble not only with Heaven and Earth but also the peanut gallery during the performance of *The Green Pastures* at the Lyric Theater here. Bedlam broke loose so completely in the Negro seats during the Sunday-school prolog that few of the lines were heard by the audience. A Negro woman took her seat. A man claimed the same seat. Other Negroes became interested actively until the play almost had to be stopped.

Fining Miffin Tolbert \$25 the next day, City Judge R. P. Williams said: "I'm going to put heavy fines to everyone who comes before me guilty of disturbance in a theater."

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

Nineteen new members joined the Chorus Equity Association in the past week.

We are holding checks in settlement of claims for Joan Abbey, Nancy Lee Blaine, Adele Butler, Peggy Barrow, Janet Carver, Charlotte Davis, Betty Field, Gladys Harris, Eda Hedin, Marge Hyland, Marion Hyland, Elizabeth Huyler, Fred Holmes, Edward Howell, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray, Myra Scott and Hazel St. Amant.

The Chorus Equity Association is now located at 117 West 48th street, New York. Come and see your new headquarters.

Mail received at Chorus Equity headquarters is forwarded only upon the request of the member. If you are unable to call in person for your mail write and ask that it be forwarded.

Turnaway Expected for SLA Theatrical Night

CHICAGO, Feb. 9.—Plans for the annual spring Theatrical Night to be staged by the Showmen's League of America Monday, March 4, at the College Inn, Hotel Sherman, are moving along nicely, with all indications pointing to a turn-away crowd. Sam J. Levy and Jack Nelson, with the co-operation of Frank Bering, of the Sherman, are lining up a program which will include the appearance of many stars of stage, screen and radio.

College Inn's regular theatrical nights are known from Coast to Coast, and the prestige of the Inn, added to that of the Showmen's League of America, is expected to attract a record number of celebrities.

Local radio stations are co-operating in publicizing the event as they have for the last two years. On some of the stations announcements will be made daily for two weeks before the affair.

Another Paris Legit House

PARIS, Feb. 4.—It is definitely announced that the Isola brothers have taken over the Theater Pigalle, and after some slight alterations will open the house with either a musical or a legitimate show. The Pigalle is one of the newest and most modernly equipped showhouses in Paris, but has been dark for several months after trying several policies, ranging from art dramas to motion pictures.

The Moulin Rouge, which recently dropped straight films for vaudeville-films, has not been drawing the public and will shortly switch to a policy of revue-pictures. Revues will feature "names" and will be changed every two weeks. Jeanne Aubert has been engaged for an early appearance. Rottenbourg and Goldin will continue to book this house as well as the ABC, Robino and the Pathe-Natan circuit.

Another important addition to the "flesh" ranks is that of the big Odeon Cinema in Marseilles, which is now using acts and pictures. With the Odeon and the Pathe-Palace both featuring acts, the big Capitale will probably be forced to adopt "desh" policy.

RELIEF MEASURES

(Continued from page 3)
engagements and have resided until required to travel for the purpose of filling future engagements."

Senator Wagner points out in a statement to Whitehead that the restriction on legal residence would only apply to actors who would be too old to have contributed to an old-age insurance fund. The AFA's amendment would remedy this.

On the other hand, the senator points out that actors who contribute to the proposed compulsory contributory old-

age insurance system beginning in 1937 will not have to worry about establishing legal residence. "Under this provision of the proposed law," says the senator, "all those earning \$250 a month or less in the non-manual classes are required to contribute, beginning with 1937, a graduated tax, the employer paying 50 per cent of such tax and the employee paying the other 50 per cent. Residence in a particular place is not a requirement, since wherever the employee is employed he pays the tax and there are no State lines as barriers."

"Undoubtedly," he adds, "the procedure followed will be that each employee will have a book in his possession into which the employer will be required to affix a stamp representing the amount of tax paid for that particular week or month, so a certain location is not material. Therefore, no amendment is needed to safeguard actors and actresses in that phase of the bill."

On the unemployment insurance bill, Whitehead says he has been assured that the actors will probably pay their "employment tax" into the various State funds as they play each date, with these payments credited to their account. When they become eligible for insurance benefits they will probably be paid out of the fund of the State in which they have legal residence.

The AFA is now contacting its branch representatives to lobby in the various State Legislatures for provisions safeguarding the actors' interest in the same manner that Federal legislation is being amended now. Although the entire social insurance program is being set up by the government, the States will administer the funds and the State laws are, therefore, very important.

NEW YORK, Feb. 11.—Irving Schneider, theatrical attorney who is aiding the agitation for better protection of traveling actors and musicians under the social insurance program, says he has several hundred names of actors signed to petitions asking Congress for special consideration. Names include Ted Lewis, Victor Moore and Charles Winkler. Schneider says he has contacted State Senator William C. Byrne, who is introducing a bill carrying out the social insurance program in this State, and that the senator promises to revise his bill so that performers are included.

ASCAP WINS

(Continued from page 3)
torney, to sue because he (Lucas) had not paid the State tax. In a written opinion Judge Ben C. Dawkins pointed out that the act did not call for "prior payment" on the part of those whom the act would tax and declared that this particular case occurred before the act was passed and the act was not intended as retroactive and, more important yet, showed the chief blunder of the legislative lawmakers. Judge Dawkins pointed out that the act specified different things. Hence the act would not apply to music played in theaters even if otherwise enforceable.

NEW ORLEANS, Feb. 9.—The copyright law differentiates between books and musical compositions, J. Studebaker Lucas, ASCAP attorney, claimed today.

ESSO MAY

(Continued from page 3)
into Florida because it is the Standard Oil of Kentucky in that territory, and could not go west of the Mississippi due to the fact that the territory is controlled by Standard Oil of Indiana.

During the run of the tour it is understood that there was friction between Music Corporation of America, booking the tour, and the oil people, the latter having their own ideas as to how the show should be projected and exploited. If the other tour comes about it is likely that MCA will be in a more or less straight booking capacity, with the oil boys seeing to the general running of things.

PROMOTION IDEA FOR INDOOR EVENTS



GIVE "OAK" BALLOONS

Universal appeal and low cost recommend this method of boosting attendance. Oak line offers numbers suitable for all kinds of events.

The Oak Rubber Co.
216 S. Sycamore St.
Ravenna, - Ohio



Princess
YVONNE
"PSYCHIC WONDER"
OPEN TIME—DOC. M. IRVING
WALKER
1931
1931
1931

MARIE PURL UNIT

WANTS young Sister Team of two good Specialty Girls to double line. Salary sure. Unit has been intact four years. Wire or write Palace Theater, Lancaster, O., February 13-14; Auditorium Theatre, Connersville, Ind., 15-16.

WANTED GIRLS FOR STOCK

And all who worked for me before. Wire. Rehearsal February 13. Opening Friday, February 15. All good Burlesque People get in touch. Pat Gallagher, Mack D. Ferguson wire. Need Feature Dancers. Wire HENRY H. PRATHER, Princess Theatre, Youngstown, O.

WANTED

Small Revue, with or without Musicians, Vaudeville Acts or Hawaiian Troupe, Birmingham, N. Y., February 28-March 2. State all in first letter, including lowest salary.
W. S. MALARKY,
Aekeman Building, Birmingham, N. Y.

WANT—ACTORS, MUSICIANS

For the Original
TOBY'S COMEDIANS
Now Showing Under Canvas. WANT General Business People, doubling Orchestra and Specialties. No Band. Year-round work. Going North soon. Write or wire State all BILLY "TOBY" WARDROBE, Manager, Yorktown, Tex.

COSTUMES — PROPERTIES — WARDROBE TRUNKS.
Orchestra Uniforms—Men Jackets—Bl-Swing Sport Jackets, Checks, Brown, Blue—Miscellaneous Wardrobe. Write for your theatrical needs. Lowest possible price. SAM GINGISS, 85 West Randolph St., Chicago.

ZINC CUTS HALFTONS OR ETCHINGS

Five square inches or less, \$1.50. Each additional square inch, 10c. Cuts are standard in every way. GEO. L. BRALEY, Box 922, Springfield, O.

WANTED! Medicine People, all lines, to join at once. State just what you do and lowest salary first letter. C. V. BOYCE, 15 Washington St., Salamanca, N. Y.

WIRE WALKER
Male, wanted, who can do one good dance. BOX 662, care Billboard, New York, N. Y.

CHROMINE
Colors gray hair instantly, leaving a youthful, natural lustre. Send 25c to CHROME LABORATORIES, Box 412, New Hartford, N. Y.

AT LIBERTY—Marion Melrose
Incomes or as cast. Young, attractive. Good wardrobe. Strong Dancing Specialist. Address BOX 16, Spofford, Tex.

ANNOUNCING
"Super"-Walkathon
PALAIS ROYALE
CANTON, OHIO
OPENING - FEB. 21, 1935

- Positively No Collect Wires.
- Come Only When Notified.
- No Transportation Advanced...

Jan Moon, Harry Hamby, Tittle and Millie Sweet, Tony Berthelot, Vins Walker, Katherine La Rose, Cecil and Gordon Beasley, Milton Beck, Lawrence De Corredo, Milda Ludwig, Babe Fath, Stanley Jordan, Rae DeLong, Buddy Atkins, Raymond Petty, Margie Myers, Johnny Crowder, Opal Fredrick, Bill McDaniels, Jerry Whalen and Pat, Jimmy and Evelyn Wilson, Frank Lyons and Joan, Alice and Marco Alexander, Snossie Snyder communicate

RALPH GODAR, Promoter

NOTICE TO SHOWMEN CHANGE IN CLOSING DATE

The next issue (dated February 23) will be a special issue and the last form will close Saturday, February 16.

MAIL OR WIRE YOUR AD EARLY

All advertising copy, including help wanted and general show advertising, reaching us later than Saturday will be too late for February 23 issue and will be held for the following issue.

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

NBC Hopes It Has Evolved A "Circulation" Standard

Final proofs of its "NBC Network Areas" shows sincere effort to bring sound figures to agency and clients—also serves as factor in station compensation

NEW YORK, Feb. 9.—National Broadcasting Company's final proofs of its NBC Network Areas, compiled for the purpose of establishing a standard method of arriving at a station or network potential circulation, reveals a thoro job and one that seems to withstand any number of questions as to its structure. Both Edgard Kobak, vice-president in charge of sales, and E. P. H. James, sales promotion manager, are confident that the methods used in determining NBC's "potential circulation" are based on the soundest possible procedure. It is the hope of Mr. Kobak that this method will be taken as a standard and be placed on a par with that of the Audit Bureau of Circulation, and that the plans now being worked out between the committee representing the National Association of Broadcasters and advertising agencies and their client organizations will eventually adopt this type of statistics on radio "potential circulation."

NBC began its study by observing field strength by a wide margin of safety and divided it as to counties served by an outlet. Also the Federal Communications Commission has set one-tenth of a millivolt as a standard of measurement. NBC adopted the one-half millivolt. McGraw-Hill figures were used on the number of homes owning radio receiving sets, and some 5,000,000 pieces of mail were analyzed over and over again. Tabulating machines were used as a checking method and every conceivable sort of allowance appears to have been made in order that a wide margin of safety was assured in arriving at any conclusion whatsoever.

The number of sets in a given area and the fact that a certain station blanketed that area was not given as "potential circulation." Mobile listening apparatus determined the strength of signals to a fine point as a starter, and as mentioned above four-tenths millivolt was allowed over the FCC requirements. The former method of including all sets in an area known to be covered by an outlet was not considered close enough to be able to state that NBC was giving "total figures of 'potential circulation.'"

According to Mr. Kobak, no attempt has been made to compare the NBC coverage with that of any other, whether radio, newspaper or periodical. Numerous photographs will also be available to those interested as well as the attractive layout containing NBC Network Areas.

The survey was undertaken as a means also of determining the compensation an affiliated NBC station should receive for carrying chain commercials.

WOR to \$1,000 Class; Will Equal the "Nets"

NEW YORK, Feb. 9.—Altho no definite decision has been made and actual introduction is still pretty distant, it has been authoritatively learned that WOR's new rate card will, for night time at least, equal the NBC and CBS rates for their key New York stations. WJZ, WJAF and WABC get \$1,000 per hour for evening time. WOR isn't going to issue a new card until some time after its 50,000-watt transmitter is in use and has been tested.

WOR has added Jack Eaton to its sales staff.

T-R News Testers

NEW YORK, Feb. 9.—WOR, using Trans-Radio press service on a sustaining basis, had two accounts test the pulling power of the broadcasts this week. Week before WOR had another account try T-R once, when Barbasol shaving cream used announcements on an 8 a. m. broadcast by Mark Halley.

Two new testers were Mennen's shaving cream, also using an 8 a. m. spot, and Grove's Nose Drops. Later account is on the station regularly with Gabriel Heatter.

Purnell Leaves WTMJ

MILWAUKEE, Feb. 9.—Bill Purnell, who came to WTMJ last August, has left the radio field to enter a new venture. Billy Hill has taken over direction of the Cocktail Hour on WTMJ.

Perennial Amos 'n' Andy

CHICAGO, Feb. 11.—Pepsodent Company is reported as receiving the staggering sum of some 4,000,000 answers from contestants in the recently inaugurated Amos 'n' Andy contest which requires the empty carton, or toothpaste box. It is possible that there is an error in one of the "zeros," but even then—it's not bad.

Boomerang is claimed because some duggists ran out of the toothpaste. Which brings up the question of whether any other manufacturer wouldn't want the same kind of tough "boomerang."

Amos 'n' Andy stop of character, to talk to their audience for the first time, and the "map" offer to all contestants aside from the prizes appears to be a sure thing.

Spot Broadcasting Setup Is Brighter

NEW YORK, Feb. 9.—While no other station representative firm besides Free & Sleininger has entered into an agreement with World Broadcasting System regarding sale of time on stations handled by the reps which use World service, other representative firms will find themselves in line with WBS thru the return to the transcription firm of the new station contracts issued last week. Explanation is that the new WBS contracts with the station are so arranged that the extra 15 per cent commission is removed, to be replaced by the talent fee. Obviously, then, the station representative companies are in.

Entire spot broadcasting industry has brightened considerably since World changed its contract form and entered the Free & Sleininger deal. Stations are relieved of paying 45 per cent commissions on time sales, since WBS no longer gets this, and the representatives and WBS are no longer in competition as time sellers. This, coupled with the favorable use by Ford Motors of spot broadcasting has given the business considerable impetus for the new year, renewing the story that "spot business is looking up." That story has been repeated annually, but this is really the first time since the introduction of World's program library service that there has been a basis for the claim. Stations receiving the new contracts have been sending them back okeed at a good pace, the only ones World isn't renewing being small stations which couldn't pay increased fees or others not wanted. Reason the smaller stations have to pay more money is that World is cutting down on taking time in lieu of fees.

World has picked up several stations for its programing service. KADA, Ada, Okla., signed last month, while WTRC, Ekhart; WAVE, Louisville, and WHAL, Olean, N. Y., took the service this week. Transcription firm is also landing some nice accounts on its new business ledger, including Pittsburgh Paint thru N. W. Ayer for 40 15-minute recordings on 15 stations and Cole Milling thru the D'Arcy agency for 26 quarter-hour grindings. Both shows are especially built.

Radio Names Signed For Paramount Film

HOLLYWOOD, Feb. 9.—When Paramount studios start the filming of their Big Broadcast of 1935 the greatest array of radio names ever to appear in one picture will be on hand.

Picture is slated to start early in March, with Norman Taurog assigned to direct the big revue. Players under contract to the studio and who will appear in the picture include Burns and Allen, Jack Oakie, Lyda Roberti, Ethel Merman, Gary Cooper, Claudette Colbert, Sir Guy Standing, David Holt, Gertrude Michael, Mary Boland, Virginia Weilder and Charles Ruggles.

Outside radio names that will add their parts to the feature include Paul Whiteman's Orchestra, Sistine Choir and Richard Tauber, Im May Hutton's Girl Orchestra, Ray Bolger, Joe Penner, Carlos Gardel, Jessica Dragonette and the Vienna Boys' Choir.

McQueen, Wons, Wicker May Be Syndicated

CHICAGO, Feb. 9.—Alexander McQueen, Tony Wons and Irene Wicker (The Singing Lady) are being considered for possible newspaper syndication. McQueen would adapt his *Nothing But the Truth* to a daily printed feature; Wons would do likewise with his *Scrapbook*, and Irene would prepare illustrated stories for children. The Singing Lady's recent book has entered the best seller list, along with Wons' latest publication sally.

Watson Back on Air

CHICAGO, Feb. 9.—Dudley Crafts Watson, lecturer and instructor, of the Chicago Art Institute, returns to the air February 12 on his *Here, There and Everywhere* program, which will be heard daily except Saturday and Sunday.

Keystone Network Formed in Pa.

WILLIAMSPORT, Pa., Feb. 9.—Group of Pennsylvania stations has banded together to form the Keystone network, mutual and co-operative web, establishing headquarters in this city. Attempt is a distinct innovation, it is believed, from the co-operative angles and is certainly something new for the Pennsylvania radio men.

Organization came around after several broadcasters felt the need of a chain of small stations presenting Grade A network programs. Stations participating in the network share mutually, complete terms, however, not being divulged. Heretofore whenever any Pennsylvania stations got together for a special broadcast expense was quite high, with the Keystone network cutting that down to the point where it will be able to show a profit.

Network has moved to take out a charter and expects to be functioning about the end of February. Louis E. Jacobson will be in charge of program operation.

Armer Re-Elected At SBS Meeting

FORT WORTH, Tex., Feb. 9.—Lee H. Armer was re-elected president of the Southwest Broadcasting System at stockholders' meeting last week in Fort Worth. New directors elected are Col. E. M. Shaw, of Oklahoma City, and George W. Johnson and A. Earl Cullon Jr., of Fort Worth. A. P. Barrett was re-elected chairman of the board, Johnson was also elected treasurer, Cullon, vice-president; David Stratton, as secretary and assistant treasurer, and Dorothy Carson and Polly Anderson, second assistants. Frank B. Black, SBS attorney, of Chicago, attended the meeting also.

Armer, in announcing plans for SBS, said that the 13-station web would soon go to full time Sunday and weekly.

Don Gordoni in Hospital

CHICAGO, Feb. 9.—Don Gordoni, radio artist and son of Lillian Gordoni, of Superior Radio Productions, was stricken with an attack of appendicitis Tuesday night. He was taken to Henrotin Hospital, where he underwent an operation Thursday, and is resting as well as can be expected.

N. Y. Outlets Ponder The Musicians' Tax

NEW YORK, Feb. 9.—Altho there has been considerable talk as to what New York stations will do to circumvent the 33 per man tax the musicians' union has imposed on all bands playing from remote spots over the stations and which goes into effect shortly, none of the stations has definitely decided on a plan. The talk has been various: that the stations will pick up bands from earlier or that some few places will actually pay the tax. Some of the musicians are equally as upset about the tax, pointing out that it will work an additional hardship upon them and altho the tax is designed to aid the union's unemployment fund, the musicians affected are in the air.

Station most hurt, naturally, is WNEW, Newark, which features its dance parade running until 4 a. m. A station representative said today no final word on what the station will do was available, altho different solutions had been offered, main one being that WNEW would pick up from outside of New York or the territory covered by the union, Local 802. At WMCA no arrangement has been made, but it is quite possible that the station will sign off at 12 midnight instead of at 1:30 a. m.

It's practically assured that the major stations of the two networks, as well as WOR, will increase the number of bands playing from other cities.

Chambers With WFIL

PHILADELPHIA, Feb. 9.—Stanley H. Chambers has been made sales manager of WFIL, Philadelphia, and Keith McLeod is the new program director. Donald Withycomb is general manager of the station, created as the result of a merger recently. Withycomb is the former station relations manager for National Broadcasting Company in New York.

Fizdale-Andrews N. Y. Office

CHICAGO, Feb. 9.—Tom Fizdale and Phil Andrews, operating as the Fizdale-Andrews radio news service, plan to open an office in New York in about three weeks. Phil Andrews will be in charge.

MBS Policy Is Set at Chi Meet; Central Sales Organization Out

CHICAGO, Feb. 9.—The future sales policy of the Mutual Broadcasting System was definitely decided at a meeting held at the Drake Hotel here yesterday. The proposal of the National Broadcasting Company to act as sales representative for the system was discussed and rejected. Representatives of the four stations which comprise the network, E. M. Antrim, of WGN; John Clark, of WLW; Theodore Streibert, of WOR, and H. Allen Campbell, of WXYZ, decided that the sales staffs of the four member stations and the sales representatives of all the members in other territories would handle the sales of network accounts and that no separate sales organization at any central point would be established.

R. D. Innis, for several years a member of *The Chicago Tribune's* business survey department, was engaged as manager of the sales promotion department of MBS with headquarters in Chicago. Fred Weber, formerly connected with the National Broadcasting Company and the American Broadcasting System, was named "Co-Ordinator" for Mutual, in charge of traffic and station relations. He will be stationed in New York. Immediate exchange of sustaining programs was also agreed upon. These will be selected within the next two weeks with all probability that the *Crosley Folios* will be the first to be routed over the cleared network.

Continental Orchestra Corporation
 Principal Office, Hotel Ulton, UYIOA, N. Y.
 Branch Office, 840 Main St., BUFFALO, N. Y.
 Exclusive Management

JACK ALBIN
AND HIS ORCHESTRA.

TEDDY BREWER
12—RADIO STARS—12.

CLIVE SHERMAN
RIVIERA ORCHESTRA.

FREDDY KAY
AND HIS ORCHESTRA.

Reggie Johnson
AND HIS SOUTHERNERS.

LEW REDMAN'S
12—COLORED BELLHOPS—12.

GAMBELL'S
Washington & Lee
ORCHESTRA
 PAT HOKE, Directing.

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

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

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

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

ANNE BOLAND
 "Songs of Love"
NOW ON TOUR

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

BROMO SELTZER HOUR
 INTIMATE REVUE, 8:30 P.M.
 W.Z. Friday, 8:30 P.M.
COLGATE HOUR
 WITH OTTO HARBACH, WEAF, Monday, 9:30 P.M.
AL GOODMAN
PALMOLIVE HOUR
 BEAUTY BOZ THEATRE, WEAF, Tuesday, 10 P.M.
 Musical Director, Opening, New York.

Movie Houses Using Radio Report Receipts Going Up

Theater accounts trekking toward ether in various parts of the country—most experiences reveal that proper exploitation on radio proves its valuable asset

NEW YORK, Feb. 9.—Excellent grosses of the Strand Theater here since it reopened and started using radio broadcasts may be the clincher in an important show business trend. That is that despite the claims of many years, radio isn't opposition to theater business, but, on the contrary, if used properly, can be an excellent bullder upper. This claim is by no means based solely on the evidence of the New York Strand, but is borne out by reports from various parts of the country, with both legit and picture shows. And, if true, as indications are, it resolves back to the question that most showmen have always claimed, that a good attraction will always do its business, regardless of opposition.

Instance of the Strand, however, is closest to home. Several weeks ago the house suffered fire damages and closed for a short period. Just before reopening with Paul Muni in *Bordertown*, Warners took time on WNEW, Newark, and were so satisfied with the results that the company took a 26-week contract which will carry on until early summer. Since the spot announcements started the house has been doing capacity. Strand was really the first New York house to buy time, the Capitol, old Roky and Music Hall having sustaining spots on the air on different stations and with the Capitol getting additional plugs over the Loew Station WHN.

From the New York angle, the most important question may be that of legit and its use of radio. *Green Pastures* and *Earl Carroll's Vanities* while touring made ample use of radio time, with business excellent. *Pastures* had what amounted to a radio department. It has been one of the best road grossers, altho, of course, radio can't be given too much credit. Question is how radio would affect other road shows taking the same tack. Plenty there to think about.

Outside of New York use of radio is a fairly usual thing, especially on the Coast, where many stations have succeeded in selling time to local picture houses. Of these, many have bought translations made on the picture lots dealing with films shortly to open at the various towns.

From another angle, that covering the effect of radio on the value of various stars at the box office, the answer is well known.

BOSTON, Feb. 9. — M. & P. Theaters have taken time once weekly on WAAB, this city. Theater is the Metropolitan, broadcasting the weekly Monday "discovery" night from 9 to 9:30 p.m.

DETROIT, Feb. 9.—An unusual tieup between the stage and radio has been functioning with great success over WKYZ for several months. The United Detroit Theaters, Public operating chain, are using the station for a series of dramatic broadcasts advertising film attractions at all first-run houses. Program is broadcast five nights a week for a quarter-hour and for half an hour on Sunday noon.

The scripts are written by Earl W. Hudson, Public director of publicity. A dramatic sketch is used from the films, building up interest. A big increase in

Hands-Off Policy on WJAS, Says CBS

NEW YORK, Feb. 9.—Spokesmen for Columbia Broadcasting System, queried about what action the network will take in answer to the demand made by the American Newspaper Publishers' Association that CBS instruct its Station WJAS in Pittsburgh not to use Trans-Radio news service as sponsored by Kaufman's department store, stated that there was nothing CBS could do, ANPA made its demand last week on the basis that as a signer of the Press-Radio agreement the network was responsible for its outlets.

CBS execs, however, pointed out two things. First is that WJAS, altho a basic CBS spot, is not owned by the network and hence the web cannot dictate thereto. Secondly is that according to information WJAS is not the purchaser of the TR service but that the department store bought the news bulletins and followed this up by taking time on the Pittsburgh station.

James Brennan, owner of WJAS, is presently in Miami, CBS said. Some thought that the situation in Pittsburgh might be a focal point in the turbulent press radio field, but denied by network officials, who claimed they doubted greatly that the publishers in Pittsburgh would take remedial steps. This is felt especially true in view of Kaufman's position as a large advertiser.

Pittsburgh excitement started several weeks ago when a press-radio battle was in the air and there were reports that program listings were to be yanked by the dailies.

theater attendance is attributed by Hudson directly to these programs. The programs use music in between the dramatic skits. In addition, 30 spot commercials, 100 words each, are used during the week, done in dialog by two announcers.

The dramatic presentations have proved so entertaining that nine Michigan stations on the Michigan Network are using them as a sustaining program. This gives independent exhibitors thru-out the State a rare "break" in free publicity over the air, often at the same time they are playing the same pictures first run.

Closer Co-Operation on Talent Breaks Down Old Web Red Tape

NEW YORK, Feb. 9.—Any one-time compunction of selling a network artist to the opposition chain or an advertiser thereof has become a forgotten radio axiom. While no agreement or understanding has been arrived at by either of the two major chains, the situation has reached that standing of its own accord and the artists' services of the two webs are selling acts where they can.

To a certain extent the networks, which at one time frowned upon and forbade such a practice thru a clause in managerial contracts, were forced into this phase. This came thru the tight time situation obtaining, combined with the advertisers' desire and custom of building their own shows. On the other hand the artists' services, as managers, couldn't endanger their status with

their acts or fail to live up to managers' duties by boycotting any possible revenue source.

At the same time the network officials claim a distinct change of attitude on the part of both advertisers and public towards the sale commercially of sustaining programs. Lately the client's attitude has been that to buy the established sustainer is good policy, since it adds to public good will. Network officials laughed at the claim recently published that sustainings got the artist nowhere, pointing out the obvious answer that those listed as not going sustaining were star performers from other fields whose salaries couldn't be met on sustaining budgets.

NBC's artists' service opens its Coast office April 1 and expects to announce a definite lineup on its band booking department in a week or so.

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

ANGELO FERDINANDO
 AND HIS ORCHESTRA
 NBC NETWORK.
 HOTEL GREAT NORTHERN
 118 W. 57th St., N. Y. City.
 Dir. CONSOLIDATED RADIO ARTISTS,
 1619 Broadway, New York, N. Y.

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

HARRY RESER.
 WRIGLEY'S SPAMMINT TOOTH PASTE HOUR
 DECCA RECORDS
 Your Director:
 CHARLES E. GREEN,
 1619 Broadway, New York, N. Y.

★ BILL SCOTTI 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 Waldorf-Astoria, New York City.
 The World's Only Dance Orchestra Using a Full-Toned \$18,000 Portable Pipe Organ.
 Personal Management CHARLES E. GREEN,
 1619 Broadway, New York, N. Y.

HOWARD WOODS
 and his Royal Crest Orchestra
 Now Playing GIBSON HOTEL, Cincinnati, O.
 Broadcasting Nightly, WLW.
 Direction CHARLES E. GREEN, 1619 Broadway, New York City.

ERNIE AND HIS ANDREWS ORCHESTRA
 Broadcasting Via WTIC-NBC.
 15th Week THE PATIO, Hartford, Conn.
 Dir. CONSOLIDATED RADIO ARTISTS,
 1619 Broadway, New York, N. Y.

MRS. LOUIS ARMSTRONG
 AND HER KINGS OF RHYTHM.
 Featuring KING LOUIS II.
 Now Playing Hotel Vendome, Buffalo, N. Y.
 Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

McKINNEY'S COTTON PICKERS
 Personal Direction WILLIAM McKINNEY.
 COTTON CLUB, Cleveland, Ohio.
 Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

★ EDDIE PEABODY
 RADIO'S MOST VERSATILE ENTERTAINER.
 Now Playing ORIENTAL THEATRE, CHICAGO, ILL.
 Week of February 15, LYRIC THEATRE, INDIANAPOLIS, IND.
 Exclusive Direction
SIMON AGENCY
 RKO Building,
 Radio City, New York

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

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

PROGRAM REVIEWS

"Red Trails"

Reviewed Thursday 8:30-9 p.m. Style—Dramatic sketch. Sponsor—The American Tobacco Company. Station—WJZ (NBC network).

Lively, promising serial written around the early days of the Northwest Mounted Police and the various settlers, half-breeds and Indians that make up the community. Script starts with some dispute about orders from the Hudson Bay Company and soon afterward a half-breed murders a white man. His son goes forth in the face of the warning of local police head, who is short-handed, and brings in his man. But not before he defies death at the hands of the half-breeds and Indians who are fomenting an uprising of some sort. Bringing in his man results in the youngster being offered a sergeant's chevrons and he accepts. There is love interest, of course, and the inhabitants are an assortment of British subjects, such as Irish, Scotch and others, all bringing their native dialects to the dialog, not to mention the half-breeds and Indians.

For the vast army of followers of this type of yarn, whether radio, book or magazine, there is sufficient action and fast-moving story to hold their attention. Cast seemed more than ample and a large orchestra contributed incidental music. First show ran off nicely, with the possible fault being the performance keyed in too high a pitch. Most of the action taking place outdoors probably necessitated the loud tones, but even the dying man lustily yelled to be finished. Orchestra also crashed in forte at all times, but these are simple matters of direction easily ironed out. Sound effects were on the job to good results.

American Tobacco Company is best known to the radio audience for its Lucky Strike cigaret programs, which were handled by the Lord & Thomas agency. This program, in the hands of N. W. Ayer & Son, Inc., is meant for the pipe smokers who may want to lean back and get a load of he-man drama. One credit heard around the half-way mark and the longer one at the close. First one, however, is worked in on the heels of a tobacco-borrowing conversation which wasn't bad. The latter piece was much longer and pertained to 50-word contest on why Half and Half tobacco is liked best. Hundreds of prizes in \$3.50 pipes will be given away each week as well as a supply of tobacco. Offer does not make it necessary to buy the product in order to be a contestant.

M. H. S.

Old Words to New Music

Reviewed Tuesday, 9:30-10:45 p.m. Style—Satirical sketch, with music. Sustaining on WJZ (NBC network).

Old Words to New Music is an original radio program, written by James Dyrnforth, an American, and Kenneth Leslie-Smith, an Englishman, and first produced on the air by the British Broadcasting Corporation, from whom NBC obtained rights. It delivered a large quota of entertainment, which could have been improved had the script been cut, since the 75 minutes involved proved too long. As it was heard in this country, it was a biting satire on the present-day system of legit producing, musical shows of a few years back and possibly some American customs. Possibly is used, since it may have been that the script was Americanized for NBC's airing. If it wasn't, then America itself is included on the receiving end of the satire.

There are two stories involved. First the tale of Wrigley, a playwright who sells his soul to the devil on the condition that the devil bring back Shakespeare and is successful in selling his plays. Wrigley takes this attitude because he has been unable to peddle his wares. Then Shakespeare, brought back, tries to sell Hamlet, succeeding after a year of setbacks, when Geisman, a Jewish musical producer, takes the script for his fame, a braah, hard chorus girl type. And what Geisman, thru Dyrnforth, does to Hamlet is a shame. It's ha-cha-cha all the way, with a typical first-act ending wherein Ophelia and Hamlet (Ham in the script, of course) are separated and sing the usual ballad. Polonious is a Danish pastry racketeer; there's a song, Danish Love, that should

be enough to indicate what was done. And as a climax capper Geisman mentions to Shakespeare when he is told the play is a murder play, that someone must be "Inspector Murphy" of Scotland Yard. At the close Claudius, Polonious, Ophelia and the ghost are all Murphy's.

First 20 minutes or so were fairly boring, altho interest then picked up rapidly. Trouble, of course, was that the basic idea is quite funny, with all after action hammering away at the same point. The music was splendidly satiric of the typical Schubert musical of 1920. Production was very good, musically and dramatically, a large cast being involved, including Teddy Bergman, Charles Webster, A. J. Herbert, George Gaul, Peg La Contra, Howard Phillips (Hamlet), H. Cooper-Smith and others not caught. Webster, as a languid, hard-to-convince producer and as Claudius, and Miss La Contra, as Ophelia, were excellent.

J. F.

Jack Fulton and Ork

Reviewed Friday 10:30-11 p.m. Style—Tenor and orchestra. Sponsor—J. L. Prescott Company. Station—WABC (CBS network).

Ozol, housewife aid, using 11 stations, five times weekly, brings to the mike Jack Fulton, lyric tenor, plus an orchestra. Fulton's first commercial on his own fits into the a.m. picture perfectly. His voice and ballads he selects blend nicely into a restful quarter hour. It takes no great concentration to keep on working and enjoy the program just the same. Tempo is a smooth one and both orchestra and the singing are offered in subdued style.

Credits do not seem to create any undue interference, the product being no newcomer to the listeners, and is pretty well established. It precedes a first-rate dramatic feature and this also contributes to the strength of the spot. Fulton for the past several years was a member of the Paul Whitman organization and a couple of years ago had an evening sustaining of his own. Current program, however, reveals him unusually well suited for morning fare and having control of the situation himself, he shows to better advantage than ever before.

M. H. S.

New Biz, Renewals

NEW YORK, Feb. 9.—National Broadcasting Company has two new accounts and a renewal.

ENOZ CHEMICAL CO. (insecticides), thru McJunkin Advertising Co.; starting March 7 on WJZ and 19 stations. Thursday, 5-5:15 p.m.; rebroadcast 6:15-6:30 p.m. Program is Woolly the Moth.

AMERICAN TOBACCO CO. (Half and Half), thru N. W. Ayer & Co.; starting February 7 on WJZ and 17 stations. Thursday, 8:30-9 p.m. Program is Red Trails, musical and dramatic script show.

WESTERN CLOCK CO. thru Batten, Barton, Durstine & Osborn; RENEWS effective March 17. Sunday, 4:45-5 p.m., on WVEAF and 16 stations. Program is Dream Dramas, dramatic sketch.

PENNINGTON FURNITURE CO. thru A. J. Silberstein, Inc.; starting February 8 for 52 weeks, Monday, Wednesday, Friday, 8:45-9 p.m. Program is Johnny Muldooney and Paul Blackman's Orchestra on WMCA.

EDWIN OTOAB CO., thru Bess & Schillin; starting February 11. Monday thru Friday, inclusive, 8:30-8:45 p.m. Program is Harry Hershfield on WMCA.

W. M. R. WARNER CO., thru Cecil Warwick & Cecil; RENEWS its Wednesday spot on the WJZ network, but effective April 24, drops the last quarter-hour to take 9-9:45 p.m. Programs for Alabodon and Sloan's Liniment will be changed at that time.

GOODRICH TIRE & RUBBER CO., thru Ruthrauff & Ryan, takes the Friday night 10-10:45 spot on the WJZ network, with a rebroadcast for the Coast 11:30-12:45 p.m. Program includes Ted Lewis and orchestra, Doctor Rockwell, Phil Ducey and a large dramatic and musical cast.

Chicago

CHICAGO, Feb. 9.—John Puhl Products Co., thru Charles Silver & Co., has contracted for a quarter-hour program on WGN, Mondays, Wednesdays and Fri-

days, for 52 weeks starting February 11. Electrical transcription, Musical Frolic. Faith Pulmer, authority on the home and its problems, made WON February 11, opening a new six-a-week quarter-hour program known as Paradise Time. Sponsored by a local concern.

Deon Craddock, blues singer, and Little Joe Rardin, tenor, are to be heard daily except Sunday over WBBM from 9:15 to 9:30 a.m., starting February 11; sponsored by National Tea.

New business reported this week by WGN includes the following:

The Love Doctor, sponsored by Kliss-proof Lipstick; a local commercial transcription, taking Monday, Wednesday and Friday from 12:15 to 12:30 p.m. for 52 weeks. Started February 4. Agency, Blackett, Sample, Hummert.

The Singing Lady, an NBC commercial, sponsored by Kellogg Company; renewed until further notice. Agency, N. W. Ayer & Company.

The Whistler and His Dog, local commercial, sponsored by Rival Packing Company; renewed for 13 weeks, starting March 10. Agency, Charles Silver & Company.

White Plains

WHITE PLAINS, N. Y., Feb. 9.—New accounts on WFAS, White Plains, include:

JUMBLE SHOP RESTAURANT, thru Associated Broadcast Advertising Co., taking two weekly announcements for five weeks.

ROMANOFF CAVIAR, thru Associated Broadcast Advertising Co., two announcements weekly for five weeks.

MAY HAT STUDIO, thru Commercial Broadcast Advertising Co., taking 10 announcements.

ARANY, INC. (beauty preparations), thru Associated Broadcast Advertising Co., taking 10 announcements.

ROBERT EVANS (vocal instruction), thru Associated Broadcast Advertising Co., taking two weekly announcements for five weeks.

Newark

New business in Newark includes: CONSOLIDATED CIOAR CORP., thru Atkin-Kynett Co.; starting March 4. Monday, Wednesday, Friday, 9:30-9:45 p.m., program undetermined, on Mutual Broadcasting System, WOR, Newark; WLW, Cincinnati; WGN, Chicago.

M. HOHNER, INC. (musical instruments), thru Atherton & Currier; starting February 23, Saturday, 7:45-8 p.m. On Mutual Broadcasting System, WOR, Newark; WLW, Cincinnati; WON, Chicago; WKYZ, Detroit.

CLEMONS, INC. (clothing), thru Ernest Davids, Inc.; starting February 9, Tuesday, Saturday, 8:15-8:20 a.m. Program is John, Joe and Frosini, on WOR.

RAYMOND FURNITURE CO., booked direct, taking two announcements daily in Make Believe Ballroom program. On WNEW.

ADAM HAT STORES, INC., booked direct; starting February 4, one hour every day but Saturday and Sunday at 9:30-10:30 p.m. Program is Sports Parade. On WNEW.

E-Z-WAY CHEMICAL CO., booked direct; starting February 11, 15-minute periods, six times weekly, every day but Saturday. Program is Uncle Billy and Louise. On WNEW.

NEW YORK AMERICAN booked direct; starting February 2, taking five-spot announcements per day. On WNEW.

Atlanta

J. W. GOLDSMITH, INC. (auto dealers), taking Sunday afternoon spots, with music and philosophy talk. Thirteen weeks on WOST.

BEEMAN'S LABORATORY (foot salve); RENEWS its daily spot on WOST, using hillbilly music.

LUR-EYE and ASPIRINPLUS are both taking early morning spots on WOST.

CRAZY WATER CRYSTAL CO. RENEWS its two daily 15-minute hillbilly band programs.

KRAFT CO. (Churngold) taking 13-week contract for one 15-minute daily program titled Ouess the Title. On WOST.

Charlotte, N. C.

New accounts on WBT, Charlotte, include:

BEAMAN'S TABLETS, six times weekly, 8-8:15 a.m.

PERUNA, six times weekly, 5:30-5:45 p.m.

FROZEN FRUITS CO. OF NORTH CAROLINA taking three weekly 15-minute programs, starting at 8:15 a.m.

CHATHAM BLANKET AND HOME-SPUN CLOTHES CORP., signing Orady

Cole for a three time a week radio column, 5:30-5:45 p.m.

TASTY LAX, increasing from one to three shows per week with its amateur program.

PITTSBURGH PLATE GLASS CO., taking the Dixie Mammoth Minstrel Show for 13 weeks, one half hour per week, Friday, 8:30-9 p.m.

Cincinnati

WKCY has one new account. It is: INDO-VIN, INC. (medicine), taking 100 programs, presenting Buggs Emerick, pianist and singer, and the Indo-Vin Harmony Boys. Program is on 7:45-8 p.m. six times weekly.

West Coast

KNX, Los Angeles, has several new accounts and renewals. They are: DR. D. M. JUSTICE, booked direct. RENEWS participation in Eddie Albright's Ten o'Clock Family program.

BERNARD PERFUME CO., thru Hilmar V. Swenson Co., of St. Louis, taking daily spot announcements.

POWER SEAL CO., booked direct, taking participations on the 6:30 Express program every morning, 6:30-7.

NORTHROP, KINO & CO. (seeds), thru Olmsted-Hewitt, Inc., of Minneapolis, using day and night spot announcements.

LAURA SCUDDER FOOD CO., thru Emil Brascher, of Los Angeles, using evening spot announcements.

New England

New business on Boston stations include:

OMEGA CHEMICAL CO. (Omega Oil), thru Husband & Thomas, New York, taking 60 participations in Yankee Network News Service, Monday thru Friday, beginning February 25, on WNAC;

WEAN, Providence; WORC, Worcester; WMAS, Springfield; WNEB, New Bedford; WLLH, Lowell, Mass.; WICC, Bridgeport; WLBZ, Bangor; WFEA, Manchester.

DR. KING (dentist), thru H. Brewer Smith, taking 312 weather reports, daily except Sunday, 1:20 p.m., beginning February 13, on WNAC, Boston.

HOUGHTON & DUTTON (department store), thru David Makel, taking 48 125-word announcements (transcriptions) daily except Sunday, 6:20 p.m. Began February 1 on WNAC, Boston.

WOLF'S MY CLOTHIER, thru Salinger & Publicover, starting March 1, taking 52 125-word announcements Monday and Wednesday, 10:30 p.m.; Friday, 6:20 p.m.; WNAC, Boston.

G. FULLER & SON (lumber), thru Wood, Putnam & Wood, starting March 15, with 27 15-minute programs, Monday and Friday, 8:45-9 a.m. Program is on WNAC, Boston.

M. & P. THEATERS, booked direct, taking 13 half-hour programs, Monday, 9-9:30 p.m., beginning February 11, on WAAB, Boston. Program is M. & P. Theaters' Discovery Night.

Shepard Heads New Legislative Committee

BOSTON, Feb. 9.—John Shepard III, head of Yankee network, was elected chairman of the Massachusetts Committee of the National Association of Broadcasters at a meeting here. J. J. Storey, manager of WTAO, Worcester, is vice-chairman; A. S. Moffat, president of WMAS, Springfield, is secretary.

Organization of the committee is in line with action taken at last year's NAB convention to set up of such committees to aid in legislative and administrative matters. Phil Loucks, managing director of the NAB, attended the Boston conference.

WLS Mexican Tour

CHICAGO, Feb. 9.—Burrige D. Butler, head of WLS, is spending some time at Acadia, his ranch near Phoenix, Ariz. He will join the WLS-Prairie Farmer conducted tour to Mexico. Tour leaves Chicago February 14, taking over 100 Midwesterners. Floyd Keppers, managing editor of Prairie Farmer, will lead the tour and he plans to file news stories for WLS weekly and air news via the Mexican amateur station which Chief Engineer Tommy Rowe has been working regularly.

Olsen-Shutta Theater Tour

CHICAGO, Feb. 9.—When George Olsen, band leader, and Ethel Shutta leave the College Inn of the Hotel Sherman February 22 they will start a 14-week theater tour, during which time they will be off the air.

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Featuring "RED" EVANS
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The Romantic Fiddler, AND HIS MUSIC.
Now Playing Hotel Governor Clinton.
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ARCHIE BLEYER And His Orchestra

AIR BRIEFS
By JERRY FRANKEN

WHILE New York may seldom if ever hear them, an entire new roster of radio names, some of which may eventually be stars, is being built up thru-out the country. These are the performers recording for World Broadcasting's program library service, most of whom use pseudonyms. World's service is now on more than 100 stations in the U. S. A., and while supplying each station 14 hours of sustaining programs made by the various artists the time will be increased in March to 17½ hours. On 100 stations that's a lot of time.

Because of other New York work, either as network commercials or sustainers, the various artists have to use different names for their recording work, including singers of both sexes, harmony groups and orchestras. However, the constant repetition of their mike names has already established many of them surprisingly well. It's not unusual for local stations to draw mail asking why such and such a performer isn't on a major network program. From the New York angle these performers, insofar as the public is concerned, aren't likely to be heard to any great extent, since only one station uses the WBS service. One of the singers, incidentally, is Kathleen Wells, now on *Showboat*, using the name *Kzy Costello* for WBS.

Well, Goodrich is finally set. Ted Lewis and most of the other talent getting their contracts. While it lasted, setting this program was the champ headache probably in radio's history.

Possibly to get even with other stations which use a Yiddish Uncle Don on kids' programs, WARD, Brooklyn, has started a Yiddish amateur night, Misha Rappel being the ribber-in-chief.

Dorothy Sutherland, now radio columnist on *Advertising and Selling*, steps into Mary McDermott's spot at CBS when the latter leaves at the end of this month.

Harry Pascoe has succeeded Don Clark as continuity head at WMOA, while Lewis Reid has brought in Helen Hancock as assistant. Station has also added Paul Gregory, previously with

WBM, Nashville, and Alfred Hall as announcers.

AT WRITING time B. A. Rolfe's early-morning spot was due to go back on at NBC, altho there was some discussion. Seems the program department wanted it on a temporary basis, while the sales department wanted it back permanently until sold. . . . Nat Abramson to Bermuda. . . . Bruce Chapman, agent, a new father to a boy Thursday. . . . Don Miller, formerly in radio, now advertising manager of *Today*. . . . The Radio Information Bureau of the Procter & Gamble Company is the publicity office set up for the account by Edward L. Bernays. . . . Lester Gottlieb has resigned as radio editor of *News-Week*. . . . Abe Schecter, of NBC, went to City Hall this week on behalf of both networks and all local stations in an attempt to get police cards for the radio representatives. . . . Harry Hershfield has a WMCA commercial for Edwin Cigar Company starting Monday. . . . *Club Romance*, on NBC for Hinds' Honey and Almond Cream, is dropping the script idea and just using the musical part of the program. A needed improvement. . . . Mary Small show for Bab-O changes next Sunday. Bert Hirsch's Orchestra going in and a chorus being added. . . . Larry Taylor, now on a vacation, will undergo an operation before coming back to the air.

Sloan's Liniment and Albodon, with John McCormack and Warden Lawes on the air, change programs April 4, new talent to come in. Sponsor for both accounts is the same and is dropping 15 minutes of the Wednesday night hour on NBC to go to 45 minutes. . . . Post Toasties (General Foods) bought a sketch, Tony and Gus. . . . Reason for NBC's recent economy move is that when the network moved into Radio City increased department budgets were in order. But when pro rata increases for this next fiscal year were listed they weren't allowed.

CHI AIR NOTES
By NAT GREEN

In the final auditions conducted by CBS to discover new talent among amateurs Vivian Della Chiesa, 20, was the winner and is to receive a \$1,300 contract with Columbia Broadcasting System and a guarantee of at least 13 weeks broadcasting under the chain's sponsorship. . . . Second prize winner was Stephanie Ziegler, who also receives a CBS contract. . . . Among the judges in the finals were John Boles, Sylvia Froos and Ferde Grofe.

Work is rapidly progressing on WCPL's new high-power transmitter, located in Downers Grove. . . . The building to be used for equipment has been completed, and installation has been started under direction of Maynard Marquardt, chief engineer. . . . A 24-inch rotating beacon to guide aviators is being placed on the building. . . . The huge steel mast now reaches a height of 200 feet, which will be half of its completed height. . . . Entire plant will be ready for operation March 1.

Starting this week *The Desert Kid* will be heard five times a week over NBC, being broadcast daily except Saturday and Sunday at 5:45 p.m. . . . Jane (Rowena) Williams, former Minneapolis girl who won the nation-wide soup auditions among amateurs a while back and as a consequence went to Hollywood to sing with Dick Powell, stopped over in Chi a few days ago on her way to New York. . . . The scene wasn't as rosy as painted on the West Coast, no Jane has taken to the stage. . . . Miami Gardens, Milwaukee night spot, again on the air from WTMJ, with Tony Bauer's Mexican Musketiers furnishing the music. . . . Martha Crane (Mrs. Ray Caris), director of the *Homemakers' Hour*, expecting a blessed event some time in March. Marjorie Hannan, leading lady in *Sally of the Talkies*, has received an offer from Paramount to take a screen test and she hopes soon to so

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The Dramatist of Song
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"RUDY BUNDY" Has a Fine Band

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Featuring The Ross Sisters, Bill the Dance Favorite at
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New York's Million-Dollar Dance Palace.

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Master of Ceremonies at the ROXY THEATRE, New York. Indefinite Run.

Featuring **EDDIE RYAN**

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ARE YOU LISTENIN'?

Tony Wons
N. B. C.
Monday, Tuesday, Wednesday, Thursday, Saturday, 10:35 A.M.
Sunday, 4:30 P.M., Central Standard Time.

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

STAN WILLIS, band booker, is gradually extending his list of offices along the Eastern Coast, his latest affiliation being in Havana at Manzana de Gomez 353, where Ramon Becal will be his representative for Cuba. First booking is Marvelo, Buried in Flames attraction, for a tour of the island. Willis is also arranging other bookings, including Vincent Lopez and his orchestra. With Miami business poor, Willis may close his Miami office to concentrate on Cuba.

DON PEDRO and his crew returned to the Oriental Gardens, Chicago, February 11, for an indefinite engagement and will be heard over NBC as before. Henri Gendron and his Ambassadors, heard at Oriental Gardens while Pedro was on tour, leave to make personal appearances at theaters around Chicago and will feature Jimmy Hatton as vocalist.

ART JARRETT and his orchestra, with Eleanor Holm (Mrs. Jarrett) as vocalist, move into the College Inn, Chicago, February 23, following the departure of George Olsen and Ethel Shutta, who go on tour.

TED RICHARDS and his orchestra have been touring a Western circuit with the *Hi-Boy Revue* for the past two months. Unit broke a house record at the Vancouver, B. C., Pantages recently. *Sugar Blues* is the band's featured hit. Tour will wind up in Salt Lake City in about two weeks.

JIMMY LOVE, ork leader, has opened a booking office on Broadway.

CURLEY ADAMS, New York songwriter, and Charles White are organizing a 14-piece girl ork. Mildred Kolloch will be vocalist.

PAUL GEORGE and his Georgians, under the personal management of Ben Chatfield, are one-nighting thru Georgia to good business. Charlie Thompson, pianist; Edith Thorpe, vocalist, and a violin trio are the combo's standouts.

DICK SCOTT and his music have terminated a long stay at the Riviera Theater, Philadelphia, and are currently playing at the Back Stage Club.

FRANKIE LITTLEFIELD'S engagement at the Delmar Club, Galveston, Tex., has been extended indefinitely.

AL STANLEY'S Arcadians, with Kitty Kimball and Tommy Lawrence doing the vocals, are holding forth at the Club Chateau Lido, Daytona Beach, Fla.

JESS WALTON'S Band, playing clubs in St. Louis and vicinity for the past several months, is becoming one of the popular bands in that vicinity. Walton's band experience dates way back. He toured years ago with H. W. Campbell's United Shows, was band leader for

C. W. Parker's No. 1 Show, was with Bill Sweeney's Cowboy Band on Buffalo Bill's Wild West and Pawnee Bill's Far East Shows, played first chair cornet for Woekener's Band on the Al O. Earnes Circus and in later years was with Rodemich, Lopez and Bernie.

CHARLES VAGABOND, still using 13 men and three girls, is furnishing lunch and dinner music as well as dance tunes three times weekly at the Hotel Edwards, Jackson, Miss.

JIMMY VAN OSDELL and band entered Old Vienna, Cincinnati, February 8 for an indefinite engagement.

PAACK HUMPHREY and his band returned to Spring Hurst, Lexington, Ky., February 13. The ork and a three-act floor show will broadcast nightly over local WLAP.

BERT PARKER and his ork are current at the Nut Club, Little Rock, Ark. The boys feature one of the largest sets of organ chimes in the country. Roster includes Parker, Sol Alman, Billy Peterson, Joe Davis, Dwight Schear, Lawrence

WHEN KADA, Ada, Okla., signed up for World Broadcasting's library program service recently the station bought a full page in *The Ada Evening News*, local daily, announcing the fact. Advertising also listed some of the personnel, including Dr. C. C. Morris, owner; Lona Barrett; C. M. Barnes, commercial manager; Paul Hughes, continuity manager; Eleanor Taylor, Pat Perrin; E. H. Taylor, chief engineer; Joe Lee, program director, and Wesley Brock and Paul Hunsucker, engineers.

ALEO OPTICAL CO., of St. Louis, is now participating in the KMOX, St. Louis, program, *The Laugh Clinic*.

KTAT, Fort Worth, has signed Alon William Revelman, Australian, for a series of travel talks.

KNX, Los Angeles, is trying a new wrinkle in barn dances thru adding a large mixed chorus to its weekly affair.

WBT, Charlotte, N. C., has promulgated an order that the word "Flash" is to be used only with legitimate news programs. Move was made to avoid listeners getting the idea the station cried wolf just to get attention for a commercial or sustaining. Station also has a new chief engineer, J. J. Belcunty, former chief at WPG, Atlantic City. His predecessor, Paul Rosenkranz, resigned.

KMOX, St. Louis, has drawn a renewal from the TRUAX-TRACER Company, coal dealer. Program features June and Jerry, singing team.

WILLIAM A. SCHUDT JR., general manager of WBT, Charlotte, N. C., visited New York last week.

KOMA, Oklahoma City, has arranged with *The Oklahoma News* to have daily broadcasts of the paper's syndicated cartoon *Sekatory Hawkins*. Paper has a

Heygood, Joe Bernhard, Marion Rickman, Woodward Gray and Herbert Wren.

ACE BRIOODE and his Virginians are touring Illinois, Iowa, Nebraska and South Dakota during February and go into the Capitol Theater, Chicago, for three days March 9.

CARLTON REED'S International Orchestra, of Ft. Wayne, Ind., has been engaged indefinitely for the Hotel Auld, Washington, Pa. Dottie Lee, Tiny Poff and Don Stettler are handling the vocals.

WALT SEARS and his Georgia Revelers have been routed thru Ohio by the Fuller Orchestra Service, of Parkersburg, W. Va.

JERRY GILBERT is proving popular at the Cornaga restaurant, Far Rockaway, L. I. Jerry's new song, *What Do You Say*, is helping.

CECIL KRISTAL and his orchestra have just completed a four-week engagement in St. Petersburg, Fla., and have returned to the Lake Haven Inn, Montgomery, Ala. Orchestra broadcasts twice weekly over WSPA.

JIMMY WHITNEY'S Band is doing nicely at the Baker Hotel, St. Charles, Ill. The personnel includes "Ocky" Erickson, trumpet; "Bunnie" Wlenert, (See Band and Orchestras on page 34)

STATION NOTES

Address All Communications to the New York Office

Hawkins Club with over 4,000 members, many of whom joined after the broadcasts started.

WPAS, White Plains, N. Y., drew a crowd of 800 people to the dedication of its new Sky Salon studios atop the Roger Smith Hotel in White Plains. Program for the occasion started at 9 p.m. and lasted two hours.

SOUTHWEST BROADCASTING SYSTEM is shifting announcers. Jesse Milburn, of WACO, Waco, goes to KRLD, Dallas. Frank Stewart, of KTAT, Fort Worth, replacing him. George Applegate, KVOO, Tulsa, Okla., succeeding Charles Belfi on KOMA, Oklahoma City, who goes to WBRZ, Ponca City, Okla.

JAY BRUNETTE, baritone on WFAA, Dallas, Tex., starts a commercial on that station March 18 for Pittsburgh Plate Glass Company.

PERCY ROBBINS, organist and manager of the WOWO (Fort Wayne) artist's bureau, has been named program manager of Station WOWO. It was announced this week by Fred C. Zieg, president. Robbins succeeds Medford Maxwell, who recently joined Calumet Broadcasting Enterprises at Hammond, Ind. Robbins will also continue his duties as head of the booking service at the station.

THRU a typographical error, an item in the February 2 issue of *The Billboard* stated that a sales promotional letter prepared by KYW, Philadelphia, quoted another letter from Drug Trade Products wherein it was said that the Pickard Family's program had jumped the sponsor's business 100 per cent since KYW moved from Chicago to Philadelphia. It was said in the item in the issue mentioned that the increase had been but 11 per cent.

MUSIC NEWS

Music publishers have decided that it is unethical for other music men to know the exact figures on how often their songs are played on the air. Practically all of the leading publishers have subscribed to a service which will let each house know its own figures only. In deference to the music men's wishes *The Billboard* discontinues its NETWORK SONG CENSUS for the time being at least.

Matty Levine, who will be remembered as accompanist for Irene Bordoni, the Street Singer and other noted artists in and out of radio, has aligned himself with Irving Berlin, Inc. Levine started on his new job last week.

J. Fred Cools has completed two new songs which will form part of the latest starting vehicle for Bebe Daniels and Ben Lyons, who are slated to open shortly in a play entitled *Hollywood Holiday*.

With the contemplated tenancy of at least three firms well known in Tin Pan Alley the Brill Building, Broadway, New York, is soon to become the mecca for the music publishing industry. Those who already have leased quarters are the Crawford Music Corporation, Santley Brothers and the newly organized A. J. Stansy-Charles Lang combination. The latter establishment means the dissolution of Bibb & Lang. Mrs. Stansy, widow of one of the pioneers in the business, is a partner in the new concern. Irving Bibb is at present on the Pacific Coast, where he is engaged in writing songs for flickers.

After negotiations with a number of prominent firms the latest work of Edgar Leslie and Joe Burke, *There's a Little Picture House in My Heart*, has been sold to Donaldson, Douglas & Gumble. President Harry Link clinched the deal last week.

Returning from the Pacific Coast following a sojourn which kept him there several months, Lester Santley, of Santley Brothers, brings the information that he has made a deal with Columbia Pictures to exploit his publications in several new talks under way. The initial song is by Victor Schertzinger in *Let's Live Tonight* and called *Love Passes By*.

Edward B. Marks celebrated his 41st year in the music business Thursday, February 7. In commemoration of the occasion a number of professional friends who gathered sang Ed's first efforts as a writer, *Little Lost Child* and *My Mother Was a Lady*. Incidentally, the new edition of Marks' book, *They All Sang* (From Tony Pastor to Rudy Vallee) came out the same day. Altho over 12 months old the book is still popular with repeated requests from sources interested in research and other work.

In spite of his various duties as leader of the orchestra now functioning at the Waldorf-Astoria, Xavier Cugat has turned out another composition to follow his successful *My Shawl* number. It bears the caption of *Rain in Spain*.

Harold Raymond, president of Superior Music, Inc., of New York, stopped off in Chicago for a couple of days on his way to Los Angeles, where he expects to make some picture tieups. Chick Castle, recently appointed manager of the Chicago office, piloted him around town.

BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

YOUNGSTOWN, O.—The Idora Park Pavilion Moderne here has temporarily discontinued the use of name bands on Saturdays and will shortly abandon the Saturday night dancing idea. The spot opens its summer season in May with Eddie Conti and his orchestra.

BALBOA BEACH, Calif.—The Rendezvous Ballroom here was destroyed by fire of an unknown origin recently. The ballroom, built in 1928, was a block long and a half a block wide, accommodating 1,500 couples. The owners, Dick Whitson, Ray Burlingame and H. R. Tudor, stated that the property was insured and that the building will be rebuilt. Total loss amounted to approximately \$75,000.

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I Have Done HUNDREDS OF THE GREATEST HITS
For Representative Publishers and Writers. Submit
Your Songs or Poems to
EUGENE PLATZMAN
1838 Broadway,
New York City.

Sheet-Music Leaders

(Week Ending February 9)

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

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

1. Isle of Capri.
2. Blue Moon.
3. Good Ship Lollipop.
4. I Believe in Miracles.
5. June in January.
6. Tiny Little Fingerprints.
7. Dancing With My Shadow.
8. Believe It Beloved.
9. With Every Breath I Take.
10. Oh Faithful.
11. Object of My Affection.
12. Love Is Just Around the Corner.

Mem., Boston, Does \$38,900

RKO gets requests from other cities for "name" shows—likely to be done

NEW YORK, Feb. 9.—The success of the first of the four-week observation of the 52d anniversary of vaude by the Memorial Theater, Boston, entailing the playing of "name" shows, may result in RKO splurging on flesh in other cities of the country. This is indicated by communications reaching the home office from other sections of the country asking the circuit to consider giving them shows of the Boston caliber. It is likely that the theater execs will heed the requests in view of the weak film schedule.

The first anniversary week at the Memorial, Boston, wound up Thursday night, with the house playing to a gross of \$38,900 on the week. This was done to the tune of five shows a day all week long, which helped to eat up the profits due to the overtime called for by the labor unions in view of the extra shows. Still the house netted a handsome profit on the week. The bill comprised Joe Penner, Boswell Sisters, 12 Aristocrats, Stan Kavanagh and the Great Yacops.

Current show at the Memorial comprises Phil Baker, Mitzl Mayfair, Kitchen Pirates, Diamond Boys and the Four Ortons, and the show coming in February 15 is the *Casino de Paris Revue* headed by Milton Berle. It is not expected that these shows will reach the gross of the Penner-Boswell combo, but that they wouldn't be far behind is assured.

The idea of the 52d anniversary of vaude for a flesh splurge in Boston was conceived by Charles Koerner, division manager in that territory. With the help of his publicity representative, Jack Goldstein, he managed to grab off considerable newspaper space in making teclups for the celebration. He also contacted the booking office here in the booking of his shows.

One Killed, Six Injured When Freight Hits Auto

ELMIRA, N. Y., Feb. 9.—Connie Traffick, known on the vaude stage as Connie Burns, was killed and six other performers were injured Sunday night when the auto in which they were riding was struck by a fast freight train three miles north of here.

Those injured were William Demarest, of New York; Jack Weiss, Middle Village, L. I.; Henry Goldstein, New York; Henry Schuster and his two daughters, Luella and Edna. Demarest sustained a fractured leg, while the others were cut and bruised.

The Schusters, known in vaudeville as the Renardi Trio, were en route to Endicott in Goldstein's automobile. The others were members of a magic troupe headed by Goldstein and were en route to New York from Hamilton, Ont.

Marcus Show Breaks Record

CHICAGO, Feb. 9.—A. B. Marcus' new show, *La Vie Paris*, broke its own box-office record on its repeat date at the Oriental Theater this week. It returns on March 8 to play more Balaban & Katz time, opening at the Marbro Theater, with the Southtown and Harding to follow. Jack Hurvey, scenic and costume designer for Marcus, has provided some beautiful costumes and flashy sets for the new show.

GERTRUDE AVERY AND DIAMOND REVUE had two accidents on its way to play Fay's, Providence, recently. Miss Avery, her brother, Randolph, and Pauline Stevens were injured when their car was hit by a truck soon after they left Poughkeepsie. The car was wrecked, the Connecticut State trooper taking them into Providence in time for the first show. The bus carrying the entire company slid on the ice near Providence, but no one was hurt even tho the bus was damaged.

You're a Builder-Upper

NEW YORK, Feb. 9.—George Godfrey recalls the time only two or three years ago when, as head RKO booker, he advised Jack Benny to try radio as a "name" builder-upper. At that time RKO wouldn't give Benny more than \$400 a week and Benny was pretty much disgusted with vaude as a big money proposition.

Today Benny is among the biggest box-office attractions in vaude, getting around \$7,500 a week.

Chorus Equity Sues M. Weisgal

NEW YORK, Feb. 11.—Chorus Equity resorted to a new method in pushing vaude code complaints when it sued Meyer Weisgal, producer, Tuesday, charging him with a criminal violation of the State National Recovery Administration Enforcement Act. The Chorus Equity attorney, Paul N. Turner, filed the suit on behalf of 32 girls who appeared in Weisgal's *Romance of a People* at the Roxy Theater for \$12 a week each in September.

Eileen Shannon, spokesman for the troupe, told Magistrate Hulon Capshaw that Weisgal and the M. W. W. Productions, Inc., had violated the code minimum wages for chorus people in presentations, \$30. The court issued summonses returnable Thursday. Weisgal was not in court Tuesday.

The NRA compliance board here advised Chorus Equity to sue thru local courts under the State NRA enforcement act as the quickest way to get action. The NRA attorneys can appear only in federal courts, which are notoriously slow in reaching decisions. The NRA is co-operating with Turner in pushing the case.

Hickey-Anger Get a Grand

NEW YORK, Feb. 9.—John Hickey and Harry Anger got a \$1,000 settlement from Fox last week on their suit of eight months ago in which they accused the picture company of swiping the title of their unit. The unit was *Bottoms Up*.

Loew's Montreal Goes Pix

MONTREAL, Feb. 9.—The Loew's Theater here will drop its vaude and go into a first-run film policy February 15. Move is a result of the closing of the Capitol Theater for repairs, making the first-runs available. This policy change is scheduled to last seven weeks, at which time the vaude shows will return to Loew's. Larry Golde has been sending the shows from New York.

Capitol, Albany, Goes Vaude

NEW YORK, Feb. 9.—The Capitol Theater, Albany, recently harboring a burlesque policy, went into a vaudefilm policy yesterday under the supervision of George Walsh, in charge of the Public up-State theaters. Abe Feinberg is booking the house, the first show comprising Jones and Hare, Barney Grant and Relatives and a 33-people unit, *Happiness Again*.

Max Bloom Injured

CHICAGO, Feb. 9.—Max Bloom, comedian, was run down by an auto one night this week, suffering a broken right arm and several facial cuts.

Loew Denies Dropping Vaude; Trend Toward Stage-Band Idea

NEW YORK, Feb. 9.—A report that Loew might resort to wholesale cutting of vaude because of differences with the stagehands' union was denied by C. C. Moscovitz, operating head, this week. It is known, however, that the union here had made special concessions to Loew on overtime charges seven months ago and that Loew's demands for still more concessions had aggravated the union.

Meanwhile Loew is spreading the presentation idea and there are strong indications that a stage-band policy will

N. Y. Agents in Huddle on Bill for State Regulation

Seek true facts of bill—altho theatrical agents are excluded they fear "jokers"—Johnny Hyde, M. H. Rose and Jerome Wilzin active—general meeting to be held

NEW YORK, Feb. 9.—Vaude agents are contemplating leading the way to establish the true facts as concerns theatrical employment agencies in the bill for State regulation of employment agencies now up for Albany legislation. While the bill excludes theatrical agents in an early clause, it makes mention of those agents frequently in other clauses of the bill. These are regarded as "jokers" by Johnny Hyde, of the William Morris Agency; Maurice H. Rose and Jerome Wilzin, attorney for the Morris office. They will meet Monday to go into this matter further and

Jack Benny Breaks Baltimore Records

BALTIMORE, Feb. 9.—Jack Benny broke all house records at Izzy Rappaport's Hippodrome Theater, where he closed a week run Thursday. Playing with a weak picture, *Carnival*, Benny did six shows Saturday and five-a-day the rest of the week. He did not play Sunday, going to New York for his evening NBC broadcast.

Despite his six-day week and one day of heavy snow, Benny had the reserves out Saturday night when thousands were turned away. The house piled up a \$24,000 gross, topping the previous record held by Joe Penner. Benny recently won the *World-Telegram* Radio Poll as radio's most popular comedian.

Rimacs for Europe

NEW YORK, Feb. 11.—The Rimacs have been signed thru Harry Romm for a European vaude and cafe tour. Open April 15 at the Ambassadeurs Cafe, Paris, for two weeks, followed by the Plaza Theater, London, May 3. Then they go into the London Palladium June 17 for two weeks, followed by Continental dates. Cleo Rosario and Carita Rimac and Charlie Boy are heading the troupe.

Warner's Cautious Policy

PITTSBURGH, Feb. 9.—Warner is not running riot with its vaude policy at the Stanley, according to booker Steve Trilling. It has Lucky Millinder's Band this week, with no shows booked for the weeks following. Loew has Alex Hyde's Band and Jimmy Savo this week and has bookings lined up the next few weeks. Both houses are down to a 40-cent top admission and battling away.

More South American Vaude Bookings

NEW YORK, Feb. 9.—Hal Sands is sending an eight-people revue to South America for a return tour, opening April 1 in Rio de Janeiro, Brazil. James Schure is managing the act, which enjoyed a six-month tour of South America last year.

Fully Markus, meanwhile, continues to send acts and bands to South America. Admitting he sent four attractions to that continent for vaude and cafe tours last year, he nevertheless refuses to divulge details of his booking teclup.

It is understood that Loew and RKO, represented respectively by Leopold Friedman and Senator J. Henry Walters, are also taking action on this current employment agency bill. It will affect the circuits because of their booking offices. The clause in the current bill that would affect them reads: "No such license or his agents or employees shall conduct or have any financial or proprietary interest in any place of employment to which such applicant is sent."

The bill itself directly states that it shall not apply to a theatrical booking office, but as was printed in a recent issue it is understood that an effort will be made to include the theatrical agents in the bill. This information came from the local License Department, which said at the time that it felt the State would take over jurisdiction of theatrical agencies. Furthermore, the many references in the bill to theatrical agencies, despite the exclusion clause, is causing concern to Hyde, Rose and Wilzin.

In the definition of "employment agency" mention is made of theatrical employment agencies, and then further along the line the term "theatrical employment agency" is defined. Furthermore, a "theatrical engagement" is defined. Then in a clause regarding fees there is also mention of agencies furnishing meeting on this matter feel that as long as theatrical agents are excluded there is no need for the elaborate mention regarding them throughout the bill.

If the bill does include theatrical agents and is passed there are many clauses which would react against them. They would have to give the State and post in their offices a schedule of their fees to performers; their characters would be investigated; they would be taxed \$100 annually and would have to furnish a \$3,000 bond; they would be responsible for any damages occasioned a performer; they would have to keep statistical records of their business, and they could not charge a higher fee than the schedule calls for nor could they split their fees.

The bill was introduced in the Assembly January 2 by Louis A. Cuvillier and a public hearing was held January 30 by the Senate Committee on Labor and Industry.

Whiteman's Five-Night Tours; Returns From Success in South

NEW YORK, Feb. 9.—Paul Whiteman and his troupe arrived here Thursday morning in time for their radio rehearsal after playing five nights in the South, where they hung up new records. Played the Mosque, Richmond, Va., a week ago last night to 5,200 people. Followed with engagement in Jacksonville, Orlando, St. Petersburg and Tampa, Fla. In Tampa Whiteman and his crew played the swanky Gasparilla Ball.

Martin Wagner, of the William Morris Agency, is now making arrangements for these five-night weekly tours. The show must return here each Thursday morning for its Thursday night broadcast.

Radio Unit Opens

EASTON, Pa., Feb. 9.—A new radio unit opened today at the Wilmer & Vincent State Theater. The show includes *Nolanes 'n' January*, Mary Small, the Poet Prince, Bobby Gilbert, Jack Miller and Ruby Colleano.

Palace, New York

(Reviewed Friday Afternoon, February 8)
(First Show)

What would be an unusually fine variety bill is marred this week by the closing band act, a Chicago importation, which showed conclusively that it wasn't ready yet for vaude appearances. The Palace hasn't taken it on the chin enough let alone putting it in the class of a break-in spot. Balance of the show, however, is just grand, one sock after another, which is easy to understand when you note that the acts are the Three Kanes, Steve Evans, Ray and Sunshine and Slate Brothers—in the order of their running. Show runs 54 minutes, with Dave Mordecai leading off with his okeh overture. As usual the pit crew played the show well. Current pix is a draw. It's Paul Muni and Bette Davis in *Bordertown*.

Three Kanes get the bill off to an excellent start with their perch act. The male duo of the act do the stunting, while their girl assist is a prop helper. Boys do capable jobs of daring stunts, including forehead, belt and foot support of high perches, on which the top-mounter does corking tricks.

Steve Evans came in for a prolonged hand in the deucer with his clever mimicry. His boyishly charming delivery helps him lots, but his ability to give real portrayals of celebs is the real punch. Opens fair with El Brendel and Joe Brown, but goes into high with his Will Rogers, Rockefeller Sr., the Polish drunk and Lon Chaney bits. That drunk impression is a honey.

Ray and Sunshine, formerly known as the Hudson Wonders, are a pair of girls who can match their talents with any and all acrobatic dancers. These youngsters do tricks that make you gasp, such as front and back somers from feet to feet, and with it all work at an unusually fast pace. They do as socko an act as you could want.

Slate Brothers, in next-to-closing, duplicate the success of their many appearances here. These boys ply their luke most delightfully and get all the laughs and more out of their slapping each other around, etc. That adagio burlesque with a dummy is still a choice

piece of hoke. Top it all off with some straight legwork.

Earl Hines and Orchestra, colored outfit from the Grand Terrace, Chicago, closed and didn't click. Has the makings of a good act, but should have visited a rehearsal hall before it came here. Ran very ragged without proper routing, staging and the like. Only bit of the act was the legging of Three Palmer Brothers, especially the hoofing of the taller of the brothers, Kathryn Perry, singing specialty, got off mildly with *Body and Soul*, but picked up on *Hands Across the Table*. The singing trio with the band did not fare well at all. Band itself plays very capably, with Hines leading from the piano and in front, but needed staging to bring them out right. Hines tickles a mean keyboard, but as leader didn't inject much showmanship.

SIDNEY HARRIS.

Loew's State, New York

(Reviewed Friday Evening, February 8)

Except for a mild No. 2 act, the five-act show this week is pretty strong. Everett Marshall, No. 3, and Buster West and Lucille Page, in next-to-closing, were the outstanding socks. Picture is *Forsaking All Others* (MGM), and business this-evening was fair.

Park and Clifford, a couple of muscle boys in Roman gladiator costumes, got the show off to a great start. Their hand-to-hand lifts give them a chance to display strength and control. Showmanship is here and the boys had no trouble clicking.

Al Nord and Jeanne did fairly well. Nord's trick banjoting is about the best thing in the act. The comedy, consisting of crossfire between Nord and the midget Jeanne, is not so bad. Need a zipper routine and especially stronger comedy.

Everett Marshall was in fine baritone voice. Opened with *June in January*, giving it plenty of sock delivery, followed by *Without a Heart* and then by *Straw Hats in the Rain*, which he had introduced in *Calling All Stars*. He gives *Straw Hats* plenty of feeling and easily won an encore, *Wagon Wheels*. Besides

his virile voice, Marshall has the delivery.

Buster West and Lucille Page, both outstanding dancers, are doubly good as a team. West is still a clever eccentric-acro dancing comedian, while Miss Page is effective with her striking acrobatic routines. The act is kept together with comedy lines and bits, Charles Eaton assisting in some bits.

Helen Compton and orchestra of 12 girls provide of pleasant layout of dance rhythms, with Miss Compton contributing a few songs. The specialty people include Audrey Gibson, lovely and graceful acro dancers, and Sylvia Dean and Bobby Jones, fast acro tappers.

PAUL DENIS.

Palace, Chicago

(Reviewed Saturday Afternoon, Feb. 9)

Joe Peanuts and his company of Simian gigolos were a good opener. On a raised platform is a monkey jazz band that gets plenty of laughs with their antics. Joe goes thru various tricks and winds up with a flying trapeze stunt. The monkeyshines went over good with this audience.

Jean Carroll and Buddy Howe deuced it. Jean opens with a song and is interrupted by Buddy and they go into comedy talk. Most of the chatter is good, made even better by Jean's delivery, but there are quite a few anti-climax gags in the assortment. Buddy does a clever acrobatic dance, and after some more talk they both do a song and double tap routine. Two bows.

Buster Shaver, with Olive and George Brasno, were next. These little folk, who to this scribe's notion are cleverest pair of midgets on the stage, started with the singing of *Mister and Missus Is the Name*, followed by Olive doing a hot dance to *Anything Goes*. The highlight of the act is still the song and dance done by Shaver and Olive, which was next and a hit. George sang again and did some dialog, with Olive as Mae West, and they closed with a fast dance. Three bows. A hit.

Three X Sisters held the next-to-closing spot with their harmony. Opening with *An Earful of Music*, they then went into a novelty titled *Rez, With His Sound Effects*, in which the girls did impressions of Garbo, Betty Boop and Zasu Pitts, with some sound imitations by one of the girls. Following this was *June in January* and some musical imitations. Two bows.

Herb Williams closed. Assisted by Doris Ewing, Basil Whitfield and Clem Taylor, Herb went thru the same act he has been using for years and which is always a laugh getter. The last half of the act when Herb does his piano stuff had the audience howling. A hit.

P. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, February 8)

A pleasant stage show in support of the Gaumont-British *Jack Ahoy* on the screen, lifted to far above average by Bob Hall's amazing, hilarious and immensely clever verse improvisations and by Gypsy Nina's warbling.

Hall's routine, varying with each show, socks over as he goes along talking in rhyme that he makes up while he's saying it. He gets a smash finish by asking the audience to call out subjects and weaving the whole long list of them into impromptu verse. It's way above the ordinary both in entertainment value and intrinsic talent.

Gypsy Nina closes the show with her always excellent warbling, with the One Foster Girls doing a number during her last song. She starts with a Russian folk song, follows with *The Moon Is Yellow*, and scores solidly with *Cara Nome*, encoring with *With Every Breath I Take* as the girls go thru their routine.

The rest of the bill fills out excellently. The Liazed Troupe goes thru its always excellent mounting and whirlwind acrobatics as a starter. Carter and Holmes, in a knockabout and very zany turn, provide humor and display marked ability in both dancing and acrobatics. An unbilied lass leads another Foster Troupe routine with some outstanding rhythm tapping. And Joe Williams, a large gentleman from South Norwalk, Conn., proves the best Town Hall Night amateur radio winner that the Roxy has had so far. Weighing something that must be well over 300, he gets out to the mike and sings *Where There's Smoke There's Fire* and *Pardon My Southern Accent* in a way that earned him a clear-cut show-stop at the supper show opening day. He was forced into another chorus of the *Accent* number.

The Foster kids, in addition to their

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routine with Gypsy Nina, do a bright and lively Spanish number and a mid-show workout that's sensational. In the latter they have bells (each set ringing a different note) on their ankles and wrists and they play out the number by jumping up and down or lying on their backs and wiggling their legs, singly and in pairs.

Attendance was good at the opening day's third show. EUGENE BURR.

Radio City Music Hall, N. Y.
(Reviewed Thursday Evening, Feb. 7)

The stage show this week is run off as a prolog and lasts but 25 minutes. This is coupled with the 16-minute overture. It's all done strictly as a buildup for the film *The Scarlet Pimpernel*, starring Laila Howard and Merlo Oberon, a first-class draw for the Music Hall. As ever, the stage show is arty, tho not as elaborate as the usual shows. The business at this show was very good. Overture found considerable favor, and deservedly so. It was *Gypsy Echoes* arranged by Maurice Baron, and the symphony crew played it beautifully. This session is doubled in value by the inclusion of mixed choral ensemble, with Jan Perce and Rose Dirmann doing excellent work of solos.

The stage show is labeled *The Last Minute*, tying in with the film. Opening, subtitled *At the Gates*, has Robert Weede and Rose Dirmann in singing roles and giving grand accounts of themselves. This is followed by a parade of folks in gorgeous costumes of the old European days.

Following number is *In the Garden*, showing the aristocracy enjoying themselves. In the early portion of this session the corps de ballet do a graceful routine. Robert Weede handles a novel number from *The Barber of Seville*, and Paul Haakon, Nicholas Daks and Louise Fernaca contribute dance bits. Weede's fine handling of the song won him a big hand, and the work of Haakon, Daks and Miss Pornica went very well also. Haakon showed himself to be a talented and energetic dancer, while Daks and Miss Pornica are still the clever skipper-abouts. The Rockettes got the biggest mitting of the show when they again went into one of their precision routines, this one meaning more because of the different and clever routines.

Finish of the number allowed for a grand display of the Music Hall facilities, but it wasn't done a la Roxy. It was the invasion of the revolutionists and, while the stage was crowded, cannons boomed and powder flashed, it could have been handled a lot more impressively. The house crew usually makes much of such opportunities. The film flashed on right in the midst of all this. SIDNEY HARRIS.

Earle, Philadelphia

(Reviewed Friday Afternoon, Feb. 8)
(Second Show)

Hickey & Anger's production of the revue *Live, Laugh and Love* brings to the Earle one of the smartest units shows it has played in a long time. The physical production—scenery and gowns—is bright and fresh, the performers are talented and the pace is sophisticated, yet at the same time appealing to the

crowd. As testimony to this is not only the capacity crowd which greeted the performance but the enthusiasm shown.

The show opens with a waltz motif. Fourteen girls with parasols and old-fashioned gowns pater a few lines and swing into a waltz, in which they are joined by the Bernard Brothers and the Duval Sisters, solo dancers. Doris Ellingson, striking brunet, warbles a medley of waltz airs.

In the second spot Miss Ellingson introduces a Gay '90s note in which the Bernard Brothers present a buck and wing and are joined by the Duvals, garbed in bustles for a comedy dance.

Collette Lyons, attractive redhead, next offers good chatter, finishing with a song and mandolin solo, *Out in the Cold Again*. The chorus, strikingly garbed in blue, then introduces the two Homan Sisters, who present a piano novelty in which one plays two pianos. They offer Liszt's *Second Hungarian Rhapsody*, Rachmaninoff's *Prelude* and a medley of lighter airs.

Jack McLallen, with a clever girl accomplice, presents some quiet humor of the clever variety, with Sasassafra, a drawl comic, interrupting his act with good laugh effects. A song, *Be Still My Heart*, by Miss Ellingson follows.

Another corking production is a modernistic dance number employing the chorus, the Bernards and the Duvals. Sasassafra appears for more comedy, with McLallen as his straight man. The finale presents the solo dancers in a rumba, followed by a full-stage grouping of the entire company. The film is *Carnival*.

H. MURDOCK.

Academy, New York

(Reviewed Friday Evening, February 8)

Strength on this bill is fairly evenly divided into a measure of good nabe entertainment. Marquee has no real draw "names," the house counting on Will Rogers in *County Chairman* instead. Arthur Petley, five-people trampoline act, is as strong an opener as ever. Petley an amusing pantomimist and comedian. His comedy and acrobatics on the bounding surface, combined with the straight work of another trampoline worker, unbilled, gets over well. Two men on the perches and a woman with some handstands to fill out.

Second turn was the only new act, a colored harmony team, *Four Blackfacks*, winners of an amateur radio contest sponsored on CBS by Feenamint. They have a fast eight-minute turn, two sole drawbacks being a lack of variety in delivery and, as is expected, some inexperience in selling their wares and a lack of stage presence. However, the harmony is quite good and combined with the hot lick stuff should get the team considerable vaude and radio work. Numbers included *Dinah*, *Solitude*, *I Got Numbers* and *Blue Moon*.

Sybil Bowan has graduated from being Sybilla Bowhan and a dancer into a clever and entertaining mimic. Working on the stage for all costume changes, her repertoire includes Garbo, Deltrich, Beatrice Lillie, Swanson and Mae West, latter closing. Naturally the Westian imitation was the best liked at the 14th street house, altho it is by no means her best job. Rather that one is her Beatrice Lillie characterization. But for Miss Bowan the graduation is highly auspicious and she is now an asset to any vaude bill.

Joe Marks, working with two men and two women, one of whom is a cute-looking brunet dancer with okah ability, has a noisy and hokey comedy act that secured plenty of laughs, altho it's by no means a new act, using the same basis Marks previously used in the piano

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BILL EKTON '622A

Capitol, Chicago

(Reviewed Friday Evening, February 1)

Having heard so many words of praise from theater managers in this territory who had played the show regarding the relative merits of the *Get Hot* unit, the writer was prompted by curiosity to make the sleeper jump out to this theater to catch the show. The trip was worth it. The unit makes no claims to pretentiousness but is just what the doctor ordered for entertainment. And it is fresh, sparkling and speedy.

The *Casanova Revelers*, a band of 10 men, directed by Buddy Marteen, opened with a tune and were followed by the Di Gaetano Dancers (six) in a Spanish number. The Dean Sisters were next with acrobatic specialties. A neat toe number by Josephine Day, and then Betty Reed, comedienne in a "Sis Hopkins" makeup, did a couple of numbers on the xylophone with comedy antics that pleased the customers. Jack Lane, a clever youngster, did a drunk bit and then two impressions, Rudy Vallee and a very good Joe Penner. He gathered a nice hand. Helen Risley contributed some clever tap work and Earl Shoel was a pleasing tenor with two songs. *Out in the Cold Again* and *June in January*. An acrobatic dance by Madeline Dressler led up to the highlight and feature of the unit, Forsythe, Seamon and Farrell, with their comedy par excellence. The comedy talk, singing of Charley Forsythe, the antics of Eleanor Farrell and fine tap work of Addie Seamon are all blended into one of the best acts of its kind on the boards. They easily stopped the show. Entire company was on for the finale. The unit carries one set, a Spanish patio, and the Di Gaetano Dancers are on for several group numbers. It is clean, satisfying entertainment.

F. LANGDON MORGAN.

(Billboard, February 9th issue)

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player behind a screen as the basic idea for the sketch. Marks still runs up and down the scenery.

Dance Moods, produced by Macklin Megley with a line of Bebe Barri precision girls, Petch and Deauville, acro team and a nice-looking boy singer who is rather weak on the chanting, closes. It's a neat little dance turn, nicely costumed and lighted, with the girls a well-trained crew. Included in their chores are a fan dance, a rapid fire, short and snappy but very good tap to *Continental* and the opening precision routine. Petch and Deauville made a very good impression, leaning mainly on acrobatic work, which they sell nicely. Boy stands out, accomplishing some difficult steps quite easily.

Business light. **JERRY FRANKEN.**

Orpheum, New York

(Reviewed Friday Evening, February 8)

Vaude this half was punch stuff. Mells, Kirk and Howard were the big sock, but the other four turns got over, too. Picture was *Forsaking All Others* (MGM) and business was SRO.

Winnie and Dolly followed a pleasing overture by Teddy King and the pit boys. Dolly is a brunet who works on the high ropes, while Winnie is a husky male who contributes iron-jaw stunts along with breath-taking fights on a flying trapeze. Strong opener.

Andrea Marsh followed and she made a nice impression with four numbers: *The Good Ship Lollipop*, *The Isle of Madrid*, *The Continental* and *Blue Moon*. Her delivery has improved over her last appearance in this house. Has fine appearance and a soft contralto voice.

Paul Kirkland got his usual load of laughs with the ladder stunt, the paper cone balancing and the double-chair lift. All are done with comedy touches and Kirkland had little trouble holding close interest. A girl assists with the props.

Mells, Kirk and Howard, who have been changing people and material often, seem to have settled down to a sock routine. They do hoke bits, with a bit of singing and hoofing thrown in. Their closing hats number is a peach and enabled them to close in a rush of laughs.

Joe Rio and Frances Wills, assisted by the Three Ambassadors, have an entertaining dance flash. Rio is a strong acro-eccentric dancer, while Miss Wills contributes outstanding acrobatic leg work. The assisting boy trio does snappy tap and acro dancing. Costumes are neat, while the black-and-white oil-cloth eye makes a striking background.

PAUL DENIS.

Oriental, Chicago

(Reviewed Friday Afternoon, Feb. 8)

This week's bill is marked by the first public appearance of Mr. and Mrs. Ollva Dionne, parents of the famous Canadian quintuplets. Eddie Peabody shares the electric lights with the Dionnes.

Future Stars is the name of the first act. It is composed of five lively youngsters, three girls and two boys. Opening shows a cocktail bar, with Frankie Little singing over the p.-n. system as the others dance. Martha Newton follows with a neat acrobatic routine with cartwheels and somersaults, and Iva Kitchell contributes a comedy toe dance. Betty and Don Lane did a soft-shoe number with acrobatics, and

Little, accompanying himself on the guitar, sang two songs. Finale had Betty and Don doing a tap number on drums and all on at the finish. Nice hand.

Red Donahue and his mule were next. Act was a little slow in getting started, but when "Red" unharnessed the mule the real fun started. The mule is really very well trained and has some amusing tricks. Man attired as a policeman assists.

Mr. and Mrs. Dionne held troy spot. Preceding their appearance was the projection of some Pathe clips that everybody has already seen. Then George Gordon gave a brief talk on the Dionnes, most of which had already been covered in film preceding. Gordon at the show caught seemed ill at ease, mispronounced words several times and delivered his lines as if he were preaching a sermon. This probably has been remedied by now. First he introduced Georganne Rochon, the Dionne nurse; then Leo Dionne and finally Mr. and Mrs. Dionne, who thanked the audience for their interest. Strictly a freak act for the curious.

Eddie Peabody's Revue, with the band on the stage directed by Dave Smason, closed. The new line, the Trudy Pickering Dancers (12), opened with a routine and was followed by the Three Byrons with clever comedy acrobatics and tumbling. Eddie Peabody brought out his banjo for a couple of numbers and *Poet and Peasant* overture and then a number on his 16-string harp guitar. Finished up with *Listen to the Mocking Bird* on the violin and his imitation of two banjos. Dancers came on during his playing of *Dinah* for the finale. Eddie was a hit.

F. LANGDON MORGAN.

London Bills

LONDON, Feb. 4.—With *King Folly* revue at the Holborn Empire, the *Crazy Show* continuing at the Palladium, and *The Bing Boys* in its last week at the Alhambra, the town's three West End music halls are all devoid of straight vaude this week.

Best vaude bill in town is at the Finsbury Park Empire, where Belle Baker headlines and proves an enormous attraction, being forced to a bunco of encore and request numbers at each showing. Joe Termini, another popular feature in the lineup, and he show-stops with his entertaining act.

Devito and Denny, with an efficient partner in the easy-to-look-at Dorothy Stevens, are a riot at the Shakespeare, Liverpool, where their mad antics make them the laugh hit of the bill and one (See LONDON BILLS on opposite page)

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NIRA Board Gets Criticism Of Vaude Code From Actors

AFA files brief claiming weaknesses in code—asks higher minimum wages, 10-hour maximum work day, no free shows, play-or-pay contracts, NRA licensing

WASHINGTON, D. C., Feb. 9.—Taking advantage of the National Industrial Recovery Board's invitation to labor and employer groups to review their experiences under the NRA codes, the American Federation of Actors filed a brief this week sharply criticizing the vaudeville code and suggesting revisions. The AFA brief claims the exhibition section of the film code has proved to be of no value to the vaude actors because theater operators "have deliberately schemed not to pay in excess of the code minimum wages." It code has deprived actors of whatever benefits they might have derived from it, pointing out that many subterfuges have been used by exhibitors to avoid even paying the minimums.

The brief, filed by the AFA's secretary, Ralph Whitehead, further alleges that the code's failure to fix maximum hours has enabled exhibitors to work actors as many as seven shows a day and as long as 18 hours on days when midnight shows and early rehearsals are required.

The brief urges S. Clay Williams, head of the NIRA Board, to recommend the following in the vaudeville code: 1. Real enforcement of the code to prevent use of subterfuges, especially in regard to amateurs. 2. Maximum of 10 consecutive hours in any one work day for vaude actors, except on opening days, when two additional hours may be added without requiring extra pay. 3. New set of minimum wages: \$10 net per day in cash per principal in Class A theaters having more than 1,500 seats and an admission top of 50 cents or over; and \$50 net in cash per week per person, plus transportation expense for specialty people in Class A theaters. Also, \$7.50 net in cash per principal per day in Class B theaters having less than 1,500 seats and an admission top of less than 40 cents; and \$40 net in cash per specialty person a week, plus transportation expense. Principals are defined as main features of an act, or owner-employees. All others, except chorus people, would be specialty people. 4. Deletion of clause excluding "principals owning their own acts" from code provision which limits rehearsals. 5. No employer or independent contractor shall require an actor to give free shows, except those approved by the Theater Authority. 6. Specialty people getting less than \$10 a day must be furnished with stage costumes by the employer. 7. Contracts signed by agents for actors must be play or pay. 8. Employers found guilty by the NRA of failure to pay code salaries as per contract shall be licensed by the NRA and must furnish a surety bond in an amount to be fixed by the NRA. 9. Where Sunday shows are prohibited by law, six days shall constitute a week and wages contracted for must not be cut because of the Sunday not played.

The NIRA Board has sent copies of the brief to Division Administrator Sol A. Rosenblatt and to Deputy Administrator William P. Farnsworth.

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NEW ACTS

Buster West AND Lucille Page

Reviewed at Loew's State. Style—Comedy and dancing. Setting—In tico (special). Time—Sixteen minutes.

This new combo is surefire, as both West and Miss Page were stand-out acts on their own before teaming. In merging their talents they have alternated dance numbers but teaming for the closing dance. In between they have interspersed comedy, including a flirtation bit.

West's eccentric and comedy acrobatics are always good laugh getters. This time he uses Miss Page, as well as Charles Eaton, as a foil for comedy. Miss Page is on for two solos. First is an acrobatic rhythm dance in a striking silver costume. Second is a combo tap and acrobatic number in a cute overall outfit.

In next-to-closing spot this one had no trouble clicking. P. D.

Four Blackjacks

Reviewed at the Academy, New York. Style—Harmony quartet. Setting—In one. Time—Eight minutes.

Four Blackjacks are winners of first prize in a weekly amateur contest sponsored by Feenamint on CBS. Winners, as usual nowadays with these radio shows, get vaude bookings besides cash prizes.

Boys are okeh on the harmony and hot lick stuff, the four of them having nice voices individually and as a group. Handling of the hotter numbers, such as *Dimah*, etc., is fast and peppy. Principal trouble is that the quartet, as may be expected, is inexperienced, which will end with more work. Other thing is that there isn't enough variation in delivering the numbers.

On second here to a fair hand. Group carries its own piano player, who played with the pit band at this house. J. F.

Dance Moods

Reviewed at the Academy, New York. Style—Dance flash. Setting—Full stage (special). Time—21 minutes.

Dance Moods, flash produced by Macklin Megley, is a good closer anywhere. Talent has a line of a dozen Bebe Barri girls, well trained; a boy and girl acrobatic team named Petch and Deauville and a boy crooner. Latter is about the only weak spot in the unit, but gets by okeh and is a nice-looking chap.

Male half of Petch and Deauville impresses quite favorably, dancing with an ease and self-confidence that make some of the hard stuff he does look cinchy. Besides his solo tap spot, he has several acro specialties with his partner, and the two of them do some first-class nip-ups and other hoofology of the same nature.

Girls have several okeh routines, best of which is short but quite bright tap number right before closing to *Continental*. Act is nicely costumed and well lighted.

Over well. J. F.

Joe Rio and Frances Wills With THE AMBASSADORS

Reviewed at Loew's Orpheum, New York. Style—Dance flash. Setting—Full stage (special). Time—Fourteen minutes.

A classy little five-people act. It has the talent, plus neat costumes and a flashy black and white oilcloth cye as background. There is too much acrobatic dancing, and perhaps a bit of light comedy would come in as nice relief. Outside of that the act is okeh.

Rio's rubber-leg eccentric hoofing is a standout, while Miss Wills also grabs herself a good hand with her high kicks and acrobatic movements. The Ambassadors, three boys, contribute an acro tap routine. A snappy version of *The Continental* by Rio and Miss Wills closed the act. P. D.

VAUDEVILLE NOTES

THURSTON, the magician, will go to Europe in April. He will play Troy the week of February 15 and Buffalo the following week.

GEORGE SNYDER, managing the *Lite, Laugh and Love* unit, was given a surprise party by the company recently. Jack McLallen read a pledge of loyalty and friendship to which was affixed the names of 28.

GAUTHIER SISTERS (Jewel and Connie) and Paul Howard are readying a new act. The sisters do song-dance, while Howard is a contortionist.

JACK LEWIS, who managed Billy Rose's *Small-Time Cavalcade*, is doing the new floor show for Meyer Horowitz at the Village Barn, New York. Opens March 1. He's also sponsoring a new trio, Edith Helens, Josephine O'Brien and Muriel Shea.

DAVE CHASEN, Joe Cook's stooge, is trying vaude, opening at Loew's Orpheum, New York, Friday. Has Charles Senna, Gene Winchester, Janice Joyce and Julia Steger in the act.

LA VALLES CIRCUS is playing vaude in and around New York. Among the acts in the unit are Marie's Marvel Dog and Goat act, Harry Beagles' black bear and Swiggle and Swiggle, comedy balancing and juggling turn.

ROTH AND SHAY just got thru playing the Corso Theater, Zurich, Switzerland, and now are headed for dates in Italy, South of France, Paris and Berlin.

FALLY MARKUS, and not Arthur Fisher, had been booking the Willis. Bronx, before the Dows got the house.

MARTY WHITE back in vaude after a session of night clubbing.

LONDON BILLS

(Continued from opposite page) of the most successful American acts to visit this house.

Nora Williams, the American whistling songstress, is the outstanding hit in a strong bill at Chiswick Empire; the Three Wise Fools, American hoke trio, scored solidly with an unusual and entertaining routine at Hackney Empire;

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Billy Rolls and Dorothy, a dandy acrobatic dancing novelty, is featured successfully at Brixton Empress, where Jackie Smith, a young American boy, also does splendidly.

The Gilbert Brothers, acrobats and horizontal bar athletes, are one of the best specialties here from America and they click heavily at the Savoy Hotel. Betty Jans Cooper and the Lathrop Brothers, with their entertaining and novel dance offering, remain as the outstanding feature of the Dorchester Hotel show.

Frank and Milt Britton, with their gang and Walter Powell and Tito are a laughing riot at the newly built Paramount, Glasgow.

The Juggling Jewels, splendidly dressed and smart juggling flash, register solidly at the Palace, Reading.

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Plan Theater Festival Soon

National celebration, like Malvern, hailed by theater committee to set plans

NEW YORK, Feb. 9.—An American Theater Festival, similar in general outline to the world-famous Malvern Festival in England, is a possibility for the coming spring if the plans hatched by the council of the Actors' Equity Association go thru. In its basic conception the festival would be an annual event and would bring together famous players and plays, with at least one new play to be produced each year. It would, it is felt, lend tremendous stimulation to the drama in America by drawing theatergoers from all over the land, and might serve as the groundwork on which plans for a future national theater might be laid. It would be, observers feel, the next best thing to a national theater, for which there has long been a crying need. If plans can be worked out by Equity and other theatrical groups, the first annual festival would be held next May, at a place as yet to be chosen.

Equity council, after thrashing the matter out, decided to invite representatives of all other branches of the theater to a meeting next Monday to discuss the question and, if a favorable response is obtained, to lay the ground plans. The Equity committee to attend the Monday conference is composed of Philip Loeb, George Heller, Edward Fielding, Malda Reade and Elisabeth Risdon. It is understood that Equity would lend its auspices to the project, but would not be prepared to give any financial support.

It is understood that the idea for the festival originated with Loeb, and that there was much opposition in the council before it was agreed to take the lead in an effort to bring it about.

Theater men in general feel that it would prove of tremendous benefit to the stage. "We have had no national drama," said one this week, "except the poor excuse offered by the Broadway stage. We have had no facilities for unifying the stage thruout the country and no standards and no real basis for a national movement. We have lost touch with the past, and the stage, from a cultural force, has fallen to a commercial racket, with the fate of the best that's in it in the hands of a few individual, honest, sincere and intelligent managers. When they, as individuals, leave the field, where is the basis for even so farcical a substitute for national drama as the Broadway production field? A national festival would be a first long step in the right direction."

American Academy Students Present 'Dangerous Corner'

NEW YORK, Feb. 9.—The senior students of the American Academy presented J. B. Priestley's *Dangerous Corner* yesterday afternoon at the Empire Theater, as the sixth in their current series of matinees. They gave it a smooth and generally adequate performance.

The quality of the acting was for the most part unexceptional, rating along with a fair stock presentation. No one was particularly outstanding, and no one was particularly bad. If any special honors are to be handed out, they should go to Lois Leng and John Neill, who played the Whitehouse youngsters. Miss Leng, as Betty, got maximum effect from a constantly underwritten and unsympathetic role, rating as one of the best Bettys that this reporter has seen—and that includes the original presentation, in which Barbara Robbins played the role. Neill was uniformly excellent, turning in his best work so far as Gordon, which is probably the toughest part in the play.

Dorothy Sparks played the grateful Owen role with sufficient sensitivity, though she failed to suggest the spiritual maturity that was needed. William Korn did a straightforward job of Stanton, though he lacked the smooth bite that should bring effect to many of his big moments. Paul Marian missed pretty badly the sledgehammer effect of Bob-

er's big moment in the last act, playing along with surface histrionics, rather than the quiet insight that is so badly needed. Jane Walsh kept to the surface of Freda, and on occasion indulged in some painfully affected pretending. Deborah Seyman did an excellent character bit as Maud Mockridge.

The performance as a whole, tho, was better than the above individual carping and criticizing would indicate. It went smoothly and well, even tho the youngsters failed to take all the chances offered by a piece that is crammed with grand acting parts.

Eleanor Fraser, Frances Brett, Leslie Scott, Robert York, Ann Evers, Paul Kendall, Lynn Hampton, Catheryn Loughlin and John Oates appeared in the first act of Susan Olinpell's *Alison's House*, which was used as the curtain raiser. The general level was excellent, far above that of the usual curtain-raiser cast.

EUGENE BURR.

No Appeal Maybe On Broker Case

NEW YORK, Feb. 9.—Indications were forthcoming this week that no appeal would be taken on Justice John McGeehan's recent decision refusing an injunction to insurgent ticket brokers to prevent operation of the ticket broker clauses in the legit code. At first the brokers had announced that they would appeal the case, but in a statement issued this week they had the adverse decision as a "victory."

The reasons for the "victory," according to the statement, were the "implications" in the decision that held that the legit code is not enforceable "except as between those who have become bound by a contract." The brokers, not having signed, consider themselves therefore exempt. Also, the brokers feel that the managers have not signed any contract with the code, and therefore may sell their tickets how, where and to whom they please without fear of prosecution. That means they could sell tickets to the unlicensed brokers, with whom the code specifically forbids dealings—that is, if the brokers' interpretation of the "implications" is right.

Charles Abrams, counsel for the brokers, indicated this week that the pro-

What, No Seats!

NEW YORK, Feb. 9.—Whitney Bolton, critic for The Morning Telegraph, The Newark Evening News, The Literary Digest, The Hollywood Reporter and what else have you, was considerably steamed this week at the management of "On to Fortune" (Crosby Gaige and Charles Heidt) and particularly at its press agent, Ann Ayres. Bolton's seats went astray, and when he reached the theater and was passed in it was found that a lad and his lass were in the aisle chairs. The lad got the seats, he said, from "a friend on a newspaper." The identity of the "friend" remained conveniently vague.

Various attacks of the company were called in on the case, but claimed they couldn't do anything about it. Miss Ayres failed to put in an appearance. In the end Bolton left the theater in what observers mildly described as a rage. He did an article on it for his papers, strafing everybody connected—but not going as far, according to innocent bystanders, as he justly might.

He didn't review the show, which closes tonight.

posed appeal would be abandoned on the basis of the favorable "implications" in Justice McGeehan's decision. Philip Wittenberg, counsel for the code authority, dubbed the "implications" "wish-fulfillments."

Meanwhile, the code authority has been taking steps leading toward rigid enforcement of the ticket provisions, with aid of the Treasury Department and the Department of Justice of the national government expected. The national NRA administration has already signified its willingness to go the whole way to aid in enforcement.

It is probable that the question will eventually be settled by a test case.

Brussels Theater Fire

BRUSSELS, Feb. 4.—The 75-year-old Theater Lyrique, in the Shaerbeck quarter of Brussels, was destroyed by fire early in the morning of January 27. Many noted European stars made their debuts at this ancient playhouse, at which Sarah Bernhardt also appeared. Building, a semi-wooden structure, is a total loss.

FROM OUT FRONT

By Eugene Burr

"I hate spring!" shouted a young lady lustily in *New Faces* last year, just about the time that spring actually was dragging in along the Hudson, when Central Park was muddy with the thaw, when Greenwich Village tomcats put on a jauntier swagger as they switched their bedraggled tails, and spring vegetable greens began to take the place of used tin cans in the numerous garbage pails of the city. The young lady justified her stand at some length and with much vigor. It seemed like a logical stand at the time—but if she had cause for hating the spring, think of the sad case of the reviewers. From time immemorial—well, anyhow, for the last 15 years—the advent of spring has been the signal for a simultaneous advent of cheap productions and bad plays, known under the general classification of spring turkeys. Enforced playgoers who have suffered thru the rigors of a long theatrical winter and who see the soft light of summer shining just ahead are given one last dose of showshop slops—perhaps the stage's effort to get back at them for what they have done to it during the season. For surely there could be no other reason for any self-respecting stage to endure upon itself the vagaries of the spring turkey crop.

This year, unfortunately, it all seems to be beginning earlier than usual. Walter Hartwig presented *Loose Moments*, by Courtonay Savage and Bertram Hobbs, at the Vanderbilt Theater last Monday night.

It may be that Miss Elisabeth Bergner, the young lady who overacts so sensationally in *Escape Me Never!*, is getting too frequent mention in these columns. But she seems to be getting just as frequent mention everywhere else, and this corner, which offers the minority report, may just as well continue offering it. The item for this week, however, is concerned with a minor matter—merely the question of the color of the Divine Lisa's hair.

It is the most annoying color that this reporter has seen hair assume—with the possible exception of the blue and violet washes that were affected some time ago by a couple of the most scatter-brained of Broadway's female Kalkuks. It is pale and shimmering and in itself, one supposes, very lovely. But as an adornment for the human female cranium it leaves much to be desired, being so very pale and so very shimmering that it detracts attention from both the player and the play.

All of this may be unjust, since it's possible that the effect is caused by the lighting at the Shubert. But then the lighting should be changed. In connection with so intrinsically charming a person as Miss Bergner anything obviously unnatural is to be deplored. That is why this reporter objected to so much of her acting.

And, while on the subject of Miss Bergner and her current vehicle, it may be remarked that *Escape Me Never!* contains one entirely unnecessary scene—the last-act interlude at the midnight coffee wagon. As the play stands, it's a bit long; with that scene cut it would just about fit the regulation playing time. And I doubt whether the Guild, Mr. Cochran or Miss Kennedy, the author, can supply a satisfactory reason for including it.

It serves, so far as may be seen, only one purpose: it allows Miss Bergner to indulge in the thickest and soppiest of her undercooked pretending. Outside of that it is entirely useless. As a matter of fact it is worse than useless; it aids the star in her self-appointed task of clouding the effect of the play.

Haight Kicks At Hays Ban

May bring "Post Road" boycott before legit code authority as example

NEW YORK, Feb. 9.—The right of the Motion Picture Producers and Distributors of America (Hays organization) to censor the buying of plays for films was questioned this week by George Haight, of Potter & Haight, whose production of *Post Road*, he claims, has been prevented from being sold to films because of a letter sent out by Hays to film producers. If satisfaction is not forthcoming after an interview with Hays, he threatens, he will bring the whole matter before the legit code authority as an example of restraint of trade. He said he considers that it might "create a dangerous precedent" if permitted to go thru without being challenged.

Post Road deals with a kidnap plot and the way in which it is foiled, and, according to reports, the reason for the premature Hays ban was that it goes too thoroughly into the modus operandi of the crime. Theoretically it would teach the peasants how to engineer kidnappings—but, according to Haight, it can just as well teach them how to avoid them.

Haight said that several picture companies were dickering for the film rights of the play, with the interest so keen that there were even offers of pre-production money. However, he says, after the Hays edict went out the negotiations stopped and the companies told him the deal was cold. Haight says the show's chances were killed thru a "confidential" warning sent out by the Hays office, and he wrote to Hays for an explanation.

"I got a letter from Mr. Hays," Haight said, "inviting me to drop around and saying he would be glad to explain the purpose of his organization. I know the purpose of his organization. What I want to know is where a Broadway producer stands on this censorship question."

Hays refused to confirm or deny the pre-purchase banning. He said that he had received Haight's letter and invited him to stop in for discussion, but felt that he could make no statement until the discussion had taken place.

If brought before the legit code authority the matter will act as a test case. Broadway men feel that even if Hollywood takes censorship lying down, they cannot allow the picture men's problems to prevent the sale of plays thru arbitrary censorship orders.

"American Cousin" Lincoln Celebration

DETROIT, Feb. 9.—The old stage play, *Our American Cousin*, which was presented in the Ford Theater, Washington, when Lincoln was shot, will be presented at the Shubert-Lafayette Theater here February 12 with Ray Conlin, head of the Michigan Vaudeville Managers' Association, as master of ceremonies. The play will be given for the New Republican League and will duplicate the original setting as far as possible.

The producers visited Ford's Edison Institute this week, studying the original box chair in which Lincoln sat and securing data and "local color" for the production.

New Equity Contract Draft

NEW YORK, Feb. 9.—A rough draft of the proposed new Equity contract, it is expected, will be presented to the council of the actors' organization in the next two or three weeks. The alterations in the old contract, it is reported, will be extensive, most of the changes based on the fact that the old basic agreement with the MPA was abrogated in 1933 when the managers' organization was unable to pay off claims against it.

Delay in drafting the new contract was caused by the new legit code and a desire to see how it would work out.

THE NEW PLAYS ON BROADWAY

VANDERBILT

Beginning Monday Evening, February 4, 1935

LOOSE MOMENTS

A comedy by Courtenay Savage and Bertram Hobbs. Staged by Walter Hartwig. Setting by Cirkor & Robbins. Presented by Walter Hartwig.

- Mrs. Gandle.....Pearl Hight
Lilla.....Artie Belle McGinty
Woman Looking for Lodgings.....Irene Cattell
Mary Bartlett.....Elizabeth Love
Constance Trowbridge.....Lenore Sorsby
Henry Clay Penny.....Russell Rhodes
Sophie Tuttle.....Doro Merande
Lena Tarbutton.....Irene Cattell
H. Augustus Tarbutton.....Edward Galtie
Ralph Merkes.....Joseph Cotten
Bruce Hamilton.....Grant Gordon
Miss Markham.....Catherine Collins

The Entire Action Takes Place in the Bartlett Home in Rockville, N. C., in the Late Fall. ACT I—Afternoon. ACT II—A Week Later, Morning. ACT III—That Afternoon.

Advertised curtain time—8:50. Curtain rose at shouting caught—8:51.

Loose Moments, the brain-child of Courtenay Savage and Bertram Hobbs, which Walter Hartwig brought to the Vanderbilt Theater Monday, is the sort of play in which the minor characters stand around delivering lines that sound like the cross-fire between a vaudeville comic and his stogee. The lines are just as badly written and just as disconnected but not so funny as most of the vaudeville cracks. Most of the vaudeville cracks aren't very funny.

According to Messrs. Savage and Hobbs, the inhabitants of Rockville, N. C., must live lives that are wrapped in a sleazy coating of pseudo-sex—for their boring little mistake tells the tale of Rockville's handsome delivery boy, who works for the local grocer and turns the heads and hearts of all Rockville women—and even those of casual strangers. All females seem to be obsessed with a passion to buy him his own grocery business; they include a rich and good-looking widow who is visiting a cousin, a local spinster and the wife of a Yonkers butcher who is on her way to Florida. The delivery boy, who is the stage's prize simpleton (who he is closely pressed by most of the other characters), has a fluttery time evading them all, and in the end he falls into the arms of little Mary Bartlett, who all the while thought she was in love with an evil city slicker.

Elizabeth Love plays Mary, a part that could be played by any run-of-the-theater ingenue. Miss Love, on the basis of other performances, seems to be far more than that, and it's a pity to waste her. The grocer's boy (he's far more like Cotteridge's pilot's boy, "who now doth crazy go") is given an amazingly pleasant performance by a good-looking lad named Joseph Cotten, who acts as tho he might do well if given half a chance. Lenore Sorsby, as the rich widow, is a lovely creature and a very bad actress—tho one suspects that that

role would make a Cornell look bad. The others provide hopeless caricatures, giving their vaudeville lines in the approved vaudeville manner, with Irene Cattell proving even more annoying than the others as she impersonates the loud-mouthed butcher's bell.

Loose Moments is one of those shows the stage needn't bother to present any more, since films have drained off the dregs of stage audiences. It's one of the dreariest little charades in seasons. EUGENE BURR.

FULTON

Beginning Monday Evening, February 4, 1935

ON TO FORTUNE

A play by Lawrence Langner and Armina Marshall, featuring Roy Atwell, Iika Chase and Glenn Anders. Directed by Worthington Miner. Scenery by Stewart Chaney. Presented by Crosby Galtie and Charles Heidt.

- Eleanor Sloan.....Iika Chase
Donald Sloan.....Myron McCormick
Anne.....Mary Rogers
Miss Hedda Sloan.....Josephine Hull
Peters.....Edward Broodley
Ella.....Martha Hodge
Chester Digges.....Glenn Anders
Talbot Sloan.....Roy Atwell
Walter Sloan.....Hugh Rennie
Tracy.....Worthington Miner
State Senator Parmelee.....Robert T. Haines
Captain Malligan.....Edward McNamara
Grimm.....Percy Helton

The Entire Action of the Play Takes Place in the Living Room of the Residence of Talbot Sloan in Melrose, O. ACT I—Scene 1: Afternoon in June. Scene 2: Five Days Later. Around 6:30 in the Evening. ACT II—That Evening. Three Hours Later. ACT III—The Next Morning.

Advertised curtain time—2:15. Curtain rose at shouting caught—2:48.

The bankers have been spooling for a theatrical sleigh ride ever since 1929—and now they've been taken for one, in On to Fortune, which the Langners (Lawrence and Armina Marshall) wrote, and which Crosby Galtie and Charles Heidt brought to the Fulton Theater Monday. It's not the bankers' fault if their sleigh gets stuck in the mire of the Langners' dirty double meanings and tangled in the pussy-willows of a childish andanine plot.

On to Fortune represents the ruin of what might have been a trenchant satire, that ruin being accomplished in three distinct and separate ways: thru weakly smart-neck dialog, that later grows grimy with cheap and unnecessary dirt probably intended to be sophistication; thru a failure to think the satire thru; and a consequent restriction of it to the barest and most obvious surfaces, and thru the above-mentioned shattered plot.

That plot concerns the Sloan family, wealthy and respected in the banking circles of a small town. When a cashier is caught stealing, plans are made to send him to jail; but, as one of the sons remarks, if he had stolen a little more he would merely have been a financial manipulator and would have escaped the rap. So the son sets out to save him, and this he accomplishes by stealing almost a million in bonds from his father's bank and hiding them in the family Steinway. The loss is now so large that it would ruin the bank if discovered, so sonny boy has a merry time watching his sanctimonious daddy go thru muddly byways of banking manipulation to cover the deficit. The cashier can't be prosecuted, and things are somewhat complicated when he insists that he wants to go to jail. In the end, of course, sonny lifts the lid of the piano, and the bonds, instead of a sonata, come out.

The dirt is injected by having Daddy Sloan's second wife sell herself to a lecherous young lawyer in order to obtain his aid—and liking it. The would-be seduction scene includes smutty and entirely unnecessary details that are neither funny nor savory, the sort that could appeal only to the sleazy minds of prurient females of the matinee trade.

As may be seen from the synopsis, a seriously satirical comedy idea has been strung upon a melodramatic, silly and worthless plot. The real comedy of the situation would lie, of course, in trenchant and biting analysis—but the authors seem to feel (at least that's the impression they give in their play) that they're doing great, good work for the oppressed lower middle classes by skimming unseeingly over the surface. It is a subject (to repeat) that needs sharp,

vicious, deep and sincere probing. With that, the play might have been a comedy in the finest tradition—for the subject is immensely and wryly comical in itself.

As for the dialog—in its early sections when it keeps to sly banter—it substitutes marmalade for what should be vinegar. And, as Mrs. Sloan's seduction gradually gains prominence, the lines become cheap and dirty double-meaning gags in the best—or worst—burlesque show manner. There were moments in the last act when one acutely felt the need of Rags Raglund and a straight woman.

As for cast and production, they are infinitely better than the play. Altho Roy Atwell was surprisingly ineffective at most times as Daddy Sloan, Myron McCormick was excellent as the crusading son and Hugh Rennie contributed another of his strait-laced caricatures as a staid brother. Josephine Hull was hugely amusing as a maiden aunt, Mary Rogers (Will's daughter) was cute tho inexperienced as the ingenue, and Worthington Miner (the director), Robert T. Haines, Edward McNamara and Percy Helton performed excellently in minor parts.

Iika Chase, as Mrs. Sloan, proved still one-tone in her performing, but indulged in a very funny—in fact, hilarious—second-act burlesque. Glenn Anders gave a jerky and nervous performance as the lawyer.

The bankers weren't mired deeply enough. It took On to Fortune to come along and mire them in a new slough of burlesque-show humor.

EUGENE BURR.

CORT

Beginning Tuesday Evening, February 5, 1935

IT'S YOU I WANT

A farce by Maurice Braddell, featuring Earle Larimore, Helen Chandler, Taylor Holmes and Cora Witherspoon. Staged by Forrest C. Haring and Joshua Logan. Scenery built by Turner. Scenic Construction Company and painted by Louis Kennel. Presented by J. H. Del Bondio and Forrest C. Haring. Braille.....Donald Randolph
Sheridan Delaney.....Earle Larimore
Constance Gilbert.....Cora Witherspoon
Otto Gilbert.....Taylor Holmes
Melisande Montgomery.....Leona Maricle
Jimmy Watts.....Robert Thomsen
Anne Vernon.....Helen Chandler
Paul Entwistle.....J. Malcolm Dunn
The Scene is Sheridan Delaney's London Living Room. ACT I—A Spring Afternoon. ACT II—Evening. The Same Day. ACT III—Early Next Morning.

Advertised curtain time—8:40. Curtain rose at shouting caught—8:56.

The old great-lover-mistaken-bedroom-sex-farce, which was thought to have died in the mid-A. H. Woods era, came back to life (if it can be called life) Tuesday night, when J. H. Del Bondio and Forrest C. Haring presented Maurice Braddell's It's You I Want at the Cort Theater. It is a silly mess of matrimonial and extra-marital misunderstanding, not nearly so good of its type as was last season's And Be My Love. And Be My Love lasted just four performances—and it wasn't even weighed down with the variation of the mistaken bedroom theme that features the greater part of It's You I Want.

Messrs. Del Bondio and Haring have given the lightweight trifle a splendid cast and production, which in view of the outcome seems a pity. It's like putting the works of a toy watch into a gold and platinum case—and the result's about the same, too. It looks swell, but it won't run.

The plot, such as it is, has been seen in countless husband-wife-and-lover farces before. It's all about Sheridan Delaney, who is the prize rip of London, as he tries to get rid of the wife of his best friend, with whom he has been having an affair, and as he is captured instead by a predatory virgin who makes one wonder how she has survived. The husband of his old baggage invades the apartment with a light of love of his own—with whom Sherry has also had this and that to do—and that lady's husband, in turn, also wanders in. They all sleep in the apartment, each in a separate room, none of them quite knowing what it's all about. Even so bedraggled a mess as that

might have been mildly amusing if the dialog had any spark of distinction or wit. But it hasn't an atom of either, and the whole thing shapes up as a bit of alime-coated thistledown which tries valiantly to be cockeyed and farcical—and which doesn't succeed even a little bit.

Earle Larimore overstresses his farce points rather badly as Lothario Delaney—and so, for that matter, does Taylor Holmes, as his would-be satyr of a friend. But Mr. Holmes knows precisely what he's about when he overstresses. He manages to inject a hilarious low farce touch, which is something that the play badly needs. For that matter, it needs anything it can get. Mr. Larimore, on the other hand, goes haywire, and a reporter who has watched his serious performing with constant pleasure felt almost as ill at ease as Mr. Larimore seemed to be, amid the pointless manderings of the plot.

Leona Maricle, as Mr. Holmes' hard-boiled nymph, is very, very lovely and turns in a smooth and top-notch performance. Cora Witherspoon contributes a funny burlesque in an impossible part, and Helen Chandler, as the disappointed and undefiled vestal, wanders dreamily thru all the hurly-burly, doing a satisfactory job in a simple role.

J. Malcolm Dunn is amusing as the husband of the five-minute babe, and Robert Thomsen, in his first Broadway part, does a good job as a strait-laced cousin of the diabolical Delaney.

But a gold and platinum watch case still won't make it run. EUGENE BURR.

Post Trophy Awarded

PORTLAND, Ore., Feb. 9.—The Guy Bates Post trophy for the Portland dramatic reviewer maintaining the best column on the spoken drama will be awarded this year to Fred White, of The Oregonian staff, on the basis of his work during the past year. The selection was made by a special committee of the Portland Press Club, custodian of the trophy.

The award of the trophy will be the first since 1931. Presentation was interrupted in years when it was felt that Portland had suffered a dearth of stage presentations. The notable visits of road companies in 1934, headed by Hampden, Katharine Cornell and Eva Le Gallienne, were occasions for renewing it.

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BROADWAY RUNS

Performances to February 9, inclusive.

Table with columns: Dramatic, Musical Comedy, Opened, Perf. Includes entries like 'Account on Youth (Falmouth)' and 'Anything Goes (Alviro)'.

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

Big Open-Air Spot Seen for Belle Isle

DETROIT, Feb. 9.—An open-air beer garden and pavilion using a large symphony orchestra are planned for Belle Isle, Detroit's famous municipal park, for next summer. Donald K. Schilling, Detroit advertising man, is promoting the plan, which has not been finally approved. A name band would be used under Schilling's original plan.

Difficulties of traffic congestion were cited as the principal objection. The open-air garden at Westwood, operated by Otto Huck, claimed to seat a maximum of 8,000, played to 300,000 people in the summer of 1933 with the Detroit Symphony Orchestra under Victor Kolar playing there, together with a dance band.

Night Spot Break Seen In Proposed Neb. Measure

LINCOLN, Neb., Feb. 9.—A boon to Nebraska hotels and night clubs is seen in the new liquor handling bill designed by Representative Wachter, Omaha, which is being considered in the house in connection with liquor control under the repeal vote. Bill provides for liquor stores, but says the only place the hand-to-lip stuff can be accomplished will be in licensed night spots and hotels. For this special privilege hotels will be socked \$2,000 per year license and the night spots \$1,000.

London Club News

LONDON, Jan. 28.—Once again over 90 per cent of the acts appearing in London's floor and supper shows are American.

The new version of Felix Perrey's *Monte Carlo Follies of 1935* has opened at the Grosvenor House and is easily the best and most expensive floor show in town. An all-American cast is headed by Gomez and Winona, ace ballroom, tango and caroca dancers; the Arnaut Brothers, the musical and whistling clowns, assisted by Mitzi Bobs, Stuart and Vale, tap dancers, and Emille Adreon, acrobatic dancer and late of the act of Bernice and Emily. Show runs over 70 minutes and is well patronized.

The spring edition of *Midnight Polles* at the Dorchester House is headed by Betty Jane Cooper and the Lathrop Brothers, swell and unusual tap dancing ensemble, and Eddie Vetch, an American pantomimist, whose act is particularly suited to this type of show.

A strong outfit at the Savoy Hotel is again all-American and is headed by George Prentice, "the master manipulator of the Punch and Judy show," who is almost a fixture here. He is as successful as ever. Same goes for Larry Adler, the harmonica wizard from Boston; the Mitchell Sisters, comedy and acrobatic dancers, and Viola Dobos, dancer.

Eric Hayes, cute American songstress, continues at the Blue Train, where she is in her seventh week and still a tremendous success.

Violet, Ray and Norman join O. B. Cochran's "Jollity" supper-time show at the Trocadero, where the Dollifnos and Raya Sisters, the best of all Continental dance novelties, are now in their 16th week.

Omar, sensational acrobatic dancer, is held over at the Piccadilly Hotel.

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'ROUND THE TABLES

RAY WENCIL, dancing comedian, is emceeing his fourth week at Von Thoenen's, Chicago, with a show that has Colleen, Pearl Blue, Earl Warner, Nolan and Kenny and Wally Falk. Music by Sam Bromberg and his band.

DELORES AND ADRIAN, young dance team, are attracting much favorable attention with their excellent floor work in Texas territory.

THE OPEN DOOR CAFE, Philadelphia, held a celebration night, January 15, for Jack Adeock and his orchestra, commemorating their 52d consecutive week at the pop spot.

LITTLE SPAIN, Racine, Wis., club, reports unusually good business the past few weeks. Current show includes Marion Miller, Sally Carlisle, Evelyn Parr, Diane Sanford, Esther Barnett, Sally Levick and Virginia Lutz.

BLOSSOM CHAN, exotic Chinese dancer, has concluded a string of Eastern dates and is current at Columbus, O., still under Herb Jones management.

IRENE TREVETTE, chanteuse and vaude single, recently completed a three weeks' date at Joe Hiller's Music Box, Pittsburgh.

THE KING TROUPE, with Doc Collier, Helena King, which recently closed at The Ctrs. Indianapolis bright spot, is touring the South intact on a series of theater and club dates.

DONELL AND BONITA, dance team known in Vaude as Don and Betty, are currently featured in the Urban Room of the Congress Hotel, Chicago.

PRINCE ELMER and his acts are playing clubs and celebration dates in Los Angeles. Recent additions to the troupe include Topsy, "America's smallest hulk dancer," and Charles Anderson, one-man band.

PRINCESS CARMELITA, dancer, with Margie White and Frankie Jerome, according to word from Al Ross, manager, are set for two months thru Tommy Sacco, Chicago.

GREENSBURG, Pa., news has Gordon Clark still going over at the Sky Club. Jimmie Brunelli and his Commanders have closed at the Silver Grill and moved into the Hotel Penn-McKee. They will soon leave on a tour under Lloyd Reese, local agent. Mission Inn still has Nick Roy and a floor show. Dave Cramer is at the Old Shay, with Red Harris emceeing.

JACK (COWBOY) BLACKMORE is making Montana clubs with his fancy rope act.

BOBBY KORK and his revue are playing a return date at the Blue Bird Inn, Fallington, Pa., following a 20-week stay at the same spot last season. Personnel includes Marie Sisco, Kitty LeCain, Johnny Carr, Harlo and Mario, Rubye Lathan, Nadja, Betty and Scotty Sheldon, Ted La Velda and the Six Korkettes: Mildred Pantel, Peggy La Marr, Mary Leonard, Cora Hohlfeld,

Fern Raub and Ann Dayton, Fred Caniff and his orchestra furnish the music. Production is staged and presented by Bobby Kork.

THE JOAQUIN CASINO and Little Eva's Club are two new spots in the Sacramento, Calif., district. Both going strong with floor shows. The Venice, Cotton Club and Hideaway Inn are also getting a fair play. The Lucca Inn is set to reopen soon under new management.

CHRISTINI AND HIGGINS, dance team, closed Sunday at the Paradise Club, Findlay, O., and began their fifth return date at the Peacock Club, Columbus, O., Monday.

JEAN WARD'S Six Debutantes opened at the South Bend Inn, South Bend, Ind., February 9, following a six weeks' stay at Club Cassano, Cincinnati. Don Hall emcee for the troupe and does comedy numbers. The Debutantes include Louise Detschel, Mary Monaghan, Paddy Palmer, Annabelle King, Tita Morgan and Joan Morgan. The girls all do acts and sketches in addition to their line work.

JACK (BOZO) MASON, m. c., has postponed his trip to the West Coast and is working at the Joe Tavern, Calumet City, Ill.

TERRACE GARDEN, Chicago, opened a new show February 1 that includes Le Paul, card manipulator, and the Two Eileens, Eileen Hirschfelder and Eileen Murtagh, in dance specialties. Szita (See 'ROUND THE TABLES on page 24)

AFA Rep Claims Scale Is No Drag on Full-Week Spots

DETROIT, Feb. 9.—The enforcement of the American Federation of Actors minimum scale of \$25 a week in Detroit and \$30 for up-State engagements has not caused the loss of a single spot playing floor shows the entire week. Walter Ryan, AFA representative, said this week. A number of spots in the city, playing a few nights a week, dropped vaudeville when they decided not to pay the \$5 a night charge for single nights, but no full weeks have been lost.

At present Detroit booking offices are carrying 18 weeks of floor shows, Ryan said, including about half this time right in the city and the rest out in the State.

New Pitt Spot Opens

PITTSBURGH, Feb. 9.—A new elaborate night spot opened here in the Blue Room of the Roosevelt Hotel tonight. Decorators have been working for the last month bringing the club into tip-top shape.

Large floor shows will be offered nightly. Acts will be picked up from local booking agencies. The dance music is offered by George Flint and his broadcasting org. There is a cover charge of 50 cents after 10 p.m. nightly and 75 cents Saturdays and holidays.

Mushroom Chorus Organization Turned Down on AFL Charter

NEW YORK, Feb. 11.—There is a new organization, working among actors and chorus girls in cafes, which is seeking affiliation with the American Federation of Labor. The organization is the Theatrical Protective Association, which incorporated under the New York membership corporation laws May 17, 1934. Irving Cowen is president.

The organization has been operating quietly. It had an office at 1775 Broadway, being listed on the board along with I. Cowen's name. Room 755, where the organization was located, according to the directory listing, but without any identification, however. Several visits by a *Billboard* representative found the office always closed.

Last week the name Security League appeared on the door of Room 755, although the room remains closed. The information desk on the floor says Cowen has moved out, although he and his organization are still listed on the ground floor directory.

Cowen and others applied recently to the local office of the American Federation of Labor, and William Collins, chief organizer, referred them to Chorus Equity and the American Federation of Actors. Mrs. Dorothy Bryant, of Chorus Equity, was approached last month by Cowen's organization and asked to relinquish her jurisdiction over chorus people in cafes. This she refused to do, referring them also to the AFA. The AFA has not yet been approached.

Top Talent in Miami Niteries

MIAMI, Fla., Feb. 6.—Night-spot operators here are doing everything possible to stem the losing tide that set in following the gambling close-up order. Heroic gestures in the form of a most attractive talent lineup are getting a fair measure of results and the outlook is somewhat more encouraging as the season enters the final stretch. The following is a fairly complete list of local clubs and their featured acts:

PALM ISLAND CLUB—Earl Carroll's floor show with a line of 36 girls and a cast of principals including Betty Royce, Arrens and Broderick, Duffin and Draper, Frances Abella and "John Tie," Betty Allen, Beryl Wallace, Jean and Gloria, John Hale, Sylvia Manon and Company and Harold Stern and his orchestra.

IRA'S SUPPER CLUB—Barney Gallant presents the Four Yacht Club Boys, Veloz and Yolanda and orchestra under the direction of Shep Fields.

PROLICS CLUB—Noel Sherman presents Billy Arnold's *Wonder Whirl Revue*, featuring Medusa and Michael; Neal, Nenny and Lyons; Buddy Walker, m. c.; Etzi Covato's Orchestra and an ensemble of 20.

MIAMI BELTMOORE HOTEL—Howard Marsh, m. c.; Ann Pennington, Jack Powell, Harriet Caperton and Charles Columbus, Toy Sassabe, Wally Coyle, Carlos Molina's Orchestra, Chet Brownage's Orchestra and the Kolomoku Hawaiian Quartet.

HOLLYWOOD COUNTRY CLUB (Hollywood, Fla.)—Victor Victoroff presents his Hollywood Beauty Ensemble and International Revue, featuring Sophie Tucker, Nina Olivette with Murray and King, Nitra Vernille and Don Donaldson, the D'Espy Trio, Raymond and Lucinda, Ernest McChesney and Roy Maxon's Orchestra.

SILVER SLIPPER CLUB—Don Lanning, director of entertainment, teams with Roberta Sherwood, Harvey Bell, Suzanne, Ann and Jack Starnes, Mary Crawford, Gene Adams and Ann Sherwood and Howell Hampton's Orchestra.

BEAUTIFUL DEAUVILLE—Eileen Morgan, Baron and Blair, the Stanley Twins and Paul Sablin's Orchestra.

CLUB BAGDAD—The Beek Brothers: Gladys Dils and Joy Sherman, with the Beatrice Gardner Beauty Chorus, under the direction of Leota Widman, and Jack Senter's Orchestra.

HOLLYWOOD YACHT CLUB (Hollywood, Fla.)—Ann Greenway, Arlene and Norman Selby, Brandt, Fowler and Curran, and the Yacht Club Orchestra.

AMBASSADOR CLUB—A revue under the direction of Nat Harris and produced by Flo Kelly, featuring Jack Waldron, m. c.; Gertrude Ring, Brian McDonald, Merita and Diaz, Lynn Lewis, Wheatstone and Robbins and John Hancock's Orchestra.

RONEY PLAZA HOTEL—Florence Herbert, George and Jaina, Goff and Gert, Mary Janis, the Siboney Sextet and Enoch Light and his Roney Plaza Orchestra.

AUBY'S LAGOON—Ray Bourbon, m. c.; Irving Fields, Lindsay Sisters, Dolores Gravelle, Chet Forester, Marjorie Mitchell, Renee Dupont and Dave Yudin and his 21 Srenaders Orchestra.

THE HANGAR (Fleetwood Hotel)—The Ritz Brothers, Lois Raul, Pearl Twine, La Mac and Alice Louise and Earl Smith's Orchestra.

BOUCHE VILLA VENICE—Albert Bouche presents his LaVie Parisienne Revue with a cast of 32, including Mildred and Maurice, Joyce Coles, Dille and Kelly, Wilma Novak, Dolly Arden, Grisha, the Cameo Trio, Duano and Dunnoia; Corita, Neely and Daniels and Ada Lee.

ROMAN POOLS CELEBRITY CLUB—Tracey, Gale and Leonard, Wilma Novak, Merita and Diaz, Muriel Parker, Cele and Davis and Theron Horn and his orchestra.

BLUE ROOM (Floridian Hotel)—Ben Blue and his comedy stooges in *Nitwits on Parade*, Nellie Nelson, Nina and Rose and Jerry Johnson and his orchestra.

MINSKY'S MUSIC HALL (Million-Dollar Pier)—Combining burlesque and night club with bar, etc.

CAFE DE BIARRITZ (Blackstone Hotel)—B. B. B. doing his one-man show, featuring the smallest stage in the world.

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PROTESTS FLOOD CAPITOL

Chi Operators' Czar Murdered

Thomas E. Maloy victim of assassins' guns — no trace of killers

CHICAGO, Feb. 9.—Thomas E. Maloy, business agent and virtual czar of the local motion picture operators' union, was shot to death by assassins Monday afternoon at 23d street and the Outer drive as he and Dr. Emmett Quinn, dentist and m. p. operator, were driving to the union offices.

Maloy, who had made many enemies in his conduct of the operators' union, was indicted last week on charges of income tax fraud. Police working on the case have been unable to definitely determine the cause of the shooting but lay it either to union rivalry or the income tax case. Two unidentified men armed with a sawed-off shotgun and a pistol did the shooting. Dr. Quinn's only injuries were cuts from flying glass. He was undoubtedly saved by being shielded by Maloy's body.

Ralph O'Hara, union organizer; Dr. Quinn, Mrs. Maloy, and Edward Donovan, official of a chauffeurs' union affiliated with the operators, were questioned, but all professed to know nothing of who did the killing. It is reported that the killers are known but that friends of Maloy are afraid to reveal what they know.

Police now fear that out of the killing of Maloy may develop a battle for the control of the operators' union that is apt to result in further bloodshed.

Maloy has had a stormy existence since his first connection with the union nearly 20 years ago. Ruling with an iron hand, he incurred the enmity of many operators, and there were repeated charges by incipients that he had not played fair with members of the union. During the last four years the insurgents became increasingly menacing. It was charged that theater owners had paid huge sums of money to be relieved of the necessity of employing more than one operator; also that permits were issued to non-union men to work as operators, these men allegedly paying a stipulated sum for the permit. During the last five years several killings and numerous theater bombings were laid to union troubles. Last October five masked men invaded Maloy's summer home at Long Beach, Ind., and forced Mrs. Maloy to hand over \$63,000 in currency that was hidden in the home.

In the testimony given at the coroner's inquest over Maloy's death it was brought out that Dr. Emmett Quinn, who has a dentist's office in the Loop, is on the payroll of the Chicago Theater, ace Balaban & Katz Loop house, as an operator at \$130 a week, but is alleged to have employed a substitute, whose salary he refused to name. Inquiry into possible income tax evasions by Maloy is said to have uncovered information that indicated Maloy had an income of many thousands of dollars from various sources in addition to his large salary.

Altho the police have worked constantly on the case, they have so far failed to definitely establish the identity of the killers and no one has been held.

Funeral services for Maloy were held Friday and burial was in Calvary Cemetery.

Pennsylvania Exhibs Prepared for Tax Tilt

HARRISBURG, Pa., Feb. 9.—Governor George H. Earle, in the budget message he is to deliver here early next week, is expected to reveal plans that will boost the State amusement tax.

With the State treasury virtually drained, the amusement tax will be of a temporary nature, expiring June 1, 1935, when the new budget becomes effective for the 1935-1937 biennium.

John D. in Deeper

NEW YORK, Feb. 9.—Negotiations are in progress for the Music Hall, the world's largest theater, to take all of the United Artists product. The hitch is that United Artists wants the Music Hall to take the Rivoli theater off its hands. UA has been showing all its films at the Rivoli and does not want to get stuck for lack of product.

Joe Schenck, head of United, is understood to want the Rockefeller to take up the Rivoli lease for \$1,000,000, and it looks like a deal.

Pitt Price War Flaring Up Anew

PITTSBURGH, Feb. 9.—The local price-cutting war flared anew yesterday with the announcement from the Warner Bros. office that the Stanley Theater, local ace combo house, will meet the price scale in effect at Loew's Penn and reduce its top to 40 cents. Matinee prices were slashed from 40 cents to 25 cents.

The Alvin, another combo house, operated by the Harris Amusement Company, cut its morning price, 10:30 a. m. to 12:30 p. m., from 25 cents to 15 cents.

The independents are panic-stricken. Business the last fortnight has been brutal, with new lows expected this week. Most of them believe that the first-runs will soon settle the arguments between them and return to their former price scales.

Chicago Grievance Meeting Postponed

CHICAGO, Feb. 9.—Due to the absence of Nate Wolf, representing independent theaters on the Grievance Board, and the inability to obtain a suitable substitute, the meeting this week of the board has been postponed until February 19.

A case to be heard that promises to be quite interesting is the one filed by Sam Meyers, operator of the Teatro de Lago and Wilmette Theater, against the Community House, Winnetka, Ill., and all distributors. It will be the first non-theatrical case to be tried in this territory. The code states that the distributors may not serve pictures to any non-theatrical accounts that are in direct competition to an established theater. This year, claims Meyers, he did not buy Metro-Goldwyn-Mayer product, so MGM sold it to the Community House, which is not a personal venture, but is said to be operated from a community fund. The case will come up at the next meeting.

Safier With Judell

CHICAGO, Feb. 9.—Eddie Safier, formerly with the local United Artists branch, has joined the sales staff of the E. N. Judell, Inc., exchange to handle country territory. Morris Hellman comes in from the road to handle city sales.

MPTOA New Orleans Session Looks Like Complete Sellout

NEW YORK, Feb. 9.—The Motion Picture Theater Owners of America Convention set for New Orleans late this month looks like a sellout judging from reports emanating from headquarters here. The reason for this is obvious. There are more important questions to be discussed this year than at any time in the history of the organization.

Last year at Los Angeles the session developed into a social gathering but that was before the code was in operation. The exhibs have had a year to study the situation and they are going to ask a great many questions.

They will insist on some changes in the code, tho the code as a whole is not condemned. They will ask for a greater number of cancellations and will try

Indies Supply Congressmen With Ammunition for Gov't Control

Organizations have combined with theater owners to get shoudown at this session—congressmen admit deluge and it will affect their voting—Momand issues booklet

WASHINGTON, Feb. 9.—Members of both houses of Congress are admitting that they are being flooded with letters and telegrams from individuals and organizations all over the country to insist on government supervision of motion pictures. Members also admit that the communications will have a great deal of bearing on their vote when such a bill is presented. Altho thousands of individual independent theater owners have sent letters demanding relief, the lawmakers fear most the organized bodies that are screaming for government control.

It is believed that the independents have lost no time in giving their story to organizations that have weight, and in this way have created a tide that will be practically impossible for the major producers and affiliated theater interests to check.

Legion Backs Richey In Cancellation Rights

DETROIT, Feb. 9.—The plea of H. M. Richey, general manager of Allied Theaters of Michigan, that independent theater owners had no effective right to cancel objectionable films under the present contracts with exchanges met with a favorable response from local Legion of Decency groups this week. The local Catholic group originally published a list of approved and black-listed theaters on the croneous assumption that the owner could cancel films at will.

Richey recited a long list of specific examples to prove the contrary in a letter to Dr. George H. Derry, chairman, with the result that a letter was sent by the Catholic committee to Carl E. Milliken, secretary of the Hays organization.

The letter demands justice for the theater owners and a new clause in contracts or in some other effective manner by which the exchanges will be forced to cancel a picture when the exhibitor finds it objectionable.

Specific reference is made in the letter to *Limehouse Blues*, which five Detroit theaters attempted to cancel upon protests by the Legion of Decency, while the exchange refused the right to cancel without paying for the film.

Oregon Exhibs Start Fight Against Taxes

PORTLAND, Ore., Feb. 9.—Oregon independent theaters want their license fees cut and have appointed a committee to negotiate with the Portland city council to put it over. In other words, they state, they are not going to wait for the State Legislature to figure out some additional taxes, but start making pleas to have their present taxes cut down.

William A. Cutts, executive secretary of Allied of Oregon; Hal M. White, William Graper and I. Geller have been named a committee to assist.

The seat tax and the inspection charge will be the targets at which the committee will direct its fire.

In addition to the demands for investigation and curtailing of the majors' activities, hundreds of independents have furnished the legislators with ammunition when the bill is finally presented.

Probably the most comprehensive presentation of data was that sent out by A. B. Momand, independent theater owner of Shawnee, Okla. His is a 32-page booklet in which he lists all of the alleged illegal practices of the Hays organization. The booklet has been sent to every Congressman, Senator, the President, every governor and influential persons thruout the country.

Among other things, he says in his booklet that, "Possibly the average citizen would be surprised if informed that the Motion Picture Producers and Distributors of America, of which Will Hays is president, is the most powerful political organization in the United States. And that its political direction of the colossal motion picture industry has made it the most brutal of all American industries, in its treatment of the independent elements thereof."

He further avers that: "Prior to the advent of the Hays organization there were not more than a dozen cases of litigation between distributors and theater owners in the entire history of the motion picture business. During the first year of the operations under the Hays organization, the producers-distributors who comprise its membership filed approximately 3,000 cases against theater owners and practically all of these were won by the complainants." This, he points out, was thru the Hays-controlled arbitration boards.

"The Hays office," he claims, "asserts that the Code has aided the motion picture industry. It has no right to issue such a statement. Its rights do not extend beyond the point of asserting that the code has been beneficial to the trustified elements which it represents. Any statement to the contrary that emanates from the Hays office is false."

Just how much ammunition is waiting here to confront any of the opposition is unknown, but it is believed that there is sufficient to cause a great ado in the daily press when it is spilled in the halls of Congress.

It is not expected that any bill will be reported out of committee before the early part of March.

Mrs. Ott Elected

NEW ORLEANS, Feb. 9.—Mrs. Luther D. Ott has been elected president of the Better Films chapter of the Louisiana Co-Operative Educational Association, succeeding Mrs. F. Gordon Eberle. Others elected were Mrs. F. I. Williams, first vice-president; Mrs. Eberle, second vice-president; Mrs. S. C. Newitt, third vice-president; Mrs. Irene Earnest, fourth vice-president; Sylvia Metcalf, recording secretary; Mrs. Edward Durel, corresponding secretary; Mrs. G. F. Landry, financial secretary; Mrs. N. E. Kerth, treasurer, and Anna Johnson, registrar.

John Goldfar, United Artists branch manager in Detroit, has been made a Kentucky Colonel by Governor Ruby Laffoon, the second Detroit distributor to be so honored.

CODE ASSESSMENTS STAND

Abram Myers Only Dissenter at Hearing Before W.P. Farnsworth

Flinn says Myers' suggestion too complicated to prove workable—8,800 exhibitors have signed and pay their assessments — \$42,000 for vaude and labor divisions

WASHINGTON, Feb. 9.—A hearing, after numerous postponements and much discussion between representatives of National Recovery Administration and the picture industry, was held here this week by Deputy Administrator William P. Farnsworth on the petition of Motion Picture Code Authority for approval of a budget for 1935 and also for reapproval of its 1934 budget. The hearing was brief, with John C. Flinn, executive director for Code Authority, as the only witness. There was one objection to the proposals submitted, in behalf of Abram F. Myers, of the Independent Exhibitors, Inc., a letter from Myers asking that proposed assessments be computed on a formula suggested by him. This formula provides for multiplication of the number of seats by the price of admission to orchestra evenings and this multiplied by the number of shows per week.

Citing the difficulty which would be encountered in the determining of these factors as a result of frequent changes in policies by different theaters, Flinn expressed the view the formula would be unworkable. The total assessment, under Code Authority proposals, which would be assessed against distributors amounts to about 1 per cent of gross business which, in Flinn's opinion, represents a nominal proportion, the benefits to be derived by the industry being considered, he said. He stated that all branches of the industry have had a material increase by virtue of activities of the administration. While the revised 1934 budget called for around \$216,000, and actual expenditures were but about \$204,166.25, receipts exceeded expectations, Flinn said.

In reporting that Code Authority had on December 31, 1934, a cash balance of around \$30,000, Flinn agreed this surplus might be credited against assessments for the first half of 1935. In the course of his testimony he said collections are difficult to estimate due to contributions being voluntary. About 8,800 exhibitors and 120 producers and distributors are now contributing to Code Authority expenses as against 6,900 assenters to the code at time of organization of authority, Flinn suggested, adding that assessments have been on the basis of the number of seats, type of theater and run enjoyed for the exhibitors' branch.

The same procedure, generally, is proposed for 1935. During the hearing it was developed that nine large concerns, some of which are engaged in all branches of the industry, and are assessed under each, contributed in 1934 approximately \$150,000 of the collections received. Many activities of the Code Authority did not get under way until the latter part of 1934. During 1935 Code Authority plans, it was stated, to spend \$42,000 for vaudeville labor boards, assuming an amendment to the code to provide for such boards is approved by NRA.

Detroit Variety Club To Stage Annual Ball Feb. 23

DETROIT, Feb. 9.—The Detroit Variety Club's second annual ball on February 23 is scheduled to be about the biggest social event in local showdom. President Edgar Kirchner said this week. The price of admission took a 50 per cent jump—from \$5 to \$7.50—while the gross receipts will be greater, even though attendance will be restricted to the 650 seats planned for the Book-Cadillac rooms. Last year, 800 were admitted, and many squawks were made at the excess crowd.

Governor - General Frank Murphy (Philippine Islands) is planning to return to his home in Detroit in time to be present at the ball, at which Mayor Frank Couzens will also be a guest.

O. C. Lam, president and general manager of the Lam Amusement Company, which operates two motion picture theaters in Rome, Ga., announces he will start construction of a new movie house there on March 1. Plans for the new house are being drawn by J. C. Wise, of Atlanta.

Legion Praised

NEW YORK, Feb. 9.—The Inquiring Photographer of The Daily News asked six persons, "In choosing your recent movie entertainment have you guided yourself by the Legion of Decency's list of objectionable films?"

Of the six, four answered that they are governed by the list, while the other two stated that altho they do not read the list they have nothing but praise for the work accomplished by the Legion and that it has rendered a great service to the country.

State Censorship Looms For South Carolina

SPARTANBURG, S. C., Feb. 9.—Under the terms of a bill introduced in the South Carolina House of Representatives this week by Representative Ouzts and others, the South Carolina Board of Censors, to be named by the governor, would pass on all moving picture films to be shown in the State, except certain scientific and educational films, and grant permits for display for those films deemed suitable. A fee of \$3 for each 1,000 feet of film approved would be required for the permit.

The board of censors would be composed of three members, according to the proposed measure.

Delaware Incorporations

DOVER, Del., Feb. 9.—Colorado Orpheum Corporation was formed here to do a general theatrical and amusement business. The company lists a capital of \$200,000, with William F. Whitman, Jackson Heights, L. I., N. Y.; Kenneth B. Umbreit, New York City, and John P. Lebor, of Hartsdale, N. Y., as the incorporators.

Film Treatizer Corporation was incorporated to deal in chemicals used for cleaning motion picture films. The company lists a capital of \$50,000 and 500 shares of no par value. L. H. Herman, D. O. Newman and Walter Lenz, of Wilmington, are the incorporators.

Cohen's Resignation From Para Was No Surprise to Insiders

NEW YORK, Feb. 9.—It was no surprise to insiders when Adolph Zukor, president of Paramount, announced the resignation this week of Emanuel Cohen as production manager of the Paramount Studios. The report has been persistent that Cohen would break with Para, but each time Zukor came forth with a statement that all was serene on the Western front.

It is understood that Cohen will organize his own producing company and returned to the Coast this week to get started on his new venture.

Cohen has been replaced by Henry Herzbrun as vice-president and general manager of the studios. Ernst Lubitch will be in charge of production.

Yesterday Zukor announced that Austin Keough, general counsel for Paramount, has been named vice-president

Newsreels Muffed Big Chance By Premature Hauptmann Shots

NEW YORK, Feb. 9.—It is conceded among newspaper men here that the newsreels pulled a boner when they released the shots showing Richard Bruno Hauptmann on the stand in his kidnaping trial. It is believed that each company feared the other would break the clip, so each one rushed it out as soon as possible.

The result of the showing was that every newsreel cameraman and even the newspaper photographers have been barred from the courtroom. Had the pictures been suppressed until after the trial the boys would have been able to

catch the verdict, which, after all, is the most important item of the trial.

The dopesters believe that had the newsreels held up the shot of Hauptmann until after the verdict they could have made a feature of the entire trial that would have been a humdinger. As it is, the most important event of the trial will go unphotographed.

Altho several of the newsreel distributors agreed to withdraw the shot, none have done so. Universal sent a letter to Attorney-General Wilentz stating that the pictures were taken without trickery and pointed out that the events of the court are going over the air and are covered thoroughly in newspapers, therefore Universal sees no breach of faith in showing newsreel and declines to withdraw it.

The newspaper photographers cannot understand why they have been banned from the courtroom along with the newsreels, but it is evident that the judge considers all cameramen in the same category and he refused to alter his decision to ban all cameras.

Screen Writers' Guild Demands New Contract

HOLLYWOOD, Feb. 9.—Following the lead of the Screen Actors' Guild, the Screen Writers' Guild is in revolt against the studios and wants a standard contract that will correct the evils which it now claims are rampant in every major studio.

Among the concessions asked are: Specific contracts and writing "on speculation" cease.

One week's notice from either party shall be sufficient to dissolve a week-to-week contract.

Reimbursement for writers' travel time.

Writers shall not be lent without their written consent.

The current studio rule requiring the writers to pay costs of an unsuccessful plagiarism suit be abolished.

The writers shall get screen credit and no one else who has not actually collaborated in the writing shall share it. Decent wages for readers, some of whom are paid \$12 a week at most.

Just what the writers will do if the concessions are not granted is a question. They are, however, steamed up over the success of the Screen Players' Guild and hope for the best.

Selected Programs for Fort Wayne Youngsters

FORT WAYNE, Ind., Feb. 9.—A program of 12 weekly motion picture shows, the films for which are specially selected for their moral and character-building qualifications, will be presented at the Palace Theater under the sponsorship of 21 organizations of Fort Wayne for all children of the community, starting today.

A nominal sum will be charged the children to defray a part of the expenses of bringing the films here, according to Allan McMahon, of the Ediphone Company. Each week a chapter of Young Eagles will be shown as the principal feature. Selected comedies, newsreels and cartoons will complete the weekly program. The shows will start at 10 a.m. on Saturdays and last one hour and a half. Marnie Marcus, general manager of the Quimby Theater, donated the use of the local theater. The movement is being conducted principally thru the Boy Scout troops and the schools.

England for Sennett

LONDON, Feb. 9.—Mack Sennett will produce in England with a new company to be known as the Mack Sennett British Productions, Inc. He plans to use English talent exclusively and expects to build up box-office stars. He is noted for having discovered Gloria Swanson, Wallace Beery, Charlie Chaplin, Harold Lloyd, Marie Dressler and W. C. Fields as motion picture material.

California Indies Seek Big Damages

LOS ANGELES, Feb. 9.—Damages of \$6,080,000 were asked this week in two suits against the Fox West Coast Theaters Corporation and several major motion picture companies. The complaint was made by the Colcata Corporation, owner of a Pasadena theater, and H. L. Gumbiner, operator of two local houses, charging violation of the anti-trust laws.

This move was not unexpected, for the Independent Exhibitors of Southern California some time ago announced its intention of pressing suit against the defendants, charging the majors favored the Fox chain with product to the detriment of the independent theaters.

Government men have been investigating the charges for some time but their findings are unknown.

The Federal court recently authorized the transfer of \$18,000,000 in assets of the Fox chain to the National Theaters Corporation, which is headed by Sidney Kent, president of Fox Films.

Columbia Dividend

NEW YORK, Feb. 9.—A. Schneider, treasurer of Columbia Pictures Corporation, announces that at the board of directors meeting which was held last week, a regular quarterly dividend of 75 cents per share was declared on the preference stock of the company, payable on March 1, 1935, to the holders of such preference stock of record as at the close of business February 14, 1935.

Seattle Houses Celebrate

SEATTLE, Wash., Feb. 9.—Every week is a big week among Seattle's first-runs, but two circuits rather outdid themselves in celebrating anniversaries. The first was the Coliseum, one of the Evergreen houses, which put on specialties and a dual program to celebrate its 19th year.

Jensen Von Herberg's Liberty also was opened some 21 years ago, and picked two live features for an over-average take.

of the picture group of subsidiary corporations.

There is considerable concern among the Paramount personnel both here and on the Coast. Observers are wondering whether or not the Cohen faction will remain or whether other heads are to follow. It is almost a foregone conclusion that the studio will see a shakeup that will oust many Cohen men, but it is believed that the New York setup will remain as is, with the possible exception of the newsreel end, which was organized by Cohen.

It is considered by most persons in the industry that the appointment of Lubitch in charge of production will result in more consistently good films. He knows story values and understands the technical problems involved in shooting. It is considered a break for all studio workers.

WEATHER BREAK, BETTER FILMS HELP BOOST GROSSES

NEW YORK, Feb. 9.—There were few complaints concerning grosses this week, as almost every key spot went over the top, partly due to a good break in weather and the better grade of product. There is every reason for optimism, for the studios are now releasing some of the best box-office hits in years.

New York and vicinity shoveled itself out of the snow and this goes for most of the East, with the exception of some spots in New England which are still snowbound.

Conditions generally are better than in months and unless the weather man slaps another blizzard on the country, next week should top the current one.

New York

Times Square took on its normal attitude this week and as result grosses went up smartly. The Capitol is holding *Copperfield* over for a fourth week. *Lancers* is playing its fifth week on the big street. *Devil Dogs of the Air* looks as tho it will break the Strand record. *Scarlet Pimpernel* got away with a flying start at the Music Hall. There isn't a single dud in the White Light belt.

Chicago

Nothing to complain about here. All the Loop houses and nearly every neighborhood spot is clicking nicely. The streets are now passable, and people can get downtown again after being marooned. The brand of pictures is picking up, and if they continue to hold up there will be no need for pessimism here.

Los Angeles

Grosses were slightly under average here this week. Pictures were not outstanding and as a result the fans remained at home and listened to the radio. Next week's lineup looks good for a heavy play.

Philadelphia

Everything jake here. First-run houses played to good business, but the lowered prices cut into the grosses. The neighborhoods have started making cuts, so the downtown cuts will have no effect on their box offices. The picture lineup was good, and if the exhibs will get their prices back everything will be swell.

Pittsburgh

Leading in box-office receipts this week were the theaters which first announced a reduction in prices. Loew's Penn with *Biography of a Bachelor Girl* and the *Caslon de Faree Revus* on the stage had them standing over the weekend, with near capacity the rest of the

week. The Fulton with its 25-cent top increased its biz about 25 per cent over last week. Warner houses, which so far are operating with their old scales, took it on the chin.

Lincoln

Fair weather and balmy breezes have boosted biz considerably here during the present run. Not only that, the product is of the season's finest. Reason for the latter probably is that the *Varsity*, J. E. Cooper's lone competitor in a larger way, has *Iron Duke* and the *Arliss* name. Result is that *Mighty Barnum*, Lincoln; *County Chairman*, Stuart; a big girl show, with *Redhead* for screen fare, is at the Orpheum. To slice the edge off the *Arliss* name Cooper's group is doing *Rothschild* second run.

Boston

Business has been a bit off, generally speaking, in the picture houses ever since the holidays. The cold wave and the blizzard hurt less here than in cities less accustomed to blizzards. Weather is bad for shows the first day of any violent change here, then things go on as usual. Pictures, as a rule, have been rather better in quality than in a long time past, with rather a heavy dose of historical matter at the moment. George *Arliss*, as *The Iron Duke*, for instance didn't seem to be much more than rusty metal and failed even to delight the usual *Arliss* fans who are easily pleased as a rule. *Sequoia*, upon which Metro-Goldwyn-Mayer gambled two years and considerable money, failed to get far at the Loew's State, but picked up at the Orpheum as a second run. The wonder of the season to date is Manager George Kraska's bonanza *Mom of Aran*, now going into its seventh consecutive week at the Fine Arts, where a small capacity is balanced by a high-priced top.

Providence

Altho this city is still digging its way out of the snowfall left in the blizzard of January 23—the Department of Public Works estimating only about one-sixth of necessary street cleaning accomplished to date—first-run theaters showed a pronounced increase in business, with rising temperatures Saturday and Sunday, and all houses will do average business or better on week. Albee and Fay's, with vaudeville and films, will both double business of last week or two, and *Majestic* will also show an increase over previous week by about half again as large grosses.

The Press

For the last three months stories have appeared in *The Billboard* that Emanuel Cohen, head of the Paramount studios, would soon be out. Each time it was vigorously denied. Statements have come from Paramount executives stating that "malicious rumors" were being circulated and that Cohen would remain.

Cohen is out!

This is true of hundreds of stories concerning the major outfits. It is difficult to understand why executives deny reports that are obviously true and are forced later to admit their misstatements. Have they no courage or do they not know the conditions existing in their own organizations? Must the trade press of this business tell them what to expect of their own companies?

This is probably the only big business in the country where the first answer to a reporter's query is invariably "No." In other industries it is the object of the executives to see that the press is reliably informed of conditions and verify reports. It is sensible, for inaccuracy in the report of any industry may prove damaging to that industry. It is always the desire of a reporter to get the facts, but if persons in high places continually give the reporter a bum steer the news gatherer soon learns who to believe and vice versa.

It is not expected that executives will go out of their way to hand reporters news, but once the news man has learned the news from another source it is up to the executive to verify or deny it and stand by his statement.

There is not another industry in the country that is flooded with so many rumors as the motion picture business. There is a reason for this. Reporters have learned that there are few executives who will come clean, and therefore it is merely a formality of making an inquiry. That there are so many rumors is due almost exclusively to the run-around attitude on the part of executives.

One would think that the executive span of life in this industry being so brief, the higher ups would try to cultivate the press on a strictly news basis instead of thru advertising subsidy. When an executive "resigns" it is often to his advantage to have the respect of the boys who write the news.

There are a few men in this business who appreciate the value of accuracy and do all they can to give the reporters a break, but in almost every instance these men were once reporters.

It is practically useless to go to the heads of publicity departments for verification of stories. As a rule they are the last to know what is going on. In addition, most of them are too fearful of losing their jobs to attempt a confirmation for the press. In other industries the publicity heads are there for the express purpose of keeping the press informed. However, this is the picture business.

It would be well for those executives who issue the most denials of true stories to take a day off and commune with themselves. They will find that the press is doing everything it can to be accurate, but has been given the runaround so many times it takes all denials with more than a grain of salt. It is up to the executives themselves to remedy the situation.

Len Morgan.

PERSONALS

The Bluebonnet Theater at Johnson City, Tex., was destroyed by fire of undetermined origin January 27. The loss is partially covered by insurance.

The Auditorium Theater, Ft. Yates, N. D., has been acquired by L. G. Evanson from R. Bowers.

At the helm of the NoMar Theater, Wichita, Kan., is C. C. McCollister. House has been revamped.

The Pantages Theater at Montgomery, Ala., has been opened by Eugene Parrish.

Dave Morris has been transferred back to his old stamping grounds—skipping at the Rex and Kiva, Greeley, Colo. He was formerly at the helm of the Kiva Theater at Lincoln, Neb.

New is the Roxy at Walla Walla, Wash., under the management of Fredric Mercey.

The State at Grand Rapids, Mich., has been reopened by G. C. Nichols.

The Lyons Theater, Lyons, Ga., is now under the management of T. J. Douglas.

G. Preston has purchased the Queen Theater at Santa Anna, Tex.

Cecil R. Seff, who with his brother operates the Rialto, Granada, Circle and Loop theaters, Sioux City, Ia., was a visitor at the Cincinnati office of *The Billboard* Monday of last week. He is on

vacation and visiting his sister, who resides in Cincy. He will return to Sioux City February 16. Seff at one time was known as the youngest exhibitor in the United States.

Syd Taube has been appointed Detroit salesman for Columbia Pictures. He was formerly in New York.

L. A. Warren, for the past two years manager of the Criterion Theater, Spartanburg, S. C., has been transferred to Burlington, N. C., as manager of the new Alhambra, one of the latest links in the Sipes chain. Charles Covington succeeds Warren at Spartanburg.

Edward J. St. Onge, who was formerly with Olschefskey & St. Onge, theatrical brokers, has opened an office in Detroit for Quality Premium Distributors.

George W. Trendle, president of United Detroit Theaters, Public operating chain, was elected to the executive board of the Detroit Boy Scout Council this week, adding one more to his list of civic honors and duties.

Arthur Robinson, Detroit premium operator, has formed the American Picture Company to handle a series of weekly pictures to be distributed to child patrons of theaters.

Adolph Buehrig Jr., for the past year identified with the Windsor Theater, Canton, O., film house, has gone to Boston. (See PERSONALS on page 24)

FROM THE BOX-OFFICE POINT OF VIEW

"Mutiny Ahead"

(MAJESTIC)

Previewed at Warners, Huntington Park, Calif. Time—62 minutes.

Larry Darmour's production of *Mutiny Ahead* is a swiftest picture possessing unlimited possibilities for the smaller houses where the audiences like to stamp their feet and hiss the villain. It's the type of a picture that is a dead ringer in the byways and should do well at the box offices of the rural theaters. In the key spots it's a trifle weak and is burdened with a cast that doesn't mean much at the turnstiles anymore.

In the top spots are Neil Hamilton and Kathleen Burke. Hamilton does an excellent job with the part assigned him . . . that of a wealthy playboy who, when he finds himself in a spot, conspires to steal pearls from a dowager. Miss Burke is very good as the niece of the dowager and the love light that blossoms in Hamilton's heart.

With a gambling debt of \$30,000 on his hands, Hamilton accepts an offer of a gang of jewel thieves to "lift" the Vanderpool pearls for a \$50,000 fee. At a society party feteing the departure of Miss Burke for a cruise in the South Seas in search of a buried sea treasure, Hamilton gets the pearls and in turn has a gang of cutthroats rob him of them. He suspects some of the men on Miss Burke's boat and stows himself on the ship to clear up the mystery of "who stole the pearls." *Mutiny*, rather weakly worked out, results after the treasure is actually found, and Hamilton comes thru like a real trouper, clears up everything, wipes the blemishes off his record, and against the sunset of a tropical moon the two merge.

Nothing particularly outstanding about the story or cast, but the direction of Tommy Atkins is excellent and the picture is interesting to sit thru. The photography of Herbert Kirkpatrick, showing an under-sea fight with a devil fish, is a cunning bit of work. *Blackford*.

"The Ghost Walks"

(INVINCIBLE)

Previewed at the Fairfax, Hollywood, Calif.

Time—66 minutes. Release Date—December 1.

Invincible missed a chance to make this a picture deserving of major rating. As it is it's an exceptionally well done comedy-mystery story with an above-the-average cast. In subsequent runs it will fill the bill very nicely and please the most discriminating picture fans.

Action of the picture is laid in a haunted house, filled with trick doors, sliding panels, peep holes, creaky stairs, loose floor boards, and what not. The background is perfect for a mystery yarn. As the story progresses four different members of the cast are spirited away and not until the closing reel does the audience really know who the culprit is.

Spencer Charters nearly walks away with the acting honors for his characterization of the asylum guard who turns out to be an escaped lunatic with a homicidal tendency. Carle and Arthur, as the theatrical manager and his secretary, add a wealth of comedy material to lighten the tension of the story. John Miljan is his usual well-groomed self and does a polished job with the part of the author. Henry Kolker, as a supposed doctor, is excellent. June Collyer, Richard Carle, Donald Kirke, Eve Solter, Douglas Gerrard, Wilson Bengie and Jack Shutta complete the cast.

Direction of Frank Strayer keeps

things happening at a steady tempo and the picture rides along carrying with it plenty of comedy until it reaches a smash finish. *Blackford*.

"Devil Dogs of the Air"

(WARNER BROS.)

Strand, New York

Time—86 minutes. Release Date—February 9.

James Cagney and Pat O'Brien have teamed up to make *Devil Dogs of the Air* one of the best aviation pictures to date, and it is doubtful if any other flying feature can touch this one for sheer excitement. It is beautifully photographed and the men who did the stunt flying deserve as much, or more, credit than the leads.

Cagney is cast as a big-headed barnstorming flyer who decides to show the Marine aviators how to do tricks. He stages his performance over the Marine landing field. He goes thru paces that will knock any audience off its seat and finally lands safely. Pat O'Brien takes him to task and the battle begins. Cagney decides to become a Marine flyer and goes thru the school and he and Pat become friends. The love interest is furnished by Margaret Lindsey, but the romance of the picture is incidental to the actual flying.

The Marine Corps co-operated with the Warners in turning out this picture and as a result there are more planes than have ever been seen in one picture. It is a great break for the Marines. It is a made-to-order feature for showmanship and any theater owner who cannot pack his house with this one should close up shop. *Morgan*.

"Rhumba"

(PARAMOUNT)

Previewed at the Paramount Studios, Hollywood, Calif.

Time—75 minutes.

Release Date—February 8.

A carbon copy of *Boleto* amply describes this latest George Raft-Carole Lombard picture for Paramount. Story is along the same lines, dances are of the same caliber, and all in all there isn't much to raise the blood pressure of anyone; in fact, the picture becomes tiring and boring before it is half way along.

Raft is cast as Joe Martin, a bad boy from Broadway who makes good doing a jig with a girl, Margo, in Cuban cafes. When he has a chance to cash in \$5,000 on the government lottery, Miss Lombard, a socialite from the main stem, steps up with the right ticket and Raft finds he holds a phony. She offers to share with him, but he spurns her offer. Fascinated by the silky hair of the dancer, she follows him to his cafe and offers to stake him to enough to open his own spot. He again turns her out. Lynne Overman, as personal representative for Raft, runs on to a bunch of dough of a Texas cattleman and gets him to sink it in a high-class night spot. Miss Lombard again visits the place and Raft arranges a rendezvous with her at his apartment at 2 a. m. She visits the spot, he attempts to attack her, she realizes the kind of love in his eyes and flits, only to return later, discover the real man behind the naughty eyes, marry him, and that's that.

Picture is not one that will wear out ticket machines in the key spots. It is suitable, however, for dual bills where another picture will serve to fill your seats. *Blackford*.

"The Mystery Man"

(MONOGRAM)

Previewed at the Wilshire, Santa Monica, Calif. Time—67 minutes. Release Date—April 25.

Built around the playful adventures of a high-powered news reporter, Monogram has a dandy program picture in this original by Tate Finn. Picture is suitable for any type house and delivers an hour of real entertainment. Robert Armstrong, in the leading role of the news mug, is ideal for the part. Maxine Doyle, playing the feminine lead, seems never quite at home and has the appearance of reciting her lines rather than speaking them. The result is that her performance is stilted and expressionless and the weight of carrying the story along falls entirely on the shoulders of Armstrong.

Decorated for unusual work in solving a murder, Armstrong leaves his Chicago paper and hies to St. Louis. Arriving broke, he pals up with Miss Doyle, also broke, and with his suitcase as a false front the two rent the bridal suite at a prominent hotel. The management gets on to their deception and when things look the gloomiest the "Bel" starts his work. Doyle sells himself, after some difficulty, to a St. Louis paper and solves the mystery, delivers the story to his paper, clears his hotel bills and marries the girl. A series of exciting incidents during his work on the case make this a melo-dramatic masterpiece. Direction of Ray McCarey is top notch. *Blackford*.

"The Scarlet Pimpernel"

(OAKMONT-BRITISH)

Music Hall, New York

Time—74 minutes.

Leslie Howard has never been seen to better advantage than in this English production, *The Scarlet Pimpernel*. It is the story of an Englishman in the days of the French Revolution. His sympathies are aroused for the wretches condemned to die. He disguises himself, and using the scarlet pimpernel, a flower, as his signature, he makes life miserable for those who are responsible for the reign of terror.

Howard's acting is perfect, and it is largely due to his great work that the picture emerges as a piece of entertainment that would be difficult to match. Merle Oberon, who is just beginning to become known to American audiences, is grand. We expect great things from this gal.

The picture is handicapped by a title that will mean nothing to American fans. The exhibitor will have to battle against this. It is too bad the distributors did not hit upon a new title for this country.

The picture is a costume affair, but the acting makes one forget this phase. Alexander Korda, who produced *Henry VIII*, is responsible for this feature, and he will soon be envied by Hollywood big shots, for he has a knack of making pictures that click with regularity. *Morgan*.

PERSONALS

(Continued from page 23)

ton to become manager of Loew's State Theater there. Buehrig was for almost three years manager of Loew's Granada in Cleveland.

The old Central Theater at Hot

Springs, Ark., has been leased by the Malco Theater Corporation, which controls a chain of theaters in Arkansas and Memphis. The corporation plans to spend \$50,000 improving the house.

The Jefferson Theater, Roanoke, Va., has been granted a building permit authorizing expenditure of \$15,000 for alterations and improvements.

Frank Rogers, of Jacksonville, Fla., general manager of the contract department of United Theaters, Inc., was in Miami this week to help supervise the opening of their newest motion picture playhouse, the Colony, at Miami Beach.

Harry Oulman, formerly manager of the Lyric, Winfield, Kan., has been transferred to the Lyric at Wellington, Kan., as manager.

Hillet Realty Corporation, Reuben Hillman, president, has announced plans to construct a theater on Broadway, Massapequa, N. Y. Structure will be a two-story affair and will stand on a plot of 13,000 square feet. Estimated cost is \$125,000.

Contract has been let for the construction of a new theater at Palestine, Tex., for the Robb & Rowley chain. Cost of the new house will be approximately \$10,000, not including seating and projection equipment. Robb & Rowley already operate two other theaters in Palestine.

Liberty Theaters, Inc., of Tyler, Tex., with authorized capital stock of \$15,000, have been granted a certificate of incorporation by the secretary of state at Austin. The principals are W. M. ShIELDS, Iva R. ShIELDS and Thomas B. Ramey.

For the second time in little less than a month the Oranada Theater, South Bend, Ind., is dark again. Negotiations are under way for its future reopening under an entirely new management. The latest closing climaxed a series of closings and reopenings that have marked the Oranada's career.

Charles Freeman, of New Castle, Pa., has been named manager of the Victor Theater, Meadville, Pa., replacing P. J. Cohen, who had been in charge since the theater opened a year ago. Cohen will make his home in New Castle.

Mrs. Henderson M. Richey, wife of the general manager of Allied Theaters of Michigan, is recovering from an operation for appendicitis.

Ben Wachnansky, former manager for Jacob Schreiber, Detroit circuit owner, is now with Krim Brothers' Circuit.

Gus Greening, veteran Detroit theater manager, has been appointed manager of the Whittier Theater by the Komer Brothers.

Lay Theater Cornerstone

CHICAGO, Feb. 9.—The cornerstone of the new Warner Bros. Beverly Theater, 95th street and Ashland avenue, was laid this week. Theater, which is a \$200,000 edifice, is expected to open about the last of April.

'ROUND THE TABLES

(Continued from page 20)

and Anis, the Virginia O'Brien dancing girls and Stan Myers' Orchestra are held over.

BERT OILBERT is the new emcee at the Chez Paree, Detroit's newest downtown night club. He has a large Detroit following from a long previous run at Luigi's Dunny Trunk, doing a Joe Penner solo, is headlined in the show.

VILLA ROSA, Houston, closed for several months, will reopen this week with Gray Gordon and his orchestra and a floor show, including Gretchen Lee, Bonnie Still, Manno and Stratford, Griffith and Welbon and Walsh and Arden.

RAMON AND DOLORES, specialty dance team, were signed recently by Metro-Goldwyn-Mayer Studios to appear in *Casino Murder Case*.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by MARTIN C. BRENNAN,
150 City Terrace Building, Pitt Street, Sydney, Australia. Office of THE BILLBOARD.

CURRENT BROADWAY FILMS

Issue Reviewed.

The Winning Ticket (MGM)	Astor	January 26
The Marines Are Coming (Mascot)	Mayfair	October 22
The Scarlet Pimpernel (GB)	Musik Hall	Current
The Gilded Lily (Paramount)	Paramount	January 12
Jack Abony (GB)	Roxy	Current
Devil Dogs of the Air (Warner)	Stand	Current

Holdovers

David Copperfield (MGM)	Capitol—4th week	January 19
Lives of a Bengal Lancer (Paramount)	Rialto—6th week	January 12
Clive of India (UA)	Rivoli—4th week	January 26
Man of Aran (GB)	Westminster—12th week	October 27

Brunk's Comedians Break in New Top

COLEMAN, Tex., Feb. 9.—Henry Brunk's Comedians, who have been playing the Texas territory all winter to good results, broke in a brand new tent theater here this week. The new top is a 65 by 135, with water-proof sidewalls, large marquee, 20 by 40-foot cry and reception room in front, with two exits and double swinging doors on each side of the box office. Frank Capp, of the Baker-Lockwood Company, arrived here Monday from Kansas City, Mo., to see that everything went up smoothly.

Mr. Capp remained over for the wedding Thursday night of Orval Brunk and Adelle Ivey, both members of the Brunk company. After the ceremony, which took place on the stage after the regular night performance and which pulled a packed house, the entire company went to the Coleman Hotel for a grand wedding party.

Included in the present Brunk roster are Frances Naloy, Orval Brunk, Baby June Brunk, Marion Boren, Denny Davis, Mr. and Mrs. Glen Brunk, Ruth Pelham, Betty Fromm, Lillian Joles, Earlene Fincher, Mildred Collier, King and Hazel Felton, Nagel Pelham, Capt. Charles Barnett, Herman Munden, Wayne Bates, Clarence Klein, Adelle Ivey and June Collier and his orchestra.

Billroy Show Briefs

VALDOSTA, Ga., Feb. 9.—This is the town for our new winter quarters and believe me you it's a pip. The way the crew is running around you would think it was Paradise, and I suppose it is to some of them. You know the old gag: "You can't take it." Well, after 44 weeks on Billroy's Comedians as a one-nighter and with the equipment we carried one can take anything.

Well, last week was just another one of those get-by weeks, but Manager Wehle was perfectly satisfied. As you read this he and the wife, Marion Roberts, will have forgotten all about tent shows to enjoy life in Miami. Take it from me they will enjoy it, too.

Practically everyone left the night the show closed, as they had some big leaps to make and all were anxious to get a good rest.

Bob Fisher left for New Ulm, Minn.; Imogene Eastman for Terre Haute, Ind., taking Willamerle Hutehison with her to enter her in school. Benny (Biz) Frantantoni headed for his home in Williamsport, Pa. Mr. and Mrs. Rody Jordan, accompanied by Jimmie (Kid) Stone, set sail for New York. Rody says he just has got to scout some new material. Atta boy, Rody, but bring home the bacon.

Mr. and Mrs. Art Farley left for Dillon, S. C.; Russell and Gladys Duncan to Bristol, Va.; Wib Owens to Oklahoma City; Bob Heidelberg to the old home town, Laurel, Miss.; Cal West and Bonnie Mack to Clewiston, Fla., and Beth Davis to Miami.

We have 20 men in quarters and there hasn't been any time lost getting things in readiness for the coming season. No one knows just when the trucks will start rolling again.

TOM HUTCHISON.

Central Kansas Good for Wallace Bruce Players

HUTCHINSON, Kan., Feb. 9.—The Wallace Bruce Players, in their 16th season and third year in circle stock, are playing to good houses nightly in Central Kansas towns. Their circuit consists of Canton, Lyons, McPherson, Great Bend, Peabody, Holyrod and Clifton. The latter two towns are played Saturday, Holyrod in the afternoon and Clifton at night.

Bruce has a company of eight, including himself. New specialties and a new bill are offered weekly. In the summer Bruce plays week-stands in Western Kansas under a tent.

The company: Wallace and Ruby Bruce, Frank Hill, Lorraine Wilson, Esther Macklin, Paul Weiss, Carl Grand and Fred Leonard.

Royal Players Move Quarters

HAZEL, Ky., Feb. 11.—Royal Players are still on their circle in Kentucky and Tennessee, but have moved their headquarters from Paris, Tenn., to this city. Manager Irwyn Boden has about six more weeks in this territory before beginning preparations for the tent season. Business is reported as fair.

Rep Ripples

K. W. LEMMON, who closed as orchestra leader with the Frank Smith players in December, writes from Tallahassee, Fla.: "Kindly warn performers and traveling bands not to work this State unless they want to buy a Florida auto license tag. Living conditions are high. Have my housecar with me and had to buy a license for it. There will be no more winters for me in Florida."

JACK ALFRED, of Jack and June Alfred's Comedians, postcards from Kerrville, Tex.: "We're still doing nicely. The show hasn't closed all winter and the holidays were better than in years. Really made money. The weather in Texas has been wonderful. We received so many answers to our recent ad in *The Billboard* that it is almost impossible to answer them all."

DAN F. ROWE and wife, Gertrude Walsh, are still located in San Antonio. They expect to remain there until early spring and then hit the road with a tent opsy. San Antonio is a beautiful town, but has very little to offer in the way of show business, Dan pens.

RUSTY AND DOT WILLIAMS and their two kiddies, on tour with the Odell White Tent Show thru Georgia, are enjoying the comforts and conveniences of a new streamlined house trailer.

ELMER WRIGHT'S *Drunkard* Company, recently organized in Oklahoma City, began a tour of that section last week. First stop was Enid, Okla. Jack Paige and Francis Dale are in the leading roles.

RAY EWING, of the team of Ewing and Ewing, is sojourning in Miami. Ray will produce for the Hollywood Comedians when that new tent show takes the road early in the spring. Harold Chapman will be in charge of the candy stand on the Hollywood Comedians, and O. C. Nutter, mechanic, will have A. B. Bond as his assistant. Show is quartering in Parkersburg, W. Va.

CHARLES HINCKLE, old-time trouper, is wintering in Huntington, W. Va.

WILLIAM ROBERTSON, who left the Heath & Gunn Madcap Players, presenting old-fashioned melodramas at the Meadowmere night club, Fort Worth, Tex., last fall, to join a Shakespearean company on the West Coast, rejoined the Madcap Players as leading man February 1.

MR. AND MRS. FRANK SHAW are with the *Drunkard* Company at the Adolphus Hotel, Dallas.

Houston Picknps

HOUSTON, Feb. 9.—Highly pleased with their first week's run, the Mitzie LaGarde Players started their second week Monday with encouraging attendance. *Eyes of Love* was the offering this week, with *The Bandit* to follow.

Powers Players, under canvas here, are still getting a sufficient number of customers to warrant staying open. Jack Burton, Thelma Synerten and Jimmie Powers were added to the cast this week.

Hopkins Players continue their long run here under their big top. Featured *The Love Test* this week and are heavily billing *Orphan's Prayer* to follow.

Lawrence Deming, in advance of Jimmie Hull's Comedians, stopped off for a chat with *The Billboard's* local correspondent as the Hull show passed thru town en route to a near-by town.

Sam Bright was a visitor in town on business recently. He infos that he's no longer with the Brunk show.

Kansas City Jottings

KANSAS CITY, Mo., Feb. 9.—Bill and Bess Thebus are in their 20th week with *The Drunkard* Company at the Hotel Kansas Citian.

Richard Pommer, of the Denver *Drunkard* company, is the new leading man at the Old Town Hall in the Hotel Kansas Citian.

Maudena Hubbard, well known in Midwest rep and stock circles, now with the Ferris Taylor Players, reports that after a permanent stock season of six months at Walla Walla, Wash., the company moved to Pocatello, Ida., and expects to remain there until the canvas season starts about the middle of May, at which time Manager Taylor will again launch his tent show.

Jerry Dean and Laura Chase have closed with the Jimmy Tubbs Comedians. They are expected here this week.

The Old Wayside Inn is the current attraction at the Old Town Hall in the Hotel Kansas Citian. Ten persons are killed in various manners thruout the action of the "meller-drama." Score cards are furnished the patrons so they can check the number of "murders."

Roy Mapes is in the city after a four weeks' engagement at the Roxy Theater Cleveland.

Abe (Slick) Rosewald, for many years affiliated with the Dubinsky Brothers as manager, featured comedian and director, returned here this week after a year and two months in Hollywood, where he was active in the picture industry. His plans for the future have not been disclosed, but he has been seen on the Rialto many times since his arrival, and local actors and "actorines" are wondering what he has up his sleeve. So, what?

Blanche Forbes was a visitor this week. She is resting a few weeks before signing for the spring and summer season under canvas.

Ben Ketchum, erstwhile manager of the Kansas City *Drunkard* company, has gone to New York to manage a theater. Lester Ayers has severed his connection with the Manhattan Gardens here as m. o. Spring will see him again with a tent rep. Weston and Weston are recent arrivals after a trip thru the South, playing theaters and night clubs.

Erwin K. Fernandez, familiarly known as the "Barnum of the Pacific," is a recent arrival from his headquarters at Honolulu.

Hila Morgan is reported to be doing good business in Port Arthur, Tex., where she has been in stock for some time.

B. L. Dickson has jumped his circle stock from Western Kansas to South Dakota and has been doing good business in spite of cold weather.

Henry L. Brunk, manager of Brunk's Comedians, is returning to his show this week after a vacation to the old home town, Wichita. A brand-new tent will greet him upon his arrival on the show in Texas.

Fred Twyman, manager of the Hazel Hurd Players, showed his circle of towns in Oklahoma last week to absolute capacity, it is reported here. There are 12 people in the company, including an eight-piece orchestra.

The Mary-Frank Players report that things look so good they have decided to launch their tent rep again this spring. They have been inactive for two seasons.

The Ted North Players opened in Junction City, Kan., this week to big business. Company has just closed a five weeks' engagement at Blackwell, Okla. Show is booked solid until May, at which time the company will open its third consecutive season of permanent stock in Wichita.

Ray Bash is in his fourth year of circle stock in Western Nebraska. His charming daughter is now doing the leads. Good business has been reported.

MARJORIE SHREWSBURY (Mrs. Will B. Morse) has returned to Dallas after a two weeks' engagement at the Little Theater in Dublin, Tex.

Stock Notes

GEORGE SHARP'S production of *The Drunkard* is in 21st week in Pittsburgh and business is better than ever. At no time has a show so completely captured the fancy of local theatergoers.

CHARLES HOPKINS, New York director and producer, will direct the next Pittsburgh Playhouse production, *No More Ladies*. Helen Stout, regular director for the group, is recuperating from an illness.

HARRY GRESHAM, stage director with the Dayton Players, who have just closed a 11 weeks' run in Dayton, O., is remaining over there to direct productions for the local Junior League. His first was *Hansel and Gretel*.

NANCY DUNOAN, stock leading woman, and Jerry Bowman, juvenile, who recently played Colorado Springs, Colo., with the Walker Whiteside Company, took advantage of an opportunity to work a day in motion pictures at the Alexander Studios, that city. Leslie Wyson handled the direction and reports that their screening qualities were exceptionally good. The picture in which they worked is titled *Our Daily Bread*.

Hugos Quit Grand Island

GRAND ISLAND, Neb., Feb. 11.—Two Nebraska stock outfits have tried the Island Theater here in the last four months and found the date wanting in biz. Hazel McOwen's organization stayed some time, but gave up and was replaced by the Hugo Players, who also failed to garner the necessary funds each week. Now the spot has turned to a straight picture policy and business is just as bad.

Kinseys End Canton, O., Run

CANTON, O., Feb. 11.—The Kinsey Players, who have held forth at the old Grand Opera House here for the last four months, terminated their engagement last night with *The Drunkard*. Company during its engagement here built up a large following. It was the only stage show in town. Company is slated to open next week at Elmwood Place, O., Cincinnati suburb, to present *The Drunkard* for an indefinite period in a mammoth beer hall.

Saranac Lake

By BETTY HUNTINGTON

Eddie Ross, of the Four Carltons, is a new arrival at the Lodge. Eddie has played all the circuits, including Europe, in his itinerary. He also was with the J. C. Flippen Unit and Bobby Sanford's famous Showboat.

Helaine Brown, show girl from Billy Rose's Revue, New York, has left Saranac Lake in first-rate condition, ready to "fall in" in that nonchalant show-gal manner.

A few more patients who will soon join the phrenic parade are Ford Raymond, Bill Canton and none other than our "sheik," Armand Monte.

Tuesday night an unusual show was given by one of the companies of the Emergency Relief Bureau on the stage at the Lodge. The cast, consisting of eight people, played Tommy to a large audience, and many of our outside Saranac Lake friends attended.

Tommy (Iron Man) Abbott can certainly "take it." He goes to the General Hospital this week for his second section of the rib.

Marya (Hepburn) Blake and her bud-die, Doris (Giggles) Shrage, are sharing a new suite in the east wing. Perhaps because of the contentment of mind (See SARANAC LAKE on page 27)

At Liberty Gen Biz Team

For Rep. doubling Stars, Orchestra (Piano and Drums) and Specialties. Car and Litter Traffic. Write JOHN S. EVANS, Crystal Springs, Miss.

WANT 200 Actors. EARLY OPENINGS. RELEGED COMMISSIONS. ALL LINES. Kansas City, Mo., Hall Building. P. &—1,500 Low Royalty Plays. (Lit.)

NEW PLAYS Just out, "GETTING GERTIE'S NUMBER." Stars: Ed Comedy. Part 2-3. Post. 25¢. (110.00). Send for list. BETTY HUGHES, Delavan, Wis.

NOTICE TO SHOWMEN

CHANGE IN CLOSING DATE

The next issue (dated February 23) will be a special issue and the last form will close Saturday, February 16.

MAIL OR WIRE YOUR AD EARLY

All advertising copy, including help wanted and general show advertising, reaching us later than Saturday will be too late for February 23 issue and will be held for the following issue.

Miami Beach Cast Goes BAA

NEW YORK, Feb. 9.—The Burlesque Artists' Association has received word that the cast of Minsky's Music Hall, Miami Beach, has gone 100 per cent BAA, this following the holding of the curtain for one hour to force the issue of a closed shop. There was also some squawk about a delay in getting paid off on time.

On January 25 BAA members of the company in Florida signed a petition demanding 50 per cent of their salary that night and the balance on the night of January 27. Those signing were Helen Howard, Charles Marshall, Bobby Harrison, G. F. Reynolds, Murray Briscoe, Murray Leonard, Happy Hyatt, Al Golden, Joe De Rita, Peggy Reynolds, Louise Stewart, Diana Logan, Sam Raynor, Darlene Cramer, Helen Porter, Alina King, Georgia Sothorn, Lee Kerns, Babe King, Bonnie Brooks, Arlene Duval, Anita Bond, Sally Shad, Peaches Strange and Mary Warring.

Members signing up for BAA enrollment comprised Jerry Turk, Mack Turk, Val Williams, Valerie Williams, Eddrene Weston, Rita Flynn, Elise Werer, Paddy Juil, Eddie Collie, Madeline Winter, Virginia Manner, Jule Bryan, Lorraine Lee, Hazel L. Papton, Karl Lynn, Don Juan, Lee Huders and Ina Wall.

Indianapolis Burly Opens

INDIANAPOLIS, Feb. 9.—The Colonial Theater here reopened okeh with burly last Saturday after a short run with a straight film policy. Cast includes Nick Verga, Bert Morton, Tom Collins, Al Brown, Walt Collins, Chuck Morrison, Robinson Sisters, Marie Lee, Diana King and Jean Carter. Girls in line number 18, Jay F. McGee is producing the show and Evelynne Cordray the jazz numbers. Jack Kane is manager.

JOHN DIAN
HEAD & ROWLAND
Straight—Bartone. Stripping Sensation.
In Stock, Variety Theatre, Pittsburgh, Pa.
Direction, PHIL ROSENBERG, N. Y. C.

BILLY "BO" CONNIE
EGAN & MARTIN
Light Comedian. Strip Extraordinary.
Reps. PHIL ROSENBERG AND OVE CONN.

TINY HUFF
THE PERSONALITY GIRL
Featured on Independent Circuit.
Personal Management JACK BECK.

KARL BOWERS
ECCENTRIC OUTCH COMEOIAN.
Always Working—East and West.
"Georgia Peaches"—Independent Circuit.

CHARLEY LAFORD
"THE HARRY LANGOON OF BURLESQUE,"
With "Georgia Peaches." Independent Circuit.

BERT OOROTHY
Saunders & De Haven
Straight. (INO. BUR. CIR.) Soubrette.

Jean—Carroll Sisters—Jean
JUST WEST AND LOVELY.
Mgmt. Mill Schuster, West, and Jack Beck, East.

"YEAH, MAN"
HELEN GREENE
THE RED-HEADED OYGLONE.

BOB SNYDER
Peerless Radio Tenor and Talking Juvenile.
Thanks to The Winlers 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 OVE CONN.

Margie—BARTEL & FRANCIS—Jimmie, Jr.
Exotic Dancer—Strip—Singing—Straight.
Phil Rosenberg, East, and Mill Schuster, West.

JACK GREENMAN & FIELDS Ltd
CREATORS OF "SLOWLY TURNED"
Warning!!! Joe Dolce, please lay off.
Second consecutive year with the Minskys.
101 PER CENT B. A. A.

Burlesque Review

Republic, New York

(Reviewed Tuesday Evening, February 5)

Here on its last stop of the Supreme Circuit the current show, *Sweet and Pretty*, is a corking example of what a good burlesque show should be like. The bluesoes might not think so because there's much stripping and blue material. However, it all moves fast and sandwiched properly so as not to be too offensive. The cast is A-1, the chorus and show girls okeh and the settings and costumes plentiful and beautiful. The staging is smooth and fast, numbers are good and lighting excellent.

Sock comedy of the show is wielded by Sid Fields and Jack Greenman, who work quite clean. Greenman is a very effective Harry Langdon type of comic, going in for lots of panto, while Fields is a most efficient character straight who can grab off many laughs himself. Bert Carr is another good laughgetter working as a Hebe comic. He has a keen dialect and is quite a mugger also. Jack Rosen, eccentric comic, helps swell the laughs with his earnest and able delivery. They get good support from straights Marvin Harmon and Lee Royce, the latter singing also. Rounding out the male contingent is Ned Crane, stage manager, who butlers for a couple of lines.

Margie Hart is the featured stripper and she works cleverly and artistically without overdoses. Gladys McCormick strips well for the folks and she works bits ably also. Rose La Rose serves her stripping lowdown, plenty of bumps, etc. Another featured gal is Princess Sultana, who contributes a brand of acrobatics that can grace most stages. She also does nifty Oriental routines. Edna Mae is a hard worker thru the show. She's a good talking woman, does acrobatic dancing and sings. Cute, besides. Rae Holland contributes a bit of blues singing and serves mostly as talker. Lois Wray does effective syncopated dancing and Louise Phelps is another cute soubret. Mildred Adair, show's prim, was out due to illness.

About 30 girls are in the show, 10 of them working the posing numbers. The other girls shape up as a good chorus, okeh on precision and pep. They were given nice routines and were always dressed tastefully. By the way, one thing about the comics in this show is the fact that they had swell material to work with, which is rare for burlesque comics. Willie Sharp, in the pit, played the show well.

Burly Briefs

SUE (ROBERTS) PHILLIPS, wife of the Burlesque Artists' Association head, passed her crisis at Polyclinic Hospital, New York, last week and now on the way to recovery. . . . She'll be compelled to remain at the hospital for about two more weeks and wants to hear from her friends. . . . Al Manning, clerk of the Court of Sessions in Philly, came in to visit her. . . . Harold Blodgett, away from New York a good many years, drove in from Milwaukee last week. . . . Wava White, another long absentee from New York, is in town also. . . . Russell Trent and Lillian Murray got themselves a brand-new car, driving Saturday midnight to Baltimore accompanied by Diamond and Fay, the "Fugle Streeters." . . . Mae Brown, coming into New York from Ohio after a three-week vacation, was snatched by Nat Morton and rushed to the Park, Boston. . . . She was slated to go into Herk-Jaffe's Galety. . . . Mildred Adair, prim and Phil Rosenberg's misus, is recovering from her illness which forced her out of the Republic, New York, last week. . . . Jack Rosen left the Supreme Circuit Sunday.

RITA ZANE returned to New York from Panama a week ago Monday. . . . She left Thursday for Philly to open at the Bijou, booked there by Jack Beck. . . . Tillie Goldstein, Phil Rosenberg's sec. doubled as cashier at the Galety, New York, the first three days. . . . Wound up with a cold. . . . Edna Dee (Mrs. Tom Bundy) is confined to her hotel with a case of bronchitis. . . . A group of chorus girls coming into New

Indie Wheel's 6 Weeks Remain

PHILADELPHIA, Feb. 9.—The Hudson, Union City, and Orpheum, Paterson, are not deserting the Independent Burlesk Circuit as was originally scheduled. Issy Hirst, president of the wheel, conferred with the owners of theaters on Tuesday, at which time it was decided that the theaters would stay. Several days previous the other operators on the wheel met here and agreed to continue the circuit with just the Trocadero here, Gayety, Baltimore, Gayety, Washington, D. C., and Howard, Boston.

Union City was due to leave the wheel at the end of the coming week, with the *Boston Belles* company, headed by Mike Sacks. Paterson was slated to bow out the following week. They were expected to go into their old alternating stock policy.

Two new shows are to go over the wheel. *Brevities*, which was in rehearsal here this week, opens in Boston next week, and the cast comprises the Carroll Sisters, Marion La Marr, George Murray, Eddie Lloyd, Joan Dare, Art Gilson, Bobby Vale, John De Arco, and Saunders and De Haven. The other new show goes into rehearsal next week in Union City and opens in Boston February 17. Its cast will consist of Joe Forte, Al Hilliar, Mike Sacks, Alice Kennedy, Floyd Halley, Peggy Hill, Marie Alley, Billy Gordon and Ann La Morris.

Ft. Wayne Burly Fares Well

FORT WAYNE, Ind., Feb. 9.—With increasing crowds daily, Jack Ballard and his burlesque troupe of 30 entered into their fifth week, with many changes in the cast. The cast includes Buddy Kane, Billy Baud, Bud Brewer, Phil Hart, Bert Herman, Art Harrison, Lupe, Helen Nelson, Billy Carroll, Peggy Bent and Ann Lee. Chorus consists of Bea Arlen, Goldie Corrine, Bobbie Vinson, Peggy Black, Marie Dietz, Fay Curtis, Lell Willson, Bea Baxter, Lois Kelly, Pat Brewer, Smiles Rogers and the Sparks Sisters. Ted Connors Orchestra is in the pit, the combo consisting of Dick Richards, Bob Jellison, Clare Edwards, Earl Mays and Connors.

Staten Island's Short Life

NEW YORK, Feb. 9.—The Park, Staten Island, will close Saturday night. House only opened a week ago last Wednesday with a burly policy, operated by Danny Davenport.

York from Pittsburgh by bus last week found themselves riding the roads for 22 hours. . . . Gladys Clark and Doty May went into the Galety, New York, Friday, and Irving Selig comes in this Friday. . . . Tom Bundy, Frank Silk, Edna Dee and Rita Zane go into rehearsal for Indie in Philly this week, opening at the Trocadero this coming Sunday. . . . Dave Cohn accidentally wandered into the Tavern for dinner recently and almost passed out when he got the heavy tab. . . . There goes the profits for booking Kramer and Foster, Billie Diamond and Virginia Jones into the Star, Brooklyn.

BILLY (Cheese-and-Crackers) HAGEN, partnered with June Kennedy, was parted at Karlvagn's in Philly January 29. . . . Jack Beck and Issy Hirst attended. . . . Mickey O'Day is now out of the front line and a full-fledged principal, replacing Dagmar in the Supreme show. . . . Johnny Kane, managing Minsky's in Brooklyn, is a happy brother as a result. . . . Billie Holmes jumped into the Galety, New York, February 3, and Vic Garrett went out February 7. . . . Louise Phelps closed at the Republic, New York, Tuesday night and opened Friday in Miami Beach. . . . Dorothy Wahl and Jack Richards are being set for a long engagement by Jack Beck. . . . Dorothy DeNeese, the Panther Girl, will be added attraction at the Trocadero, Philly, February 17. . . . Tommy Levine will open with one of the Supreme shows. . . . Carmen closed at the Oxford, Brooklyn, after a two-

U-NOTES

By UNO

MR. AND MRS. ABE MINSKY are donating their Gotham Theater, New York, for a midnight show April 27 in aid of the Fifth Street Day Nursery, of which Mrs. Minsky has been president the last 15 years.

JOHANNA SLADE informs she is no longer connected with the Princess, Youngstown, O., which closed suddenly, leaving stagehands and musicians with 10 days' salary unpaid.

JOHNNIE KANE, manager Minsky's Brooklyn, booking many theater parties. Largest this season was Home Furnishing Club, last month, with 1,800, most of them at \$3.30. March 19, I. O. O. F. No. 306, will have 400; February 25, Autumn Inn Club, 400; March 1, Community Civic Association, 800, and March 6, College Point Social Club, 300.

DAVE RUDNICK, formerly manager of the Shubert, Philly, now a manager of a beauty parlor.

ALICE CARMEN, remembered for her talents in vaudeville and burlesque and with the Guth Brothers, still at the National Variety Artists' Lodge, Saranac Lake. Others there whom burlesquers will know are Margaret Newell, Lizzie Rogers, Mae Fisher, Happy Benway, Fred Rich, Armond Monty and Tom Vicks. Alice wants to be remembered to Steve and Dot Mills and Joe Wilton. Also wants to know what has become of Arlene Johnson.

PAUL KANE, producer, and Dot Kane, chorine, left Star, Brooklyn, for two weeks in Miami. Kane returns this time to the Ettinge, New York, relieving Ben Bernard.

SID FIELDS, straight man and new bit and gag writer and of the team of Greenman and Fields, celebrated a 35th birthday in his suite at the Peerless, New York, February 5.

RAE HOLLAND, still another newcomer to be added to the already large quota in burlesque this season. From night club to the Supreme Circuit. A singer of torch songs. Also in dramatic and comedy scenes with Greenman and Fields.

KAY JOHNSEN, "Miss Personality," Diane Johnson and Boob McManus replaced Pat Perot, Eva Osborne and Al Pharr at the Gotham, New York. Billie Diamond, Virginia Jones, minus 10 pounds, and Foster and Kramer, late of the Indie wheel, opened at the Star, Brooklyn, February 11. Art Nealy, tenor, to Irving Place, New York, opening February 18. Margie Bartel and Lillian Harrison relieved Mary Jane Penny and Ann Mitchell in Katz's stock, Waterbury, Conn.

ALLEN GILBERT was the star guest of a banquet and party tendered him by Nat Ziegler in the latter's Riverside drive (New York) apartment recently. Others who shared Gilbert's enjoyment of the affair were Ted White, Mitch Todd, Elaine Alexander, Dane Madison, Alice Reynolds, Flo Garbo, Joy St. Clair, Hazel Roguo, Katherine Rayden, Betty Lowell, Jerri McKay, Ann Miller, Lou Diamond, Simon, Eddie Heyman, Sam Puteran, John Kane, Ed Goodman and Mickey Ataire.

JACK SOBEL, a new comic here; Herbert Fays, Jenn Lee and Barbara Janis became new principals for the Winlers February 4. Closings included Don Dixon and Dolores Green. Margie Lee and Cress Hillary returned same date.

FRANK M. SMITH, former burlesque comic, and Eva K. Ryan, showgirl, who wedded January 31, were parted by friends.

ALICE REYNOLDS and Helen Forman, of the Wilner forces, like Elaine Alexander and Jerri McKay, have taken up dancing and acrobatics for another new sister team.

MARGOT LOPEZ, who joined the Ettinge stock, New York, confesses she scored a real show-stopper during 11 consecutive performances while with the (See U-NOTES on opposite page)

Showmen on Staff of New Toledo Art Center

TOLEDO, O., Feb. 9.—Formal opening of the Toledo Art Center was held Tuesday, with Mayor Solon Klotz and other civic leaders on deck with the usual line of speeches.

The Art Center numbers among its officers several well-known show people. Staff includes H. David Baum, local business man and promoter; Earl A. Caton, former rep and stock man, in charge of advertising and promotion; Frank (Rakkey) Camel, tab and burlesque comedian, general manager of play bureau and dance director; Lester Mitchell, former head of the Playhouse, South Bend, Ind., dramatic director; Abe Sakola, formerly featured comic with Talk of the Town, unit producer and field representative; H. O. Goodman, formerly on United Artists' production staff, art director.

The organization will produce professional units and vaude acts in addition to instructing in dancing and art work.

Jack G. Van May Take Show to South America

HAGERSTOWN, Md., Feb. 9.—Jack G. Van, whose Youth and Beauty and Palais Royale revues have been playing New England for the last 10 weeks, has moved his companies into this territory. One of the Van attractions recently broke a house record that has stood for years at the Capitol, Pawtucket, R. I.

Van has had several nibbles recently to take one of his shows to South America. On one of the offers the entire company would fly to South America in conjunction with an exploitation campaign arranged by American Airways. He expects to make a definite decision within a few weeks.

The Van companies have just finished repeat dates for Warner in Harrisonburg and Winchester, both in Virginia.

Star and Garter Reopens

CHICAGO, Feb. 9.—The Star and Garter reopened yesterday after having been dark since the last of December. Several of the former principals are in the new company. People re-engaged are Ada Leonard, Marian Morgan, Harvey Gatchett, Kenny Brenna, Charles Country, Jack Scott and Buster Lorenzo. New principals are Jerry McCawley, Evelyn Crawford, the Blossom Sisters, William De Shon and Gus Reid. Leo Stevens continues as producer, with George Pronath as his assistant and dancing director. Thirty-four girls are in the chorus.

Irons Takes Buffalo House

CHICAGO, Feb. 9.—Warren B. Irons and George Young, operators of the Roxy, Cleveland, are taking over the Gaiety, Buffalo, for burlesque and will take possession this month. The company now playing at the Roxy will be transferred to Buffalo, with a new company cast by Milton Schuster opening at Cleveland. Shows thereafter will alternate between the two houses.

Lyric, Philly, To Reopen

PHILADELPHIA, Feb. 9.—Reports persist that the Lyric Theater here, which recently had an ill-fated run with burly, will reopen with a burly stock policy soon. Joe Rose, who recently operated the house, is said to have been seeking a backer, but a new entry on the scene is Max Cohen. Later, who several years ago ran the Trocadero, is known to be making plans to open the Lyric.

Irons Going Into Buffalo

NEW YORK, Feb. 9.—Warren B. Irons, burly operator in the Midwest, was in town here this week. It is understood that he intends putting burly stock into the Gaiety, Buffalo, former Columbia Wheel house. The opening of this house would mean opposition for the Palace in that town, operated by Dewey Michaels.

Triangle Opens New Office

NEW YORK, Feb. 9.—Triangle Poster and Printing Company, of Philadelphia, has opened a new office at Room 814, 1560 Broadway, this city. Jacob Shapiro, formerly of the firm's Chicago office, will be located at the New York branch to take care of new and old customers.

Tab Tattles

IN DESCRIBING conditions in the Southland, Bert Georges, owner-manager of Montmartre Nights, writes from Atlanta: "I noticed a recent statement in regard to conditions down here. Very true. They are some better than last year. But I would strongly urge managers to stay away from here for the time being, at least, as there are more shows laying off down here than there are working. To move in here now would be foolish. I am merely saying this to warn other managers not to come south unless they have a route before getting here. As for myself and Montmartre Nights, we are ready to leave this territory as we have played everything we can afford to play and have a route set in the Northern territory after we finish Florida. We open in Florida February 8. . . . Don Phillips, well-known tab pianist and leader, has joined Jimmie Hull's Comedians in Texas. . . . Harrison Kimball's Broadway Ballyhoo Company is working the Indiana and Ohio territory for Bob Shaw, of the Sun office. Company showed the Strand, Crawfordsville, Ind., February 6 and 7, to encouraging business. . . . Billy Cullen is back at the Berghoff Grill, Fort Wayne, Ind., as emcee. Slated to stay there indefinitely. . . . Ed Paul left his post as manager of the Paramount Theater, Middletown, O., last week. He was there for 16 months. Ed was a visitor at the tab deck last week. Reported his feet are itchy and the spring is likely to see him on the road again.

JACK G. VAN, who has out two shows this season, pipes from Hagerstown, Md.: "Don't see many oldtimers mentioned in your column any more. Why don't you get after these birds and have them shoot a line in on me in a while?" Whatta'y say, you oldtimers? . . . Glen Dale, whose Rhythm Ramblers are featured with Gene (Honey Gal) Cobb's Rambles in Rhythm, has made several changes in personnel. New combo includes Arnold Whedbee, Ace Dinning, Bob Gardner, Nick Nichols, Leonard Weiss, Will Hickerson, Madeline Bryan, Virge Loring, Don Knoll, Amy Lowe and Larry Gibson. Show is current this week at the Sunshine Theater, Albuquerque, N. M. . . . Ginger Lee, blues singer, is appearing with Jimmy Deering's ork at the Nine-Mile House, Cincinnati roadside. She closed last week at the Empress in Cincy. . . . Lee Perry's tab, which moved into the Empress, Cincinnati, last week, is out again; in fact, he pulled out in the middle of the week. Harry Kahle, Empress manager, put on his own show for the last half. . . . Ray and Dolly Denton, tap dancers, who closed with Lee Perry last week, are still in Cincy, putting in their spare time chasing up dates and figuring out a way to collect back pay. They are finding both a hard job. . . . Taylor Trout, who recently framed a small vaude unit after closing his Passing Parade Revue at Albany, Ga., is playing Florida dates. The unit has just finished two weeks for the Martin chain of theaters in Georgia. Company returns to Georgia when the Florida dates peter out. Trout has purchased an outboard motor and is ringing in a heap of fishing during his Florida stay. Business is fair, he says.

HARRY MAX WOLFE, who ran away from his home in Windsor, Ontario, some nine years ago to become a comedian, is asked to communicate immediately with his mother in the Canadian city. She is ill and worried over his well-being. . . . A. R. Mason, erstwhile tabloider, is working with a Jewish stock organization at Lakewood, N. J. Before jumping to Lakewood he worked 14 weeks in Baltimore. . . . Among the newest of the shows playing the Southern territory is the Country Club Scandals, featuring Raymond Wilbert, comic; Almiria Sessions, comedienne, and Joan Thompson, tap dancer. There are 24 people in the troupe, including a seven-piece ork. . . . Marion Wallick and Lizzie Sullivan have returned to their home in Dover, O., after a tour of the Western States with their Showboat Follies. Wallick is now assembling another unit of Western bits and hill-billy music to open at the Palace, Marion, O., soon. Included in the new turn will be Curley Mathias and wife, singing, dancing and rope spinning; Tom Craig, musical act, and Little Red Davis, comic. . . . Billy Foster, formerly with Fred Hall's Words and Music, is in charge of the production and direction of the

1935 edition of Showboat Follies, an FERA unit sponsored by the Canton, O., recreation department.

West Coast Good Ground For "Vanity Fair Revue"

SAN FRANCISCO, Feb. 9.—Louise Moody's Vanity Fair Revue has been finding business satisfactory thru California and the Pacific Northwest.

Featured with the 35-people revue, besides Miss Moody, are the Radio Rubes, hillbilly act; Moran and Fields, monopod dancers and hand balancers; Lewis and Lake, tap dancers; Fred Lorain and Company, unicycle act; the Duval Sisters, harmony singers and dancers; Irene King, mime; Connie Sinclair, singer; Lew Emery and his collection of stooges; Irene Ford and her 18 Betty Boops, and Frank Parker and his orchestra.

Charles A. Koster is company manager, Al Strumm is contracting agent, with Harry Starr as assistant.

Gramlich at Empress, Cincy

CINCINNATI, Feb. 9.—Charley (Joy) Gramlich's Novelties of 1935, 22 people, moved into the Empress Theater here today for an indefinite engagement. Featured with the new show are Captain Andrews' Trained Bears; Le Roi Hunter, physical culturist; Kathrine Delmas (Katinka), dancer; Charley Joy, comic, Earl Meyer, straight man; Pauline Starbuck, tap dancer, and Frank Brandstetter's Orchestra. Company is working on a grind policy with pictures. Harry Kahle is Empress manager. If business warrants, Gramlich will augment the show to 28 people.

U-NOTES

(Continued from opposite page)

Supreme at the Shubert, Philly, recently, the applause lasting all thru a ballet number, then thru a specialty and then thru a scene.

FRED NEELEY left Youngstown, O., for a vacation at his home in Chicago.

MOLLIE MINSKY (Mrs. Abe Minsky) left the box office of the Gotham, New York, for Miami February 2. To vacation there three weeks.

Theatrical Mutual Assn.

By DAVID L. DONALDSON Grand Secretary-Treasurer

New York Lodge No. 1—New York Lodge has moved into new lodgerooms at 218 West 48th street, New York City, and held its first meeting in the new rooms Sunday, February 3.

At the January meeting the new officers were installed by Third Grand Vice-President Joseph Gehlman, assisted by Brothers Al Ruland, of New York Lodge, and Brother Bluming, of Bronx Lodge. Brother W. T. Butler, of laws committee, installed Brother Gehlman as president. A number of speeches were delivered in which a plea was made for the hearty co-operation of every member of the lodge to support the new officers.

Brother William T. Butler, financial secretary, took the floor after the installation and presented the lodge with two beautiful gavels.

The house committee has dispensed with the monthly socials until further notice. All efforts are now being made to make the entertainment and dance February 9 at the Hotel Taft a success.

The following brothers are on the sick list: Sam Fiber, 1235 Grand Concourse, the Bronx; Walter Bemis, 1111 Boulevard, Bayonne, N. J.; Mark Rattiner, 6811 Mulraws avenue, Brooklyn, N. Y.; Gus Mullane, 104 West 96th street, New York; Fred Meyer, Bellevue Hospital, New York; George Pearsall, 375 East 146th street, New York, and James P. Healy, Misericordia Hospital, 531 East 86th street, New York.

Ladies' Auxiliary of Lodge No. 1 will hold installation of officers February 15 at Columbus Hotel, 51st street and Eighth avenue. Grand President Charles F. Eichhorn will install the officers and a social time will be held after the installation ceremony.

Baltimore Lodge No. 14—At the meeting January 13 the following officers

were installed for 1935: Edward M. Gill, past president; Robert E. L. Hood, president; M. E. Ryland, vice-president; M. J. Fitzgerald, recording secretary; J. C. H. de Shields, financial secretary; Charles Reviol Sr., treasurer; G. Wilson Younglove, chaplain; Charles W. Hofmann, physician; Robert Bortner, marshal; M. J. Burke, sergeant at arms; W. S. Hill, outer guard; W. W. Rogers, George G. Gelwitz and Walter Beach, trustees.

On Thursday night, January 3, Grand President Charles F. Eichhorn, assisted by Brother Henry E. Schmidt, of the L. A. and G. committee, installed the officers of the Theatrical Mutual Association Auxiliary No. 8, Pride of Brooklyn Lodge No. 30, at the Brooklyn Labor Lyceum. These installed were Past President G. Riordan, President M. Simmons, Legal Adviser J. W. Fitzgerald, Vice-President G. Stahl, Chaplain M. Kane, Recording Secretary A. Bartlett, Financial Secretary E. Wayrick, Treasurer L. McMahon, Trustees B. Peters and A. Morrell, Marshal R. Sullivan, Sergeant at Arms F. Gardner.

On Thursday night, January 10, Grand President Eichhorn and Brother Philip Hitter, seventh grand vice-president, installed the following officers of Bronx Lodge No. 38 at the Palma Restaurant, Bronx, New York: Past President Ralph Knaster, Chaplain Herman Knaster, Recording Secretary Joseph S. Pare, Financial Secretary Philip Bluestein, Treasurer Harris Verber, Trustee D. Verno, Marshal D. J. Ruffini, Sergeant at Arms Ira Knaster.

On Friday night, January 11, Grand President Eichhorn and Brother Philip Hitter installed the following officers of TMA Auxiliary No. 1, Pride of Long Island Lodge No. 67, at the Brooklyn Labor Lyceum: Past President Mae Van Buren, President Cena Calamari, Legal Adviser Henry E. Schmidt, Vice-President Idabell Hall Early, Chaplain Theresa Schmidt, Recording Secretary Irene Barish, Financial Secretary Mae Muller, Treasurer Anna Eichhorn; Trustees Mary Martin (chairman), Rose M. Hitter, Margaret Casey; Marshal Mabel Lloyd and Sergeant at Arms Elizabeth Casey.

On Monday night, January 14, Brother Eichhorn and Brother Henry E. Schmidt and Brother Richardson Webster, second grand vice-president, installed the following officers of Brooklyn Lodge No. 30 at the Brooklyn Automobile Club: President Richardson Webster, Vice-President George Reynolds, Chaplain George Gru, Recording Secretary John Kuhns, Financial Secretary John Fitzgerald, Treasurer Charles Gardner; Trustees Ben Roden, Felix Charney, Leo Burns; Marshal Edward Ginna, Sergeant at Arms Joseph Cox.

SARANAC LAKE

(Continued from page 25)

both girls are showing improvement. Gertrude Broderick, sister of Johnny Broderick, ace detective, tells us that she is quite proud of her 11-year-old niece, Marlon, who did her act on the bill with professional stars at one of the President's birthday balls, held at the Cotton Club, New York.

The S O S went out for Johnny DeGiovanni the other night. He went over to Stony Wold San, Lake Kusaqua, and operated their movie machine to the entire satisfaction of all the ladies. Billy Kelly, former National Variety Artists patient, is back in Philly again, just resting. He sends regards to all.

Please write to those you know in Saranac Lake.

WANTED

BURLESQUE PERFORMERS FEATURE ACTS—CHORUS GIRLS

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Opening Friday, February 22.

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WANT QUICK

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

EVANS BROWN, magician-musician, is back again on tour with Paul Specht's Orchestra, currently playing theater dates in Western Pennsylvania. Brown is featured on the harp and piano-accordion and works in his magic specialties whenever the engagement permits. His magic work takes especially well with the night club patrons.

ROBERT A. NELSON, of the Nelson Enterprises, Columbus, O., was elected president of the Columbus Magic Club at a meeting February 1. This is his second term in the president's chair, having held the office six years ago when the club was organized. The Columbus boys are contemplating an extensive membership drive and bigger and better plans for their 1936 annual Magi-Fest.

PEGGY GWYNNE, comely daughter of Jack and Ann Gwynne, quit magic and show business, possibly for all time, with her marriage last week to Frank Cole II, prominent amateur magician and business man of Pawtuxet, R. I. Peggy played her last show with her parents at Loew's State Theater on Broadway Thursday night, January 31. Her place in the act has been taken by Joy Johnson, dancer. Gwynne and his company have been very busy in the East the last several weeks. Act has just finished for Loew and Fox and this week is playing for RKO in Troy, N. Y.

MAGICIANS' ASSOCIATION of Cleveland is presenting *A Night of Mystery* at the Penton Club in the Penton Building, Cleveland, Friday night, February 15. In donating their services for the show the Cleveland boys pay their yearly rental for their splendid clubrooms, which are located in the same building.

MENTZ THE MAGICIAN (Fred Mintz) writes from Concord, N. C.: "I would suggest that any magic convention planned for the future be held here in the 'Ol' North State.' Every magician, mentalist and escape artist has either been here, is here or is coming here in the near future. By thinking very hard I can remember back when Wallace, Steede and myself had this State practically sewed up, with the possible exception of Selwyn, who would run in late in the season for a few scattered dates. That, of course, was B. H. T. P. (before high tobacco prices). Will you please spread the news to the few remaining magi that the farmers have sold their crops and bought automobiles and have no money for magic shows? That's the truth, too. I had to get out of the agricultural section before I could make a dime. Am playing in the western part of the State to pretty good business in schools and auditoriums. I am doing magic and hypnotism and am carrying a mentalist with the show. Have been repeated in several spots."

BILL SALISBURY, St. Louis magician, was called to New York again recently to entertain a delegation of 150 railroad men en route to Buffalo to attend the

regular annual banquet held at the Statler Hotel, that city, by the Central Railroad Club of Buffalo. Upon his return to St. Louis he boarded another special which carried 12 cars of railroaders bound for San Francisco to attend the convention of the Western Fruit Jobbers' Association. Salisbury entertained all the way out. After leaving that convention he stopped off at Los Angeles and spent an enjoyable afternoon with Floyd Thayer. He reports Mrs. Thayer holding her own after a very serious operation. While at Thayer's, Walter Gibson and his wife also paid their respects.

GEORGE W. STOCK, dean of Cincinnati magicians, entertained the blind at the Samuel W. Bell Home for Sightless Workmen in Cincy Thursday night of last week. The show was in the nature of an experiment and panned out successfully. The blind audience enjoyed and "saw" Stock's bag of tricks with the aid of oral explanations.

RING 13, IBM, Beaver Falls, Pa., held its regular monthly meeting February 5. More than 100 were present, despite the inclement weather. After a few games of bingo the show got under way, with Harry Pavey in charge. Those who entertained were Mr. Shafer, the Boyle Brothers, George McAthay and Cliff Jones (Lesta), who drove 64 miles to make the meeting. Sandy Mac Gregor did the emceeing.

MR. AND MRS. CARDINI were the guests of Harry and Zola Pavey at the Pavey home in Coraopolis, Pa., Sunday of last week. Cardini had just finished an engagement at the Penn Theater, Pittsburgh, with the *Castro De Paree* unit.

BERNARD ZUFALL, the "mental magician" who turned pro only a month ago, has already played many important dates around New York. He has played Rotary, YMCA, YWCA, Masonic, K. of C. and women's club affairs, drawing excellent comments in the press, especially in *The Elizabeth* (N. J.) Journal. The Women's Club of Far Rockaway enjoyed his act so much he had to do an hour-and-half before they let him go.

PAUL DUKE, manipulator of cigarets, cigar and pipes, is the first act Leon & Eddie's Night Club, New York, ever played. He's in his ninth week there.

THURSTON, now touring the East with his unit, will send three of his best trucks, with another performer presenting them, on a European tour shortly. The act will probably be called Howard Thurston's Magic. Bookings already arranged by the William Morris office.

SEDRICK HOYT, of Baltimore, is being kept out of the swim for a few weeks with a fractured shoulder.

"HAVE BEEN IN FLORIDA since December 15," writes Selwyn the Magician (N. P. Patton). "As usual, many magi acts in the land of sunshine. We are playing schools and civic halls. Bookings hard to get, tho we are doing fine. Recently visited Frederic Elmore in Tampa. He has been in bed eight weeks, but is slowly regaining his health. He's a grand showman—not just another magician—but a man who knows magic and the stage. He would appreciate hearing from his old friends."

"A. B. Harrington and wife, of Austell, Ga., are spending the winter in Tampa. A whole day of magic gabbing wasn't nearly enough with these people. Harrington probably holds the record of knowing personally more magicians than any other man in the world. And that's saying something. Has anybody ever met Leon Long, magician? His bookings, according to his route, are in the best spots of Florida, but sorry to say, we haven't been able to find him or learn anything about him in any of the towns he is working. Down at Winter Haven met Professor Shapiro, who has built an illusion show for the Royal American Shows. It's the best looking magic outfit I have ever seen on a carnival. And does he fool 'em? Mardoni is also working these parts for the Collins Management Services, of Rochester, N. Y. Haven't seen him, but understand he gives a fine performance."



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

JACK FULTON AND ORCHESTRA—heard on commercial air program 10:30 a.m., Monday to Friday, on CBS. Fulton was until recently lyric tenor with Paul Whiteman and has appeared in vaude as a single. His voice and his own band make him a new and desirable attraction. Band has smooth rhythmic style and the early broadcast time makes show schedules easy to handle. Fulton has plenty of looks and personality.

NAN WYNNE—young and charming singer with the Champagne Cocktail unit in vaude. Has a crooning voice with a definite, arresting quality and can develop into a first-rate single or an air attraction.

Fine personality and enough ability to make his part in *Loose Moments* seem pleasant and ingratiating, in spite of the fact that, as it's written, it's one of the worst with which a juvenile has ever been confronted.

FRANK GABY—vaude vet seen last week at the Palace, New York. An old hand at vaude and legit, his comedy talent seems glove-fit for pix. Goes in extensively for mugging, which his ventriloquy taught him. His ability with lines and his general antics should make him a worthwhile bet for film comedy assignments.

For LEGIT MUSICAL

MADelyn KILLEN—straight for Joe Phillips in vaude. A vivacious blonde, she can handle comedy lines and situations beautifully, and she can wear her clothes well. Should be a natural handling straight in revue skits or for a part in a book show.

For FILMS

JOSEPH COTTEN—legit juvenile in *Loose Moments* at the Vanderbilt, New York. A good-looking lad who should screen excellently and who packs a wallop for the femme trade.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

EDDIE EWALD, formerly of the Al G. Field Minstrels, staged the annual minstrel show presented by the Newark, O., Elks February 6 and 7.

CARL GRAVES, minstrel baritone, has just returned to his home in Plattsburg, N. Y., after an eight weeks' tour of the night spots in the Middle West.

BERNIE DUNN, formerly endman with Rosenthal's Minstrels, has just finished 26 weeks of night club work as emcee in and around Chicago.

TOM GOODHART JR., old-time minstrel musician, pipes from Lake Placid, N. Y.: "Do you remember when Bobby Gossans handled a wheel chair, wheeling his gal around town? When 'Happy' Benway sang *Balling the Jack* on the Dockstader (1909) and Neil O'Brien (1917) minstrel? When Al Tint was almost in show business on the Levey Circuit? When Blackface Eddie Ross and Lasses White were the only two left that were paying the 10 per cent into the old White Rats? When Dick Flourary was a featured comic with Sam Griffin's Minstrels? When Nate Mulroy missed a long jump in Morgantown, W. Va.; lingered too long saying "good-by" to his gal? When the Seven Honey Boys—Hyde, Van Dyke, Benway, Fitch, Robinson, Curran and Romaine—were the outstanding minstrel act in vaudeville; six years without a layoff? When the famous Guy Brothers had George, Eddie and Charley Guy, Happy Benway, Bill Collett, Berlin and Urban, Francis Blake, Roland Webster, Harry Prince, Zella, Clifford and Burke, Duke Darling, Eddie Leonard, Bobby Gossans, Nick Glynn, Toledo and Cameron, Tom Fitzgerald, Harry Blackwell, Armand Vallaire, Leroy and Adams and the greatest of middle men, Albert Guy? The days of 1905 to 1910, remember?"

other dark comics are illy white, McIntyre and Heath have retired, Moran and Mack were sundered by automobile tragedy. A vaudeville bill was once without balance unless there was a black-face turn. Minstrel shows are now confined solely to tents. No one knows why and likely few care. It's one of those things. In the minstrel's heyday such performers as Lew Dockstader, Honey Boy Evans, Neil O'Brien and Willis P. Swetman were among the highly paid. That was before the extravagant era of five and six-figured alarid stars. The top minstrel got something like \$200 a week with \$350 absolute high."

McIntyre errs a bit when he says "minstrel shows are now confined solely to tents." John R. Van Arnam's Minstrels, the largest on the road today, play theaters and theaters only. The same is true of most of the other minstrel attractions still going. True, there are a few minstrels playing under canvas, but they are in the minority. Then one must remember, too, the thousands upon thousands of amateur minstrels that are still presented during the year in all parts of the country. They all work indoors.

JIM STUART and Frank Holland, with the Beach & Bowers Minstrels back in 1898, can be found almost daily in front of the Woods Building, Chicago, talking over old times. Jim Stuart was stage manager with the Beach & Bowers show.

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COSTUMES

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Seltzer 1 Fall Chi Units Are Big Draws

CHICAGO, Feb. 9.—The Leo A. Seltzer one-fall Arcadia Gardens Walkathon is just what the name implies. Its newness has proved a winner both for the audiences and for the box office. Patrons are sure of a variety of entertainment and thrills. Public dancing during the rest periods with Erskine Tate's 11-piece name band is popular with the young folks. Emcees' comedy, augmented by special features each night, keeps things going, and three dynamic sprinters bring the audience to its collective feet. Patrons are really getting the much talked-about "something doing every minute." The big bar and lunch counter are doing excellent business. Out of 80 couples and two solos who were on the floor at the beginning of this show, only 14 couples and one single remain.

Perhaps because of its location in one of the business centers of Chicago, or more possibly due to intelligent handling, the White City one-fall walkathon, on the South Side, has been successful since its opening. The staff there, which is composed of Bobbie Reed, chief emcee; Rajah Bergman, funster supreme; Skipper Spiegic, and a new man, Frank Belasco, is functioning smartly and efficiently.

Seltzer claims for White City one of the finest groups of contestants and staff ever assembled at any one contest, and the customers display approval by attending in full force. The show is being run along the same lines as that at Arcadia Gardens. Out of 68 couples starting, 38 couples and two solos remain on the floor.

For the first time since Leo A. Seltzer has been in the Endurance Show business he is able to relax a little due to his efficient system and staff setup.

Jack Steinel St. Joe Show Gets Under Way

ST. JOSEPH, Mo., Feb. 9.—The Midwest Walkathon Association opened its walkathon here February 2 with 58 couples and 2 solos. Thirty-six couples and 4 solos remained on the floor at 72 hours.

Johnny Harrigan is manager and chief emcee. Other emcees are Ted Brown, Al Baker and Bobby Mack. Floor staff includes: Lefty Craig and Earl Clark, judges; Wesley Bryan, Al Chapman and Buddy Allen, trainers; Marie George and Pearl Pickett, nurses; Ray Pickett, night manager; Martha Dallas, auditor; Betty Gray, Margaret Frakes, Wilkie Preston and Mildred Gore, cashiers; Marge Clark and Mary Mack, usherettes; Marvin McLane and D. D. Pike, doormen; "Popeye" Knight and Earl Bray, dietitians; Ray Maxwell, publicity; Frank Haroldson, manager concessions; Eddie Dauphin and L. D. McGaughey, maintenance, with Jimmy Smith's Orchestra, of Waterloo, Ia.

Ray (Pistol Pete) Wilson and Jimmy Leahy are handling comedy. Show is playing in a big privately owned hall seating 4,500.

Crockett Waterbury Unit Going Strong in 15th Week

WATERBURY, Conn., Feb. 9.—The Eagles' Indoor Endurance Circus, directed by Lew (Pop) Watson, entered its 15th week with four couples and one girl solo remaining on the floor.

Tiny Epperson has been added to the Crockett organization during the past week. This has proved to be a popular move as he has already made many friends. Tiny is now assisting Freddie Hall on the platform, while Red Oleski still carries on with his comedy capers. Turnaway crowds have proved to be almost a nightly feature.

Contestants remaining include Billy Smith and Fuzzy Thoms, Arthur Harmon and Francis McDonald, Johnny Hartman and Annie Rymut, Tony Talcira and Sylvia Doria, with Midgie Deane soloing.

Rookie Lewis Show Okeh

EMERYVILLE, Calif., Feb. 9.—The Rookie Lewis show here is drawing well and crowds are going strong for the daily derbies. Eight couples and three solos were left at the end of 38 days of the tough grind. Henry Lewis has been added to the staff as day floor judge.

Pat Webster Looks 'Em Over at Chi



Talbott Show To Test New Law

SOUTH BEND, Ind., Feb. 9.—Determined to once and for all settle the question as to whether or not a State Legislature can bar a walkathon, Hugh Talbott opened his show at the Tasmu Gardens here on Saturday, February 2, with 20 teams starting.

On Friday the Indiana House of Representatives passed Senate Bill 35 and included an emergency clause, sending it to the governor for his signature. Up to February 5 no action had been taken by the State to close the show. However, it is expected that the fight will start in the immediate future.

Richard S. Kaplan, newly elected general counsel for the National Endurance Amusements Association, Inc., is representing Talbott, a member of the association, and is confident that by invalidating this new law members of the association will be able to vitiate every State law now in existence barring the endurance contest.

Operators throught this country will be watching this fight with considerable interest due to the fact that a victory in Indiana will open a wide field for all operators.

The opening was well attended despite the fact that no air announcements had been made. The show is now using Station WIND from Gary, Ind.

Winrick at North Platte

NORTH PLATTE, Neb., Feb. 9.—A show opened here recently with 25 couples and 8 solos, under the supervision of Nick Winrick and sponsored by a local National Guard company. Nick is handling the mike, over KOPF, and is being assisted on the stand by Ralph Smithson. Junior Jack Kelley is handling the comedy. Balance of the personnel has Earl Cass and Don Goldsmith, trainers; Mary Costello and Alva Glidden, nurses; Jack Long and Kelly Costello, floor judges; Jim and Art Cusick, dietitians, and Dimples O'Neil, cashier. Music is furnished by Mac Clark and his orchestra.

Miami Beach Down to 12

MIAMI BEACH, Fla., Feb. 9.—The Fred Crockett Miami Beach show is in its third week with 12 of the 33 starting couples remaining. Contestants really can boast of walking under Florida skies, as the show is out in the open, the Sid Curtis, manager, indicated that if the present cold spell continues he may have to move the show into different and warmer quarters.

Mickey Thayer has joined the emcee staff, which now includes Johnnie Miller and Sammy Howard. Mickey is also helping with the daily broadcasts over WDAO.

ENDURANCE NOTES

CHARLEY KAY, emceeing with the Fox Charlotte show, would like to read notes from Buddy Wallace, Johnny Nelson and Ronnie Cassidy.

BILLY BALDWIN, Chicago, wants one from Martha Patten.

BOBBIE McDONALD and Dale (Curley) Anderson were visitors at The Billboard's Cincy office last Saturday.

EDDIE MILLER would like to see news from Al Howard.

MICKEY SHEAN, down with an attack of pneumonia at Blenheim, Ont., Can., is slowly recovering. He would appreciate seeing notes from Buddy

Kingdon, Chick Clark, Marcella Bainter and Betty Jo.

DOC MILLER and his wife have been spending a few weeks with his wife's mother in Clyde, O.

BUCK ROBERTS is nursing a broken arm at his home in Williamsport, Pa.

CHUCK PAYNE, who recently rejoined the Ray C. Alvis organization, is being featured, between shows, with the Bill Albrook Orchestra at the O'Henry Hotel, Greensboro, N. C.

MAC MAURADA and Billy Lightner write they are having a good time sitting (See ENDURANCE NOTES on page 34)

Pre-Opening Build Aids Charlotte Walk

CHARLOTTE, N. C., Feb. 9.—The S. M. Fox scoreboard here shows eight couples and four solos still on the floor after 1,300 hours.

This is reported as one of the biggest of all floor money shows for contestants. In the past 400 hours the "Australian Dynamite Derby" has prevailed with considerable approbation from patrons and now enthusiastic Charlotte fans are witnessing the "American Sweepstakes Derby."

The show is being presented in a specially constructed stadium, three miles from the center of the city, and has played to many capacity houses to date. Moon Mullins has joined the emcee staff, which also has Duke Hall, Johnny Morgan and Charles Kay. Billy Lang has been transferred to the Greenville unit.

The show's correspondent to The Billboard passes along the following tip to other operators: "The unit here experienced a condition that is well worth the promoter's time to study, for it will mean dollars and cents in his pocket. When Fox decided to open a unit in Greenville he sent some of his organization ahead to start the buildup and the setup. Included were Clyde Earl, Billy Lang, Riddler McClaine, Daddy Fox, Al Cook and several contestants, and because the opening of the show was not rushed it was possible to open under the best conditions that any show can be opened."

"Here is what happened: Twelve sponsors were obtained before the gun went off. Radio broadcasts made with the band, master of ceremonies and contestants one week in advance of the show resulted in: Opening night, Tuesday, capacity house—Wednesday, turned away people — same conditions Friday and Saturday. That, promoters, is the tip. Take plenty of time in opening a location, for 90 per cent of your success depends on how you open and it is an advantage to spend money before the show opens and do it right. The results will be gratifying."

St. Petersburg Walk Picking Up Rapidly

ST. PETERSBURG, Fla., Feb. 9.—Fred Crockett's Walkathon at the Elks' Auditorium here is now enjoying a steady increase in business and a banner Saturday night gave the show its first turn-away crowd.

Eddie Gilmartin, Frankie Bizzo and Mac Maurada are proving a popular platform combination and are giving the fans many real evenings of heat and hilarity.

Eddie is directing the show and is being assisted by Billy Lightner and Mac Maurada. The unit has the distinction of having one of the smallest working forces of any endurance show.

Teddy Hayes is working the heat as floor judge with George Penno judging the daytime shift. Harold (Alabama) Monty has joined the training staff. Betty Lightner is doing the nursing.

The kids are all relishing the fine meals which are being served by Bea MacKay and Dorie Morse Allen. Hymen Iubes is handling the concession.

The show has enjoyed city-wide publicity due to the furious attacks made by the St. Petersburg Women's Club at the meetings of city council. Newspapers assumed a neutral attitude giving the show an opportunity to offer defense. A printed broadside answering the allegations of the Women's Club and containing a cut-rate pass offer brought real results.

There are seven teams and three boys remaining on the floor, with trendmills occupying the spotlight.

Tebbetts Elated Over Irvington Prospects

IRVINGTON, N. J., Feb. 9.—W. E. Tebbetts' New Jersey show, under the management of R. Fred Mitchell, opened here January 23. Tebbetts feels highly (See TEBBETTS ELATED on page 34)

NOTICE TO SHOWMEN

CHANGE IN CLOSING DATE

The next issue (dated February 23) will be a special issue and the last form will close Saturday, February 16.

MAIL OR WIRE YOUR AD EARLY

All advertising copy, including help wanted and general show advertising, reaching us later than Saturday will be too late for February 23 issue and will be held for the following issue.

ELGIN WALKATHON

CONTEST OPENS FEBRUARY 21.

WANTED—Experienced Contestants with Retaining Ability and Warmth. WILLOW & OAKSTRADE, Moonlight Gardens, Elgin, Ill.



THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their personal views concerning amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Raps Relief Unit System As Not Fair

I have noted in your issue of February 2 that the Public Welfare Department in New York, in which William Hodson is the commissioner, is to launch four more units. These units will each carry an agent and a manager. Some of these units have been going since last April, and the managers and agents who were engaged at that time are still employed with the units.

I know of some chaps who have been offered positions that pay larger salaries than they have been getting and they turned them down. Why? Here is the reason: They have become lazy. As long as these fellows can sit back and collect that weekly relief check there is no reason why they should do a day's work again as long as they live.

I can mention several, too, who have never in their years of experience as an agent or a company manager been connected with a recognized attraction. They saw some soft money. They probably told great tales to the commissioner and were put to work at \$27.50 a week, which is more than some of them ever received as an agent or a manager.

There are in New York City responsible, reliable and capable showmen who can't get a look-in. I have received letters from agents and managers who have been connected in the past with the Savage, Schubert, Al Woods, Sam Harris, Klaw & Erlanger and other recognized producing firms and have been turned down. There are also men on this relief who have bank accounts and others who are Canadians and have not as yet taken out their American citizenship papers. All in all, it's the ruination of a class of them, as they have become first-class loafers.

CHARLES A. KOSTER.

Courtesy as 'An Amusement Park's Asset

Of late years I have heard much about the decline of the amusement park. Some blame the automobile, movies and radio. Others say this generation is too sophisticated and that what was entertainment for Pop and Mom is too "slow" for their children. As one who is "on the outside looking in," but with a soft spot in his heart for the amusement park and all that it represents, I want to express my opinion on why many people keep away from what should be everybody's playground.

First, let me say that a man going into business must look forward to the building of a lasting good will; without it he is doomed to failure. But for some reason good business men go into the amusement park business, spend money on publicity and then leave the rest to chance. With few exceptions little effort is made to give visitors a little service; sometimes even common courtesy is dispensed with. Sometimes the spirit of fun is knocked out of a visitor at the very entrance to the park, sometimes by a ticket seller who has been interrupted in a private conversation and sometimes by a ticket taker who feels his importance (?).

Last summer I heard a ground attendant berating a woman whose child had thoughtlessly thrown a confection box on the ground. His job depended upon such visitors, yet he must play the "high and mighty!" A little tact, a little kindness is mostly what is needed. And, again, why should concession clerks (not all) be allowed to insult visitors with such remarks as "Hey, Stupid!" or "Hey, Chump!" because they appear bewildered at strange surroundings? When all is said and done, most all of us (including said concession clerks) are chumps.

I'm glad to say that many clerks are clean-cut gentlemen, but the fellows who hand out those wisecracks (?) are in the wrong jobs. I believe that when a park is kept clean and orderly and when everybody connected with it, from the

manager down, is friendly and courteous that what the park contains in the line of amusements is secondary. Children are amuck to recognize real friendliness, and it is they who bring Pop and Mom back to play. And bear in mind that these children are the men and women of tomorrow. So why not build not for today but for many to-morrows? This is written in all friendliness, for I sincerely have the welfare of the amusement park and its people at heart. WILLIAM FOSTER.

References for Kattenberg on Contortionists

Regarding Burns Kattenberg's hunt for material for his book on contortionists, I wonder if he is acquainted with *Aerobats and Mountebanks*, by Le Roux and Gardner, a translation from the French, published by Chapman & Hall, London, 1890,

which has a whole chapter on the subject? There is also the book *Au Music Hall*, by Gustave Trejaville, put out by Aux Editions du Monde Nouveau, 42 Boulevard Raspail, Paris, 1923, in French, a chapter of which is devoted to "contortionistes," mostly concerning our own Chester Kingston. "An American in Paris," known as the Chinese Puzzle.

Such names as Martin and Martin, Zeida Brothers, Great Johnson, De Marlow, Great Schubert, Ray and Ray, Albert Powell, Perry, the Frog, Link and Sims, Carl Sayton and partner, La Fleur and Fortia and George Herman are probably too well known to the enthusiast, but some of the foreign acts are really spectacular from the viewpoint of costume and color, such as R. and W. Reinsh, the Golden Wunder, the Spingata, the Crystal Wunder, Oraval and Afanasieff (Italian).

It would be interesting to know what has become of Mankin, White Brothers, Shelvey boys, the Fishers and Royalino. "DIO."

Thinks Some Untrained Pros Menace Magic

I've read many letters concerning "What's Wrong With Magic" in The Forum the past few months and at last they've got "under the skin" and I believe a lot of the so-called professionals should be told just what is wrong with magic. They howl about amateurs hurting business. Personally I have yet to see the young magician or amateur who is actually harming magic. Most of the young magic fans confine themselves to performing before parties and social gatherings where their acts, tho they may be crude, are appreciated by those present for the reason that they are not expecting to see miracles.

The thing that does hurt magic and the thing that will kill magic unless it is stopped is the professional (so-called) who puts on an absolutely worthless show before an audience who has paid good money to see what they have been led to believe is a wonderful show (according to the advertising matter). Too many professionals try to get by in the easiest possible manner. They load a two-hour show in a suitcase, or perhaps on a coupe, which also carries the magician and two assistants. These professionals then put on a show that

an amateur would hesitate at presenting before a paying audience and expect to have the spectators leave the hall praising him and "just rarin'" to see another show of magic.

Just a few days ago a professional everyone has heard of appeared in a nearby city. He is nearly as familiar a figure as Blackstone. Tickets sold for 50 and 75 cents, and everyone was expecting a fine show. Imagine their thoughts about magic when said professional presented a show that could be carried in the same suitcase as his extra shirt. His grammar was so bad that everyone was commenting on it after the show, and he spent more time looking at the ceiling than he spent looking at the audience.

Too many fellows that are too lazy to make a living any other way buy a couple of decks of cards and a silk handkerchief and call themselves professional magicians—and request all amateurs to "please let us have all available shows—we're professionals." Did you ever hear Thurston, Blackstone or any real magician with a real show complain about amateurs hurting business? No—and you never will. My own show takes three people four hours to set up, but the effort is worth it and the show is always appreciated. I have no trouble securing return dates as often as I want, as the sponsors know there will be no disappointed spectators. It's not the amateur, but the incompetent and untrained professional that's doing the real harm to magic.

VERNON E. LUX, President, Intl. Society of Junior Magicians.

Says Promoters Not Always To Blame

Much has been said about promoters—some good, some bad. I started in the promotion field only two years ago. While working for a well-known showman I received every cent due me and there were no sad tales on pay day. Last year I went out for myself and will cite one of my experiences. I booked a well-known free act, paid it in full and received a receipt. After I left town the act applied to the charity board for funds to leave, claiming the promoter did not pay off. The sum the act received was \$63.50, room and board. Some weeks later I paid the charity board the \$11 advanced to the act. What saved me was the receipt and because of this I received a contract to play the town again.

I also can relate where I booked a carnival for a date. The manager stated "I have only merchandise concessions and clean shows, nothing vulgar. Upon arrival it was found the show had just what the manager stated it did not have. Results: The city passed a law against carnivals.

Promoters, young and old, play your part fair and get others to do the same. Don't make promises you cannot fulfill, and accept no promises and you will be safe.

FRANK R. WARE.

Circus Billing Brigades Out In Snowdrifts

The Fitchburg (Mass.) correspondent in *The Billboard* of February 9 stated that an agent of a circus had been in that vicinity and was contracting cities for appearances of the show in June. He said this was the earliest in circus history that any circus had men out contracting for the summer season. I want to call attention to an instance where not only were the contracting agents of two circuses engaged in opposition in the East in winter time, but also there were brigades working and actually posting opposition paper, with the snow in some places drifted 8 to 10 feet.

I was at the time at the quarters of the Witherell & Doud *Uncle Tom's Cabin* Company in Chateaugay, N. Y., 14 miles

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Vol. XLV. FEBRUARY 16, 1935. No. 7

from Malone. The Barnum & Bailey Circus was to play Malone in June and the Adam Forepaugh Circus also, dates being a week or so apart. George Witherell had a big barn that had been used for circus posting about three miles from the town and he and I were out there one day in January when the brigade of the Barnum & Bailey Circus drove up in a long pung with cans of paste and got permission to cover the side of the building facing the town. They did not ask for the other side and drove off toward Malone.

Not more than an hour later a second brigade showed up and asked for a chance to get a showing on the building. They started to cover the Barnum & Bailey paper, but Witherell stopped them and gave them use of the side of the building that the first circus had passed up. The Forepaugh crew had a stove on the pung and kept hot water ready for use at every stop. I believe this was the earliest that any circus crew ever started a season's work.

FLETCHER SMITH.

Sees Lack of Color in Film About Barnum

In reference to William F. Hewitt's letter on *The Mighty Barnum* in The Forum of February 2, allow me to say that in my opinion Mr. Hewitt is absolutely correct. The filming of that picture did a great injustice to the greatest showman of them all. If in the near future some picture company may want to take another chance on this character, perhaps they would do a better job if they were to go to the nearest library and obtain a look of P. T. Barnum's, his whole autobiography, and a wonderful book it is.

Barnum was without doubt the most colorful showman ever known. There have been many more that may have been more intelligent and more dignified, and I am not so sure that any was ever more successful, but I am certain that there never was a more colorful showman in the world than good old P. T. That is what the picture lacks—color.

ALBERT D. SMITH.

What Circus Played on His Birth Date?

Possibly some of the readers of The Forum will be able to supply the name of the circus that appeared in Kenosha, Wis., on June 11, 1892. That happens to be the date of my birth, and I am told that on that particular day a circus played in this city. This may or may not account for the fact that the writer is a circus enthusiast. If some reader can supply the information from some old route books that may still be available, it will be very much appreciated.

CHARLES F. BORKENHAOEN.

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The Billboard reserves the right to edit all advertising copy.

THE FINAL CURTAIN

ARMSTRONG—Frank S., 83, founder of the Armstrong Regalia Company, Chicago, recently in San Diego, Calif. His company manufactured costumes, regalia and uniforms. He was a member of Ashlar Lodge, P&AM, Detroit. Burial in Elmwood Cemetery there. A daughter survives.

BAIER—The mother of Ruth Baier, head of a professional dancing school in Chicago, in that city last week.

BAILLET—Georges, 86, celebrated French actor and former member of the Comedie Francaise Company, at his home in Paris January 25.

BAUER—The wife of Gus Bauer, veteran English vaude and circus agent, in London January 12.

BOLAND—Eddie, 52, screen actor and former vaudeville and musical comedy dancer, in his room at Hollywood February 3, the victim of a heart attack. Boland, who was treasurer of the San Francisco Grand Opera House in 1902, had also been a theater manager.

BOOS—Louis P., 77, composer, band director and cornetist, at his home in Jackson, Mich., February 1.

BOOTON—William G., 32, musician, in his apartment in Miami January 30 from gas poisoning. Booton played a guitar in vaudeville for several years and later operated a guitar and banjo studio in Miami.

BRAINARD—Stanley, well known in dramatic and musical circles in Western New York, recently at his home in Medina, N. Y., of heart failure. Mr. Brainard was formerly associated with Charley Collins in the management of the Fritz Steen Company and with Arthur C. Sidman in *Squire Haskins*. Latter company was later managed by Reno & Ford.

**IN LOVING REMEMBRANCE OF
ELVA BROWN**
Who was taken from us on February 8, 1919,
and is not forgotten,
SAM BROWN,
MR. AND MRS. HARRY ARMSTRONG

BURKE—Blanche E., 58, stage and screen actress, known as Billie McCormack, at the Santa Monica Hospital, Santa Monica, Calif., January 31. Mrs. Burke was on the stage until 13 years ago, when she went to Hollywood and entered films as a character actress. Funeral February 4 and burial at Hollywood Cemetery. Her husband survives.

BYRNES—Mrs. Louise Hadley, 74, in Norwich, Conn., January 30 after a short illness. She was the wife of John F. Byrnes, of the Byrnes Brothers, comedians and pantomimists, of Eight-Bells fame. With her husband she played the principal music halls in the United States and Europe. In 1890 the idea of the Eight-Bells was conceived and as a member of this nationally known troupe she toured the country for 20 years. Survived by her husband, a daughter and a brother.

CHAPMAN—Barbara Scherman, former screen actress, January 29 at Jersey City, N. J.

COY—Rolly, 43, formerly of the team of Copeland and Coy, vaudevillians. February 1 at St. Joseph, Mo. Interment at St. Joseph February 5. Survived by four brothers, Bert, Grant, Ollie and Bill, and one sister, Goldie.

DORSAY—Jack, 69, veteran pitchman and one of the first to introduce the ring pitch in this country, January 30 in Philadelphia. His widow, known professionally as Madame Zetta, mentalist,

and a stepdaughter, Mrs. Naomi A. Kerr, survive.

ELLIS—Roy, 36, of the American radio act of Rays, Ellis and Larue, in Middlesex Hospital, London, January 20 after a five weeks' illness. Cremated at Golders' Green Crematorium, London, January 22. His parents and a brother survive.

**IN LOVING MEMORY OF
SOPHIA C. EDSON
WHO PASSED TO THE GREAT
BEYOND FEBRUARY 13, 1927.**
Our lives are lonely for having known you,
Like distant music heard at dusky evening,
Floating and drifting thru the dreamy air,
So are our thoughts of you as sweet and
melancholy.
In every song we hear your voice it there,
In beautiful words half gay and derisive,
Your thoughts they are that speak so low
to us.
No poem we read that does not seem
decipher
into your own beloved language,
Our lives are lonelier for having known you,
Like some great song that stops abruptly
and is gone,
So do our lives devoid of your dear
presence
Falter a while and then go sadly on,
**RALPH A. EDSON MIKE ZIOLEN,
JACK ROSE.**

ELY—Lewis B., 81, former editor of *The St. Louis Post-Dispatch*, in New York January 30 of heart disease. With Sam Forrest, Ely wrote *Thoroughbreds*, presented in New York in 1924 with Ann Harding in the cast. Surviving are his widow, Grace Greenleaf Ely, and two daughters, Mrs. Charles Perrott, of Cairo, Egypt, and Mrs. Donald Johnson, of Tucson, Ariz.

ENGEL—Henry, 87, suddenly in Middletown, Conn., February 4. He was for 35 years manager of the Middlesex Theater, Middletown, retiring 10 years ago.

EPHRAIM—Armand, French writer and playwright, in Paris January 23. Ephraim wrote *Maitresse de Roi*, which Cecile Sorel played in New York.

ESTY—Alice, 71, opera soprano, in Franham, Surrey, England, February 1. Born in Lowell, Mass., she appeared in opera both here and abroad and was one of the first singers to use English translations of the standard operas. She made her debut in 1900 as Juliet in *Romeo and Juliet*.

FEELY—William L., 49, former vaudeville and radio entertainer, February 6, at his home in Fort Worth, Tex., after an illness of five days. Death was caused by a lung hemorrhage. Feely was formerly Colonel Wheat, of the traveling unit of the Chuck Wagon Gang. He was one of the first radio entertainers in Fort Worth. Funeral services February 8 and burial in Rose Hill Park, Fort Worth. Survivors are his widow, a daughter, one brother, a half-brother and two sisters.

FLANAGAN—The mother of Bud Flanagan, of Flanagan and Allen, well-known English comedy team, in London January 21.

GAYFORD—Clown, 84, old-time vaudo artist, who used to present a troupe of performing dogs, with which he toured America in 1896-'98, at Leytonstone, Eng., January 18.

GOODWIN—Mrs. J. P., of the Aerial Goodwins, January 12 at St. Vincent Hospital, Santa Fe, N. M. Interment in Rosalia Cemetery, that city. Survived by husband and two young sons, Jimmie Jr. and Sam Carlos.

GOULDING—Marjorie Moss, 41, dancer and wife of Edmund Goulding, motion picture director, at Palm Springs, Calif., February 3. With George Fontana she had won fame as a member of the dancing team of Moss and Fontana. Mrs. Goulding had been ill more than a year with tuberculosis.

GRASS—Charles E., 67, for several years identified with the Hippodrome Theater, Marietta, O., suddenly in the lobby of the theater February 3 from a heart attack. His widow, a son, Clifford, Canton (O.) newspaper man, and several brothers and sisters survive. Funeral services and burial in Marietta.

HICKEY—Nancy Sadeir, former actress and dancer, at her home in Hornell, N. Y., February 5. She appeared with George Arliss and made her first success as a protegee of Nellie Farron, star of the old Gaiety Theater, London. She was brought to this country to play in Eddie Foy's first starring show and

later was with Broadway shows starring Fay Templeton, Lillian Russell and David Warfield. During this time she met and married M. John Hickey, musician, associated with Victor Herbert.

HURD—Mrs. Lucy R., 88, mother of Frederick W. Hurd, veteran magician, of infirmities January 31 at her son's home in Fort Wayne, Ind. Funeral in Fort Wayne.

JENNINGS—Edward, 85, veteran Michigan theater operator, recently at his home in Bay City, Mich.

KATZ—Isadore, 65, father of David Katz, cellist at the Grand Opera House, Chicago, in that city February 5 of pneumonia. He had been struck by an automobile and suffered a broken arm two weeks ago.

MALLOY—Thomas E., 42, business agent of the motion picture operators' union, Chicago, was shot to death by gangsters in that city February 4. Funeral services were held February 8 and burial was in Calvary Cemetery, Chicago. Survived by his widow and an adopted son.

MAROCCH—Iona Delanoy, at the Passavan Hospital, Pittsburgh, January 12 of pneumonia. Miss Delanoy was formerly souvret with the Hal Hoyt, Harvey D. Orr and other tabs. Funeral services held from her mother's home at Ebensburg, Pa., with interment in the Pike Brethen Cemetery, Munday's Corners, Pa., beside her husband, Harry Marock, who died September 12 last.

MARGETTS—Roland, 51, father of Monty Margetts, stage actress, of a heart attack February 1 at Seattle, Wash.

MCDONALD—Norma, 15, sister of Blanche McDonald, film actress, January 26 at the Methodist Hospital, Los Angeles, of pneumonia. Funeral January 31 and interment at Inglewood Park Cemetery, Los Angeles. Her mother and five sisters survive.

MCILHERAN—John R., 50, former manager of the Universal Film Exchange, Dallas, January 30 at his home in Amarillo, Tex. For the last year he had been connected with the Hoblitzelle-O'Donnell Circuit of theaters as manager of the Rialto Theater, Amarillo. Survived by his widow and a daughter.

MERRILL—Arthur Truman, 60, writer, at his home in Glendale, Calif., January 31. He was a member of the Writers' Club. Funeral and interment services February 4 at Forest Lawn Cemetery, Glendale. A sister survives.

MOELLER—Hagbart, 65, musical composer, director and teacher, of Seattle, Wash., died in hospital there recently. He was a native of Norway and was decorated by the King with the Order of St. Olaf in recognition of his accomplishments after a concert at Bergen.

MORRIS—May Howard, 65, former burlesque queen, at the home of Kathryn Claire Ward, screen comedienne, Hollywood February 1 of a heart attack. For 20 years she was a popular burlesque player. With her husband, Henry Morris, stage comedian, she went to Hollywood 15 years ago to enter films. She has been inactive since her husband's death three years ago. Funeral services in charge of the Troupers.

NELSON—Tobie, was murdered near Casilla, Miss., early last week. He was a torture-act entertainer. A suspect was arrested.

NICHOLSON—Paul, 58, stage and screen actor, at his home in Santa Monica, Calif., February 2. Deceased started in pictures in 1897 with the old American Mutoscope and Biograph companies. Recently he had been with Warner Brothers.

O'NEILL—L. Arthur, 78, who formerly operated O'Neill's Grand Opera House, Charleston, S. C., February 1 at the Baker Sanatorium there after an illness of several weeks.

PITKIN—Clarence G., 36, bandmaster, at his home in Marshfield, Vt., after a short illness. Survived by his widow and three children.

PRITCHARD—Isaac (Ike), 79, owner of the show lot at Great Bend, Kan., January 24. He was the father-in-law of the late Charles Andress. Survived by his widow, two daughters and a sister. Several years ago *The Billboard* carried a

story on "Ike" Pritchard, the "circus encyclopaedia" of Western Kansas. Folks for miles about Great Bend would write and phone "Ike" as to the coming of shows and the dates. He visited shows over the State of Kansas and always kept in touch with the white top fraternity. Interment was in the Great Bend Cemetery.

REINHARDT—Erwin F. (Baldy), 41, last season with Earl Strout's Hussar Band with Hennes Bros.' Shows, February 1 as the result of an automobile accident in St. Louis. Funeral services February 4 in St. Louis, with interment in Bethany Cemetery there. Prior to last season he was for several years with Beckmann & Gerety's Shows. Survived by his father, one brother and two sisters.

ROSS—Charles, 64, minstrel and vaudeville comedian, at Los Angeles December 6 last from injuries sustained when struck by a hit-and-run driver. He was on the stage for 40 years. His widow, Isabella, survives.

RUDD—Mrs. Charles W., 68, sister of William S. Hart, former picture actor, in Hackensack, N. J., January 29.

SCHNEIDER—Annie, 65, former stage actress, at her home in Los Angeles January 30 of a heart attack. Funeral February 2 and interment at Inglewood Park Cemetery, Los Angeles.

SCHWEITZER—Cameron (Tex.), at General Hospital, Winter Haven, Fla., January 30. He had worked on riding devices with Johnny J. Jones Exposition, Rubin & Cherry Shows and Royal American Shows since 1931. His home was in San Antonio. Burial in Winter Haven.

SMITH—Rufus J., 73, in Norfolk, Conn., on February 4. He was a member of the American Band, of Norfolk, and a former president of the musicians' union of that city.

STEVENS—Abraham, 67, in Bridgeport, Conn., January 31, after a long illness. He was one of the oldest stage employees in the United States, having been a stage manager in Bridgeport for the last 55 years and a charter member of the IATSE.

STEVENS—Billy, 70, old-time vaudo comedian and clown, at Southend-on-Sea, Eng., January 15.

**In Memory of Our Beloved Wife
and Mother
MRS. W. O. (Aina) SULLIVAN
Who Passed Away Feb. 16, 1933**

SULLIVAN—Maurice, 41, former screen writer, at his home in Loma Linda, Calif., January 31. He leaves his wife.

SWINSKY—Geraldine, 36, member of the board of directors of the Dallas Little Theater, in that city January 29.

TIMONY—Mother of James Timony, manager of Mae West, screen star, recently in New Orleans.

TRAFFICK—Connie, 22, known in vaudeville as Connie Burns, at Elmira, N. Y., February 3 when the automobile in which she was riding was struck by a fast freight train. Her home was in Brooklyn.

VALA—Mile, 18, French dancer, recently in the vaudeville act of Georges Kics. in Paris January 28 following an appendectomy.

WHITELY—John Henry, 68, chairman of the British Broadcasting Company, London, since 1930, in that city February 2. He was a former speaker of the House of Commons. Whitley shattered a precedent of 120 years' standing when he refused to accept a peerage in 1928 when he retired from the House of Commons. Survived by his second wife, the former Helen Clark.

WILKINS—Brother of Elsie Wilkins, of the Writers' Guild, recently in New York.

YATES—Charles, was murdered near Casilla, Miss., early last week. He was a torture-act entertainer. A suspect was placed under arrest.

MARRIAGES

ATKINSON-HARRIGAN—Dorothy Atkinson, singer and niece of Paul White-man, and Dr. Gerald Bernard Harrigan, of Doctors' Hospital, New York, in Harrison, N. Y., January 31.

BRUNK-IVEY—Orval Brunk and Adelle Ivey, both of Henry Brunk's Comedians, tent show, on the stage of the tent theater at Coleman, Tex., January 31. Ceremony took place after the

Neil (Whitey) Austin

Neil (Whitey) Austin, 47, widely known in outdoor show circles, of late years one of the owners and general manager of the Palace of Wonders, died at 2 p.m. February 8 at Reading, Pa., following a heart attack. His museum was exhibiting in that city.

Mr. Austin, who was intimately known among his showfolk and other friends as "Whitey," was in show business 30 years; during his early career in various capacities with many shows. He was born at Dayton, O., September 4, 1887.

Prior to the Palace of Wonders' engagement at Reading the attraction was located for several months in Philadelphia. Associated with him in the museum were Prof. Wendt Kuntz and Mr. Austin's brother, Joe.

His remains were shipped to his home, 235 Indiana avenue, Dayton, O., for burial in Woodlawn Cemetery on February 12.

night's performance, with the entire company taking part. The big top was jammed to capacity.

BURKE-DE LONGPRE—Claude Burke, secretary of the Oakland Magic Circle, Oakland, Calif., and Lila Pearl, non-professional, in Oakland January 18.

COLE - GWYNNE — Peggy Gwynne, daughter of Jack and Ann Gwynne, well known in magic and vaudeville circles, and Frank Cole II, business man and amateur magician, of Pawtucket, R. I., at Providence February 6. The bride will retire from her father's magic act.

FAMULARO-TASSEN—Dorothy Tassen, of the Marcus Show, and Ramond Famularo, in New Orleans last week. Dorothy will quit the stage.

HAMBURG-RUBIN—Meyer Hamburg, concession manager at the Orpheum Theater, Paterson, N. J., and Lee Rubin, usheret, formerly at the Republic Theater, New York, in Brooklyn January 27.

HELLIGERS-VAUGHAN—Abbott Barton Helligers, film columnist, February 2 at the Wiltshire Wedding Chapel, Los Angeles, to Cecelia Vaughan.

MARCUS-CULBERTSON—Sidney Marcus, in charge of Scrapy cartoons, and Esther Culbertson February 5 at Los Angeles.

MORRIS-FINNELL—Carric Finnell, for many years featured in burlesque and now playing at the Garrick, St. Louis, and Thomas J. Morris, Cincinnati business man, at St. Louis January 25. Ceremony was performed by Judge Frank Reidelberger, who is also orchestra leader at the Garrick. Vivian Procter, specialist dancer, and Ronald Skaggs, trombonist in the Garrick pit, witnessed the wedding.

BONZANI-KERRIGAN—Gene Ronzani, member of the Chicago Bears football team, and Kathleen Kerrigan, actress, February 1 at Tijuana, Baja Calif.

SEMON-HEFFLON — Charles Semon and Cleo Hefflon, of the Radio-Keith-Orpheum research department, recently in Los Angeles.

VALENTINE-JENNINGS—Paul Valentine, non-professional, and Virginia Jennings, dancer at the State-Lake Theater, Chicago, at Chicago February 2.

COMING MARRIAGES

Diane Warfield, motion picture actress, soon to Eugene Tracy.
 Alys Ryden, musician and director, and Kenneth W. Taber at Pasadena, Calif., February 22.
 Marcia (Tut) Mace and Garfield Leon, dancing team now appearing at the Biltmore Bowl, Hotel Biltmore, Los Angeles, No date has been set.
 Constance Wilson Lewis, former actress and sister of Lois Wilson, screen player, and Edward Bayuk, Philadelphia tobacco magnate. No date set.
 David Hillman, publicist, and Betty Charlton. No date set.
 Ralph Goldstein, executive with National Screen Service, and Teddy Iseman. No date set.
 Jacqueline Wells, screen actress, and Walter Brooks, non-professional. No date set for wedding.

BIRTHS

To Mr. and Mrs. Samuel D. Eddy a girl, 6 pounds and 13 ounces, at St. Joseph's Hospital, Cincinnati, February 7. Father, known as Determination Eddy, armless wonder, is with Cash Miller's Oddities.
 To Professor and Mrs. Anthony (Tony) Nasca in New York February 2 an eight-pound boy. Professor Nasca's Italian Band has been with various carnival companies.
 To Mr. and Mrs. Aubry Williams a daughter weighing 8 1/2 pounds, at St. Joseph's Hospital, Brooklyn, February 1. Mrs. Williams is a daughter of Mr. and Mrs. W. H. (Bill) Davis, of the Sheesley Mighty Midway.
 To Mr. and Mrs. Jack Donahue, seven-pound boy at Roxbury, Mass., January 25. Mother was formerly Dot Grey, daughter of Doris Grey, fancy diver, late of Lottie Mayer's Diving Girls.

DIVORCES

Winifred Flint Berry from Gilbert L. Berry, motion picture actor, at Chicago February 1.
 Lottie Mabel Harmon, screen actress, against Patrick Hull (Pat) Harmon, film player, at Los Angeles February 1.
 Garfield Leon, dancer, from Marlon Mitchell Leon, showgirl, January 30 at Los Angeles.
 John Clark Udhall, of Greenwich, Conn., from Harriet W. Udhall in New York (See DIVORCES on page 66)

BANDS AND ORCHESTRAS

(Continued from page 12)
 bass and vocalist; Richard Cahill, guitar; "Blimp" White, drums; Carl Gronemeyer, pianist and arranger; Lowell Ordling, second tenor sax; Seymour Lieberman, alto sax; Jimmy Whitney, first tenor sax, vocalist and maestro.

MARTY GREGOR and his orchestra returned to Pittsburgh two weeks ago to open an indefinite engagement at the New Penn, one of the leading night spots in that city.

PAUL WILKINSON'S Commanders, 12-piece band, will furnish the music for the return of vaudeville at the Queen Theater, Stanley-Warner downtown first-run, in Wilmington, Del.

DEL DELBRIDGE'S Orchestra recently completed a two months' engagement at Oriole Terrace, uptown Detroit night club, being replaced by Russ Lyons and his NBC orchestra from the Lotus Gardens, Cleveland.

GEORGE OLSEN and his orchestra and Ethel Shutta will leave the College Inn, Chicago, February 22.

DON FERNANDO and his orchestra are in their sixth week at the Club Arcada, St. Charles, Ill. Martha Perry, blues singer, is also in the show.

MARTI MICHEL and his orchestra, replacing Eric Correa, have opened at the Cafe Montclair, Montclair Hotel, New York. Booked by Richards & Goldfarb, who also set Jimmy Grosso and his band at Murray's Restaurant, Tuckahoe, N. Y.

TEBBETS ELATED

(Continued from page 29)
 elated over the prospects of this contest and believes it will be one of the outstanding shows among the 39 he has presented.
 The huge ballroom, the largest in the State of New Jersey, has been filled practically every night from the opening. Two-for-one coupons were used the first four days, then the 40-cent admission price went into effect.
 Tebbets placed the prize money in the hands of the chief of police opening night. Needless to say this made a decided hit with the fans.
 Three 15-minute broadcasts daily over WNEW at 12:15, 5:45 and 8:45 p.m.
 The show started with 48 teams. After 300 hours 20 teams and 9 solos remain.
 Ted Mullen is holding down the chief emcee job in fine style, being ably assisted by Tex Falk and Frank Lovecchio. Mac McGreevy, emcee in charge of comedy, ranks top among all he has seen, according to Tebbets.
 Balance of staff has Norah Shaver, secretary-treasurer; Steve Heckert, programs and radio technician; Harry Levy, publicity; Jimmy Messick, concession; E. L. Wood, photographer; Judges: Johnny Lue and Dick Strickland; Nurses: Mary Etta Messick and Dolly Jost. Trainers: Jimmy Smith and Jack Marlon. "Mother" Streider is dietitian. Music by Al Fielder's Orchestra.

ENDURANCE NOTES

(Continued from page 29)
 on the green benches in St. Petersburg, letting their arteries harden and watching the turtles whiz by. They would like to see items from nobody in particular but everyone in general.
AL SMITH, Louisville, wants column notes from Pauline Schrieber and Bobby Jones.
HENRY LEWIS, day floor judge with the Rookie Lewis Emeryville, Calif., show, wants to read 'em from Curly Linder, Sally Ann Ostaff, Herb O'Day and Peggy Riggins.
BILLY WILLIS, who is resting between shows, would like to see notes from Billy McCoy, Marie Micholski, Doc Roberts, Cora Tracy, Jack Sellers, Connie Mitchell and John Paul Jones.
DICK STEWART, floor judge, vacationing in Tampa, Fla., with his mother, would like to see notes from Eddie Petter, Leonard Buckley and Joyce Petter.
TINY SCHILLINGER, with Sheldon's show in Marion, Ind., would like to see notes from Lou and Jean Williams as soon as possible.
CAROLINA WEBSTER is teaching dancing in Winston-Salem, N. C. Re-

ports indicate he is doing well. He would like to see something in this column from Johnny Swales, Walt Gross, Tex Swan, Honey Peters and Dick La Nac.

JIMMY KING, current at the Baltimore colored show, wants to see contributions to this column from Dick Woods, Austie Dowdell and Eddie Begley.

BALTIMORE'S colored walkathon that began January 21 with 25 couples.

is down to 12 couples and three solos after the first 100 hours. Show is proving popular with the patrons. Jimmy King, ex-marathoner, is the emcee, assisted by Joe Bostic. Jimmy broadcasts twice daily over WCBM.

LESTER RAY, night trainer for Harry H. Cowl's Asheville show, is resting at his home in Huntington, W. Va. He would like to see notices from King Brady, Mickey Rosenberg, Ginger Heath and Larry Reck.

LETTER LIST

(Continued from page 32)
 Bulay, Sarah
 Caslov, Mrs. Pat
 Clay, Rose
 Clymer, Gerena
 Cook, Mrs. Lou
 Crane, Fay H.
 Day, Miss Joe
 Dennis, Mrs. Joy
 DeVault, Dolly
 & Sonny
 Fife, Mrs.
 Gill, Mrs. Chas. E.
 Gillum, Mary Zeli
 Grommer, Mrs.
 Hall, Ruth
 Harding, Alecsee
 Harper, Mrs.
 Harrier, Bess
 Howard, Pauline
 Howard, Pearl
 Hunt, Geneva
 Johnson, Gladys
 Kagle, Mrs. Opal
 Kelly, Edith
 Kittenman, Mrs.
 Kruse, Millie
 LaBera, Lillian
 Lamont, Mrs. Geo.
 LaNeil, Faith
 Le Roy, Grace
 Lake, Viola
 Mann, Beulah
 Y. M. M.
 Marquis, Virginia
 Martin, Mrs.
 McCanon, Jean
 McVillie, Alce
 Miller, Florence
 Miller, Lillian
 Moody, Mrs. Bob
 Mooney, Edith
 Moore, May
 Moran, Mrs.
 Novak, Billie
 Potome, Madge
 Reed, Dot
 Reid, Mrs. Milton
 Rice, Gertrude
 Ripa, Mrs. Sam J.
 Smith, Desaiphine
 Stanley, Dorothy
 Stephenson, Mrs.
 Stubblefield, Peggie
 Swartz, Mrs. Jean
 Tappan, Jean
 Thompson, Mrs.
 Howard
 Thomburg, Mrs.
 Treat, Sarah
 Webb, Mrs.
 Wise, Geraldine
 Ziegler, Alma
 Marquis, Virginia
 Collier, J. Horaci
 Connors, Eddie
 Cooper, Nick
 Cory, Ted
 Couch, Roy
 Coulson, Wm. G.
 Ogasins, R. J.
 Covington, Frank
 Crawford, C. Vern
 Criswell, L. W.
 Crosby, P. M.
 Fred
 Cutler, Louis
 Dailor, S. A.
 Daneron, Ernie
 Daniels, W. O.
 Dean, J. M.
 Deveraux, Bob
 Durham, Tom
 Dural, Jimmie
 Earle, Billie
 Elder, F. W.
 Eiler, Audricie Teri
 Elliott, Charles
 Ellis, Buster
 Ellis, H. P.
 Smahmet, A. J.
 Eudaley, Alexander
 Evans, Frank
 Evans, Paul
 Farris, Hank
 Flannigan, R. E.
 Flannigan, Robert
 Ford, Jack
 Ford, Lee Curley
 Fox, Joe
 Gallimore, Browne
 Gardner, Paul
 Gilles, Gerald
 Good, Charlie
 Goldston, A. B.
 Gotch, Fred
 Grant, Jack
 Graves, Jack
 Gray, Ben
 Halmliston, Luda B.
 Hayes, Willie
 Heckendorn,
 Hendricks, Mack
 Hildeck, Elmer
 Higdon, Bob
 Hinkleley, A. Leo
 Hosenbue, Roy
 Holland, Charlie
 Holmes, Robert
 Howland, Oscar V.
 Hindliston, Ray
 Huzbins, Homer
 Jacobin, Frank
 Jett, Biackle
 Joyley, Jack
 Jones, Samuel
 Karr, Joe
 Kelly, Junior Jack
 Kimmel, Othel
 Lane, Charlie
 LaDanke, Lamont
 Lamont, George A.
 Law, George W.
 Laymon, Lem M.
 La Beta, Ouis
 Lafo, H.
 Lane, Charlie
 Lang, C. E.
 LeJoy, W. H.
 Linzey, Jack
 Loftus, Speedy
 Loppo, Sam
 McManahan, Buck
 McTure, Mickey
 McDonald, Wm.
 McGoogin, Col.
 Dan
 McNeely, Doc Tom
 McParson, Bob
 Mack, Budlio
 Mahla, Prince
 Malone, Dennis
 Margala, Leo
 Martin, Bob
 Martin, Johnny
 Miller, Harry
 Miller, Kenneth
 Milo, M. H.
 Mitchell, Francis
 L.
 Monsour, Shady
 Moser, Jack
 Motherwell, Thos.
 Nolan, Fern
 Pangburn, J. F.
 Paaha
 Patterson, Patti
 Phillips, Ed
 Pinkerman, C. R.
 Plank, Harry L.
 Pope, Charlie
 Popkin, Sam J.
 Powell, Henry
 Proctor, Diet

Gentlemen's List

Adams, J. C.
 Alexander, (Curley)
 Boyte, J. W.
 (Duke)
 Breeden, Tom
 Breeden, Tom
 Bridges, Johnny
 Brown, Pat
 Broyer, Bill
 Buchannon, J. A.
 (Buck)
 Buehen, R. G.
 Burch, Jimmie
 Burns, R. P.
 Burlingame, Dennis
 Butcher, O. J.
 Carey, Ted
 Carlie, E. M.
 Carmile, Eddie
 Bourgeois, Kelly F.
 Boyte, J. W.
 (Duke)
 Breeden, Tom
 Breeden, Tom
 Bridges, Johnny
 Brown, Pat
 Broyer, Bill
 Buchannon, J. A.
 (Buck)
 Buehen, R. G.
 Burch, Jimmie
 Burns, R. P.
 Burlingame, Dennis
 Butcher, O. J.
 Carey, Ted
 Carlie, E. M.
 Carmile, Eddie

Quinn, Louis
 Ra-Den, Earl
 Reeves, Bud
 Right, Arthur
 Rogers, J. A. Doad
 Ryan, Frank
 Saunders, Orville
 Scatterday, Dick
 Scaterday, R. O.
 Schmitt, Ferd B.
 Sell, Harry
 Sewell, Curley M.
 Shannan, Spike
 Shierley, Jess
 Smith, Jack
 Snapp, William R.
 Solista, Rex
 Spore, Arthur
 Stangart, J. C. Doo
 Stanley, Guy
 Stanley, Jack
 Dewey
 Starr, Frank
 Steinhack, Floyd
 Stevens, W. C.
 Stewart, Pat
 Stone, Harry
 Stoneman, Joe
 Stoverham, Wm.
 Daber, Herb
 Van, Jimmy
 Van Wert, Ray
 Vincent, Al
 Waldner, Dutch
 Walker, Beettle
 Walton, Buck
 Watson, J. B.
 Wells, Bob
 Wells, H. J.
 Welton, Bill W. M.
 White, Charlie
 Whittingill, J. C.
 Williams, Buck
 Williams, Jack
 Stone
 Williams, Robt.
 Williams, W. M.
 Wilson, Bill M.
 Wilson, Frank W.
 Wilson, J. D.
 Winslow, Bob
 Wise, Ralph
 Wolfe, Billy
 Woods, China
 Woodward, Milton
 Wyatt, Bob
 Young, J. K.
 Zeno, Count
 Zigi, France

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Kick, \$23.00; Champion, \$49.50; Fleet, \$14.50; Auto Bank, \$47.50; Jr. Contact "44", \$20.00; Auto Count, \$35.00; Golden Gate, \$17.00; Rocket, \$39.50; Signal Jr., \$22.00; Criss Cross, \$25.00; Flying Trapeze Jr., \$25.00. **NATIONAL COIN MACHINE EXCHANGE, 1407 Diversy Chicago.**

A-1 JACKPOT GLASS, \$4.95 DOZEN, ANY
size, shatterproof. Send dimensions, thickness. Official Sweepstakes, \$4.00; Puritan Dandy Vendors, \$4.25; Club House, \$5.95; Baby, \$4.95; Airway, High Score, Mills Official, 42d Street, Blue Seals, Jennings High Score, \$3.95; World Series, \$4.95; 10 Mills Sc Vendors rebuilt with Twin Jack Pot Fronts, \$22.50; Pace Sc Single Jack, \$20.00; Stands, \$1.50. Send third deposit. **BUSINESS STIMULATORS, 15 N. Colorado, Indianapolis, Ind.**

BARGAINS—GUARANTEED MERRY-GO-
Rounds, \$14.00; Used Shyners Cannon Fires, \$34.50; Big Broadcasts, \$3.95; Silver Cups, \$4.50; Fleets, \$16.50; Electros, \$17.50; Lightning, \$17.50; Golden Gates, \$17.50; Drop Kicks, \$22.50; Jennings Football, \$32.50; Jennings Penny Duke Single Jack, \$22.50; Triple Jack, \$29.50; Rockets, \$37.50; Champions, \$44.50; Jennings Sportsmen, \$62.50; Forward Pass, \$14.50; Signal Jr., \$19.50. One-third deposit with order. **GERBER & GLASS DISTRIBUTOR CO., 914 Diversy Blvd., Chicago, Ill.**

FOUR PENNY DUKES, SINGLE JACKPOT
Vendors, with Stands, \$60.00; One Penny and One Nickel Standard and Johnson Coin Counting and Wrapping Machines, \$25.00 each; Two Weighing Scales, \$30.00 for both; Exhibit Dice Machines, \$3.00; Big Game Hunters, \$4.00. The above are in good condition. Send cash deposit. **O. F. HOWERTON, 108 East Ninth Street, Richmond, Va.**

FOR SALE—COMPLETELY RECONDITIONED
—Diggers below market prices. Model F Iron Claws, \$65.00; Electro-Hoists, \$75.00; Microscope Cranes, \$110.00; Merchants, early model, \$145.00. **BOX No. 499, Billboard, New York.**

FRESH RAINBOW BALL GYM, CASE 50
Boxes. \$6.75; Criss Cross, like new, \$25; Champions, \$55; Rockets, repaired, new Tilling Device, \$35; Signal Junior, \$24.50; Major Leagues, both sizes, \$20; 6 Blue Ribbons, \$10 each; Airways, jiggers, Ambassadors, World's Series, \$5; Autocounts, \$20; Junior Contacts, \$20; Spark Plugs, \$20; 25 latest style Select 'Ems and Dicomats, used 2 weeks, \$9 each; Fleets, Big Berthas, Golden Gates, \$15. Send 1/3 deposit. First come, first served. Get on our mailing list. **AUTOMATIC SALES CO., 191 2d Ave., North, Nashville, Tenn.**

MILLS VENDERBELL, NICKEL, ESCALATOR,
\$45.00; Champion, latest Payout Model, \$55.00; Little Duke, Penny, Coin Ejector, \$25.00. **CARL WALTERSDORF, Creston, Ia.**

MILLS FIVE CENT BLUE FRONT VENDORS,
Sixty Dollars; Penny Blue Fronts, Fifty Dollars; Mills Two for Five, Forty Dollars; Rockers, Twenty-Five Dollars. All machines in perfect shape, one-fourth deposit. **L. M. LOFTIN, Oxford, N. C.**

MILLS, CAILLE, WATLINGS, PACES, JEN-
nings, Reserve Jackpots, 5-10-25c play, \$15.00 each. Rebuilt Mills with Pace Double Jack Fronts, \$29.50 each, 1/3 down, balance **C. O. D. LEHIGH SPEC. CO., 155 Green, Philadelphia, Pa.**

ONE APT WINNER AND ONE AUTOBANK,
with Score Printers, \$30.00 each; 10 International Microscope 1c Moving Picture Machines, with Comedy Reels, Floor Stands and Signs, \$12.50 each; 5 Exhibit Lighting and Golden Gate, \$12.50 each. Perfect condition guaranteed. **ROBBINS CO., 11418 DeKalb Ave., Brooklyn, N. Y.**

PRE-SHOW SALE OF SAMPLE AND USED
Machines—Criss Cross, \$25.00; Drop Kick, \$28.00; Majik Keys Kicker Sr., \$32.00; Majik Keys Kicker Jr., \$29.00; Signal Jr., \$28.00; Esquire, \$28.00; Jr. Rebounds, \$25.00; Major Leagues Sr., 44 with Automatic Batterup, \$35.00; Put and Take One Ball Automatic, \$47.50; Heila Bells Double Slot, \$50.00; Electro, \$18.00; Golden Gate, \$14.00; Kennel, 20x40, \$12.50; Streamlines, \$5.00; Sportsman Sample, \$80.00. One-third certified deposit required with all orders. Also many others. Write immediately to **ROLFE STANLEY, 905 Peden St., Houston, Tex.**

REAL BARGAINS IN RECONDITIONED MACHINES. Write for our new clearing sale list. We guarantee you will save money. **BADGER NOVELTY, 2440 N. 29th, Milwaukee, Wis.**

REBUILT MILLS SILK ESCALATOR BELLS,
also F. O. Ss. \$52.50; Junior Penny Vendors, \$23.50; Fields Baby Grand, \$24.50. List free. **COLEMAN NOVELTY, Rockford, Ill.**

SAVE MONEY ON PEANUT, BALLGUM, CIG-
arette Vendors, Games Diggers. **NOVIX, 1191 Broadway, New York.**

SEND STAMP FOR LIST OF USED MACHINES
—Get on our mailing list. You save money on machines and supplies. **GOODBOY, 1826 East Main, Rochester, N. Y.**

SLIGHTLY USED—MAJOR LEAGUE SR.,
\$29.50; Drop Kick, \$27.50; Subway, \$18.50; Lightnings, \$15.50; Golden Gates, \$17.50; Fleets, \$15.50; Plushovers, \$9.50; Blue Ribbons, \$12.00; Streamlines, \$12.00; World's Series, \$7.00; Reprint, \$7.50; Hit Caves, \$5.00; Silver Cues, \$3.95; Signal, \$17.50; Criss Cross, \$29.50; Electro, \$17.90; Merry-Go-Round, \$13.50; Super "B", \$16.50; Jack Rabbits, \$17.50; Rabays, \$9.50; Airways, \$4.95; Century, \$2.95; Blackstone, \$3.95. All machines guaranteed in first-class operating condition. Terms: 1/3 certified deposit, balance **C. O. B. MARSHALL-EMKE, 2947 Woodward, Detroit, Mich.**

SLOT MACHINES—BOUGHT, SOLD, EX-
changed. **WESTERN SALES, 2576 Hamby, Omaha, Neb.**

TERRITORY CLOSED—50 JACK POTS FOR
sale. Send for list. Jennings Penny Dukes Single Pots, \$18.00; Dutchess Penny, \$20.00; Ballys Champions, \$40.00. **CLAUDE CLARK, Columbus, Ind.**

WANHOOS, \$40; ROCKETS, \$37.50; GOLDEN
Gate \$19; Marble-Jax, \$12.50; Auto-Bank, \$45; Amplified Phonographs, \$25 up. **AMERICAN SALES, 3003 Harrison, Davenport, Ia.**

WANTED TO BUY—NOVELTY MERCHANT-
men for \$125.00. State serial numbers and meter readings. **BOX 500, Billboard, 1564 Broadway, New York.**

One Month To Catch Up With Mail

It required the Ace Specialty Company of Columbus, O., about one month to catch up with the mail received in reply to its "Wizard Calculator" advertisement for distributors in the Classified Section of the 40th Anniversary Number of The Billboard, as witnessed the following letter, dated January 21, from "Scottie" Moats of that firm:

"This is a late date to send congratulations on the 40th Anniversary Number, but wanted to wait and see what results my classified advertisement would bring. With the help of a stenographer, we are just getting caught up with the mail from same. "I can never recommend Old Billyboy and staff too highly."

CARTOONS

CHALK TALK STUNTS—LAUGH PRODUC-
ing Program, \$1.00. Catalog free. **BALDA ART SERVICE, Oshkosh, Wis.**

BOOKS

HEY, RUBE! 200 PAGES, CLOTH BOUND
and illustrated, few left, \$2 postpaid. **BERT CHIPMAN, 6840 Hollywood Blvd., Hollywood, Calif.**

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. No machine may be advertised as used or second-hand in The Billboard until a minimum period of 90 days after date of first shipment on order has expired.

A-1 CONDITION, LIKE NEW—SIGNAL JR.,
\$20.00; Signal Sr., \$25.00; Major League Jr., \$20.00; Major League Sr., \$25.00; Drop Kick, \$21.50; Live Power, \$22.50; Autobank, \$40.00. Write for prices on all latest Pin Games. 1/3 deposit with order, balance **C. O. D. REX NOVELTY COMPANY, 2264 Bedford Ave., Brooklyn, N. Y.**

A-1 CONDITION—BLUE RIBBONS, \$10.00;
World Series, Gray, \$7.50; Peanut Machines, \$3.00. **ST. LOUIS COIN MACHINE CO., 1420 N. Grand, St. Louis.**

A-1 CONDITION, JENNINGS FOOTBALL MACHINES,
originally cost \$64.50, will sell for \$32.00. **WISCONSIN SALES CO., Manitowoc, Wis.**

BARGAINS—SPORTSMEN, \$35.00; CHAM-
pions, \$40.00; Heila Bells, \$30.00; slightly used Diggers, \$100.00; Mills Sc Jack Pot Bells and Mini Vendors, \$25.00. **CHICAGO AUTOMATIC VENDING COMPANY, 111 N. Leavitt, Chicago.**

BARGAINS, A-1 CONDITION—1 MILLS
Escalator Vendor, \$39.50; 4 Jennings Victoria Escalators, \$32.50 each; Mills and Jennings Bells with Twin Jackpots, \$25.00 each; Mills and Jennings Bells with Rock-Ola Reserve Jackpots, \$20.00 each; 2 Caille Dime, and 1 5c Play, \$17.50 each; 1 25c Pace Banfam, \$15.00; 1 Pace Nickel, Single Jackpot, \$12.50; Folding Stands, \$2.00 each; 7 Double Steel Cabinets, \$15.00 each. **W. B. MACEL, 330 Hillside Ave., Jackson, Mich.**

CLOSED TERRITORY BARGAINS—FIVE
Escalator Mills Front Vendors Sc. serials 278640, 288156, 289070, 291056, 322700, \$32.50 each; Two Waiting Front Vendors Sc. serials T55360, T55341, \$29.50 each; One Mills Skyscraper Silent Sc. serial 321623, \$35.00; One Waiting Single Jackpot Bell Sc. serial 40196, \$19.50. All reconditioned and refinished. 12 latg model Bally Spark Plug Machines, used 3 weeks, \$15.95 each; One late Mills Pay Table, \$29.95. One-half deposit. **DENSON NOVELTY CO., Cameron, Tex.**

GOLDEN GATE, \$14.00; CONTACT JR., \$16.50;
Lightning, \$13.50; Subway, \$13.50. **JAMES, 1816 So. 5th, Terre Haute, Ind.**

COMPLETE BEAUTIFUL PENNY ARCADE—
Eighty different machines; real bargains. **HERMAN TAMBELLINI, 2300 Carson St., Pittsburgh, Pa.**

DIGGER CLEARANCE—6 STUTZ ELECTRIC
Cranes, about 18 months old, all excellent condition, \$45 each; 1 1923 Microscope Crane, excellent condition, \$75. All for \$325. **MCKINLEY'S, Liberty St., Long Branch, N. J.**

PENNY LITTLE DUKES J. P. RETURN COIN
Tops. \$14.00. 1/3 with order. **C. D. WREN, 2706 Scioto Trail, Portsmouth, O.**

WANTED — NOVELTY MERCHANDISE. State serial numbers and meter readings. EXHIBIT NOVELTY CO., 1123 Broadway, New York. mh2

WANTED — TRAVELING CRANES, MERCHANTMEN, Diggers, Claws, Arcade Fortune Telling and Athletic Machines. Latest Autoscope Reels. No junk. AUTOMATIC AMUSEMENT CO., 26 Strawberry St., Philadelphia, Pa.

WANTED TO BUY—CHICAGO DIGGER, De Luxe 1934-35 Models, will pay up to one hundred fifty dollars. BOX 323, Coffeyville, Kan.

2 JENNINGS LITTLE DUKE VENDERS, 1C Play, \$17.50 each; 2 Jennings Original Jack Pots, 25c Play, \$15.00 each; 2 Jennings Little Duke Triple Jacks, latest model, \$26.50 each; 1 Double Slot Machine Safe, \$13.50. BIG BEN MINTY CO., Cynthia, Ky.

COSTUMES—WARDROBES

MUSICIAN'S MESS JACKETS, \$2.00; BLAZER Coats, flashy, \$2.50; Trunks, Scenery, Costumes, Minirels. Free lists. WALLACE, 2416 N. Halsted, Chicago.

SELLING 10 COSTUMES, \$25.00; DEPOSIT Ten Dollars; ship costumes, balance C. D. L. LANG, 255 W. 51st St., New York City.

SIoux INDIAN BEADWORK AND COSTUMES —Free catalog. LYON, Clinton, Neb. fe23

FORMULAS

CARPET CLEANING—EMPLOY AGENTS. Instructions, formulas, 25c. STRATTON, 244 W. King St., Lancaster, Pa.

FORMULAS — ALL KINDS, GUARANTEED; catalog free. KEMICO, 6-B66, Park Ridge, Ill. tfnx

FORMULAS — INTERESTING LITERATURE free. M. BELFORD, 4042 N. Keeler, Chicago, mh9

NEWEST GUARANTEED FORMULAS — BIGGEST catalog free, special prices, leads. GIBSON, Chemist, BH-4704 No. Racine, Chicago.

PROVEN FORMULAS—PRACTICAL BUSINESS plans. Big special offer! BARRETT, 4245 Keystone, Chicago. fe23x

START CHILE PARLOR — 500% PROFIT! Chile Con Carne, Hot Tamales. 7 formulas, \$1.00; 150 successful formulas; profitable ideas, 25c. T-S-G PUB., Box 10, Wilkinsburg, Pa.

SUCCEED WITH YOUR PRODUCTS—FORMULAS, Processes and Analytical Service. Catalog free. Y. THAXLY CO., Washington, D. C. mh9x

FOR RENT, LEASE OR SALE

FOR SALE—WORLD'S FAIR MOEEL CITY. KEMPF BROS., Csepac, Mich.

FOR SALE—NEW GOODS

BALL GUM, FACTORY FRESH, ORDER DIRECT —AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. fe23x

CHAMPION CORN POPPERS AND GASOLINE Burner Supplies, etc. Write for new wholesale prices. IOWA LIGHT & MANUFACTURING COMPANY, 125 Locust, Des Moines, Ia. fe16

PHOTO OUTFIT, 4 FOR DIME STRIPS —Greatest value ever offered. Our new Photo-strip junior model complete, \$140.00. Direct Paper, Folders, Enlargers, Supplies, WABASH PHOTO SUPPLY, Terre Haute, Ind. fe16

RAILWAY PASSENGER COACHES AND SLEEPERS and other equipment. Prices low. IRON AND STEEL PRODUCTS, INC., Railway Exchange, Chicago.

FOR SALE—SECOND-HAND GOODS

CRISPETTE MACHINE AND PEANUT Roaster. CHAS. MACK, Box 933, Springfield, Ohio. mh9

MECHANICAL SHOOTING GALLERIES—NEW and used. H. B. SHERBANN, Wayne, Neb.

BALLROOM AND STAGE LIGHTING EFFECTS —Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. mh16

WHOLESALE PRICES—POP CORN MACHINES, Kettles, Burners, Tanks, Supplies. NORTH-SIDE CO., 2117 20th, Des Moines, Ia. ap13

5 ERIC DIGGERS, \$15.00 EACH; 1 TALCO Pop Corn Trunk, \$30.00. W. DEWEY, 674 Brainerd, Detroit, Mich.

\$275.00 STRIP PHOTO OUTFIT, \$95.00. HASSAN, Box 971, Parkersburg, W. Va. fe23

FOR SALE—SECOND-HAND SHOW PROPERTY

A REAL BARGAIN — 2,000 MARATHON slightly used Steeplechase Bleachers. CORY BLEACHER CO., Cory, Pa. fe23

CIRCUS BLEACHER SEATS, ALL SIZES. NEW and used, outdoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 West Thompson, Philadelphia, Pa. mh9x

FOR SALE—ADULTS CHAIRPLANE, KIDDY Carousel. CALVIN CRUNER, Pinckneyville, Ill. fe16

KIDDY CAROUSEL ON TRUCK, \$200; PARK Carousel, 3-Abrest Jumping, \$800; Park Circle Swing, 60 ft. high, \$500. 804 Jamaica Ave., Brooklyn, N. Y. mh16

SEE OUR ADVERTISEMENT CARNIVAL SECTION. WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia. t.f.n.

SPILLMAN TWO-ABREST, \$950.00; ELI Wheel, \$1,500.00; Miniature Railroad, 1900 foot Track, \$1,200.00; Laughing Mirrors, \$75.00. J. B. ALEY, Route No. 4, Anacostia, D. C.

TANGLEY CALLOPE ON DODGE TRUCK. Spidora, Escape Box, Cotton Candy Machine. BANARO BROS.' CIRCUS, Reynoldsburg, Ohio. D.

WHIP, \$500. CASH OR TRADE. GOOD SHAPE. park model, bargain, need space. H. P. HOBBS, Box 156, Pottsville, Pa. fe23

HELP WANTED

CIRCUS PERFORMERS, SIDE SHOW AND CONSOLE for let. Useful people write. CONROY BROS.' CIRCUS, Kansas City, Kan.

DARE-DEVILS, ACROBATS, AERIALISTS for thrillers. FEARLESS GREGGS, Plymouth, Wis. fe23

REP PEOPLE, ALL LINES, CIRCLE, TENT in spring. IRWYN BOEN, Hazel, Ky.

SPECIALTIES, NOVELTIES, ACTS, MACIGIAN double Music, percentage. BARRY, Melville, La.

WANT — MEDICINE PERFORMERS, HILL-Billy Musicians, Singles, Teams. Low, sure salary. State all. OKLAHOMA ED, 100 W. Penn, Mt. Union, Pa.

WANTED — EXPERIENCED PROMOTER for three-ring circus who can file up newspapers. All privileges for sale. Pitt Shows, Elephant Banners and Candy. ATTERBURY'S CIRCUS, Dakota City, Neb.

WANTED—AN EXPERIENCED CONDEMAN Wheel Operator. FLORA CARROLL, West Paducah, Ky.

HELP WANTED—MUSICIANS

FOR CIRCUS—MUSICIANS, AGE 21 TO 28, play in parade band and work as ushers. Good salary. Open California. Address 2233 Oak Street, Jacksonville, Fla.

PIANIST, TENOR SAX, DRUMMER—MUST BE modern and read. State doubles. Theatre and dance work; location. BASIL BAKER, Hobbs, N. M.

WANTED TENOR SAX MAN—CARL WEST, Spencer, Ia.

MAGICAL APPARATUS

JOIN MAGICIANS' FRATERNITY! MONTHLY Magazine, sample 10c. INTERNATIONAL MAGICIANS, Mount Morris, Ill. fe16

NEW 112-PAGE CATALOGUE, ILLUSTRATED. —Mental Magic, Mindreading, Apparatus, Spirit Effects, Books, Horoscopes and 27-page 1935 Astrological Forecasts, 1, 4, 7 and 27-page readings. New Personal Character Analysis sheets for graphology, numerology and personal appearance. Giant catalogue and sample, 30c, none free. NELSON ENTERPRISES, 198 S. Third, Columbus, D. mh2

PUNCH — VENTRILOQUAL AND MARIONETTE FIGURES. PINXY, 62 West Ontario, Chicago.

SELL OR TRADE — USED MAGIC AND ILLUSIONS. J. C. BISBEE, Whiteville, Tenn.

VENTRILOQUIST—PUNCH, FIGURES, DIALOGUES, \$1.00. FRANK MARSHALL, 5518 So. Loomis, Chicago. fe16

VENTRILOQUIST, PUNCH FIGURES, ACTS—Ventriloquism taught by mail. KENNETH SPENCER, 423 So. 10th St., Minneapolis, Minn.

M. P. ACCESSORIES FOR SALE

BURWOOD AND NEW STYLE POWER'S Portable Sound Projectors at bargain prices. Simplex, Holmes, Acme, DeVry; new and used. Also Sound Features and Shorts in perfect condition. Projectors and Films taken in trade. Big list. ZENITH THEATRE SUPPLY CO., INC., 308 West 44th St., New York City.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 Free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. mh9

M. P. FILMS FOR SALE

FOR SALE—PRIMROSE PATH DISC PRINT, new Records, Other Disc and Silent Features, Serials. Public Address System, Stamp for list. ED MYHRE, Grand Meadow, Minn.

FOR SALE — "NARCOTIC," 8-REELER, 4 Trailers. Photos, \$300.00, perfect; "7th Commandment," \$50; "Call of Rockies," \$100.00; Dillinger, new, \$50. BOX 1865, Dil. Saf., Charlotte, N. C.

NEW LABORATORY PRINTS PASSION PLAY. 7 reels, in sound, \$200.00. OTTO MARCH, 630 9th Ave., New York, N. Y. fe16

SILENTS, WESTERN, DRAMAS, COMEDIES —Machines all bargains. BARRY, Melville, La.

SILENT FEATURES, WESTERN DRAMATIC. Comedies, also Cartoons and Short Comedies. All in first-class condition; good subjects. One dollar per reel. MEL REILLY CO., Waterloo, Ia.

16 MM. MOVIES, ALL KINDS, COMEDIES, Traxelos, Mickey Mouse Club Films, etc. Projectors, lowest prices. Catalog 10c. HOME MOVIES, 22 E. VanBuren, Dept. 24, Chicago. fe23x

M. P. (TALKIES) FILMS

AUTHENTIC "PILGRIMAGE TO ROME" —Greatest Catholic sound on film picture made. Taken in Vatican City. Selling outright. Few left. Running time 65 minutes. BOX 302, Maywood, Ill.

REAL BARGAINS IN FILM AND PROJECTORS —C. O. KINC, Waterman, Ill.

SILENT, TALKIES AND ROAD-SHOW SPECIALS. List free. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. fe23

MUSICAL INSTRUMENTS

USED ORCHESTRA STANDS AND LIBRARY cheap. BOX 354, Greensboro, N. C.

PERSONALS

WOMEN, CULTIVATE YOUR BEAUTY —Scherl's System of Beauty Culture shows how to obtain beauty. Complete system, \$1.00. Write R. G. SHERMAN, P. D. Box 98, Auburn, N. Y.

SALESMEN WANTED

HERSHEY'S, BABY RUTH, OH HENRY! CANDY deals, 1c, 5c. Display and sales deals. More profit for dealers; unheard of candy profits for you. CASTERLINE, 1918 Sunnyside, Chicago. x

SALESMAN — NEW VENDING MACHINE. Popular product. Old factory. Protected State territory. Write fully about yourself and territory preferred. P. D. CARSON CO., 1521 LaSalle, Minneapolis. Manufacturers' agent. x

SELL PROCESS EMBOSSED PRINTING—\$3.95 thousand, with free cut service. Worth \$6.00. Nothing like it. Commission \$1.00, advanced. Experience unnecessary; outfit free. UNITED ENGRAVERS, H-6155 S. State, Chicago. x

SELL SALEBOARDS DIRECT TO DEALERS from world's leading saleboard factory. Wholesale prices. Enormous profits. Big commissions. Sales Kit free. HARLICH CO., 1409 Jackson, Chicago. x

SCENERY AND BANNERS

A-1 SIDE-SHOW BANNERS—BEST WORKMANSHIP and materials. MANUEL'S STUDIOS, 3544 N. Halsted, Chicago.

At Liberty Advertisements
So WORD, CASH (First Line Large Black Type). 1c WORD, CASH (Small Figure Total of Words)
2c WORD, CASH (First Line and Name Black Type) (No Ad Less Than 25c). at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT, PROMOTER. BROAD EXPERIENCE, road shows, night clubs, stunt advertising. Efficient M. C. Ballyhoop, expert Sound Electrician. Age 37, sober, industrious. Travel or location. AGENT, 305 North 10th St., Cambridge, O.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY FEBRUARY 16—RED SPREADING'S 8-Piece Orchestra, for stage, hotel, club or ballroom. All modern, fast men, good double arrangements, entertainers and strictly reliable. Pantages Theatre, Birmingham, Ala., until February 14, then State Theatre, Chattanooga, Tenn.

FLOYD'S ROYAL AMBASSADORS—TWELVE men, organized four years, sweet and hot, special arrangements, flashy equipment. One and one-half years stage, presentation, trio and three soloists, two and one-half years ballroom, hotel, night club, radio. Have unlimited presentation novelties for floor show. All Chicago union men, have always acquired good following in a reasonably short time. Desire location Chicago or radius of 50 miles only. Open for summer engagements. Permanent address FLOYD HALLOWELL, 2026 Madison, Chicago. mh2

ORCHESTRA, 8 PIECES. PLENTY SWING. Club dates, New York only. Bookers note. SOL VABROW, 4807 Ave. K, Brooklyn, N. Y.

AT LIBERTY — 4-piece night club band, with pianist and entertainers. Together seven years. Open for night club, radio or hotel at once. Write, wire, phone, Drummer, FRANK J. SCHALK, 125 1/2 S. Front, Manhattan, Minn. fe16

AT LIBERTY MARCH 18—High-class organized 8 to 10-Piece Dance Band and 6-Piece Floor Show. Address LARRY FULLER, Hollywood, Fla. mar2

CONTINENTAL ORCHESTRA. Formerly World's Fair Spanish Village. Old Mexico and Admiration. Builders available for home use. RALPH GARCIA, Director; HARRY HOEHN-SHIELD, 349 and Asst. Director, 1404 N. Kayser Ave., Joliet, Ill. fe28

OGN PABLO AND HIS ORCHESTRA —Ten men, six solos. Now open for engagements on location. Write to Castle Farm, Cincinnati, O. fe16

DOT KAY and Her Orchestra—Unit comprises nine men, girl vocalist. Offers an extraordinary repertoire and talent for side years. Known as a high-class entertaining dance band. Available for hotels, cafes, ballrooms, night clubs or summer resorts. For complete information write immediately to DOT KAY, 1022 2nd Ave., N. E., Minneapolis, Minn.

THEATRICAL PRINTING

DODGERS, PASSES, 50c 1,000—KROY PRESS, 326 N. Queen, York, Pa.

WINDOW CARDS, 11x14, 100, \$2.10, 14x22, 100, \$3.50, 50% deposit, balance C. D., plus postage and fee. BELL PRESS, Winton, Pa.

WINDOW CARDS, DODGERS, TICKETS—ONE day service. DOC ANGEL, Ex-Trouper, Box 1002, Leavittsburg, D.

100 WINDOW CARDS, 14x22, 3 COLORS, \$3.75; no C. D. D. BERLIN PRINT, Berlin, Md. fe23

250 LETTERHEADS AND ENVELOPES, \$2.50 —EMERSON, 309 Montgomery, Jackson, Mich.

10,000 MERCHANTS TICKETS, \$4.50; COMPS, \$3.25; 5,000 Dodgers, 3x8, \$2.50; 6x9, \$3.75; 500 Letterheads or Envelopes, \$1.85 postpaid. STUMP PRINT, South Whitley, Ind. x

WANTED TO BUY, LEASE OR RENT

LATE PIN GAMES—BARGAINS. SLOTS to trade. F. SHAFER, Sumner, Ill.

MILLS ESCALATORS. WILLETTS & CHUMLEY, 1403 North Logan, Topeka, Kan. mh2

WANTED TO BUY—USED PIN GAMES; LATE models. Quantity. Star price. SHY BROS., 1201 W. Mitchell St., Milwaukee, Wis. fe16

WANTED—MILLS ESCALATORS. WILL PAY highest cash prices. CONNECTICUT AMUSEMENT CO., 335 North Main St., Waterbury, Conn. mh9

WANTED—COMPLETE ARCADE EQUIPMENT, good condition; also Traveling Cranes. BOX C-325, Billboard, Cincinnati, D. fe16

WANTED—USED PORTABLE LIGHT PLANT, also Sound Equipment cheap. A. Y. OATES, Lakeland, Fla.

WANTED—KIDDIE AUTO RIDE AND AIR-plane Swing. KENNETH WILSON, Route No. 1, Kalamazoo, Mich.

WILL PAY CASH FOR USED ELI WHEEL —Write WILLIAM FORT, General Delivery, Reno, Nev. fe16

ZODIAC RINGS—DEALERS ADDRESS WANTED. P. O. BOX 1773, Portland, Me.

FIVE-PIECE ORCHESTRA of good instrumentation, strictly sober, open for engagements. High-class dinner and dance music. Hotels, night clubs and beer gardens. AL GREEN, Box 593, St. Marys, Pa. fe23

GIRL'S ORCHESTRA available soon for club dates. Beautiful girls, nicely costumed, Super attraction. Salary reasonable. Board and room considered part payment. Write for open time now. BOX C-330, Billboard, Cincinnati, O.

SIX-PIECE ORCHESTRA for location only. Prefer East, Illinois or Ohio. Soft, sweet, smooth arrangements that make us sound like a big band. Feature vocalist, good trio. If your job won't stand investigation, don't write. Prefer you come and hear the band. Competent men, girl vocalist, available to augment. BOX C-324, Billboard, Cincinnati, mh2

SIX-PIECE ORCHESTRA desires resort or hotel engagement starting about May 1. Has all essential. Plenty changes of uniform. Arrangements—doubles. Strictly sober and reliable. Two fine singing voices. Novelties and Flax Vibra-harp. Band has been intact for over three years, playing leading hotels and night clubs throughout Middle West. References, Photos and full data upon request. Write, don't wire, BOX 30, care Billboard, Kansas City, Mo.

THREE OR FOUR-PIECE Orchestra available for cafe, beer garden or resort. MUSICIANS, 208 1/2 Eighth Ave., Southampton, Aberdeen, S. D.

4-PIECE ORCHESTRA desires tavern, ballroom or show engagement. Address DATUS GOODWIN, 3931 Prairie Ave., Chicago, Ill.

AT LIBERTY CIRCUS AND CARNIVAL

CIRCUS MANAGERS, AT-

tention! Feature Living Human Freak, under 3-year contract with me, I am a sideshow manager and talker of unusual ability. If it is on the lot, I get it. Manager Al C. Barnes Side Show in 1925. Sickness and death has kept me off since then. Want side show, any real circus, rail or motor, where ability counts. Reference: Any real showman in Southern California, M. F. CHAMBERLAIN, Box 864, El Dorado, Ark.

AT LIBERTY — ELECTRICIAN. EXPERIENCED with circuses, parks, carnival and theatrical lighting. 12 years electrical experience. Can furnish good references and photo. Sober and reliable, age 37. Open for the road this season. Willing to go anywhere. Write or wire B. C. SUMMER, 214 S. Water St., Wichita, Kan.

PUNCH AND VENTRILOQUISM—FOR SIDE SHOW, 1935 tenting season. ANTHONY HARTNEY, R. F. D. No. 2, Box 15B, Lowell, Mass.

TRAINED DOGS, PONIES, MONKEY, FIVE acts; Calliope. Have transportation. OBERT MILLER, General Delivery, Macon, Ga. fe16

BIRD ACT—Iron Tongue with Cannon, Fire Act, Blow Torch to Eyes, on Face, in Mouth; 14 good tricks. Man and wife. MAHEL STRIBLINGEN 2832 W. Monroe St., Chicago, Ill.

CIRQUE LUNCH STANO—Operated by man and wife, always neat and clean, wants lunch and privilege for coming season on circus that really pays. Handle own transportation. 115 N. MILLER Hotel Bldg. Greenleaf, Lauder, Pa.

ELECTRICIAN—Practical and automobile. Truck circus preferred can drive. Would consider place as electrician's helper. Make offer. S. LA STARR, R. 5, Box 307, Terre Haute, Ind.

FLAKEY OPEN—Slide show, trouper, Babe Comedy Novelty, Old Man Hand, Ventriloquist, Lecturer. New letterhead. Reliable managers only. 147 Bond St., Brooklyn, N. Y.

RAJAS DUO—Revolution Ladder, Swinging Ladder, Loop Finish with Muscle Grid. Open for circus for coming season. Good acts. Address Gibbonville, Pa.

SEX MYSTERY OF LIFE—Singing, talking. Best Half and Half in business; registered physician in charge; amax or platform. George Cannon, Carl E. Martin, write. A. ARDEN, 2110 Bryan, Dallas, Tex.

SIDE SHOW MANAGER—Strong openings. Punch, Ventriloquist. Wife: Musical Act, Golden Opera Chimes, Raleigh Beils, Four-in-Hand Swain Beils, Steel Marching Band, The Musical Comedy, Hax Pictures, ORAM and KING MUSICAL SHOW, Carrollton, O. fe16

TATTOOED TATTOO ARTIST—At Liberty April 1 for contract during 1935 season. Circus or large carnival. Tattoos in fleshy colors. Photographs required. Send list. ALBERT, 1246 College, East St. Louis, Ill. fe16

THE LIVING HUMAN FOUNTAIN—A stream of water coming out of nose hours at a time. Chimes preferred or big carnival. TOBE MURRAY, 707 DeStard St., Monroe, La. fe16

WESLEY LAFARL—With 2 Big Snakes. Nide show or museum. If you don't want to or can't pay salary, save stamps. 901 W. Broad St., Bethlehem, Pa.

2 GIRLS with some chorus experience join reliable show playing locally. Please give full particulars when replying. Address: Show Manager, Box 2, Brightwood Sta., Indianapolis. fe16

AT LIBERTY COLORED PEOPLE

EXPERIENCED PIANIST—Read, fake, transpose. Want show, night club, beer garden, or orchestra engagement. Have other useful people. Consider any proposition. State salary and full details in first letter. FRED SHILEY, Apt. 8, 122 W. 149d St., New York City. fe23

AT LIBERTY MAGICIANS

EXPERIENCE WITH CIRCUS, CARNIVALS, theaters. Sober, reliable, good wardrobe. Lots new Magic. Do Strait-jacket Escape. LEON THOMAS, Mount Olivet, Ky.

AT LIBERTY—Crystal Gazer. Six Changes. Small Magic. Straight in Acts, Candy Pitch, Blindfold Drive, Window Sleep, Buried-Alive, Balloons, Ours, etc. Wards; go anywhere, private readings and satires. PLENTY trapezoid, Ours, slides, trailers. Open now. Best offer. PRINCE ELMER, 2811 Scioto Trail, Portsmouth, Ohio. fe16

AT LIBERTY MISCELLANEOUS

STRONG, FLASHY, MENIAL Two-Man Demonstration. One plays Piano, Sing. Year's successful experience in circus, radio, theatre, museum. Own transportation. Legitimate, reliable, high-class troupe engagement desired. DR. LOWELL, 2710 Brown St., Dallas, Tex. fe16

AT LIBERTY MUSICIANS

TENOR SAXOPHONE—Player or C melody, age 22, desires position. Write or wire ADRIAN BRINCK, West Point, Ia. fe16

TENOR SAX, CLARINET, Flute. Cut anything, phrase, modern go on tenor. Young, plenty experience, union, sober, reliable. GEORGE TREFFENCER, Van Wert, O.

A-1 TROMBONE—DO SOME VOCAL WORK. Can give name band references. Address MUSICIAN, 63 E. 5th St., Peru, Ind.

BB SOUSAPHONE WANTS TROUPING JOB—8 years on the road. Will take any reasonable offer. Double Electrician. C. W. REDDICH, Box 223, Troy, Ala. fe23

BANDMASTER—TEACHER WANTS NEW location. Teach all instruments, play woodwinds. Very successful with children. Sober, reliable and experienced, go anywhere. MUSICAL, Box 81, Malden, Mass. fe23

A-1 GIRL SOUSAPHONIST, EXPERIENCED both vaudeville and dance bands. Permanent address. BETTY WILSON, 3416 Morrell Ave., Kansas City, Mo.

EXPERT, REPUTED INSTRUCTOR-DIRECTOR will organize opera, orchestra or other ensemble for responsible public or private enterprise. LOMBARDO, 2411 N. Ridgeway, Chicago, Ill. mh2

FINE TROMBONIST WOULD IMMEDIATELY. Read, fake, nice takeoff, tone, range. Also am very good feature singer. Absolute cut, no object if job pays off. Plenty name and recording experience. Just off name band. Prefer location, but all bands would immediately. Must get job immediately. BILL BROWN, Kansas City, Mo.

PROFESSIONAL DRUMMER—15 YEARS' experience. M. C. A. bands, rep shows, or what have you? Cut it with anything. Young, single, sober, reliable. Join on wire. Only steady, reliable jobs considered. Ham bands lay off, as I am professional. Prefer West, but will consider anything that pays off. Wire, write, staffing. off. BEN FAVISH, 3792 Talman, Belaire, O.

TENOR SAX—CLARINET—READ, FAKE, or what kind of a band have you? Union. Prefer good fab show that pays off, but consider everything. LITTLE JIMMIE BOYD, Carmel, Ill.

TROMBONE—TONE, HIGH RANGE, TAKE off, arrange. Experienced in all, Sing come, union, young. Wire at once. MUSICIAN, Jarvis, Apt. 3, Toledo, O.

TROMBONIST, DOUBLE VIOLIN, MODERN, beautiful tone, high range, play Good Swing style, cut anything in any band, plenty experienced, prefer location. TROMBONIST, 813 So. 24th St., Manitowoc, Wis.

TRUMPET—DOUBLE VIOLIN. WILL REHEARSE. New York only. BOX 502, Billboard, 1564 Broadway, New York.

TRUMPET—GOOD READER, TONE, STYLE, take off, reliable, arrange some. Night club or show preferred. BOB MERRON, Dodge City, Kan.

VIOLINIST—LEADER OR SIDE MAN. A-1 for vaudeville night club, big radio. Liberty, Personality and appearance; age 33; union. Local 10 Chicago. 15 years' experience. PAUL STELTZER, 1141 Chicago Ave., Oak Park, Ill. fe16

2 GIRLS—ALTO SAXOPHONIST AND DRUMMER. Saxophonist doubles Baritone, Sax, Clarinet, fine tone, read anything, hot improvising. Drummer, complete outfit, read, fake, sing. Both young, good appearance, experienced. ALICE WILSON, Billboard, St. Louis, Mo.

A-1 BABE—I play Sousaphone, String Bass and Loupy Trumpet. Can give big name band references. Experience in 12 Big Bands. Write immediately. MUSICIAN, 16 No. Huntington St., Fern, Ind.

A-1 DRUMMER-XYLOPHONIST—Featuring 8-hammer Xylophone. For stage unit or band. Have been with the best. Young, neat both on and off. Also pit experience. Wire or write HENRY MENZIE, 1245 12th St., Madison, O.

A-1 STRONG EUPHONIUM—(Clarinet Soloist). Repeater, name concert band and circus. Musician or director. (Please reference); have diploma. DeCARLO, 219 Walnut St., Maczon, Ga. fe16

ACCORDIONIST—RAY HORSE, ultra-modern, rhythm, individual style, well known. Beautiful instrument. Union, transfer member, all Chicago. Write care Chicago Music Inst. Co., 809 So. Wabash Ave., Chicago.

AT LIBERTY—Bass and Tuba. Name band. Recording experience. Single, age 26. Consider anything that pays. FRANK KRUMM, K. of C. Hotel, 8th Ave., at 81st St., New York. fe23

AT LIBERTY—Alto Saxophone doubling Clarinet and Baritone. Young, single, reliable, thoroughly experienced. Have small car. BOB YATES, 436 W. Fremont St., Postoria, O.

AT LIBERTY—Oldtime circus, minstrel and dance band. Drummer, reader, can fake good outfit, up in all standard stuff. No booze. Stay all season if ghost walks regular; single; can join at once. GEORGE WEINER, 119 N. 4th St., Sinsbury, Pa.

FAST DRUMMER—Fine outfit, modern style. Handle anything. Xylophone specialties. Single, car, have ability, appearance and experience. Go anywhere. BURNS, Billboard, Woods Building, Chicago.

OUTRIST, FEATURE VOCALIST—Modern swing, 4-string, 10 dance musician. Experienced plenty. Baritone voice, young, single, dependable, appearance. Join reliable band. All communications replied. MUSICIAN, 6 Lewis, New London, Conn.

HAWAIIAN OUTRIST SOLOIST—Modern style. Also play drums; read, fake. Experienced concert, dance and foot shows. Good equipment. Young, single, have car. Will consider anything. LAWRENCE CRANE, 286 Walnut St., Bradford, N. J.

MODERN RHYTHM DRUMMER—Read, ride or direct. Sing, arrange modern. Prefer night club, dance hall or hotel location. No jobbing or part time work considered. Sober, reliable, young, congenial, neat appearing, entertaining, all communications answered. BOX No. 9828, Billboard, Cincinnati. fe16

MODERN TRUMPET—Read, tone, phrase, take off. Age nineteen and union. Just closed one year Harley Badler Show; reference Mr. Badler. Experienced dance, radio, clubs. Prefer stage unit or night club, but all offers considered and answered. Wire to Rosenberg. JACK WALKER, care Show, Guy, Tex.

SIX-STRING GUITAR—Sing, some arranging, Kemp style, good rhythm and plenty experience in all lines. Proposition must be good. MEL DREHING, 257 North Rural St., Indianapolis, Ind.

TENOR SAX CLARINET—Eight year's experience. Good reader. Opening for hotel, night club or beer garden engagements. Write J. LIMA, 76 Wallia Ave., Jersey City, N. J. fe23

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE Jumpers; boys and girls; now on Southern tour. Wire or write for prices. THOMPSON BROS., BALLOON CO., Aurora, Ill. fe16

AMERICA'S BEST HIGH WIRE—THE Calvert outstanding high attraction. An act with drawing power. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. fe16

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known, one other act. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. fe23

CAPT. GEORGE WEBB, AMERICA'S PREMIER Net High Diver. Thrilling, sensational. Own transportation. Will draw and hold the crowds. No. 27 West Summit Ave., St. Paul, Minn. fe23

SOUND MOTOR CAR FOR ADVERTISING—Amplified music for fairs, carnivals, city and country parades, indoor and outdoor equipments. latest musical hits for classical and dance programs exclusively electrically transmitted. Microphone and radio. Book now for attractive low rates. Write R. D. WAGNER, 1909 No. Capitol, Washington, D. C. mh9

MAN WITH MINIATURE STEAM RAILROAD—Prefer Middle States or South. C. A. GRAY, 42 South 23d St., Kansas City, Kan.

CONFESSION—For Park or Beach. I have two Ball-Throwing Games, Machine-Gun, King Game, and Novelty Dart Shooting Gallery. Will book all or any part of same with good Amusement Park or Beach on percentage basis. Write MANOR, 782 Marion Avenue, N. E., Atlanta, Ga. fe16

WANTED to hear from European managers, South and Central America and (orient. Southern park managers, this is the attraction for your park. August's Sockolator and Marzani: Twenty Performing Birds, clever and classy novelty. A fine display and attractive act. 112 South Boulevard St., Tampa, Fla. mh2

AT LIBERTY SINGERS

ATTENTION! RADIO STATIONS, CONCERT, vaudeville—Exceptionally capable Baritone with ability to play Piano. Experience in radio, concert, drama and as a director. Prefer connection either as soloist or soloist on radio program of some permanency. Reliable. Salary must be above present earnings. Available immediately on that condition. Complete information and references on request. E. FERIS, 626 Lafayette, Winona, Minn.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, transpose, cues. BOX C-300, care Billboard, Cincinnati, O.

PIANIST ACCOMPANIST, FAMILIAR WITH several operas, will locate or travel with performer or organization of merit. YOUNGBERG, 5929 Berenice, Chicago. Yours truly, Leonard Youngberg. mh2

AT LIBERTY—Modern dance pianist. Solid rhythm, steady tempo. Read, fake and can write arrangements. Have had considerable tour show experience. Prefer location with salary sufficient to permit saving after meeting necessary expenses. Age 37, neat appearance. Willing to go anywhere. Please give specific information when answering ad. C. H. FINCH, 118 Otter St., Oshkosh, Wis.

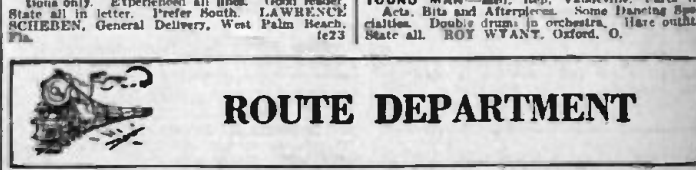
LAST PIANO PLAYER—Exp. Med. Double Characters. (script) acts, bits, specialties. BOX C-329, care Billboard, Cincinnati, O.

PIANIST WANTS LOCATION. Reliable proposition only. Experienced all lines. Good reader. State all in letter. Prefer South. LAWRENCE SCHEBEN, General Delivery, West Palm Beach, Fla. fe23

AT LIBERTY—Modern dance pianist. Solid rhythm, steady tempo. Read, fake and can write arrangements. Have had considerable tour show experience. Prefer location with salary sufficient to permit saving after meeting necessary expenses. Age 37, neat appearance. Willing to go anywhere. Please give specific information when answering ad. C. H. FINCH, 118 Otter St., Oshkosh, Wis.

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ROUTE DEPARTMENT

When no date is given the week of February 9-15 is to be supplied. In split week houses the acts below play February 13-15.

VAUDE-PRESENTATIONS

Adams & Ozark (Shrine Circus) Detroit. Adler, Larry (Pal.) London Feb. 1-28. Adreon, Emille (Grosvenor House) London Feb. 1-28.

Allen & Kent Foursome (Chicago) Chicago. Amos 'n' Andy (National) Richmond, Va. Angus & Searle (Globe) Bridgeport, Conn. Arleys, Four and One-Half (Orphe.) Seattle. Wash., 8-14; (Music Box) Tacoma 15-17.

Arnaut Brothers (Grosvenor House) London Feb. 1-28. Arnaud, Nellie & Bros. (Orphe.) Boston. Ash, Paul (Lyric) Indianapolis. Ash, Roscoe (Globe) Chicago. Aucutt & Czech (Variety) Prague, Czechoslovakia Feb. 1-28.

Avery, Gertrude, Diamond Revue (Capitol) Albany, N. Y., 8-14.

Baker, Jerry (Academy of Music) New York. Baker, Phil (Memorial) Boston. Barstow, Dick & Edith (RKO Pal.) Rochester, N. Y.

Bartel & Hurst Revue (Albee) Brooklyn. Beatty, George (Boston) Boston. Bell's Hawaiian Revue (Playhouse) Statesville, N. C., 13; (Hamrick) Oakley, S. O., 14; (Flora) Asheville, N. C. 15-19; (Capitol) Asheville, Tenn., 18-19; (Princess) Morris-town 20-21.

Beimont Bros. (Norwood Inn Cafe) Detroit 14-20. Bennett's, Owen, Venettes of 1535 (Florida) St. Petersburg, Fla. 22-14; (Polk) Lakeland 15; (Jefferson) St. Augustine 16.

Benny, Jack (Roxey-Mastbaum) Philadelphia. Berle, Milton (Met.) Brooklyn. Berni-Viel, Corak (Colonial) Dayton, O. Blackstone (Starline) New York, Pa. Bradstone Boys & Co. (Pal.) Minneapolis. Brilliant, Saul, & Myra (Rivoli) Toledo, O.

Britton, Frank & Milt, & Gray Gang (Paramount-Astoria) London Feb. 1-28. Bushey, Dorothy (Loew's) Jersey City, N. J.

Bennet's, Owen, Venettes of 1535 (Florida) St. Petersburg, Fla. 22-14; (Polk) Lakeland 15; (Jefferson) St. Augustine 16.

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Calvin, Al, & Marguerite (Gayety) Minneapolis. Carleton & Ballew (Riverside) Milwaukee. Casino de Paris (Met.) Brooklyn. Cass, Mabel, Owen & Topsy (RKO Pal.) Rochester, N. Y.

Chase, Chas. (Riverside) Milwaukee. Chung Ling Foo Jr. (Valencia) Jamaica, N. Y. Chung Lee Wahs (Boston) Boston. Clark's, Harry, Rhapsody in Rhythm (Empress) Larime, Wyo., 14; (American) Casper, W.; (Rialto) Reno, Springs 17; (Bonnie) Helper, Utah, 18; (Paramount) Ogden, Utah, 20-21.

Cobb's, Gene, Rumble in Rhythm (Synnash) Albuquerque, N. M. Compton, Helen, & Orch. (State) New York. Cooney, Frankie (Fox) Detroit. Cooper, Betty Jane, & Lathrop Bros. (Dorchester Hotel) London Feb. 1-28. Crooker, Dorothy (Earle) Washington, D. C.

YOUNG RHYTHM Dance Pianist—Experienced, vando, tab, pit and dance. Union, read, fake, imitations, take off, sing, etc. Plenty ride, modern style. Will drive anywhere; prefer South. WAYNE RUSSEL, Marshall, Mich.

AT LIBERTY VAUDEVILLE ARTISTS

NOVELTY MUSICAL MAN, SEVEN SPECIALTIES, such as: Play 3 Clarinets at one time, The Musical Balloon, Melody and Harmony on one Musical Saw, Play Saxophone and Clarinet at one time. Fake some accordion. Can stodge and do few lines. BOX 563, care Billboard, 1564 Broadway, New York City.

RUSTY LEE AND WIFE—A-1 BLACK AND TOBY Comedians, know all the acts, can make them go. Change singles and doubles for 2 weeks. Singing, talking, play own numbers on string. Reliable managers answer. HERBERT "RUSTY" LEE, care W. P. Jolley, Tabor, N. C.

AT LIBERTY—Vaudeville or medicine show. Five clever performers, Comedy Singers, Dance. Reasonable salary. Reliable managers write. FAMILY SHOW, 311 North St., San Antonio, Tex.

AT LIBERTY—Good Comedy Team, Man, Black, Irish, Eccentric, Woman, good straightacts of Comedy Characters. Put on acts and bits. Robey, reliable. Have car and living trailer. Low, steady salary, or what have you? FRANK VARDELL, General Delivery, Hylberelle, Ark. fe16

LADY, WILL MAKE HERSELF generally useful in beer tavern. Good Singer, plays Piano, will also help with cooking and wait on tables. South preferred. Address full particulars to DELLA COSTELLA, Savannah, Ga. fe16

PIANIST AND VIOLINIST—Two girls with good specialties. Pianist sings. Good wardrobe, reliable show or night club. Do bits, can play dances. PEG LAMPMAN, 921 Wilson Avenue, Chicago, Ill.

PUNCH AND JOY—Strictly first class with live dog, excellent figures, de luxe set, a real novelty for theatre, cabaret, expositions, etc. ALBERT, Billboard, New York. mh2

STANDARD XYLOPHONE ACT—For review, unit. High-powered single, excellent ability, showmanship. Well equipped, finest instrument in the business. Reliable offers only. Have car. BOX CH-28, care Billboard, Woods Building, Chicago.

YOUNG TEAM—Modern piano player, read, fake, all essentials. Wife General Business Specialties. Vaudeville or repertoire. THOMAS, care Billboard, Cincinnati.

YOUNG MAN—Med. Rep. Vaudeville. Parts in Acts. Bits and Afterpieces. Some Dancing Specialties. Double drums in orchestra. Here outfit. State all. BOY WALKER, Oxford, O.

Ellington, Duke, & Band (Regal) Chicago. Enrico & Novelty (Capitol) New York. Estelle & Harvey (State-Lake) Chicago. Evans, Constance (Prince of Wales) London Feb. 1-28.

Edna, Steve (Pal.) New York. Eugene, Bob, Troupe (Shrine Circus) Detroit. Flame Girl, The (Ambassador) St. Louis. Flippen, Jay O. (Paradise) New York. Forsythe, Seamon & Farrell (Rivoli) Toledo, O.

Foster, Gene, Girls (Roxey) New York. Franklin Fantasy Follies (Campomog) Havana, Cuba. Freed, Carl, & Harmonica Harlequins (Paradise) New York.

Frans, Sylvia (Chicago) Chicago. Future Stars (Oriental) Chicago. Garay Jr., Joaquin (Marbo) Chicago. Garcer, Wolf & Haking (Colonial) Dayton, O. Gaudmirth Brothers (Tower) Kansas City. Gay Brothers, Five (Tower) Kansas City. Globe, Four (Coliseum) London Feb. 1-28. Gerald, Gene (State Charlotte, N. C. 11-13; (Carolina) Greenwood, S. O., 14-16. Get Hot Unit (Rivoli) Toledo, O.

Ghesnis, Les (State-Lake) Chicago. Glob, Geo. (Fox) Washington, D. C. Gold, Ray & Cross (State) Newark, N. J. Goran & Winona (Grosvenor House) London Feb. 1-28.

Gordon, Reid & King (Capitol) New York. Gory, Gene, & Roberta (Capitol) Portland, Ore. Goss & Barrows (Boulevard) New York. Gray, Loretta, & Co. (Plymouth) Worcester, Mass.

Green, Mitz (Buffalo) Buffalo. Greenham & Blake (Plymouth) Worcester, Mass. Gstreld & Esther (DeLucas Supper Club) Dundalk, Md. Gyrofa, Four (Mich.) Detroit.

Hall, Wilbur (State-Lake) Chicago. (See ROUTES on page 58)

COLE BUYS CHRISTY CIRCUS

Plans for the New Robinson Circus Take Definite Shape

\$100,000 holding company under name of Ohio Circus Corporation being formed with John IV as head—Robinsons in control—10-car show is planned

CINCINNATI, Feb. 9.—In line with the story published in *The Billboard* last fall that John Robinson IV would put out a show on rails in 1935 to bear the title of the New Robinson Circus, Mr. Robinson on Wednesday of this week sent to Columbus articles of incorporation for the Ohio Circus Corporation, which is to be the holding company of the show. He will be the president and general manager of the corporation, which will include well-known circus executives. The company will be capitalized at \$100,000. The Robinson family will hold the controlling interest, but a part of the \$50,000 preferred stock will be offered to the public. The object of the corporation is to buy and assemble equipment, tents, railroad cars and the like, as well as a menagerie. Headquarters will be in Cincinnati.

Mr. Robinson stated that the circus would be at least a 10-car show. At present he is figuring on five flats, three stocks and two sleepers. "With the new types of cars," he said, "it will compare in size with the larger old-time rail shows." The Robinsons expect to build it up to a larger unit. A side show will be carried. He also said that he plans to play the medium-sized cities and the smaller towns. The show will take the road early in May. Street parades will be featured.

This will be the first time since 1916 that a circus operated by one of the famous Robinson family will tour the country. It was in that year the late "Governor" John F. Robinson sold what was then called the John Robinson Ten Big Shows Combined to the American Circus Corporation, which operated the show under the Robinson name for a number of years. The show has been off the road for several years.

New Cages and Bodies For Seal Bros.' Show

FREDONIA, Kan., Feb. 9.—Cages and bodies are being built at winter quarters of Seal Bros.' Circus. Five four-wheel trailers have been purchased from Springfield Trailer Company, and Spencer Trailer Company, Augusta, Kan., has about finished a semi-trailer office truck, seven feet wide, 24 feet long.

James Riley, mechanic, is busy and Blackie Bowman has elephants going thru their routine daily. Irish Thompson has horses and ponies looking fine. Everything will be newly painted, and new pony harness, elephant blankets and wardrobe are almost finished.

Two elephants, two menage horses and eight ponies will go to Leavenworth, Kan., for Shrine date February 14-16. Only one more winter date will be played before opening of tent season.

Alicia Cornwall Booked

ST. LOUIS, Feb. 9.—Alicia Cornwall, who has been here this winter, will leave next week for Minneapolis, where she is booked to appear for Dennie Curtis at the Shrine Circus. She will then return here and do her act at the Mid-Winter Fair and Circus at the Coliseum March 4 to 10. Miss Cornwall this week was visited by an old friend, Joda Rhodora, circus performer, who is playing the Garrick Theater.

Haag Buried at Plymouth, Ind.

PLYMOUTH, Ind., Feb. 9.—Funeral services for Ernest Haag, a native of Plymouth, who died at Marianna, Fla., February 1, were held Monday afternoon at the Johnson Funeral Home. Burial was in Oak Hill Cemetery. Mr. Haag was a Shriner, an Elk and an Odd Fellow.

Barnes Opens March 23

CINCINNATI, Feb. 9.—The A. G. Barnes Circus will open at San Diego, Calif., March 23, playing there two days and then on to Los Angeles.

Day and Date Chi Openings

Hagenbeck and Cole Bros. play same two weeks — Cook made H-W manager

CINCINNATI, Feb. 9.—With the simultaneous opening of two circuses in Chicago this spring, a lively fight for business in the Windy City is in prospect. Cole Bros.—Clyde Beatty Circus is set at the Coliseum for opening April 20 for a 16-day stay, and S. W. Gumpertz has just wired *The Billboard*, in answer to a query, that the Hagenbeck-Wallace Circus will open on the same day and have the same length of run—April 20 to May 5. Mr. Gumpertz also in his telegram verified the report that Frank Cook has been appointed manager of the Hagenbeck-Wallace Circus. Mr. Cook has been on the staff of the Ringling interests for many

(See DAY AND DATE on page 56)

Baugh's Birthday Fete

NEW YORK, Feb. 9.—Harry Baugh, manager of the Circus Room in the Cumberland Hotel, was given a party by friends last Saturday to celebrate his birthday anniversary. Among guests were Mrs. Cora Wilson, who was in charge of the "cookhouse"; Oscar Decker, exhibitor; Mr. and Mrs. Dan Meyerderik, Edward J. (Photographer) Kelly, and Albert Sherwin, clown.

New Grand Stand for Tom Mix; Show To Move on 71 Trucks

COMPTON, Calif., Feb. 9.—The Tom Mix Circus winter quarters is scene of great activity. Manager Dale Turney is back from Eastern trip. General Superintendent Dennie Helms has 55 men getting the equipment ready for opening in March. A grand stand has been built—jacks, stringers, etc., all new. There will be 1,120 grand-stand chairs, special box for guests, 960 starbacks and 18 lengths of blues, 14 high. There have been added 11 new truck units, bringing truck complement to 71, this exclusive of trailers and privately owned motor equipment. All special paper will be used, 17 different styles. Donaldson Lithographing Company is turning out special stuff, from three to 24-sheets.

Seven new trucks are convertible to tableaux. A noted artist now in Hollywood is doing the pictorial work. The one titled "Progress" is an outstanding work of art. There has been no sparing of gold and silver leaf, and the street parade will be a revelation. A new kitchen trailer has been completed.

Turney's new housecar has every convenience. There will be eight trucks on the advance.

Tribute to Ernest Haag

The Times-Courier of Marianna, Fla., in its issue of February 4, published the following editorial on the passing of Ernest Haag. It was captioned, *We Shall Miss Ernest Haag*.

Jackson County mourns the passing of a distinguished citizen, a man who pinned his faith on the future of this section to the extent that he willingly gave huge sums of money toward the development of certain enterprises in and about Jackson County.

He will be remembered largely for his charity; the love he had for his fellowman has been broadcast thruout these places where the name of Ernest Haag is spoken. Not one but many showmen and show-women have felt the loving influence of this pioneer circus owner.

The love and esteem his employees held for Ernest Haag was shown during the final rites here Saturday afternoon. Every performer under the "big top" of the Mighty Haag Shows was there, and not one of them was powerful enough to keep back the tears. The clowns who came into the world to make others laugh, the Oriental, always known to master his emotions, did not make an attempt to conceal the anguish that tore at their hearts.

When the movement was started to build a modern hotel in Marianna, Ernest Haag, without a word, is said to have written a \$5,000 check for the new development. Mr. Haag owned a large tract of land near the heart of the city; this is the location of the winter quarters of the circus. He also owned a sizable farm in the Dry Creek section where interesting agricultural experiments were carried on.

Marianna and Jackson County will miss Ernest Haag.

Big Transaction On a Cash Basis

Includes everything except horses, elephants and title —now at quarters

ROCHESTER, Ind., Feb. 9.—The largest circus deal consummated in the last six years was negotiated in Houston, Tex., early this week when Christy Bros.' Circus passed into the ownership of Jess Adkins and Zack Terrell. The entire equipment of the show as it was last operated as a 20-car circus was involved excepting the horses and elephants. The transaction was on a cash basis.

For more than a decade preceding the depression in 1930 the Christy Bros.' Circus, under the ownership of George W. Christy, figured prominently in the annals of the white tops. The show was transported on a steel train and the entire physical equipment was of the best. Since the close of the show in 1930 the baggage wagons, cages, dens and altogether some 80 vehicular appurtenances were stored under a shed at the

(See COLE BUYS on page 56)

Robbins' Sixth Season With Downie Bros.' Show

ST. PETERSBURG, Fla., Feb. 9.—Milt Robbins has been engaged by Charles Sparks to again manage the Downie Bros.' Side Show, making his sixth season with show. The Robbins are making this city their permanent winter home. Milt and his wife, Mitzel, have been playing club dates with their mental and magic act. Their daughter, Maxine, is attending high school.

Police Show Again to Belmont

ST. LOUIS, Feb. 9.—Sidney Belmont, of this city, again was awarded the contract to produce and manage the St. Louis Police Circus, which will be held at the Coliseum from April 26 to May 5. This makes the 11th successive Police Show that has been under exclusive management of Belmont. He plans on producing a show that will outdo his previous efforts.

Grand Rapids Draws 51,000

GRAND RAPIDS, Mich., Feb. 9.—The third annual Shrine Circus, held in Civic Auditorium week of January 28, closed with a total attendance of approximately 51,000 for the week, according to Clayton H. Hoffman, chairman of show committee. This number breaks all records for the three years in which the show has been held here under Masonic sponsorship.

Schell Opening Set For Early in March

HOUSTON, Feb. 9.—Work at Schell Bros.' quarters here is more than half completed. The opening has been set for early in March. Dock Mackay, assistant manager, is confined to a local hospital with a serious ailment. Mr. and Mrs. Engesser and family have had their share of visitors, including Frank Hartless, head of Circus Fans and several representatives of *The Billboard*. Vates Lola and Gee Gee Schell are keeping in form and frequently may be seen on their rigging. John Engesser is also here.

Polack Show Draws 18,000 at Topeka

TOPEKA, Kan., Feb. 9.—Polack Bros.' Circus had a very successful week's engagement here last week under Shrine auspices. Total attendance for the week was slightly in excess of 18,000. Each performance was concluded with a dance. Everett Conway's Californians furnishing the music.

Big Attendance At Detroit Show

DETROIT, Feb. 9.—The annual Shrine Circus opened Monday night for a two weeks' run, closing February 17. Despite cold weather, the opening day drew 15,000 customers for both shows, and the second day 11,000, establishing new records in local show history for the opening days. The Monday total was reported as three times the opening day a year ago. Both general admission and reserved seats were selling far ahead of last year for the remainder of the engagement.

Show was produced, as usual, by Tunis (Eddie) Stinson and Orrin Davenport, who was not riding this year. Fred Davenport was equestrian director.

Milton Klier handled announcements (See BIG ATTENDANCE on page 56)

Tom Mix is working on Western serial, 15 episodes, trailers on the film, to be used announcing coming of show. Recordings have been made for broadcasts, these run 5, 7 and 10 minutes. New menagerie top is ready. There will be additions to menagerie—several more elephants, cats and hay animals. Mix, Turney and John Agee are arranging routine of program. Walter Jennler and Buddy have been contracted. For novelty act and thriller there are to be double-rigged flying acts (two) flying lengthwise the big top. It was stated there would be more than 40 in dressing room.

Jeff Barnhart is working with assistants on 16 head of menage stock. There also will be five specialty horses. Agee is breaking new stock and Ed Hendershot working some new numbers with Wild West stock. New trailers for stock, each to transport 14 head. Two new ticket wagons finished. Big show band will have 22 men—four hands in parade. Sixteen ushers engaged who will double in bands. The management stated that there would not be advertising banners with show.



**With the
Circus Fans**

By THE RINGMASTER

CFA
President, **FRANK H. HARTLESS**, W. M. BUCKINGHAM, 2630 West Lake Street, Chicago, Ill.
Secretary, **JOHN SHEPARD**, Editor, "The White Top", 609 Fulton St., Chicago, Ill.

Irving K. Pond, member of CFA board of directors, Chicago, has recently been re-elected to fill for a second term the office of president of the Cliff Dwellers, a club of artists. The club has on occasions entertained stars of the sawdust ring at luncheons.

CFA Don S. Howland, of South Bend, Ind., writes that he had luncheon with Nat Green, Gene Whitmore, Harry Atwell, Harry Bert and Arthur Hopper at Hotel Sherman, Chicago, on January 19. Howland stopped at Rochester, Ind., morning of January 29. While there he enjoyed a visit with Frank Cook, Fred De Wolfe and Ira Watts. Also met Bert Nelson, animal trainer. Howland talked over old Baraboo days with Emory Stiles.

Dr. William Mann, honorary member of CFA, recently visited with Harry Baugh, CFA, in charge of Hotel Cumberland Circus Room, New York City. Dr. Mann is director of the National Zoological Gardens in Washington, D. C. Rudolph Hagene, Ashland, Wis., writes that he has done much work on his miniature circus. He expects to take his show out coming season and has already

built a trailer in which to carry the various exhibits. He will be out five months. Will play Wisconsin, Minnesota, Iowa, Illinois and upper Michigan.

President Frank Hartless spent two days latter part of January at Houston, Tex., visiting with George Christy and George Engesser. On Schell Bros' Circus he took pictures and had fine time with Engesser family.

Jess Adkins was a guest recently of George Duffy and W. T. Linney, CFA, in Fort Plain, N. Y.

All CFA will be grieved to learn of the death of Sam B. Dill and Ernest Haag, both popular showmen and friends of the association.

Bill Kasiska, CFA of Baraboo, Wis., is in Madison, Wis., where he is postmaster for the State Legislature.

John P. Grace, CFA, of Kokomo, Ind., was ill in January but has fully recovered and is planning on visiting the Peru and Rochester circus quarters.

John Tetlow, Peoria CFA, dropped in on Karl K. Knecht at Evansville recently while on an insurance jaunt and they talked circus and not insurance.

Ed Frye, Minnesota CFA, is located at Soldiers' Home in Minneapolis and is in charge of cottage No. 1. Would like to hear from CFA and troupers.

At Al G. Barnes' Quarters

LOS ANGELES, Feb. 9.—Everything is hustle at Al G. Barnes Circus quarters. The paint shop, under Yellow Burnett, is well along. Austin B. King and John White are breaking new ring stock. Walter McClain and assistants have 27 elephants and new routines are being worked on.

Mabel Stark, it was stated, was breaking a new big tiger act. Capt. Terrell Jacobs is working group of 17 male and female lions. Eddie Trees is daily working "Joe," movie chimp, and will break in a new tricycle act.

The offices have been transferred from uptown Baldwin Park to the quarters proper. A line of old private cars has been utilized, with special partitions separating the several departments. Theo Forstall and Jack Youden are in charge of executive offices. Fox and Hearst Metrotone newsreels were made last week. Shots of spring training and other activities taken.

Mel Smith, side-show manager, is getting a strong show lined up. Al Rosen, of concession department, is working at Warner Bros. in a film. George Penney will be in the Wild West contingent and operate the barber shop. Leonard Wakeling, Arthur Stahlman and Nate Klein are leaving for Tucson to make the rodeo. Helen White Jerry Behe, Dorothy Casey and Shirley Barron have been playing local theaters with their Four Roses singing and dancing act. Blossom Robinson has had several blood transfusions in preparation for operation. Is now in hospital.

Peggy Marshall, formerly of Barnes show, injured 16 months ago in auto accident and who has been much of the time in hospitals, is fully recovered and will again be with the show.

Dill Funeral Services

BLOOMINGTON, Ind., Feb. 9. — The body of Sam B. Dill, who died at Los Angeles on February 1, was brought to this city, his home, for burial. Interment was in Ketcham Cemetery on Thursday and the Masonic order officiated at cemetery. Impressive last rites were also conducted in Methodist Church. Body was accompanied here by the widow and by Dwight Dill, of Dallas, Tex., a brother, who joined Mrs. Dill at Greencastle.

There were many floral offerings and messages of condolence were received by Mrs. Dill. The pallbearers were B. W. Bradford, Merritt A. Calvert, Austin Ketcham, Ben Becovitz, Fred P. Bays and Z. G. Clevenger. Honorary pallbearers were Roy Feltus, Jess Adkins,

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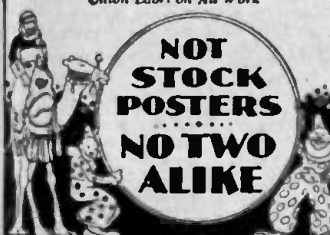
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**Ringling Animals, Floats
For Sara de Sota Pageant**

SARASOTA, Fla., Feb. 9.—A combination of the spectacle and color of the circus and the romance of Old Spain will be blended in the revival of the pageant of Sara De Sota. It was indicated today when it was announced that the Ringling Circus winter quarters here were preparing to enter a large number of units in the big pageant street parade on February 23.

Curly Stewart, Ringling attache and director general of the pageant, told the Junior Chamber of Commerce sponsoring committee today that all of the available horses, a few elephants, camels and other animals along with floats and other paraphernalia would be in the parade.

**NOTICE TO SHOWMEN
CHANGE IN CLOSING DATE**

The next issue (dated February 23) will be a special issue and the last form will close Saturday, February 16.

MAIL OR WIRE YOUR AD EARLY

All advertising copy, including help wanted and general show advertising, reaching us later than Saturday will be too late for February 23 issue and will be held for the following issue.

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200 Taaffe Place, BROOKLYN, N. Y.



Under the Marquee
By CIRCUS SOLLY

ROBERT G. WING has booked his pit show again with Sells-Sterling Circus.

AERIAL BROCKS are home at Huntington, W. Va., for the winter, working act daily at Vanity Fair.

REGRETS, the passing of two real circus men—Ernest Haag and Sam E. Dill. The show world will miss them.

JACK SHAFTER postcards that he again will be in clown alley with one of the big tops.

EDYTHE SIEGRIST and company will vacation in Miami, Fla., until March 1 and then leave for Atlanta, Ga., to play for Bob Morton.

GEORGIE SPEARS JR., contortionist and iron-jaw performer, is spending a few weeks' vacation at Miami, Fla. Will again be with the big tops in the spring.

WHITE GIBSON, who had the bill car on Howard King's Rice Bros.' Show last season, will be with the Honest Bill Circus this year.

HOWARD Y. BARY, of Hagenbeck-4-Paw Circus, was in Chicago early last week and left by plane Wednesday morning for Jacksonville, Fla.

DON HANNA arrived in San Antonio, Tex., after closing with the Georgia Minstrels. Says he will go to the West Coast to join the advance of a big top.

MARIO AND MARIO, Australian knife throwers of Sells-Sterling Circus, are now playing floor shows, booked by George Kruzo.

KNIGHT FAMILY of acrobats made their first appearance recently at Dixie Theater, Marianna, Fla., since the death of Abner Knight.

BERTRAM W. MILLS, English circus owner, has concluded a series of four articles for a London paper. The last is called "Footing the Bill of the Big Top."

FRANK B. HUBIN advises that he is taking up matters with city officials of Atlantic City to put on a circus in the big convention hall.

HUNTINGTON and Charleston, W. Va., each had five circuses last season and will be among the first cities to see the white tops this year.

JEROME T. HARRIMAN, Charles T. Hunt and Rex M. Ingham were recently in Baltimore and called on John T. McCaslin and Harry Bowen.

JOE BERTRAND, ticket seller, will be with Duke Drukenbrod on Hagenbeck-4-Paw Side Show. He was with Duke on John Robinson Circus Side Show, 1929-'30.

BUCK REGER, ad solicitor, is with the Cole-Beatty Show and is already making good headway on the official program. He is at present in Chicago, making special contracts for the Coliseum program.

THE LEVINES (Harry and Charlotte) were one of the feature acts on program of Reade Drug Company's banquet held in ballroom of Southern Hotel, Baltimore, January 31.

ROY BARRETT, after playing Detroit and Cleveland dates, will head west and again be with Al G. Barnes Circus. States that he will not play St. Louis as mentioned in a recent issue.

PAUL DEMERS, formerly of team of Demers Brothers, is chief of police of Gardiner, Me. He and William (Red) McDonough have been pals for many years, tramping together on the Frank A. Robbins, Hargraves, Buffalo Bill, 101 Ranch and other shows.

JOHN M. LEVITT has a circus unit—bears, dogs, goats, pigs, monkeys, clowns (six people), called LaValle's Paramount Circus, which opened at Warner's Hudson Theater, Kearney, N. J. He was ahead of Gangler Bros.' Circus for two years.

ED LAVERNE, contortionist and acrobat of the Original LaVerne Troupe, left Cincinnati last week for San Diego, Calif. En route he will play independent dates. He is contracted for the season at the Exposition at San Diego, which opens in May.

THE ATWELL LUNCHEON CLUB IN

Chicago has become a favorite gathering place for the circus boys and fans in the Windy City, and since cards have actually been issued the club is growing apace. Harry Atwell, the old photog himself, seldom misses a session, and anywhere from 5 to 15 usually gather round the festive board at noon and put it up and take it down.

LES ANDERSON, Gregg Wellinghoff and Bill Littleford, of *The Billboard*, recently were at Houston, Tex., and were guests of G. W. and Harold Christy and made a tour of the Christy quarters. Frank H. Hartless, Circus Fun, also was in the city recently and urged that a tent be formed. He was guest of several showmen wintering there with their shows.

COL. G. G. STURTEVANT, national organizer and historian of the Circus Fans, was in Cincinnati last Thursday and Friday, during which he stirred up quite a bit of interest in the John Robinson Tent. Visited *The Billboard* offices several times and met many other friends. The Colonel had been at Troy, O., the last month handling matters in connection with the estate of his mother who died recently. He left for San Antonio, Tex., his home, with a stopover in St. Louis.

Harry LaPearl Contracted For a Number of Dates

INDIANAPOLIS, Feb. 9.—Harry LaPearl has been contracted to produce clown numbers for Dennis Curtis Shrine Circus at Minneapolis week of February 18. He will have his troupe of clowns with him. He then will return here for several days to produce two shows for the Parent-Teachers' Association near here and then go to Atlanta, Ga., for the Bob Morton Shrine Circus week of March 4, where he also will produce clown numbers. Following this he and his clowns will play some Shrine dates for Frank Wirth.

LaPearl has been having wonderful success this winter, putting on a circus in various high-school auditoriums and gyms for Parent-Teachers' Association and other auspices. It is called "Uncle Harry's Clown Circus" and also uses some other acts. Has numerous bookings for next fall and will open in October.

Shorty Seydell is at home in Parma, Mich., resting after a siege of rheumatism. He will join LaPearl for Minneapolis date. Ellis Scott, midget, has been taking Shorty's place. Ellis will be with LaPearl troupe for the Atlanta date.

Vaughn Back in St. Louis

ST. LOUIS, Feb. 9.—Eddie Vaughn, of legal department of Ringling-Barnum Circus, returned here several days ago after an extended trip thru the East, during which time he adjusted various cases for the show. While in Louisville he was appointed colonel on the staff of the Governor of Kentucky. During the 1934 season Vaughn was host and entertained 10 governors on the show.

Plan State CFA Conclave in N. Y.

BINGHAMTON, N. Y., Feb. 9.—A meeting of Circus Fans' Association members of New York and neighboring States has been called by George H. Barlow III, to be held in New York City some time in April. Barlow, State chairman CFA and a national director, plans a luncheon in a large hotel, a business meeting and attendance en masse at the Ringling-Barnum Circus that evening.

On Barlow's committee are Jacob Weintz and Andrew H. Dykes, of the New York City CFA Tent, and Harry Baugh, ringmaster of the Circus Room in the Cumberland Hotel in that city.

It will be the first State-wide meeting of the CFA in Gotham.

Myers Again To Direct Band on Russell Bros.

ROLLA, Mo., Feb. 9.—Claude Myers will again have the band with Russell Bros.' Circus and will handle the mail. He has been wintering in New Orleans.

Frank Miller will again have his two equine stars on the show.

Captain Dalbanie will again be one of the features. His son will be with him.

Harry Doran, of concession department, is in Presbyterian Hospital, Chicago, where he underwent a very serious operation last week. He is coming thru nicely.

Francis Kitzman will have charge of the billing brigades, making his fourth season with show.

Herman Q. Smith will be contracting agent with show in place of Al Oake, who has joined the staff of Tom Mix Show.

Jottings From Macon, Ga.

MACON, Ga., Feb. 9.—Allen Hauser is at work on a new menage horse purchased last week by Charles Sparks and which should be a valuable acquisition to the 14-horse menage number with Downie Bros Circus.

Jack Hughes recently spent a few days with his father at Lake Okeechobee, Fla.

Frank Hall and his animal actors were Macon guests last week.

Jess Willard was a Downie Bros.' visitor at Central City Park while in the city refereeing a wrestling match at the City Auditorium.

Eddie Jackson has been confined to his room at Hotel Central for three weeks with an attack of the flu.

Irish Horan, general press representative of Downie Bros., was one of the managers of the Police Fund Revue held at City Auditorium this week.

Clint and Rosie Meyers will be Macon visitors for the next month or more. Rosie will be remembered as the former Rosa Rosalind, whose somersault from horse to horse was a feature of Sells-Floto for several years.

Ralph Redden is in the city, having closed *The Garden of Girls* revue.

In addition to the big elephant group Trainer Larry Davis will this season introduce two elephants in a new number, reports Harry Mack.

Lou Delmore Signs Acts for Cole Bros.-Beatty Side Show

NEW YORK, Feb. 9.—Latest additions to the side-show lineup of Cole Bros.-Beatty Circus, made by Lou O. Delmore, side-show manager, from headquarters here, include Frances O'Connor, armless girl; Maclean Family, Scotch highlanders; Dagmar, Punch and Judy; Esther Estelle, mystery illusionist; Irene Delmore, escape act; Ada Mae Moore, with jangle-bred pythons, who is coming from Hollywood, where she is making pictures.

Delmore said; Jack Frazer, talker and ticket seller, whose aid will be Don Moore; Jack Ryan, who has been appointed Delmore second man and will assist him on the loudspeaker.

"Deviating from the old striped canvas decorations in vogue for so long," Delmore stated, "I have purchased more than \$1,000 worth of beautiful velvet for stage covers, draperies and curtains to beautify the interior of the Side Show."

Arrangements have been completed between Belgian and United States authorities for seven elongated-skulled pygmy-tailed savages from the Belgian Congo, Delmore announced. They will be featured in the pit show.

Delmore arranged to ship a pair of lions to Rochester (Ind.) winter quarters this week. Whether they are for Allap King's act or Clyde Beatty's turn was not disclosed.

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Wild Animal Acts, Lions, Leopards, Bears, etc. Acrobats, Feature Acts, Musicians, Men to handle Merchant Tickets, Banner Men, Electrician, Auto Mechanic, Boss Canvasman and Working Men; Freaks for Side Show. Address

CLEVE PULLEN
General Manager Barker Bros. Circus,
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Circus Wood Workers and Blacksmiths immediately for Cole Bros. Circus. Answer immediately by wire

COLE BROS. CIRCUS
ROCHESTER, IND.

Circus Saints and Sinners Club
For the Troupers—and a Home

We learn that Henry Havemeyer Jr. is on his way to California. . . The constitution and by-laws for the Dexter Fellows Tent, New York City, is completed, signed and delivered. It is a fine piece of work done by Judge Walter Schlesinger. The signers are Prexy Tony Sarg, Treasurer Ed Thornburgh, National Secretary Pitzer, Walter Treschow and Orson Kilborn. . . Kilborn, general manager of the forthcoming benefit night at the Big Show, has been empowered by the exec committee to carry on all negotiations necessary with the Ringling Bros. and Barnum & Bailey management. . . Freddie Benham is back from Chicago after doing a fine piece of constructive work there. . . Carlton Hub goes to Miami, Fla. Purpose, biz. . . We have received an application for membership from Leo McCall, exec of the New York Life Insurance Company. . . Wait Treschow is on the trail of Eddie Cantor for the next fall guy. Falling in that Prexy Tony Sarg will pick up John Mulholland, great magi's scent. . . Nice letter from Bugs Baer thanking us for permitting him to come into the fold. . . Met Hal Horne last Saturday evening. He's head of the United Artists and wants to come in. Here's hoping we'll have the pleasure of proposing him. . . Also met Harry Einstein (Nick Parkyakarkas to you of the Cantor hour), and he's a mighty fine fellow. . . Ollie (West Point) Oliphant raving about a magi who recently entertained him.

We have received the following letter from the vice-president for Pennsylvania: "Tent (Lillian Letzel, of Bradford) is getting ready to hold its annual meeting and smoker at the Limestone House. We are preparing to take in new members this spring, and to be on the job as usual when the circuses come to town next summer." We are always glad to hear from Freddy Heckel. He writes us far too little. Come along often, fella.

We regret to record the death of A. W. Thompson, of the Lillian Letzel Tent, of Bradford, Pa. He was a prominent oil producer of Pennsylvania and died after an illness of about six months. We extend our sympathy to his bereaved family.

P. P. FITZER, National Secretary.



The Corral

By Rowdy Waddy

AMONG participants in a show staged at Orlando, Fla., recently were Jack Jackson, Poncho Villa, Rose Weir and Tommy Cropper.

JACK CASE has staged a number of rodeos in Pennsylvania, including at Scranton, where attendance was judged at 10,000 for the four days.

PLANS are under way by the North Vernon Baseball Club, of the South-eastern Indiana League, for its second annual Roundup to be held in mid-summer.

MONTANA "PICKUPS"—Hugh Ridley is wintering with Rufus Ingersoll on the latter's ranch near Wolf Creek. Oral Zumwalt is also wintering near Wolf Creek. John Hartwig is still at Basin. Jack Goldberg, old-time troupier with Wild West shows and circuses (still does trick roping and gun twirling) is at Mona.

A GREAT DEAL of credit for the success of the annual rodeo at Fort Worth is due the rules of the management toward augmenting favor among the fans and strict enforcement of the requirements. For this year there are some changes and some additions. Verne Elliott and Eddie McCarty are again the arena directors.

IN *The Sarasota (Fla.) Sunday Tribune* of February 3 was an extensive story on Cy Compton, its authorship credited to Tex Sherman. On the same page were a three-column cut of Cy on rearing horse and two-column cuts by Myrtle Compton, Cody Compton, and Col. W. F. Cody (Buffalo Bill) and Young Cy, which photo was taken many years ago.

AMONG THE visitors to Winnipeg during the recent Canadian fair men's meetings was John E. Hartwig, who advises that he booked his competitive rodeo productions at some of the events, including Brandon Exhibition, on the Class A Circuit, and a rebooking at Yorktown, of the Class B Circuit. Has his equipment stored at Yorktown, where he will locate late in March. Hartwig states that he will officially announce his complete list of bookings in an advertisement in *The Billboard*.

HOLLYWOOD—New members to the Riding Actors' Association of Hollywood are Tex Cooper, Turk Greenough, Vern Goodrich, John Eckert, Baldy Miller, Frank McCarroll, L. Savitch, Orrie Robertson, secretary, has opened the new offices on Hollywood boulevard and meetings are held Tuesday nights. The association has been working on re-registration and also to have the standing committee on extras in pictures of the NRA to approve the tentative code of \$10 a day for extras working as riders.

PRACTICALLY all rodeoists know Turk Greenough (also Alice, working in Australia this winter), of Red Lodge, Mont. Probably many, however, have never met Turk's father, known as "Pack Horse" Greenough, who is known among participants in big game hunting trips thru that section of the country. By the way, a 55-year-old cowboy still riding bronks and working on a ranch near Red Lodge is Ned Bailey, who has taken part in the annual Red Lodge Rodeo of late years. A. E. Post advises that extensive preparations are under way for that event this year.

LAMAR, Colo.—Attendance the first day of the Southeastern Colorado Stock Show and Rodeo (January 22-25) was good considering cold weather, and the last two days, with better climatic conditions, the grand stand was packed and many people stood in the arena field. The rodeo events were headed by E. Pardee and Doc Mendenhall. Steer riding and bareback bronk riding were exhibition, but the calf roping and bulldogging were contest. The finals: Calf Roping—E. Pardee, Carl Willis, Doc (F. F.) Mendenhall. Bulldogging—Slats Jacobs, Shorty Creed, Dave Campbell.

ST. LOUIS—Dates for the St. Louis Spring Rodeo have been definitely set from April 9-14, according to John G.

Phlambolis, who is promoting the event. This will be a Milk Fund Rodeo for the benefit of the Child Conservation Conference, an organization that co-operates with the school board and is affiliated with the Mothers' Clubs of 62 public schools in St. Louis and St. Louis County. Contract for the live stock has been let to Greer and Hammer. Phlambolis promoted the Christian Brothers' College Rodeo here last September and has a four-year contract to repeat the frolic annually. The prize list will be officially announced early in March.

DOWN OKLAHOMA WAY—Ted Harmon, bronk rider and bulldogger, had the misfortune to lose his bulldogging horse, Nigger Boy, which was killed when struck by an Interurban car at Guthrie. Kieffer, Harmon and Hardner have completed the arena and chutes at Rodeo Park, a couple of miles south of Guthrie. Pinky Chambers, rodeo hand, is with the Price Horse and Mule Company of Stroud. "Little Sis" Strickland, juvenile trick rider, is attending school at Oklahoma City this winter. Lefty Christian and Clyde Wiedener, trick ropers, of Oklahoma City, met Clarence Kieffer, Ted Harmon and Frank Gardner at the Mark McPeak ranch near Mulhall and tried out some riding and dogging cattle.

BRONK RIDERS of years ago mentioned in Guy Weadick's special article ("The Old and New Wild West") in the 40th Anniversary Number of *The Billboard* included T. Harry Shanton, in his early years known as Laramie Kid. Harry is now connected with the Veterans' Administration Facilities at Bath, N. Y. Incidentally, he was with the old Buffalo Bill Wild West six years, and his brother, George, was with it two years. During the World War Harry was a lieutenant of infantry in the 27th Division and George was a major in the Intelligence Department. Harry enjoyed Weadick's article. On the same page was a reproduction of a photo of the monument erected to the noted outlaw horse, Steamboat. Relative to that "demon," Harry writes, in part: "I was the individual who brought him to Laramie, Wyo., from Bear River in the northeast part of the State." Shanton (T. Harry) some time ago wrote a very interesting story, in verse, titled "A Bronk and a Buckeroo," on ranchmen and cowboys in Wyoming during the "old days"; in commendable sequence and leading up to his ride on Steamboat. The Corral editor regrets that space (it would require nearly a page) will not permit its publication.

Jones Moving on Three Trucks, Three Trailers

CINCINNATI, Feb. 9.—Jones Bros.' Wild West Circus closed the 1934 season at Woodbine, Ga., December 22 and following reorganization and repairs, headed for Florida under new management, opening at Baldwin, Fla., January 14. While making jump from Baldwin to Starke, Fla., January 18, a truck struck and instantly killed a high-school mare and injured the rider, Walter Davis, who suffered numerous bruises, three broken ribs and collar bone. He is out of hospital and doing nicely.

Show is moving on three trucks, three cars and three trailers, carrying 10 head of stock, playing small spots and doing satisfactory business. A new top, a 50 with four 20s and a 30-foot middle, is on way from Kansas City.

Personnel: M. H. Allen and G. H. Page, managers and on front end; side show, E. Lunford, front, inside lecturer, also doing magic; Charles Allen Jr., sword box; Elmer Riggs, fire eater; Blondie Purcell; LaBelle Ray Troupe, comedy aerobata and Roman rings; Walter Davis, Otis Howard, bronks and steers; M. H. Allen, Charles Allen Jr., trick roping; G. H. Page, novelty numbers; Gloria LaBelle and Yvonne Ray, single traps and swinging ladders; clouds, Mervyn Ray, E. (Pee Wee) Lunford and Carly Williams. Band is in charge of Eurt V. Barnes. Cookhouse is in charge of Marion (Slim) Cawthorne. Recent visitors were Lyman Dunn, Punch Allen and George Pence.

Part of the show is stored at Woodbine, Ga.

Mrs. D. Woodward in Hospital

SARATOGA SPRINGS, N. Y., Feb. 9.—Mrs. Dolly Woodward, 78, former dancer with circuses, was seriously burned at her home and is in the Saratoga Hospital.



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Barney Bros.' Show Now Giving Parades

PORT VINCENT, La., Feb. 9.—With the new parade wardrobe all finished, Manager Tom Atkinson of Barney Bros.' Circus gave the first parade of the season at St. Francisville, La., January 31.

At Jackson, La., the inmates of the State Hospital were guests of Mr. and Mrs. Atkinson at the matinee.

The monthly club gave its first dance at Port Vincent. Four birthdays and one wedding anniversary were celebrated. The birthdays being Lillian Wilson, February 1; Peggy Waddell, February 2; Ruth Reno, February 5; Jack La Blair, February 7. Mr. and Mrs. Roy Hang's wedding anniversary February 3. Potato salad, sandwiches and punch were served. The side-show colored band furnished the music.

Lloyd Stoltz and Eldon Hamilton have purchased a new living trailer. Mr. and Mrs. Lee Hinkley visited recently en route east.

The new side-show truck has been decorated and is being used by the white band in parade while the show's new band truck is being built. A new cage to house the puma and leopard was recently purchased from Rex M. Ingham.

As the building, etc., is going along so nicely under the direction of Ralph Noble, the management has decided not to close the first two weeks in March as first planned.

The folks were saddened by the passing of Ernest Haag. Several floral offerings were sent by relatives and friends on the show, reports Billy Dick.

Here and There

WASHINGTON, Feb. 9.—E. C. Gesele, owner of an animal farm near Amsterdam, N. Y., recently lost one of his prized chimps, "Lady Jane." Death of the chimp was caused by stomach ulcers. Another loss this winter was a kangaroo, formerly owned by the writer, Captain Flanders, wild and domestic animal trainer, and son, both of whom have been at the farm for some time, left February 1 with their dog act, known as Captain Flanders' Canine Revue. Gesele is breaking a mixed group consisting of three bears, two ponies and

three dogs. More animals will later be added to act.

Mrs. Lucille Rogers, wife of Brownie Rogers, assistant manager of Mighty Enag Circus, has been visiting her mother here.

John Landes is playing with several bands here during the winter, including the National Guard Band and the VPW Band.

Lorraine Wallace and her assistant, Captain Ernest Capon, are working on their new lion act.

The Night Club, owned and operated by Carl Jirel, has been very successful and any troupers passing thru Dover, O., will be given a hearty welcome by the Jirels. Jirel has been acting as emcee at a number of other night clubs in vicinity of Dover.

Seminole County Chamber of Commerce recently purchased an African lion from the writer and presented it to city of Sanford, Fla., as their contribution to the new zoo there.

Bryan Bros.' Circus is wintering in Opa Locka, Fla., where owners Bryan and Billie Woods are preparing for the season. Show will open early in April and be larger than last season. During winter months show is operating one day a week, Sunday, at Opa Locka.

Hazel Williams is featured currently at Flying Trapeze Night Club in New York City. Is presenting her cloud swing. REX M. INGHAM.

The Harolds Playing Detroit Shrine Show

CANTON, O., Feb. 9.—The Flying Harolds departed last week-end for Detroit, where they are taking part in the annual Shrine Circus. Mickey King, who has been substituted for Ellen Lacey, who is recovering from a broken thumb, accompanied the act to Detroit and is working with it during the Shrine engagement. Harold Voise, another member of act, is able to resume his place after being out of the act for two weeks with torn ligaments in his left arm. Miss King informed a representative of *The Billboard* here that she will leave the act at conclusion of Detroit engagement and will do her own trapeze number in the Cleveland Grotto Circus.

A. C. READY FOR PW ACTION

Chamber Lists Resort Projects With Total Cost of \$10,000,000

Building outlook is better than since early in depression and big conventions promise good returns to amusement industry in next two years—publicity idea spreads

ATLANTIC CITY, Feb. 9.—Resort improvement projects involving expenditure of about \$10,000,000 were listed this week by a committee of the Chamber of Commerce appointed for the purpose and headed by M. B. Markland. Object is to take immediate advantage of President Roosevelt's \$4,800,000,000 public works program which, it is expected, will shortly be put into effect. Principal projects include completion of a road between Brigantine and Tucker, which will considerably cut the distance between Atlantic City and New York, new water main across the meadows, as resort water is brought more than eight miles from the mainland, a new boulevard over the old right-of-way of the railroads direct into the business center of the city, paving of Atlantic avenue, main thoroughfare, and erection of jetties for beach protection.

Repair Amusement Places

As the resort approaches the 1935 season outlook for building is superior to any since early in the depression. Building contractors view completion of the new union terminal, \$700,000 post office job and new beach-front structures on the old "bowery" site as a sign that the city is looking forward to big returns in the coming seasons. Many big conventions are booked for 1935 and several national ones, such as the American Legion, on which city and State are now working, assure big return to the amusement industry here in the next two seasons.

Work on clearing the new post office site is under way. Since October 1 about \$63,000 has been spent in repairs to hotels and amusement places. To date 191 property owners have been granted FHA funds, totaling more than \$100,000.

Swell Publicity Funds

Encouraged by success of Atlantic City's advertising and publicity campaign inaugurated last year, resort rulers are appropriating \$100,000, and surrounding Jersey resorts are planning similar campaigns.

Wildwood, down the coast, has a publicity bureau, but plans to enlarge its scope and work along the same lines as those of Harry Reznick, of the local bureau. An additional appropriation was made by the city.

Pleasantville, on the mainland, eight miles from Atlantic City, has also been bitten by the advertising bug, and a move has started to secure funds to finance a campaign to attract visitors. Publicity plans include a pageant, for which a request for \$1,000 has been made.

Rebuilt Audubon Zoo, N. O., Planned With Federal Labor

NEW ORLEANS, Feb. 9.—Efforts will be made this year to reconstruct Audubon Zoo, using a substantial part of the Mertz bequest. It is also planned to increase extent of the park to include the batture, to be raised to the level of the existing levee.

The commission will use federal labor to build a shelter house and refreshment stand near the new lagoons at rear of the park. Material will come partly from the disused shelter near Walnut street.

Projects completed during the year included a lagoon, 1,200 feet in length, with average width of 65 feet; a hill made by taking 4,500 cubic yards of dirt from the batture and transforming a pond into a well-drained lagoon.

Norwalk Has Resort Fire

NORWALK Conn., Feb. 9.—Silvermine Tavern, popular summer resort of Silvermine Beach Park near here, was destroyed last week by fire, with damage of \$25,000. An over-heated chimney is believed the cause. Firemen chopped thru eight inches of ice to obtain water from Silvermine Lake.

R. L. Hand, St. Louis, Made Manager at Chester, W. Va.

CHESTER, W. Va., Feb. 9.—R. L. Hand, St. Louis, has been named manager and vice-president of Rock Springs Park here. C. O. Macdonald, president, announced this week.

Other officers of Rock Springs Park Company are C. K. Macdonald, second vice-president; Mrs. R. L. Hand, secretary, and Mrs. C. C. Macdonald, treasurer. General improvements are being made to grounds and buildings in preparation for opening late in May.

New Animals Are Purchased For Brookfield's Collection

CHICAGO, Feb. 9.—Chicago Zoological Society has purchased several rare animals to be placed on exhibition in Brookfield Zoo in the spring. One of the acquisitions is a pair of young cow elephants, trained for work by the Belgian Government. They are among the first African elephants to be successfully trained.

Other animals purchased include a colobus monkey, one of the first to be exhibited in America; an oryx and several species of antelope. All of these were purchased from Christopher Schultz, animal collector.

City Offered Island Spot

WATERTOWN, Wis., Feb. 9.—Tivoli Island, once one of the most popular amusement spots in this section, has been offered for sale to the city by Col. W. F. Reichardt, former city engineer, for park purposes. Altho former offers to the city have met no response, the owner explained that this one is made to determine whether further investment in improving the island will be warranted.

L. L. Beach Club Burns

HOWARD BEACH, L. I. N. Y., Feb. 9.—Fire reduced the Monte Carlo, swank roadside night club here. It was a half hour after the outbreak of the fire before apparatus arrived to fight it. Spot was valued at \$25,000 and was formerly known as Gus', operating spring and summer with elaborate floor show.

Not a Masquerade; Just Boardwalk Cops Modeling for Some New Togs

ATLANTIC CITY, Feb. 9.—Taking a page from the amusement book in dressing up the front of the house, Atlantic City's "finest," the Boardwalk "Beauty Squad," will go out to patrol the famous wooden way in special uniforms to be designed by Earl Carroll, of Vanities fame.

This was revealed this week by Harry Reznick, city publicity director, who had the coppers dressing up in a range of uniforms from British Colonial of South Africa, with pith helmet and shorts, to the uniform of a rear admiral.

After trying out the British Colonial uniforms the city fathers decided that



JOSEPH F. PANESS, Niagara Falls, N. Y., who announced leasing of Neptune Beach, amusement park near Buffalo and the Tonawandas, where he will make some improvements next season. He plans to feature the midway, free acts and the spacious ballroom.

Paness Leases Neptune Beach

Former owner and builder again takes spot between Buffalo and Niagara

NIAGARA FALLS, N. Y., Feb. 9.—Former owner and builder of it in 1924, Joseph F. Paness, of this city, announced that he has leased Neptune Beach, amusement park between here and Buffalo and near the Tonawandas, and will operate it the coming season. He operated the spot with success until he disposed of it in 1927.

Opening, he said, will be on May 18. He plans numerous improvements, including a night club, with free dancing in balcony and park-plan dancing on the main floor of the large ballroom, with capacity of 1,000 couples. Name bands probably will be used. The spot has seven rides, roller rink and space for 50 concessions.

He said vaude acts will be played twice daily on the midway and floor-show specialties nightly in the ballroom. A special drive for tourist biz next summer by the city of Niagara Falls is expected to be greatly advantageous to Neptune Beach.

Baker Is Manager For Conneaut Spot

MEADVILLE, Pa., Feb. 9.—At a meeting in Pittsburgh, William E. Baker, formerly identified with the William Penn Hotel in that city and newly appointed manager of Conneaut Lake Park, near here, for next season, was named president of Hotel Conneaut, Inc.

John H. Lucas and James L. Scott, Pittsburgh, were elected vice-president and secretary and treasurer, respectively.

Acts Honor Hockey Stars

ATLANTIC CITY, Feb. 9.—Players, coaches and manager of Atlantic City Sea Gulls and Quebec Aces hockey teams, following game here in the Auditorium, held a get-together at the Elitz-Carlton Merry-Go-Round, during which number of impromptu acts were put on in their honor. This was one of a series of frolics to be presented every Saturday night at the Merry-Go-Round, featuring Al Lewis and ork.

Batt Piloting Pontchartrain

NEW ORLEANS, Feb. 9.—Pontchartrain Beach is expected to open on Easter Sunday with the same line of attractions as last season. Harry J. Batt will be manager.

CANTON, O.—Ray Ehert, well-known Eastern Ohio park concessioner, left last week for Florida, where he will rest several weeks preparatory to returning to Chippewa Lake Park, near Medina, O., where for several years he has operated concessions.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Nassau County did a neat trick in removing the snow from the road. . . . The Queens-Suffolk-Nassau Operators' Association, made up of the Island's coin machine bunch, gamboled at their annual affair during the week. 'Twas a supper-dance, and Jack (New Hyde Park) Gardino was responsible for the arrangements.

Vernon Laurence recapturing his health at Freeport, just after returning from Saranac Lake. . . . Long Island State Park Commission reported that 1,333 were arrested in 1934 on parkways and in parks under its jurisdiction. For violation of park ordinances 513 persons were pinched. Intoxication netted 25. Approximately 500 lost children were returned to parents. Next summer, by increasing the number of special cops, it is hoped to reduce these figures all around.

After a dramatic capture of a rum-running boat off Jones Beach the sands were strewn with more cases of Cuban alcohol than most of the locals ever thought existed. . . . A toboggan slide created at Forest Park has won widespread popularity already. . . . There's much speculation as to what ork will supply the music at the Pavilion Royal next summer. Rudy Valle, whose tunes were heard last summer, is not likely to return. There is some talk of getting Valle for an outdoor spot on the Island. . . . Floating ice in Jamaica Bay menaced quite a few of the amusement spots that stand on poles.

Bob Kollner active around Jamaica way. . . . Long Island roadside committee (sponsored by the Long Island Chamber of Commerce) intends to renew its sponsorship of road-stand contests the coming season.

ROCKAWAY BEACH: Faber Brothers will have at least three sportlands here this summer. . . . Doc Kane will be on the Walk. . . . Jack Garna has announced intention of leaving for Hollywood some time in May. . . . If the solons permit horseback riding on the beach the coming summer there are at least three outfits ready to finance such a proposition.

LONG BEACH: Jackson Amusement Park will be the only one in the territory. . . . Plenty of areades for next summer. . . . Definite decision of the engagement of a publicity agent for Long Beach due within the next few days. . . . Art Lack, Mr. and Mrs. Billy Dunn and Abe Miron are en route to Sarasota, Fla. . . . It's Long Beach's intention to battle Jones Beach for seashore popularity next summer.



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

LIBERTY, N. Y.—In this picturesque town in the Catskills many plans are being made for big pro and amateur swimming meets here next summer. As reported in the last issue of *The Billboard*, hotel men of Sullivan County are seriously considering staging a big marathon swim in one of the many lakes that dot this area in addition to championship amateur competition in July or August.

From the mail received by this department during its three years' existence, it was discovered that besides pool owners, operators and managers, a great many pro and amateur swimmers read this weekly pillar. Hence, I was indeed interested when I received an invitation from Elmer Rosenberg on behalf of Sullivan County Hotel Men's Association to come up here and help them lay out plans for some aquatic activities as part of a gigantic publicity campaign for this section this year.

There's talk of staging a men's and women's long-distance swimming race, rivaling the Wrigley Marathons of recent years. If present projects go thru, Sullivan County will run the biggest water carnival ever attempted in the country, attracting the outstanding amateur and pro mermaids and mermen in the world. Whereas carnivals and fairs employ one or two exhibition diving acts at the most, the present proposal calls for 100 or more water acts to be used in conjunction with races. It's to be an elaborate affair if there ever was one. That is, if the entire setup goes thru.

Being privileged to be on the inside of this particular proposed water carnival the writer is enabled to make the first call for water acts of all description as well as for amateur and pro swimmers everywhere. Official announcements of this aquatic plan will be made in newspapers in about a month, with the activities now resting in the cash-raising stage, with the association taxing each hotel man so much per room to cover prize moneys, medals and expenses necessary to run the events.

A small line in the column a few weeks ago about an opening of a booking for a water act brought forth many letters from readers. And while the writer dislikes to make a practice of giving job tips here, as the best way to get pool employment as well as exhibition bookings is thru the classified Ad Liberty ads printed elsewhere in this publication, it is hoped that a public request for letters from all divers and competitive swimmers interested in participating in Sullivan County's gala water jubilee will not seem out of place at this time. Send in your applications, boys and girls, to this department at once if you want to be considered for the aquatic activities here. The affair, if conducted, will do much to help publicize the sport of swimming.

Often commercial pool owners can earn much from operators of Y tanks and the like. At any rate, the YMOA indoor swimming pool in Seattle stole a march on the privately owned natatoriums in that vicinity recently when it staged a most novel stunt which attracted considerable publicity and, as might be expected, much business. A 600-pound ice cake was carried into the tank and a contest conducted, with the swimmer able to stay longest on the "berg," as it floated in the pool, given a prize. A great deal of comment followed this stunt, as it was something different, and it might be wise for operators of inclosed plungeries to try the same thing.

While Atlantic City indoor pools in general and the Ambassador tank in that resort city in particular received national publicity during the past two weeks on bathing-suit styles and requirements for next summer, pool men "down under" in Australia were also having their troubles on the question of swimming apparel, but without benefit of ballyhoo. The so-called "More Modesty or Males" drive continued to gain in

SPACE FOR MERRY-GO-ROUND
 These space in Rhinston Park will lease for use to someone with Merry-Go-Round. W. A. ANDEGHITT, 433 Pike St., Rhinston, W. Va.

Atlantic City last week, with a report that men bathers will be required to wear shirts, but that, on the other hand, it will be permissable for the women to sport around in those latest lace swim suits.

All of which is rather puzzling, but I gave up trying to solve bathing apparel regulations long ago. In Australia, where it is now summer, they are even more strict. An ordinance, prescribing that "certain parts of the body must be amply covered" while surf bathing, has been introduced by the Australian government, according to news received by this (See **POOL WHIRL** on page 47)

With the Zoos

CINCINNATI—Sol Stephan, veteran general manager of the zoo, in his annual report to Cincinnati Zoological Society, pointed out that there were more births of lions and a number of other animals the past year than ever before in the history of the zoo. Births included 11 lions, 15 deer, 3 buffalo, 1 llama, 1 kangaroo and 3 monkeys. There are in the zoo now 475 mammals, 842 birds and 60 reptiles, a total of 1,387. Animals sold the past year numbered 52. He reported that Susie, largest gorilla in the United States, now weighs nearly 170 pounds. He said that a polar bear grotto was being planned that would have a 50-foot pool in its center. Trustees of the Zoological Society re-elected J. A. Reilly, president; Irwin M. Krohn, L. P. Lewin, vice-presidents; Gerritt J. Fredriks, secretary; Dr. Willard D. Haines, treasurer. New trustees elected were Dr. G. A. Hinnen and Alexander Thompson. Trustees re-elected were A. S. Bosong, A. O. Moorhaus, Eric L. Schulte, Judge Alfred K. Nippert and William Miller.

CALGARY, Alta.—Dr. O. H. Patrick was unanimously re-elected president of Calgary Zoological Society at its annual meeting, reports Tom Richards, a director. Other officers elected are Dan Patton, vice-president; W. S. Gray, secretary; H. A. Howard, treasurer; Lars Wilumssen, E. T. Critchley, W. J. S. Walker, Tom Richards, R. Page, George Lancaster, Dan McGowan, directors. Tom Baines will continue as curator. The newly completed steam-heated building was inspected. It was made possible thru the society by contributions from about 15 business men. Estimated cost was about \$3,000 without any cost to taxpayers and without use of unemployed. Calgary Zoo now houses 574 birds and animals. Recent acquisitions are a pair of monkeys, Chukka and Egyptian partridges, green and white peafowl, various small birds and several varieties of pheasants, which give the zoo one of the most varied collections of pheasants on the continent. Present grounds will be improved rather than an extension of area of the inclosures.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 9.—With reservations indicating that Lincoln's Birthday holiday period will bring unusually large crowds shoreward, hotels and amusement centers are making elaborate preparations, with plenty of talent being booked in grills and night spots. This will continue thru to Washington's Birthday week-end, always the first big season break locally.

Atlantic City had 11,376,771 visitors in 1934. Figures compiled by Pennys-Reading Lines reveal. . . . State Assembly is in the midst of a fight on dog and horse racing. . . . If bills go thru Atlantic City will see dog racing in the Auditorium again.

Steel Pier combined bill with small unit and other acts, of which Lew Parker and Company scored. Paul Murdock, George Townes, Marion Ballen and Bill Bardes lent assist. . . . Steel Pier going after organization biz for new card-room setup and gets away with two big ones to start. . . . New attraction in space formerly occupied by General Motors exhibit. . . . Million-Dollar Pier may book a half dozen circus acts for summer. At the ring-side of Myer Saul's wrestling bouts Monday night were E. W. Evans, secretary-treasurer of *The Billboard*, and Ralph Reinhart, Eastern advertising manager, New York, catching 'em in the lap.

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NAAPPB

Manufacturers and Dealers' Section

By R. S. UZZELL

New England park men are planning their seventh annual meeting with their usual pep and fine spirit of co-operation. At each meeting they have some very definite objectives. They usually accomplish what they set out to do.

This year, among other subjects, they will take up the problem of dog and horse racing. It is a problem, and a difficult one. In and about St. Louis they once had four dog race tracks. None of them in the end made any money, but they put a crimp in the amusement parks of the locality.

At one race a patron can and often does lose more than he would spend in an amusement park in a whole sum— (See **NAAPPB** on page 47)

SPACES TO LET AT REVERE BEACH

The Playground of New England. One Lot 150 feet by 100 feet, and another 100 by 100 feet. On the Boulevard facing the Ocean. Suitable for any legitimate service for Summer Amusement. Rents reasonable. Apply at 401 6th Ave., N. E., St. Petersburg, Fla., or JOHN O'DONOVAN, Derby Race, Revere Beach, Mass.

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TENN. PROSPECTS TAKE RISE

Threat of Sales Tax Only Cloud

Nashville convention will insist on exemption — McTeer is new president

NASHVILLE, Feb. 9.—With 20 fairs and 17 carnivals and shows represented, 13th annual convention of the Association of Tennessee Fairs got under way on Tuesday at 10:30 a. m. in the Assembly Room of the Noel Hotel here, with about 100 delegates present. No observer would have recognized this bunch as the same lot of "gloomy Guses" that gathered here last February and the February before. The word "depression" had been deleted and conversational slant ran to "big plans," "better shows," "more amusements," "more premium money" and "how will the sales tax affect us?" President A. W. McCartney, Lebanon, and Secretary-Treasurer O. D. Massa, Cookeville, were in the chairs.

H. J. Childress, Putnam County agricultural agent, stressed that fairs were a time-honored institution of mankind, proving their essential worth as educational mediums and their necessity from the standpoint of maintaining and improving agricultural ideals.

O. E. Van Cleave, State commissioner of agriculture, said that in 1933 fairs in the State reached their lowest ebb, that 43 fairs operated in 1934 and paid \$72,619 in premiums on agricultural products, of which the State department of agriculture put up \$26,000, or a little less than 30 per cent.

Van Cleave for Amusements

"I feel confident that we will be able to do at least as much as we did last year," he said. "The department of agriculture is working for the best of the State." (See *TENN. PROSPECTS* on page 46)

Revive Chattanooga, Is Darnaby's Plan

CHATTANOOGA, Tenn., Feb. 9.—Definite decision to revive Chattanooga Interstate Fair and selection of week of September 29 as the date were announced by J. A. Darnaby, Chicago, who has been here several weeks surveying possibilities.

Mr. Darnaby, who has had many years' experience conducting fairs, including a number in Michigan cities; Des Moines, Ia.; Birmingham, Ala.; Macon, Ga., and others, has many connections with amusement organizations which cater to fair circuits, but said that the fair will be basically agricultural.

He said that he is pleased with the interest shown in the proposed revival, not only in Chattanooga and Tennessee counties adjacent, but in Alabama and Georgia. He has negotiated with the city for use of Warner Park.

Chicago Stadium Is Taken Over by New Organization

CHICAGO, Feb. 9.—An organization composed of James Norris Sr., Arthur M. Wirtz and James Norris Jr., has taken over operation of Chicago Stadium on the West Side and will form an executive committee to conduct an aggressive campaign in indoor sports.

The Norris group also controls Olympia Arena, Detroit, and Detroit Red Wing Club, National Hockey League. They own the franchise of the Detroit Olympias in the International League and some stock in Madison Square Garden Corporation, New York.

Harry Nordholm remains as manager of the Stadium, a post he has held during the building's receivership.

LEHIGHTON, Pa.—Ralph A. Hankinson, Hankinson Speedways, was awarded the contract for the auto race program at the Great Lehigh Fair, August 19-24, reported Fair Secretary Frank R. Diehl.

Going Strong at 170

WINDSOR, N. S., Feb. 9.—Windsor Fair, September 17-21, will mark the 170th anniversary of this annual, claimed by Eric Boulden, superintendent of Nova Scotia fairs, to be the oldest in North America. For many years he was secretary of Windsor Fair, which has reverted to this title after being known a number of years as West Hants Fair. Mr. Boulden is urging the town council to make observance of the 170th anniversary of wide significance.

Chicago Auto Show Ahead Of 1934 in Gate and Sales

CHICAGO, Feb. 9.—The 35th annual Chicago Automobile Show, which ended Saturday night, was a success both from an attendance standpoint and the sales angle. Attendance was about 25 per cent ahead of 1934.

Total for the eight days was near 250,000. Sales were estimated by the management to be 45 per cent ahead of last year, contracts having been closed for 1,200 cars.

Manufacturers have found the Chicago shows a fairly accurate barometer of business in general in former years, and the results of this year's show indicate a successful season ahead.

Big Program Buying Spurt At States' Annual Meetings

Southern, Eastern, N. E. fair officials return to early contracting of grand-stand shows and carnivals as increase over 1934 budgets is shown in most cases

NEW YORK, Feb. 9.—Meetings of State fair associations in North Carolina, Virginia, Pennsylvania, Maine and Massachusetts, all of which were held in the last few weeks, show a surprising number of events which not only returned to the policy of early buying of attractions but boosted their budgets anywhere from 10 to 80 per cent. Early winter signing of midway organizations was also manifested at the annual conclaves of the respective bodies. This harks back to the days preceding 1929, in the years when annual meetings were actually business get-togethers. Observers feel this is a good sign.

The North Carolina meeting early last month brought out more fair men than in recent years. Practically every carnival in attendance was able to land one or more engagements. The rush for midway contracting caused conflict here and there, so that a few fairs were obligated to change their dates.

Recovery in Virginia

One booker, George Hamid, president of the firm bearing his name, signed nine events, a record for this meeting. Wilson has provided for a strong program in front of its grand stand, featuring a high-pole act, animals, springboard troupe and others. Its budget shoots up to a 65 per cent increase over last year. Winston-Salem, signing for a revue, band and seven acts, shows a 60 per cent rise. State Fair, Raleigh, of which Mr. Hamid is co-lessee, is booking \$1,000 worth more, in- (See *BIG PROGRAM* on page 46)

Race Horses Die in Blaze

OTTAWA, O., Feb. 9.—Fire of undetermined origin burned two barns on Putnam County Fairgrounds here, with damage estimated at \$10,000. Among four horses that perished were Martinus Girl, a trotter valued at \$2,000 by Owner William Gause, Spencerville, and Hilda Girl, valued at \$500 by Owner Everett McDowell, Ottawa.

MANAGER DEAN T. IORIO, Iorio Fireworks Manufacturing Company, represented his concern at the annual meeting of Pennsylvania State Association of County Fairs in Harrisburg on January 29 and 30.



GLIMPSED AT THE FLORIDA FAIR, Tampa, which closed on February 9—General Manager P. T. Strider (center) looks over the grounds with a visitor, M. M. (Mike) Benton (left), president of the Southeastern Fair, Atlanta, and head of the new Association of Agricultural and Industrial Fairs of the South-east, and Elmer C. Velare (right), one of the owners of the Royal American Shows, which were on the midway for the second consecutive year.

Letting Legislators Know Value Of Fairs a Vital Point--Jencks

Address by Maurice W. Jencks, manager of Kansas Free Fair, Topeka, before the 1935 annual meeting of the State Association of Kansas Fairs in the Jayhawk Hotel, Topeka.

Fairs have been in existence since before the time of Christ, but the most wonderful advancement in them has come in the last 50 years. When I hear a man say that fairs have seen their day, I am ready to give him an argument. I believe that we in the fair business should do everything possible to offset such statements given out by men who really do not know the worth of fairs to communities. Only non-progressive counties and States allow their fairs to deteriorate to a point where men can really say they have no value in these days.

The success of any fair depends largely on the spirit of competition shown among exhibitors. Every right-minded farmer and stock raiser is proud of his work. He comes to the fair and wants the fair to continue. It is the duty of every secretary to see that exhibitors who are really for the fair and who want the fair to continue write to their representatives in the Legislature asking them to support all fair measures.

Two years ago we sent from our office in Topeka letters to more than 3,000 ex-

hibitors asking them to do this. Kansas State Fair is doing the same thing this year. It has always been my judgment that much can be obtained thru organization. I am anxious to see this association grow, and I know that if everyone present will do his part we can hold our own and each year build bigger and better fairs.

You will recall that when the World War came on many people said "close the fairs," and it was the American Association of Fairs, now known as the International Association of Fairs and Expositions, that, thru its strength of membership over the country, persuaded President Wilson to advise that the fairs should carry on during the ordeal.

In my opinion it is the duty of fair officers and secretaries to see that representatives in Legislatures from their districts are sold on the idea that there is no investment made by a State or county which returns larger educational value for every dollar spent than do State, county and district fairs.

In England and Scotland, two of the greatest live-stock countries in the world, they build up their stock industries almost entirely thru the medium of exhibitions and fairs. In Canada the (See *LETTING LEGISLATORS*, page 46)



E. E. IRWIN, Salem, appointed general manager of Illinois State Fair on February 5 by Governor Horner of Illinois. Mr. Irwin has for 15 years been associated with Illinois State Fair, 11 years with the Live-Stock Show in Chicago, 11 years at Indiana State Fair, three years at the National Horse Show in the Arena, St. Louis, and is one of the most popular auctioneers and live-stock men in the Middle West. He has been judge at many leading fairs in beef cattle and light horse departments and has made a study of fairs and fair management.

Gasparilla Day Has Big Draw

Tampa is mecca of thousands despite chill weather—new buildings are showy

TAMPA, Feb. 9. — On Monday more than 100,000 spectators lined the river and gayly bedecked downtown streets to view the 27th annual invasion of Ye Mystic Krewe of Gasparilla, as the "pirates" descended upon the city in a colorful water carnival and spectacular parade, said by officials and public to be the most beautiful Gasparilla fete ever held. Following landing of the buccaners, the entire Krewe, according to custom, paraded victoriously thru the city, escorted by beautiful maidens on lovely floats, proceeding to the Florida Fairgrounds where Mayor Chancey surrendered keys of the city to King Gasparilla and his queen, Dick Griffin and Louise Lykes.

These monarchs were dethroned the following night, according to tradition, when Henry Weidman and Sarah Brantley Johnson were elected new sovereigns. Music for the brilliant coronation ball was by Paul Whiteman and his orchestra, who flew here from New York.

Predicted warmer weather failed to materialize, and altho the sun was bright, cold winds that marred night performances last week continue to keep grand-stand attendance down. Gasparilla ceremonies drew capacity, however, and fair attendance on that day was estimated between 80,000 and 90,000 in spite of cold weather. The stretch of more than two weeks of cold weather was unusual for Tampa at this season.

Speed King Is Guest

Tuesday was Governor's Day and altho Governor Dave Sholtz was unable to attend festivities in his honor, being confined to his home in Tallahassee with a severe cold, the schedule was carried out. Guest of honor was Sir Malcolm Campbell, British auto speed king, who flew here from Daytona Beach, accompanied by a group of British sportsmen, who were entertained with members of the governor's staff at a luncheon given by city, State and fair officials.

Pan-American Day, Wednesday, was celebrated in honor of Central and South American countries exhibiting at the fair, including Mexico, Guatemala, Haiti, Honduras, Dominican Republic and Puerto Rico. Pan-American building was a center of attraction, where girls in native costumes conducted visitors. Tampa consular corps entertained visiting government representatives at a reception and fair officials were hosts to the group at a Spanish dinner. The Pan-American exhibits will remain here permanently, open to the public the year round.

Florida exhibit from the World's Fair will also be permanently displayed, according to Earl W. Brown, who brought it here from Chicago.

More Space Is Sold

Visitors have included Dan F. McGowan, manager North Dakota State Fair for Grand Forks, and his wife; E. F. Hall, secretary Minnesota Federation of County Fairs; Sam Olson, Ada, and William Johnson, Wilmar, members of Minnesota State Fair Board; E. Lawrence Phillips, Walter White, Johnny J. Jones Exposition; Ben Krause, Krause Greater Shows; Max Linderman, World of Mirth Shows, and Robert L. Lohmar, United Shows of America.

Altho grand-stand audiences were usually small, due to cool weather, the programs were well liked. *Quaker Maids Revue* put on an entirely new group of acts for the second week. Royal American Shows did nice business, rides proving especially popular.

The \$235,000 building campaign started last year was completed this season under the FERA program. Concrete Spanish type buildings, occupied in the rough last year, are brightly painted and fireproofed, booths and displays inside have an air of permanence and the new main entrance gate, also Spanish architecture, is complete, as well as concrete and steel bleachers. With several buildings erected since last year, more exhibit space was sold than at any previous fair.

Fair Meetings

Association of Connecticut Fairs, February 10, Hotel Garde, Hartford. Leonard H. Healey, secretary, Hartford.

New York State Association of County Agricultural Societies, February 10, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Midget Auto Races Attract Elite in Chi

CHICAGO, Feb. 9.—Midget auto races have caught on in Chicago and are giving local socialites and sports fans some spine-tingling thrills. This new sport of indoor racing sports made its bow here several weeks ago in 124th Field Artillery Armory and is attracting large crowds.

Thorne Donnelley's "Mighty Midget," which clocked a neat 131 miles per hour in an unofficial time trial in St. Louis recently, and Wally Mitchell, an ace driver billed as the "Gold Coast Favorite," provide two special attractions for the increasing number of customers from the social register who find the sport a new source of thrilling entertainment.

Johnny Sawyer and Frank Brisco, Milwaukee, and Harold McQuinn, Indianapolis, are among pilots whose antics keep customers sitting on the edges of their chairs. Jimmy Snyder, Jimmy Rogers and Cy Drew are other pilots whose work brings the fans back time after time.

Junking C. of P. Buildings Under Way by Contractors

CHICAGO, Feb. 9.—Work of demolishing a Century of Progress buildings got under way this week and will be continued as rapidly as weather permits. Contract for demolition of the buildings was awarded to the Barker-Goldman-Lubin Company, Springfield, Ill., on a bid of \$28,000.

It is expected the job will be completed in August. Salvage will include some 15,000 tons of steel, millions of feet of lumber, fixtures of all kinds, thousands of square feet of wallboard, etc.

A separate contract is to be made later in the season for the removal of gas mains, electric wiring, sewers and water pipes.

Late Nebraska Bills Refer To State Board and Mutuels

LINCOLN, Feb. 9.—Before legislative doors slammed on introduction of bills, one came from Representative Wells, second on the list to reorganize the State Fair board and to throw out the present membership.

Provision is for a board of the Iowa plan, with 18 members, but, unlike a previous measure, does not leave appointive power to the governor.

A bill on the pari-mutuel question asks that the bill already in be enlarged to include dog racing. The first mutuel measure provides only for horse competition.

Rocky Mountain Men Oppose Any Lapse of Montana State

GREAT FALLS, Mont., Feb. 9.—Election of Harry Fitton, Billings, president; Henry Bohling, Miles City, vice-president, and re-election of Harold F. DePue, secretary-treasurer, were highlights of a two-day conference of Rocky Mountain Association of Fairs in Helena.

Dates for seven Montana fairs were set and tentative dates laid out for other fairs.

The group went on record as opposed to possible abolition of Montana State Fair, Helena. Next session will be held in Great Falls in December.

ARCOLA, Ill.—Thomas F. Monahan is general chairman for Arcola Home-Coming fair, July 29-August 3, a celebration which has been given every third year for 21 years. There will be a midway, acts and numerous events on the program.

'Show Goes On' With Springfield

ESE annual report reveals a net loss of only \$3,895 with worst weather ever

SPRINGFIELD, Mass., Feb. 9.—Despite the most unfavorable weather in history of the Eastern States Exposition, net loss for the year totaled only \$3,895.67, according to George E. Williamson, treasurer, at the annual meeting here on February 4.

Joshua L. Brooks, Springfield, was re-elected president for his 20th successive term. Others were: Vice-presidents, Harry G. Fisk, Springfield; Wilson E. Lee, New Haven, Conn.; W. I. Cummings, South Berwick, Me.; E. Kent Hubbard, Middletown, Conn.; treasurer, George E. Williamson, Springfield; assistant treasurer, Robert W. Mitchell, Springfield, and general manager, Charles A. Nash. Dates for 1935 were set for September 15-21.

Deluge Was Battled

"Weather, altho not on the program, played an important role in the 1934 Eastern States Exposition. Six days of rain that at times became a deluge failed either to disrupt events of the week or to dampen the interest and enthusiasm of patrons or exhibitors," said President Brooks. "In the face of almost impossible operating conditions, the exposition organization met the many problems and carried out the adage of the show world, that despite everything, 'the show must go on.' Only one program from Monday to Saturday was canceled. All others were presented in full and on schedule."

Mr. Williamson pointed out that in the last seven years \$56,000 in first mortgage bonds had been retired and that in this period every sinking fund requirement had been met, with interest payments on these bonds as well as retirement provisions. He stressed improved cash position of the exposition, as well as the fact that \$315,430.15 has been charged to depreciation for land and buildings and noted that the ratio of current assets to liabilities is approximately 14 to 1.

Danziger Reappointed

Financial statement shows fixed assets, including lands, buildings and equipment of \$1,305,877.65; current assets of \$85,359.01, of which \$84,102.77 is in cash, and other assets of \$20,887.06, making total exposition assets \$1,412,073.72. Liabilities include \$365,380 in first mortgage bonds; \$640,700 in debenture bonds; plant funds donated for and invested in Storwton village, \$301,051.22; current liabilities, representing accrued interest, \$5,928, and a surplus of \$90,259.50. The report also showed gross income, including receipts from the exposition, of \$222,762.61 and expenses of \$201,416.16. Excess of income over expenses before depreciation and amortization charges of \$25,346.45.

Mr. Nash announced these appointments: Assistant general manager, Milton Danziger; director of advertising and publicity, James H. Fifeid, and superintendent of grounds, E. J. Roberts.

Good Showing in New York To Be Reviewed in Albany

ALBANY, N. Y., Feb. 9.—Favorable financial showing of the State's fairs in 1934 has created a good spirit which will be prevalent in discussions, declares Secretary G. W. Harrison, regarding the 47th annual convention here on February 19 of New York State Association of County Agricultural Fair Societies in the Ten Eyck Hotel.

Among speakers expected, said Secretary Harrison, will be Milton Danziger, assistant general manager Eastern States Exposition, Springfield, Mass.; A. W. Lombard, Boston, secretary-treasurer Massachusetts Agricultural Fairs Association, and Retiring Commissioner of Agriculture and Markets Charles Baldwin. Governor Herbert Lehman will receive the delegates at noon in the executive chamber.

JACK O. WIZIARDE has contracted Wizarde's Novelty Circus at Kansas fairs to be held in Norton, McDonald and Hillsboro.

Monce Will Resubmit Fair; Grounds Tendered to Town

MONCE, Ill., Feb. 9.—At annual meeting of Monce District Fair on February 5, attended by 225 of the 300 shareholders, it was voted to tender transfer of the fairgrounds to the township of Monce, to be used as a permanent park and amusement center. The project will be put before voters at the township election in April.

The fair will be revived this year on September 11-13 after a lapse of two years, during which homecomings were held instead. Monce being only 20 miles from Chicago's A Century of Progress, it was announced by Secretary Harry J. Conrad.

He has held that post 22 years and this year was elected vice-president of Illinois Association of Agricultural Fairs, of which he has been a director three years.

Quebec Exposition Prepares For Its 25th Anniversary

QUEBEC, Feb. 9.—While preparing for the 1935 Exposition Provinciale here, the organization in charge will also be making plans for the 1936 event which will mark the 25th anniversary of the institution under municipal control.

Secretary Emery Boucher announces the booking of Conklin's All-Canadian Shows for the exposition midway this year.

Reorganize in Hatfield, Pa.

HATFIELD, Pa., Feb. 9.—E. J. Brooks has purchased Hatfield Fairgrounds and formed an organization to operate the fair next fall. A new agricultural building has been built, all stables have been overhauled and other buildings are planned. New setup is: E. J. Brooks, president and treasurer; Samuel Conner, secretary and attorney; Howard Krieger, Howard Sager, Amos Schultz, directors.



Fair Grounds

LANCASTER, O.—Secretary Pearl G. Webb, Fairfield County Fair, in his annual report showed profit of \$6,370.28, a substantial increase over former years. About 50,000 attended the 1934 fair.

WEST BEND, Wis.—Washington County was assured a fair when the county board granted \$2,000 for the 1935 event.

SKOWHEGAN, Me.—Treasurer's report at the annual meeting of Skowhegan (See FAIR GROUNDS on page 47)

GEORGE A. HAMID
GENERAL AMUSEMENT

UNCERTAINTY

... in connection with appearance of acts, proper publicity, excellence of wardrobe and quality of performance has ruined more than one fair. Be certain by booking thru an office with that "certain" touch.

GEORGE A. HAMID ^{INC}

General Amusement
1560 Broadway, New York

NOTICE!

No self, controlled or racket games of any kind, or shows for men only will be allowed on the Western Canada R. Circuit of Fairs. Anyone expecting to operate anything of the above nature is warned not to visit the Circuit.

WESTERN CANADA FAIRS ASSOCIATION

CARNIVAL WANTED

WANTED—A large, clean, Carnival to play our Fair, the week of August 14-18-19-20. Must be first-class.
GREENUP, GUMMERLAND CO., FAIR ASSN., Greenup, Ill.

Fairs—Celebrations—Indoor Circuses
Secure the Revue's Act—Revue—Carnival—Fireworks from us and be protected.
KANSAS CITY THEATRIAL AGENCY,
J. O. Michaels, Mgr., 3824 E. 9th St., K. C., Mo.

ROCHESTER TWP. VOL. FIRE DEPT.
Desire to book Carnival for early spring. Answer
T. O. STABLOW, Rochester, Beaver Co., Pa.

Red Is Dropped In Western N. Y.

Seven fairs in black for first time in 4 years—Hamburg's fire prevention

BUFFALO, Feb. 9.—Representatives of seven fairs reported at annual meeting of Western New York Fair Managers' Association in the Hotel Buffalo on Wednesday that for the first time in four years they all were out of the red. Only Little Valley and Angelica were unrepresented at the gathering, which had twice as many delegates as in 1934. The 1936 meeting also will be Buffalo in February. Dates were set for 1935 fairs.

George B. Abbott, Hamburg, who was elected president of the association to succeed H. K. Leworthy, Dunkirk, announced that a \$30,000 building, erected under ERB auspices in Hamburg, will be the first building on any fairgrounds to be dedicated to fire-prevention methods.

Raymond Kirsh, fire marshal of Kenmore, N. Y., will be in charge of exhibits, and fire insurance companies throughout the country will co-operate in arrangements.

Besides Mr. Abbott, who was vice-president, these were elected: Vice-president, Frank J. O'Brien, Caledonia, former secretary of managers' association; secretary, W. P. K. White, Batavia, Genesee County Agricultural Society.

James E. Strates and Matthew J. Riley, Strates Shows, and Joe Hughes, George A. Hamid, Inc., were in attendance. Mr. Strates said all fairs represented at the meeting had contracted for his shows. Virtually all has assured his organization that its acts would be used, Mr. Hughes said. Race secretaries will meet in Hamburg on February 23 on stake race closing.

BIG PROGRAM BUY—

(Continued from page 44)

teresting in view of the fact that its 1934 show was topheavy on the financial end. Raleigh will have a revue, band, acts, fireworks and other material. Greensboro and Rocky Mount have shot up their budgets to about 25 per cent each, while two smaller fairs which were rained out last year have decreased to some extent.

The Virginia annual a few days later revealed a recovery spirit unmatched in years. Here, too, carnival companies were favorably received as to dates and the association came out for clean midways. State Fair, Richmond, turned from a profit-sharing with guarantee plan on its night show to an outright buy, a 20 per cent increase, a selection of choice attractions and a revue for feature.

Danville, which has invariably waited much longer before contracting, signed for a show at the State meeting which will feature a stellar line of acrobatic offerings for an increase of about 30 per cent in the budget. It is interesting to note in this connection that the Hamid office was given a bonus for its 1934 layout in Danville.

When Mr. Hamid spoke to Will Wilkins, South Boston, Va., in 1932 concerning a show for the fall of that season, he was told that that event would not have a professional show until 1935. Mr. Hamid signed up the event that year for this one, having held the contract for three full years.

Swinging to Pro Acts

Staunton will feature a combination program, including a fem act, an aerial thriller and a rodeo, with budget about on a par with 1934. Lewisburg, W. Va., which attended the Virginia meet, chose a revue, aerial acts, band and a variety of turns, increasing considerably. Galax runs about the same as last year as to appropriation, while Lynchburg remains on the John M. Sheesley Virginia string, as it has in the last two years. F. L. Lovelock was re-elected secretary for his 30th season in a row and also marks up his 35th as an associate of Senator Carter Glass in the newspaper publishing business. A number of smaller events in the State which are using grand-stand programs in 1935 have not had shows in years, and some of them never bought pro acts before. Petersburg will shortly select a show from two suggested layouts, one a revue and the other a combo program.

Maine and Massachusetts were particu-

larly lively on the business end. The Maine meeting was a humdinger and buying was splintered. The same held true at the Bay State annual. Following the example in vogue at the Rutland (Vt.) Fair, many events in Maine and Massachusetts chose revues and acts, although some of them having been playing the fem arrays for consecutive years. In general, fair secretaries and attraction managers swung back to winter purchases to obtain choice acts, especially if their events happen to fall in key weeks, such as Labor Day. Late October fairs have some advantage in that they have the full list of acts with circuses from which to choose in the majority of cases.

Record in Pennsylvania

The meeting in Pennsylvania broke all records for attendance, enthusiasm and business contracted. The record books say that the largest number of contracts negotiated at a Pennsylvania meeting was in 1927, when the convention was held in Philly and 11 documents were signed, including four from near-by States, several of whose events are in the habit of sending delegates. This year a total of 14 contracts were signed.

Allentown will repeat with a revue and domestic and European acts, with a 35 per cent increase. York shows what amounts to a 200 per cent rise as far as the Hamid books are concerned. Reading took a revue and acts for a 22 per cent boost. Lewistown, with a 20 per cent ascent, chose a revue, thrillers, animal combination and a band. Harrington, Del., the first fair of note in the East, spotted in July, signed for revue and bill of acts for an 80 per cent increase. This fair is experimenting with two music units, a band and an orchestra, the former for the acts and the latter for concerts. Of the smaller Pennsylvania fairs, all but two have increased their grandstand budgets from 10 to 20 per cent. The two in question are spending about the same as in 1934. Four events which have not had attractions in recent years have booked shows for 1935. Lehighton and Doylestown will have revues and elaborate acts to augment. The former has shifted its dates ahead to August.

The last Eastern meetings are yet to come, being Albany, N. Y., and Hartford, Conn. From the foregoing analysis it is reasonable to suppose that they will follow the 1935 custom of purchasing early, and by the looks of things the budgets will be increased.

TENN. PROSPECTS

(Continued from page 44)

culture is behind you absolutely and whole-souledly, but with our Legislature now in session and wrestling with a sales tax plan as a last measure for raising desperately needed State revenue, it would be impossible to predict anything at this time.

Frank D. Fuller, Mid-South Fair, Memphis, then declared fairs had never been taxed in any form and that it would be worse than foolish to give fairs money and then take it back from them thru a sales tax. The point was deferred, to be discussed later.

Mr. Van Cleave averred good amusement is a vital and essential factor of fairs, which showed considerable amelioration from the hard-and-fast position taken during the first year as commissioner that amusements must be absolutely subordinated to educational and instructive features. He cited fairs in the State last year that were eminently successful from a financial standpoint, due to well-balanced programs of agricultural exhibits and home economics together with varied and high-class amusements.

S. F. Houston, Murfreesboro, on Does Horse Racing Help a County Fair or Does the County Fair Help Horse Racing?, said the answer was, "Both. They go together like cheese and crackers, and I was nearly a grown man before I knew that cheese and crackers was more than one word. It was Tennessee county fairs that developed the greatest racing character, to my mind, of all times, Ed (Pop) Geers, whose death brought telegrams of sincere regret from around the world."

Reducing Fire Hazards

Frank G. Bradford, president Smith County Fair, on How Fire Insurance Rates May Be Lowered on Fair Buildings, said fair buildings are generally rated 8th class, due to location in areas outside fire zones, frame construction, close groupings, seasonal occupancy and because fires in such areas are generally total losses.

"Limited resources," he said, "do not generally permit associations to put up buildings of brick, stone, iron and concrete. We should, therefore, minimize

risks and hazards by using proper care in electric wiring and safeguarding all fires and cookstoves on premises by sheet-iron protection. Fire extinguishers should be in all dangerous areas, at least one to every 2,500 square feet of floor area, and they should be inspected and recharged every year. Proper precautions should be taken in all construction to allow protective distances between buildings."

Helen Cullens, director of woman's work, State agricultural extension department, and the only woman present, brought out that no exhibit should be permitted that is not of the current year's vintage, insuring exhibits up to or ahead of the times, never behind.

H. D. Faust, Knoxville; George L. Osborne, Murfreesboro, and John E. Wade, Trenton, nominating committee, submitted these names, which were chosen unanimously: Will A. McTeer, Maryville, president; Pat Kerr, vice-president for East Tennessee, re-elected; S. F. Houston, vice-president for Middle Tennessee; J. P. Walters, vice-president for West Tennessee; O. D. Massa, secretary-treasurer, re-elected. Executive committee: H. D. Faust, Knoxville; Dr. A. C. Topmiller, State veterinarian, Murfreesboro; Rob Roy, Alexandria; auditing committee, Frank D. Fuller, Memphis; C. E. Buttrey, Dickson; committee on dates and resolutions, Will A. McTeer, S. F. Houston, Rob Roy; legislative committee, Rob Roy.

Show Tax Called High

Mr. Fuller, in the afternoon session, again brought the proposed sales tax to the front, expressing the view that the State would have to pass a sales tax law, but that every effort must be exerted to keep fairs, carnivals and concessions exempt.

Bob Suckles, Louisville, a visitor, suggested that it is the amusement tax that is damaging show business in Tennessee, and that fair men need have no fear of a sales tax, as it has been in operation in Kentucky for some time without hurting anybody.

Rob Roy insisted that fairs must fight a sales tax measure for the protection of carnivals, shows and concessioners. He insisted that it would be absurd for the State to vote an appropriation for premiums at fairs and then tax them out of existence with a sales tax, especially in view of the fact that fairs have always heretofore been wholly exempt from any form of license or taxation.

Mr. Roy urged that proper pressure be brought on the legislative committee to rescind the present tax on traveling circuses and carnivals to a figure more in reason. Instead of \$500 to \$1,000, as it now stands, to scale it to from \$50 to \$200, making it possible to revive show business in the State, was his idea.

Roy To Watch Solons

Mr. Fuller's resolution was adopted, providing that the president and secretary be empowered to call a special meeting of all fair representatives necessary, to come to Nashville on call, to lobby with the committee in charge of the general appropriations bill to exempt the fairs in all departments from the sales tax. Mr. Roy was appointed to keep close watch on the legislative situation in this respect, and to advise the secretary when to issue the call.

Among show and supply representatives were J. J. Page, E. E. Savage, J. J. Page Exposition Shows; Bob Kline, Royal Palm Shows; Ellis Winton, Bob Hellum, Sam Riley, Cumberland Valley Shows; Bill Rogers, Rogers-Reading Shows; L. E. Roth, William E. Hicks, Blue Ribbon Shows; L. J. Heth, Bill Doller, L. J. Heth Shows; Blackie Ogilby, P. H. Bee Shows; Ed F. Carruthers, Jack Champion, Barnes-Carruthers Fair Booking; T. H. Brown, Great White Way Shows; J. H. Bruce, Empire Shows; Dee Lang, Bob Hancock, Dee Lang Shows; Shan Wilcox, C. L. Spencer Shows; A. F. Thaviu, Thaviu's Attractions; Tony Vitale, Ohio Display Fireworks Company; B. Carmichael, Illinois Fireworks Company; Walter Harvey, Donaldson Lithographing Company; N. P. O'Hair, O'Hair Racing Programs; Bob Suckles, Louisville.

LETTING LEGISLATORS—

(Continued from page 44)

Ontario Agricultural Association was organized long before there was a department of agriculture.

That association has developed one of the greatest fairs on this continent and to show you what fairs will do educationally, I want to tell you something I heard in a talk by Duncan Marshall, minister of agriculture for the Province of Ontario, Canada, at our international convention in Toronto. He said his first impression of fairs came when he was an eight-year-old boy. He looked at a herd of shorthorns that had been

brought from Scotland at a cost of \$90,000. He watched the exhibit at the Canadian Mid-Winter Fair and couldn't leave the cattle after seeing them. In his mind lingered the thought that he sometime might be a breeder who could bring cattle of that kind to a fair. He said he hung around the cattle all day and that the impression has never left his mind.

Value of Exhibitions

This great leader said he has always realized that boys off the farm coming to fairs may get an inspiration from these cattle shows and exhibitions that will send them home with the desire to breed and own live stock of that kind later in life. He said he is using every influence possible to get the government to see that every boy on a farm in Canada, even in Western Canada, has an opportunity to attend the Toronto mid-winter fairs and stock shows at a nominal cost. In his opinion nothing more constructive can be done to better the boy on the farm than to have him attend these fairs.

He also said if he were asked to name the factor in Canada today that is doing the most to promote breeding of good live stock over the whole Dominion, the single factor that stands out as the leading one is exhibitions. In that word, "exhibitions," he includes all the smaller fairs that gather the neighborhoods together in the first place for competition and the larger shows which men, after breeding cattle and sheep and hogs for a time, decide to enter. What the Canadian minister of agriculture says about Canada applies also to our fairs in Kansas.

The provincials are the leading shows. Farmers take animals there when they realize they can meet the keenest competition. It is only after showing for a time that a man realizes what kind of competition he can meet.

I represent a fair that was born here in Topeka 54 years ago. Its following in those pioneer days was made up of the same sturdy type of American citizens that dwell on the broad acres of Kansas today, the same kind of people that constitute the following that makes your fairs assets to Kansas.

Drought Rumors Rise

During the past half century Kansas has grown from a plains State on the edge of the great American desert to the bread box and meat platter of this nation. In that time Kansas has gone thru crop failures, droughts, domestic and political upheavals and financial reverses, yet never has the Kansas spirit been downed.

Every autumn, year after year, our fairs have reflected the spirit and prosperity of the people of Kansas. Each year our people have brought grain from their fields, fruits from their orchards, cattle from their barns and pastures and handwork from their sewing rooms and kitchens. In 1934, one of the backwash years of the depression, was recorded the hottest summer on record as well as a deadly drought. Yet we, as fair officials, saw the miraculous accomplishments which astounded the rank and file of Kansas people. Now we realize that it takes more than depressions, wrecks of 100-degree temperature and lack of rain to put a Kansan on his back.

On the Friday before our fair Governor Landon told me he had received a long-distance telephone call from the editor of *The Country Gentleman*, Philadelphia. The editor said he had a story that Kansas was burned up, that drought here was the worst that had ever been known, that live stock was dying for want of feed and water and that the government was buying stock and shipping it out of the State. He had also heard that the people of Kansas had no water to drink and were leaving the State, and he wanted to know if the governor had any comment to make on the situation.

(Continued next week)

Ak Opposes Race Meet Levy

OMAHA, Feb. 9.—Board of governors of Ak-Sar-Ben announced that it will not sponsor a race meet if the Steele bill, to regulate pari-mutuel betting and providing that Ak must give 2 per cent of its gross revenue to county fairs, passes the Legislature in present form. This figure is considered prohibitive, and the only alternative is not to operate. Ak-Sar-Ben has offered to donate \$20,000 to county fairs for every time it brings in a meet. At a 2 per cent levy Ak would have to give up close to \$40,000 per meet.



By CLAUDE R. ELLIS
(Cincinnati Office)

WOOLLEY'S Roller Skating Rink Trio was featured in the Playhouse, Salt Lake City, during a four-day vaudeville period and the act went over big and is to be featured in various wards of the Mormon Church. Manager Gordon Woolley uses the act to advertise his rink.

THE ROLLERDOME, Salt Lake City, has the distinction of having a man 85 years old come daily to roller skate. He is a pioneer, Mr. Clayton, and attributes his longevity to this recreation.

A NEW roller-skating rink in Madison, Ind., is to be managed by Sol Harris, Ithaca, N. Y., who leased the third floor of the Richert Building there and brought with him several experienced rink men. Preparatory work has been on for several weeks.

THIRD roller-skate speed race in a series of 10 for the Northeastern Indiana championship will be staged soon in Bell's Rink, near Fort Wayne, Ind. Erwin Beyer, who captured the first two races, is leading in points but is being closely pressed by Bill Hines, Jesse Blesieda, Bud Jehl and John Becker. The half-mile race last week was won by Leonard Shank.

PHIL TAYLOR and Melitta Brunner are giving exhibitions in Jeff Dickson's Palais des Sports Rink, Paris. The Four Whirlwinds, American roller skaters, are at the International Sporting Club, Monte Carlo. Jackson, dancer on roller skates, is at the Moulin Rouge, Strasbourg. Sonja Henie, Norwegian skater, was voted champion figure skater of Europe at matches held in Saint-Moritz, Switzerland, on January 27. Second place went to Lisette Landbeck, Austria; third to Cecilia Coolidge, England, and fourth to Maxie Huber, Germany.

RUSS GOLDEN, manager of Land o' Dance Roller Rink, Canton, O., is sponsoring a series of weekly roller polo matches, with a competitive event carded every Friday night. First match between the Canton team and a team from Kent, O., resulted in a victory for Canton, 2 to 0. Vogt shot both goals. So large was the Saturday afternoon kiddies' matinee last week that the supply of skates was exhausted. Additional equipment has been ordered, Golden reported.

ICE SKATING races in Chicago Stadium have been attracting large and enthusiastic crowds and a number of indoor skating records have been broken. Saturday night, February 2, 16,000 witnessed the breaking of four indoor records. Kitty Klein, national indoor champion, defeated Dorothy Franey, St. Paul, in 440-yard race for Class A women, doing the distance in 43 3-10 seconds. She established a second record in winning the first semi-final of the three-quarter mile race in 2 minutes 18 1-10 seconds. Her record time last year was 2:22.8. Pat Maloney, young Minneapolis skater, set a record of 42 seconds in the 440-yard dash for boys under 14. Alex Hurd, Canada, winner of the 2-mile champion-

ship, bettered the 10-year American record by a 10th of a second, his time being 5:58.3.

RELAY team representing Coliseum Gardens Roller Rink, Mansfield, O., defeated the team of Windland Auditorium Rink, East Liverpool, O., in the latter rink in a 80-lap race night of February 3. The race was closely contested until the 30th lap, when Mansfield let loose and finished an easy winner. Skating for Mansfield were Pete Polmor, Red McGregor, Mutt McGregor and Art Conrad, and for East Liverpool Red Rhodes, Vic Dray, Ernie Workman and Paul Rabel. A capacity crowd saw the race. Luncheon was served the racers after the contest and there was a pleasant social hour.

INFORMATION is craved by Priscilla Avery, Elmira, N. Y., who wants to know what was the greatest distance achieved on roller skates and where, when and what time was consumed. Who knows?

TWO OF THE most interesting features, report numerous rink men, of the latest retail catalog of the Chicago Roller Skate Company are illustrations and sketches regarding "the First Dog-on Roller Skates" and "the Bear Facts of Roller Skating."

POOL WHIRL
(Continued from page 43)

department. And I understand that in Australian tanks a skirt is now required on bathing suits worn by persons over 18 years of age. So if you think you have your troubles fighting for shirtless swimming for men, thank your lucky stars you are not "down under" where, if they don't cut out those foolish bathing rules, the pool men there certainly will be "down under."

DOTS AND DASHES — Writing about A. O., did you get a load of those pictures as printed in nearly every paper thruout the country showing the new summer style for Atlantic City beach cops? They're a scream. . . Mr. Hearst's *New York American* credits Adeline Trapp, who was the first woman to swim Hell Gate, with being the pioneer in introducing swimming pools in public schools—Dan Marcy, life guard at Park Central indoor pool, New York City, seems to be a press agent on the side for that Midwestern feminine radio singer. . . Will anyone knowing the present whereabouts of John Williams, formerly connected with Van Cortlandt-Olympia outdoor pool, Bronx, N. Y., please communicate with the writer at once?—Sol Pincus, of the twin Cascades outdoor tanks, New York City, is utilizing his leisure time by practicing that slogan, "See Your Dentist Twice a Year," only Sol is making both trips at once so as to be thru for the rest of the year. . . And don't be a bit surprised if this column doesn't appear next issue, as I've just been invited to attend a nudist cult operating in a New York City indoor pool. Hope to devote some space on the operations of a nudle club when I get out—that is, if I ever do. Here's where I take off!

mer, but with only disastrous results to himself, his family and the community. Concessioners in Atlantic City at or near the dog races last summer can tell a tale of woe. At the New England meeting in New Bedford, Mass., on February 28 and 27 you may be sure of having the facts of racing brought out. There will be other features well worth the trip to New Bedford, once the principal whaling port of America.

AREA Name Approved
The new name of our manufacturers' division has been allowed by the secretary of state in Albany, N. Y. We will soon be incorporated as American Recreational Equipment Association. We have gone alphabetical—AREA. Our "area" will cover the United States, Canada and any European or South American manufacturers, producers or anyone rendering a service to amusement parks, beaches, pools, fairs or carnivals.

The nine directors of our new incorporation, together with its officers, will be announced at our organization meet soon to be held in the office of the secretary in New York City.

Traveling has been very much impeded by the big snowstorm. Using the auto was out of the question for some days. If traveling by train, with its upset schedule, it was not possible to get out to the parks after arriving in a city because the auto road or trolley lines

were not open. There was just a blank for some days because things were not moving. Then because of colds or flu many were laid up for some days. It will make faster traveling necessary now to regain the lost time. Some of us who must travel at this season envy the park men who can break in Florida or California sunshine.

Darling to Chicago

Frank W. Darling has been engaged by the park department of Chicago to produce a "village" for one of the recreation centers. They cannot use all or any of the villages from A Century of Progress Exposition because they were temporary structures, while the one for the city must be standard fireproof. After a sojourn with us for some years Mr. Darling is back in the Windy City, where he taught school and studied medicine. Wherever he goes one may be sure that he will be active.

Frank Thomas, of Indianapolis, is out with a new Fun House. He says he has it portable as well as stationary for parks. His experience with Bluebeard's Castle enables him to meet the new demand for a Fun House.

If someone does not hurry Robin Reed, of Salem, Ore., will be the first applicant for membership in AREA. He had the device in Toronto which turns them clear over and upside down. He took it all the way from Salem to Toronto by truck. Spillman Engineering Company turns them clear over in the Loop—the Loop, but not upside down.

Wants Barnum Lecture

Dudley Scott, of the Humphrey Company, Cleveland, was just here. He is most enthusiastic about this new Fun House, in which he is putting some innovations. He expresses himself highly pleased with the services rendered the concern by Herbert Ridgway, of Revere, Mass.

Dudley shares Fred Pearce's opinion about the injustice done Barnum by the film and urges your author to come to Barnum's defense. Mr. Scott did not know that the only P. T. actually lectured on *The Art of Getting Money*. He suggests the publication of this lecture in installments. It would be interesting to know how many share this opinion of an influential member of the Humphrey family and organization.

FAIR GROUNDS

(Continued from page 45)
Fair showed profit of \$7,800, best year the association ever had. Contracts have been made with George A. Hamid, Inc., for nine acts and *Winter Garden Revue*, which smashed all records here in 1934. Fireworks contract, up 40 per cent over last year, went to American Fireworks Company. The 1935 fair will have George Ventry's Stetson Band, Weymouth, Mass.

COFFEYVILLE, Kan. — Montgomery County Fair here will again be in the Oil Belt Racing Circuit, said Secretary A. R. Reiter, who was re-elected at the December meeting and who also is secretary-treasurer of the circuit. There will be three days of horse racing, with auto races on the final Friday.

GREEN BAY, Wis.—Because they represent "value received," the city of Green Bay may, if it desires, legally pay bills of Tercentennial, Inc., a circuit judge ruled on February 5 in a friendly suit brought against the city by Tercentennial, Inc., as a means of establishing the city's legal right to assume the Tercentennial corporation's debts.

NASHVILLE, Tenn. — Commissioners announced appointment of J. Truman Ward, president of Radio Station WLAC, Inc., as superintendent of the 1935 Night Horse Show at Tennessee State Fair, September 16-21.

SAN DIEGO. — Sailing vessels from foreign nations have been invited to visit this port during California Pacific International Exposition, opening on

May 29. Nations operating sailing ships for training naval and merchant marine cadets asked to participate are Belgium, Brazil, Chile, Denmark, Finland, Germany, Greece, Italy, Japan, Norway, Portugal, Spain and Sweden. Training maneuvers, competitive sail drills, boat racing and other events are scheduled.

DETROIT — A shortened season for Michigan State Fair grounds track was announced by Joseph E. Frost, new State racing commissioner. Season will be reduced to 72 as against the 120 days last year. It will be divided into two major meets, one on May 23-July 6 and the other on August 29-October 5, opening just before the State fair.

ST. PAUL — An appropriation of \$150,000 annually for the next two years for distribution to county fairs was recommended by a Minnesota House committee. Two years ago the Legislature appropriated \$120,000 a year. The bill approved for passage limits each society which stages a fair to \$1,500.

Fair Elections

RICHLAND CENTER, Wis.—Richland County Agricultural Society re-elected E. J. Gault, president; Henry Groh, vice-president; H. J. Gochenaur, secretary-treasurer; John Lunschloss, director, succeeding the late William Nisbet.

MARNE, Mich. — Ottawa and Kent Agricultural Society elected Arthur Edison a director to fill a vacancy caused by advancement of George K. Herman to vice-president. Mrs. Harvey Walcott, secretary, was delegate to the convention of Michigan fairs in Detroit.

VICTORIA, Tex. — Victoria District Fair Association elected Andrew J. Hickey, president; O. J. Possati, vice-president; L. V. English, secretary and treasurer. Stockholders authorized sale of a portion of the fairgrounds to retire outstanding indebtedness, sale not to interfere with future operation of the fair.

DALLAS.—Jordan Ownby was elected president of the State Fair of Texas junior board of directors; Howard Hayden, vice-president; E. F. Anderson, secretary. Ownby succeeds Julius Schepps.

BELMONT, N. Y. — Allegany County Agricultural Society elected Clair Evans, Angelica, financial secretary, a new office, and re-elected: President, Harry Hooker; vice-president, L. B. Chaffee; vice-president and business manager, Myron Morton; treasurer, Frank Morton; secretary, L. L. Stillwell.

YOUNGSTOWN, O.—Mahoning County Agricultural Association elected: President, H. O. Brown; vice-president and treasurer, James Harding; secretary, Edwin Zieger; directors, Fay Heintzelman, George Bishop, Fred Moherman, Vernon Crouse, Homer Barber, C. A. Cover, R. W. Collins, Grover Ponsnacht, L. B. McKelvey, D. R. McConnell.

UNION GROVE, Wis.—Harvey Nelson was re-elected president of Racine County Fair Association; Dar Vriesman, vice-president; E. A. Polley, secretary; George Weiler, treasurer; W. G. Roberts, superintendent of privileges; Miles Hulet, marshal.

SHAWANO, Wis.—Charles Pehl was elected president; A. A. Gustman, treasurer; Louis Cattau, secretary, and Robert Dallman, William Beversdorf, Albert Klebasadel, Otto Fuhrman, R. Rousseau, Robert Fischer, William Dahms and Charles Felts, directors of Shawano County Fair board. The association has a balance of \$1,172.

DURANT, Okla.—Allen Hill was elected secretary of Bryan County Free Fair Association, Durant, a post he has held two years.



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COAST SHOWFOLKS FROLIC

500 Attend the PCSA High Jinks

Wright scores credit — profits split with Ladies' Aux.—a fine floor show

LOS ANGELES, Feb. 9.—The closing High Jinks (of the season) of the Pacific Coast Showmen's Association, with which committeemen of the PCSA received hearty co-operation by the Ladies' Auxiliary, was a most enjoyable affair. Will Wright, chairman of the committee, scored credit and his committee aids also were praised. The entire 12th floor of the New Orpheum Theater Building was used in presenting the entertainment. The attendance was approximately 500.

There was represented almost every branch of the amusement field, including many from the film colonies, also business men and officials of this city and other West Coast localities. There was a handsome profit, the largest in years, which was split with the Ladies' Auxiliary, and both organizations materially added to their charity funds.

A novel idea was worked out for the place where liquid refreshments were served. Decorations and a setup gave the "Sidewalk Oasis" a very attractive appearance. This was in charge of Joe Krug. Al (Big Hat) Fisher as emcee announced the floor show and introduced noted guests. Charles Redrick's Recording Orchestra furnished delightful music for the fine floor show and dancing, the latter continuing until long after midnight.

The floor show: Saunders Sisters, jazz dancers; Bernice Snell, Personality Girl; Ruth Joyce, Hawaiian dancer; Brooks, Stille and Redway, singers and acrobatic dancers; Agnes Moore, tap dancer; Helen Miller, fan dance; Earl Bell, songs; Bozo, Charleston dancer; Al Rosen, singing peanut butcher from the Al G. Barnes Circus; Cantino and Flores, Spanish dances, and Tony Arette, concert accordionist.

Endy Adds Dates

CINCINNATI, Feb. 9.—Two communications to *The Billboard* this week advised of Endy Bros' Shows adding to their engagements in Pennsylvania for this year. David B. Endy informed that for the sixth consecutive time his organization had been awarded contract for the Greater Doylestown Fair, also for the second time he had booked the Our Lady of Mt. Carmel Celebration at Rosetta, Pa. Secretary Frank R. Diehl, of the Great Lehighon Fair, Lehighon, advised that contract for all midway attractions at his fair this year had been given to David B. Endy.

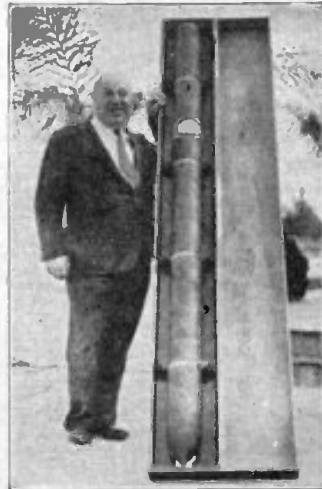
Winton in Nashville

NASHVILLE, Tenn., Feb. 9.—Ellis Winton, manager of Cumberland Valley Shows, was here Tuesday attending the 13th annual convention of the Association of Tennessee Fairs. Mr. Winton said that his show this year will carry 5 or 6 rides, 8 to 10 shows and about 25 concessions, and will open early in April in Georgia.

Conklin Gets Quebec

CINCINNATI, Feb. 9.—Secretary Emery Boucher, of the Quebec Exposition Provinciale, Quebec, Que., Can., has informed *The Billboard* that Conklin's All-Canadian Shows have been contracted to provide midway amusements at his fair this year.

STUART, Fla., Feb. 9.—Royal Palm Shows have canceled their Homestead (Fla.) Fair date because of city license, according to an executive of that organization, who also advises that they will play the Elks' celebration at West Palm Beach, starting February 18, instead of the No. 2 unit, which was scheduled for that engagement.



MILTON J. (MILT) MORRIS and the "world's largest cigar"—92 inches long, 17 inches in circumference and weighing 22 pounds and 2 ounces. Milt is handling publicity for the Cigar Industry Golden Jubilee at Ybor City, Tampa, Fla.

Royal Palm Shows Start Fla. Dates

STUART, Fla., Feb. 9. — The Royal Palm Shows, under direction of Berney Smuckler, opened their Florida fairs season here Monday night at the Martin County Agricultural Fair.

The fair is sponsored by the Harold Johns Post of the American Legion, with a special fair committee consisting of A. O. Kanner, commander; R. I. Taylor, adjutant, and Mrs. L. E. Walo in charge of exhibits and special features. Representing the shows in advance was the long-experienced promoter Lou Hoffman. The grounds are located at Haney Circle, in the heart of Stuart, and all space is taken up with exhibit tents, shows, rides, concessions and free attractions. The opening crowd was of sufficient proportion to assure a successful event.

The Royal Palm Shows are resplendent (See ROYAL PALM on page 51)

Congress Will Probably Soon Give Heed to Highway Matters

WASHINGTON, Feb. 9.—Congress, in the new session now on, has not yet gotten around to consideration of highway problems, one of the most important of factors for an amusement industry, which is day by day becoming the more generally motorized, but signs of the times point to such attention in due course. The national capital as well as the country as a whole has been given much food for thought along this line by many interested and informed organizations. However, information which the nation probably will fully digest. Among leaders in Congress who are committed to support for the extension of highways and the protection of highway users from unfair diversion of revenues from gasoline taxes to ends not contemplated when the taxes were imposed is Senator Cary Hayden, of Arizona.

As pointed out by Senator Hayden at a recent meeting of American Road Builders' Association in Washington, such diversion is "a serious injustice." He also said that nothing can compare with the record of highway construction as a quick and effective method of reducing unemployment. Capt. H. C. Whitehurst, president of the Road Builders' Association, said an erroneous conclusion to the effect there is no more need for highway construction is widespread and that one has only to learn

Tampa Up to '34 for RAS

This despite cold weather — increased number of devices runs up total gross

TAMPA, Fla., Feb. 9.—While the Florida Fair and Gasparilla, as a whole, fell slightly under last year's volume of business because of bitter cold weather, the midway of Royal American Shows virtually maintained its peak of a year ago. This is the manner in which Carl J. Sedlmayer, general manager, has analyzed the 11-day event here. He declared that proportionate earnings of various shows and rides was lower than a year ago, but the larger number of devices brought the total gross for the engagement to practically the same figure as a year ago, when this company also had the midway.

Children's Day and Gasparilla Day, the outstanding days, were excellent during sunshine hours, altho after nightfall, due to cold winds and penetrating dampness, the midway crowds diminished.

There were twofold the usual number of visitors. Among them were: R. L. (Bob) Lohmar and Mr. and Mrs. Eddie Madigan, of United Shows of America; Mr. and Mrs. Max Linderman, World of Mirth Shows; Mr. and Mrs. J. C. McCaffery, Joe Redding, L. (Peazy) Hoffman, Mr. and Mrs. Zeke Shumway, as well as Nate Miller, all of Rubin & Cherry Exposition; E. Lawrence Phillips, Tom Allen, Tommie Thomas, Mr. and Mrs. Walter White, Mr. and Mrs. J. C. Simpson, Averil Kruep and Mrs. Johnny J. Jones, of Johnny J. Jones Exposition; Ben Krause, Krause Greater Shows; Berney Smuckler, Royal Palm Shows; Leo Bistany, Mohawk Valley Shows; Tex Sherman, Pat Valdo and Roy Delano, of Ringling Bros.; W. M. Bartlett, Mr. and Mrs. Curley James, and Mr. and Mrs. Bob Parker, Miami Gold Diggers; George Cramer, Spillman Engineering Company; Mrs. Nellie Martin, of Seattle, sister of Eimer and Curtis Velare; Max Goodman, Goodman Concession Company; William Dumas and J. P. Reid, Happyland Shows; E. F. Carruthers, Barnes & Carruthers; William D. Laharbe, Adasco Engineering Company; Ollie and Aggie Trout, concessioners; J. Alex Sloan, auto races; the

(See TAMPA UP on page 51)

Attention, "Phlease"!

Among the hundreds of bills submitted at each General Assembly session in a New England State there is always one worth a smile. A representative has submitted one, proposing that all fleas exhibited in shows in his State shall submit to a complete physical examination annually, with particular attention being given to "enlarged tonsils, a stethoscopic examination of the heart and lungs."

Krekos and Zotter Combine Equipment

OAKLAND, Calif., Feb. 9. — Thru a combining of equipment of the West Coast Amusement Company and the Joyland Shows, the managers of the organizations, Mike Krekos and Joe Zotter, respectively, will put two units on the road this year, under the two titles.

One unit, West Coast Amusement Company, has its shows, rides, etc., painted and ready and is scheduled to start its season at Cloverdale on February 20. W. T. Jessup will act as general agent for both units, with Edward Kemp handling the second men and billers. Krekos and Jessup attended the recent Western Fairs' Association meeting at San Francisco.

With the show to open at Cloverdale Mike Collins will have the Athletic Show, Ted Levitt his big Ten-in-One and Dick Morris his Nights in Hawaii. Among concessioners will be Rosie Ward, with three concessions, and Eddie Harris and wife with two. Among purchasers of new automobiles are Mr. Zotter, Rosie Ward, C. S. Wrightman, Louis Leos and A. Cocos.

Model Shows Get Indiana State Fair

INDIANAPOLIS, Feb. 9.—At a meeting of the Board of Agriculture, in charge of the Indiana State Fair, here Thursday, the Model Shows of America were awarded contract to furnish midway amusements at this year's fair.

Fire Destroys Paris Carnival Winter Quarters

PARIS, Feb. 9.—Fire destroyed a big warehouse in the Paris suburb of Saint Ouen which served as winter quarters for the street fair equipment of M. Jacob, French outdoor showman, recently. The loss was estimated at 400,000 francs (\$26,668), including total loss of an elaborate Auto Skooter establishment.

Frank Owens, Notice!

CINCINNATI, Feb. 9.—A telegram to *The Billboard* from Matt Pearce, Fayetteville, Tenn., Thursday, informed that the mother-in-law of Frank Owens (probably Frank Owens of Golden Valley Shows) had died.

Pollie-Berger Show

CHICAGO, Feb. 9.—Louis J. Berger informs *The Billboard* that he and Henry J. Pollie are organizing a carnival to be known as the Pollie & Berger Shows and will open in the southern part of Michigan about May 1.

SLA Spring Event Committees Filled

CHICAGO, Feb. 9. — The following committeemen have been appointed in connection with the spring function of the Showmen's League of America Theatrical Night, to be staged March 4: General chairman, Sam J. Levy; co-chairman, Jack Nelson. Reception, Samuel Bloom (chairman), Jack Benjamin, A. R. Cohn, Frank R. Conklin, J. W. Conklin, Lew Dufour, Frank P. Duffield, Frank Fitzgerald, Maxie Herman, Edward A. Hock, Elwood A. Hughes, Lew Keller, Max Linderman, Fred R. (See SLA SPRING on page 81)

The apportionment of \$125,000,000 for Federal aid to the States in highway construction for the fiscal year beginning July 1, 1935, has been made by Secretary of Agriculture Wallace. A fair part of the expected \$4,000,000,000 for public works also is expected to be devoted to highways.



Showmen's League of America

CHICAGO, Feb. 9. — Vice-President Jack Nelson presided at a very interesting meeting Thursday. Also at the officers' table were Vice-President Joe Rogers, Treasurer Lew Keller and Secretary J. L. Streibich.

Brothers John Lorman, Maxie Herman, Lew Keller and J. A. Morrissey have been appointed on committees to arrange for special nights in order to increase interest in the meetings.

The smoker last Saturday proved a very enjoyable affair and netted a sizable profit for the league.

Brother Frank D. Shean is busy with preparations for his departure for Brussels.

Applications received for ballot were of Dave Mulvie, Viri Z. Hill, William G. Dumas, John F. Reid and R. P. Buckley (membership committee, please note this co-operation). Brother Frank R. Conklin was responsible for the application of Dave Mulvie.

President Paddy Conklin writes that he is having an enjoyable time on the West Coast.

Brothers Jack Benjamin and A. R. Cohn held a house-warming at their new quarters and, almost needless to say, the affair was a success.

The main topic at present is the big Theatrical Night to be held on March 4. The place, College Inn of the Hotel Sherman.

News of the passing of Sam B. Dill and Ernest Haag was received with regret by members of the league.

Harry Hancock and Frank D. Shean are busy on the program book for Theatrical Night and reports show that they will put it over in fine style.

Brother Jack Maxwell writes that things are going along satisfactorily down Florida way.

LADIES' AUXILIARY

At Thursday's meeting, at which President Mrs. Lew Keller presided, intense interest was shown in the annual party to be held in the Showmen's League rooms on Saturday night.

Those present at the meeting besides President Keller were Mrs. Edward Hock, Mrs. Al Latto, Mrs. Henry T. Belden, Mrs. Cora Yeldham, Mrs. J. Streibich, Alice Streibich, Mrs. William Caraky, Mrs. James Chase, Mrs. M. Murdow, Mrs. Hattie Lotto, Mrs. Alice Hill.



Pacific Coast Showmen's Assn.

LOS ANGELES, Feb. 9.—A downpour of rain did not prevent members attending the Monday night meeting. There were 72 present. President Archie Clark presided, with John T. Backmann secretary. The financial statement when read was applauded, another new high hung up.

New members accepted were William E. Hobday, Paul M. Petersen, Harry Taylor, Fred A. Soley, Leon M. Harris and Max Harry Hess; reinstatements, Mike Herman and Abner Kline. A letter from J. Ed Brown was read and a committee appointed (Roy Ludington, Stanley Dawson and Ben Dobbert) to ascertain if the missive was not intended for the Ladies' Auxiliary or some other women's organization. The chair assessed a fine of \$2 against Eddie for the endearing terms embodied in the epistle. The picture of Past President J. W. (Paddy) Conklin adorning the clubroom somewhat faded, and it was promised a new one would be supplied.

Among visitors have been P. D. Pinkey, Whitey Woods and S. T. Jessop.

A. Samuel Goldman was authorized to write a skit, *Hilarity*, for presentation at the Crafts Shows' showfolks party.

President Clark is assured whole-hearted co-operation of all members and at the "new business" point of the meeting the matter of the membership drive was up for discussion. It was voted that the drive would open March 1 and that anyone becoming a member would be issued a card good until September 1, 1936. At this point Brother Paddy Conklin had it recorded that he would present a gold card to the one securing the most new members, placing a minimum of 35 on

the proposition. President Clark then offered to give to the one securing the next greatest number a table for 15 at the next Charity Banquet and Ball. Theo Forstall offered a third prize, a wrist watch. Orville Craft added \$25 to the winner of second prize. Attorney A. Samuel Goldman will present to the person securing greatest number of new members between March 1 and July 1 a wrist watch. So it is thus noted that this organization is going to have a lot of hustlers in competition for the prizes and a much larger membership is assured.

At end of the meeting President Clark presented Brother Theo Forstall with gold card, the presentation by Brother Goldman. Replying briefly, Theo pledged the same untiring efforts he made under President Cronin to President Clark.

After the meeting George Tipton served an excellent plate lunch and refreshments.

To eligibles for membership in this organization the membership drive affords opportunity to get a bargain.

LADIES' AUXILIARY PCSA

Monday's meeting was well attended, with all officers present—President Martha Levine, Vice-Presidents Florence Webber and Ethel Krug and Secretary-Treasurer Vera Downie. Decision was made to hold a Valentine Party on February 11. Maxine Elliott, Edith Bullock and Ada Mae Moore, off the sick list, attended.

The matter of taking smaller quarters for some months, because of showfolks going on the road, was discussed and a committee to look after this was appointed.

Clara Zeiger and niece, Rosemary Loomis, left for El Paso, Tex., to the Zeiger Shows. . . . Virginia Klein returned to the Coast for a few weeks. . . . Mrs. John R. Castle, Mrs. Babe Herman, Eloise Kelly, Mary Taylor, Marie Klenc, Relley Castle and Marie Merino were added to the membership. . . . The door prize, donated by Maxine De Moselle, was won by Virginia Klein. . . . Members have been asked to bring guests to the Valentine Party. . . . Ruth Fowzer up with a new idea, box lunches. . . . Mary Ludington said that a 65-mile drive in the rain was worth it to present Relley Castle for membership. . . . Dorothy Denny reported as on sick list, also Edith Redrick. . . . A standing vote of thanks was given the PCSA for its consideration giving the Auxiliary a 50-50 split on the High Jinks. . . . Luncheon was served by Martha Levine, Grace McIntyre and Mabel Crafts. . . . Blossom Robinson, who was rushed to hospital January 30 to undergo a major operation, was returned to her home under the care of Dr. Ralph E. Smith. PCSA physician, after being given a blood transfusion. She is to be returned to hospital within 10 days for the operation.

St. Louis

ST. LOUIS, Feb. 9. — Oscar Bloom, owner, and Al Wagner, concessioner, of Bloom's Gold Medal Shows, were here Monday and Tuesday visiting with friends. They advised that they had purchased some additional motor equipment.

C. Guy Dodson and John Baillie, of Dodson's World's Fair Shows, arrived in the city on Monday. Dodson immediately set men to work at winter quarters in East St. Louis preparing for the show's opening here in April.

L. S. (Larry) Hogan, general agent Beckmann & Grety's Shows, is in the city making arrangements for the show's appearance here late in April.

H. (Doc) Allen, general agent, is here visiting with friends.

F. A. (Whitey) Woods, outdoor announcer, left this week for San Diego, where he will join Nate Eagle at the exposition.

Billie Owens drove from Caruthersville, Mo., where he is now engaged in a commercial business, to visit some of his showmen acquaintances here.

Eddie K. Fernandez, prominent Hawaiian Islands and Far East outdoor showman, was here several days this week visiting with Mr. and Mrs. Sidney Belmont. Fernandez left for Chicago and will go to New York from there before returning to the West Coast. He will embark for the Orient late in March.

Mrs. Daisy Barry entertained the members of the Missouri Show Women's Club at her home Thursday with a dinner and bridge party. Among those (See ST. LOUIS on page 51)



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MEY-OEY — RIDE-O — LINOY LOOP — GAROUSELLES of All Size — MAOIC CARPET. Send Us Your Expectations for 1935. Get Our Quotations.

BAROAINS IN REBUILT MERRY-GO-ROUNDS. Also Have a Rebuilt 8-Car Tilt-a-Whirl for Sale. Our Parts and Repair Department is the Finest in the Country.

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A knockout idea, completely PATENTED, absolutely NEW. The fastest selling Popcorn Confection ever developed. Every operator using this machine is getting sensational results. Surprisingly low priced (terms if desired). The biggest novelty hit of the season—"ODDIE EARS" that cannot be told from real ears of corn. 80% operating profit. Write immediately for FREE COBBIE CORN MFG. CO., 401 Flynn Bldg., DES MOINES, IOWA

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 9.—The co-operation requested of the shows recently in connection with the sending out of reprints of our article that appeared in the 40th Anniversary Number of The Billboard, so far as we can learn, has been met with hearty response. We appreciate the encouraging statements contained in the letter of K. H. Garman, manager of the Sunset Amusement Company, of Danville, Ill., and we have already written Mr. Garman to that effect.

We are glad to welcome into membership in the association this week the O. J. Bach Shows, which joined thru O. J. Bach, president and manager. The membership has been growing at an unexpected rate, and we take it that carnival owners and managers are beginning to realize the value of a trade association of their own.

President John M. Sheesley, of this association, and general manager of Mighty Sheesley Midway, Inc., writes us encouraging news from the South. "Captain John," as he is familiarly known, believes the coming season will be a very good one for the carnivals that are on their toes for business.

We noted with no small degree of interest the article by Percy Martin, general representative of Gruberg's World's Exposition Shows, with reference to the license situation in West Virginia. While it is too bad that Mr. Martin did not get the desired amount of assistance from fellow showmen, it does indicate that this propaganda work can best be carried on thru the association.

A letter of great interest reaches our desk from O. H. Hilderbrand, owner-manager Hilderbrand's United Shows, with reference to the railroad situation. We take the liberty to reproduce Mr. Hilderbrand's letter, in which he states: "In regard to your article in The Billboard we are very grateful to say that this is one of the greatest movements that any one showman has taken in quite some time, and which I think is a great piece of work and a great benefit to the outdoor show world. If we had a few more men in the show business that would start an undertaking of this kind and finish it, there is no doubt in my mind that the show business would be a lot better. You can assure yourself of one thing, that I'm ready at any time to do my part toward this movement. The railroads have reduced everything else around 20 to 50 per cent and I don't see why we can't have better rates." Again, we say, thanks Mr. Hilderbrand, and we trust other showmen will fall in line and follow suit.

The coming week we will file forth to Albany, N. Y., to attend the New York State fair meeting. Here's hoping we will see you there.

Philadelphia Pickups

PHILADELPHIA, Feb. 9.—Rubin Gruberg spent a couple of days here. Left for Florida, accompanied by his brother, Max. Rubin Gruberg's health is not of the best and he hopes to recuperate in the sun of the South.

The local Chamber of Commerce will put on, in May, a pageant and industrial exposition entitled "Philadelphia on Parade."

Harry Ramish and wife left this week for the South, where they will remain

1500 KENO (LOTTO)
Made up in 15 Sets of 100 Cards each. Wood Markers. One Winner in the entire series. \$3.25 per Set of 100 Cards.
BINGO CORN GAMES
FROM 25 to 100-CARD SETS.
25-Card Set.....\$1.00
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BUNTS GREATER SHOWS
Now booking Shows, Concessions and Free Acts for 1935 Season. Address all mail W. J. BUNTS, Crystal River, Fla.

DARE-DEVIL OLIVER
WORLD'S PREMIER HIGH OIVER. AT LIBERTY. Address Daytona Beach, Fla.

Winters Exposition Shows
Want Shows of all kinds, hides not conflicting with Chairplane and Ferris Wheel. Legitimate Concessions of all kinds. Having the best spots in the East. Write to HARRY H. WINTERS, General, 720 6th Ave., Bester Falls, Pa., or CHESTER CALHOUN, Gen. Mgr., 640 Bedford St., Johnstown, Pa.

until the opening of the Max Gruberg Shows in April. Ramish will be manager back with the show this season. Herbert, the magician, who plays museums, passed thru the city this week and reported having a fair season. D. Stack Hubbard, of Baltimore, museum proprietor, was in the city and was arranging to open a museum in Camden, N. J. Billy Owens, who has been connected with circuses and carnivals, came in from New York. Expects to go with Cole & Rogers Circus this year. Buck Taylor has purchased a home and farm near Doylestown and will move from his present quarters at Churchville in the spring.

PCSA Adopts Resolution In Death of a Member

LOS ANGELES, Feb. 9.—The following resolution was adopted Monday by the Pacific Coast Showmen's Association relative to the death of Charles Sterling Hatch:

"Whereas: It has been willed by the Supreme Ruler of the Universe that our brother and friend, Charles Sterling Hatch, be taken from our midst.

"While we bow to His Divine Wisdom, we deplore the loss of our ideal of a good man, a faithful co-worker and a fond husband.

"He was a man whom it was a privilege to know, and his efforts in behalf of showfolk and his fellow-man shall always be our fond memory. Therefore, be it

"Resolved: That expression of sympathy be extended to the family of our departed brother. Copy of same to be furnished The Billboard for publication, also made a part of the minutes of our meeting of this date."

SEWARD'S 1935 HOROSCOPES
 Sample, 25c.
 SEWARD'S Full Line of Books on Character Delineation, Numerology, Etc.
A. F. SEWARD & COMPANY,
 3279 Keeby St., Chicago, Ill.

MIDWAY CONFAB
 By THE MIXER

WHEELS
Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 inches. Special Price.
\$12.00
BINGO GAME
 75-Player complete. \$8.25. Including Tax.
 Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Confetti, Artificial Flowers, Novelties.
 Send for Catalog No. 234. Heavy Goodenough Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.
SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

REGRETS: The passing of the well-known showman, Neil (Whitney) Austin.
JACK AND MRS. MURRAY are with the Royal Palm Shows with a string of concessions.
TAMPA during the fair was an especially attractive spot for show representatives this year.
JACK H. NATION says he will again manage a side show this year, but with a carnival, not a circus as last season.

His wish has been granted, but W. M. (Bill) Davis had to wait 71 years to be "Grandpa" (see Births columns).

WORD REACHED The Mixer last week that Dorothy Pullman, of Royal Palm Shows, was ill at Stuart, Fla., of ptomaine poisoning.

HOMER SHARAR (Roberta-Roberts) recently joined International Congress of Oddities after six weeks of night club work at Louisville, Ky.

W. T. SPARKS, concessioner, made a trip to Cincinnati last week from Central Kentucky cities where he has been doing some paper subscriptions work this winter.
AL KETCHEL is refereeing wrestling matches for the Downing Sports Syndicate in Florida this winter, but will again have his midway attractions on tour the coming season.

JACK (HUMPY) COCHRAN advises from 410 Fulton avenue, Hannibal, Mo., that he has been in ill health and will have to undergo an operation. Wants letters from showfolk acquaintances.

FRANK D. SHEAN and Mrs. Shean will sail from New York February 18 for Antwerp. Shean will handle the Dufour & Rogers shows at the Brussels Exposition.

JOHN F. REID, of Happyland Shows, advises that one of his show's fairs for this year, Saginaw County Fair, Saginaw, Mich., was not included in the list in a recent issue.

CASH MILLER, of Cash Miller's Oddities, paid a visit to his old Ripley's Odditorium (at a Century of Progress) sidekick, Clint Finney, while in Chicago last week.

L. CLIFTON KELLEY stopped off in Cincy last week while en route from representing Rubin & Cherry (Model Shows of America) at the board-fair meeting at Indianapolis.

ASTRO FORECASTS AND ANALYSES

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 Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00
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 116 Pages, 2 Sets Numbers, Clearing and Policy. \$2.00 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample \$0.12
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 Shipments Made to Your Customers Under Your Label.
 Our name or ads do not appear in any book.
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 Instant Delivery. Send for Wholesale Prices.

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A 75-Card BINGO SET, complete with Call Sheet, calling Numbers and Markers, sent post-paid anywhere in the U. S. for only \$3.00.
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1-4-7 and 27 page Readings. Apparatus for Mind-Reading, Mental Magic, Spirit Effects, Buddha Papers, Books, New Personal Character Analysis Sheets for Graphology, Numerology, and Personal Appearance. Send 30c for Giant Illustrated Catalogue (sent) Sample. None Free. **HELIUM ENTERPRISES.** 158 South Third, Columbus, O.

ELGIN WATCHES, \$1.65 EACH
 (7-Jewel, 18 Size, New Yellow Cases)
 7-JEWEL 18 SIZE ELGIN & WALTHAM \$2.35.
FLASH CARNIVAL WATCHES. 50c Each.
 Send for Price List.
CRESCENT CITY SHELTING CO.,
 Old Gold and Silver Bays and Refiners,
 113 N. Broadway, St. Louis, Mo.

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Write for Circular Real Target. **O. W. TERPENO.** 116 Marine St., Ocean Park, Calif.

WAX FIGURES

Hauptmann, Dillinger Gang, 100 Chicago.
W. M. J. SHAW, 3318 Sidney, St. Louis, Mo.
USED PROPERTY FOR SALE.
 Concession Tent, 10x12 Ft., Yellow and Black.
 \$32.00 Van, Wreck Rolling Globe and Trunk.
 \$ 5.00 Baby Spot Light or Olivette.
 \$50.00 per 100, Large Government Flags, slightly Used.
 \$ 4.00 Up, Salesman and Theatrical Trunks, All Sizes.
WE RUSH CONCESSION OR SHOW TENTS. PAY CASH. **WELL'S CURIOSITY SHOP,** 20 S. Second St., Philadelphia, Pa.

GREAT SUTTON SHOWS

Will furnish new Tent and Panel Front for good Ten-in-One. **WILL BOOK** Pony Truck or any Flat Ride. Would like to book straight stock wheels. Will open April 6.
F. M. SUTTON, Osceola, Ark.



SNAPPED just before their daily dip in the surf, **Edythe Siegrist**, whose aerial act has been playing outdoor dates at Miami, and **Mrs. Lillian Tucker**, wife of the concessioner, **Bill Tucker.** The Tuckers lately at the fair at Tampa.

WALTER LANGFORD infoes that he and his wife will not go on the road this year. Walter now in a tonsorial parlor and teaching music at Fairfield, Ill.

J. HARRY SIX is recovering from undergoing an operation at Sacred Heart Hospital, Garrett, Ind. Expects to be there another week.

EARLY HENNINGOS, after spending some of the winter at Washington, migrated southward to open with Krause Greater Shows at Sanford, Fla.

JOHN W. WILSON and Harry Dunkel (Cetlin & Wilson Shows) left Greensboro, N. C., early last week to attend the fair at Tampa.

JOHN DAILY advises Midway Confab that he has contracted as secretary-treasurer with the Bright Light Shows for the coming season.

Show-letter writers should remember that after opening week for their shows the "letters" should be written entirely of their last-week engagements.

THE FOUR JONES SISTERS arrived back in San Antonio, Tex., some time ago after their engagement in the International Revue with E. K. Fernandez Shows on the Hawaiian Islands.

FRANK MEEKER and his band, booked with Carolina Amusement Company, also Mrs. Meeker and Bounding Johnson with their respective fire acts, Infos L. A. Brant, of that company.

WORD REACHED The Mixer early last week that Captain Fritz LeCardo was in a hospital at Los Angeles with a badly injured leg, he having been struck by an automobile.



MRS. CARL J. LAUTHER, wife of the well-known side show and traveling museum (winters) manager. Photo was taken last summer.

GEORGE CANNING and his wife, Julia, were in Chicago last week looking for a new line of magic for Earl Miller's Side Show on the Johnny J. Jones Exposition.

If behooves carnival folk to impress the citizenry that carnivals have all their people with them, who eat, sleep and otherwise spend money in their towns.

A **NEWSPAPER REPORTER** at Orlando, Fla., produced an interesting story in The Evening Reporter-Star on Ira J. Watkins' monkey and dog performers. The feature "actors" received special individual mention.

MR. AND MRS. JOHN M. SHEESLEY, after a stay of a week or two at Stateville, N. C., will proceed with their belated honeymoon in Florida. Have been busy with business matters since their marriage last December.

Sam J. Levy and **Jack Nelson** and their aids are busy with plans for the huge Theatrical Night to be staged at College Inn, Chicago, the night of March 4 by the Showman's League of America, and they are confident the Inn will be packed to its capacity.

SAMUEL B. EDDY (Determination Eddie) was all smiles late last week. The missus presented him with baby girl. When the Cash Miller Oddities left Cin-

cinnati a couple of weeks ago "Eddie" remained in the city, awaiting the youngster's arrival.

DOC HOWELL, late (last November) of Royal Palm Shows, has been general agent for Jack Orr's Variety Show, a combination of seven circus, stage and animal acts, playing one-night stands since Christmas under auspices in Florida.

DURING a recent week Mr. and Mrs. Nick Patrinos entertained a number of showfolks stopping over in Birmingham, Ala. Among them, Jimmie Simpson, Robert A. Klire, Bill Dollar, Ruby Farrell, J. R. Ferguson, G. M. (Bud) Holmes and Paul Clark.

PICKUPS from New Deal Shows—The management has added to its fair list for this year the Vicksburg (Miss.) Free Fair, C. E. Lane adding a No. 12 El Wheel, again making two wheels on the midway. . . . Andy Carson joined with three concessions.

SPARTON BROS.' SIDE SHOW has signed with Peerless Exposition Shows, also a pit show with Orla Wach as manager and Jay Mengel on the front. As soon as repairing and painting is completed, the cars and personnel will leave Charleston, S. C., for Pittsburgh.

SPIKE HOWARD was featured in a recent assembly of Robert E. Ripley syndicated newspaper cartoons, as having given of his blood in 324 transfusions, not counting children requiring less than 100 c. c. of blood. Spike has since increased the number to 325.

Probably the oldest lady exhibition bag puncher still active in that line of entertainment is Mrs. Marie Peabody, of near Rochester, N. H. Mrs. Peabody started in show business 40 years ago, at the old Austin & Stone Museum in Boston, and afterward worked museums as far west as Chicago (at Cole & Middleton's). Last 15 years with carnivals. Last season with Dan Read's Side Show with Art Lewis Shows and probably will be with the same company this year.

BEN WILLIAMS and wife and daughters, Mildred and Eunice, and August Kirwac, of the Winfield Amusements, Winfield, L. I., N. Y., are making a month's motor tour of every nook and corner of Florida. They visited Sarasota and took in all its features, including Ringling Art Museum and Ringling-Barum winter quarters.

"IRISH JACK" LYNCH on his return to New Orleans from San Antonio met a number of "oldtimers," among them Al Murphy (had a carnival about 20 years ago), Gordon (Doc) Leroy (palmist), Harry Golden (back from the West Coast), Charlie Bickel (scales)—will be with Beckmann & Gerety) and Heavy Lane (two places of business—on Maga-

All The Way From Texas
 In their Truck-Trailer outfit came Mr. D. R. Dudley and family to take delivery of their 1935 No. 2 BIG ELI WHEEL—which was equipped with white seats and Gold Leaf decorations. They arrived here January 12, visiting with us three days and started home 14th. Mr. Dudley says a BIG ELI is really a very popular ride in his State.
 A BIG ELI WHEEL is always a Money-getter when operated where crowds will assemble. Ask about a Wheel today.
ELI BRIDGE COMPANY
 Builders of Dependable Products for 95 Years.
 800 Cass Ave., JACOBSONVILLE, ILL.

STEFFENS SUPERIOR SHOWS
 OPENING AT INGLEWOOD, CALIF., Saturday, February 16, for 9 Days.
WANT
 Clean Shows, Legitimate Concessions. Have Outfit Complete for Athletic Show. Cook House Open. Fair and Celebration Committees in Oregon and Idaho Communicate. Address
P. O. BOX 2777, Los Angeles, Calif.

CATERPILLAR TUNNELS
 Merry-to-Bound, Top, Ferris Wheel Seat, Concessions, etc.
H. W. ANDERSON TENT & AWNING CO.
 95 Concord Ave., Belmont, Mass., or Northampton, Mass.

BRIGHT LIGHT SHOWS Opens April 20.
 WANTS Shows, Rides and Concessions, Free Acts, Calluses, Address Bystander Address **JOHN GEORGE**, 83 Roberts St., Pittsburgh, Pa.

zine and Laurel streets). Jack recently received word from Fred B. Reeves, with whom he tramped 25 years ago and who is now a general representative for an equipment company at Mansfield, O.

Says Henry Heynt: "An evil becoming too general is carelessness as to stating facts of some midway employees when they move from show to show. 'Left that show because they were not paying anything' is a common expression. Usually, it is not a lack of pay, but the lack of ability and energy that causes the exits, and many times 'left' by request. This is not a rap at those capable and deserving, but applies to those who declare independence on a teenie bank roll or have only such an alibi as 'not pay enough,' when it is their lack of ambition and ability."

FROM JEANNETTE, Pa., came some flashes—Joe Lunn, last three seasons with R. H. Work Shows, painting his pop-corn truck and building a ball game. . . Tom Zellers and Fiddlin' Al building a 14-foot trailer for their Tiny Town Mouse Circus. . . Sol Laughter, Murry Guy, Arthur Lunn and Pop Slater looking forward to a good season.

Two Showmen Killed; Allegedly Murdered

CINCINNATI, Feb. 9.—The Billboard was informed that two showmen, Charles Yates and Tobie Nelson, were killed early this week near Casella, Miss., allegedly murdered. Details as this department goes to press are lacking. The information was given by John S. Evans, who sent a clipping from The Jackson (Miss.) Daily News, a report from Charleston, Miss., dated February 5, reading as follows:

"Russell Hook, 19, was held here today in connection with the killing of Charles Yates and Tobie Nelson, members of a traveling troupe of entertainers. Hook is the son of L. B. Hook, merchant. The killing, officers said, occurred near Casella. The youth was quoted by officers as saying he shot the pair in defense of his own life and that of his smaller brother after Yates and Nelson had attacked them.

"Yates and Nelson had been stranded at Casella for the last week due to automobile trouble. The two were entertainers, putting on glass eating and standing on nail acts.

"Yates was a World War veteran and his body was claimed by the government for burial.

"Papers on Nelson's person indicated that his body had been sold to an Eastern hospital, apparently for scientific research. Officers were told that Nelson's body did not bleed from the gunshot wound, a freak condition that he had used to advantage in his profession as an entertainer.

"Nelson's body was being held pending word from the Eastern hospital. He is survived by two daughters, aged 11 and 14 years, who accompanied him. The girls were carried to Grenada.

"The Hook family is prominent at Casella, the father having been a leading merchant there for some 20 years."

World's Exposition Shows

SALISBURY, N. C., Feb. 9.—The writer, Percy Martin, arrived in Salisbury this week from a booking trip into West Virginia, and Mrs. Carrie Martin arrived from New Orleans, where she had been visiting relatives. Manager Max Gruberg and wife are in Miami for a few weeks' vacation. Mrs. Gruberg is improving rapidly from her recent operation. Harry Ramish, assistant to Manager Max Gruberg, is expected in Salisbury soon. H. E. Wiggins has been engaged as special agent. The Aerial Howards, free act, has been engaged for the season. It will be the policy of this show to present a fireworks program nightly this season.

Bill Wright is in charge of winter quarters, and has had a small crew of men working since January 1. Mr. Gruberg is expected to arrive here about March 1, when work will start in earnest. The show was fortunate in securing a very desirable building here for winter quarters. James Hodges is getting his big Side Show ready for the new season, including new canvas.

Salisbury is the home of D. L. (Spot) Bassinger, of corn game note, who is now in Florida. K. F. (Brownie) Smith, another well-known showman, also hails from Salisbury. The writer found conditions good on his recent booking expedition.

John D. Kilonis Shows

MANCHESTER, N. H., Feb. 9. — At present winter quarters here are rather quiet. Frank J. Smith and Eddie Welch are in charge of quarters and doing a little work, but report that by opening date everything will be in tip-top shape, including the three new panel fronts. John Kilonis, manager, is continuously wrestling in various parts of the country. He plans going to Florida with his new ride, Loop-o-Plane, for some of the Florida fairs and get a little rest before the season starts for the show. He has ordered from Sam Anderson Tent and Awning Company a new marquee, a beautifully striped entrance. Also has ordered two new khaki show tops, a Merry-Go-Round top and new top for the Kiddie Auto Ride. The show will have a practically new appearance when the season opens. Steve Decker, general agent, will attend the New York State Fair meeting. The other agent, F. Stanley Reed, is now here and arranging for some new spots. The outlook for the coming season is so bright that later in the season a No. 2 show may be launched. Mrs. John Kilonis and daughter, Gloria Ann, are planning to be with the show this season, this being Mrs. Kilonis' first time on the road, as in previous seasons she managed Crystal Lake Park in this city.

PAUL C. WINKHAUS.

Knapp & Dehnert Shows

COVINGTON, Ky., Feb. 9.—Work is progressing nicely at winter quarters of the Knapp & Dehnert Shows and everything is being put into first-class condition for the opening early in April. Frank Maurice Wood, general representative, who is on a fairs booking trip thru North and South Carolina, Georgia, Alabama and Mississippi, was in Michigan last week. Oldtimers who are wintering in and around Covington and Cincinnati drop in occasionally to participate in the usual evening entertainment. "Jack Pot Club," of which Sam Frambes and Chaps Drew are the official talkers. Among recent visitors at winter quarters were Mel Bigley and wife, Helen, who were formerly connected with Mr. and Mrs. Nelson, of bingo note. They were en route to their home in Findlay, O.

MRS. P. M. WOODS.

Roland's Exposition Shows

AUGUSTA, Ga., Feb. 9. — The show will inaugurate its season the first week in March somewhere in South Carolina. The date and place will be announced in a later issue of The Billboard. Manager Roland and family returned from Miami and went to their home in Virginia. Manager Roland will return to Augusta after a booking trip thru Virginia and Tennessee. J. J. Steblar has booked his three rides for the season. They are now undergoing a complete overhauling and repainting. All the fronts will be rebuilt and repainted. R. G. McHendricks will again be the business manager. The show will play Virginia, South Carolina, Kentucky, Tennessee and West Virginia, and will carry 4 rides, 10 shows, 30 concessions, band and free act.

R. W. SHARPE.

SLA SPRING

(Continued from page 48)

Kreasman, J. A. Morrissey, Joe Rogers, A. L. Rossman, Frank E. Taylor, Dr. Max Thorek, Will Wright, Entertainment, Dave Russell (chairman), M. H. Barnes, E. F. Carruthers, Frank P. Duffield, George Hamid, Ted Lewis, Tom Mix, George Raft, Harry Russell, Edgar I. Schooley, Earl Taylor, Solly Ward, Ernie A. Young. Reservations, Maxie Herman (chairman), Jack Benjamin, Samuel Bloom, Frank R. Conklin, C. R. Fisher, A. L. Rossman, Dave Russell, Frank D. Shean. Programs, Frank D. Shean (chairman), Jack H. Beach, John R. Castle, M. J. Doolan, H. H. Hancock, J. Alex Sloan, Sam Solomon, Ernie A. Young,

PINE TREE STATE SHOWS

OPENING EARLY IN MAY.

CAN PLACE Colored Show with Band, Ten-in-One, Motorcade. Also Platform or Pit Shows of merit, Dog and Pony Show, or any Shows capable of getting money (except Girl Show). WANT Manager for Athletic Show, also a few legitimate Concessions that do not conflict. Lead Gallery, Pitch-Tilt-U-Win, Seales. Will sell Cook House complete and book same, or will let privilege, including Grab Joint, to responsible party with own outfit and transportation. Address: A. S. PERMAN, Manager, 32 Sewall Street, Portland, Me.

NEW DEAL SHOWS FIRST CALL

OPENING MARCH 11, STARKVILLE, MISS., UPTOWN. NO DATE PLAYING BEST ROUTE OF CELEBRATIONS AND FAIRS IN OUR HISTORY.

WANT Cook House, Exclusive (If Clean and Outdoors), Shooting Gallery, Pitch-Tilt-U-Win, Candy, Whoop-La, Photo Gallery, Flashed Stock, Wheels, Auction, Bumper, Novelties and Seales (NO HARKET). Digests open. WILL BOOK Merry-Go-Round, Motorcade, Funhouse and Loop-o-plane, Circus Midshow, Punch Allen, Sailor Harris, write me. Have 70x30 Top, Underwood, Snake, Illustration, Animal and Uborn. Always help real Showmen, Ride Help, Griffith and Raymond write JACK ORAKE, Starkville, Miss. Musicians and Performers for Minstrel Shows, Josephine and Pie Jones write COL. THEO. L. OEDRICK, Manager, Columbus, Miss.

DEE LANG SHOWS

WANTS FOR 1935 SEASON, OPENING IN ST. LOUIS EARLY IN APRIL, FOR GOOD ROUTE OF STILL DATES AND 15 FAIRS AND CELEBRATIONS.

CONCESSIONS—Can place clean Concessions only. Others need not apply. RIDES—Will book one more Ride that does not conflict with own transportation. SHOWS—Would like to hear from Monkey Speedway, also any other Show not conflicting with what we have.

WANTS—Dancers for Hawaiian Show. Want to hear from following people: J. Roland, Irish McGee, P. Marcel and C. Zerm. All address DEE LANG, General Manager, 3820 McDonald Ave., St. Louis, Mo.

TELEPHONE SOLICITORS—ADVERTISING

HONEST—RELIABLE—SOBER—PROVEN ABILITY OFFICE MANAGERS WILL BE SELECTED FROM THOSE PROVING QUALIFICATIONS FOR NATIONAL CONVENTION SOUVENIR PROGRAM at Boston, Mass., STATE CONVENTION SOUVENIR PROGRAM at Cincinnati, O., NATIONAL CONVENTION SOUVENIR PROGRAM at Dayton, O., AND ANNIVERSARY SOUVENIR PROGRAM FOR A LEADING PRATERIAL ORGANIZATION, in All Cities in Excess of 25,000 Population, in New England States. ATTENTION: Mitchell, Candies, Evers, Crisman, Brooks, Etc. No collect wires. Will Also Solicit KNIGHTS OF COLUMBUS CONTRACT, including Book and Tickets, in Large City to Responsible Promoter. Communicate at once. P. H. ANGELO, 611 South Warren Street, Syracuse, N. Y.

H. BANTLY'S SHOWS

WANTED SHOWS, RIDES, CONCESSIONS

Corn, Camu, Custard, all legitimate Concessions. No Line-up Stores. Kiddie Rides, or any other Flat Rides, clean Shows of all kinds. OPEN LAST OF APRIL. Plenty good spots and Fairs. Al Wilson write. Mason Deep Sea Show write. Harry Hoffman, let me hear from you. Address all mail

HARRY COPPING, Mgr., Reynoldsville, Pa.

GREATER EXPOSITION SHOWS

OPENING HOUSTON FAT STOCK SHOW MARCH 2. WANTED—Slide Show Manager who has or can get real Performers. Will furnish new outfit with 130-foot gold leaf Front. WANT Feature Acts for same. Will furnish gold leaf Fronts for illustration Shows or other attraction of merit. CAN PLACE small Grid Shows and Platform Shows. Have outfits for same. Have complete Wax Show. Want Man who can overhaul and run same. WANT Cook to handle Show Cook House. WANTED—Colored Performers and Musicians, or will book complete Minstrel Show. WANTED—Concession Agents who can work for stock. All Concessions open. No Backs. HAVE FOR SALE three Light Plants—15, 25 and 30 K. W., concessions open. FOR SALE—Custard Machine, either with or without Trailer. Will book same on show. WANT experienced Ride Help. Have some open dates in August and September. Iowa and Missouri FANT Secretaries please write. Address all mail to JOHN FRANCIS, General Agent, Greater Exposition Shows, Houston, Tex.

Frank E. Taylor, Publicity, Nat S. Green (chairman), Jack H. Beach, Ray Marsh Brydon, Kent Hosmer, Arthur E. Radcliff, A. L. Rossman, Frank D. Shean, Beverly White, Frank Winchell. Advertising, Jack Nelson (chairman), Fred Beckmann, C. G. Dodson, Charles H. Duffield, W. R. Hirsch, Harry A. Illions, William Kaplan, C. D. Odum. Tickets, J. L. Streibich (chairman), Max E. Brantman, James Campbell, Harry Codding, Walter F. Driver, Al E. Hock, John L. Lorman, Herman Mehr, Charles J. Miles, John H. Pritchard, Julius Wagner.

every show. Sensational Zorsky, European aerialist, and the Aerial Bauers, man and woman trapeze and loop-walking aerialists, are the free acts.

The staff includes Berney Smuckler and R. L. Millican, general representative and general manager; Mrs. Marie Smuckler, secretary-treasurer; Harry Saunders, manager; Tom Salmon, general superintendent; Lou Hoffman, special representative, and William Judkins Hewitt, press.

After six weeks of Florida fairs and celebrations the Royal Palm Shows will head northward to play consecutive bookings until the close of the season next December 1.

ROYAL PALM

(Continued from page 48)

in new equipment—trucks, canvas, show fronts and riding devices and concessions on tour. Orange is the basic color scheme and the Royal Palm the trade mark of this Florida show, which has its winter quarters at the Volusia County Fairgrounds at De Land.

Among the nine rides are, besides the standard rides, the Loop-o-Plane, Whip, Tilt-a-Whirl and Pony Track. The feature shows include Royal Palm Minstrels, Midgets, Monkey Motorcade, Maybelle Mack's Mules and Wild West and a large and fine Side Show. The lighting features are distinctive, abundant and colorful, and new tops house

TAMPA UP

(Continued from page 48)

father of Rudy Vallee, the crooner; E. Malcomb Campbell, the British auto speed king; Mike Benton and Bill Breitenstein, Southeastern Fair, Atlanta, Ga.; John F. May and John B. Guthrie, Florida Orange Festival, Winter Haven; John F. Schumann, G. McAbee and Vall Dunlap, Central Florida Exposition, Orlando; Mr. and Mrs. W. O. Johnson and Mr. and Mrs. S. E. Olson, Minnesota State Fair; Mr. and Mrs. Dan McGowan, North Dakota State Fair, Grand Forks; Carl Lehman, Sanford, Fla.; Hugh D. Faust, East Tennessee Fair, Knoxville; Col. and Mrs. W. T. Barry, Jackson (Tenn.) Fair; Dr. Sugas, Anderson, S. C.; C. L. Carey and H. H. Huff, Florida Strawberry Festival, Plant City; Hugh Sennett, Southwest Florida Fair, Fort Myers.

ST. LOUIS

(Continued from page 49)

present were Mesdames Millicent Navarro, Daisy Davis, Mayetta Vaughan, Ciela Jacobson, Grace Gosa, Norma Lang, Gertrude Lang, Anna Porter, Mabel Pierson and Anna Nagel.

William (Bill) Snapp, owner Snapp Greater Shows, was a visitor the local office of The Billboard while en route from his home in Danville, Ill., to winter quarters at Joplin, Mo.

NOTICE TO SHOWMEN

CHANGE IN CLOSING DATE

The next issue (dated February 23) will be a special issue and the last form will close Saturday, February 16.

MAIL OR WIRE YOUR AD EARLY

All advertising copy, including help wanted and general show advertising, reaching us later than Saturday will be too late for February 23 issue and will be held for the following issue.

Chop Suey

By W. H. (BILL) RICE

TAMPA, Fla., Feb. 9.—The Florida Fair was handicapped by cold weather. Kids' Day was a dorb at that—rides had capacity until a late hour.

One of the boys said: "Bill, your friend Lew Dufour is in the cafe." So I dashed in and as the place was packed I ask the bartender, "Where is Good-Time Charley?" He said: "Follow that bucket of champagne." I did, to a table packed with beautiful gals. When I wedged myself in to the lone man, I found it was another "Good-Time Charley" by the name of Bittenhour from Palm Beach. He sure had the Dufour technic. Time not wasted, as I copped a drink.

Will have a cigar makers' contest and a public wedding, with the bride and groom dressed in costumes made of Havana tobacco, for features of the Cigar Industry Golden Jubilee here February 23.

Jim Malone and Frank Winchell got plenty of what it takes for the Florida Fair—publicity.

Hazel Redmond and Bobby Work, of R. H. Work Shows, taking in the doings, with Mrs. Starr LaBell and Brownie Quigley. The Freedman with plenty of peanuts. Mr. and Mrs. E. B. Aldrich with plenty of Jack, cutting it up with Mrs. Merle Kinsel. Harry Hargraves' Loop-o-Planes doing great. Army Beard believes in advertising. Ride-O top money ride, Raynell's Carioca top show, Benny Abend's ham and bacon top wheel, Bill Bartlett's Miami Diggers top game and George Reinhardt's cookhouse leading the scoff stores.

Dave Morris and Bill Durmit reported the greatest week in their careers with their concession wheel at Winter Haven (gross, \$4.35). Doing plenty in Tampa.

Sis Dyer has bought a candy floss and will play a few fairs before returning to California. With Ld Sheppard, who changed her mind about going to the West Coast, as it is a woman's privilege.

Elizabeth Streider's "Pop" has three musketeers that guard the outer office, do most of the work and are civil to everyone, and that is sure something. The three gracious girls are Beatrice James, Ena Sherrill and Agnes Williams. Frank and May Wirth paid a visit and looked in the pink. It took me back to when May, Lillian Letzel and Bird Millman were three feature acts with the Ringlings. Just had a letter from Bird, thanking me for sending her an old lithograph that I had made of the Millman Trio in 1904. Sure funny, with Bird in a long blue dress at the age of 10. Bird going to Hollywood with Muzzy and writes that Papa is in New York.

The best-looking gal around Tampa is Sonia Bay, who is dancing at the Moulin Rouge, but found time to visit the fair every day and really spent some money or saw to it that it was spent.

Charles Sharp, of the old-time team of Sharp and Flat, still at Muskegon, Mich. That used to be an actors' colony. Reports that all have left except Otto Gruber and his elephant, tiger and dog act.

The fair managers—Mike Benton, of Atlanta, and Jack Guthrie, of Winter Haven—called and were both looking for something to fill in before their next events. Tom Rankin, the last

of the Victorian talkers, still looks in the pink. Business is good in a cookhouse when George Reinhardt gets back of the griddle and makes ham-burgers. His head woman, Pearl Vair, doing a great job of bossing, but hates girl wrestlers. Zeke Shumway on the mike for about 14 hours. I never could get anyone to work like he does.

Billy Lorrette doing a clowning job imitatable single-handed. Cash Wiltee squawking about the cold weather and had about 365 more, including Madigan and Murphy. Tommy Thomas has about the best concession of all, the "Cigar Stand." The beauty of this stand, he has a lot of high-class help, like Iva Morris, Bill Martin, Elmer Rhodes, Bill Rice, that he does not pay.

Louis Watson doing very nicely with his Patience game. Sure can demonstrate it. Frank Duffield, the great "hand shaker," was expected in any minute, but his agents shot a great show. The best of all in front of the fair grand stand. Missing entertainers were Eddie Carruthers and Sam Levy, the king of all story tellers. Phil Travis (the big fibber) said, "We (sugar) will make the Florida Fair," but suppose it's just like he was going to make the Shrine Circus in Evansville, Ind. Carl Sedlmayr was here and still shivering from the 42 degrees below zero in Winnipeg. Jimmy Simpson calling around. His boss, E. Lawrence Phillips, was also here. Emily Carpen now playing basketball to get under 115. However, I like her tonic.

Esther Donahue, the ex-diving Venus, doing a good job rearing four kids. Jack Beach has a custard motorized outfit. If his layout is like the letterhead he uses, it's bigger and better than any on the road. Bert Cole hurt his hand, unable to write. Old age gets us all. One friend of mine is sure "in the middle." Ed Nagel. Sticks up for me and has my best knocker as a pal. Allen (Live Power) King is breaking another great big act.

Marks Shows

RICHMOND, Va., Feb. 9.—With fair meetings about over and the show route nearing completion, everyone has settled down to work. Manager Marks had an extra stove placed in quarters so that the boys could work in comfort. A new office trailer is being built under supervision of Slim Brett. It will be 20 feet long and have three compartments. Two of the new fronts have been completed. Tex Stewart has already started the artistic designing and painting, and from the writer's observation he surely knows his business. Shorty Anderson is making striped sidewall and pit cloths for the various shows. Eddie the midget is handy with a paintbrush, especially when the work is close to the ground. Tex Leatherman is Artist Brett's helper. Al Palmer has started on his third front, which he claims will be the masterpiece. His present helpers are Slim Weymouth, Shorty Melton and Frenchie Asquith. Several show owners visited quarters during the fair meeting here, among them Guy and Mel Dodson and Frank West. Norfolk Tent and Awning Company has delivered the new top for the Lindy Loop. Eddie (Red) Lippman, show's representative, is in Tampa, Fla. On his return he will bring his wife and locate in Richmond. John Marks, owner-manager of the show, spends much time in quarters so that the boys won't run short of any necessary material for the rehabilitation of the show. The sound truck is receiving a new paint job. It has been doing street advertising for several local merchants. Ralph Lockett, former press agent this show, now advertising manager for a Newport News (Va.) daily, was a visitor to quarters during fair meet. Owner Marks' wife is improving rapidly, and his daughter, Jeanne, finally called him "Da-da." BAN EDDINGTON.

Rogers & Powell Shows

YAZOO CITY, Miss., Feb. 9.—Manager J. R. Rogers has been in Hot Springs this week completing arrangements for the show's opening there. Henry (Pat) Melhouse arrived this week to take over the Kiddie Ride. Annie and Buddie Lake-niere are here with their two shows, and ready to ship out with the company. A new lighting system will be an additional attraction this year. The management plans playing larger towns than last season. All of which is according to an executive of the show.

Dufour-Rogers Consummate Another San Diego Booking

CINCINNATI, Feb. 9.—Lew Dufour this week closed another contract for Dufour & Rogers with Bill Barrie, of the California-Pacific International Ex' position, at San Diego, as additional to the Dufour-Rogers previous bookings for that event.

The latest booking is for a most elaborate Oangster Car exhibit, with armor-plate thruout, bullet-proof glass, smoke-screen apparatus, siren, radio pickup, trap doors for machine guns, shotguns and revolvers, life-size wax figures and hundreds of pictures of notorious criminals; also bullet-proof vests, tear-gas bombs and many other items. A space 12 by 50 is planned for a reproduction of a penitentiary death cell with a dramatization titled *The Last Mile*. The attraction will be operated in the atmosphere of "Crime Never Pays."

Smith Gets Colored Fair

WINSTON-SALEM, N. C., Feb. 9.—E. F. (Brownie) Smith, manager the Smith Great Atlantic Shows, was recently awarded contract to furnish midway amusements at the Western Carolina Fair (colored) next October.

Cetlin & Wilson Shows

GREENSBORO, N. C., Feb. 9.—J. W. Wilson and Harry Dunkel returned from successful attendance at the Pennsylvania fair meeting. The fair season this year will be 14 weeks, starting in July. Mr. Wilson and Mr. Dunkel are at present attending the fair at Tampa, Fla. Mr. Cetlin is able to be on his feet again and will shortly be his own self. Owing to cold weather not much work is being done in winter quarters, but at the rate everything has been progressing it will be completed far ahead of opening date. At the last social gathering, held in the Cleggs Hotel, the following were present, with Mr. and Mrs. Buck Denby as hosts: Mr. and Mrs. J. W. Wilson, Mrs. I. Cetlin, Harry Dunkel, Mr. and Mrs. Speedy Merrill, Mr. and Mrs. Art Eldridge, Art Spencer, Mr. and Mrs. George Harms, Kokomo Andrews and the writer. A really delightful repast was served. Seems as though everyone here is anxious for opening date, having had a very delightful winter so far and ready to get back into harness. GEORGE HIRSHBERG.

St. Louis Fair-Circus Has Big Advance Sale

ST. LOUIS, Feb. 9.—According to Alois P. Rauer, director of the Mid-Winter Fair and Circus, which will be held under the auspices of Welcome Inn at the Coliseum March 4-10, the advance ticket sale to date has exceeded 60,000. More than 1,200 babies are entered in the Baby Contest, which is under direction of Harry Burke. Another feature of the show will be the "Miss Prosperity" election, for which firms are entering girls. A Society Dog Show will also be one of the features. The staff assisting Rauer is comprised of Stanley Healy, business manager; E. C. (Boots) Wecker, in charge of circus end of the show; Harry J. Walter, in charge of exhibits; Irving John Scully, publicity director; Harry C. Taylor, in charge of programs. Besides the circus acts there will also be a carnival midway. The event is getting much publicity in St. Louis newspapers.

Winters' Exposition Shows

JOHNSTOWN, Pa., Feb. 9.—Owner Harry E. Winters returned from Florida and other Southern States, where he successfully attended fair meetings, and after a conference with Manager Chester Calhoun he returned to his home at Beaver Falls, Pa., where the show will play its opening engagement. Clint Roberts informs that he will add a radio concession to his string. Clint Meyers will have a new Mickey Mouse this season. Mr. Nichols, who has the photo privilege with the show, is having a pleasant winter stay in Florida. Walt and Pete are building a new pitch-till-win concession. Mrs. Winters will have the pop-corn privilege this year. John Gecoma, of Bright Light Shows, was a recent visitor from Pittsburgh. Among showfolks here this winter are F. S. Corey (Corey Greater Shows), George Ammon, Percy Dalrymple, Glen Walker, Whitey Grey, Scott Cover, J. R. Cooney, Joe Rae and Blacky Tate. All of which is from an executive of the show.

Dodson's World's Fair Shows

EAST ST. LOUIS, Ill., Feb. 9.—Winter quarter is a scene of activity, with Guy Dodson personally in charge. Ed Holmes, trainmaster for six years with this show, and his wife are expected to arrive soon, also their daughter and son-in-law, who will operate a string of kiddie rides. Del Crouch, of motordrome note, has been signed for the coming season and is due here about February 20. Karl Walker, who will have his musical revue with the Dodsons this season, will arrive shortly. Will have 18 people on stage and a six-piece orchestra. Mose Ebberstein shipped his rides and two shows to winter quarters and has started to get his paraphernalia in shape for the coming season. Charles Clark will have the band this year—16 pieces, all new uniforms—and will give uptown concerts whenever permissible. Free acts signed are Capt. Dan Cherry, high dive; Mills and Millis, high wire, and Great Fussner, spiral tower. Fussner will climax at night with a beautiful fireworks display. Fred Bond informs from Dallas that he has secured several new freak animals for his show, and will have the best line of attractions of his career. Dick O'Brien informs from Georgia that he ran across Glenn Osborne and wife, D. L. Hall and wife and Miss Bobbie Dale, who are putting on a series of promotions thru the South. MARK BRYAN.

Rubin & Cherry Exposition

MONTGOMERY, Ala., Feb. 9.—When the Rubin & Cherry Exposition pulls away from the fairgrounds this spring, it will be something worth seeing. The old colors are not being used for the wagons and cars, the new color scheme will be cream, trimmed in gold and light green. One of the wagons has been completed with the new colors, as a sample, and standing in the middle of the grounds surrounded by the 70-odd wagons with the last-year colors, it is a beautiful sight. It is Rubin Gruber's own idea, almost what you might call a white flash. Painting has also been started on the rides, and the blending of colors and new lighting arrangements will do their part to add to the attractiveness of the midway. Much time is being spent in securing the best possible in the way of entertainment.

At present Mrs. Rubin Gruber is in Europe and other foreign countries looking over attractions the management holds options on. Mr. Gruber is still under treatment at Philadelphia but expects to leave there shortly for Miami and try the sun baths for a few weeks before the opening date. Meanwhile the crew at quarters is working overtime to complete the show for its new season. Visitors to Montgomery this week included Charles and Vi Lawrence, with the Green Pastures company; Bob Kline, representing Royal Palm Shows, and Bob Alexander, en route to Hot Springs, Ark. A letter to the writer from Harry Silvers states that his health is improving and he hopes to be "back with the bunch" this summer. He asks that his friends drop him a line care the Veterans' Hospital, Lyons, N. Y. FRANK S. REED.

Big State Shows

HOUSTON, Feb. 9.—Roy Gray, director-general, made a trip to the valley on important mission. Hardy Boyet hurried to Dallas. Dutch Boyden reported in and is working on Tilt-a-Whirl. All rides repainted and redecorated. Earl (Banner-Line Slim) White dropped in from Galveston. Lee Fine and wife (Peggy) have a fine living car, traded touring car and housecar for it. Bob Young and William Norman doing some special work for Barnes Machine Works. Mrs. Bess Gray improved in health. John Cleveland is carrying out new idea for a ball game, Tom Hill building it. Wesley Sumner, in hospital, reported better. Jesse Wrigley, manager, and Harry Steidler planning a Crime Show along new lines. Curly Vernon and members of his carnival were visitors. His show wintering at Austin, his personal winter residence at Bryan, Tex. George Engesser, owner Schell Bros' Circus, a daily visitor. Two Bills (W. H. Gambien and son), painting, lettering and decorating work finished—to Bill Hames Shows. Clarence E. Brown, circus painter and scenic artist, a visitor. A kangaroo court formed at quarters. Mourning drapes displayed at quarters in tribute to the deceased mothers of Roy Gray and Louis Bright, respectively. DOC WADDELL.

CHRIST UNITED SHOWS

WANT WANT WANT FOR SEASON 1935

SHOWS—Ten-to-One, Snake Show, Hawaiian, Athletic and Musical Shows, Will furnish Tops to reliable party. Would like to hear from good Monkey Circus or any other good Grind Shows.

CONCESSIONS—All open. Want to hear from good Cook Houses and Corn Game.

We have our own Rides. Show opens about March 1, where mills are working night and day. Address all mail

CHRIST UNITED SHOWS, Siler, Ga.

Kaus United Shows, Inc.

WANT Cook House for 1935. Privilege in Meal Tickets. Address 12 National Avenue, New Bern, N. C.

The Ohio State Shows

WANT—Rides, Shows and legitimate Concessions. Reasonable rates. Will sell exclusive for Cook House, Corn Game, American Palmistry, Propcorn, Candy Apples and Candy Machine. Having territory where the mills are working. All address and wire L. G. POPPIN, New Vanier Hotel, Youngstown, O.



By LEONARD TRAUBE
(New York Office)

These Busy Bees

CCOURTNEY RYLEY COOPER, the circus criminologist for the time being, dug thru millions of words in the files of the Department of Justice in Washington to turn out his forthcoming book, *10,000 Public Enemies*, which will tell all about Edgar Hoover, head of the Division of Investigation, and the work of his department in tracking down criminals. Mr. Hoover has written a preface to the book in which he goes to town for the author of *Boss Elephant*, *Circus Doo* and all those other sawdust yarns flowing from the Cooper pen in machine-gun quantity and streamline quality.

It's a thrill to see those huge trucks rumbling over the streets of your city and mibe carrying promotion lithographs announcing Mr. Cooper's crime serial in *The Saturday Evening Post*. It's a thrill because "our" Mr. Cooper, altho more or less identified in the public imagination with the tanbark, has written adventure stories of Canada's high country and other things of fact and fiction not related to the land of white tops. I shout and say that this is probably his first grand opportunity to bring us exciting material for national consumption, his first real chance to serve up information about a governmental network which should prove fascinating to those of us who are interested in learning how the Federal gendarmes set up traps to ensnare the boys and girls who stray from the good old righteous path.

As clown, manager, press agent and exploiter of elephant lore, Mr. Cooper gave and is giving something to circusdom all the time. Those of us who know what C. R. C. has done for the big-top industry are now looking forward to *10,000 Public Enemies* all the more eagerly. He's gone to Florida for a well-earned rest.

As long as we've gone talky about authors, the latest Nitro hound is Bert (Suicide) Nelson, who is in Peru, Ind., winter quarters of Hagenbeck-Wallace-4-Paw-Sells Circus, reading an animal act, Nelson has talked to Jack O'Donnell, newspaper reporter, and O'Donnell has done one of those "as told to" yarns for a national magazine. It's about animal training and will appear about the time that circuses come out of their dens, which probably means sometime in April.

GERTRUDE J. VAN DEINSE, outdoor singer, leaves for Florida on February 11 for her first real vacation in 20 (count 'em) years. The Atlantic Coast Line will take her to the sun country, where she'll stay for a month. Her husband, Chester Clock, is taking time off from his law practice to accompany her. —After a busy few months as press agent of the show which had the opposition up in arms because it was admission free, Tom Killilea turns from Guy Lombardo and his band (Esso Marketers, Standard Oil) to the publicity post which he holds annually with the Westminster Kennel Club at Madison Square Garden the first three days of this week. It's the 59th annual Dog Show, longest uninterrupted sporting event in the U. S. A.—And if Milt Danziger, dog columnist of *The Springfield (Mass.) Republican*, is in the market for some expert dope on the show, Killilea's the name.—Frank Braden, of the Ringling-Barnum publicity corps, is back in town after heralding the virtues of *Green Pastures* on its road tour. His Pythias on the *Pastures* press staff is F. Beverly Kelley, recently announced as joining Hagenbeck-Wallace. Braden will probably go to Sarasota to discuss 1935 publicity material with Roland Butler. Kelley will likely go to H.-W. (plus 4-Paw-Sells) winter quarters in Peru, Ind.—The Mrs. Shaw who is a well-known carnival and riding-device impresario in South America drifted in and out all in the space of a few days after buying ride and other attractions.

Carnival concessioners will be interested in Eldon Reark's strolling column in *The Memphis Press-Scimitar* of January 25, forwarded to me by Homer Brannon, ex-concession man who has been residing in Memphis, his home town,

since retiring from the Brown & Dyer Shows some years ago. Says Mr. Reark:

"There's a catch in it that most folks don't know 'bout. You, of course, have been to street carnivals and have seen those games of skill where you try to win things by shooting targets, tossing hoops, throwing balls and spinning wheels. Some of the booths offer hams as prizes, some candy, some blankets and some canaries in cages. It's the canaries that I'm thinking about right now. Recently there appeared in the classified columns of *The Press-Scimitar* a little ad reading, 'We buy hen canaries. We sell birdseed, Gillespie Brothers, 10 North Front.' So today when I stopped in Gillespie's I saw they had got results. They had a cage full of hen canaries. And then I learned about the whole business.

"We buy in all these hen canaries to sell to those carnival companies," R. E. Gillespie explained. 'The hens cost very little compared to the males. That's because only the males sing. Mens retail at from 60 to 75 cents, whereas the males sell for \$3.50 and \$4. So the carnival companies that offer canaries and cages as prizes get the hens.'"

Now that the Gillespie genius has gone and told "all" to the Memphis columnist, perhaps the carnival concessioners will go elsewhere to buy canaries that sing. Thanks, Mr. Brannon.

THE Public Prints. . . I like Archer Winsten's description of Coney Island in the wintry season in his *In the Wake of the News* column, *New York American*. . . And M. E. Walker's correspondence from Rome to *The New York Times* describing how the Circus Maximus, buried for centuries, is being uncovered for tourist trade. . . *The Hartford (Mass.) Daily Courant* recently devoted a lengthy story with three photos to Jean Kieffer, Circus Fans' Association, on his achievement of making natural color photos of microbes. Kieffer, a scientist, has poetic leanings. I remember with pleasure his rhythmic running comment on a series of slides depicting the Connecticut countryside when the CFA held its national convention in Norwich in July of last year. . . It remained for *The Bangor (Me.) Commercial* to tell us about something happening in New York. Waldo Pierce, Bangor painter, in other words, had one of his paintings purchased for exhibition by the Whitney Museum. It depicts the Hagenbeck-Wallace Show making its exit from Bass Park, Bangor, in 1932. The title is *After the Show*. And regards to Editor Collins of *The Commercial*, if he is still there.

Texas Centennial Shows

GALVESTON, Feb. 9.—A new merchant tieup will be tried out this season by the management. The idea is new thru the Middle West, where this or-



14th Street, New York

NEW YORK, Feb. 9.—Sam Wagner's 14th Street Museum is on its 12th week of operation on a 10-cent admission basis and no showoffs. The Alberta Family remains as the feature and the other acts current are: Orendel, sword swallower, featuring neon light swallowing; Pearl White, iron tongue; Carlson Sisters, boxing fat girls; Frank Graf, tattoo man-master; Burtisk Revue, with Melba Kalama and Caroline Ross, dancers, and Eddie Chلمان and Albert Smith, steel guitars; Louise, torture cabinet; Leland the Wizard; Nicholas Sahja, mentalist, on his eighth week, assisted by Tommy McNeill. Lecturer is Charles Leroy and no outside ballyhoo used. Doormen are Raymond Wagner and Bill Crosby. Business has been satisfactory. Museum is operated by Sam, Harry and Hyman Wagner. They have the film *Ubangi*, which opened on Monday in the Lyric Theater on 42d street to excellent business.

Philadelphia Honeys

PHILADELPHIA, Feb. 9.—South Street Museum continues to hold up business notwithstanding the severe cold weather of the past week. This week's bill consists of Charles Kirschman, well-known entertainer; Leonard Treacy, midget sword swallower; Don McIvor, magician; Mme. Verona, mentalist, and Slim Johnson's colored revue. Dancing girls still in the annex. William Kessler and Ted Worry are now handling the front. Eighth Street Museum holds up well and has the following attractions this

ganization will exhibit this season. Recent visitors in the "Island City" were Billie Streeter, special agent Hennies Bros. Shows; John Firestone, of Marine-Firestone Museums, and Harry Reynolds, of John Francis Shows, all of whom stopped at the winter quarters for friendly chats. The show will likely open the season on the beach here, staying there till around July 4, then up into the cotton and oil country. Manager Frank Rodgers has planned a unique color scheme for the rides. R. W. (TOMMY) STEVENS.

Strongly Against Grift at Sarasota Fair and Pageant

SARASOTA, Fla., Feb. 9.—'We've got the grafters and chiselers barred from the city of Sarasota during the Agricultural Fair and Sara de Sota Pageant," said Thomas L. Glenn Jr., president Sarasota County Chamber of Commerce, today after he had checked over police and other arrangements for the combined event. "Starting with our strong contract with Bennie Krause, of the Krause Greater Shows, on the midway and going right on down the line, we have stopped the grift," he declared. "Recent comment in *The Billboard* on our unquestioned contract with Krause leads us to believe that this is the only way to contract a midway and that it will be wise to maintain a strict watch."

The fair opens February 19, running thru February 23, with the pageant coming in on the last two days.

Hennies Bros. Shows

HOUSTON, Feb. 9. — "Full steam ahead" is the slogan in winter quarters. Lots of work has been accomplished since it started long before Christmas. Only one of the four new fronts is unfinished, but before this appears in print it will be ready for the paint department, according to Lawrence McFarland, the master builder. Art Martin, who is to manage the Oriental Fantasy, and his people are expected in daily to rehearse and get ready for the opening, which will be three or four weeks from date. J. J. Bejano has started repainting and fixing up his big Circus Slide Show. R. E. Pence has about completed his new platform show at his home on the outskirts of town—been stopped in his work due to illness of his wife the past week. Noble C. Fairly and Orville W. Hennies have returned from (See HENNIES BROS. on page 57)

MUSEUMS

week: Bartel, human ostrich; Two Delberts, magic and escapes; Girl in the Goldfish Bowl; Princess Dell, fire-eating act; illusions. The annex still has the dancing girls.

Patterson Bros., Traveling

TOLEDO, Feb. 9. — Patterson Bros.' Museum is playing here under auspices of the South Side Sportsmen's Club and from here will move to another Ohio city. J. O. Patterson is out contracting spots, with a follow-up crew comprised of Bill Hurst, George Boyer and Don Williams. Mabel Patterson is on the front floor, Neil Smith on the ticket box and the writer is handling the show and the inside lectures. The attractions: Dr. Garfield, Man without a Skull; Aloho, Alligator Boy; Johnny Kerr, Toledo strong boy; Higbee the Great, magic; Diamond Ray, tattoo artist; Recco, Snake-Skin Boy; Albia's Twins, Doris and Thelma; Jolly Tiny, fat boy; the Rays, implement act; Happy Holmes, comedy juggler; Prof. Smith, fire act; Punch and Judy, Wayne Ward; Madam Meesa, sword cabinet; Myster's ous Doris, mentalist; Dr. Garfield's "Uncorn" in the annex. KING BAILE.



IT IS generally believed by fair men, and this belief has been fully apparent in the optimism displayed at the annual winter meetings of State and district associations, that 1935 is going to be even better than 1934, when those fairs which offered adequate and appealing amusement programs and had the weather in their favor fared very well.

Carnival men, too, are in good spirits, and the novelty manufacturers and dealers are also looking forward to a big year.

All of which should be encouraging to those fair men and showmen who are still "sitting on the fence."

Harry B. Silvers, in a hospital at Lyons, N. J., expects to be in shape to go carning again this spring. His doctor says Harry will be confined until about March. Nothing would be more pleasing to Harry than letters from his friends and acquaintances. His address is Ward 1-C, Veterans' Administration Facility, Lyons, N. J. Drop him a line.

H. A. ILLIONS will have the Maynes-Dillions novelty rides with Beckmann & Gerety's World's Best Shows at the Battle of Flowers, San Antonio, Tex., opening April 23. This will probably be Harry's only date with that show, altho he has a contract with B. & G. to railroad the rides to St. Louis.

The Maynes-Dillions rides, because of the new things added during the Chicago World's Fair, are now more stationary than portable devices. Harry is giving some thought to a trip to Mexico City and starting something in the way of an enterprise such as he and Hila F. Maynes had in Cuba some years ago.

Georgia and South Carolina have not been as good this winter for outdoor shows as the winter of 1934, due in part to cold weather, but principally to the curtailment of CWA money, which at this time last year was being poured into the Southern States.

FRED A. SIMS thinks it's high time that all shows be conducted on a clean basis and grift eliminated. "Also," says Fred, "I think it would be wise for each show owner or manager, when hiring help, to explain the meaning of the words CIVILITY and CLEANLINESS and, may I add, COURTESY. These things would help a lot to keep towns open."

Just in case, Fred is owner of Sims' Greater Shows and confines his route to Canadian territory.

Looks as tho there will be some circus fans' money in the Ohio Circus Corporation, holding company for the New Robinson Circus.

ERNEST ANDERSON is back in Detroit after winding up his work at Euclid Beach, Cleveland, where he built some new gags for the park's Laif in the Dark, also a raft of stuff for the new Funsience Hall. He contemplates establishing a studio in Detroit.

"I have found," writes Ernie, "that the majority of parks in this vicinity have the urge to build for the coming season, due mainly to the improvement in business. So, apparently, with a half-way decent weather break, the forthcoming open-air season should be one of record-breaking propensities. Maybe the 40th Anniversary Number of *The Billboard* has something to do with the

(See BROADCAST on page 57)

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By GASOLINE BILL BAKER (Cincinnati Office)

"HERE I AM IN the 'Land of Sunshine,' brrrr," says Edward Summer, from Graceville, Fla. "Doc Stumpf's med show is playing here—he is enlarging his show. The new people arrived Sunday. His roster now has: Theodore Davis, Roy Doyle, the McNeale Sisters, Shelby Ingram, Mrs. Stumpf and Mrs. Ingram. The Ingrams double with the guitar and accordion, making a very pleasant show to watch. My mother, known to tab jolk as Ada Miller, has a cafe here. George Earle is here waiting for the snow to quit falling in the North. Last Sunday Blackie Cummings stopped on his way farther south. Doc Stumpf says he hates to leave this town. I think he likes the coffee."

JOE BRENNEN who passed away recently at an age over three score and ten, is still remembered by the boys in New York for his ability and good fellowship. When he tired of the road Jim Kelley put him to work in his New York office.

F. L. (FERGY) FERGUSSON travelling special representative of the General Products Laboratories, Columbus, O., was a visitor at the Desk last Thursday. Fergy was en route to the home office, but soon leaves for a trip thru the South.

DOC TOM McNEELY sends word that he has just purchased a new, completely modern 18x4x8 1/2 house car. Doc says he never realized how much business a fellow can do in a fine housecar that can also be used as a flash office. Doc, writing from Las Animas, Colo., continues: "Opened in Lamar January 7 to a real business. Have been trying to work Lamar since 1928 and finally made it. I have a fine little show this year. Jimmie McGee and his wife ars with me. They are known as Sunshine and Marjorie. Plenty music, novelty and flash. Good singers and dancers—and able to do nearly every kind of act wanted. Sunshine does blackface, saxophone, violin, guitar, and Marjorie does singing, ingenues, acts and doubles. Mildred McNeely does characters, singing, dancing, straight, acts. I do the lecturing. In addition to piano, magic, songs and acts. We look for 1935 to be our best yet."

"**PITCHMEN EVERYWHERE** will be shocked to hear of the passing out of that grand oldtimer of the med pitch, Doc Jack Dorsay," writes John J. Looney. "Jack dropped dead last Wednesday in Philadelphia as he stepped out of his house on the way to the dentist. A pitchman from early manhood, he was known by countless thousands both in this country and Europe. Always a clean worker and a booster for his profession and fellow workers, he was loved and respected by all who en-

joyed his acquaintance. One of his greatest pleasures, it seemed, was to sit with the boys in Sam Lewis' pitch store in Boston, where he spent the last few years of his life, and tell stories of his experiences and travels. Jack's tales were filled with thrills and the boys never tired of listening to him. A visit from Jack Dorsay was a rare treat. Pitchdom has suffered a great loss with the passing of Jack. To his widow pitchdom extends its deepest sympathy. Jack Dorsay was never forgetful of his fellow pitchmen; may the Great Pitchman when making his passout of salvation and mercy be kind to him."

"**PIPES WHILE THEY ARE PIPES**" shoots Murry Hyman from Boston. "Doc Ralph E. Anderson has been absent from the 'Gimick Club' for several days due to a slip on the ice. Nothing serious. President Bill Schultz's animal show is progressing rapidly and will be ready for the spring season. Al Matherson and Anderson are in Rhode Island on business. LeRoy Mus is chief entertainer of the club. Charles R. Huke acting as his instructor. Chartered members of this popular organization now include Jack Dillon, Harry Adams, Al Brass, Bill Schultz, Charles Huke, Doc Anderson, Al Matherson, William Sullivan, Murphy, the Bookman, and Pop Taylor. There is always a comfortable lounging seat for any of the boys at 31 Tremont street, Boston."

RUSTY AND DOT WILLIAMS piped in in response to a request from Ollie Olson: "Here we are still with the Odell White talking picture and vaudeville show. If there is such a thing as a family show without being part of the family, this is it. We are sure at home on all work 'for it' and everyone is his or her own boss."

"**HERE'S A NEW ONE**" tells Mary Ragan, from Cookeville, Tenn.: "I have made pitches on street corners, up alleys, in the best stores in the country (also the worst), worked in theaters and churches with my books, also lots and the famous Bughouse Square in Chicago. But I believe this is the first time anyone has ever made a pitch in a courtroom. It was snowing hard when my husband and I came here to make a court day. Seeing it snow and knowing I couldn't work, I strolled into the courtroom, and boy, oh, boy, what a tip was there. I told my husband that the temptation was too great, I was going to make a pitch. He said I was crazy, but when I got the keister the judge was there ready to dismiss court, and I said: 'Pardon me, Your Honor, do you care if I talk for five minutes to these good people.' Receiving his okeh, I worked 45 minutes and sold out. The judge bought the first book. He said I was good, so I promoted him

for another session on Friday. And with the letter he gave me I don't intend to make any more outdoor pitches this winter. Courtrooms for me. Let the judge bally your tips. Even had a notice in the local newspaper about it. Jim Burnell and Doc Mac, pitchmen, also witnessed the proceedings. Believe it or not, boys, there she is."

J. M. WILSON and Frank McCoy are urgently requested to get in immediate communication with Mrs. A. B. Britt, 1036 S. Union street, Los Angeles, Calif.

WHAT WITH WINTER weather, friend is gripped and the numerous colds extant, wonder what has become of all the inhaler workers.

LEO CONN of the Connie and Dolly Show, pipes from Cottdonale, Fla.: "Connie and Dolly are going to take a much-needed rest for a few weeks and the outfit will be repainted while in temporary winter quarters in Dothan, Ala. Doc Hathaway and Connie and Dolly are going to build a new housecar."

RALPH E. ANDERSON says from Boston: "This is my first pipe in many a moon. Am still working in Sam Lewis' pitch store, 31 Tremont street. He has five other stores operating in New England. The following roster alternates between the several stores: Prof. LeRoy, Al Brass, Jim Reed, Billy Crow, Murray Harmon, Jack Dillon. The Tremont street store is known to the boys as the 'Olmick Club.' William Schultz is president; William Sullivan, head man, and Murphy, Charlie Uke and

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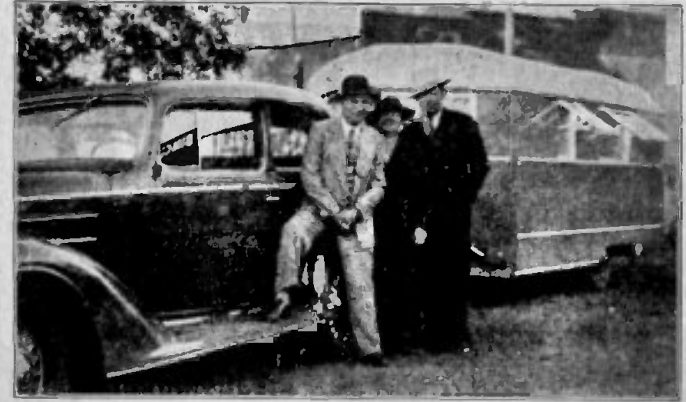
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HARRY AND DAISY DEGRACE (reading left to right) of the Houser Herb Company, and Happy O'Curran, of the Dixie Comedy Company. Shot was snapped while Harry and Daisy were visiting Happy at De Queen, Ark.

Al Matherson are head pipe shooters. Would appreciate reading pipes from Earl Davis, Mary and Madeline Ragan, Ned House, George Partington, Merle Barnum and Grace Roach."

ROVING AL BURDICK
links from Temple, Tex.: "Have begun my season of street clowning. Just finished a two-day walk here. Met an old-timer here working razors. None other than A. J. Hector. Going over big and working clean. Temple is okeh for doorways. Think I have read every issue of *The Billboard* for the past nine years."

"IN READING OVER
Pipes from the med boys I see Doc Kerr is holding on to his pipes on Southern pitchmen," scribes Doc L. R. Earnest, Newton, Miss. "Here is to you, Doc Kerr. Keep going. We all read Pipes. I for one turn to Pipes the first thing when I get my *Billboard*. Have just returned here from the Land of the Sky, Asheville, N. C. A few of the boys were around, hitting it hard. Madam Melawha still has charge of the show. She still has one of the best mind-reading acts. She is going over well in three parts. She used to do crystal gazing over Fox time and many of her old friends will be glad to hear she is

Pitchmen I Have Met
By SID SIDENBERG

One of the sweetest items ever put over in Pitchdom were the rubber belts sold off the arms of pitchmen at \$1 until the price was slashed to the non-profitable price of 25 cents. Many a sweet item went the same route, but while they last they get the dough. Rubber belts were honeys until the cutting came. About 25 years ago when Joe Seville, one of the game's celebrities, sailed into New Orleans, unable to take care of the rush, hired Roy (Doc) Dart to assist him in taking care of the passouts. Dart not only made good with Joe, but soon after adapted himself to the business to the extent that he is now one of the best in anything that pitchdom has to offer the public.

Soon after the death knell was sounded for the rubber strips, Dart joined with Billy DeGrace and Charlie Wright in putting over a premium watch proposition thru merchants and which was a real bang over for the trio. This offer, as usual, after many months of banging, went the route that all good items take after the novelty has worn off.

Dart's next ventures were in solder and astrology. Solder is one of the sweetest items that Dart ever sold and is an ace in the hole to Dart when every other item takes a tailspin for oblivion. And, by the way, the ace in the hole accounts for Dart's survival in the game and the survival of many others who become solid in the portals of Pitchdom. For when things do go bad the fellow with the ace is the boy that makes the grade despite all opposition and hard knocks.

The last time I saw Dart he was working solder and was getting some real money despite the cries of depression.

Dart's other trump card is the astrology, which he puts over with a bang. When that boy starts talking the signs of the Zodiac to a tip you can bet your last dollar that there is going to be some of his listeners ready to part with a two-bit piece for one of his horoscopes.

Dart learned his astrology from Allah Owens, the blind astrologer, who has been one of the best dough-grabbers known in that end of the business. Owens and Dart toured the country from every angle about three times over a period of 10 years, after which Owens became ill and retired. For a long time after Dart lost heart along with his partner, but managed to stay in the game working the solder and is coming back single-o better than ever.

Every now and then Dart takes a fling at making openings on the fronts of shows on circuses and carnivals and has worked on Ringling's, Beckmann & Gerety, C. R. Leggett's, Western Amusement Company and the Royal American. Dart is a widower and has a girl and boy, 18 and 16 years old, respectively. He is a member of the Moose and calls New Orleans home.

still going strong. Closed our platform December 24 and expect to reopen around March 1. We will have six people on the show and will be known as the Malawha Comedians. We have one housecar, one truck, two cars, two tents and the cookhouse. Hope to find the West good. Sure hit it tough in Georgia last season. Had Doc Hall over from Oklahoma to spend the night while we were in Bastrop, La. Would like to see pipes from Smiley Frank, Doc Lock-boy and Doc Date. Come on, Doc Kerr, don't forget to write up our friend Doc Stumpf. He sure is a good sport. Well, here's to a good chicken dinner."

A PIPE FROM RICTON
Howell, Ga., reads: "In moving from Fargo to Stockton we passed the location where Doc Marshall and his Sunny South Show are idling away a few weeks. Just passed a few minutes and had to move on to keep our schedule. Had we only known in advance we would have had more time for the fine feed they had prepared for us. Our personnel ran over to Valdosta a few days ago on a sight-seeing and shopping tour. Lots of show-folks in town—many of Billy Wehler's personnel. The Bill Davis show was also in town for a one-night stand—25 strong. We did very well on our Fargo stand. Beautiful weather and fine business at this writing."

PENCIL WHITEY
pipes from Atlanta: "I am now among my fellow workers (friends and enemies) working magic and radio. I very seldom send in a pipe owing to the fact that I mostly work towns where I don't often meet or see pitchmen. Do I hear some one ask where these locations are? Well, a word to the wise is sufficient. Meaning, as another old saying goes, 'If one knows of something good then one keeps it for himself.' If it is no good, he passes it on. A spot may be good for me, but if I recommend it to some others they might not find it as good as I did. Therefore if they go where I suggest and don't click they will take it for granted that I gave them a wrong steer. My tip is, go where you wish, make what you can and let everyone judge their own spots. If you get a bum steer don't feel bad, just take it in the right way, that it was meant right. I am going to give some information on the towns I have been in recently that should prove of value to a few of the boys. However, don't let the high readers scare you. A good worker can get money in most of these spots. I hope all do as well as I have been doing. Here goes! After working a few fairs in New England and New Jersey I took a crack at the good old sidewalks of New York, where a pitchman must be a good runner. A pitchman who has not worked New York must have two things if he wishes to stay a while—nerve and ambition. If you have these qualities you will stick. If you can't make it then you can't make it any place. From the Big Town I went to Norfolk, Va. No pitchmen were there and I enjoyed a very good week. From Norfolk I traveled to Richmond and worked doorways. I obtained the police okeh and stayed a week without an o. m. reader. Then to Charlotte, N. C., where a fairly high merchandising reader is necessary. I worked doorways and a parking lot for a week to good business. Spent a Saturday at Burlington, N. C.—daily reader reasonable—o. m. free. Business was good. Next in line came Winston-Salem. The town looked to be good, but it was filled with workers. Met Mary Ragan and her husband among others. Pipe up, Mary. Boys who stay away from that town will not be missing much. It's good for coffee and doughnuts. In Nashville you need a weekly reader to work doorways and business is good. Memphis is closed tight. I tried for eight days to spring it; finally took a chance, opened, and got closed pronto. I went to Blytheville, Ark., for Saturday—good. Knoxville has a free reader on o. m.—town poor. I found Chattanooga good, working doorways and parking lots. Atlanta has been fairly good. There are as many pitchmen here as on 14th street in New York or Maxwell, Chicago. Better yet, it makes one think of the French Market in St. Louis. Following is a list of the boys of the old school who are still in town: Jack Holloway, working the forms; Howard Messer, taking it easy. I can't figure out when he works—must be in on the New Deal; Joe Campi, doing his escape act; Tom Rogers and his dog. Every time I tried to talk to Tom he ducked. What's wrong, Tom, do you owe me or do I owe you? Bill Walker

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and Fred Cummings, left town with radio and cards, respectively; Paddles Peterson left for Alabama some time back with his family, Peter Bird, known to oldtimers as Scotty, working paste for a while but moved on; Jack Curran, working peelers, is doing okeh; E. K. McArthur, with wire jewelry; Clyde Wilson, handling sharpeners; Old Bill Ellis and Wayne Garrison, stopped in to say 'hello' while passing thru town, and some others whose names I can't recall. You are wondering about me? Oh, I'm having fun. This is my vacation. I am working tricks now and then, but it won't be long before I start out in earnest. I hope things go all right this season, but if they don't I always have the dog to roast. I have been traveling more than has been necessary but learned a great deal about conditions in general. Things are picking up and in my opinion fewer towns are hostile and fewer towns are overcrowded. I find that practically any town can be worked if one uses the right method. Today a pitchman must work hard in order to make good. I always make it part of my business to watch and listen to other pitchmen work. Noticing his system of approach, and the general effect on his audience adds greatly to one's knowledge. I am a firm believer in the old axiom, 'One can learn more by listening than by talking!' Pitching today is different. I can remember when I was a schoolboy how a pitchman would come into town, remain a while and leave with loads of money. Today the majority of workers come to town broke and stay as long as they can, figuring a way to leave. These kind of boys should take this hint from me. Don't be insulted—learn to take it on the chin and not to take the insults wrong. Many workers talk of how 'tough' things are; of how much they once made, etc. These people are merely wasting their time and some one else's time talking that way. If the energy spent talking was utilized instead for productive work they would find themselves a lot farther along by evening. Talk over old times and cut up, boys, when the day's work is done. You workers who have probably wasted your time can still make good money if you spend some time working up a new pitch. That's what it takes these days. Get yourself worked up, boys; work hard and talk as to you believe what you say yourself. Put your heart into your work, and whether you make a little or plenty keep smiling. Remember, you are in the land of opportunity, so make the best of it. There really is a new deal for all."

JOHNNIE MILLER PIPES
from Fleetwood, Pa.: "Tell Billy Finkle not to be too hard on us poor aluminum workers. But if you follow this business you should know it really takes a line. Just got back from the farm show at Harrisburg, and from Flemington, N. J. Good digging, better than a convention. Flemington sure is hot now. More coming in every day."

ART GILBERT'S ALL-FUN REVUE
and dance orchestra played Port Wentworth, Ga., for two weeks recently, sponsored by the local PTA. They have several weeks booked in South Carolina and Georgia under auspices. Art and Euna Gilbert, several acts and the orchestra were tendered a party the last night of their stay by the president of the local PTA, Mrs. Keller. The show includes Art and Euna Gilbert, Nick

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Fast Selling Veterans' Magazine, Fair Books, War, Humor, Tramp Poems, Patriotic Calendars in Reason. 15 Park Avenue, VETS. SERVICE MAG., 157 Leonard St., New York.

Kay, Al and Myrtle Bordan, Bill Burgess and Lucille and Evelyn Day.

NAOMI A. KERR
sends word from Philadelphia of the death of Doc Jack Dorsey, med worker and demonstrator. Doc Jack died on the street, suffering from a heart attack January 30. He was 69 years of age, and was at one time known as the king of the tooth-powder workers. Many give him credit for first introducing the ring pitch into this country from England. Doc Jack was born in Baltimore and was living in Philly, at 129 N. 20th street, at the time of his death. He is survived by his wife, Lulu M. Dorsey, professionally known as Madame Zetta, mentalist, and a stepdaughter, Mrs. Naomi A. Kerr.

FRED X. WILLIAMS SCRIBES
from Youngstown, O.: "Just closed at the rabbit show here and walking down the street whom should I meet but Doc Sloan. Doc greeted me with a glad handshake and nothing would do but I had to go with him to his home to see his wife, Birdie Sloan. I certainly received a royal welcome—and can Birdie cook. No wonder Doc looks so young and healthy. Birdie put on a big feed with fried chicken and all that went with it. Doc and Birdie have been off the road since 1929. They are known to a host of outdoor people. I am leaving here for another rabbit show at Cuyahoga Falls.

W. O. BARNARD
the peeler man, shoots in the following from Cleveland: "Probably no two people are more generally and favorably known among fair secretaries, exposition workers, promoters and the world of Pitchdom than Mr. and Mrs. Ira Welis, who make their home in Chicago. Ira has been a

pitchman his entire life, having handled practically every item of merchandise in his earlier years, but featuring glass cutters, knife sharpeners, etc. His early life was spent in the East, mostly around Philly. On one of his trips west to make the fair circuit he stopped off in a small town in Iowa and there met the future Mrs. Weiss. A courtship ensued and resulted in the present happy union. Mrs. Weiss was ambitious and converted her husband to the jewelry line. The result is that for the past several years they have been known as one of the world's fastest stepping couples with white-stones. They have worked a regular circuit of exhibitions in the winter and a circuit of fairs in the summer months. They had two very successful seasons at the Chicago World's Fair. To celebrate their 25th wedding anniversary they started February 7 from New York on a three months' round-the-world tour."

BEEHIVE YANDY CARDS

one from San Antonio, Tex.: "Have been here about two months now. Not getting in the big money, but making a living. Selling rad and X-rays for a quarter. Several of the boys are here, including Jack Young, Al Miller, Bill Houston and Ted Williams. Ted is not working, being here for his health. My Gila monster chewed my thumb severely and I was in the hospital for a few days. Even got a writeup in local papers about it. I would enjoy reading pipes from Morris Davidson, Harry Weber, Joe Morris and Jack Jenkins."

A PIPE FROM DOC KREIS

Scranton, Pa. reads: "As I write this pipe (Sunday, February 3) the church bells are ringing, calling people to Sunday worship. You know, folks, a person must either get very sick or die in order to find out just who his friends really are. Right now I want to thank Molly and Walter King, Bob Hofeller, Tom Irving, Doc Fonda, Billy Ramsey, George (Musical) Sims, Charlie Schadt, Findley Drug Company, Roy Robinson and Frank Varo for their encouragement and sympathy. As I write this I really believe I am getting better. Have also received much-needed consolation from the Musical Brownies, a Mr. Aldridge, Charlie Woelkers, Drabot the Mystic, Helen I. Rex, Charlotte Snelder and many of the regular show people who have called to see me. All performers, troupers, pitchmen coming this way are welcome. (410 Aswell Court) and the coffee pot is always out. I'm getting in the humor to shoot pipes and talk about the prospects for 1935. I still feel like the old skipper of the good ship Manitowac."

"WE ARE WORKING

fall blast in our West Madison street store," inks Jake Fox, Chicago. "We are going to keep it open until along in the spring. Doc Burrus, Buffalo Cody and Harry Allsare are the regulars. Cody is also breaking in a few new workers. He sure has a real coming pitchwoman in Jean McManus, a recent arrival from Hollywood. She has a beautiful head of hair and it'll be too bad if the New York pitchmen ever see her."

DOC RANCE GRAY

well-known pitchman and former actor, according to a clipping sent in by Jake Fox, Chicago, died December 16 at the County Hospital from a fractured skull, suffered as a result of slipping and fall-

O. O. McIntyre, New York columnist, included the following in his February 8 column:

"Irvin Cobb knows all the pitchmen—and has gathered much material from them—who spread their little valises on tripods along the library wall to sell sleeve garters, suspenders, fountain pens and sundry gimcracks. They are chronic nomads, crossing the country several times a year and stopping off at big cities en route. Until you have met Quebec Charlie or Sock Titus and heard their spits you have missed delightful dissertations on life and manners that would have made Socrates himself cock an off ear."

ing on an icy safety island at Roosevelt road and Jefferson street, Chicago.

"WELL HERE I AM

back in Fort Smith, Ark.," pipes Happy O'Curran. "Worked Heaven, Okla., last Saturday to a fair business. Dad Hanlon, owner and manager of the St. Charles Hotel here, got married January 27. They sure are real friends to all outdoor show people. Will be here until around April 1. Expect to open my show here at that time. How about pipes from Benny Alline, Harry and Daisy DeGrace and Earl Wall? Sure had a lot of fun with our flea circus."

JOHN H. JONES

shoots from New Orleans: "Here I am down in the land of grits and rice. Very little money in circulation here at present, but will stay thru for the Big Show and try to get some then. I am still working Chinese tricks. Spots are hard to get, lots of workers here. The 40th Anniversary Number was a trouper's encyclopedia."

DAY AND DATE

(Continued from page 38) years, working mainly in the legal department.

CHICAGO, Feb. 9.—Much speculation has been aroused among circus men as to the financial outcome of the local engagements of Hagenbeck-Wallace and Cole-Beatty Shows. With Clyde Beatty being featured by Cole Bros., it is regarded as certain that Hagenbeck-Wallace will augment its show with the strongest possible features. The latter show has an advantage in the matter of capacity, the Stadium seating some 18,000 persons, which may enable Hagenbeck-Wallace to offer attractive terms to large concerns taking a block of several thousand tickets. In the matter of paper, too, an interesting "battle of the boards" may develop. Likewise a battle of the press agents. R. E. Hickey, of the Cole Bros.' press staff, is well acquainted with every Chicago daily newspaper editor and is well liked. Beverly Kelly, who will be in charge of the Hagenbeck-Wallace publicity, also is well liked and a very capable man, so the press angle in Chicago should be exceptionally interesting.

SARASOTA, Fla., Feb. 9.—Frank A. Cook, legal adjuster on the Ringling Bros. and Barnum & Bailey Combined Circus for upwards of a quarter of a century, has been named as manager of the Hagenbeck-Wallace and 4-Paw-Sells Bros.' Combined Shows.

Sam W. Gumpertz was emphatic in his statement that Cook's appointment to the Ringling No. 2 show management was in recognition of his long service with the Ringling interests and as a reward for his loyalty to the shows.

Ralph Clausen, legal adjuster on the Hagenbeck show, comes over to the Ringling show to replace Cook. No appointment to fill Clausen's vacancy on the Hagenbeck show was ready today.

The changes announced by Gumpertz are now in effect. Ira Watts has been in charge at Peru since the close of last season. Show officials said here today that in Cook Mr. Gumpertz has a man who knows the circus business and who has gained the respect and confidence of officials, performers and workmen alike and who knows them all.

COLE BUYS

(Continued from page 38) winter quarters of the show in South Houston, Tex. Practically all of the equipment was built during the last several years of the show's existence. The title was not involved in the deal.

The acquisition of the Christy equipment, including the train, completely outfits the Cole Bros.-Clyde Beatty Circus, giving the show 38 railroad cars, all steel, excepting a few of the coaches.

This with a menagerie embracing 17 elephants and a great and varied collection of wild animals will form one of the most complete traveling zoological collections.

Mr. Adkins jumped from Providence, R. I., where he had been for a fortnight attending a lawsuit as a witness, to Houston to superintend the loading of the show. It was shipped from South Houston to St. Louis, over the Missouri Pacific Railroad, whence it was transferred across the Mississippi River by the Terminal Railroad. The run into Rochester was completed over the Nickel Plate tracks, reaching here today.

HOUSTON, Feb. 9.—Physical properties of Christy Bros.' Circus, purchased here by Cole Bros.-Clyde Beatty Circus, were in charge of P. A. McGrath when shipped to Rochester, Ind. There were 11 flat cars of steel construction and each flat had its capacity taxed in quantity, if not in tonnage. Equipment consisted of baggage wagons, callopes, light plant, parade tableau wagons and cages and the three elaborate band wagons, Asia, America and Swan. The remaining nine cars will be shipped later. "The addition of this property," Jess Adkins informed The Billboard representative, "practically completes our circus insofar as equipment is concerned. However, there is some likelihood of the train equipment being increased." Mr. Adkins further stated there will be a European feature act in the big show and a surprise feature in menagerie.

Coincident with the moving of the show cars to Rochester it was learned that approximately 20 steel circus cars have been acquired by George W. Christy and will be delivered in quarters soon. At the same time it was learned that "an epidemic of wagon building" was broken out right away. Delivery of a new 150-foot top with three 50s is expected daily. Removal of Christy Bros.' property leaves on hand Christy Bros.' title, Heber Bros.' title, Lee Bros.' 15-car railroad show complete, Texas Ranch three-car railroad show complete and other miscellaneous property.

BIG ATTENDANCE

(Continued from page 38) over public-address system, and Harry C. Philp directed the band. Clyde Beatty's act was put in the ace spot instead of closing as planned because of time required to set up the cage. Beatty broke in new cats.

The Program

The acts included comedy acrobats, Lester, Bell and Griffin Trio, Donahue and La Salle, the Pichiani Troupe and Jung Trio; Cole Bros.' Seals, Cole Circus elephants, in charge of High Pockets, assisted by Eddie Allen and Huntley; Neiss Troupe, working with two parallel ladders and elastic platform, featuring a number of hand turns and passing; Rink Wright Duo, teeter-totter act, with the man poised on a chair; Merrill Brothers and Sister, chair and hand stands in a platform act; Bob Eugene Troupe, aerial bars; wire acts, Three Chesters, Floyd Bernard and Don Francisco; Iron Jaw, Edward Sisters, Eileen Lary, Mabel Elliott, Carol Glris, Jaque Teeter, Malloy, Mae Clark, Maybelle Kester, Viola Barnett and Ruby Cutchall; Mickey King, aerialist; perch, Two Merrills, Two Solts and Four Polls; riding, Hollis Family, Cristiani Troupe and Davenport Family, with Lucio Cristiani doing a backward somersault, horse to horse; Liberty horse numbers in charge of John Smith, Joe Hodgini and Jorgen Christiansen; Bombay on the bounding wire; Costica Florescu, high perch and iron jaw; small aerial numbers, Aerial Solts, Smiths, Viola Hauser, Esma Wilson, Agnes Doss, Bessie Hollis, Corinne Hodgini DeAro, Swing Wilson; flying acts, Siegrists, Harold and Randolls; acrobats, Emellos, Pichianis, Angelos and Siegrist Duo; Great Gretonas, high-wire act.

Among those noted in clown alley, each one producing his own specialties, were Shorty Flemm, Earl Shipley, Charles Bell Trio, Felix Adler, Paul Jerome, Roy Barrett, Tad Tuskey, Micky McDonald, Jung Trio, Jack Donahue, Walter Goodenough, Chester Barnett, Otto Grimbler, Emmett Kelly, Joe Short, Paul Hanrapp, Buster March, Bert Lawson, Leo Kerns, Billy Walleit, Pinky Hollis, Fred Gregory, Kinko, Abe Radenmacher, George Voise and Jeanette.

Casteels to California

CINCINNATI, Feb. 9.—Joe Bon Home writes from Marshall, Tex., that Jack and Loraine Casteel have sold their

White-Top Pickups

NEW YORK, Feb. 9.—Burns O'Sullivan has recovered from a siege of double pneumonia and is now able to make his daily visits to the circus room at the Cumberland.

Frank Wirth and wife, May, arrived here from a month's stay in Miami, Fla., and owing to the bad roads came back from Jacksonville to New York by boat. They will leave immediately for Minnesota and open with the Dennis Curtis show at Minneapolis for the Shrine.

George Hanneford and wife will be with the Wirth family, George doing the comedy. Charles Hunt Jr. has been engaged to do the straight for the Minneapolis Shrine Circus engagement and also later at Hartford and Waterbury, Conn.

The lions of Gorman Bros.' Circus have been shipped from winter quarters to Manchester, N. H., where "Slim" Walker will break them for a big act to be featured at parks and later at fairs. Walker has charge of the zoo in that city and the Gorman lions will be added to those he already has in his act.

It is rumored around the city that the veteran general agent, Frank J. Frink, will be with one of the big ones as superintendent of transportation. Also rumored that Al F. Wheeler and Honest Bill Newton have joined hands and will put out a circus from down in Georgia this spring, combining the outfit of the Campbell Bros., the Newton outfit and the trucks and other property of Wheeler.

Jimmie Magee is busy with indoor promotions in Western Pennsylvania. He looks for a big thing in Bradford, where he will put on the city's first indoor circus.

Bessie Costello, rider, has given up her residence at Henderson, N. C., and has moved to the big city for the remainder of the winter. Edith and Dave still are in Henderson, where Dave owns and runs about everything in the city but the City Hall, and he is pretty strong there also.

Bob Thatcher, a nephew of the late Andrew Downer and a well-known circus agent, is putting in the remainder of the winter at the quarters of Barnett Bros.' Circus at York. C. S. Bob has been contracting with the circus for last two seasons.

At their country place near Zanesville, O., the Lesters are awaiting the call for action again. Bill, Allen and Pete are signed for next season, and the first two named are, as usual, with the Hagenbeck show. Pete will use the sticks as always and put in the windows the litho limit with a truck show.

Joe Hodgini, who has been doing the comedy in the Davenport riding act, has left and Freddie Freeman and wife have joined to finish out the Davenport indoor circus engagements.

Louis Reed and wife, Adele Nelson, are playing vaude dates around New York with their elephant act. They have commodious quarters and a 20-room house at Chatham, N. Y., where Teddie looks after things when the act is laying off there. Louis has next summer and will probably play fairs and parks.

FLETCHER SMITH.

Circus Acts in Paris

PARIS, Feb. 4.—Paris vaudeville and picture houses continue to feature circus numbers. Albert Powell, American trapeze performer, heads the bill at the big Gaumont Palace. Others on bill are the American comedy acrobats, Mackie and Lavalle, and the cyclist, Maiss. Con Colleano, tight-wire ace, heads big bill at the Empire, which includes the Fratellini trio of clowns and the Eight Kemmys, acrobats. The Moulin Rouge offers Clemens Bellings and his dogs and the riding act of Cilly Feindt. Ferry Corway, American musical clown, is at the Rex. Flying Concellos are slated to play a return engagement at the Cirque d'Eliver beginning February 8.

The Four Whirlwinds, American roller skaters, are at the International Sporting Club in Monte Carlo. Paul Gordon, American wire walker, is playing one-month stand with the Cirque Staniewskich in Warsaw, Poland. The Harry Holt Trio, cyclists, are at the Thalia in Eberfeld, Germany.

home and property there and left on February 1 for California, where they will engage in business.

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100 Tubes for
TOOTH PASTE (Coraline) 4.00
35c. Seller, 100 Tubes
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25% Deposit With Order, Balance C. O. D.
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Rubber Tires For R-B Wagons

AKRON, O., Feb. 9.—The circus is coming to town on rubber this year, according to officials of major rubber companies here who have contracted with the Ringling-Barnum Circus to provide rubber tires for many wagons.

Rubber tires instead of steel bands will carry the wagons. Mechanics have been busy at winter quarters of the show in Sarasota, Fla., removing the old wheels and replacing them with rubber-tired wheels.

The big canvas wagons now have 10 wheels in place of the four which formerly carried them. Horses will still be used to haul the wagons, circus officials said.

When the Big Show played here last summer Samuel Gumpertz conferred with engineers of local rubber concerns as to the possibility of putting the "show on rubber tires."

West Coast Observations

LOS ANGELES, Feb. 9.—Many showfolk are in Southern California each winter. Just ran into Able Albert, Louis Rosenberg, Benny Levine and Jimmy Reynolds.

The social life among the showfolk out here is a delightful adventure and something is doing every week. Last week they had the Mid-Winter Ball and High Jinks of the Pacific Coast Showmen's Association. Dancing and visiting lasted until 2:30 a.m. Ada May Moore was holding an all-evening reception. Jack Grimes and Chester Pelke didn't have time to dance. Olga Celeste was there as well as Mark Kirkendall and Ruby and scores of others. President Archie Clark reported the affair as a huge success.

Made a visit to the A. G. Barnes quarters and found everything humming. Yellow Burnett is turning out a beautiful paint job. Margaret Graham (sister-in-law of Nelse Lawsten) is busy with a force of girls on the wardrobe. Walter McClain was busy with his elephants. Mabel Stark and Cap Jacobs were on the lot working out their "ents," the Portland Jew was there, as well as Frank Chicarella, William Denny, Eddie Tree, William Kolp, Ben Austin, Ed Maxwell, Dan Dix, Jack Grimes, Pete Ebert, Petersen, Theo Forstall, Al Weir, B. Priest, Austin King, Mrs. Cronin and Paul Eagles.

Coming in from Compton, stopped at quarters of Archie Clark's Shows and found everything humming with activity and Archie making preparations for installing a new office wagon. At Tom Mix's, met Herbert Hobson, who is there with his father and brother.

Big Ed Nagle made a stirring address recently at one of the regular meetings of the PCSA. Paddy Conklin is here for a few weeks' visit. Milt Bunkle is around the usual spots in Los Angeles and made quite a talk at the Esategate Lodge of Masons when Theo Forstall was initiated into his second degree. Kirkendall, John Miller, the writer and Dock Wayne Barlow were in evidence.

Hugh Fowler expects to depart for the Orient soon, it being necessary for him to go there since the death of Charley Hatch. J. D. Newman is holding forth at Santa Monica and represents the Bi-Boa Brewery. Leo Haggerty is to be seen every Monday at PCSA.

STANLEY F. DAWSON.

TRAVERSE CITY, Mich. — National recognition of Traverse City municipal zoo and aquarium and of City Commissioner Con Poster, who is responsible for these park features, is found in a recent issue of *The North American Review* and *The Readers' Digest*. In the December issue of *The Digest* is an article called *The Magic Twist*, condensed from an article by Francis R. Bellamy, for *The Review*, telling of men who have improved their home communities. Although Poster is not mentioned by name, the identification is unmistakable in the following paragraph: "Up in Traverse City, Mich., there used to be an old circus man—who may be there yet for all I know—who retired after 30 years on the road, had himself elected a city commissioner and promptly proceeded to establish one of the finest zoos and aquariums in the State, a real drawing card for tourists to Traverse City as well as a source of education and pleasure to the town itself."

Elephants Good Sailors

PARIS, Feb. 4.—Big cargo of animals from the manager of the Mills Circus at the Olympia in London was recently shipped back to Antwerp en route to Hamburg and Brussels. Skipper's telegram to Mills reported arrival at Antwerp as follows: "Elephants stolid, lions dopey, tigers tame and drinking milk out of hands of the crew."

London Briefs

LONDON, Feb. 2. — Bertram Mills' Olympia Circus closed last week after a record season in which all previous attendances and box-office receipts were topped. The Cancellow go to Paris to feature in a film and then return to America for a further season with Ringling-Barnum.

Albert, on swaying steel pole, featured with the Olympia Circus, will be one of the principal attractions in Bertram Mills' Tenting Show which opens near London at Easter.

Capt. Bertram Mills will contest a seat for the British Houses of Parliament at the next general election.

The Five Canadian Wonders, noted British aerial act, will make their American debut with Ringling-Barnum.

Five Carlton Sisters, known in America as Juggling Jewels, are a hit in British vaudeville.

Shrine With Ak-Sar-Ben Knights in Omaha Show

OMAHA, Feb. 9.—Knights of Ak-Sar-Ben, local civic organization, and the Shrine lodge this week entered into partnership for presenting the indoor circus at the Ak Coliseum March 11 to 16. Heretofore each organization has sponsored an indoor show annually and co-operative deal means town will see only one circus this indoor season.

Already several acts, including Clyde Beatty and eight others out of the Cole Bros.' Show, are set and plans call for a three-ring setup or 42 acts in all.

Management will be by Jake Isaacson, executive secretary representing Ak-Sar-Ben, and a committee of the Shrine appointed by Judge Rhoades, potentate. Double harness arrangement is intended to cut overhead and at same time make a bigger show possible. Split on the take will be on a 50-50 basis.

Equipment and Supplies

Manufacturers—Distributors—Jobbers.

THE JUSTRITE MFG. CO., Chicago, has a new product which is a combination soldering iron and blow torch. This device is very light and portable and eliminates a pump, pressure system, stove and charcoal. Due to its compactness it can be carried or stored in very little space.

PONTIAC MERCHANDISE CO., Inc., is the title of the reorganized Outlet Sales Company. In handsome quarters in New York City, situated in a locality suited to its line, and with the strong following the management has, due to long association, they predict a thriving business. Morris Tolkin will be in charge. In addition to being wholesalers of perfumes, notions and sundries, the firm is also manufacturer and distributor of Pontiac razor blades.

FORESEEING the popular demands of users for smoother and quieter operating electric power and lighting plants, Universal Motor Company, Oshkosh, Wis., has successfully developed an entirely new method of mounting and installing its units. During its 30 years' experience in building and servicing Universal is credited with many mechanical operating features and improvements that have made its plants outstandingly popular and that have since been widely adopted thruout the industry. Any unit the firm now builds can be had with the new rubber-cushioned mounting. This mounting is a patented feature and everyone who has seen it under actual

COUPON WORKERS

HERE'S YOUR

NEW MONEY MAKER!

At Last We Have It!

BUY THIS \$1.50 Package For \$1.00



GET THIS \$1.00 Package FREE



A deal that is staying a strong comeback for the Coupon Sales Game. For the last two years we have been searching, experimenting, testing new ideas for something that would click and how we have it. We recently took over the entire output of one of Texas' largest producers of Mineral Crystals, which makes it possible for us to offer a deal at a price that will make you real money.

There is a ready market for Texas Mineral Water Crystals. All you have to do is supply the demand.

This Deal Consists of:
1—\$1.50 Package MINERAL WATER CRYSTALS
1—\$1.00 Package MINERAL WATER CRYSTALS

And Cost You in Lots of 200 Deals	\$0.35 per Deal
In Lots of 100, But Less Than 200 Deals40 per Deal
In Less than 100 Lots45 per Deal
Prepaid Sample of Deal75
Coupons for Deal	1.00 per 1000
IF YOU WANT QUALITY MERCHANDISE WITH FLASH AT A PRICE—HERE IT IS.		
1-Oz. PERFUME with Bakelite Cap. Packed in Individual Boxes. Gross \$7.50		4-Pc. PEARL DEAL, Containing 1 Oz. Perfume, 3 Oz. Face Powder, 2 Oz. Jar Cleansing Cream, 1 String Reproduction Pearls, Attractively Packaged in Display Box. Each..... 29c
3-Oz. FACE POWDER, Very Attractive Box. Packed 1 Doz. to Carton. Gro. 7.50		3-Pc. TURTLE OIL CREAM DEAL, Consisting of 3-Oz. Opal Jar Turtle Oil Cream, 1 Oz. Perfume, 3-Oz. Round Box Face Powder. This is an attractive set that really sells. Each 26c
3-Oz. BRILLIANTINE—Attractive Bottle. Highly Perfumed. Gross..... 6.00		4-Pc. MANICURING DEAL, Consisting of 1/2-Oz. Nail Enamel, 1/2-Oz. Nail Enamel Remover, 3-Oz. Face Powder, 1 String Reproduction Rock Crystals. Beautifully Packaged in Display Box. Each..... 26c
4-Oz. HAIR OIL (Best Quality, Attractive Package). Gross..... 7.50		
4-Oz. ALMOND CREAM (Thick Rich Cream Emulsion, Attractively Packaged). Gross..... 6.60		
4-Oz. Eau de Quinine HAIR TONIC, Containing 50% Alcohol. Highly Odored. Gross..... 7.20		
4-Oz. SHAMPOO (Heavy Soap Content, Opalescent Color). Gross..... 6.60		
Prepaid Sample Any Above Deals, 75c.		Coupons for Above Deals, \$1.00 per Thousand.
TERMS—All Prices Are F. O. B. Dallas, Tex. One-Half Deposit Required With All Orders. No Personal Checks Accepted.		

UNIVERSAL LABORATORIES, Dallas, Texas

working conditions, as well as in the factory, is enthusiastic over its many new advantages. It is designed and built on the ball and socket principle whereby the slightest movement of the entire unit is completely cushioned. Universal advises that this new rubber-cushioning feature is also designed and built so that Universal plant owners can easily add it to their units now in service.

C. I. LEVIN, of the Midwest Novelty Company, Kansas City, is making an extended trip east, visiting New York, Boston and other principal cities, seeking new merchandise for the firm's concessions trade.

BROADCAST

(Continued from page 53)

untoward activity. There sure was enough in it to arouse even the most lachrymose park owner."

And from Ernie also comes this laugh: "I asked one of the boys at Euclid Beach if he read *The Billboard*, and he answered yes. I then asked him if he read 'Out in the Open,' and he replied, 'No, I always read it in the house because I've had so many *Billboards* stolen on me.' Oh, Leonard Traubel! Such is fame."

+ + +

Can you imagine G. W. Christy selling the string of ears used by the Christy Bros.' Circus and immediately acquiring a string of new ones! Something must be in the wind.

HENNIES BROS.

(Continued from page 53)

their successful two months' trip north booking the show.

Ladies of the show meet on the mezzanine floor of the Auditorium Hotel for an evening of cards, while menfolk gather and "cut it up" in the lobby, joined by members of the John Francis, Roy Gray and George Engesser shows. Mr. and Mrs. Joe Murphy and Mrs. Denny Pugh, of Dallas, were week-end visitors of Mrs. Orville W. Hennies, Lloyd

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24-in. \$27.50
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Twentieth Century Wonder, FIVE LEGGED STEER

For show purposes. Thousands want to see this animal. For particulars write C. H. CLARK, Holbrook, Ariz.

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43", with Iron Cap, 20c; 40", with Iron Cap, 15c; 30c; 52", with Iron Cap and Ring, also 15" Wrench Posts, 80c
TAVETIAN, 41 Rutgers Street, New York, N. Y.

Hutchison (known as "Uncle Charlie"), in charge of the Ferris Wheel, has his crew changing the seats from red to white enamel. The concession department has started getting busy, and F. H. Hanewinkel (better known as "Big Heine") is building seven new frames, as that many more to be added this year—during the season he will be in charge of the stock wagon.

JOE S. SCHOLINO.

ROUTES

(Continued from page 37)

Hamilton, Kay (Orph.) Boston.
Harris, Claire & Shannon (Chicago) Chicago.
Harris, Phil (Fox) Philadelphia.
Harris Twins & Loretta (Ambassador) St. Louis.
Harrison & Elmo (Academy of Music) New York.
Hayes, Harriet (Buffalo) Buffalo.
Hayworth's, Scabee, Bdwy. Novelties (Riley) Ft. Wayne, Ind.; (State) Sandusky, O. 16-18.
Hines, Earl, & Orch. (Pal.) New York.
Holland & Hart (Pal.) London Feb. 1-28.
Hollis, Marie (Lyric) Indianapolis.
Hope, Bob (Capitol) New York.
Rowell, Beatrice (Marbro) Chicago.
Howard, Harry (Valencia) Jamaica, N. Y.
Howard, Sybil & Bernice (Pal.) Minneapolis.
Hutton, Ina Ray, & Orch. (Earle) Washington, D. C.
Hymn, Johnny (State-Lake) Chicago.
Hyde, Alex. & Orch. (Penn) Pittsburgh.
Jackson, Jigsaw (Riverside) Milwaukee.
Jans & Lynton Revue (Valencia) Jamaica, N. Y.
Jerry & Her Baby Grands (Buffalo) Buffalo.
Johnson, Mr. & Mrs. Martin (RKO Pal.) Rochester, N. Y.
Jordan & Grace (Orph.) Boston.
Kanes, Three (Pal.) New York.
Keller Sisters & Lynch (Boston) Boston.
Ketchel, Iva (Oriental) Chicago.
Lane, Jack (Rivoli) Toledo, O.
Large & Morgner (RKO Albee) Providence.
Laurie Jr., Joe, & Memory Lane (Fox) Washington, D. C.
Lee, Storms & Lee (State-Lake) Chicago.
Lewis & Moore (Albee) Brooklyn.
Lizette, Troupe (Roxy) New York.
Little, Frankie (Oriental) Chicago.
"Live, Laugh & Love" unit (Earle) Philadelphia.
Lipton, Mary (Roxy-Mastbaum) Philadelphia.
London Puppet Players (Pal.) Minneapolis.
Lorraine & Digby (Valencia) Jamaica, N. Y.
Loyal's, Alf, Dogs (Paradise) New York.
Luncheon, Jimmy, & Co. (Met.) Boston.
McKenna, Joe & Jane (RKO Albee) Providence.
Nack, Freddy (Roxy) New York.
Nack, Tommy, & Co. (Fox) Washington, D. C.
Mahoney, Will (Pal.) Manchester Feb. 1-28.
Manhattan Steppers (Academy of Music) New York.
Marcy Bros. & Beatrice (Harris Alvin) Pittsburgh.
Marsh, Andrea (Globe) Bridgeport, Conn.
Marsh, Andrea, & Co. (Orph.) New York.
Marshall, Everett (State) New York.
Mason & Yvonne (Orph.) Boston.
Maximo (State) Newark, N. J.
May, Bobbie (Marbro) Chicago.
Mayfair, Mitz (Memorial) Boston.
Melrose, Flying (Pal.) Sanford, Fla.; (Pageant) Sarasota 18-22.
Menken, Hal, Revue (Fox) Washington, D. C.
Meroff, Benny, & Band (Fox) Detroit.
Merkel, Jackie (State) Newark, N. J.
Michon Bros. (Buffalo) Buffalo.
Milkinder, Lucky, & Blue Rhythm Band (Stanley) Pittsburgh.
Minor & Root (Boulevard) New York.
Mole, Joe & Jesta (Orph.) Seattle, Wash.; (Music Box) Tacoma 16-18.
Montmartre Nights (Queen) Ft. Lauderdale, Fla.; 14; (Paramount) Miami 15-19; (LA-Plaza) St. Petersburg 18-19; (Victory) Tampa 20-21.
Murrays, The (Lyric) Indianapolis.
Nagle, Bert, & Co. (Orph.) Boston.
Nash & Patsy (Boston) Boston.
Newton, Martha (Oriental) Chicago.
Rina, Gypsy (Roxy) New York.
Nolan, Paul, & Co. (Globe) Bridgeport, Conn.
Nord & Jeannie (State) New York.
Norman, Duke, Revue (State) Newark, N. J.
Novis, Donald (Albee) Brooklyn.
O'Donnell & Blair (Albee) Brooklyn.
Oliver, Gene, 1935 Varieties: Lawrence, Kan.; Joplin, Mo. 18-23.
Oliver, Vic (Academy of Music) New York.
Olson & Johnson (Orph.) Minneapolis.
Olympia Aces, Four (Orph.) New York.
Olympics, Three (Plymouth) Worcester, Mass.
Park & Clifford (State) New York.
Parker, Lew (Orph.) Boston.
Peebody, Eddie (Oriental) Chicago.
Peunia, Joe (Orph.) Chicago.
Perkins, Johnny (Loew) Jersey City, N. J.
Racette, Ruth (Pal.) Minneapolis.
Radcliffe & Rogers (RKO Albee) Detroit.
Radio Ramblers (Mick) Providence.
Rarity, Tony, & The Lads & Lassies (Globe) Bridgeport, Conn.
Ranger, Don, Orch. (Capitol) Albany, N. Y. 8-14.
Rathburn, Vernon, & Co. (Boston) Boston.
Ray, Leah (Fox) Philadelphia.
Ray & Sunita (Pal.) New York.
Reid, Betty (Rivoli) Toledo, O.
Reis & Dunn (Valencia) Jamaica, N. Y.
Renard & Frome (Globe) Bridgeport, Conn.
Rio Bros. (Chicago) Chicago.
Rina, Bob (Chicago) Chicago.
Risley Sisters (Rivoli) Toledo, O.
Robbins Family (Loew) Jersey City, N. J.
Rodger, Roy (Lyric) Indianapolis.
Rogers & Wynn (Mick) Detroit.
Rollins, Mimi (Paradise) New York.
Ross, Benny (Ambassador) St. Louis.
Ross & Edwards (Orph.) New York.
Roxy Rhythm Orch. (Roxy) New York.
Buggio, Virginia (Tower) Kansas City.
Russell, Luis, & Band (Orph.) New York.
Sallors, Three (Dury Lane) London Feb. 1-23.
Savo, Jimmy (Penn) Pittsburgh.
Sax, Ray (Lyric) Indianapolis.
Shaver, Buster, & Co. (Pal.) Chicago.
Shoel, Earl (Rivoli) Toledo, O.
Slate Brothers (Pal.) New York.
Smeck, Roy (Globe) Chicago.
Smith, Bert, Show (Norva) Norfolk, Va.
Smith, Bob (State-Lake) Chicago.
Sokolick, Harry, & Orch. (Marbro) Chicago.

Spices of 1935 (Colonial) Dayton, O.
Stone, Maxine (Ambassador) St. Louis.
Stuart & Vale (Crosvenor House) London Feb. 1-28.
St. Claire & O'Day (Keith) Boston 13-21.
Sutton, Paul (Colonial) Dayton, O.
Switz, Three (Earle) Washington, D. C.
Sydell, Paul, & Spotty (Albee) Brooklyn.
Sykes, Harry (Royal) Columbus, Ga. 14-16; Brunswick 18; Waycross 20; (Pal.) Jacksonville, Fla. 22-24.
Taylor, Peggy, & Co. (Memorial) Boston.
Tip Tops, Five (Marbro) Chicago.
Twinor Boys (Earle) Washington, D. C.
Valada (Coliseum) London Feb. 1-28.
Valora, Two (Plymouth) Worcester, Mass.
Van Cello & Mary (RKO Pal.) Rochester, N. Y.
Vietch, Eddie (Dorchester Hotel) London Feb. 1-28.
Wabash Rascals (Lyric) Indianapolis.
Waldman, Ted & Al (Pal.) Minneapolis.
Watson Sisters (State-Lake) Chicago.
Weber, Rex (State) Newark, N. J.
West, Buster, & Lucille Page (State) New York.
White, Eddie (RKO Pal.) Rochester, N. Y.
Whiting, Jack (Memorial) Boston.
Whiteman, Paul, & Orch. (Pal.) Cleveland.
Williams & Charles (RKO Albee) Providence.
Williams, Herb (Pal.) Chicago.
Wilson, Keppel & Betty (Wintergarten) Berlin Feb. 1-28.
Wynn, Mae, & Co. (A B O & Rex Theaters) Paris Feb. 1-28.
Wynne, Thelma (Boulevard) New York.
X Sisters, Three (Pal.) Chicago.
Yorke & Tracey (Plymouth) Worcester, Mass.
Yvonne, Princess (Pal.) Marion, O. 14-16; (Paramount) Middletown 17-20.

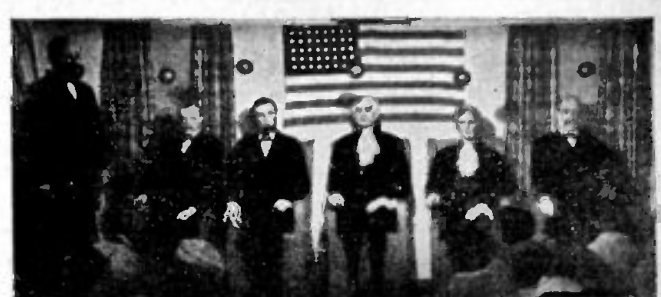
Belaaco, Leon: (Casino de Pares) New York.
Bell, Jimmy: (St. Clair) Chicago, h.
Belns, Frank: (Silver Star) Sulphur Springs, Fla., b.
Berger, Jack: (Astor) New York, h.
Berger, Matt: (Club Piccadilly) Chicago, c.
Berger, Max: (Park Lane) New York, h.
Berrica, Freddie: (Flying Trapeze) New York, re.
Bonelli, Michael: (Dempsey) Mason, Ga., h.
Brown, Herb: (Vendome, 28 W. 56th St.) New York, h.
Brown, Ted: (Venetian Gardens) Scranton, Pa., b.
Burling, Joe: (Harry's N. Y. Cabaret) Chicago, c.
Bundy, Rudy: (Casa Madrid) Louisville, Ky., h.
Burnett, Earl: (Netherland Plaza) Cincinnati, h.
Busse, Joe: (Heights) Albuquerque, N. M., b.
Campbell, Jimmie: (Marquette Club) Chicago, c.
Campbell's Washington & Lee: (Marigold) New York, h.
Cervor, Jack: (Japanese Gardens) Detroit, b.
Cetlan, Len: (Lang's North) Buffalo, re.
Cato's Vagabonds: (Riviera) Daytona Beach, Fla., re.
Chernavsky, Josef: (Congress) Chicago, h.
Christian, Tommy: (Trinnon) Cleveland, b.
Clegg, Frank: (Hoosgow) Chicago, c.
Coburn, Jolly: (Rainbow Room) Radio City, N. Y., h.
Coleman, Emil: (Plaza) New York, h.
Collier, Hal: (Chase) St. Louis, h.
Compton, Helen: (State) New York, c.
Conti, Eddie: (Coral Gables) E. Lansing, Mich., b.
Cornelius, Paul: (Swiss Garden) Cincinnati, re.
Cortez, Carmen: (Club 4-U) Chicago, re.
Crawford, Al: (Mayfair) New York, re.
Cuban Boys: (Hollywood) New York, ch.

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BANDS AND ORCHESTRAS
Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address insufficient," if proper designations are not made.
EXPLANATION OF SYMBOLS
b—ballroom, c—cafe, cb—cabaret, cc—country club, h—hotel, hc—night club, re—roadhouse, re—restaurant, and t—theater.
(Week of February 11)
Adams, John Q.: (Rendezvous Gardens) Dayton, O., re.
Acock, Jack: (Open Door Cafe) Philadelphia, re.
Alexander, Willard: (Levaggi's Supper Club) Boston, c.
Andrews, Ernie: (Patio) Hartford, Conn., re.
Armstrong, Mrs. Louis: (Vandome) Buffalo, h.
Arnold: (Boeuf Sur Le Toit) New York, re.
Arnold, Jimmy: (Club Royale) San Antonio, Tex., re.
Arnheim, Gus: (Chez Paree) Chicago, re.
Austin, Ethan: (Eastern Star) Detroit, c.
Ayers, Herb: (Worthy) Springfield, Mass., h.
Barnett, Charlie: (Roosevelt) New Orleans, h.
Barron, Duke: (King Gotton) Greensboro, N. C., h.
Bartel, Jeno: (Ambassador) New York, h.
Bate, Bob: (Frank White) Dunkirk, N. Y., re.
Bagmann, Ori: (New Celestial) Baltimore, Md., re.
Becher, Keith: (Stevens) Chicago, h.

Oilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re.
Gill, Emerson: (Webster Hall) Detroit, h.
Glave, Russell: (Harlem Stables) Chicago, b.
Gold-Coasters: (Drake) Chicago, h.
Golden, Ernie: (Luna's) New York, re.
Golden, Nell: (Man About Town) New York, re.
Goodman, Al: (Winter Garden) New York.
Gothelf, Manfred: (Monte Cristo) Chicago, re.
Grant, Bob: (Savoy-Plaza) New York, and (Beach & Tennis Club) Miami, Fla.
Gray, Glen: (Essex House) New York, h.
Green, Jimmy: (Guyon's) Chicago, b.
Green, Johnny: (St. Regis) New York, h.
Greene, Murray: (Hollywood Gardens) Bronx, New York, b.
Gregor, Marty: (New Penn) Pittsburgh, re.
Grier, Jimmy: (Biltmore) Los Angeles, h.
Guy, Ted: (Flagship) Chicago, c.
Hall, George: (Taft) New York, h.
Hall, James: (Club Havana) Chicago, re.
Hall, Jimmy: (Jeffery Tavern) Chicago, c.
Handler, Al: (Limehouse) Chicago, c.
Hathaway, Jack: (Parody) Chicago, c.
Hawkins, Jess: (Merry Garden) Chicago, b.
Haynes, Joe: (Meadow Brook) Meadow Brook, N. Y., re.
Hebeck, Ray: (Cafe De Pares) Los Angeles, re.
Hiatt, Hal: (Micholob Inn) Chicago, c.
Hill, Teddy: (Ubanis) New York, re.
Himber, Richard: (Ritz-Carlton) New York, h.
Hines, Earl: (Pal.) New York, h.
Hoff, Carl: (French Casino) New York, cb.
Hoffman, Earl: (Casa de Alex) Chicago, c.
Hollander, Will: (New Yorker) New York, h.
Hopkins, Claude: (Roseland) New York, b.
Howell, Buddy: (Paradise) San Antonio, Tex., re.
Hyde, Alex: (Penn) Pittsburgh, h.
Jarrett, Art: (Blackhawk) Chicago, c.
Johnson, Johnny: (Commodore) New York, h.
Johnson, Jerry: (Floridian) Miami Beach, Fla., h.
Jurgens, Dick: (Palomar) Los Angeles, b.
Kane, Allen: (845 Club) Chicago, c.
Kassel, Art: (Bismarck) Chicago, h.
Kaufman, Whitey: (Kaufman) Lebanon, Pa., h.
Kavelin, Al: (Detroit Athletic Club) Detroit, h.
Kay, Herbie: (Silverwater Beach) Chicago, h.
Kelim, Milton: (DuPont) Wilmington, Del., h.
Kemp, Hal: (Pennsylvania) New York, h.
Kennedy, Jimmy: (Nut House) Chicago, c.
King, Henry: (Waldorf-Astoria) New York, h.
King, Wayne: (Araxo) Chicago, h.
Kirwin, Bob: (Club Piccadilly) Chicago, c.
Kirpatrick, Jess: (Washington - Youred) Shreveport, La., h.
Knapp, Orville: (Beverly Wilshire) Beverly Hills, Calif., h.
Kroll, Nathan: (Vanderbilt) New York, h.
Kurtis, Gordon: (Beryer Crest) Irwin, Pa., re.
LaPorte, Joe: (Coo Rouge) New York, re.
LaSalle, Frank: (Wivel) New York, re.
Lamb, Drexel: (Casa Loma) South Bend, Ind., re.
Lane, Eddie: (Bossert) Brooklyn, N. Y., h.
Lania, Howard: (Town Casino) Philadelphia, re.
Larr: (Piccadilly) New York, h.
Lester, Alan: (Grass Hall) and (Tavern-on-the-Green) New York, re.
Leipold, Arnie: (Old English Tavern) Richmond, Va., re.
Lee, Larry: (Opera Club) Chicago, c.
Lidington, Louis: (Metropolitan Club) Poplar Bluff, Mo., re.
Light, Enoch: (Roney Plaza) Miami Beach, Fla., h.
Lishon, Henri: (Royale-Frolics) Chicago, re.
Little, Jack: (Lexington) New York, h.
Littlefield, Frankie: (Delmar Club) Galveston, Tex., re.
Livingston, Jimmy: (Dempsey) Macon, Ga., h.
Lochaby, Johnnie: (Blossom Heath) Oklahoma City, Okla., h.
Lohman, Carl: (The Farm, Bronkriver Parkway) White Plains, N. Y., re.
Lomhard, Guy: (Ambassador) Los Angeles, h.
Lopez, Vincent: (Biscayne Kennel) Miami, Fla., re.
Lucas, Clyde: (Lowry) St. Paul, h.
Lyric, Bill: (Stables) Chicago, c.
Lyman, Abe: (Paradise) New York, cb.
Lynden, Ralph: (Steamship Ollie) Chicago, c.
Lynn, Correy: (White City) Chicago, b.
McClister, Bob: (Traylor) Allentown, Pa., h.
McGoy, Clyde: (Rice) Houston, Tex., h.
McDonald's Music Makers: (Sunrise Beer Garden) Danville, Pa., c.
McKinney's Cotton Pickers: (Cotton Club) Cleveland, re.
McNery, Frank: (Sea Breeze Swim Club) Daytona Beach, Fla., re.
Madregra, Enrie: (Embassy) Miami, Fla., re.
Mallard, Johnny: (Pershing) Chicago, b.
Mankins, Eddie: (830 Club) Chicago, re.
Mann, Joe: (Club Leisure) Chicago, c.
Mares, Paul: (Harry's N. Y. Cabaret) Chicago, c.
Marruffi, Irving: (Blackstone) Chicago, h.
Marshall, Paul: (Arcadia) New York, h.
Martin, Freddy: (St. Regis) New York, h.
Martin, Joseph: (Roosevelt) Hollywood, Calif., h.
Masters, Frankie: (Glover Club) Hollywood, Calif., re.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meeker, Bobby: (Clartids) Memphis, Tenn., h.
McO Jimmie: (Royale-Frolics) Chicago, re.
McO, Al: (Rittenhouse) Philadelphia, h.
Merick, Wally: (Pelham Club) Harley, Wis., re.
Meroff, Benny: (Fox) Detroit, t.
Messner, Dick: (Lincoln) New York, h.
Meyer, Fritz: (Tantilla Gardens) Richmond, Va., re.
Meyers, Jack: (Club New Yorker) New York, re.
Michel, Marti: (Montclair) New York, h.
Mietli, Freddie: (Club Frolics) Springfield, O., re.
Milton, Al: (Hollywood Club) Chicago, c.
Monah, Jos.: (Woodrow Wilson) New Brunswick, N. J., h.
Moss, Joe: (Vanderbilt) New York, h.
Moyer, Ken: (El Studio) Palm Beach, Fla., h.
Mulligan, Norvy: (Radisson) Minneapolis, h.

Murray, Bethune: (Talk of the Town) Chicago, Ill.
Mysra, Stan: (Terrace Garden) Chicago, Ill.
N
Nance, Ray: (Club Morocco) Chicago, Ill.
Navara, Leon: (St. Moritz) New York, N. Y.
Nelaur, Eddie: (Casino Moderne) Chicago, Ill.
Nelson, Howard: (Zane) Zanesville, O., N. Y.
Nelson, Ozzie: (New Yorker) New York, N. Y.
Noury, Walter E.: (Plaza) Haverhill, Mass., N. Y.
O
Olman, Val: (Reno Merry-Go-Round) New York, N. Y.
Olea, George: (College Inn) Chicago, Ill.
Olsen's, Nighthawk: (Good Eagle Pleasure Club) Lancaster, N. Y., Pa.
P
Pablo, Don: (Lido Club) Dayton, O., N. Y.
Paige's Band: (L'Alphon) Chicago, Ill.
Pancho: (Pierre) New York, N. Y.
Parfall, Al: (Beesmer) Harrisburg, Pa., N. Y.
Parker, Ray: (Aviation) Chicago, Ill.
Farher, Bill: (Edgecater Quif) Biloxi, Miss., N. Y.
Perker, Bert: (Nut Club) Little Rock, Ark., N. Y.
Peabody, Eddie: (Oriental) Chicago, Ill.
Pedro, Don: (Oriental Gardens) Chicago, Ill.
Pellegrino, Nick: (Casino) Chicago, Ill.
Peterson, Eric: (Club Edgewood) Albany, N. Y., N. Y.
Pierce, Al: (French Casino) Chicago, Ill.
Platt, Earl: (Rifle) Harrisburg, Pa., N. Y.
Plesa, Hubert: (Patton) Chattanooga, Tenn., N. Y.
Pioneer, Franz: (Red Lion Inn) Chicago, Ill.
Purnell, Benny: (Cactus) Austin, Tex., N. Y.
Fyles, Howard: (New Celestial) Baltimore, Md., N. Y.
R
Renard, Jacques: (Cocoon Grove) Boston, re. Restick, George E. (Arrowhead Gardens) San Bernardino, Calif., N. Y.
Reichman, Joe: (Statter) Boston, N. Y.
Reisman, Leo: (Central Park Casino) New York, N. Y.
Rich, Benny: (Club Bohemia) Detroit, Mich., N. Y.
Richards, Barney: (St. Anthony) San Antonio, Tex., N. Y.
Rodriguez: (El Morocco) New York, N. Y.
Rodriguez, Versailles: New York, N. Y.
Rosen, Tommy: (Wisteria Gardens) Atlanta, Ga., N. Y.
Roth, Eddie: (Club Alabama) Chicago, Ill.
Roxy Rhythm: (Rox) New York, N. Y.
Rusco, Danny: (Canton Tea Gardens) Chicago, Ill.
S
Sammacco, Gene: (Hendrick-Hudson) Troy, N. Y., N. Y.
Sandra, George: (Club Carlota) Chicago, Ill.
Saxe, Phil: (Miller's Music Box) Pittsburgh, Pa., N. Y.
Seizer, Irving: (Dixie) New York, N. Y.
Shelton, Lou: (Lamba) Chicago, Ill.
Sheridan, Phil: (Davenport) Spokane, Wash., N. Y.
Sherman, Dick: (Shadowland) Kimberly, Ill., N. Y.
Shuster, Mitchell: (Lexington) New York, N. Y.
Simons, Seymour: (Schroeder) Milwaukee, Wis., N. Y.
Sirly, Larry: (Subway) New York, N. Y.
Sisic, Noble: (French Casino) New York, N. Y.
Smith, Joseph G.: (Versailles) New York, N. Y.
Snyder, Frank: (Subway) Chicago, Ill.
Snyder, Lloyd: (National Amalgam) Tex., N. Y.
Snyder, Fred: (Emmas) Chicago, Ill.
Snyder, Mel: (Gibson) Cincinnati, N. Y.
Sosnick, Harry: (Marbro) Chicago, Ill.
Stanley, Al: (Club Chateau) Daytona Beach, Fla., N. Y.
Stanley, Stan: (Jefferson) St. Louis, N. Y.
Stanton, Walter: (Club M. & E.) Chicago, Ill.
Staight, Charley: (Brevort) Chicago, Ill.
Sitammello, Don: (Promenade) Hartford, Conn., N. Y.
Stone, Jesse: (Club Morocco) Chicago, Ill.
Swanson, Warrnie: (Whitehall) Chicago, Ill.
T
Tate, Erskine: (Arcadia Gardens) Chicago, Ill.
Teter, Jack: (Wisconsin) Milwaukee, Wis., N. Y.
Thurn, Otto: (Bavarians) (Pittsford Inn) Pittsford, N. Y., N. Y.
Tinsley, Bob: (Crosstom's) Chicago, Ill.
Todd, Mitch: (Subway) Chicago, Ill.
Tobler, Ben: (Grossman) Lakewood, N. J., N. Y.
Tree, Michael: (Biltmore) New York, N. Y.
Trim, Anthony: (Governor Clinton) New York, N. Y.



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DRAMATIC AND MUSICAL

Abby Theater Players: (Harris) Chicago 11-16; (American) St. Louis 19-23.
Al, Wilderness: (Shubert) Cincinnati 14-16; (Casa) Detroit 18-23.
As Thousands Cheer: (National) Washington 11-16.
Bishop Misbehaves: (Nixon) Pittsburgh 11-16.
Distaff Side: (Shubert) Boston 11-16.
Carle, D'Ory: (Opera Co.) (Shubert) New Haven, Conn. 11-16.
Dodsworth: (Colonial) Boston 11-16.
First Legion: (Plymouth) Boston 11-16.
Hedgerow Repertory Co.: Princeton, N. J., 14; Maplewood 16; Stamford, Conn., 18.
Hollywood Holiday: (Playhouse) Wilmington, Del. 15-16.
Kling, Dennis: (Royal Alexandra) Toronto, Can., 11-16.
Le Gallienne, Eva: (Grand O. H.) Chicago 11-16.
Mary of Scotland: (Forrest) Philadelphia 11-16.
Merrily We Roll Along: (Chestnut St.) Philadelphia 11-23.
Mrs. Moonlight: (Broad) Philadelphia.
Parson Lady: (Davidic) Milwaukee 13-16.
Roberta: (Erlanger) Chicago.
San Carlo Opera Co.: (Philarmonic) Los Angeles 11-16.
Scottish Musical Players: (Savoy) San Diego, Calif., 13-16.
Skinner, Cornelia Otis: (American) St. Louis 11-13; (Shubert) Kansas City 14-16.
Whitely, Walker: (Erlanger-Columbia) San Francisco 11-16.
Ziegfeld Follies: (Paramount) Amarillo, Tex., 13; (Mab) Wichita, Falls 14; (Texas) Ft. Worth 15; (Melba) Dallas 16-17.

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Side-Show Acts, for Museum and coming season. Working Acts, Novelty Acts, Freaks to feature. Must be strong. No sales. Send letters and photos. No time for correspondence. **Frank Loutin, Johnny Liel, Bertie Smith, Desford Roy** write or write. Nine more weeks Museum, then Battle of Powers, San Antonio, and Beckmann & Gerry Shows balance of season. Here in Denver, Colo., until February 24.
WORLD'S FAIR MUSEUM, 1580 Winton.

WANTED
 Promoters. Comedy Acrobatic Act that can do other acts. 3 McKenna Boys answer. Would like to hear from small organized band with transportation. People who know us write. Promoters wire.
Burns & Le Tourneau Indoor Circus
 Eugene, Ore., This Week; Tillamook, Ore., Next Week.

BAR-BROWN SHOWS WANT
 For All Winter in Florida, one Kiddie Ride, or any Flat Ride, and a few more legitimate Grind Stock Concessions. Write or wire **C. E. BARFIELD, Apopka, Fla., This Week.**

BILOXI, MISS., TEN DAY CELEBRATION
 FEBRUARY 14 TO 23.
 WANT Shows, organized Jig Show with Band. **PLEASE** all show concessions no repeat. Have my own Rides. **JOHNNIE WARD SHOWS, Pigeonville, Miss., Week February 24.**

WANTED
 FOR WASHINGTON CELEBRATION.
 Eau Gallie, Fla., All Next Week and Balance of Season.
 Small Cook House, Diggers and few strictly legitimate Concessions. Commence immediately. **RAY NANSER, Metropolitan Shows, Boynton, Fla.**

INDEPENDENT BURLESK

Baby Vamps: (Orph.) Paterson, N. J., 11-16; (Gayety) Baltimore 18-23.
Basiful Flappers: (Gayety) Baltimore 11-16; (Gayety) Washington 18-23.
 (See ROUTES on page 66)

Ringling Corp. To Appear In Young Kam Litigation

NEW YORK, Feb. 9.—Judge Vincent S. Lippe, of City Court, this week granted an order for examination of an official of the Ringling-Barnum Circus corporation next Friday morning in connection with an action against the corporation by John Friedman, vaude producer, who charges breach of contract. Performers in the case are the Young Kam Troupe, against whom Friedman holds several judgments, one of which is for \$972.99. In the absence of S. W. Gumpertz, vice-president and general manager of the corporation, who is in Florida, Frank Pender, secretary-treasurer, has been ordered to appear for examination, having been served yesterday. Suit is for \$100,000 and is a Supreme Court action.

Eagles' Charity Show At Savannah a Success

SAVANNAH, Ga., Feb. 9.—The Eagles' Charity Circus at Municipal Auditorium, February 4-7, was a success. A public wedding in lions' cage Tuesday night went over big. Elmer E. Perdue handled the event. Louis Garfunkel was chairman of the circus committee. Walter D. Nealand assisted him, engaged acts and handled publicity. Clyde Jordan handled prize candy privilege; Hootis Killinger, clown cop, had his popcorn and candy floes, and John Gordon had the scales. Front of auditorium was doled up with a marquee, sawdust on floor and general admission tickets were sold from a circus ticket wagon. Had "blues" all around the ring. Benny Waters and his 10-piece band were on for daily broadcasts via Station WTOG, with Marie Van as soloist; Perdue as ringmaster and Nealand as

announcer. Charles Bernard and Solly Hughes Walker were at opening performance.

The program, Bert Wallace, equestrian director, included Harry Barrows' Trio, Roman rings; dog-pony act, George Barton; Frank Sotiro, perch; pontes, Wallace; Pearl Harris, on Spanish web; Aerial Puusts, double trapeze; goats, Gene-Jeanette; Mrs. Wallace, swinging ladder; Marie Van, soloist; Harry Barrow, walking upside down; hogs, Wallace; Pearl Harris, feats in mid-air; Mile. Margie, contortion; Chuaney and Josephine, gymnasts; Chief White Horse, archery; Sotiro, hand-balancing; elephant, Wallace; Darrows, comedy acrobat; Pearl Harris, iron-jaw; Mrs. Wallace and high-school horse; Barth and Maser, on teeterboard; Mile. Marguerite and company, bareback riders; Wallace and his lions; clowns worked thruout program.

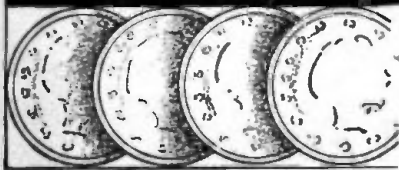
Amra Grotto To Hold Circus

KNOXVILLE, Tenn., Feb. 9.—For the Arma Grotto, the J. Barnes Circus Production Company is slated to stage an Indoor Circus, Merchants and Manufacturers' Exposition and Automobile Show combined the week of February 18. The circus performance will be presented in the large tobacco warehouse on Western avenue, where the Knoxville Automobile Association has always held its annual shows. A public wedding will be one of the featured. Executives of the production company include C. D. Scott, manager; R. C. McCarter, general agent; Bob Haddock, director. Amra Grotto is raising funds in behalf of the Grotto national convention, which will be held here in June.

Charles Kyle Engagements

NEW HAVEN, Conn., Feb. 9.—Charles Kyle, of Kyle Productions, reports that he recently closed fraternal show engagements in New Haven, New London, Wallingford, Manchester; Springfield and Worcester, Mass. He also reports that J. O. Harlacher closed in New Haven and Willmarlantic and that the Campbell-Fairbanks Exposition Company, of Boston, is staging a Sportsman's and Boat Show in the Sphinx Temple Shrine. Kyle states that altho he has not produced on as extensive scale as in the last four years, his returns were satisfactory.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. MURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

ON TO CHICAGO

The thrill of a convention trip is in prospect for thousands as they begin to make preparations for the journey to Chicago. Special trains are being arranged for delegations from a number of trade centers and the joys of convention time will begin before these folks see Chicago.

It is safe to say that more attention has been given to the matter of providing entertainment than at any previous convention. More individual firms have made special plans for the entertainment of visitors than heretofore and others are trying to outdo their previous records. Back of the entertainment of convention time is the pleasure of doing business and there will be a lot of business transacted at the 1935 show.

It is already assured that the 1935 Coin Machine Exposition will have the largest number of visitors from other countries in the record of the 10 years of holding annual coin-machine conventions. It will be a pleasure to welcome these visitors and back of it is significant business enterprise. Visitors from England and France have already given notice of their intentions to attend the convention. We may expect as large a proportionate increase in the number of visitors from Canada and the countries to the south of us as has already been indicated from across the Atlantic.

In acting as host to these visitors from neighboring countries the American coin-machine industry has much to be grateful for. But there has been mutual profit and the welcome which is given our neighbors from other countries should be an expression of our desire to see these profitable business relations continue.

Whatever may be the unpleasant facts of domestic politics, these can be forgotten in the pleasant prospect of doing a more profitable business in coin machines in 1935 than the remarkable record of 1934. The welcome which we give visitors from other countries will be genuine, with the expressed hope that they will come back again next year and also bring others with them.

There will be much to talk about when we get together. Important meetings and conferences are scheduled as part of the program. In all probability questions will gain momentum from discussion and call for special meetings. In the midst of good fellowship there will be many private conferences which result in an exchange of experiences and ideas. The organization movement is again coming into prominence as the legislative mills in various States threaten to grind out new and adverse laws affecting coin machines. It seems that organization among operators can only make headway when there are serious threats of destroying the

business. In the background this year will be strong pressure for some move which will bring greater peace of mind to the operators in the smaller operating centers of the country.

The list of exhibitors shows the presence of all the old standbys with enough new firms to suggest that the manufacturing industry is expanding normally rather than decreasing in numbers. The Eastern district seems to be showing a splendid pickup in manufacturing activity and its exhibits at the 1935 convention will be worthy of note.

Pinball table games are expected to lead the show, with a big increase in the offerings of new automatic payout types of table games. Advance information does not indicate any new development that will be startling or revolutionary, but the exhibits will be marked by quality and variety of manufacture such as never seen before in the annual conventions. The exhibits of machines and records are proof that music operation has been gaining rapidly and has promise of another very prosperous year. In the merchandising machine field booth reservations reveal the reputable firms in this field that will exhibit the most improved machines for vending cigarets, small confections, nuts and other products. Digger and crane types of machines have had two very successful years and improved designs will be on exhibit this year to please the taste of all.

The much-discussed subject of public relations will be the most serious problem before the trade at this convention time, as

it was at the 1934 Coin Machine Exposition. In fact, the question of public relations was first discussed seriously at the 1931 annual convention in Cleveland, but the trade is still without unity of purpose and understanding in the field of cultivating public good will. Some very capable men in the trade have given up the idea of public good will as an impossible job, but it would be a mighty fine thing if some agreement could be reached this year.

The large number of distributors and jobbers who will be present at the convention will indicate that the distribution system has settled down to become the accepted method of getting pinball games to the operator. The jobber and distributor occupy an important place in influencing opinion among operators and also in observing and reporting changing trends among operators and in the public mind.

Everything has been made ready for a bigger and better 1935 coin-machine exposition and the entire show has been arranged for your entertainment and profit, Mr. Operator. So join the delegation from your district, or by all means be there when the exposition opens on February 18.

SILVER SAM.



**What's New - - the Big
Question at the Convention.**

Sell Record Booth Space

Report 147 booths sold for exhibits of machines and products

CHICAGO, Feb. 9.—A total of 147 exhibit booths have already been sold for the 1935 Coin Machine Exposition to be held at the Sherman Hotel on February 18 to 21, according to a report today by Joe Huber, convention manager. For the third time since original arrangements were made it had been necessary to arrange with the hotel for additional booth space. New space was arranged this week for eight booths to accommo-



JOE HUBER

date recent reservations. "We can still arrange more booths, but reservations must be made at once," Huber said.

Manufacturers report that operators all over the country are manifesting greater interest than ever before and a record attendance is expected. The convention management has given special attention to entertainment features and has also arranged for the "Five Chocolate Soldiers" novelty band to meet all trains bringing delegates Sunday, February 17. Huber has requested that all delegations coming on special trains or cars give him advance notice of the time of their arrival in Chicago. Entertainment during the convention will also be provided, with strolling minstrels and other novelties introduced.

The grand climax in entertainment will be at the annual banquet held Wednesday evening, when Paul Ash and a large company of well-known entertainers will provide an exceptional program.

Says Bill Won't Pass

MINNEAPOLIS, Feb. 9.—The bill on coin machines recently introduced in the State Legislature will not pass, says *The Minneapolis Star* editorially, "but it is possible and reasonable to argue that the government might as well get the money that now goes to grafters and fixers." The bill in question proposes a tax of \$50 on slot machines and the excessive fee of \$25 on pinball and skill games.

Detroit Firm Considers Opening Branch in East

DETROIT, Feb. 9.—Ben J. Marshall, of Marshall-Lemke, Inc., has returned here from a stay of more than two weeks in New York and Chicago, where he looked for new ideas and bought slightly used machines of the latest types. He reports making arrangements in New York to purchase a carload of used machines from various jobbers there. An extremely heavy demand for slightly used machines has been felt in the Detroit area in recent weeks. It is stated,

Marshall-Lemke is seriously considering opening a branch office in New York. If present plans materialize Mr. Marshall will take charge of the office in New York, while Mr. Lemke remains at the Detroit headquarters. This will be the first step in expansion by the new firm, which was formed by the uniting of two of Detroit's live-wire jobbers.

Lemke states that Detroit will be well represented at the 1935 Coin Machine Exposition, which opens in Chicago February 18. The firm has been offering a round-trip ticket to Chicago with each order for three new pinball games and the success of the plan is indicated by the fact that the second railway car has already been reserved to accommodate guests of the Marshall-Lemke firm who have won free tickets. The cars will be a part of the Michigan delegation special train which leaves Detroit at 12:40 p.m. February 18 and will arrive in Chicago about 5:30 p.m. the same day.

Lemke has announced that he will bring his \$1,000 fox terrier trick dog to the convention. The dog is said to "understand two languages and to be able to do everything except talk." Lemke will also bring a novelty "human elephant" act for amusement after business hours.

New Orleans Ops Pass Resolutions

NEW ORLEANS, Feb. 9.—At the regular monthly meeting of the New Orleans Operators' Association a resolution was adopted not to give any assistance in any case at law which involves devices generally regarded as games of chance.

Some forms of table games were also included in the ban.

Lee Jones Says There Is No Saturation Point

CHICAGO, Feb. 9.—With the prospect of more than a hundred new models of pinball table games being shown at the 1935 Coin Machine Exposition, February 18 to 21, Lee S. Jones, of the American Sales Corporation, says that many are beginning to wonder what we will do with all of them. "But there is no such thing as saturation in this business," he says. "I remember back when it seemed that every possible location had an electric piano and with the coming of prohibition everybody wondered what would be done with all these things. But more new pianos were sold by manufacturers at that time than before and there was no explanation of what went with the old ones. All we could find out was that there was no saturation."

Jones reported that his firm was experiencing good business and that reports he had heard in general indicated a very satisfactory condition in the industry.

Asked about the reports of threatening legislation in many States, he said that "the best method for dealing with such problems is thru local organization and effort. The men who introduce those bills have to depend upon their local territory for votes, and that is where the most effective work can be done. The interference of an outside party might in many cases offend rather than help. It is a political situation and should be dealt with as such. If operators would get the support of merchants and business men in their local territories legislatures and city councils will listen to them, because votes are concerned and count for everything with the officeholder."

- PACIFIC -

Opens the Door to New OPPORTUNITY

With A Complete Line of Utterly Different **BIG MONEY** Games...

The NEW CHIEFTAIN—

YEARS in ADVANCE of all others—The New CHIEFTAIN game has a Great VARIETY of Ball Animation, as they roll along Upper and Lower Tracks—Ride over Rotating Reels—with Red, Green and Blue Lights Flashing and MATCHING for MORE Player Awards. Tested and PROVEN a BIG PAY-OFF for Operators.

TIME—

Appeals through the EAR as well as the EYE! Rapid-Fire Motion as balls BOUND repeatedly toward Higher Scores—then circle the Dial to the tune of sweet CHIMES—and settle into pockets of greater denomination. It's TIME you are taking—> RICH MONEY WINNER!

LITE-A-LINE—

This New LITE-A-LINE with its ALL-SKILL Two-Way Playing Field is getting the cream of location earnings. Balls sweep clear around the board—Travel back up the middle with More Absolute Control on the part of the player than one can readily imagine. Order LITE-A-LINE Now—It's a SURE PROFIT PERFORMER!

MARBLO—

A Battery of MARBLO machines is your REAL GUARANTEE of RICH Speedy Incomes. As a player chooses his "point" and shoves the coin chute "home," Twin Balls whirl—pop—and pass—then settle into two scoring pockets. 200 Plays per Hour—Steady Fascination—All serve to give you HEAVY RETURNS on this LOW-PRICED Money-Getter—MARBLO!

A Surprise MYSTERY Game—

Get all the FACTS on PACIFIC's new Wonder Game—One that's bound to STARTLE the Industry—A MYSTERY Machine now cloaked in concealment—Ready to RELEASE at Convention Time—Ready to SERVE you with MONEY aplenty!!!

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NEW MACHINES	USED MACHINES
Flying Trapeze, Jr. \$39.50	Drop Kick \$23.00
Drop Kick, Jr. \$39.50	Champion \$8.50
Opus Gross 39.50	Fleet 14.50
I. O. U. 39.50	Auto Bank 47.50
Sensation 39.50	Auto Count 35.00
Cannon, Jr. 42.50	Jr. Contact "84" 20.00
Action 39.50	Golden Date 17.00
Beacon 39.50	Rocket 39.50
Live Power 34.50	Signal, Jr. 22.00
	Miss Crota 25.00
	Flying Trapeze, Jr. 25.00

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LOUISVILLE, KY. ARMY & NAVY \$44.50; MILLS OANNON FIRE, \$59.50 AND \$42.50.

SMOOTH SAILING AHEAD SIR, WITH GOTTIEB MACHINES. BOOTHS 3, 4, AND 5 WILL SPEED YOU TO PROSPERITY

One-fourth of the news matter in the seven issues of The Billboard in 1935 has been a direct or indirect boost for the convention. Please don't disappoint us. Be there.

A Pre-Convention Idea

By E. C. JOHNSON

General Sales Manager, J. P. Seeburg Corporation, Chicago.

The entire coin-machine industry is facing a crisis, and the manufacturers, who should be most vitally interested, are apparently prone to sit back and let matters take their course, apparently laboring under the theory that they will muddle thru somehow or other. In this, however, they are wrong. We don't muddle thru, especially in business, without leadership, and this particular industry is no exception. Unless action is taken at once the future will be black, very black.

Our principal trouble seems to be a lack of co-operation between the various divisions within the industry itself. The problems of one division meet an unsympathetic return from the others. For example, the manufacturer of merchandise vending machines cannot see why he should be interested in the problems of the pin-table manufacturer. In turn the pin-table manufacturer lays all his present difficulties to pay-off tables and bell machines, and so on down the line. If he only realized it, he is interested, and vitally so, for this reason. With the advent of pin tables thousands of new operators came into the business. At first their operations

were confined to this type of equipment. As time went on they saw the logic of diversifying their activities. Not that amusement devices did not make money, but that other branches of the business also showed great possibilities. Scales have always netted a good return over a period of years. Cigaret machines, nut machines, candy and gum machines have greater possibilities today than ever before; not to forget music machines which have made tremendous strides this past year. As a result every manufacturer has an interest in the operator. The more diversified the operator's activities, the more interested the entire industry is in his changing problems.

Operators' Problems

I cite one example which is the forerunner of many similar examples. An operator recently wrote in stating his territory had been closed to pin tables and that part of his equipment (representing several thousands of dollars) was now idle. About six months previous he had bought a group of phonographs and cigarette machines on time. These machines had been carrying themselves, taking care of monthly payments and at the same time paying their part of his operating expense. However, they represented only a small part of his invested capital. Now, however, with the pin-table equipment idle the resultant loss of income cannot be carried by these other units alone. The result is that he is asking for an extension of credit. We must get our money; at the same time this operator has our sympathy, as he has always been reliable and most prompt in his commitments. We therefore cannot say that his present pin-table problem is not now our phonograph problem and also a problem of the cigarette machine manufacturer.

Manufacturers must remember that while the average operator may have a lot of invested capital in equipment his average bank balance is not large. It is for that reason I say every branch of the industry must be interested in the present crisis confronting the operator. Some manufacturers not making pin-table equipment may take the attitude: "Well, what of it? If the operator cannot pay, he possesses his equipment and find someone else to take his place." Is this attitude right? Many times I have heard the statement: "We need a lot of new blood in this industry." Our company, however, is not of this opinion. What we need is not more operators but present operators built into better operators. Every section of the

country has its share of good operators, those who know what it is all about, as well as many weak ones, and also a fair number who may not be the strongest but who show great possibilities and will be fine operators when they have learned all of the intricacies of the business. The percentage of "green" operators making an immediate success are few and far between. It usually takes years to become thoroughly familiar and to learn to operate on the proper basis. At that a lot of them never make the grade.

Need for Legal Department

Experience has taught our company that one operator, knowing what it is all about, is worth 10 inexperienced operators.

In every large State today operators have been getting together, endeavoring to form State associations to handle the immediate problems at hand. While the results in some cases have been satisfactory, in others they have been decidedly the opposite. Not that it was the operators' fault. They did the best they could with a limited experience. However, every time a defeat was handed them a body blow was struck to the entire industry. These blows cannot be laughed off. For that reason the manufacturer with his greater experience must step in and establish a legal department, controlled by the National Association Coin-Operated Machine Manufacturers. This legal department should be in charge of an attorney of high reputation; one with a fine standing in the profession. Cost should not be considered, as a good man is usually cheap in the long run.

The trade may not know it, but the J. P. Seeburg Corporation is entirely responsible for the removal of the government tax on vending machines. The company, in carrying on this fight alone, spent a matter of \$29,000 to win the case, and yet no one in the industry would say it has not meant a saving of many times that amount.

In 1921 the revenue law imposed a tax upon automatic slot-device vending machines, and it was under this statute that the revenue department saw fit to construe a coin-operated musical instrument as a vending machine. We maintained that a coin-operated musical instrument was not a vending machine. Since the music trades, with their big battle fund, had the tax eliminated on musical instruments, we took the stand we were being discriminated against, and the fact that a coin was necessary to play the piano was beside the point. We won the case.

In 1924 the law was changed from a tax on vending machines to coin-operated devices, coin-operated machines and devices and machines operated by any substitute for a coin. We did not know of this bill until it had come up for its final reading. By that time the entire bill had advanced so far we were only able to get a reduction from 10 per cent to 5 per cent. If it had not been for the advance information of the bill given us by the counsel for the music trades we would have been unable to get any reduction.

When the 1926 act came up we were successful in eliminating all taxes on vending machines. As in the previous cases, no other coin-machine manufacturer appeared to offer assistance.

We can in a large measure thank the activities of the Music Industries Chamber of Commerce in assisting us. If they had not had a strong organization watching their interests we would not have had the good fortune to eventually win our case, a case that has saved thousands of dollars for the coin-machine trade. That is one reason why we should have a strong legal department always subject to call.

Get on Offense

Practically every major industry today has a department of this kind, and also a strong treasury to fight unfavorable legislation or to pass out propaganda favorable to the industry. We should be no exception to this rule, as our immediate needs are certainly greater than any other industry I know anything about.

Today, all over the country, in cities, counties and States hundreds of legislative bodies are enacting laws affecting

every branch of our industry. No individual manufacturer or operator is escaping these crazy laws, and our efforts to counteract them are truly pathetic. Every time some vital question arises a meeting is called, which usually develops into a free-for-all before adjournment, and either the proposition under discussion is "tabled" or a committee is appointed to confer at some later date. In any event a delay is incurred when action should be immediate. Remember, the legislative body does not wait. Because of our procrastination out "pops" another crazy law, placing us on the defensive. Don't forget the old axiom: "The best defense is a good offense." We should get on the offensive as soon as possible.

The solution of the above problem is not as difficult as it may seem on the surface. Operators and manufacturers are equally affected and therefore should be equally interested in raising necessary funds.

Tax Is Suggested

Our company would suggest a tax of 25 cents to be placed on every coin-operated machine manufactured in this country for domestic use; one-half of this tax to be paid by the manufacturer and the other half by the operator. A sum of money sufficient to properly carry on the association would in this way be raised. Of course, the manufacturer of a machine representing little money may object, feeling he is paying a larger percentage than the manufacturer of equipment running into considerable money. However, as a rule the real expensive equipment is legal equipment and that manufacturers' needs for legislation are naturally less, even tho his final interest is vital. Nut machines may not come in this category, but operators of nut machines also operate all other types of equipment and could not subsist on nut machines alone. Again some operator may say: "My State is open. Why should I pay a tax to help operators in New York or Alabama?" Well, who can tell, his State may be the next one affected, and if the New York and Alabama operators lose their fight the ensuing publicity may reach his State and close it. Or some manufacturer may say: "The idea sounds good, but I know the Y. Z. Manufacturing Company won't come in. That crowd never has come in on anything. But they, of course, will get the same benefits we do without paying." What of it! In no instance will we ever get 100 per cent co-operation, at least at the start, but if our publicity is handled properly it is a safe bet all worth-while manufacturers will be glad to co-operate.

Collections by Stamps

The collections could be made in the form of stamps issued by the Manufacturers' Association. These stamps would be placed on all machines and purchased in quantities to fit the manufacturer's individual needs. The operator's part would be charged on the invoice at shipping time. The proceeds, of course, would be greater than the needs for just a legal department, but an important auxiliary should be a publicity department, a department active enough to mold public opinion along the right lines and challenge unfavorable articles in press and magazines, which have been so detrimental to the industry in the past year or so. All industries today realize that "lobbying" is necessary for self-preservation, and we are no exception. This work requires men of experience, and men of experience don't work for nothing.

In the event too much money is collected by the tax we can always cut down the amount or disperse with it until added money is needed. My observation, however, has always been that a good bank roll lends respect and gives practically unlimited power. Think this over, Mr. Operator and Mr. Manufacturer. We will all be at the convention. Certainly there is no better place or time to discuss our problems. This plan may not be the best, but offhand we can see no weakness in it. If you have a better plan submit it! Don't sit, like the hen, too long! We need action right now! There have already been too many delays. Remember, the question is vital.

RAZOR BLADE DEAL

30 First Quality Blades, 1 Blade Sharpener, 1 25c Shaving Soap (Boxed), 1 Styptic Pencil (Value \$1.00). Deal..... **9c**

The Above Deal with Tube of Shaving Cream instead of Soap. Deal..... **12c**

FACE POWDER and PERFUME COMBINATION—Fine Quality Powder and Perfume. Cellulose Wrapped Together with \$1.00 Price Label on Box. The Fastest Two-Bit Pass-Out on the Market. Per Combination..... **5c**

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I-O-U SELECT 'EM Latest Counter Games. Each.

For a limited time only we will give free 5 Boxes of High-Grade 5-Star Ball Gum with each of the above machines purchased.

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SLOTS	MILLS 5c Single Jack Pot Balls or Slide Vendors.....	\$13.50	SLOTS
	MILLS 25c Single Jack Pot Balls or Slide Vendors.....	12.00	
	MILLS 25c Silent Escalator Double Jack Pot Front Vendor.....	36.50	
	JENNINGS 5c-25c Victoria Double Jack Pot Balls or Slide Vendors.....	24.50	
	MILLS Locks with 2 Keys (Special). Each.....	1.50	
	TERMS: 1/2 Cash, Balance C. O. D. F. O. B. New York.		
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Report 62 Towns To Send Delegates

DETROIT, Feb. 9.—Tabulation of the prospective delegates for the Michigan Special train to the 1935 Coin Machine Exposition shows that 62 Michigan towns will be represented. A. P. Sauve reports. He says that a new challenge is being made to all other States—that their train will have the most representative delegation at the convention of any State in the Union.

Speaking of the trade outlook for 1935, Sauve said that he looked forward "to a banner year. Higher priced games are being sold at present and there is more demand for them. Operators are finding that these games get and hold better type locations. Chiseling operators cannot cut into the better class locations with lower priced games. Location owners themselves desire better games because they hold the player's interest longer, have larger earnings and do not become so common."

Extreme cold weather, he said, had curtailed business in Detroit, and operators are also delaying their buying until the convention. He says a sharp gain in sales is anticipated for the show and after. His firm will have headquarters at the Hotel Sherman during the convention, with the entire sales force present, for the accommodation of customers.

Report Sportland Will Be Reopened

CHICAGO, Feb. 9.—Following a hearing in court, the new sportland recently opened in Chicago's Loop district was permitted to reopen, according to reports current here today. The sportland was opened here about two weeks ago in keeping with the most modern plans for these amusement centers, but was closed by order of the police department after being open only two days. The posting of signs offering prizes was said to be the reason for the police order.

Chicago has been without a sportland for several months, since Paul Gerber closed his amusement room in the Sherman Hotel to become a partner in the Gerber & Glass distributing firm.

Program 1935 Coin Machine Exposition and Convention

HOTEL SHERMAN, CHICAGO

Monday, February 18

10 a.m.—Manufacturers' meeting and election of Code Authority for the coming year. All manufacturers urged to attend.

Immediately following above meeting—Annual meeting and election of officers, National Association of Coin-Operated Machine Manufacturers. Manufacturers not members are invited to join the Association and take part in the meeting and election.

10 a.m.—Meeting of Distributors and Jobbers, arranged by Mr. David Bond.

12 noon—Grand opening of Exhibit. Mezzanine floor and Exhibition Hall.

Tuesday, February 19

9:45 a.m.—Operators, Jobbers, Distributors and Manufacturers assemble in Louis XVI Room.

The first 250 to arrive will receive numbered tickets to participate in the distribution of prizes.

What the Future Holds for Coin-Operated Machines—James Mangan, advertising manager Mills Novelty Company.

Meeting the Problem of Legislation Affecting This Industry—James L. Donnelly, executive vice-president Illinois Manufacturers' Association.

Building a Better Appreciation of Our Industry—Nathaniel Leverone, president Automatic Canteen Corporation of America.

Discussion: Speakers to be announced.

Prize Drawing.

Wednesday, February 20

9:45 a.m.—Operators, Jobbers, Distributors and Manufacturers assemble in Louis XVI Room.

The first 250 to arrive will receive numbered tickets to participate in the distribution of prizes.

Legal Aspect of Amusement Tables—Benjamin Haskell, attorney, Metropolitan Skill Games Board of Trade.

State and Local Associations—Why and How—A. H. Bechtel, Daytona Beach, Fla.

Discussion: Speakers to be announced.

Prize Drawing.

The Operators' Problem—Fred Mann, president Organized Operators' Association of Chicago.

Following this talk the chairmanship will be assumed by Mr. Fred A. Mann.

7 p.m.—Annual Banquet and Entertainment—Grand Ballroom. Food, Entertainment and Dancing—a party you will never forget.

Hours of Exhibition

The Exhibit Halls will be open from noon to 10 p.m. on Monday and Tuesday, February 18 and 19, and from noon to 5 p.m. on Wednesday and Thursday, February 20 and 21.

Agency Adds to Staff

CHICAGO, Feb. 9.—Morris & Davidson, Inc., advertising agency, announces an addition to its staff. Arthur M. Helm will head the copy and publicity department, giving special attention to coin-machine accounts. Formerly advertising manager of a Chicago tea and coffee firm, Mr. Helm understands the details of hooking up copy with merchandising. With experience gained from an association in the copy department of a national advertising agency, he is fully equipped to manage publicity campaigns and create good copy.

Mr. Helm is a graduate of the University of Chicago with a good foundation in the fundamentals and upon which he has built a practical experience.

New Yorkers Get Ready for Show

NEW YORK, Feb. 9.—Attorney Benjamin H. Haskell, manager for the Metropolitan Jobbers' Association special train for New York delegates to the 1935 Coin Machine Exposition, reports that reservations have been coming in at a rate which assures the association that it will have the largest delegation from any section of the country. When joined by delegations from up-State New York, he says that more than 500 delegates can certainly be expected.

Full details of the train, with rates, etc., have been sent by the New York Central Railroad to a large list of coinmen. Those not receiving this information should get in touch with Mr. Haskell, 305 Broadway, or any distributing firm in New York. It is stated that those who wish special reservations of compartments should act at once.

Schedule: Train leaves Grand Central Station at 4:20 p.m. Saturday, February 16. The train will pick up coinmen at every city along the route to Buffalo. Schedule may be had from railway company or Benjamin J. Haskell, 305 Broadway, New York.

Operators in New York who wish to go on the Convention Special should get in touch with Joseph Fishman, in charge of operators' delegation, 2248 Broadway, New York. Phone ENdicott 2-3244.

Coinographies

Words and Music About People According to

The COINOGRAPHER

Lays claim to being "America's only woman jobber" in the coin-machine industry. . . . Known to her many friends as Babe. . . . Born in the small town of Salem, Mass., but never heard any witchcraft stories. . . . Babe admits to 32 years and of having had an adventurous and varied career. . . . Started bucking the world at 11 and at the same time continued her education at various evening schools and colleges.



BABE KAUFMAN

Eloped with a Harvard med student at 16 and both played the Pantages Circuit for a year, doing a comedy and dancing act. . . . From then on events happened rapidly. . . . Babe raised a family of four sons and in between found time to continue her business career as a dress buyer, a booking agent (booking bands and concerts for institutions) and later stepping into the building and general contracting field. . . . Has made a fortune and lost it

Entered the coin-machine business in the early days of pinball and soon made a record in the distributing field that attracted national attention. . . . Lives in Atlantic Highlands, N. J., and challenges any jobber to match her house

for beauty of decorations and furnishings. . . . Drives into New York every day in a 12-cylinder Pierce-Arrow roadster.

The lady needs no introduction, but for the few who do not know her, meet Babe Kaufman, president of the jobbing firm of Babe Kaufman, Inc., New York. She will see you at the show.

Engage Bull Fight Room To Entertain Visitors

CHICAGO, Feb. 9.—H. C. Evans & Company have engaged the well-known Bull Fight Room of the Sherman Hotel for the period of the 1935 Coin Machine Convention and will hold "open house" for visitors during the convention. This will be in addition to the trade for the first time during the convention. Three new machines will be shown to the trade for the first time during the convention.

The plans for entertainment in the Bull Fight Room indicate something special, and the firm has sent out the word that "all bona fide members of the trade are invited." There will be a buffet lunch ready at all times, drinks and a special entertainment program. Some noted talent from the theatrical world has been engaged. John McMahon, sales manager, will be in attendance, and Jack Morrison will be in charge of publicity. Both of these men were associated with R. W. (Dick) Hood at the Streets of Paris during the Century of Progress and both are well known in Chicago. Following the success of the Saratoga Sweepstakes and Darby machines Mr. Hood said his firm would have something of greater appeal to show the industry.

HORSE SHOES \$12.50



Has the Bets and Thrills of a Real Horse Race. Pays Out to Win, Place and Show. 1/3 Percent. Balance, C. O. D. IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.

"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 successfully.



INTERNATIONAL MUTOSCOPE REEL CO. INC. 51620 W. 34th ST. NEW YORK CITY

OPEN A SPORTLAND IN YOUR CITY CANNOT MISS—ASSURED SUCCESS—MODERN BUSINESS

SECURE A LOCATION AND GET IN TOUCH WITH US AT ONCE. We Specialize in Equipping an Entire Sportland—A Tremendous Variety—At the Lowest Prices. WRITE US FOR FULL DETAILS.

SHIRLEY TEMPLE DOLLS

18", \$3.75, Packed 12 | 22", \$5.00, Packed 6 | 27", \$8.50, Packed 4

ORDER AT ONCE TO INSURE DELIVERY.

HORROW NOVELTY CO., 215 Market Street, PHILADELPHIA, PA.



What the Player Thinks

By ELBERT G. THOMAS

Passers-by, business men, chauffeurs, clerks—what do these folks think of pinball games? Take a cross-section of the public, shoot some questions, and you'll find whether the man on the street likes to play these games, why he likes to play and where you're most likely to find him trying to drop the red pill in the 5,000 hole!

You've already got the tip-off. The man on the street does like the thrill of

arching the marbles toward the big counts. But why?

The Billboard sent its inquiring reporter thru the business district of Los Angeles to get the lowdown from the man on the street himself. Several days were spent to make this survey as accurate as possible and here are some of the interesting things he discovered:

Sixty per cent of the people enjoy marble games. Another 30 per cent is open-minded toward them.

Sixty-two per cent prefer games testing their skill.

Twenty per cent are content to let 'em ride for luck.

Seventy-five per cent prefer nickel games over pennies.

Sixty per cent try for prizes; the rest play for amusement, but they all call it fun!

Fifty-five per cent prefer to play in the company of others; half as many would rather concentrate by going it alone, and the rest don't mind whether they play alone or in a crowd.

Sold on Games

Eighty per cent agree that pinball has made an acceptable place for itself in the amusement world and the rest qualify their approval by restricting it definitely to the better kinds of games—those well constructed and accurate.

Where do they most enjoy playing? Well, their answers to this question didn't shed new light on the matter of preferred locations, but the operators already know where their games pull the biggest play. Suffice it to say that 40 per cent mentioned cigar stands as their favorite playing haunts, and other replies ranged from eating places, clubs and hotels to amusement zones and resorts.

So much for the highlights. Suppose we turn to the fascinating suggestions given in reply to the question, "What kinds of games do you prefer?" These answers varied in proportion to the variety of games now offered the public, but some provide interesting tips for the manufacturer, jobber and operator.

Plenty of Action

The man on the street wants action! He likes the marble game that has "those electric jiggers to kick the ball around, the kind where the guns shoot two or three times; the game with the action hole; double and triple-count balls and electric advancer; games that return lost balls; any kind with lots of marbles."

Elbert G. Thomas was born in Noe Valley, San Francisco, but has spent most of his life in Palo Alto, Calif. He graduated from Stanford University, where news correspondence took care of his journalism major. Is prouder of his seaman's A.B. earned in handling the helm in Fiji, Samoa and European ports than of his scholastic A.B. Became sports editor and advertising man on The Redwood City (Calif.) Tribune; joined the advertising department of Hotel Del Monte at Del Monte as director of golf publicity, and now is assistant to Paul W. Blackford on The Pacific Coin Machine Review. He is married and lives in Los Angeles. This article is based on actual interviews arranged jointly by The Billboard and The Review.

Players who prefer competitive companionship usually string along with sports games. Baseball, golf and football tables have a high popularity rating with this group. They like to duplicate themselves the favorite athletic contests they see on the diamond, the links and the gridiron.

Now to get back to that preference for nickel games. It may be a situation peculiar to the West or to Los Angeles in contrast to the East's preference for penny games. Nevertheless, the inquiring reporter's interviews impressed him with the fact that the man on the street in Los Angeles would rather take his fun via the nickel route than on pennies. However, several penny arcades are drawing a continuous play on standard nickel games fitted with penny slots. Payoffs are made in slugs only, good for another play on the machine.

Worth a Nickel

Many of those contacted readily stated their belief that a good pinball game is worth a nickel to play. They get their money's worth in amusement. Others admitted that they overlooked the nickel charge because they usually competed for something on the side against their friends and the nickel was inconsequential.

There were, however, several who contended they could make their fun go farther on penny games "because nickels are so scarce these days."

Skill! The marble-game designer or the manufacturer who recognizes the public's demand for games meeting this requirement and plans his equipment accordingly is going to have a product that goes over. Lots of the players pass it off as luck when a marble hits the wrong peg, but the vast majority try to master the touch of the plunger and control the ball toward the big counts and the advancer holes.

Not Too Tough!

But don't make 'em too tough if you want to attract player appeal. One game the man on the street referred to has a well-laid-out field and well-situated advancer gun, but the hole is so heavily guarded by poorly placed pegs that the skillful player is discouraged by the impossibility of putting the ball in there except thru a lucky bounce.

And here are some suggestions the man on the street offers to operators. He prefers to play on machines that are well serviced. He doesn't like bent pins that bounce the balls off their normal course. He suspects that the pins have been purposely bent to prevent the balls from entering a near-by high-score hole. This suspicion is a negative factor in the popularity of the game and is certain to reflect in the play.

The man on the street says try to keep the tension uniform in plunger springs. He declares he loses interest in a game when it has a "heavy trigger" on one location and a "light trigger" some other place. When he has developed consistency in scoring on a game of a certain type he is thrown off the track completely when he has to change his touch on the same brand of game in another location.

Another Score Changes

Mr. Player adds this hint to Mr. Operator: If you must raise prize scores

on a game after it has been put into play move it to some other location. The players naturally do not object to prize scores being lowered, but they suspect a conspiracy against them when 14,500 is a winner one day yet isn't good the next. Again this suspicion redounds unfavorably toward the game. Operators might study this reaction and see if they will benefit by switching a table to a new spot when it is necessary to boost the prize scores.

Don't think the man on the street isn't interested in winning prizes! He is interested to the tune of 60 per cent. He likes to win his smokes if he can, but he charges it up to amusement if he can't. To some players the prize may be incidental to the winnings he may collect off his friends on the side. Yet the average opinion of the man on the street seems to be that he'd like to win if he can, yet he wants enough thrills and suspense and action to repay him in amusement if he can't win.

As for this matter of scores, about half of the players seem to be satisfied that they are low enough to be interesting. Twenty per cent believe the scores are too high and need to be adjusted. A few suggest that the prize scores could readily be lowered because they put their winning nickels right back into the machine again anyway and they'd get more kick out of at least having "beat the game" once.

Players Prefer Company

Of course, space is at a premium on good locations, but operators would do well to bear in mind that the majority of players prefer company while they are playing. This requires more elbow room than for the solitary addict who goes it solo, but it might prove to be a suggestion worth considering, inasmuch as it comes straight from the players themselves.

Spectators, the inquiring reporter discovered, are usually a boon to the game and to the location owner. There's more excitement where a crowd collects, and the most popular games in Los Angeles invariably are surrounded by "lookers-on," who readily become fascinated with the play and are converted into customers in waiting.

More Rough Edges

The inquiring reporter's rambles on this survey were purposely confined to the field of marble games. However, he ran into several players who go for the smaller counter games, chiefly those of the dice and poker type. Others favored the digger machines; several declared they had enjoyed good luck in fishing for prizes with the electric crane, while one of these players laughingly suggested: "I wish they'd put more rough edges on the prizes I angle for in the electric diggers!"

The man on the street has given you some good ideas about his reactions to pinball games. Some of them may be worth your attention. At least they do represent the efforts of The Billboard to give you some up-to-the-minute information from a brand-new source.

Louisiana News Items

J. A. Badeau, of O. D. Jennings & Company, was recently in New Orleans calling on the trade. New Orleans is a big town with much night life. However, Mrs. Badeau was along with J. A. to see that he went to bed early.

Another happy marriage among the New Orleans ops. This time it was R. H. Blush Jr., who went blushing to the altar with the fair lady. Hearty wishes to both.

The Coin Machine Operators' Association of New Orleans held another successful meeting February 1.

R. N. McCormick, of the Decca Distributing Company, New Orleans, wants all the music operators to call on him when in the city. Mack has a lot of good ideas up his sleeve about records.

The Louisiana Amusement Company, under the able management of Melvin (See LOUISIANA NEWS on page 67)

DON'T Buy Elsewhere

Until You Have Seen Our Latest 116-Page 1935 Catalog

ALSO . . REMEMBER . . WE GUARANTEE TO Save You Money or Will Sell for Less

Fast Moving Numbers in Daily Demand Stocked in Toiletries, Sundries, Razor Blades, Notions, Novelties, Gifts, Premiums.

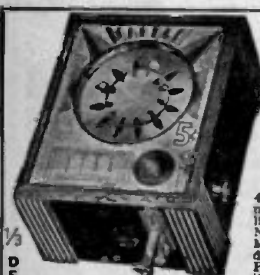
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The Fastest Money Maker. Player can't stop. Pays Win, Place and Show. 1-5-10-25c coin slot

MARBL0 \$14.50

4 Plays per Minute Easy! Nothing like it ever before. No useless letters. Marvel Coin Chute does all the work. Players stay with it constantly.



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Automatic (So Play) PHONOGRAPHS at a price that means only BIG PROFITS. These fine instruments are BRAND NEW, NEVER UNPACKED. CUMT \$250.00. OUR PRICE \$98.00. Measure 10 1/2" x 10 1/2" x 10 1/2". Height, 18". Width, 29". Depth, 20". Shipping Weight, 200 Lbs. Complete, ready to plug into any current upon arrival (State Current). Limited Quantity. ACT PROMPTLY. 50% with order.

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COUPONS AND TICKETS FOR

Merchandise Premiums Used With Pin Games, Marble Games and Other Machines



WRITE FOR PRICE LIST ALSO RESERVED SEAT TICKETS PAD STRIP TICKETS COUPON BOOKS RESTAURANT CHECKS ROLL AND MACHINE TICKETS

12 VESTRY ST. N. Y. C.
127 N. DEARBORN, Chicago
1615 CHESTNUT ST., Phila.

Skill Game Ops Get Publicity

MINNEAPOLIS, Feb. 9. — The Skill Games Operators' Association of Minneapolis ran up what is probably the high mark in securing publicity for the 1935 Coin Machine Exposition in local newspapers. The *Minneapolis Star*, February 9, reported that "with distribution of skill games reaching new high levels in Minneapolis and the Northwest, operators here and thruout the country prepared to attend the Bagatelle Machine Exposition at Chicago, February 18 to 21, according to the Skill Games Operators' Association of Minneapolis.

"Display of many new models at the exposition will result in the discarding of many of those which have been in use for some time, it was said. The Minneapolis association recently gave several machines to the Shrine Hospital. Other machines are given to hospitals and institutions which ask for them for the amusement of shut-ins.

New machines are placed in drug stores, restaurants, hotel lobbies and other public places, where they help keep the youth out of unsavory places and companionship, the association officers pointed out.

Parents are purchasing the games for the amusement of their children at home and for entertainment at parties. The Chicago convention will be attended by European skill game authorities, who will study various angles of the American trade.

New Ice Cream Vender

DETROIT, Feb. 9.—A new company to manufacture a unique type of vending machine vending ice cream, probably packaged, was incorporated this week, with a Michigan charter, as the Ice Cream Vending Machine Company. The new corporation is capitalized at \$1,000 common stock issued at \$1 per share.

John B. Tanner, associated with the Automatic Canteen Company, one of the largest candy vending-machine operators in this territory, is principal incorporator, with William G. Langdon and Clarence A. Rodman. Offices are located with those of the Automatic Canteen Company at 1040 West Baltimore avenue.

Ops Studying Tax Bill

DETROIT, Feb. 9.—Michigan's coin-machine tax bill has absorbed the attention of coinmen to the almost complete exclusion of everything else. The bill provides for an annual State tax ranging from \$1 on penny merchandising machines up to \$25 for amusement games. Scales would be taxed \$10 per year. The bill also would license what appears to be slot machines of the mint-vending type at \$25 per year. It is this presence of the slot machine that has brought about much difference of opinion. A muddled political situation in the State leads to apprehension among the operators of skill games.

Operator's Viewpoint

By JOSEPH FISHMAN

The operators engaged in the amusement machine business are constantly confronted by varying problems. The most serious problem of 1934 was that of a legal nature. A tremendous amount of work has been done and satisfactory results have been accomplished. Aside from the question of taxation now being contemplated by some officials, the legal situation looks promising for 1935. The operators turn their attention to business problems and the formation of definite policies to further their interests.

The most successful operators claim that constant change of machines has been the severest problem of profitable operating. They assert that they will not buy machines as frequently in 1935 as they did in 1934. They are willing to pay higher prices for machines which will retain the interest of players on a location for a considerably long time. Today this type of equipment is an absolute necessity for the operator in order to realize a profit on his investment.

To assure the operator's success it is necessary to have the full co-operation of the jobber and the manufacturer. Lack of co-operation from these sources might prove upsetting at this time. Those jobbers who are not careful of their mailings should begin to pay heed to the interests of the operators they are doing business with. The operator, beset by numerous evils which have threatened his existence from time to time, has valiantly fought with a spirit of "never say die" and, backed by his association and confident of ultimate success, has always maintained an inevitable smile on his countenance and thus survived those troubles.

Today the New York operator, drawing from his fountain of experience, has enthusiastic faith in his organization and, regardless of propaganda to shake that faith, regardless of the lack of ethics employed by certain jobbers, he at all times looks toward his association for the necessary co-operation to do away with the evil of the moment. He has learned that his association is the dependable agency to take up the cudgel in his defense. Because of this fine spirit of co-operation which is today existing in the city of New York between the operator and his association we have been successful in accomplishing the many necessary tasks which have faced us from time to time.

And now that the Coin Machine Convention of 1935 draws near, which in my mind marks the beginning of the new year for the operators, this confidence which the operators have in their associations becomes the all-important factor for continued profitable operating.

The operator is certain that his association will take all the steps necessary to bring about better conditions and will carefully watch every single division of the industry to insure him that no adverse measures will be taken which

Jury Holds Up Games Verdict

BURLINGTON, Vt., Feb. 9.—A decision on the legality of pinball games in the Municipal Court of Burlington was held up owing to the failure of the jury to bring in a verdict.

With a change of county prosecutors February 1, it is expected that the case will not come to trial again. There is no precedent in decisions on pinball games here.

Adler Develops Plan To Give Shoes in Diggers

NEW YORK, Feb. 9.—Herbert M. Adler, aggressive head of the Adler Shoe Stores, has developed a novel plan whereby digger and crane operators may offer shoes as merchandise premiums. A small metal shoe has been designed which fits into the "dressing" of the machine admirably and is also suggestive of the prize merchandise.

Inside the metal shoe is a gift certificate which entitles the winner to a pair of shoes at any one of the 20 Adler stores. The Adler firm is preparing cards for displaying in the diggers which announce the fact that shoes are offered as premiums.

will in any manner injure his interests.

The year 1935 will therefore be one of the outstanding years of the coin-machine industry because of the confidence which exists between the operator and his association. He is certain to purchase a greater dollar and cent's worth of machines in 1935, for he will not be spending his money in vain. He will further be assured that as the year progresses the jobbers, distributors and manufacturers are in close touch with his organization and that thru his organization he is being carefully guided in the best methods necessary to insure his livelihood.

Organization has come to mean confidence to the operator. A few years ago the operator fought the measures that were taken in his behalf by associations elsewhere thruout the country. In 1935 he urges greater effort on the officers of his association, for he has come to realize that these men are watching his interests.

Therefore 1935 means more money to the jobbers, the distributors and the manufacturers. But it also means that the operators are looking to these men for full support and for absolute clarification of any moves which may tend to again ignite the intense aggressiveness of the operators. The association today is the middle course between the distributing and purchasing factors in this industry, and because of the operator's confidence in the association many important accomplishments will be recorded in 1935.

Horrow Made Distributor

PHILADELPHIA, Feb. 10. — Horrow Novelty Company, 215 Market street, well-known jobber, states that the Ideal Novelty & Toy Company, manufacturer of Shirley Temple Dolls, has appointed it exclusive eastern distributor for these dolls for carnivals, parks, fairs and premium trade. Horrow further states that arrangements are being made to carry a stock that will insure immediate delivery at all times. Shirley Temple Dolls promise to be one of the biggest items in the history of the premium business.

Horrow also explained it is specializing in equipping Sportlands with machines as well as premium merchandises. The firm carries in stock a most complete line of premium merchandise and has made arrangements with a coin machine jobber to supply the machines.



5000 DOUBLE ENAMEL COMPACTS \$1.00 doz.

B440—They can't be made for this money, but we purchased a factory closeout of these small little square Compacts complete with Rouge and cake powder, with Puffs and unbreakable Mirror. Doz. **\$1.00**

B441—Polished Nickel Style with Inlaid Enamel Design, worth twice this price at least. Dozen **\$1.35**



NICKEL DESK or BOUDOIR CLOCKS \$1.00 ea.

B441—Only 2 1/2" inches high, fitted with "Tiny Tim," a 30-Hour Movement, by the makers of Big Ben. Etched Silver Dial, Moderne Base. Ex. in Lots of 12. Less Than 12, Each \$1.20.

B442—Imported Musical Taps. \$3.75

Diameter 7" Per Dozen 38c

B443—Copper Pot Cleaners. Gross, \$3.95; Ocean 38c

B444—Zinc Pot Cleaners, Gro. 35c

53,500; Dozen 35c

25% Deposit on All C. O. O. Orders. Catalog Free on Request. State Tour Business.

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HORSE SHOES
With Thrille and Pays of the Turf



By EXHIBIT Player selects his horse name w t b "Select or" either 1-2-3-4-5 or G w b i c h e o f f e r s p o n d a with numerals on one of the cubes. Another cube indicates WIN PLACE and SHOW T b e third cube quotes the various pay-off odds to WIN—for PLACE and to SHOW. Plays pennies, nickels, dimes and quarters.

\$12.50
1 or 100.

Deposit with Order, Balance C. O. D.
Size: 14" Long, 10" Wide, 4" Deep.
"Whether Large or Small, Deal With Electro Ball."

THE ELECTRO BALL COMPANY, INC.
Distributors,
1200 Camp Street, Dallas, Tex.



DINNER BY CAPITOL AUTOMATIC MUSIC COMPANY, New York, tendered recently to department heads. The firm makes the Sweet 16 phonograph.

Order **Live Power** TO-DAY FROM YOUR JOBBER!

Propose New Label Plan

Sale of shipping labels to manufacturers by association for legal fund

CHICAGO, Feb. 9.—The recent walk-out on endurance show convention held in Chicago brought forth a unique plan for financing the organization work which has been discussed by cotmen as a possibility for raising funds for public relations work in the coin-machine industry.

Members of the endurance show business adopted a plan whereby all tickets used by the various shows are purchased thru the association headquarters and 1 per cent of the purchase price is added to the bill, this money to go into a general fund for legal defense and the promotion of public relations.

It has been suggested that the coin-machine manufacturing industry might adopt the idea by buying shipping labels and tags thru the national association of manufacturers. A certain percentage or surcharge could be added to the cost of the labels to be used as a general fund for legal purposes and public relations. The labels and tags so purchased would bear the imprint of the manufacturers' association so that jobbers and operators would recognize which firms were contributing to the general fund of the association.

Manufacturers who have examined the plan say that it would have the decided advantage of paying in advance and would also save any bookkeeping by the contributing firms. A plan sometimes proposed is that manufacturers add 25

GOLD AWARD DOUBLE JACK POT
WATLING VENDERS, 5c. Serials around \$5,000. A-1 Shape, \$35.00 Each, or 3 for \$100. 1/8 Deposit. H. W. DES PORTES, Columbia, S. C.

PEANUT VENDORS
New. Trial Machine, \$2.00. PENNYVEND CO. 2930 Dumas Street, Louisville, Ky.

or 50 cents to the selling price of machines and contribute this to the legal fund of the association. But this plan has involved bookkeeping details and also is subject to delayed payments because the amount is to be paid after the sales are made. With the plan of purchasing labels and tags from the manufacturers' association, payment would be made in advance, the amount would be much smaller per machine, but with the assurance of prompt contributions the total amount would exceed the other plan. The percentage obtained from the sale of labels and tags would be devoted exclusively to a legal fund to be used by the association.

Open House Time

By **KEN MORLEY**

Here we are at another coin-machine show . . . and believe me it's the biggest ever. Operators from all parts of the country are swarming into the Hotel Sherman to have their first glance at the newest creations of the industry and to buy their requirements for the coming season.

What a contrast this is to the first show at the Great Northern, where less than 100 operators gathered. The Sherman Hotel convention halls were never in their history a setting for more lavish and appealing displays, and their walls have never resounded to more enthusiastic discussion and comment than they echo right now.

Those of you who were here last year remember many of the highlights of that convention and we hope your fondest memories will include Jennings' "Open House." This year it is bigger and better than ever, with an abundance of good food, good drinks and good fellowship. Smilin' John Turner, Jennings' chef extraordinary, who can make baked ham that would make old Aunt Jemima herself retire to dishwashing, has outdone himself in your honor. For weeks he has been garnering old Southern recipes, and the fragrances that waft downstairs would entice even the most hardened dyspeptic. John is no slouch when it comes to drinks either. He knows how to mix 'em.

Jennings is planning a lot of fun for you. Real Southern hospitality . . .

NOTICE TO SHOWMEN

CHANGE IN CLOSING DATE

The next issue (dated February 23) will be a special issue and the last form will close Saturday, February 16.

MAIL OR WIRE YOUR AD EARLY

All advertising copy, including help wanted and general show advertising, reaching us later than Saturday will be too late for February 23 issue and will be held for the following issue.

entertainment . . . souvenirs. In addition, we have rented a suite of rooms in the Sherman Hotel, the number of which will be kept in confidence and imparted only to bona fide operators and jobbers. Nothing is being overlooked that will add to your convenience and make your stay in Chicago pleasant. A handy little directory telling you in detail of places of interest in Chicago will be furnished.

DIVORCES

(Continued from page 34)

Superior Court, Bridgeport, Conn., February 1. Mrs. Udahl is a former musical comedy actress.

Grace C. Brown against Melville Brown, screen director, at Los Angeles. Paul Ames, New York stockbroker, from June Knight, stage and film actress, in Miami February 5.

George J. Harvey, manager of the Palace Theater, Danbury, Conn., in Superior Court, Danbury, from Adelaide Langford Harvey February 4.

- King, Nellie M. H., Musical Show: Carrollton, O., 11-16.
- Levich, Prof. L.: Johnson, Tenn., 13-14; Bristol 16-19.
- Loftstrom & St. Elms Monkeys: Lincolnton, N. C., 15; Beaver City 19; Denver 20.
- Long, Leon, Magician: Punta Gorda, Fla., 13; Ft. Meade 14; Bartow 15; Clewiston 16; Sebring 18; Avon Park 19; Lake Wales 20.
- Lucey, Thos., Elmore: Ely, Minn., 11-16.
- Magnun, G. Thomas, Magician: Belle Fourche, S. D., 14; Galena 18; Doran 16.
- Maine-Prestone Co.: Houston, Tex., 11-16.
- McNally & Craig Show: Hague, Va., 11-16.
- Miller, W. T., Show: Eastman, Ga., 11-16.
- Oriental Med. Co.: Brookport, Pa., 11-16.
- Panashak's Pets: Troy, N. Y., 14; Oneonta 15; Poughkeepsie 16; Cornwall-on-Hudson 15; Montrose 19; Seaside 20; Rye 21.
- Pavan Show: Carmine, Tex., 11-16.
- Phillipson Comedy Co.: Holton, Ind., 11-16.
- Princess Edna Show: Laredo, Tex., 11-16.
- Rilton's Show: Brookfield, Ga., 13; Eugene 14-16.
- Royalty Concert Co.: Rushville, Ind., 11-16.
- Schneider's, Doc, Yodeling Cowboys: Victoria, Tex., 11-16.
- Sunnyland Picture Show: Brookfield, Ga., 11-16.
- Turtle, Wm. O., Magician: (Club House Tavern) Portland, Ore., 11-16.
- Yubasz, Johnny: (Auditorium) Flint, Mich., 11-16.

Late Deaths

(The following items were received at press time. More details in the next issue.)

CHAMBERS—William W., 71, former well-known circus animal trainer and keeper, at Columbus, O., February 9. He started his circus career as "The Star Kid" when he was 16.

WARDE—Frederick, 83, distinguished American actor, in New York February 7.

GATES IN

(Continued from page 3)

his skull was crushed. He died instantly. Jenkins escaped injury. Injured included Paul (Shorty) Drexler and Robert Green, race drivers; a boy and a girl among spectators and a Negro boy. Five of eight cars in the race were mixed up in the crash as Drexler, swerving his auto to avoid the two locked cars, caromed against cars of Fitzgerald and Green.

ROUTES

(Continued from page 59)

- Boston Belles: (Hudson) Union City, N. J., 11-16.
- Eremites: (Howard) Boston 11-16; (Trocaadero) Philadelphia 18-23.
- El De Ro: (Trocaadero) Philadelphia 11-16; (Orphe) Paterson, N. J., 18-23.
- Sunkist Peaches: (Gayety) Washington 11-16.

SUPREME BURLESK

Harem Scandals: (Minsky's) Brooklyn 10-16. Mids of America: (Republic) New York 10-16. Three Cheers: (Pal) Baltimore 10-16. Town Tattlers: (Park) Boston 11-16.

REPERTOIRE

- Billyroy Comedians, Billy Wehle's: Valdosta, Ga., 11-16.
- Blythe Players: Onley, Va., 11-16.
- Roll Players: Livingston, Tex., 11-16.
- Lewis, H. Kay, Players: Buckley, Ariz., 15-15; Phoenix 17-20.
- Princess Stock Co.: Henderson, Tex., 11-16.
- Sidler's Own Co.: Abilene, Tex., 11-16.
- Stone, Hal, Show: Vile Platte, La., 11-16.

MISCELLANEOUS

- Alexander Players: Medford, Minn., 11-16.
- Birch, Magician: Alexandria, La., 13; Lake Charles 14; De Quincy 15; Vinton 16; Jennings 18; Crowley 19; Lafayette 20; Opelousa 21; New Iberia 22.
- Birk's Circus Revue: Valdres, Wis., 11-16.
- Daniel, 2-10, Magician: Spencer, Ind., 11-16.
- DeCleo, Mystic: Marysville, O., 14-16.
- Dressen's Stage Show: (Princess) Jacksonville, Fla., 13-14; (Princess) Piedmont, Ala., 15-18; (Gadsden) Gadsden 18-23.
- Fee Show: Pandreas, S. D., 11-16.
- Pilton, King: Mineral Wells, Tex., 11-16.
- Oleason & Allyn: (America) Casper, Wyo., 18-16; (Rialto) Rock Springs 17-18.
- Johnson, Zeida, Mentalist: (Roxie) Liberty, S. O., 14-15.
- Keith Show: Caraway, Ark., 11-16.

CARNIVAL COMPANIES

- Bar-Brown: Apopka, Fla., 11-16.
- Big Four: Gayton, Ga., 11-16.
- Blue Eagle: Moulton, Ala., 11-16.
- Classic City: Macon, Ga., 11-16.
- Florida Expo: Milton, Fla., 11-16.
- Great Dixieland: Opelousas, La., 11-16; Lafayette 18-23.
- Great Southern: Port Wentworth, Ga., 11-16; Savannah 18-23.
- Greater United: Laredo, Tex., 15-25.
- Iler: Brasfield, Ark., 11-16.
- Krause Greater: Sanford, Fla., 11-16; Sarasota 18-23.
- Martin Bros.: Crawfordville, Ga., 11-16.
- Mohawk Valley: New Smyrna, Fla., 11-16.
- Reading United: Winter Garden, Fla., 11-16; Ocoee 18-23.
- Royal American: (Fair) Orlando, Fla., 19-23.
- Royal Palm: (Fair) Ft. Myers, Fla., 11-16; Homestead 18-23.
- Virginia Expo: Picken, S. C., 11-16.

CIRCUS AND WILD WEST

- Barney Bros.' Circus: Siedly, La., 16.
- Fisher Bros.: Andrews, Ind., 13; Bunker Hill 14; Camden 15; Walton 16; Young America 18.
- Polske Bros.: Sloux Falls, S. D., 11-16; Rochester, Minn., 23-March 2.
- Texas Ted Wild West: Grantville, Ga., 11-13.

Concessionaires
NOVELTY SUPPLY FOR
FAIR, CARNIVALS, CIRCUSES, GRAND STORES,
UMBRELLS, PARKS, COIN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, INDO

WANTED
Partner with \$500.00 and Show Property, for One-Nighter, opening February 25. What have you? Stage Manager, Band Leader, Colored Performers, Double B. & O. For Sale or Trade for Show Property, one Milnera Sedan, Belgium built, cost \$30,000, good condition, suitable for Crime Show car. MADAM DORIS, Care Guy Stensons, Route No. 1, Bastrop, La.

WEST BROS. AMUSEMENT CO.
Now booking Concessions, Shows, Free Acts for 1935. **Palmer Starkey** comes on. Box 57, Morley, Mo.

CAROLINA AMUSEMENT CO.—PLACE Chairmen and Kiddie Rides. Party with Light Plant wire Showmen with orn. outfits wire Concessions of all kinds. Cook House, Pastry, Corn Game open. Address Anderson, S. C.

SILVER STATE SHOWS
Now booking Shows, Concessions, Rialto Halls and Colored Performers. **NIP BUTTS**, 108 Clinton Street, Abilene, Tex.

TILLEY SHOWS
NOW BOOKING SHOWS AND CONCESSIONS. Address BOX 935, Loda, Ill.

SOL'S LIBERTY SHOWS, Inc.
NOW BOOKING FOR SEASON 1935. Address P. O. BOX 228, Garrettsville, Mo.



INDIAN SCOUT SHADOW LAMP


Made of French Composition. Height, 15 inches. A bigger hit than the Dice-Card Lamp. Fitted with full-length Silk Cord. Beautiful Rainbow Effect. Bright Lacquered Colors. Deal consists of 600-hole Board and 6 Lamps.

Complete each.....\$5.00
6 Deals or more, each \$4.25

THE ONLY CARNIVAL SUPPLY HOUSE IN KANSAS CITY

MIDWEST NOVELTY CO., Kansas City, Missouri

Ask J. Wilson, Harry Marr, Harold Reynolds, they have sold more than one thousand of these beautiful Shadow Lamps. We have some restricted territory. Write for information. 25% with Order, Balance C. O. D.



OPERATORS: ONCE IN A BLUE MOON

A TIP TO THE WISE: PLENTY HOT.
The New Genuine Fur Animal Family.
ANGORA CAT—SCOTTY DOG—BUNNY RABBIT,
With or Without Salesboard, New Low Prices.
Send \$5.00 for the Three Samples.

WISCONSIN DELUXE CORP.,
1902 North Third Street, MILWAUKEE, WIS.

Be Wise!
BUY your GAMES FROM

RECONDITIONED BARGAINS

BOSCO \$3.95	GOLDEN GATE \$17.50
JUGSAC 4.95	OHIO GLOBE HOUSE 6.95
AIRWAY 4.95	OFFICIAL SWEETPAKES 4.80
21 VENDER 8.80	DANDY VENDERS 5.95

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE., CLEVELAND, O.
1410-12 CENTRAL PARKWAY, CINCINNATI, O.

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MILLS JACK POT BELLS, JACK POT VENDERS, Q. T. BELLS, CHAMPION, KEYSTONE NOV. & MFG. CO.	GRID IRON, SPARK PLUG, HOLD AND DRAW, DROP KICK, CANNON FIRE.	CRISS CROSS, SAFETY ZONE, REBOUND, ARMY AND NAVY, FOOTBALL.
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26th and Huntingdon Sts., PHILADELPHIA, PA.

**LIST OF EXHIBITORS
1935 Coin Machine
Exposition**

Name	Booth
A. B. T. Mfg. Co., Chicago	8-9-10
Ad-Lee Co., Chicago	54
Advance Machine Co., Chicago	12-13
Amers Nickeloid Co., Peru, Ill.	71
Ansell-Simplex Ticket Co., Chicago	72
Arcade Amusement Co., Minneapolis	111
Atlantic & Pacific Mds. Co., N. Y. C.	129
Automatic Age, Chicago	125
Automatic Popit Corp., Chicago	113
Automatic World, Ft. Worth	87
Bally Mfg. Co., Chicago	19-20, 47-48
The Billboard, Chicago	64
Brunswick Corp., Chicago	104
Buckley Mfg. Co., Chicago	92
Callie Bros., Detroit	117-118-119
Central Corp., Ft. Wayne	126-127
Central Die Casting Co., Chicago	70
Central Pattern & Fdry Co., Chicago	34
Chicago Coin Machine Co., Chicago	128
Churchill Cabinet Co., Chicago	106
Coin Machine Journal, Chicago	66
Columbus Vending Co., Columbus	100
Corbin Cabinet Lock Co., Conn.	112
Daval Mfg. Co., Chicago	50-51-52
Decca Records Co., Chicago	107
Dietz Gum Co., Chicago	99a
Dudley-Clark Co., Chicago	69
C. F. Eckhart & Co., Chicago	108-109
E. C. Evans & Co., Chicago	43-44
Exhibit Supply Co., Chicago	59b-60-61-62-63
O. M. Laboratories, Inc., Chicago	102
John Gabel Co., Chicago	90
Gardner & Co., Chicago	75, 84
Genco, Inc., Chicago	21-22, 45-46
John N. Germack, Detroit	132
A. Gorretta & Co., Cleveland	95a
D. Gottlieb & Co., Chicago	3-4-5
Goudey Gum Co., Boston	37
Groetchen Tool & Mfg. Co., Chicago	11
Joseph Hagn & Co., Chicago	79
Hanson Scale Co., Chicago	103
Harlieh Mfg. Co., Chicago	81
Harris Co., Chicago	53
Hot Pop Corp., Chicago	93
Int'l Mutoscope Reel Co., N. Y. C.	2
Interstate Nov. & Toy Co., N. Y. C.	101
O. D. Jennings & Co., Chicago	27-28, 39-40
Kalamazoo Auto. Music Co.	94a
Jack Keeney & Co., Chicago	125a
Kelley Sales Co., Madison, Wis.	77
King Equipment Corp., Benton Harbor	96a
B. D. Lazar Co., Pittsburgh	98
L. & R. Mfg. Co., Chicago	1
Lincoln Novelty Co., Chicago	86
Mills Nov. Co., Chicago	29-30-31-32-33
National Carbon Co., Chicago	67-68
Natl. Coin Machine Exc., Toledo	80
National Venders, Inc., St. Louis	105-106
North Center Metal Co., Chicago	110
Northwestern Corp., Morris, Ill.	6-7
Pace Mfg. Co., Chicago	14-15
Pacific Amusement Co., Chicago	88-89
Pacific Coin Machine Review, L. A.	114
Pan Confection Co., Chicago	38
Paris Bend & Nov. Co., Chicago	85
Penbut Specialty Co., Chicago	94b
Phoebus Amusement Corp., Chicago	76
RCA Victor Corp., Chicago	78
Robot Venders, Inc., Brooklyn	83
Rock-Ola Mfg. Corp., Chicago	17-18, 40-49a
Rowe Cigaret Mach. Co., New York	91
Royalty Mfg. Co., Chicago	73-74
J. P. Seeburg Corp., Chicago	23-24

N. Shure & Co., Chicago.....41-42
 Simmons Coin Mach. Co., Chicago.....65
 Star Mfg. Co., Chicago.....16
 Starved Rock Nov. Co., Ottawa, Ill.....82
 Stewart & McGuire, Inc., New York.....35-36
 H. J. Stock Co., Milwaukee.....99b
 Stoner Mfg. Corp., Aurora, Ill.....120-121-122
 Morris Struhl, New York.....97
 Sup. Paper Products, Peoria, Ill.....95b
 Walker Freeman Co., Lansing, Mich.....98b
 Thos. Walsh Mfg. Co., Omaha.....131
 Watling Mfg. Co., Chicago.....25-26
 Eric Wedemeyer, New York.....55-56-57-58-59a
 Western Equip. & Supply Co., Chicago.....123-124
 B. A. Withey, Chicago.....130
 Rudolph Wuriltzer Co., N. Tonawanda, N. Y.....115-116

Compiled from list of exhibitors released by Joe Huber, convention manager, February 9, 1935.

Gives Out News of New Machine Prior to Show

CHICAGO, Feb. 9. — Stating that C. O. D. was "just too good to hold back any longer," Ray Moloney, president of Bally Manufacturing Company, explained his reasons for going into immediate production on the new four-ball game.

"Our intention," Ray stated, "was to release C. O. D. for the show and we were keeping it under cover. Then we decided to try a couple on location just to get the players' reaction. Instead we got the shock of our life. Day after day collections ran so consistently high that we decided to bring out C. O. D. at once. Operators who have seen C. O. D. are wild over it and we fully anticipate one of the fastest runs ever known in the pin-game business."

The C. O. D. idea is to shoot balls into holes marked C, O and D, thus spelling the familiar abbreviation. He then shoots the fourth ball in a hole marked with a number—which indicates the number of free games he received for spelling C, O, D. Use of magnetic kickers, free-play holes and a wild hole, which counts for players' choice of C, O or D.

Digger Record in Hotel

NEW YORK, Feb. 9.—Harry Rankow, of Star Electro Holst Company, reports that the Hotel Governor Clinton has made public the fact that the Electro Holst on location there brought them \$14,000 revenue in the two years it has been in operation.

Harry states that in his estimation this is the all-time record for receipts from any digger on one location for two years. He also reports that the digger is still there and that the receipts are expected to exceed that amount for the same period in the next report of the company.

LOUISIANA NEWS

(continued from page 64)

Mailory, reports a good business for the month of January. The firm has a good display room at 240 Dryades street and

is in a position to give real service to ops in Louisiana.

Frank Alessi, another New Orleans op, is moving into new quarters at 810 Carondelet street.

H. R. Friedburg, of the Crescent Novelty Company, has just returned from a business trip to Chicago.

ACKERMAN MAY

(Continued from page 3)

Governor Lehman as commissioner of agriculture and markets, succeeding Charles H. Baldwin, refuses to comment on the fair directorship, altho he formally must make the appointment. In the meantime Mr. Ackerman apparently is going ahead with plans and may close auto race, midway and free-act contracts. Last week he appointed heads of all departments, announcing them as "temporary."

Fair Elections

WINDSOR, N. B.—Windsor Fair, which will observe its 170th anniversary in September, re-elected Fred Dill president, third term, and Thomas Aylward, secretary-treasurer.

SKOWHEGAN, Me.—Skowhegan Fair re-elected Francis H. Friend, president; Fred W. Weston, secretary; Ralph T. Jenkins, treasurer.

HARRISBURG, Pa.—Central Fair Circuit here on January 29 elected Herbert D. Smyser, York, president; Harry B. Correll, Bloomsburg, vice-president; Charles W. Swoyer, Reading, secretary-treasurer.

ST. HELENS, Ore.—Columbia County Fair elected W. Sheets, president; S. P. Heuman, vice-president and treasurer; Earl Sowler, secretary-manager.

LAWRENCEBURG, Ind.—Dearborn County Fair re-elected G. O. Smith, president; Edgar Kurtzman, treasurer; Leonard Haag, secretary; George Koethmeyer, superintendent of concessions; Fred Wirth, superintendent of speed.

ST. STEPHEN, N. B.—A. R. MacKenzie was elected president of St. Stephen Exhibition Association for the third consecutive term. C. W. Hanley was elected vice-president; H. M. Groom, secretary; E. G. Beer, treasurer; managing committee, S. D. Granville, H. N. Ganong, A. A. Laffin, R. E. Hyslop, A. McAllister.

MINNEAPOLIS.—Hennepin County Agricultural Society re-elected Frank P. Daniels, president; Frank Rojina, Mrs. Rose Clansen, vice-presidents. R. E. Welch was elected treasurer, succeeding George B. Esterman, who held the office the past three years but was forced to retire because of ill health. He was elected honorary life member.

BOONVILLE, N. Y.—Boonville Fair Association re-elected President Clayton A. Musser and Secretary Ronald Ryder. Other officers are Romeyn Vaughn, first vice-president and race secretary; Donald H. Douglass, second vice-president; Devere K. Merrill, financial secretary; Dr. R. C. Hurlburt, A. L. Richards, E. A. Cavanagh, Jesse E. Lewis, Leo Kotary, Ray Schweinsberg, Clifford Thatcher, Dr. Karl T. Sanford, Donald H. Malcolm, directors.

MONEE, Ill.—Directors of Monee District Fair elected George S. Miller, president; Louis Pehland, vice-president;

August Schwiesow, treasurer; Harry J. Conrad, secretary; John Kehoe, George Sonnenborn, Henry Bode, finance committee; Charles J. Stassen, superintendent; Martin Harms, assistant; Mrs. Henry Woeltje, women's superintendent.

McMINNVILLE, Tenn.—Warren County Fair Association elected E. W. Walling, president; John W. Nelms, vice-president; Billoat Brown, secretary; H. S. Willson, treasurer.



YOU CAN'T BEAT THIS COMBINATION FOR FAST, SURE PROFITS

6 Nationally advertised ZIPPO WIND PROOF LIGHTERS featured in smart department and tobacco stores at \$2.00 offered on a 1,000-Hole Salesboard, with 30 packages of Cigarettes at 2c a punch. Excellent profit for wholesalers and distributors.

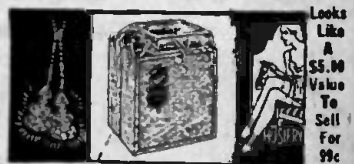


Wholesalers and distributors write today for complete proposition—a proven success in 30 cities.

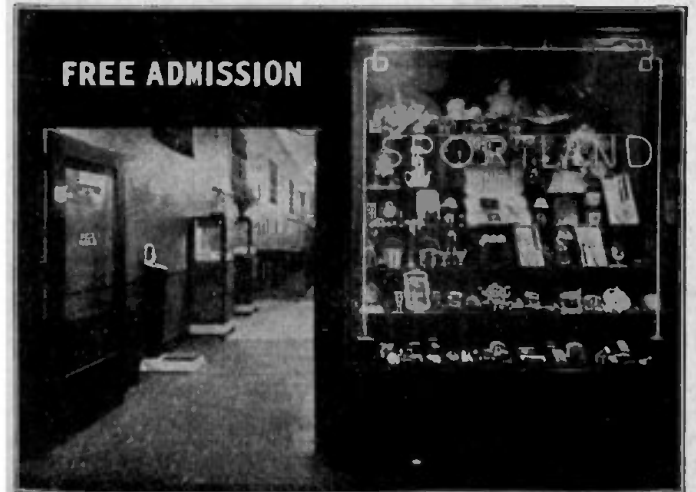
ZIPPO MANUFACTURING CO., 21 Pine Street, Bradford, Pa.

A SURE FIRE HIT
 ● THE BIGGEST VALUE EVER BUILT ●
 "TARGET" is the ONLY counter size AUTOMATIC payout Pin Game ever built—EVER CONCEIVED. 100% Mechanical Precision—Will Last Years.
 Its Own Cashier—Its Own Watchdog—A chain of TARGETS will put you in the BIGGEST MONEY you ever heard of.
 Counter, Size 12" x 22" Shipping Weight, 44 Lbs. BUY THIS FAST ACTION GAME NOW. You'll Order PLENTY MORE for Those GOOD Locations.
 Oh, Yes... Price JUST \$22.50. Be Play, 1 or 100. TERMS: 50% with Order, Balance C. O. D.
THE BEVEGATOR COMPANY,
 6th & Myatt CAMBRIDGE, O.

20th CENTURY FASTEST SELLER



No. 049 DEAL, consisting of 2 pairs of Ladies' Bows, 320 handle construction; 1 Package of Face Powder and Perfume wrapped together, and 1 Genuine Rock Crystal Necklaces. New plan helps you to sell 75 to 300 Deals a day.
 Sample Deal 60c. Dz. 59c Each Deal. Gr. 58c Each Deal.
 SPORS OO., 2-35 Kook St., Le Center, Minn.



GOOD EXAMPLE OF AN ENTRANCE to a modern sportland. B. A. Himore's new sportland in Baltimore, equipped by Oriole. Note front window display.

HOP ON GOTTLIEB'S MACHINES-BOOTHS 3,4,+5 THE QUICKEST ROUTE FOR FAST PROFITS

CHECKERS

GEORGE PONSER

LEADING NEW JERSEY DISTRIBUTOR SAID THIS ABOUT —
MUTOSCOPE'S NEW PIN GAME CHECKERS . . .

"IT'S A SENSATIONAL GAME. THE NEW REGISTRATOR SCORE BOARD ALONE WOULD MAKE IT A WINNER EVEN IF IT DID NOT HAVE SO MANY OTHER FEATURES.

I RECOMMEND

CHECKERS

VERY HIGHLY — MY OPENING ORDER IS THE BEST PROOF OF THAT."

George Ponsler



INTERNATIONAL MUTOSCOPE REEL CO., INC. 516-20 W. 34 ST. New York

MJA Members Add To Contribution

NEW YORK, Feb. 9.—A 100 per cent attendance was present at the recent meeting of the Metropolitan Jobbers' Association. Including representatives from other organizations in the metropolitan area, to discuss the pending appeal on pinball games.

Ben Marshall, of Marshall-Lemke, Inc., Detroit distributor, was present as a visitor. He stated that he would never have believed there were so many jobbers and distributors in one city. He was much interested in the discussions and plans to overcome adverse conditions.

Joseph Fishmah, of the Amalgamated operators; Saul Kalson, of the Greater New York operators, and Jack Gardino, of the Long Island Operators' Association, were present to represent the operators' viewpoints. Kalson appealed to the assembled distributors and jobbers for greater aid in completing the fund to put thru the appeals case. He said that one organization in New York had failed to raise a share and that other groups would have to increase their contributions.

The MJA immediately voted to assess each member an additional amount. The meeting almost became a minor convention when four new games were shown to the jobbers, according to the custom in this territory of showing new games at the group meetings. The triple-chute Lite-a-Line table was shown by International Mutoscope, distributor; Skyscraper was shown by Distributor John A. Fitzgibbons; Zip was shown by Babe Kaufman, Inc., and Criss-Cross A-Lite was shown by Supreme Vending Company. The four machines are table games made by Chicago firms.

Sam Getlin, United Novelty Company, was accepted as a member. Bill Gersh, of Byrd, Richard & Pound Agency, was named as publicity man.

Pacific Breezes

The Los Angeles branch of the Pacific Amusement Manufacturing Company is preparing for mass production of Synchro, a new junior size pin table being built here for Coast trade.

Eric Wedemeyer, New York, has been spending several days in Los Angeles at his local branch. Leaves here in time to take in the show in Chicago, starting February 18.

James Ryan, Pacific Coast manager for Mills Novelty Company, has just completed another of his circle tours of the State visiting operators and is now back in San Francisco packing his suitcase for an air trip to the Chicago show.

Claude Kirk, of the Exhibit Supply Company, Chicago, is on the Coast for a huddle with the California Games Company, Los Angeles, on future game product for the Eastern market. Rumors are afloat that California will soon have another game on the market, possibly in time for the show.

Harry Williams, of the Automatic Amusements Company, has just completed a new game to be displayed at the Chicago show. Cabinet is richest and finest ever used for a pin game and consists of hundreds of small bits of inlaid wood.

Ralph Mohr, of Mohr Brothers, Los Angeles, spent the past week in San Francisco.

L. E. Strickler, of the Novelty Importing Company, San Francisco, was a business visitor in Los Angeles last week. Plans on attending the Chicago show and then on to New York.

The National Amusement Company announces the opening of two new offices during the past week, made necessary by the expansion of their business. The San Francisco offices of the firm have been moved to 521 Golden Gate avenue. The Portland office has been moved to 1606 N. W. 23d street. Both are larger places and provide more room for displaying the enlarging lines being handled by the National. Jack McClelland, partner in the firm, has just returned to Los Angeles after a trip to the various branches and reports business at a satisfactory level in all parts of the West Coast territory.

The Advance Electric Company, which has aided the manufacturers of Action, Major League, Tee-Off and a host of others to perfect the electrical features of their games, now announces its entry into the field of manufacturing pin games under the name of the Advance Amusement Company, Los Angeles. First

when it's coin operated
AMUSEMENT MACHINES



—write to the MANUFACTURER of the most popular proven PROFIT MAKERS in the Coin Machine Industry —whether it's PIN GAMES, COUNTER GAMES or DIGGER Machines.

EXHIBIT SUPPLY CO.
ESTABLISHED SINCE 1901
4222 W. LAKE ST. CHICAGO, U.S.A.

product of the firm is Pro-Eleven, football game.

Things are humming in the Los Angeles plant of the Allied Amusement Company, where assembly lines are now being added to provide for a maximum output of 350 games per day. Firm will announce Barrel-Roll, its new game, within a few days and expects to have its factory in full production on the game simultaneous with the announcement.

Long Beach operators report they are completely satisfied with the \$50 occupational tax recently levied on them, even tho the city fathers slapped it on them while they were asleep. It seems the operators organized the move and suggested a \$50 occupational tax, which was to include 10 machine licenses, to the city officials. At that time the ops were paying 45 per machine and the occupational tax would not place any additional burden on them, but would aid in keeping locations from operating. But the city dads took up the measure one morning and put it thru at \$50, but with the provision that only one license shall be given with the tax instead of the 10 the ops were sure of getting. The operators are consoling themselves that it takes \$50 to get in the operating picture in Long Beach and not many locations would be willing to pay so large an amount and then buy games on top of that.

Considering 1,000 Games

POUGHKEEPSIE, N. Y., Feb. 9.—Al Schlesinger, of the Square Amusement Company, who returned to this business some time ago after being connected with the Chevrolet Motor Company at Tarrytown, is now leading up-State operators with one of the largest routes of pin tables ever reported for that section of the State.

Aside from the large jobbing business which he conducts, he is also operating 500 pin tables thruout a large territory in his section of the country. He is confining himself strictly to the better tables, he reports, and expects that during the coming year, especially after the convention, he will increase this route to more than 1,000 machines.

Pinball Games May Continue

MARION, O., Feb. 9.—Pinball games may continue in operation here as games of skill if there is no giving of prizes or gambling connected with their use. That is, in substance, the policy agreed upon by the city solicitor, city police prosecutor and the prosecuting attorney.

Their decision came in answer to Police Chief E. C. Mackan, who had reported Charles A. Klunk, proprietor of Hotel Marion, for refusing to remove two pinball machines from the hotel lobby after police had ordered a cleanup of all gambling devices in the city.

OPERATORS-SEE OUR DISPLAY

Booths 41-42 — COIN MACHINE SHOW—
Hotel Sherman, Chicago

THE MARKET'S BEST MERCHANDISE AT THE MARKET'S LOWEST PRICES

GOODS WITH BIG FLASH—TO HOLD THE CROWDS

Make Our Store Your Headquarters While in Chicago

WE LIST HERE A FEW OF HUNDREDS OF EXCEPTIONAL VALUES LISTED IN OUR LARGE CATALOG No. B123—WRITE FOR A COPY

VANITY MODEL MATCH KING LIGHTERS. Chromium Finish. 895J37. Per Gross. 33.00
Per Dozen 3.00

CAMERA MODEL MATCH KING LIGHTERS. 895J724. Per Dozen 3.00

ODD SHAPE TABLE LIGHTERS OF ANTIMONY. 895J857. Per Gross 18.00
Per Dozen 1.75

OPERA GLASSES Pocket Size. Imitation Leather Covered. Each in Plastic Bag. 8200J900. Per Dozen 7.20

GOODWIN, JR. FOLDING CAMERA. 899J33. Each. 1.75

JINGLE DICE, 1 Inch Size. 8318508. Per Gross. 1.50

MECHANICAL PENCILS, in Assorted Colors. 841844. Per Gross 9.00
Per Dozen, 80c.

BAKELITE PIPES. B785. Per Gross 10.50
Per Dozen, 85c.

GLOBE PENCIL SHARPENERS. 86289. Per Gross 4.00
Per Dozen, 35c.

N. SHURE CO. Adams and Wells Sts. CHICAGO

GRISB CROSS \$22.00 SIGNAL JR \$16.50 GOLDEN OATE \$11.00
GRIDIRON 20.00 LIVE POWER 22.50 ELECTRO 14.00
SUBWAY SPECIAL 14.00 DROP KICK 19.00

JOBBERS-OPERATORS: IMMEDIATE DELIVERY "TURN TABLE"

AMERICAN VENDING COMPANY

773 Coney Island Ave., BROOKLYN, N. Y. 45 Elizabeth Avenue, NEWARK, N. J.

Thank You for Mentioning The Billboard.

DAVAL
Will Present
AT BOOTHS 90-91-92
The Royal Flush of the Show

10 TRUE DICE
K Chicago EXPRESS
J MATCH A-BALL
A REX
SEVEN Come ELEVEN

Full Copy By Seen of the Show.
DAVAL
MANUFACTURING CO.
200 So. Peoria St., CHICAGO.

Paul Ash Is Big Feature

Orchestra and floor show to provide big program for banquet

CHICAGO, Feb. 9.—Paul Ash, one of vaudeville's greatest stars and well known from Coast to Coast as a performer, creator and discoverer of many stars of the air, screen and stage, will have his well-known orchestra and floor show at the annual banquet and entertainment to be given by the National Association of Coin-Operated Machine Manufacturers on Wednesday evening during the 1935 Coin Machine Exposition, February 18 to 21.

Mr. Ash has been one of the most sensational stars in Chicago theaterdom, having been featured at all the leading houses in the city. He is now on tour for RKO, having recently completed engagements in Cleveland, Washington, Brooklyn, Baltimore, Indianapolis and St. Louis. He has the ability to pick star acts from different parts of the country, and a complete program, spicy with variety, is assured for the annual banquet. Joe Huber, convention manager, said that no expense had been spared in getting the best talent possible and that the program would be worth the expense of the trip to Chicago.

ROL-A-TOR BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Gold Award
Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1885—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE" Chicago

SURE-FIRE

CREATED BY
BILL SHAYNE
DIXIE MUSIC CO., Miami, Fla.

See It at the Show
Will Be Manufactured by ? ? ? ? ? ? ? ? ? ?
INTERESTED MANUFACTURERS SEE BILL SHAYNE AT THE SHOW

GET YOUR FREE SOUVENIR

OPERATORS OF PIN GAMES AND SLOT MACHINES
DO YOU INTEND TO TAKE IN THE COIN MACHINE SHOW?
ARE YOU INTERESTED IN THE LATEST COIN-OPERATED MACHINES?
If So, Get in Touch With Our MR. OAN BAUM. His Headquarters Will Be Booths Nos. 8, 9 and 10, and Don't Forget Your Souvenir.

SLOTS WANTED FOR CASH OR TRADE
MILLS DOUBLE JACK-POT BELLS OR VENDERS (5c or 10c Play), Providing These Machines Are Late Serial Numbers and in A-1 Mechanical Condition. All Slots Bought C. O. O., Subject to Inspection.

BAUM NOVELTY CO. 2098-12 ANN AVE., ST. LOUIS, MO.

Says Scoring System Is Important in Pin Games

CHICAGO, Feb. 9.—"More proof," says Jim Buckley, sales manager of Bally Manufacturing Company, "that the scoring system is one of the most important features on any pin game!" He was discussing the new free score dial and bonus award featured on the Sky-scraper machine. "This feature," Jim stated, "has received more favorable comment from operators and jobbers than any single pin-game device I know of. Many operators have even called it the start of a new era in skill award plans."

The free score dial spins when player deposits coin and score indicated is added to final score. The fact that a fairly high score may be obtained before a single ball is shot is said to be one of the most compelling "come on" features ever devised, being particularly attractive to players who like to "salt" their skill with a little luck. If player dials a red starting score, not only is this added to his final score, but also award is increased, inasmuch as player must earn a reward by skill before he can benefit by red score.

AMERICAN POCKET WATCH

WHILE STOCK LASTS
Mirror Polished Case.
QUANTITY PRICE EACH 65c
Sample Post-paid, Eas. Sec.
Send for New Catalog.
AMERICAN MADE WRIST WATCH With Link Band. Each in \$1.65 Box
ROHDE-SPENCER COMPANY
Wholesale House, Chicago.
228-25 W. Madison St., Chicago.

SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$10.00 after Cigarette tax. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.66. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Out-Dr. Boards —in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.
General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

Takes in **\$24.00**
Costs You **\$2.90**

One-Third Cash with Order, Balance O. O. O.

SPECIAL

DOUBLE JACKPOTS, \$27.50; SINGLE JACKPOTS, \$10.00; RADIO RIFLES, \$90.00; BEEHIVE'S SWEEPSTAKES, \$45.00; POOL TABLES, All Kinds, \$10.00 and \$22.50. USED CIGARETTE MACHINES, \$10.00. NEW ADVANCE FOUR COLUMN, \$32.50. USED COLUMBUS PEARL MACHINES, \$4.00 Each.

LEHIGH SPEC. CO., 155 Green St., Philadelphia, Pa.

GET THESE GREAT SUPREME SPECIALS

PUSH OVER\$7.50 CONTACT (Master)\$7.50
RELAYS 5.00 STEP UPS 5.00
Rush 1/3 Deposit, Balance O. O. D.

BRONX BRANCH: 3316 Webster Ave., Bronx, N. Y. C. Nancy Rosen, Mgr.
SUPREME VENDING CO.
557 ROGER AVE. · BROOKLYN, N. Y.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Venders—Counter Size Machines—Amusement Table Games—All Sizes. ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.

BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

NEW PRICE LIST JUST OUT

Full of the Very Newest Ideas in Premiums and Prizes for Sportlands, Pin Games, Crane and Claw Machines, Bingo Games, Etc. Send Us Your Name and Address Today.

LEONARDO NOVELTY CO.
39 UNION SQUARE, NEW YORK CITY.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Jobbers To Meet At Convention

CHICAGO, Feb. 9.—A meeting of distributors and jobbers of the coin machine industry has been announced for Monday, February 18, the opening day of the 1935 Coin Machine Exposition at the Hotel Sherman. The meeting will be called at 10 a.m. and David Bond, of Boston, will be in charge. Mr. Bond states that the meeting will be important and that all distributors and jobbers are invited to be present.

Those wishing to make suggestions or get details of the meeting should communicate with David Bond, Trimount Coin Machine Company, 1800 Washington street, Boston.

OPERATORS!! WHILE IN CHICAGO

We Invite You To Call on Us. Phone, May 0645, and we will send a car after you.

Digger and Merchandise Machines

SEND **\$10.00** For an assortment of 120 Items which includes Cigarette Cases, Compacts, Lighters and a Big Variety of Large Flashy Merchandise.

M. K. BRODY,
1116 SO. HALSTED ST., CHICAGO
In Business Twenty-four Years.

-AND DON'T PASS UP GOTTIEB'S HIGHEST SURPRISE IN BOOTHS 3,4,+5

**LIGHTING !
FLASHING !
EXCITING !
FASCINATING !**



\$39.50

F. O. E. AURORA, ILL. TAX PAID.

DE LUXE SIZE
22 inches by 41 inches

Stoner's *NEW* BEACON

Blazing Your Way to Insured BIG Profits!



Go to your local dealer and see BEACON—STONER'S NEW DYNAMIC MONEY-MAKING CREATION. READY FOR IMMEDIATE DELIVERY!

STONER CORPORATION

328 GALE STREET • AURORA, ILL.

Michigan To Send a Crowd

Expect to double number of delegates compared with 1934

DETROIT, Feb. 9.—About 100 coinmen will attend the 1935 Coin Machine Exposition from the Detroit territory. Warren Zerby, secretary of the Detroit Skill Game Operators' Association, who is handling arrangements, said this week. This will be nearly double the number of last year. Many up-State Michigan operators are planning to attend as a result of a recent invitation published in *The Billboard*, Zerby said.

The most distant response from *The Billboard* article came from an operator in St. Johns, N. B., about 1,000 miles away, who plans to come thru Detroit. He is arranging plans in concert with some other Canadian operators for transportation to the international line at Windsor, cross the Detroit River, where they will join forces with the Detroit and Michigan operators.

It is recalled that the first attempt in recent years toward organization of the Canadian territory came last year as the result of friendly visits between Detroit and Canadian operators.

Nearly every member going to Chicago has some plans for entertainment en route. It was indicated by the plans already revealed by both operators and jobbers. The Detroit men expect to charter two railroad cars for the trip.

Texas Trade Twinkles

The coin-machine business in Texas continues good. To date there has been nothing done about taxes. Something is expected shortly on this question. Some cities have made it unlawful for minors to play pinball, but operators in these respective cities report no decrease in receipts, and in some instances receipts have gained. It has always been a fact that small boys slug machines and tamper with them, and the operators are really happy to be relieved of this trouble. The action by every city in passing the minor law was due to the operators placing machines too close to school buildings.

The talk of the day continues to be the big show in Chicago. The Texas Special is the question at hand and reservations are arriving daily. Besides a large number of berths already reserved, two drawing rooms and one compartment have been reserved on the special. A big time is being arranged during the trip, and every Texas operator is expected to go along. Morry Gottlieb and Earl Reynolds are working in Dallas in the interest of the trip,

and Harold Dally and Stelle & Horton are doing some promoting down in Houston. Harry Drollinger, who travels the entire State, is also doing all he can to boost the attendance. Every distributor and jobber has been requested to do his part in making the Texas delegation one of the largest to attend the show. Train leaves Dallas at 6 p.m. Saturday, February 16, and will arrive in Chicago Sunday at 6:35 p.m.

S. L. Stanley, manager of Automatic Amusement Company, Memphis and Ft. Worth, has been touring Texas with the Keeney machine Quick Silver. Stanley says the Texas ops like the machine fine and a big run is expected.

Mrs. Harry Drollinger, who recently underwent an operation at the Medical Arts Hospital, Dallas, is reported to be on the road to recovery. She expects to attend the Chicago show with her husband.

Mrs. Earl Reynolds, who last year dropped off the train at Kansas City to visit with her mother, will accompany her husband to the convention this year.

Other ladies who will be present at the show are Mrs. Tom Murray and daughter, Ethelda, and Mrs. C. E. Roberts.

Leslie Anderson, of *The Billboard*, has been visiting Texas and other Southern sections in the interest of *The Billboard* and the industry in general. Everyone was glad to see Andy, and trust that he will visit down this way often.

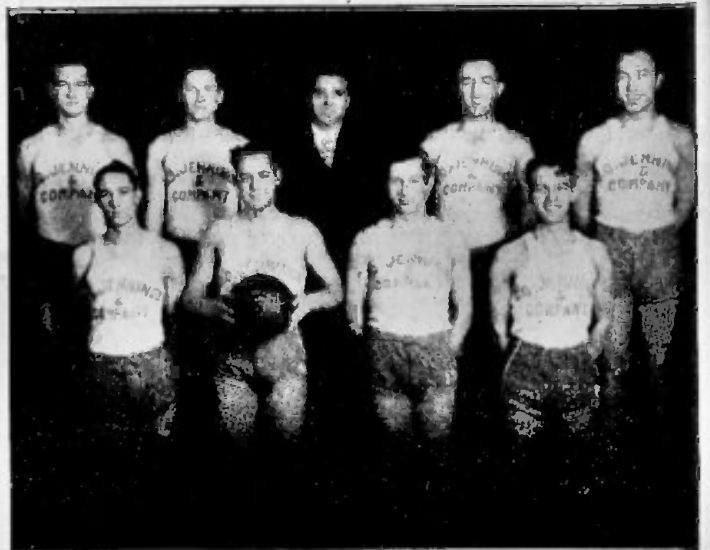
New Baltimore Jobbers

BALTIMORE, Feb. 9.—O. L. Nyberg and Stuart Anderson have joined to form the Calvert Novelty Company, jobber of coin machines, at 1303 East Baltimore street. Both men have had considerable experience in the operating field and have wide acquaintance with Maryland operators, they state. They report having made connections with several distributors and will use their operating experience and acquaintance to assist operators in buying the most practical and serviceable machines.

Jennings Basketballers Challenge City Teams

CHICAGO, Feb. 9.—The Jennings basketball team, considered one of the strongest teams in Chicago, is making a bid for the Chicago Industrial League basketball championship, which is an annual event among the large corporations in the city.

During recent weeks the Jennings team has defeated Dole Valve Company, Allied Screw Company, Coyne School of Engineering and Chicago Printers' All-Star team in succession. Every member of the team is employed by O. D. Jennings & Company. Ken Morley, advertising manager of the firm, is coach of the team.



JENNINGS BASKETBALL TEAM, every member an employee of O. D. Jennings & Company, Chicago. Left to right, front row, George Reed; Leo Vergin, captain; Dan Igyarto, Andrew Carmichael. Top row, Clifford Jacomen, Howard Bersted; Ken Morley, coach; John Nimeth, Ray Hermann.

BARGAINS!!!

- RAZOR BLADES—Blue Steel Double-Edged, Etched, Oiled, Wrapped, 100 \$2.00
 - ASPIRIN—In Tins, Per Gross, 75c
 - HANDKERCHIEFS—2 Doz., to Display Carton, Per Carton, 35c
 - POT HOLDERS—(Oleth), Doz., 35c
 - SOAP—Baby Castile, Health, Palm Olive, 3 Bars in Celophane, Gro., \$1.95
 - NAIL POLISH—Amd. Shades, with Brush, Gross, \$3.00
 - NAIL BRUSHES—Best Grade, Doz., 70c
 - POT CLEANERS—Zinc, 25 Gram, DZ., 23c
 - COLLAR BUTTONS—With Pearl Buck, Doz., 20c
 - PEROXIDE—4-Oz. Bottle, Doz., 40c
- SEND FOR CATALOG.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

VANILLA LEMON EXTRACTS SPECIAL BARGAIN

- 10-Oz. Pitcher Style Bottle, 19 Lbs. to Doz., Not Less Than Doz. Sold, Doz., 90c
- Blu-Blades Celloph. (Above, Cash With Order, Plus Post.) \$5.00
- Carded Goods, Perfume, Chocolates, Laxatives, Sundries, Sales Boards, Household Needs, Free List, Write CHAMPION SPECIALTY CO., 854-G Central Street, Kansas City, Mo.

HEY LOOK — USED GAMES

- 42d Street Jug Saw } 3.95
 - Brokers Tip } Each
 - Silver Cup Airway World Series } 4.95
- Write for Many Good Used Bargains
W. J. C. VENDING CO., Inc.
239-B CANAL ST., New York City

Oklahoma News Items

The big Oklahoma delegation attending the Chicago show will assemble in Oklahoma City and leave there on the Santa Fe Sunday, February 17, at 1 p.m. The delegation will arrive in Chicago Monday at 9:35 a.m. A large number of reservations have already been made for the trip. Don't forget the date. Leaving Oklahoma City 1 p.m. Sunday, February 17, arrive in Chicago Monday morning at 9:35. For full details and cost of trip write to C. A. Kettering, P. O. Box 957, Oklahoma City, Okla.

L. W. Ashbrook, dapper op of Lawton and president of the Oklahoma Operators' Association, was in East Texas recently looking after some oil land interests. Ash says look for him at the big show.

The Boyle Amusement Company, Jimmie Boyle, owner and manager, is launching out in the distributing field in a big way. It is factory representative for several large manufacturers and offers the best in money-making equipment at all times.

Oklahoma ops are expecting a good spring and summer business. Many resorts are arranging to open stronger than ever and all indications point to a good year for the coin-operated machine business in the Sooner State.

Miller Novelty Company reports good business since its recent opening of offices and showrooms in Oklahoma City. The firm does a general jobbing business and is also going in for factory representation.

Thanks to our many friends, we are **COMPLETELY SOLD OUT OF EVERY GAME BUILT TO DATE**

- FORWARD PASS
- JACK RABBIT
- CRACK SHOT

I have worked hard for many years and feel the need for a vacation. So I am temporarily retiring from business to take a trip around the world with Mrs. Lieberman. Rather than permit the organization to carry on without my personal attention, I am temporarily closing up. However, when I return, I'll be expecting to hear from you as enthusiastically as in the past. Before I leave, though, I want to thank all my friends for their many kindnesses. Good luck to you all!

Bud Lieberman

CENTURY MFG. CO.

1718 N. DAMEN AVE. — CHICAGO

Write For Operators Prices of Our Complete Line of Money Makers!



BEACON D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y. SENIOR MODEL REBOUND

SALESBOARD OPERATOR

Here's a Gold Mine — Brand New and Red Hot!

Our 2000 TICKER penny assortment, 40 package payout, average location will sell one a day. Sells to retailer at \$6.00 each. Price—Sample \$4.00, lots of 10, \$3.75

H. G. PAYNE COMPANY
203 Church Street NASHVILLE, TENN.

IN STOCK READY FOR IMMEDIATE SHIPMENT THE FOLLOWING WINNERS:

RADIO STATION	\$39.50	CRISS CROSS ALITE	\$44.50
BEACON	39.50	EXHIBIT HORSE SHOES	12.50

WE TAKE TRADE-INS.

CONVENTION CLOSE-OUTS IN USED MACHINES

Scoreboard	5.00	Jack Rabbit	\$17.50	42d Street	5.00
Pentiac	6.00	Pushover	12.50	Fleet	12.50
Hold & Draw	25.50	Major League, Jr.	25.00	Pot-O-Neel	6.50
Forward Pass	17.50	Three Point	8.00	Gub	6.00
Blue Street	15.00	Crack Shot	17.50	Gypsy	6.00
Contact, Jr.	22.50	Signal, Jr.	22.50	Drop Kick	22.50
Jennings Football	35.00				

TERMS: 1/3 Deposit, Balance C. O. D.
BESSER NOVELTY CO. 3977 Delmar Blvd., ST. LOUIS, MO.

JOBBERS • OPERATORS
THE NEW PIN GAME
SENSATION

READY FOR IMMEDIATE DELIVERY

An instant HIT! The greatest money-making pin game of the New Year! REAL SKILL PLAY! Featuring 3 gates that open automatically when the balls are skilfully shot into the corresponding holes—allowing the following balls to progress to a higher score. No Outs—the player always gets a score! 4 fast shooting Electrical Cannons at the bottom of the playing board kick the balls up the board—giving the player another chance.

SENSATION comes to you in a spectacular, modernistically beautiful cabinet with brightly, highly polished aluminum fittings. A REAL BUY AT THE PRICE! RUSH YOUR ORDER TODAY—FIRST COME—FIRST SERVED.

TERMS—1/3 Deposit Must Accompany Orders, Balance C.O.D.

EXCLUSIVE DISTRIBUTORS FOR METROPOLITAN NEW YORK NEW JERSEY and CONNECTICUT

OPERATOR'S PRICE
\$39.50
F.O.B. Factory Chicago

GEORGE PONSER CO.
11-15 EAST RUNYON ST. Telephone: B1gelow 3-3790-3791 NEWARK, N. J.



FEBRUARY SPECIAL

TRIPLE FEATURE GAME
TEN BUCKS 600 HOLES

Lucky Box Section pays 10c to \$2.50. Jack Pot Row pays \$1.00 or \$10.00. Takes in \$30.00. Average Payout, \$8.45.

PRICE **\$1.26** Plus 10% Tax.

GLOBE PRINTING CO. MAIN OFFICE AND FACTORY 1023-25-27 RACE ST. PHILA., PENN. 16-18 WEST 22ND STREET NEW YORK, N.Y.

418 SOUTH WELLS STREET CHICAGO, ILLINOIS
441 THIRD STREET SAN FRANCISCO, CALIF.
260 EAST 44TH STREET SACRAMENTO, CALIF.
123 N. MIAMI AVE. MIAMI, FLORIDA
1336 N. E. 1ST AVE. MIAMI, FLORIDA
222-274 MARITTA STREET ATLANTA, GEORGIA

TERMS: 1/3 Cash, Balance C. O. D.

SLOTS — SLOTS — SLOTS

- MILLS—5c, 10c, 25c Silent Escalator Double Jackpots, Front Vendor or Bell, \$33.00
- MILLS—5c, 10c, 25c Mystery Gold Award Front Vendor or Bell, \$2.00
- MILLS—5c, 10c, 25c Single Jack Pot Front Vendor or Bell, 15.00
- MILLS—5c, 10c, 25c Silent Gold Award Double Jack Pot Front Vendor or Bell, 48.00
- JENNINGS—Victoria, 5c, 10c, 25c, Double Jack Pot Front Vendor or Bell, 23.00

PHOENIX VENDING MACHINE CO.
923-925 BROADWAY - NEW YORK CITY



Is Your Subscription to The Billboard About To Expire?

CRISS CROSS

THE POPULAR CRISS CROSS IN A New LITE-UP MODEL

Flash—a line is completed! Criss Cross A-LITE adds a new thrill to the most thrilling game of all! The payout is shown in lights—the store clerk doesn't have to leave the counter to check up. AND—what an added kick the players get when those lights flash on!

**THE MOST INTERESTING GAME
EVER BUILT**

So simple—yet so interesting that players CAN'T STOP playing it! Criss Cross A-LITE is increasing the earnings wherever put on location! GET YOURS NOW!

READY
FOR
DELIVERY!

\$44.50





ORDER
FROM YOUR
JOBBER
OR DIRECT

GENCO, INC.

2625 N. ASHLAND AVE.
CHICAGO

NICKEL ANTE

A REAL MONEY MAKER

1,000-Game, Form #197.
Takes in \$50.00. Pays out average \$27.37.
Size 10 1/2 x 10 1/2 inches. 25 to Square inch.


**PRICE COMPLETE WITH EASEL AND
COUNTERFEIT PROOF NUMBERS**

\$3.45

Plus 10% Federal Tax.

Chas. A. Brewer & Sons
Largest Board & Card House in the World,
8320-32 Harvard Avenue, Chicago, U. S. A.

NICKEL ANTE



LAST PRICE IN EACH SECTION RECENT! PRICE IN BETTY

New Yorkers To Charter a Plane

NEW YORK, Feb. 9.—Nat Cohn and Irving Sommer, of the Modern Vending Company, are making arrangements to charter a plane to take a group of delegates to the 1935 Coin Machine Exposition. It will be one of the new TWA airliners, which make the trip in four hours. Fourteen passengers are expected to make the journey. Among them will be Richard R. Doerr, of the Dimont Shipping Company, expert in foreign trade; Tony Gasparro, of the Western Novelty Company, London; George Ponsar, Newark distributor; Bill Gersh, Byrd, Richard & Pound advertising agency; William Rabkin, International Microscope Reel Company, and others.

Mr. Sommer states that the plane will leave February 16 at an hour most convenient to the passengers. It is probable that the plane will leave the Newark airport shortly after 5 p.m., to arrive in Chicago about 9 p.m.

JAR-O-SMILES



OPERATORS
WRITE
**WERTS
NOVELTY
CO., INC.**
MUNCIE,
IND.

JUMPING FUR DOG!

THE BIGGEST-SELLING ITEM EVER OFFERED.
IMMEDIATE DELIVERY.

\$8.00 per Gross



3-Blade Tooth Pick Knives	Per Gro. \$1.65
5-Blade Tooth Pick Knives	Per Gro. \$1.90
Black Running Mice, with Red Glass Eyes, Gross	\$3.75
Large Six-Pin Pon Boats, Gross	\$8.00
Genuine Hurst Gyroscope Tops, Gross	\$15.00
Imported Japanese Large Size Gyroscope Tops, Gross	\$6.75
Tricky Mouse Toy-Ups, in Kavel- opos, Per Gross	\$4.50

25% Deposit Required With All Orders,
SEND FOR A FREE COPY OF OUR
LATEST GENERAL CATALOG.

GELLMAN BROS. 119 North Fourth St.
MINNEAPOLIS, MINN.

Eight Carloads Ordered By Eastern Distributor

BROOKLYN, Feb. 9.—A new quantity sales record is claimed by D. Robbins & Company, reporting that eight carloads of the Beacon table games have been ordered from the manufacturer since the announcement of the game. Dave Robbins says that the mechanical perfection of the game has been an important feature, since not a single game has been returned for repair. Stoner Manufacturing Corporation, maker of the game, is reported to be speeding its production to supply Robbins with them as fast as he orders.

Dave Robbins says that he will be at the Sherman Hotel February 16 in time for the 1935 Coin Machine Exposition, and that he will be interested in contacting manufacturers who may have new games "which are mechanically perfect and good money makers."

A Snappy Game — "I OWE YOU"



**PRICE
\$12.50
TAX PAID.**

We have L. O. U., Another Great Counter Game by Exhibit. Equipped with Gum Vender, L. O. U. can be used practically everywhere. It's a brand-new idea so powerful, no reward or instruction card necessary. Shows last coin played. Plays pennies, nickels, dimes and quarters. Also available in straight nickel play. Size, 14" Long, 10" Wide, 4" Deep. In stock ready for instant shipment. Wire your order for quantity wanted. Ball Gum, 10 Boxes for \$1.85.

THE VENDING MACHINE CO.
205-41 Franklin St., FAYETTEVILLE, N. C.

NEW DEAL SALES BOARDS

DOUBLE JACK POT A SELL-OUT.
Takes \$20.00, Average Payout \$8.80.
Sample, \$3.25 Each, Tax Paid.

LOTS OF 5 \$1.30, Tax Paid
LOTS OF 10 1.20, Tax Paid

BELMONT PARK—125 Winners, Quick Sell-Out. Takes \$60.00, Average Payout \$20.40.
Sample, \$3.25 Each, Tax Paid.

LOTS OF 5 \$3.10 Each, Tax Paid
LOTS OF 10 2.95 Each, Tax Paid

One-Third Deposit, Balance C. O. D.
MIDWEST SALES GAMES CO.,
1928 Main Street, KANSAS CITY, MO.

Send your correspondence to advertisers by mention **The Billboard**.

4 SHOT PIN TABLE

"Radio Station" I-O-U

EXHIBIT'S LATEST AND GREATEST SENSATION

"Tune In" Quick

ORDER FROM YOUR JOBBER

39.50

EXHIBIT SUPPLY CO.
4222-30 W. LAKE ST. CHICAGO

Start Now for Early ACTION on VALENTINES

- B 9-7x10 In. Comic Valen-
tines, Lots of 10-Gro. Gro. 40c
- B 9-Fancy Tissue Valentines
(50 Below), Gro. \$4.25
- B 10-Plain Valentine Hearts (16
Below), Gro. 56c
- B 11-Shooting Boots, A Good
Seller, Doz., 40c; Gro. \$4.50
- B 12-Snake Boots, Doz., 55c;
Gro. \$6.00
- B 13-Slips of Shooting Coils,
Doz., 20c; Gro. \$2.25
- B 14-Plain Shamrock,
Gro. 75c
- B 15-Shamrock with Hat,
Gro. \$1.25
- B 16-Shamrock with Pipe,
Gro. \$1.25

NOTE—Complete List of "April Fool"
Novelties Mailed Upon Request.
Deposit of 25¢ Required on All O. O. D.
Orders.

Don't Wait, Rush Your Order Today

LEVIN BROTHERS
Terre Haute, » » Indiana

Warning Given To Vender Ops

Pan Confection Factory, Chicago, maker of small confections for vending machines, suggests that the following letter from a customer of the firm be made public to the trade. The letter deals with a case of an apparently fraudulent concern that purports to sell vending machines.

"I am asking a favor of you and something which will be greatly appreciated. On August 12, 1934, we closed a deal with J. G. King Manufacturing Company, of Missouri Valley, Ia., for 50 of its peanut vending machines and which were to be shipped to us in two weeks. When the two weeks were up we did not get a reply, so we drove down to Missouri Valley and found his (King's) home, which was only a shanty and nothing in it, nor was there a factory by such name. We have never seen or heard from this company nor Mr. John K. Goodrich to this day. We have had the sheriff from this county down there to find him but without results, as they have left that city and no one seems to know where they went.

"Now we gave this company \$578 cash and we would like very much to have the machines or the money back. Can you give us any lead that we may be able to locate this party, as I think they have changed their name. I think that you deal with some of their customers or you may receive a letter from someone that has bought their vending machines and we may be able to trace them in that way. We had a nice order ready for you, but we did not get the machines, so we dropped it until we would know if we were to get them. So if you can help us to locate the J. G. King Manufacturing Company or J. K. Goodrich or L. J. Goodrich, why we will be glad to pay you a reward. It was careless on our part, as we always look a firm up, but we were told thru another party what a fine machine they had, and I guess this is the reason that we did not look them up. We will thank you for a prompt reply and will pay a reward to get them.

"MEVES PRODUCTS CO.,
"By A. F. Meves, Mgr."

Firms Combine To Have Welcome Booth at Show

CHICAGO, Feb. 9.—Exhibit Supply Company will again occupy its familiar position at the 1935 Coin Machine Exposition along the west wall of the exhibition hall. The firm this year will have a large display of new pinball table games, a field in which it has made great strides since the 1934 show. Plans are being made by the firm to make their booths distinctive in appearance. Next to the exhibit booths and occupying one booth jointly with it will be the New York firm of Eric Wedemeyer, handling the Novelty Merchantman digger and a wide variety of premium merchandise. Booth 59 will be occupied jointly by both firms as a meeting place for guests. Each firm will have four exhibit booths in addition.

Evans WILL PRESENT

The Most Novel Pin Table Ever Built...

ALSO -- Two New Companion Games to DARBY.

At The Show!

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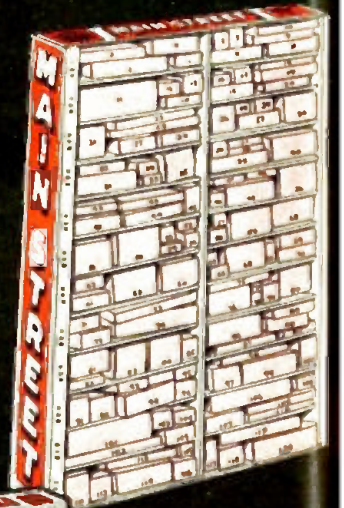
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