

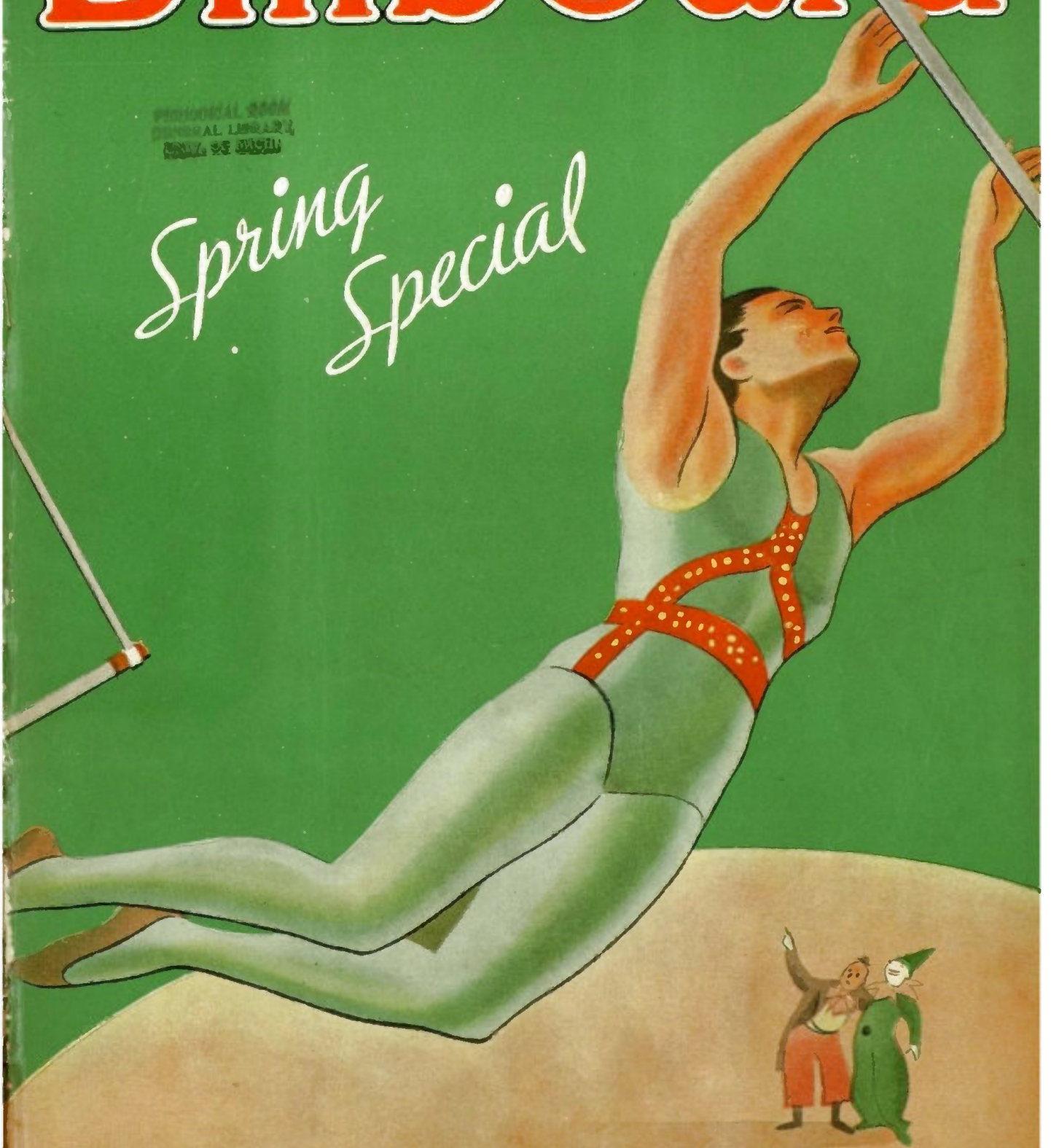
APRIL 13, 1935

APR 13 1935
15¢ CENTS
20¢ IN CANADA

The Billboard

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*Spring
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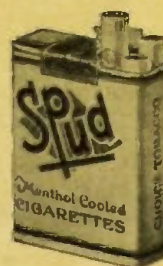




Can a cowboy crash the cigarette ads?

To read the ads these days, a fellow'd think the pretty girls do all the smoking. How about giving us plain men a break? Come down to the cow country whete the hot alkali dust takes the fun out of most cigarettes, and you'll find old Spud ridin' high, wide and handsome. It's the only cigarette the cowboys can really enjoy *while they work*. Spuds hit the spot with us when they first came out. And we've been hittin' the Spuds ever since.

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15^c FOR 20
(20c IN CANADA)

The Billboard

Vol. XLVII
No. 15

The World's Foremost Amusement Weekly

April 13,
1935

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OUTDOOR ENTERPRISES UP

How To Handle Out-of-Town Plug Is a Puzzle to Most Music Men

NEW YORK, April 6.—Music publishers state that they, more than any other group, are suffering from the \$3 fee imposed on remote broadcasts by Local 802, American Federation of Musicians, with the expected development—that of getting plugs from out-of-town bands—falling to materialize. Publishers had figured the bands being used to replace the local orks forced off the air could be contacted to play the tunes, but now they say that the broadcasting schedules are so irregular, with one band on one night but possibly not on again for a week or more, if at all, makes it tough, and how.

Several music publishers have already cut down on their contact staffs, with pluggers expressing their beliefs that more will go. Locally the field has become so limited, what with the few bands still on and the commercials bopping off the air, that larger pluggers lists aren't needed.

Small publishers state that their continued existence has been made even more hazardous than before by the \$3 fee. Smallies explain that it was difficult enough before for them, as smallies, to get in a tune. It puts the minor publishers in a position where they can't put out a new tune, or, if they do, they can't get it started.

Larger houses state that where, before, a picture tune could get started in a month or five weeks, it will now take at least eight weeks to get it going. Because of limited plugs.

And to cap the climax, it's June in April for the publishers, with the regular seasonal decline in sheet sales, lasting until fall, starting to take place.

In other words, the publishers are crying "Murder" and "We're in the middle—as usual."

Pop Music CA To Enforce Code

NEW YORK, April 6.—Code Authority for popular music industry elected its "trade practice committee" and selected J. J. Bregman, of Robbins Music Corporation, as chairman. Rocco Voeco, of Crawford Music Company, and Lester Santley, of the Santley Brothers Music Company, complete the committee.

It will be the duty of the trade practice committee to enforce the code and pass on possible abuses that may come to light or be reported to them. They may make their findings public or keep them secret and, in addition to assuming the responsibility of enforcing the trade practice provisions of the code, may propose amendments to the code, may propose amendments to the

(See POP MUSIC on page 7)

"Three Men" Chi Sock Hit

Yokel opus playing to capacity business — Loop shows increased to three

CHICAGO, April 6.—The Loop has a sock hit in *Three Men on a Horse*, which opened at the Harris Theater Sunday night. Alex Yokel, the producer, was here for the opening and is highly pleased with the reception his show has been accorded. *The First Lesson*, which has played to excellent business at the Harris for several weeks, moved to the Selwyn and will continue thru next week.

Besides the two shows mentioned, Jane Cowl in *Rain From Heaven* opened Monday night at the Erlanger Theater as fifth of the American Theater Society plays. This gives the Loop three shows. So far business at the Erlanger has been exceptionally good.

Two other shows are in prospect for the balance of this month. On April 20 *Life Begins at 8:40* opens at the Grand Opera House, and on April 21 *Hollywood Holiday*, with Bebe Daniels, Ben Lyon and "Skeets" Gallagher, opens at the Selwyn.

There is some talk of J. J. Shubert contemplating reopening the Illinois Theater, long dark, but such a move is regarded as unlikely because of the cost of reconditioning the house.

Increases Shown in Circuses, Parks, Fairs, Carnivals, Reps

Owners, managers and agents very enthusiastic—see big year ahead if no setback in general business conditions —preparations far earlier than in late years

CINCINNATI, April 8.—Not for several years, or since the depression started to take a good hold, have there been so many outdoor amusement enterprises in operation as there will be in 1935. This is true not only of circuses and carnivals, but parks, fairs and repertoire shows as well. And the increases in some fields are by no means small. This situation, of course, could not be if the operators of these enterprises did not see good prospects ahead. Showmen in general are noted for being optimistic, but this year it is a difficult matter to find an owner, manager, booker or agent who is not very enthusiastic over the season's outcome. The majority at least seem to be bubbling over with optimism, all of which augurs well. Only a setback in general business conditions, they feel, can blast their hopes, but nothing of this nature is anticipated.

The Circuses

At this date there are not many circuses on tour, but the early-season reports of the Al G. Barnes and Tom Mix circuses, the latter motorized and both (See ENTERPRISES UP on page 108).

M-G-M Means Biz in Chicago

Is taking definite steps to whip exhibitors into line —Allied may boycott

CHICAGO, April 6.—Apparently Metro-Goldwyn-Mayer means business in their decision to build theaters in competition to those circuits and theaters that have refused to sign new contracts with them, despite the fact that many exhibitors still look upon their announcement as a colossal bluff to scare them into submitting to their terms. It begins to appear that definite action is being taken in MGM's war with the exhibitors who have steadfastly refused to budge.

Altho Robert Lynch and George E. Schwartz, who are representatives of Loew's organization, have worked in the utmost secrecy and refused to make any statements concerning their activities. It was learned thru another source that they closed an option last Saturday for (See M-G-M MEANS on page 14)

Summer Stocks Announce Plans for Coming Season

Most of standbys will be back, tho some are still in doubt—possible that number of companies will decrease a bit—jockeying for spots and tryouts

NEW YORK, April 6.—With the approach of the beach-and-bathtub days, the summer theaters, emulating the daffodil, are beginning to stick up their heads and look about. From present indications, there should be about the same number this season as last—maybe less. Most of the larger permanent spots have already announced intentions of reopening, tho there may be a few defections. As for the others, promoters are scurrying about in quest of suitable locations, with hardly a cowbarn in New England able to avoid the once-over from a producer. There will, however, be two major changes of management when the farmyard drama gets going. F. Cowles Strickland, long identified as director of the Berkshire Playhouse in Stockbridge, Mass., is withdrawing this year, and his post will be taken by William Miles, who is now drawing up plans for the season. Last summer Miles was associated with (See SUMMER PLANS on page 23)

Fred Rex Gets \$470 Judgment In Suit Against Jimmy Victor

NEW YORK, April 6.—Fred L. Rex was awarded a judgment by default of \$470.81 against James F. Victor, of

James F. Victor Attractions, by Municipal Court Justice George Gemung this week. Rex and a troupe of acts were engaged for two weeks at Sunnyside Beach, Toronto, in July, 1934, and, according to Rex and the American Federation of Actors, of which he is a member and to whom he had appealed for aid, were stranded without funds. Rex also charged that the presumed sponsor, the Toronto Harbor Board, was questionable, letterheads of the board having been used without authorization. Amount covers money due and legal costs.

William J. Rapp, counsel for the AFA, appeared for Rex, with the verdict given on Wednesday and judgment entered on Thursday. Rex credits the victory to the AFA.

NEW YORK, April 6.—Fred L. Rex's victory against James F. Victor in Municipal Court this week recalls an attack made on *The Billboard* by Victor in the issue of August 4, 1934, in which this publication permitted him to air his views following a news article con-

(See FRED REX on page 15)

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N. Y. SUNDAY SHOWS PASSED

Local Option Bill in New York Awaiting Governor's Signature

Climaxes hard 10-year fight—Equity sends telegram of protest—vaude and burlesque not included in "one-day-a-week-off" clauses—protest discrimination

NEW YORK, April 6.—After over 10 years of agitation on the part of managers, during which Equity and the up-State legislators were the chief stumbling blocks, Sunday shows for the legitimate field were passed by the State Legislature this week, the bills now being in the hands of Governor Lehman, awaiting his signature. That the signature will be forthcoming there is little doubt, altho Equity wired the governor Thursday, asking that he withhold his approval, and other telegrams were sent requesting that vaudeville and burlesque actors be included in the provisions which give actors one day of rest each week. According to amendments added to the bills as compromise measures, the working of the one-day-of-rest-in-seven clause was limited to the legitimate field.

The major bill provides for local option on the question of Sunday shows, each municipality deciding the question for itself. It was the local option angle which eventually won over many of the up-State Legislators who had defeated similar bills in previous sessions. The second bill provides that the actor receive one day off each week. Due to reported pressure from film chain interests, however, this was later amended so as to apply only to the legitimate field, leaving vaudevillians and burlesquers in the same spot they were before. Legit performers do only eight shows a week, while in vaude and burlesque the players go thru four and sometimes five a day.

The State Senate passed the bills Monday, after a first count had indicated a defeat. On the first try the major bill failed by a single vote, but shortly thereafter Senator Julius Berg, the sponsor, called for another counting, and the bill went thru, 28 to 18.

The State Assembly put the bills thru (See N. Y. SUNDAY on page 11)

Hub Chit-Chatters Suffer

BOSTON, April 6.—The mid-Lenten opening of *A Journey by Night* last Monday at the Shubert was minus the presence of any Boston society editors for two good reasons. In the first place it was the opening night of the annual pilgrimage of the Metropolitan Opera Company to the Boston Opera House, which in itself kept the high-hat and low-neck scribblers reasonably busy, and in the second, which is more far-reaching, free tickets were not sent them, as a recent curtailment in courtesy has cut them off the free list.

Gourfain Adds Unit

BOSTON, April 6.—Henry A. Gourfain, producer of the Metropolitan stage shows, is having a tremendous success on tour with his musical, *Harlem Express*, headed by Jimmie Lunceford and his orchestra, an all-colored aggregation. Gourfain is putting another one together around Ken Whitmer and his orchestra, with a Broadway show hookup in view. Same Whitmer used to be a big one in the musical department of the Paramount-Publix chain. He can play any instrument in the band but chooses to wave a stick of wood instead.

Gielgud's "Hamlet" for U. S.

LONDON, March 30.—*Hamlet* at the New ends tonight after the longest run of this production since its final presentation by Henry Irving. Following a tour of the sticks, the present production, with John Gielgud at its head, will probably be seen in America for a season.

Ruthie Gilbert Signed

WILKES-BARRE, April 6.—Ruth Gilbert, ingenue of the Grove Theater Players at Lake Nuangole last summer, has signed again for the coming summer season, Perry Storm, owner of the playhouse, announced last week. Miss Gilbert at present is with George M. Cohan in the road production of *Ah Wilderness*.

John Ravold and Royal Stout, who directed and managed the theater last summer, will be back also, having signed a five-year contract at the completion of last season.

Remodeling of the structure, whereby the dressing rooms were torn out of building proper, will provide the largest legitimate stage in this section. New dressing rooms have been constructed outside the theater.

Screen Actors' Guild Will Battle for Players' Rights

Find their organization facing same obstacles as Equity in its beginning—claim Academy arbitration clause aids only players without contracts—see victory in solidarity

HOLLYWOOD, April 6.—Likening the present campaign of the Screen Actors' Guild towards fair working conditions for picture players to the Revolt of the Actor and the Equity fight from 1913 to 1919 in New York, Kenneth Thomson, executive secretary of the Guild, stated this week that the men who so successfully saw the Equity fight thru to a successful conclusion are now members of the Screen Actors' Guild. "The Screen Actors' Guild was formed in 1933 so that the individual actor might have a strong organization to represent him in all negotiations and arbitration," said Thomson. "Its founders recognized that the bargaining power of the actor, excepting perhaps 30 stars, was nil, and that even those fortunate individuals were continually threatened by agreements between producing companies designed to limit their freedom of action and to reduce their compensation."

During the past eight months committees appointed by the Guild have been negotiating with producers. The purpose of those negotiations has been two-fold. First, to gain fair working conditions and a better contract for actors, and second, to insure a continuance of those conditions thru recognition of the Guild as the representative of actors.

Up to the present, only a small part of the purpose has been achieved. The new Academy contract promises better working conditions for the day player and the free-lance actor. It completely ignores the contract player, whose problems are quite as important. Moreover, it is only a promise and, in light of past performances of the Academy, may

The Annual Denial

NEW YORK, April 6.—Katharine Cornell last week issued her annual denial of reports that she would enter the movies. The excuse this time was that rumors had gotten around that she would do "Romeo and Juliet" for films. She says she won't. The Cornell film-denial is getting to be as much a stage fixture as Dan Frohman's collar or Big John Ryland, the doorman at the Empire.

Truck Shows Set To Start Again

NEW YORK, April 6.—The portable theaters of the Department of Public Welfare will be drafted into service again, now that warm weather is coming around. The equipment and crews which served last summer will be used again, and a similar policy will be followed. Trucks will play parks, playgrounds and the like thruout the city. Plays have not been chosen as yet.

San Carlo in Chi April 29

CHICAGO, April 6.—Fortune Gallo's San Carlo Opera Company will open at the Auditorium Theater for one week beginning April 29. Seven operas will be done in as many nights.

Pratt Resigns From RKO

CHICAGO, April 6.—George Pratt has resigned from the local RKO office and is looking for a new berth. Pratt was in charge of the poster department, where he has been for the past 15 years.

Benefit Work Is Continued

Theater Authority approves 5 more shows and induces 2 outfits to pay

NEW YORK, April 6.—The Theater Authority approved five more benefits this week, induced two organizations to buy shows, and discovered that one benefit had been abandoned. The Authority reports good progress in educating many organizations not to expect actors to appear gratis. On the other hand, the Authority has been having an almost equally tough time persuading actors not to play free shows without checking up first.

The shows oked are the Brooklyn Orphan Asylum show tonight at the Waldorf-Astoria Hotel; the YMHA show at the Ambassador Theater April 28; the Professional Children's School benefit at the Biltmore Theater May 8; the Non-Sectarian Anti-Nazi League at the Hippodrome April 30, and the unemployment benefit performance of the play, *If a Body*, in Atlantic City April 21. The cast is being paid in the Atlantic City benefit, but 15 per cent of the gross is being paid to the Theater Authority, nevertheless.

The two organizations, originally seeking free talent and now buying a show, are the Westchester Independent Political Club at Hunts Point Palace April 12, and the Building Trades Council of Suffolk and Nassau in Garden City May 4.

A benefit announced for the NYU Pneumonia Research Fund has been abandoned.

Al Woods Visits Chi; May Revive "Meller"

CHICAGO, April 6.—A. H. Woods, New York producer, is considering reviving the old melodrama *Bertha, the Sewing-Machine Girl*, here and on Broadway. Woods stopped over in Chicago for a day this week on his way to the West Coast, and he was very much interested in the shows being staged on the showboat Dixiana.

It is understood to be Woods' plan to revive the oldtimer with an all-star cast and that he hopes to have Claudette Colbert, Miriam Hopkins, Sylvia Sidney, Chester Morris and other notables in the company.

N'Orleans Lent Oked

NEW ORLEANS, April 6.—Lent, which in previous years brought out the red in the accounting departments of the various theaters and exchanges, is proving better than in many previous years, there being no decrease in the number of patrons. A few are showing a substantial increase over the business of last fall. Night clubs are experiencing even a better patronage than the theaters.

Stock Firm Formed

NEW YORK, April 6.—Russell E. Davis and Howard Hayes have organized to put stock companies into three cities of the Midwest and South, using both old and new plays. If any of the new ones warrant, they'll be given Broadway productions also.

Offices at 1775 Broadway.

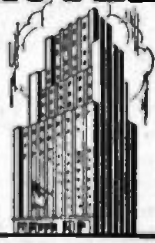
Big French Theater Project

PARIS, April 6.—The city council of Bourges, important town in the center of France, has adopted plans for the construction of a municipal amusement palace which will cost at least 6,123,676 francs (\$408,245). Plans call for an auditorium seating 1,600 spectators, a theater, dance hall, restaurant and several small halls for lectures, rehearsals, etc.

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Thomson compares this with the present situation. "The Guild proposed an arbitration clause allowing the Guild to appoint one arbiter, the Producers' Association another, and the two to appoint a third impartial member. The producers issued a contract thru the Academy offering Academy arbitration (See SCREEN ACTORS' on page 25)

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Move to Local Autonomy Begun in Local 306, IA

Members protest stagger plan and diversion of tax to "organization fund"—factions unite on meeting—will also demand withdrawal of various IA appointees

NEW YORK, April 6.—A powerful movement for local autonomy was started this week by the membership of the picture operators' AFL union, Local 306. The various factions have agreed to sponsor a mass meeting demanding local autonomy from the international and also a more militant campaign against non-union houses. This culminated months of internal dissension under the control of the International Alliance of Theatrical Stage Employees. The mass meeting plan is the direct outgrowth of the IA's new stagger work system, its juggling of the assessment taxes, its refusal to hold membership meetings, and the work of its administration personnel. The stagger plan went into effect last week, all members getting more than \$57 a week being required to give up one day's work a week to the unemployed. Those forced to give up this one day are doing so "under protest" and are now preparing to apply for an injunction restraining the IA's action.

The stagger plan gives the unemployed four days' work every other week, and, as a result, the IA has discontinued unemployment relief doles. The money from the five per cent assessment for jobless relief, on the other hand, has been diverted into the fund for "organization work." The membership is protesting, claiming this is illegal and pointing out that practically no money is being spent now for organizing new houses.

The meeting will also demand that the IA withdraw Fred Castle, now assistant to Harland Holmden, the IA officer in charge of Local 306, and also Jack Wolheim and Bert Popkin, business agents. Castle and Wolheim were among those found guilty of conspiracy and coercion during the trial of Sam Kaplan a couple of years ago. Popkin was business agent under Harry Sherman and resigned when the IA stepped in after Sherman quit. George Simko, who was brought in from Cleveland by Holmden to run the local, is also under fire for inactivity.

Hoist by Own Petard?

CHICAGO, April 6.—It looks as if Wilbur Glenn Voliva, former czar of Zion City, Ill., may get a taste of his own blue-law medicine. The Voliva forces were defeated in Tuesday's election and the mayor-elect, William M. Edwards, has announced that he will enforce the blue laws against gum-chewing, short skirts, cards, pork, smoking, pool and what not. Among other things he will ask the commissioners to ban moving pictures. If enforced, this edict will hit Voliva, who himself owns and operates a motion picture house in Zion City.

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Detroit Door Ruling

DETROIT, April 6.—Doors swinging outward would be required on any structure in Michigan used for amusement purposes under a bill introduced into the Legislature this week by Representative Howard Nugent of Bad Axe. The bill is restricted to structures over two stories in height. It is an aftermath of the recent Chicago disaster, which has resulted in a general check-up by fire authorities throuth the State.

Detroit officials recalled the Study Club fire four years ago, which took over 20 lives, and pointed out that final responsibility for faulty fire exits was never determined. Numerous structures of equally dangerous construction have been turned into gardens and cabarets in the past two years, it is indicated, and these will now be subject to rigorous inspection.

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Somersby's 35 Years

BOSTON, April 6.—Al Somersby, for 35 years in the theatrical business here, now head of the G. F. Lothrop enterprises, which include the Old Howard, the Bowdoin Square and the Grand Opera House, will be given a banquet celebrating the event Monday night at the Hotel Copley-Plaza.

Thoda Crocroft in N. Y.

CHICAGO, April 6.—Thoda Crocroft, in charge of American Theater Society operations, is spending a week in New York conferring with officials of the Theater Guild with reference to coming Guild attractions for Chicago.

D'Oyly Cartians To Return

NEW YORK, April 6.—Due to the tremendous success recorded everywhere by the D'Oyly Carte Gilbert and Sullivan troupe, the English singers plan another American visit in 1936. They will stay in England throuth next season.

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Charge Chi M. P. Union Was Looted

CHICAGO, April 6.—Charges that the late Thomas E. Maloy and his lieutenants misappropriated \$500,000 of the funds of the Motion Picture Operators' Union are contained in a bill for accounting filed Friday in Circuit Court.

The action was brought by Harold Holmden, third vice-president of the IATSE and MPMA, who was brought here from Cleveland by George E. Browne, president of the international union, to conduct an exhaustive audit of the motion picture union's books after Maloy was slain. Named as defendants in the bill are the following former union officials: Thomas J. Reynolds, president; James W. Sloneker, vice-president; Frank H. Clifford, assistant business manager; Hal Johnstone, secretary-treasurer; Jack M. Wolfberg, David E. Day and Arthur C. Lyons, trustees, and Michael G. Whealen, Benjamin P. Hannaberg, Ralph W. Russ and Louis A. Morris, members of the executive board. Mrs. Thomas E. Maloy, widow of the slain chief and administratrix of his estate, also is named defendant.

The bill charges that the books of the motion picture operators' union were not properly kept or balanced and that the defendants came into large sums of money from union members for which no accounting was made.

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OVER TIME—DOE M. IRVING
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WASH. D.C. 1911

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THRU SUGARS DOMINO

WE TAKE advantage of the opportunity to contribute further thoughts to the open forum on the regulation of benefits by the Theater Authority, Inc. With the reiteration of our stand that the Theater Authority represents the best solution offered thus far for the solution of the benefit problem and with the reaffirmation of our whole-hearted backing of the group we feel it our duty to add that the table of percentages worked out by the body must be strictly adhered to if success is to attend its efforts.

Various reports have been making the rounds that the Theater Authority has, in certain cases, let down the bars, permitting organizations holding benefits to turn over to it less than the 15 per cent specified for grosses up to \$5,000; 10 per cent of grosses beyond \$5,000 and 5 per cent of grosses in the third \$5,000 of the take. We have found these reports to be untrue, this conclusion being drawn from an examination of the Authority's books. But we have verified the tendency to be lenient in certain allegedly worthy cases. We insist, as we have done in a more general way in past references to the work of the Authority, that no exception should be made at any time, regardless of the integrity and worthiness of the group or cause involved in a benefit.

All benefits approved by the Authority must be required to turn over to it the percentage dictated by the Authority's application blank. There is no cause so worthy that the actor, who alone makes successful benefits possible, should not get his share. The Authority is in the hands of reputable men, representing the only approved theatrical charities. It behooves them not to weaken under any circumstances. Granting special privileges would weaken the morale of the Authority and make it vulnerable to the attacks of those who are looking for just such an opening.

Let the Authority's guiding principles at all times be: "One standard for all" and "The actor must get his share regardless of what else is done with the remainder of the proceeds."

MAGIC as a fine stage art is coming back into its own if the progress made by several of its fold can be accepted as a criterion. Some seasons ago Fred Keating accomplished the rare feat of popularizing an art indigenous to the hinterlands among Broadway's smart mob and Park Avenue's high-hats. Then came Cardinal, who proved that a stage magician can be smart enough to make himself a favorite in night clubs of the first water.

It is proven that Keating and Cardinal are not freaks but indicative, rather, of a fairly general trend by the recent successes of Paul Duke and Tommy Martin. We feel a certain kinship in the realm of discovery to Duke and Martin. Several seasons ago we spotted young Martin, a West Coast product, at two of the magic society conventions that bloom in the spring. He had never before appeared among the men who try to prove that the hand is quicker than the eye. But on his first tries he was a standout. He later worked his way from the Coast to Chicago and finally landed here two weeks ago with Dave Apollon's elegant unit. Martin has acquired style, finish and certain indescribable elements of showmanship that stamp him as a winner. Never will he fade back into the sticks again. He is in the front now—and there to stay.

Duke's story is similar in regard to phenomenal development of technic, showmanship and polish. He flashed across our view about a year ago when he appeared as a guest artist at the opening of the ill-fated Fifth Avenue Restaurant venture. He was crude and lacked showmanship to a superlative degree. But he seemed undiscouraged. He kept on playing clubs and with the passage of time and steady work came improvement in every phase. He hit the stride at last and is today the wonder boy of Broadway and Leon and Eddie's in particular. This marks his 17th week at the cafe and when we caught him the other night he was the same fellow we caught a year ago only by name. He

worked smoothly, with superb self-confidence and with a brilliance of technic that explains the frequency with which patrons of the cafe return to watch his act.

Duke spent 15 years perfecting his act, playing in every dump that offered itself while earning a livelihood as a commercial traveler. He has no illusions about himself. He is not trying to edge Cardinal or any other firmly established magician off the map. Duke is just an earnest boy trying to get along. Magic was slow in coming to the front for him but it finally came thru and performed the job nobly. He wants to make good because achievement in magic has been for him a life-long ambition. Duke likes the money magic makes for him. For this he shouldn't be blamed.

THE Group Theater idea is gaining ground and according to the more reputable commentators it is thru this medium that the American theater will revive its old glories; being confined to communities instead of serving the vast American public thru road companies. This might be true but there is no definite assurance that the road will expire, bequeathing its worldly stores to localized movements conducted on the commonwealth basis or subsidized by local capital or municipalities.

The important item for consideration at this time is that circumstances—lack of employment, unsteadiness of the few jobs offered to the mass of actors and low salaries prevailing—have brought about a growth of this form of co-operative production activity. The idea of the Group Theater is basically sound. It provides work for those who might otherwise be unemployed for an indefinite time. It promotes original thought and healthy creative activity. Yet, from a very practical standpoint, the Group Theater finds itself against a stone wall on a very important element involved in operation; the factor of executive management. This is the abyss into which most of the ill-fated attempts thus far recorded have fallen. In production enterprises that are heavily capitalized executive management of a high caliber is a foregone conclusion altho any branch of the theater, regardless of the character of its management, has to face the usual uncertainties of production in connection with popular approval and support.

Group Theaters cannot afford an outlay sufficient to attract men of ability and reputation; men who know the theater and have proven their worth thru the years by managing ventures involving investments of many thousands of dollars. In Group Theaters, usually, the management detail is assigned at random to one of the co-operatives and with this procedure as the rule it is understandable how one of the most important elements—that of making money—fails to accomplish its purpose.

Perhaps the ideal form of Group Theater management would be that involving financing by an idealist with both brains and idealism. This would call for the participation of the company in the profits, with the promoter as an equal partner with the group. But, we realize that this hardly ever works out in real life. Such schemes seem to entice only the gyps and dreamers. Disaster is the result.

In the vaudeville field the co-op idea has had plenty of trials the past few years. We can't say that we know definitely of one case where the co-op idea as applied to traveling units was a success. If it wasn't fights over billing it was squabbles over the apportionment of losses and profits. And if neither of these factors brought about the collapse of the mobile utopia the matter of leadership was the issue that wrought the house asunder. Take a bunch of actors, supposed to be lined up on an equal status, and have one assert himself as a leader. With these ingredients the finished product cannot be anything other than chaos.

In regard to co-op ventures, whether they be in legit or vaude or any of similar forms of theatricals, it seems that Mr. Hoover's rugged individualism is the sine qua non. Show business needs individual, strictly personal management. Without it—in the form of Utopian co-op schemes or meddling bankers—all is lost. The Theater Guild will be pointed out as a noteworthy exception. It is. But so was Steinmetz—sick, underprivileged and hunchbacked—an exception. And so was Abe Lincoln, who did his lessons on a shovel—and the erstwhile socialist, Mussolini—and Irving Berlin, the singing waiter who rose to songdom's dizzy heights. But exceptions prove the rule; so why go further.

The Broadway Beat

By GEORGE SPELVIN

DO YOU remember the Palace? You know, that old vaude house that used to play such good shows—the one at 47th street. . . . It used to be a two-a-day or something. . . . Well, it's playing amateurs now: honest, radio amateurs. . . . And they're getting plenty of billing, too. . . . The latest billboard sensation is the one atop the Gaiety Theater Bldg. at 46th street—one of those electrically progressive signs, in which the hombra on the flying trapeze is seen in action, under the aegis of Schaefer, the beer impresario. . . . The lager producers are operating the display in daylight, too, and on a sunny afternoon a couple of days ago even the cut-'em-up boys in front of the Palace dashed over to grab a look, as did hundreds of Times Square passers-by. . . . Dorothy Packman, George Hamid's general sec. tells one about the Gold Dust Twins, Billy Powers' colored comedy boxing act: The act, while in Europe recently, had its first glimpse of royalty, at the Cafe de Paris in London, the Prince of Wales and Princess Barbara Hutton Mdivani being among those present. . . . So one of the twins piped out, "Why, dey's just meat like we is!" . . . Alan Corelli and Nick Kenny had a hot set-to at the Newspaper Guild benefit, when Kenny hinted that the Theater Authority was a racket. . . . It's composed of reps of Equity, the League of New York Theaters, the three religious guilds, the Actors' Fund and other orgs of the same sort. . . . So Kenny calls it a racket. . . . Pat Rooney Jr. and Buster West spend all their spare time playing golf. . . . William Hargrave is organizing an AFA choral club. . . . Alexander Basy, the Soviet booker, is the first American to be given an honorary membership in Gomez, the Soviet entertainment monopoly. . . . A policemen's organization threatened to "take it out on the actors" and load them with traffic tickets when the Theater Authority refused to okeh free talent for its affairs. . . . The police department, however, stepped in and told the boys to be nice. . . . Pop Pearl and Pop Berle, fathers of Jack and Milton, added a third pop to their informal act when they were in Florida recently. . . . He's Pop Benny, father of Jack. . . . Incidentally, Pop Berle's first grandson's moniker has been changed from Darrell Frederick to Douglas Frederick. . . . Maybe the first name was registered in *The Billboard's* Material Protection Bureau. . . . Harry Lang is doing emcee for the Warner amateur contests in New Jersey, aided by a Greek stooge, Lee Herman. . . . Mrs. Lang, meanwhile, is running a dress shop, the Langs evidently believing in preparing for the wolf. . . .

Charles Trowbridge reports on the MGM lot April 15, having been sold by the Morris Agency. . . . Doris Roche is rejoining hubby Sammy Cohen's vaudeville act. . . . She stabbed at radio when they came here from the Coast recently. . . . John Dowd had throwaways printed to herald the arrival of the heir or heiress of the Johnny (RKO film buyer) O'Connors, and to play safe he had two sets printed, one for a boy and one for a girl. . . . But the O'Connor heiress fooled him by arriving on a Saturday, when most of the RKO crew is at home. . . . The Music Hall's publicity staff is already touting its Golden Glove fighting usher, George Coyle, as the next lightweight champ. . . . Sidney Harmon's wife is back from Key West with yarns from here down to 14th street. . . . Walter Connolly, who held a royal flush in diamonds in a poker game on a train, has the cards framed and the whole thing properly certified. . . . The Warburton Theater in Yonkers will be reopened shortly by Edward Ferguson and plugged as a "100 per cent union house." . . . Everybody in the theater, including the vaude acts, will be union. . . .

Chicago Chat

By NAT GREEN

JOTTINGS about people you know: One of the finest collections of elephants, most of 'em carved from ivory, in these parts is owned by Capt. Thomas Callaghan, U. S. secret service man, who, by the way, has a wide acquaintance among show people. . . . Local papers didn't say much about Mrs. Bruno Hauptmann being in town. . . . She's lecturing in Midwest cities. . . . Edward H. Moran handling the advance. . . . Mona Leslie, who was the "Divine Venus" of the World's Fair Streets of Paris last summer, writes that she's with the N. T. G. unit in N'Yawk temporarily, and from Gypsy Davidson, of the same unit, I learn that Mona is doing a gorgeous bronze number. . . . Arthur Piantadosi passed thru Chicago last monday on the way to New York with the body of his mother, who died in Los Angeles. . . . Arthur is manager of the Witmark Los Angeles office, and his brother, Al, the song writer, also is a Coast defender, while another brother, George, is professional manager for Witmark in New York. . . . Paul Ash's picture *Cinemania*, first talkie made in Chi, will have its first showing at a press party April 12. . . . Second will be in Hollywood for the Warner Brothers' directors. . . .

Polly Moran, cutup of the movies, has been having a grand time making personal appearances around Chi. . . . Incidentally, when the newspaper photos run out of posing suggestions, Polly is right there with ideas. . . . Met Alex Yokel in the local Shubert offices and he was all smiles over the smash hit made by his show, *Three Men on a Horse*. . . . Posters up in the Loop proclaiming the Rialto, burly house, "unfair to billposters and billers." . . . C. P. Greneker, one of the country's ace publicists, in ahead of *Life Begins at 8:40*. . . . Doc Tom Tormey, circus fan from Madison, Wis., sporting a gold watch chain adorned with a CPA emblem, a Christmas gift from Mrs. Tormey. . . . Rev. Doc Waddell, show chaplain, "dean of press agents," and past grand patron of the Order of the Eastern Star, slated for a series of talks in Chi during April. . . . Doc was recently in the Southland with the Holy Land Exposition, and he'll be back with his old love, Dodson's World's Fair Shows, with which he has been since '27, to do public relations stunts and direct all publicity. . . . Richard B. Harrison (De Lawd) left an estate of about \$20,000. . . . U. S. War Department is to decide whether the lagoon bridges built for the World's Fair across the lagoon between the mainland and Northerly Island are to stay. . . . Yacht owners opposing because it would bar large boats from the lagoon. . . .

Fifi D'Orsay proved herself a genial hostess at the press party given prior to her opening at the Royale-Frocles. . . . And has she a memory for names! . . . With two-score people in the party, she rattled off every moniker without a miss time and again! . . . Freeman Gosden, Charlie Correll and Bill Hay appeared delighted to be back in Chi when they arrived from Los Angeles on April 1. . . . Nothing like the old Crossroads of the Country after all! . . . Maybe you won't believe it, but Art (Hagenbeck-Wallace) Hopper once worked a group (well, two anyway) of lions, and he has scars to prove it. . . . Roy Bruder, Chicago Theater manager, and his wife, Ruthe Farley, organist at the same house, hobnobbing with the stars in Hollywood. . . . Have been gone for three weeks and will stay another three on the West Coast. . . . Jay Howard appointed publicity director of the Croydon Hotel by Manager Walter Riddle. . . .

Producer Stock Groups May Be Formed To Care for Extras

1,000 would be given contracts calling for minimum salaries—would hurt those not lucky enough to be chosen—see work of Central Casting Bureau eased

HOLLYWOOD, April 8.—For the first time in history, it looks as tho the extra players are to be placed on a financial basis where they will know where their next meal is coming from. This status is expected to be brought about thru the producers creating stock companies to take care of 1,000 extra players, placing them under contracts calling for minimum monthly salaries of from \$30 to \$60 per month. The whole matter will be threshed out at the next meeting of the Producers' Association, which will meet within the next 10 days. The idea is not entirely new, since Fox, Warners and Goldwyn have tried the stock company plan at one time or another. It was thru stock that many well-known players were brought to light.

The stock companies would, of course, hurt those extras who were not chosen, since they would get the preference for work at the studios at the expense of others not so fortunate. It would also cut down the work of the Central Casting Bureau.

Hollywood is of the opinion that Sol A. Rosenblatt, NRA Division Administrator, will not place an okeh on the present Central Casting list of 1,000 now on file in Washington, and that if he should do so, the stock company idea would not interfere in the least. Proponents of the idea state it will not conflict with code extra scale, for players working under the stock company professional contracts would be paid full code extra scale on all time running over their guarantee and all code rules would be observed. It is further believed that such a system would relieve the pressure now being felt at Central Casting, with so many thousands registered and demanding work while so few are employed as extras in present-day production.

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"Drunkard" Cast Wants Pay

BOSTON, April 8.—Because they can't get their pay, now long overdue, 10 girls and a man connected with the current production of *The Drunkard*, housed at the Copley Theater, appeared before the State Division of Industrial Safety at the State House this week. The original backers of *The Drunkard*, according to testimony, disappeared about a month ago and a local society woman, Mrs. Gertrude Putnam, took over the financial burdens. She was reported at her home as being "out of town." Claimants included Joseph H. Thayer, actor, \$16; Marguerite Nathan and Joan McNamara, actresses; Esther and June Keith, Ella McCurdy, Miss F. Kendrick and Jean Fitzpatrick, ushers, with claims ranging from \$7 to \$24 each.

London Likes Gielgud Play

LONDON, April 8.—John Gielgud, who just closed a record-breaking run in *Hamlet*, scored another success with his production this week of *The Old Ladies*, a play adapted by Rodney Aaland from Hugh Walpole's novel. Edith Evans scored sensationally in the chief role. Play deals with the mental torture exercised by one old lady upon another in order to get possession of a coveted piece of carved amber. The critic of *The Times* said: "Its lifeblood is cruelty and terror, but its life is abundant, its impact continuous and its performances as orchestrated by Gielgud collectively were flawless."

Selig Back in Boston

BOSTON, April 8.—Al Selig, traveling in the interests of United Artists, is in town working for public interest in *The Scarlet Pimpernel*, which opened at Keith's Memorial with a preview Thursday night. Selig spends about half his time in Boston these days, coming in about as regularly as the monthly bills.

AC Trout Set

ATLANTIC CITY, April 8.—For first time in many seasons AC will have a legit trout on "Walk for Easter week, plans having been perfected to open Globe for presentation of new offering by Pierre de Reeder entitled *If a Body*, by George Rosener and Edward Knoblock. Producer this week conferred with Mayor Bacharach and stated engagement would begin April 20.

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WANTED—Piano Player, Spous Family Show under canvas, making week stands. Board and transportation after joining. Make salary low. We pay off each week. SPAUN FAMILY SHOW, Adelphi, West Co., O.

WANTED Team, anything but Blackface, to double with Comedy Team. Prefer Med. Lecturer. I have complete tent outfit, seats 600. Must help finance opening. Best proposition to sober, reliable Team. L. SALISBURY, 7 White Street, Frankfort, Ind.

WANTED Med People in all lines. Novelty Acts. State all in first letter. JERRY FRANTZ, Basington, Pa.

Dies Twice Nightly

LONDON, March 30.—Marcel Williams, London actor, dies twice nightly, with a taxi drive between the deaths. Williams dies in the first act of "Vicary Sarah," at the Whitehall, and then rushes to the Duchess Theater by taxi, to die in the second scene of J. B. Priestley's "Cornelius."

Sunday Movies Okeh in Tenn.

Governor signs bill rushed thru this week — to go into effect at once

NASHVILLE, Tenn., April 8.—Gov. Hill McAllister today signed Tennessee's Sunday movie bill, steamrollered thru both houses of the General Assembly this week by the powerful Shelby County delegation. Working under a local option plan, the law takes effect immediately.

Members of Nashville's city council, with one exception, refused to commit themselves regarding the bill until they had "learned the wishes" of the people whom they represent. One councilman said he was "absolutely opposed to Sunday movies in Nashville." Local pastors are unanimous in their opposition to making the bill effective here.

Memphis officials have signified their intention of making the law effective in that city as speedily as possible. Representative Charles C. Brown of Shelby County, who introduced the bill into the House, expressed himself as "tickled to death" that the governor had signed the bill, and said: "The operation of theaters certainly will be regulated in Memphis by our local government so as not to conflict with Sunday worship."

In the movie bill it is set forth that "movies may be shown on Sunday for charitable purposes" and also provides that "other theaters" be included. The law will work under a local option plan, the approval of three-fourths of the governing body of any municipality being necessary to put it in effect.

The 10 per cent amusement tax recommended by the recess finance committee has been passed by the Senate, but as yet has not been introduced into the House. Local theater men have been in conference during the week, mapping out a plan of attack on the measure, but have not as yet obtained a hearing from members of the General Assembly. Action the House will take cannot be predicted, as so many matters of importance are hanging fire that all measures with the exception of those extremely well oiled are set aside for talk of an extra session.

POP MUSIC

(Continued from page 3)

code itself, after receiving recommendations, as the case may be.

Code requirements are that minutes must be kept of all meetings and the Government's representative on the code may sit in at any time he chooses, but will have no vote. Until he appoints a successor, P. A. Murkland, Deputy NRA Administrator, remains the Government's member of the Code Authority.

Trade practice committee has the job of stamping out bribery of artists in vaude or radio to play certain numbers, whether cash is used or special arrangements are involved. While a music house is allowed to give out a professional copy of music of a song that the firm is actually exploiting and making popular at the time, it is not permissible to hand out free a copy of an older song or standard work because it no longer has the status of a "sample" copy.

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H. J. Cowles, Manager
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Spot Broadcasting's Upward Swing Gains Impetus in N. Y.

Altho movement seems general in key cities, New York is particularly strong—WOR, WMCA and WNEW show vast headway, while WHN is being rejuvenated

NEW YORK, April 6.—Spot broadcasting, according to reports from key cities, is showing a considerable pickup, coincidental with the annual trek of network advertisers going off the air until fall. Optimism is general with the key spot local stations. New York City appears to be leading the field in the business signing. Every station in the city will show figures proving current receipts to be ahead of last year. Of the indie stations, WOR is running first, with March, 1935, one of the biggest, if not the biggest, months in the station's history. Business written during that period amounted to more than one-third of a million dollars, which does not include figures for business actually broadcast.

WOR is benefiting from the impetus accorded by recent developments. One is the organization of Mutual Broadcasting System, which has given the Bamberger station a larger field. Besides WOR was also helped by the inaugural of its 50,000-watt service. Walter Nehf, WOR sales manager, said that while March was, in past years, always a good month for the station, this year was considerably ahead of last year, which was off, as well as bettering the 1931 record, which was high.

WMCA reports that since January, when Donald Flamm resumed management of the station, about \$400,000 worth of new business has been written. It is said that this exceeds the figures established when American Broadcasting System and Federal had WMCA. WNEW can't compare with past years, as it is but one year old, but last month was 25 per cent ahead of the preceding month, according to Charles Stark, sales manager. WHN's business, is also "good," it was said at the station, with expectations running high under the new regime installed.

Reasons credited with the pickup are various, some sources crediting a business betterment generally, others crediting radio as doing a better advertising job and others saying it is part of the boom predicted at the last ANA convention.

Nan Halperin on WEVD

NEW YORK, April 6.—Nan Halperin, vaude actress, starts a radio series on WEVD, New York, April 12, twice weekly. Show is called *Romance* and is written by Allan Gordon, ex-newspaper man. Pat Mann will play opposite Miss Halperin, both of them playing all the roles in the script.

WCFL Asks More Power

CHICAGO, April 6.—Word from Washington states that Station WCFL has asked the Federal Radio Commission for permission to increase the station's power from one and a half kilowatts to five kilowatts and to change hours of operation from limited to unlimited.

Mutual Meeting

CHICAGO, April 6.—Mutual Broadcasting System will hold another regular meeting here Wednesday (10). Get-together will discuss the usual array of detail problems.

WTMJ "Vox Pop" Clicks

MILWAUKEE, April 6.—Taking a leaf from the experience of newspapers with their "letter" columns, WTMJ last fall made provisions for public self-expression via radio. Broadcast circuits were installed at a busy point on Wisconsin avenue and there for 15 minutes each day WTMJ announcers gave passersby opportunity to express their opinions on current affairs.

The feature has become one of the station's most popular programs. Only disapproval came from out-of-town listeners and Milwaukeeans who could not get downtown and have their say. To remedy this WTMJ is changing its *Voice of the People* broadcast to three days on the outside and three days in the studio. The latter broadcasts will be limited to reading letters from listeners who will be invited to write their opinions on given subjects.

Jesse Martin Replaces Wm. Morris at WHN

NEW YORK, April 6.—William Morris agency has set Jesse Martin, of its Hollywood office, as its representative at WHN, New York. Martin will be head of the WHN Artists' Bureau, on the percentage arrangement made between the Loew station and the Morris agency, whereby the latter will operate the station's talent department.

Louis Barker has been shifted to WHN's Brooklyn studio, replacing Sam Hammer, who is back in New York as aid to Fred Raphael, general manager. Mort Harris has been added to staff as continuity and production man.

Booker Defends Amateurs

DETROIT, April 6.—Protests of the American Federation of Actors and others against amateur stage shows and broadcasts are discounted by J. C. Burns, operating the Etienne Booking Agency. "Actors protesting against these amateur broadcasts are cutting off their own noses, these very programs are the one hope of a revival in flesh acts."

"Booking amateur shows into neighborhood theaters 20 years ago made this one of the greatest vaude cities in the country a few years afterward. At one time we had 115 houses on the books playing acts. Starting with amateur bills, professional acts were speedily booked in, till the change to the deluxe type of house altered conditions."

Coast Talent Waiting for Break; May Get Chance Thru CBS Bureau

NEW YORK, April 6.—The West Coast is loaded with good radio talent, latent and otherwise, enough in quantity and quality to enrich the network programs originating in the East if only ways and means could be devised for bringing this talent to the front, according to Bob Braun, manager of the Thomas Lee Artists' Bureau, who is in town for a week seeking a method that will result in such talent being properly presented and sold to commercial program sponsors. Braun recently succeeded Peter De Lima, who has returned east to his old job in the Columbia Broadcasting System Artists' Bureau.

Braun is presenting considerable talent possibilities from California and at the same time is getting acquainted with orchestras under CBS contract that might be used on the Coast. CBS needs the Coast outlet for bands due not a little to the recent \$3 per musician tax levied by Local 802 of the American Federation of Musicians. In course of conferences with Ralph Wonders, head of the Columbia Artists' Bureau, Braun hopes to work out a plan whereby Coast talent will be presented and represented in the East. With De Lima back and having a fairly good knowledge of what's what as to Coast talent, CBS stands an excellent chance of supplying the much-needed and talked-of new "faces, names and talent" needed to bolster the forthcoming season's offering to prospective sponsors.

At least two "new" bands may be brought to the front from the Coast via CBS wires in Orville Knapp and Orey Herbeck, who will be heard on sustain-

Fish Story

NEW YORK, April 6.—WOR has a program sponsored by the Norwegian Sardine Company. Edna Salmon is the account executive with the ad agency. And the agency is the Wales A. A.

CBS To Drop WPG; June 30 Last Day

ATLANTIC CITY, April 6.—The Columbia Broadcasting System Monday served notice upon the city that it will not continue operation of Station WPG after June 30. CBS has operated station for past five years under an agreement providing that rent should be one-half profits of station. Reports submitted to city commission, however, have shown only a steady accumulation of losses.

Mayor Bacharach made formal announcement upon receipt of notice from William S. Paley, president of CBS, and stated immediate future of station not certain. He said: "I am inclined to believe city might run station itself for publicity value out of our advertising appropriation unless we receive very good offer for its use from private interests." Several offers have already been made for station.

Canada Bars Sunday Commercial Programs

OTTAWA, Canada, April 6.—Canadian Radio Commission has ruled that advertising on Sunday programs is out, altho setting no date when this will become effective.

Included in the ban are all National Broadcasting Company and Columbia Broadcasting System programs, originating in the United States, but which are linked with Canadian stations.

Vanna in Singing Finals

CHICAGO, April 6.—Gina Vanna, young soprano of the *House by the Side of the Road* program, has won her way into the finals of the 11th biennial national contest sponsored by the National Federation of Music Clubs for young professional singers of American birth. She won the district finals in Chicago March 31 and will represent Illinois, Michigan, Wisconsin and Iowa in the finals in Philadelphia April 26. Prize is \$1,000 and a contract with the Metropolitan Opera.

St. Louis Baseball Sells Air Season

ST. LOUIS, April 6.—All home games of the St. Louis Cardinals and Browns will be broadcast over KMOX here, sponsored by the Kellogg Company, of Battle Creek, Mich.

France Laux will give the play-by-play description of all of the games played locally thruout the season. The 1935 season opens April 16 here, when the American League team meets Cleveland. France Laux, chief sports announcer for KMOX, came into prominence with his excellent coverage of the World Series games heard on CBS last fall.

Listeners' Letters As Coverage Survey

NEW YORK, April 6.—WOR is conducting its own survey thru the promotion department of the coverage and clarity of its recently installed 50,000 kilowatt and has tied up with the Loew and United Artists theater circuits on an exchange publicity basis to help get in listeners' letters. Free theater tickets are being given away by the theaters in 30 cities, passes going to those writing letters giving information as to the comparative reception of the station now and listing favorite programs.

Test is going as far west as Indianapolis as far south as Atlanta, northeast to Boston and northwest to Syracuse. Previously WOR received letters from practically the 48 States telling of program reception. This survey is not being conducted with a view to coverage alone but more as to quality of the coverage. Gene Thomas is handling the inquiry.

Flauter Quits WBS

NEW YORK, April 6.—Adrian J. Flauter, sales promotion manager of World Broadcasting Company, resigned today. Besides handling promotion work Flauter edited World's service monthly, *World News*, distributed to advertising agencies and radio officials generally.

Resignation takes effect immediately, except that Flauter will stay on to handle the next issue of the transcription company's bulletin.

Pittsburgh Radio Show; Name Artists Take Part

PITTSBURGH, April 6.—One of largest radio shows here opens today in Motor Square Garden and continues nightly for a week. Affair is sponsored by *The Press*, local daily; the Electric League and scores of jobbers.

Featured during the week will be Muriel Wilson, "Mary Lou" of Captain Henry's Show Boat; Ruth Carhart, Roxey's find from Kansas; Dora Rhehart, Richard Himber, Mary Small, Morton Downey, Zora Layman, Hal Rainor, Fred Waring and his Pennsylvanians, Frank Luther, Phil Saxe's NBC Band, which will play thruout the week, and Joe Huler, who will act as emcee.

W. & V. Houses Tie Up With Radio Amateurs

HARRISBURG, Pa., April 6.—The leading Wilmer and Vincent theaters in Reading, Easton, Allentown and here inaugurated April 1 Monday evening Radio Audition Contests to continue for six weeks.

Winners are determined by the applause of the audience and given \$25 vaude prizes. In addition, they will be sponsored in a professional broadcast over WCBA, Allentown, and WEEU, Reading, and given a four-day road-show engagement in the company's theaters.

Kerr Leaves NBC Press; Joins Thompson Agency

NEW YORK, April 6.—Harry T. Kerr resigned from the National Broadcasting Company press department and joined the Radio Publicity Department of the J. Walter Thompson Company.

Kerr is a Columbia School of Journalism graduate and was with NBC since October, 1932.

WE ARE looking forward to what we feel will be one of the happiest engagements of our career...**THE CANADIAN NATIONAL EXHIBITION... Toronto ...two weeks, beginning August 23, 1935.**

microphonically

RUDY VALLEE

AND HIS

CONNECTICUT YANKEES

KIESEWETTER EIGHT

STEWART SISTERS

A L . B E R N I E



Continental Orchestra Corporation
HOTEL UTICA, UTICA, N. Y.
BRANCH:
640 Main Street, Buffalo, N. Y.
Exclusive Management
CLIVE SHERMAN
AND HIS RIVIERA ORCHESTRA
First American Tour.
TEDDY BREWER
AND HIS TWELVE RADIO ARTISTS
Lee Barton Featuring
Harry Carter
AND HIS MUSIC.
STAN HALL
(The Impresario of Song)
AND HIS BAND OF A MILLION-AIRS.
LEW REDMAN'S BELLHOPS
TWELVE COLORED RHYTHMATIC

★★★★★ **FREDDY BERRENS**
AND HIS MUSIC
Now Playing at the
FLYING TRAPEZES
New York's Smart
Restaurant and Cafe
57th St. at 8'way
Fred Berrens Flying Trapezes Orchestras, Inc.
217 West 57th St., New York, N. Y.
BROADCASTING
COAST TO COAST
VIA
WABG-CBS,
Wed.-Friday,
11:30 P. M.
WOR—Sunday,
6 P. M.

★ **PAUL TREMAINE**
AND HIS BAND FROM
LONELY ACRES
Featuring
LONELY ACRES TRIO and JOE DIXON.
Personal Direction: BERT MEYERSON,
545 Fifth Ave., New York, N. Y.

ALWAYS A GOOD REPORT ON
CHIC FARMER
Featured Artist SALLY'S FUR HOUR.
Daily 10:30 P. M., WNEW, ABC NETWORK.
Res. Phone: Riv. 8-9567, N. Y. C.

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

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

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

CBS Assigns Playwrights To Turn Out Its Scripts

Staff writers cut down in favor of handing out special work to name authors—offers more money for radio toil and hopes to create a fresh supply of material

NEW YORK, April 6.—Dramatic department of the Columbia Broadcasting System has inaugurated a new system in the operation of both this and the continuity department, the latter a branch of the first. CBS has cut down to skeleton size on the number of staff writers and is, instead, starting to hire name authors and playwrights, many from the Broadway sector, to turn out scripts on a regular assignment basis. It's a radical departure for radio, with both networks and all stations previously maintaining a regular salaried continuity staff. CBS, under Courtney Savage, head of the dramatic department, envisions a time when radio will pay writers as much as pictures, with the screen field the present day authors' Eldorado. CBS points out that with some writers now working on commercials drawing as high as \$750 weekly for a series, or for one script, there's plenty of gold in the radio diggings. Besides which, says Columbia, getting new writers in by this method will mean a constant source of fresh material and away from the routine departmental turnout.

From still another angle, the move instituted by Savage breaks down radio tradition, since the writing end of broadcasting has always been the short end. Authors, on a proportionate basis, have received less than other talent. Nor have they received billing, with both cast and authors now getting this from CBS. This network was also first in crediting actors on the air.

Past winter CBS had its smallest continuity staff, numbering 11 writers. That has now been pruned down to four, these authors handling regular series. Scribblers in question are Charles Speer, Guy Bolte, Jan Schimik and Nila Maxwell. Knowles Entrikin remains as casting director.

Included in the authors now working on specific assignments from the network are Kirby Hawkes, playwright, on a history series; Professor Ellsworth Huntington of Yale on a geography series; Peter Dixon and Marion Carter on a vocational series; Frank Ferries, who is now writing for Paramount Pictures; Charles Tazewell, on Roadways of Romance; Jerry Cooper program; Alexander Williams, novelist and playwright; Parker Fennelly and Dixon on a housing series.

James on Southern Trip

NEW YORK, April 6.—E. P. H. James, sales promotion manager of NBC, leaves Sunday night for a two-week trip thru the South and Middle West. James will address the fifth annual sales managers' conference, to be held April 12 at the Hotel Adolphus in Dallas, the conference being held by the Southwestern Network. James will talk at the conference in place of Edgar Kobak, NBC vice-president in charge of sales, and will return east by way of Chicago.

CBS Gets Philip Morris

NEW YORK, April 6.—Columbia Broadcasting System has broken the ice with Philip Morris & Company, cigaret account, which starts a 15-minute weekly period on CBS Wednesday, April 10, the time, 8 to 9:15 at night. Talent is The Poursome, male quartet from the show *Anything Goes*. Quartet comprises Marshall Smith, Ray Johnson, Dwight Snyder and Dee Porter. Philip Morris Cigarettes, handled by the Blow Agency, retains its Tuesday night spot on NBC, of course.

Air Fashion Mag for WTMJ

MILWAUKEE, April 6.—Nancy Grey, WTMJ's popular woman commentator, will leave Milwaukee soon on a six-month European trip in search of new and novel material for her program. On her return she plans to inaugurate a novel program for women, an air fashion magazine which will feature ensemble service, telling the listener what to wear and when and where to wear it. Tieup will be made with six advertisers, with whose buyers Mrs. Grey will work closely. There will be a tieup display of radio advertised merchandise in each advertisers' store.

Boston Still Bars "Gov.'s" Secretary

BOSTON, April 6.—Richard B. Grant, storm center of the secretarial staff of Governor James M. Curley, has again been banned by Station WBZ for fear of bringing libel suits to the station. According to Station Manager J. A. Holman, the station would be pleased to continue to give 15 minutes to Governor Curley, but could not permit him to substitute Grant as his spokesman, his recent custom.

The governor moved himself over to Station WNAC, where, it is reported, Grant may speak for him. The first disbarment Grant got, by the way, was from this same Station WNAC when, as head of the Yankee News Service, he lashed out against those campaigning against James M. Curley for governor. Pressure from the banking interests holding the usual collateral against those in charge of the station thru other business connections was then given as the reason.

Manning Back as Yankee Network News Commentator

BOSTON, April 6.—Just what separated Knox Manning from his job as announcer for the Yankee Network is not quite clear, as one rumor has it that he was fired by Linus Travers because of a disagreement over a cut of \$40 taken by the Yankee Network Artists' Bureau when he emceed the recent Kate Smith audition winners' stage appearance at the Copley Square Theater. The other version is that he resigned. Anyway, Mr. Manning is back again as a news commentator with a sponsor, being heard six days a week for 15 minutes each day over WNAC at 10:15 and 11 a.m.

NBC Hits All-Time High During March

NEW YORK, April 6.—National Broadcasting Company hit an all-time high for gross revenue during the month of March, with \$2,971,321. This exceeds the March, 1934, figure by over \$400,000, and the previous peak month in its history, which was last January, by over \$110,000.

Until last January March, 1932, was the standout month. This quarter is the first since 1932 which overcame the freak high business of three years ago. Columbia Broadcasting System also had a peak month, as announced last week, when its gross billing for March reached the record total of \$1,819,550.

Ruling Discloses Suit Against Jimmy Durante

NEW YORK, April 6.—Disclosure of a commission suit for \$4,800, brought by Mort Millman, agent, against Jimmie Durante, was made this week when Supreme Court Justice Lyon granted a motion to strike out a paragraph in the complaint dealing with Durante's 1933 radio contract. Millman's suit charges that he arranged the deal whereby Durante went on the air for 26 weeks at \$9,000 weekly for Chase & Sanborn's coffee. Millman claims that he contracted with Durante in California in August,

CONSOLIDATED RADIO ARTISTS, INC.
CHARLES E. GREEN, PRES.
1619 Broadway, New York, N. Y.
ANGELO FERDINANDO
AND HIS ORCHESTRA.
NBC NETWORK
HOTEL GREAT ROOMER
118 W. 57th St., N. Y. City.
Dir. CONSOLIDATED RADIO ARTISTS,
1619 Broadway, New York, N. Y.
LEON "SNOOKS" FRIEDMAN
NOW ON TOUR.
Directions: Consolidated Radio Artists, 1619 Broadway, New York City.
HARRY RESER
WEAF Network Coast to Coast Management: National Broadcasting Company.
WRIGLEY'S SPEARMINT TOOTH PASTE HOUR
DECCA RECORDS
Your Direction: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

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

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

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

Broadcasting Via WTC-NBC.
ERNIE ANDREWS AND HIS ORCHESTRA
NOW ON TOUR.
Dir. CONSOLIDATED RADIO ARTISTS,
1619 Broadway, New York, N. Y.

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

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

RUDY BUNDY
AND HIS ORCHESTRA
Featuring MARLENE OILBERT.
Now playing College dates in Ohio and Pennsylvania.
Personal Management: E. D. PERKINS,
7418 Dallenbaugh Ave., Cleveland, O.
RUDY BUNDY and His Sizzling Clarinet

Now on Tour
ANSON WEEKS
NBC
Coast to Coast WJZ-WEAF
1933, whereby he was to act as the comic's representative in arranging the radio commercial. Millman is suing for 5 per cent of Durante's income on this job, which amounted to \$99,000.

Paul Whiteman First To Pay \$3 AFM Tax

NEW YORK, April 6.—The first New York maestro to authorize his men to pay the \$3 per sustaining broadcast tax, recently imposed by Local 802 of the American Federation of Musicians, is Paul Whiteman, whose band will be heard on two late-hour spots per week. He will have an NBC-WJZ wire on Saturday nights from the Paradise night spot and a WOR wire on Monday nights.

This move will put the Paradise on the air with no competition from a similar type resort and cost Whiteman and his men approximately \$110 weekly. This sum goes to the relief fund of the musicians' local.

Three other bands are heard as sustainers, but in each case the resort management is paying the fee. Angelo Ferdinando, from the Great Northern Hotel, is more or less in the nature of a commercial for the hotel, while Jolly Coburn, at the Rainbow Roof, and Freddie Berrens, at the Flying Trapeze, also have the tax paid by the house.

Whiteman's move may force competing night spots and hotels back to the air.

WOR Drops Facsimile; Waits for Set Owners

NEW YORK, April 6.—WOR, which obtained an experimental facsimile broadcast license last year from the Communications Commission and was working on this type broadcast for some time, has dropped it. Station says that not until the time when broadcast reception is generally possible will it go into it again.

Representatives for the station explained they felt the manufacturers of the facsimile receiving sets should finance experimentation rather than the broadcasting outlets.

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

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

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

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

FREDDY AND HIS ORCHESTRA
Master of Ceremonies
at the ROXY THEATRE, New York. In-
definite Run.
MACK

ERNIE WARREN
AND HIS ORCHESTRA.
Direction, IRVING MILLS ARTISTS, Inc.
799 7th Avenue, New York, N. Y.

Late Time Salable

MILWAUKEE, April 6.—The sales department of Station WTMJ has found that the time between 10 and 11 p.m., hitherto deemed unsalable, can be made productive for advertisers and they also have convinced advertisers that it can be done. With chain and local commercial programs taking up practically all of the earlier evening time, the station made a special effort to sell announcements at the later hour.

Results were so satisfactory the station is now carrying a good volume of business from 10 to 11. They have discontinued the usual jazz programs during that time, postponing all local remote control pickups until 11. The period from 10:15 to 11 is now filled by studio programs, three units being used: The Badger State Barn Dance, Blue Room Ensemble and the Black and Gold Ensemble.

Grofe on White Owl

NEW YORK, April 6.—Ferde Grofe's Orchestra joins the White Owl Burns and Allen shows on Columbia April 17. The Buccaneers, male octet, will likewise go on the program, members of the singing group being Larry Riley, Norman Curtis, Albin Werner, Malcolm Hubert, Don Cortez, Roy Barnes, James Phillips, Jack Lawrence. Charles Touchette, pianist, is arranger.

Mutual Warding Off Free Announcements

CINCINNATI, April 6.—Mutual Broadcasting System has advised all orchestra leaders to exercise further care on giving free rein to guest stars they may have occasionally on their sustaining spots. Warning went out after an incident this week, when Mel Snyder, playing at the Gibson Hotel, introduced a film star. Latter got to the mike and went into a rave about a new automobile he had just bought, giving the car makers what amounted to more than a one-minute plug.

Local circles were surprised WLW didn't pull the switch.

Amateur Show on WCFL

CHICAGO, April 6.—Station WCFL has a new commercial, *Beauty Glo*, presented every Monday, Wednesday and Friday, that is a new sort of Opportunity Contest. Show is a series of dramatic sketches presented under the direction of Bill Freeman. Both professional and amateur talent is used. The various artists are selected at auditions and everyone in the cast receives professional salaries. A local beauty shop is sponsor.

KENT RIDER, of Austin, Tex., and B. R. Patterson, of Waco, Tex., added to the commercial staff of KTAT, Fort Worth.

STATION NOTES

Address All Communications to the New York Office

EDWARD WALLIS, formerly of WIB, Philadelphia, is now on WIP's announcing staff.

CECIL CARMICHAEL is doing a radio column in *The Mecklenburg Times*, Charlotte, N. C., with that sheet taking up considerable of the slack left by the other dailies in Charlotte, which ignores radio.

JAMES TISDALE is back on the WIP, Philadelphia, engineering staff, after two years' absence, devoted to research work.

OLSEN AND JOHNSON, and Gene Austin, playing a vaude date at the Carolina Theater, Charlotte, N. C., went on the air while in that city, on WBT. Station uses all name talent that comes to Charlotte.

JOHN BOROWSKI, violinist from WIVW, Topeka, Kan., added to personnel of Milton Brown and Musical Brownies, ork featured on KTAT, Fort Worth, and SBS network's Southwest Barn Dance. Borowski replaces Cecil Brower, who goes to Columbus, O., to join the Kellogg "Georgie-Porgie" Band.

KNOW, Austin, Tex., starting a new Barn Dance, featuring Uncle Walt and the Rural Rhythm Band, 8:30, Thursday nights. First hour of program is sponsored locally, with SBS net picking up feature on sustaining at 9:30. Program is broadcast from Stephen F. Austin Hotel.

PEACEFUL HAVEN, dramatic show by George Brown, has started a commercial on WHDH, Boston, for Summerfield's, furniture dealers. Series deals with life in a New England fishing village.

DEE ROWSELL has come over to the technical and announcing staff of KJBS, San Francisco. He was formerly with KDYL, Salt Lake City, in a similar capacity. KJBS has also added Frank A. Byrnes to its sales staff. He was former assistant district manager in San Francisco for the Firestone Tire and Rubber Company and for 10 years affiliated with the Willard Storage Battery Company, Chicago.

JACK BENNETT, chief announcer, KRE, Berkeley, Calif., has been made assistant manager. Don Hamby, program director, takes the post of production manager, and Ray Grant, account executive, is now also doing special announcing.

RALPH STEWART, formerly on sales staff of KOIN and KALE, Portland, Ore., now with KTAB, San Francisco, in the commercial department. J. C. Morgan has joined KTAB's production depart-

ment as director of feature programs and dramatic skits. He formerly conducted a radio and theatrical school in San Francisco.

WSM, Nashville, Tenn., has found one way out of the dilemma caused by demands for tickets to broadcasts. Station has been having difficulty meeting the demand for requests to see its Saturday night show, *Grand Opry House*, which runs for three hours, figuring the problem was met when a new studio, seating 600, was opened. Last week, however, the station started issuing three sets of tickets, each set in a different color, giving holders permission to come into the studio for one hour of the three. Each week hereafter three different audiences will see the show.

KMOX, St. Louis, thru Herbert E. Nelson, director of the KMOX Artist Bureau, has set a deal with Fox Theaters for the first KMOX vaude unit to tour Southern Illinois, Missouri and Arkansas. Pratt and Sherman will be featured in the first show.

ED DAY, celebrating 11 years of broadcasting on WHK, Cleveland, is presenting guest stars each week on his dance periods.

N. Y. SUNDAY—

(Continued from page 4)
with little dispute Tuesday. The vote on the major legislation was 100 to 40, while the vote on the bill giving actors a day off was 116 to 24.

Governor Lehman has 10 days in which to sign the measures.

Immediately after the bills' passage by the Legislature Equity sent a telegram to the governor, over the signature of Paul Dullzell, executive secretary, appealing to the governor to veto the measures. The telegram also asked for a hearing on the bills, claiming that they would not help the theater, and also predicting that the one-day-off provision would not remain operative once the bills went into effect. The telegram stated that Equity was backed by more than a score of religious organizations.

The Burlesque Artists' Association also sent a wire to the governor, asking that burlesque players be included in the one-day-off provisions. I. Robert Broder, attorney, wrote the governor in behalf of the vaudeville actor, claiming that the bills as they stand, with the compromise amendment, constitute discriminatory legislation and that they are unconstitutional. It is his contention that one group of actors cannot be favored by "day-of-rest" legislation unless the same concessions are extended to all other groups.

In the long-drawn-out fight for Sunday shows all sections of the theater united to push passage with the single

exception of Equity. Also aiding in the fight for Sundays was the State Federation of Labor.

If and when the governor signs the bills, the next step would be the process of local option in New York City, at which the bills are of course specifically aimed. The Board of Aldermen would have to give its official okeh, but little difficulty is expected in that direction.

The ruling forbidding members to play on Sundays, however, still remains on Equity's books. In order to change it, a referendum of the membership would have to be held, and if the members decided that they didn't want to play they could still hold out, since a clause to that effect has been included in all Equity contracts since 1924.

Despite repeated pleas, the council of Equity has refused to re-submit the question to referendum during recent years. If the governor signs the bills and the Board of Aldermen exercises its right of local option, it is figured that Equity will be unable to hold out, due to the weight of public opinion.

The American Federation of Actors, thru its executive secretary, Ralph Whitehead, who has been ill for about a month, revealed that it is now studying the bill regarding one day of rest out of seven for legit performers. Whitehead will issue a statement shortly, and it is likely that it will coincide with the opinions of the Burlesque Artists' Association and Broder.

BOB HOPE
BROMO-SELTZER
Every Friday—8:30 P.M.
WJZ—NBC
Direction
LOUIS SHURR
AL MELNICK

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

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

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

JIMMY FERGUSON
AND HIS ORCHESTRA
10—VERSATILE DANCE ARTISTS—10
Now Booking Summer Engagements.
Room 225, Arcade Bldg., PENN VAN, N. Y.

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

"BUDDY WELCOME" Featuring **EDDIE RYAN.**
AND ORCHESTRA" ABE M. PARDOLI, Mgr.
Coast to Coast, WABQ.
DIRECTION
ORCHESTRA CORP. OF AMERICA.
1619 Broadway, New York, N. Y.

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

? FRANK ?
M

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

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

★ **AUGIE PALO**
AND HIS ORCHESTRA.
Now Playing Leading RKO Theaters with
Manny King's "Vanity Fair" Revue.

"GULF HEADLINERS" ●
FRANK WABQ-CBS
MUSICAL DIRECTOR
"THE GREAT TOURS
WALTZ"
● Center Theatre, N. Y.

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

Robert H. Edison Presents
JACKIE MAYE
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG.
1580 Broadway, New York, N. Y.
Phone: LOnsacre 5-8797.

ANNE BOLAND
"Songs of Love"
NOW ON TOUR

AIR BRIEFS
By **JERRY FRANKEN**

ASSORTED notes. . . . Cluquet Club is back on the air, using recordings of Robinson Crusoe Jr., script show by Pete Dixon. Fizz water firm is using spot, N. W. Ayer placing. . . Procter & Gamble return *Home Sweet Home*, another script show, to NBC April 29. P. & G. tried giving the show a 26-week test on WJZ locally, going off about two months ago. Now that the program is back on again its going on WEPF and the red network. . . Jimmy Saphier is managing Loretta Lee now. . . Sid Schwartz, formerly assistant to Nick Kenny on *The Daily Mirror*, is in the WNEP press department under Mack Millar. And Schwartz has a show on WOR, *The Listener Speaks*. . . Carson Robison sails for Europe in a few weeks to make recordings for His Majesty's Voice (Victor). It's his second trip for that purpose. Frank Novak is going with him and will play some concerts while there. . . Doug Connah left the CBS space grabbing department to do similar work for B. B. D. & O., succeeding A. K. Mills, who is doing promotion for *March of Time*, the news film. . . And talking about the *March of Time*. . . At last week's rehearsals, the entire cast trooped into the studio wearing turtle-neck athletic sweaters, each with a big white "T" on. The gang marched in in football style. Arthur Pryor Jr., the show's director, was given one showing his position as coach.

Johnny Fraser, WMCA announcer, starts a commercial for the first liquor account, locally, of the season, in a week or two, broadcasting play-by-play descriptions of the New York ball games. (Program goes on in the early evening, not during the games.) Sponsor is Kinzler London Terrace Gin. . . Lucky Strike has signed a male trio from the Coast and the Rhythm Girls. Latter sold by WOR, which has the group under contract. . . Countess Olga Albani goes off Realsilk for the summer. . . Aubrey, Moore and Wallace, advertising agency for Campagna (*Grand Hotel* and *First Nighter*) are looking for suitable scripts. The agency wrote a batch of radio writers about it. . . Borrah Minnevillech may buy time to plug his own harmonicas, despite his commercial on WOR. Hohner harmonicas has its own MBS spot. . . There's nothing funny about the NBC studio shortage. Shell and Procter & Gamble felt it due to conflicts over rehearsal periods. . . Jack Dempsey doesn't like his restaurant to be associated with what is, supposedly, "cheap clothing" so the commercial from his eatery is off, while the spot continues sustaining and the account takes a new show, a recording.

HOOVER vacuum cleaners go off May 3—back in the fall. . . Paul White-man starts sustains on Mutual this week. . . Phil Ponce has sold "Fats" Waller to Radio Pictures for *Hooray for Love*. Ponce has opened Coast offices in Beverly Hills, to sell radio talent to films and vice versa. . . Ted Collins is now handling Bobby La Branche, bobsled champ, who has been singing at the Stork Club, New York. . . Ed Lowry has another sustaining show on WHN, which is also doing a backstage program weekly from Loew's Valencia. Last week the station changed its stationery on its news releases, and uses the call letters to say "We Have News." Darn clever, these Ittybitty-ites. . . Both major networks are said to be ready to gather their own news. If Press Radio Bureau should ever blow, NBC is opposed to buying from an outside source. . . Frank Munn takes a vacation soon, the first in a decade. . . Irene Beasley got into town last week. . . A. & P. stores switch policies on their broadcasts, after 12 years, and are now using guest stars weekly. Phil Baker, Loretta Clemens and Mary Small scheduled, with Conrad Thibault the first to go on, April 8. . . Ethel Browning is the new mother on *The Gibson Family*, replacing Kate McComb. Miss McComb plays Ma on *The O'Neills*, on a rival soap company. Mebbe yes and mebbe no.

CHI AIR NOTES
By **NAT GREEN**

Cribside news of the Dionne quintuplets at Callander, Ontario, will be a special feature of the *Carnation Contented Hour* on Monday, April 15. . . Charles Jennings, staff Canadian news commentator of NBC, will be at the mike on a direct line thru CROC, Toronto, to give an actual description of the babies and pay a tribute to their physician, Dr. Allan Roy Daeoe. . . Ed Drake succeeds Bob Dwyer in the WLS continuity department. . . Ed walked into the studios with an armload of scripts in which he had rewritten a number of WLS programs. . . Appeared to have made some improvements and showed such writing possibilities that execs gave him a chance. . . Special train to the Kentucky Derby at Churchill Downs will be called the Johnny O'Hara Special in honor of the WCFL announcer. . . Girls of Golden West, former WLS-ers, now on WJZ blue from Radio City. . . Break following appearance on Vallee show. . . Ralph Atlas, head of WJJD, and Mrs. Atlas on visit to Texas. . . College Inn of the Hotel Sherman went CBS Monday. . . Franklyn MacCormack's poetry program, *Miniatures*, returned to WBBM April 8 and will be heard on Mondays and Wednesdays.

Richard S. Davis, columnist, dramatic critic and feature writer on *The Milwaukee Journal*, on a new 15-minute air program, *Not Exactly a Commentator*, over WTMJ every Monday, Wednesday and Friday at 8:45 p.m. . . Dr. John W. (WLS) Holland's new collection of radio sermonettes, *Ears of Midas*, off the press. . . Marion and Jim Jordan, famous NBC comedy team, will be featured in that new Johnson Wax show, *Fibber McGee and Mollie*, from Radio City. . . In line with other leading stations and the networks, WTMJ, Milwaukee, is turning down all contracts for broadcasting advertising of internal medicinal products. . . George Biggar, program director of WLS, battling a severe case of laryngitis.

Eddie and Fannie Cavanaugh celebrated their 13th anniversary on the air

on Monday, April 1. . . This popular team has made great strides since March 31, 1922, when they made their first broadcast from a little 10 by 12 studio on the eighth floor of the Commonwealth Edison Building when radio was just 20 weeks old in Chicago. Today they work from palatial studios in the Chicago Theater and since the inauguration of their gospel program they have interviewed hundreds of the most celebrated stars of stage, screen and radio. . . At the time of her start in radio Fannie Cavanaugh was pianist for a local music company and taught the company's songs to many vaudeville performers now famous—Eddie Cantor, Sophie Tucker, Jack Benny, George Jessel, Rae Samuels and many others.

Lowell Blanchard, formerly with KYW and more recently at WIND, has left Chi to take an announcer's job at KSO, Des Moines. . . As son was born on April 2 to Martha Crane, in private life—Mrs. Ray Cris, of Niles Center, Ill. . . Mrs. Crane is on the *Homemakers* program. . . Les Nichols, ornithologist, may soon be on the air for a bird seed company, as a couple of them are angling for him. . . Fritz Blockl back from New York, where he signed to write *Backstage Wife*. Program, sponsored by a tooth powder company, probably will go net soon. . . *Kentucky Throbbreds* is a new series of dramatic comedy sketches heard nightly except Sunday over WCFL, featuring Jack Doby. . . Jack Owens, NBC tenor, also is an accomplished pianist, as he is proving in *Colorful Harmonies*, his new program over WMAQ at 9:05 a.m. each Monday, Wednesday and Friday, sponsored by Armstrong Paint and Varnish Company. . . Lum and Abner, who, by the way, have just been made Kentucky colonels, sure hung up a record to shoot at when they played Taft Auditorium, Cincinnati. . . Horlick has just renewed their air contract for 26 weeks. . . Egbert Van Alstyne, famous songwriter (*Shade of the Old Apple Tree* and 500 others), made a guest appearance Sunday morning on the *Gloom-Dodgers* program over WBBM with Herbie Kay's Orchestra.

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

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The Voice of the Golden Trombone
AND HIS ORCHESTRA
Now Appearing **DELMONICO'S** 57 W. 54th St., N. Y. O.

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AND HIS "FAMOUS DOOR" MUSIC
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THE INSTRUMENTAL STYLIST
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★ YOUR FAVORITE SINGER ★
JIMMIE COLE PRESENTS HIS
HARLEM RASCALS
America's Hottest All-Colored Dance Orchestra,
With 16 Luss Entertainers and Singers.
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Write **Care Hotel Benham, Poon Yeh, N. Y.**

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

ADAM CARROLL Formerly of Original Paul Whiteman Orchestra.
AND **DAVE BEREND** (Banjo)
Formerly with Original Vincent Lopez Orchestra.

JACK SPRATT
Personal Management
TORNIÉ BRADOCK,
117 DeWitt Place, Ithaca, N. Y.
AND HIS BAND
NOW ON TOUR
Send your correspondence to advertisers by mention The Billboard.

PROGRAM REVIEWS

"The Listener Speaks"

Reviewed Sunday, 3:15-3:45 p.m. Style—Guest speakers. Sustaining on WOR (Newark).

The forum of the editorial page has its counterpart in radio. Whereas Constant Reader, Pro Bono Publico and Tax Payer et al., may contribute their mite in the form of a letter to the editor, there is no incognito here, and the only qualification is that something of general interest be handed out rather than subjects of controversial nature.

This particular program started off with a man who was a strong advocate of State auto insurance to protect pedestrians, but he sought the type of insurance that did not work a hardship on the independent taxi owner and favored only the fleet owners. He cited considerable facts to support his plea.

From the station's point of view this is a type program that should create considerable audience interest. The listeners on the other hand must certainly feel a closer bond between themselves and radio, as well as feel that they themselves can do a commentator bit if they have something to say and summon enough courage to take the mike.

"True Ghost Stories"

Reviewed Sunday, 10:15-10:30 p.m. Style—Narrator and piano duo. Sponsor—Phillips-Jones Corp. Station—WJZ (NBC network).

Louis K. Anspacher, author and story teller, is featured and he assumes the role of narrator. Writer of several plays and a student in the field of psychical research, he is no doubt qualified to spill these yarns, supposedly founded on fact.

soloists, are briefly heard at the opening and closing portions of the program. How well the "ghost" story and the piano duo mix with each other is questionable.

Perhaps the easiest way to run off such tales is to have one person tell them and avoid complications, especially since the entire running time is but 15 minutes. A few actors on occasion and a dramatized portion would probably heighten the effect, but perhaps it is better to go easy and keep the thing in as simple a vein as possible.

West Coast News; Mary Garden Set

SAN FRANCISCO, April 6.—Standard Oil Company of California has brought Mary Garden here as raconteuse for its Thursday morning Standard School broadcasts and evening Standard Symphony Orchestra program over NBC.

Gaetano Merola, director San Francisco Opera Association, is the director of the Standard Symphony Hour, engaged for the Mary Garden series.

To discover what effect the school broadcasts are having, she's visiting various schools in the vicinity, and, incidentally, putting in a plug for her sponsor. In addition to talking about the music and composers during the broadcasts, Miss Garden's on a still hunt for genius and is giving a course in operatic acting.

Barry Hopkins, with an NBC network following, has become the Voice of the Prosperian, over KYA. He gives bits of philosophy and general uplifting talks, daily at 10:15 a.m., plugging the Prosperian movement.

NBC's new contralto, Nola Day, is radio's only singer from Iceland. And her real name is something else again, so much so that the program department here insisted on a new moniker.

KFRC's Three Rhythm Kings—Woody Newbury, Chuck Lohm and Hal Hopper—are eastward bound to join the new Lucky Strike NBC transcontinental from New York.

Low Lansworth, who produced the Eddie Cantor air shows for more than a year, and did likewise with Jimmy Durante, has opened radio consultant offices here.

After a several months' absence, Greta Gehler has returned to KYA as the Melody Lady, a vocal and instrumental afternoon feature.

New Biz, Renewals

NEW YORK, April 6.—Columbia Broadcasting System's new biz and renewals include:

MACFADDEN PUBLICATIONS, thru Erwin Wasey & Co., New York, RENEWS effective April 5, Friday, 8-8:30 p.m. on WABC and 39 stations, Fridays. Program is Court of Human Relations.

STUDEBAKER SALES CORP., thru Roche, Williams and Cunningham, RENEWS effective May 3, Friday, 10-10:30 p.m. on WABC and 39 stations. Program is Humber Orchestra.

AMERICAN TELEPHONE AND TELEGRAPH CO., thru Batten, Barton, Durstine & Osborn, New York, one time only, April 28, Sunday, 7-8 p.m. on WABC and 91 stations. Program will commemorate founding of the AT&T 50 years ago.

H. C. BRILL, INC. (E-Z Freez dessert), thru Donahue & Co., starting April 25 on WABC and 14 stations, 10:05-10:15 a.m., Thursday. Program is Jimmie, June and Jack. Same account also takes WABC only, Tuesday, same time, same trio.

COCOAMALT, INC., thru Ruthrauff & Ryan, RENEWS starting April 29, Monday to Thursday, 0-6:15 p.m. and

7:30-7:45 p.m. (rebroadcast) on total number of 15 stations, including WABC, New York, originating point. Program is Buck Rogers, sketch.

WMCA's new customers include: CHRYSLER CORP., thru J. Sterling Getchell, Inc., started April 4 with 10 minute transmissions for five days only. JAFFARY'S BEAUTY SHOP, thru Moss Associates, started March 31, Sunday, 10:30-10:45 a.m., with Dick Newton, singer.

CHEVROLET MOTOR CO., thru World Broadcasting System, started April 4, Tuesday, Thursday, Saturday, 9-9:15 p.m., with a recorded program.

ARTCRAFT SHOES, thru Roger B. Belkin Adv. Agency, started April 2, Tuesday and Friday, 10:15-10:20 a.m., with a musical show.

CHAMBERS-CHAPIN CO., direct, starting week of April 15, taking four 15-minute and 10 5-minute spots. Program not set.

GENERAL FOODS CORP. (Postum), thru Advertisers Broadcasting Co., started April 4, Thursday, 7:45-8 p.m. Romance of the Bible is the program.

DIAMOND CRYSTAL SALT, thru Advertisers Broadcasting Co., starting May 30, Thursday, 7:30-7:45 p.m., with the Folk Singer.

NATIONAL BROADCASTING CO.'S new biz includes:

S. C. JOHNSON & CO., thru Needham, Louis & Brorby, starts April 16, Tuesday, 10-10:30 a.m., WJZ and 17 stations. Script show.

RCA VICTOR DIVISION, RCA MFG. CO., thru Lord & Thomas, starting April 20, Saturday, 9-9:30 p.m., WEAF and 52 stations. John B. Kennedy and Frank Black Orchestra.

GENERAL FOODS CORP., thru Benton & Bowles, RENEWS effective April 4, Thursday, 9-10 p.m., WEAF and 59 stations. Program is Showboat.

PORHAN CO., INC., thru McCann-Erickson, New York, RENEWS effective April 22, Monday, Wednesday, Friday, 7:15-7:30, WEAF and 20 stations. Program is Stories of the Black Chamber, by Tom Curtin.

GREAT ATLANTIC AND PACIFIC TEA CO., thru Paris & Peart, RENEWS effective April 15, WEAF and 19 stations, Monday, 9-9:30 p.m. Program is Harry Horlick Orchestra and guest artists.

Chicago

Station WGN reports the following business:

COCKTAIL HOUR CIGARETTES, Inc., local commercial titled Cocktail Hour, Sundays from 10 to 10:30 p.m., 13 weeks, starting April 7. Program will consist of Tom, Dick and Harry, vocalists; a five-piece instrumental group, and Dorothy Miller, soloist.

EMERSON DRUG CO., an MBS commercial, Pathe News of the Air, Mondays and Wednesdays, 8:45-9 p.m., starting April 8; tf.

HAMLIN'S WIZARD OIL CO., local commercial, eight minutes following reading of "Tomorrow's Tribune." Saturdays and Sundays for eight weeks, starting April 6. Quin Ryan will present the series.

CADELLAC MOTOR CO., thru Campbell-Ewald Co., Time Signals daily except Sunday, April 3 to 9.

RUUD MFG. CO., thru Ketchum, Macleod & Grove, Inc., one-minute participation in the June Baker program Monday, Wednesday and Friday, 12:12:15 p.m., six weeks, starting April 1.

SCHOLL MFG. CO., The Street Singer, MBS commercial, heard every Tuesday and Thursday, 6:30 to 6:45 p.m.; renewed for 11 weeks, starting April 16.

DURKEE PRODUCTS CO., thru G. Wendel Muehch & Co., Pat and Her Boy Friends, local commercial, Monday, Wednesday and Friday, 9:45 to 10 a.m.; renewed; effective April 8, to and including January 3, 1936.

Station WBBM reports the following business: OAKITE PRODUCTS CO., thru Calkins & Holden, Ricardo and his Guitar, Monday and Friday, 10:30-10:45 a.m., starting April 8.

Newark

WOR's new accounts and renewals include:

KISSPROOF, INC., thru Blackett-Sample-Hummert, New York starting April 6, Monday, Wednesday, Friday, 12:15-12:30 p.m. Recorded program.

CONTINENTAL BAKING CO., thru Batten, Barton, Durstine & Osborn, New York, starting April 15, Monday to Friday, inclusive, 6:55-7 p.m., taking 5 minute news spots.

FREDERICK E. LOWENFELS & SON, thru Albert Frank-Ouenther Law, Inc., started April 3, Wednesday, 11-11:30 a.m. Program is Allie Lowe Miles Club.

HARTZ MOUNTAIN PRODUCTS, INC., thru Ernest Davids, Inc., started April 2, Tuesday, 11-11:15 a.m. Canary chorus. CHEVROLET MOTOR CO., started April 3, Monday, Wednesday and Friday, 7:30-7:45 p.m., with recorded program. New customers on WNEW include:

ORSON'S, INC., started March 25, taking 11 announcements weekly. TAPPINS' JEWELRY STORE, thru Beas & Schillin, started March 22, taking 50 spot announcements weekly.

Southwest

FRIGIDAIRE (Southwestern Dealers), thru Johnston Adv. Co., Dallas, started March 31. Program is Just a Song at Twilight, with Ed Lally's Concert Orchestra; Annette Cummings, soprano; the Frigidaire Quartet and Lewis Lacey, narrator. Thirteen weeks, 6-6:30 p.m. Sunday, on Southwest Broadcasting System, originating KTAT, Fort Worth, for KRLD, Dallas; KGKO, Wichita Falls; KTRH, Houston; KNOW, Austin, and KOMA, Oklahoma City.

CHEVROLET, thru Campbell-Ewald Co., Detroit, started April 3, thrice weekly for 13 weeks. World transmissions on individual SBS network stations; KTAT, Fort Worth; K TSA, San Antonio; KNOW, Austin; WACO, Waco.

GOODRICH-SILVERTOWN SERVICE STATION, Austin, Tex., direct, one-hour weekly broadcast, starting April 4, 8:30 p.m. Thursday. Program is Uncle Walt and His Rural Rhythm Boys on KNOW, Austin, Tex.

MAGNOLIA PETROLEUM CO., thru Johnston Adv. Co., Dallas, 26 spot announcements on WACO, Waco.

GEYSER ICE CO., Waco, direct, 15-minute program, twice weekly, starring Stella, Negro singing pianist, on WACO. HAUSLER-KILIAN CIGAR CO., San Antonio, direct, 52 spot announcements, on WACO.

NUECES COFFEE CO., direct, three spot announcements daily for one year, K TSA, San Antonio.

PI-RO-DRAM CO., direct, two 15-minute programs daily, one year, K TSA.

H. & H. COFFEE CO., thru Pitluk Adv. Agency, San Antonio, daily 30-minute morning program, one year. Titled Musical Clock, with Jimmy Crocker, K TSA.

INTERSTATE AID ASSN., direct, 52 weekly 15-minute programs, K TSA.

WATCHTOWER RADIO SERVICE, direct, 10 15-minute transmissions, K TSA.

CARL'S SALON, direct, 13 weekly 15-minute programs, K TSA.

WOODLAWN LAUNDRY, direct, 300 spot announcements, K TSA.

STOWER'S FURNITURE CO., direct, 52 five-minute programs, K TSA.

BRETTON BEAUTY SALON, direct, 52 weekly 15-minute programs, K TSA.

SAN ANTONIO MERCHANTS' WEEK (Co-Operative), direct, 6 half-hour broadcasts, K TSA.

JORRIE FURNITURE CO., thru Shea Agency, San Antonio, 300 announcements, K TSA.

BELL FURNITURE CO., direct, 300 announcements, K TSA.

Philadelphia

CITIZENS & SOUTHERN BANK & TRUST CO. Participation in Homemakers' Hour daily except Sunday and Thursday, starting April 20. Expires July 30, 1935. Direct to WIP.

KLEIN STOVE COMPANY, 15-minute program once a week. Started April 3, 1935. Expires June 28, 1935. Agency, Wilfred Jacoby Agency, WIP.

LIPKOWITZ BROTHERS (Retail Clothing), Started March 31, 1935. Expires March 31, 1936. Announcements twice a week. Direct to WIP.

TRIPLEX SHOE STORES, INC. (Boston) (Shoes) Announcements and participation in Magazine of the Air and Town Tattler Hours, for one week. Thru Broadcast Advertising, Inc., WIP.

HAMILTON THRIFT STAMP SAVING PLAN (Saving Stamps). Participation in Homemakers' Program. Contract started April 1, 1935. Expires July 1, 1935. Direct to WIP.

SLIM SALES COMPANY, INC. (Cleveland, O.) (Reducing Product), 15-minute program 6 times weekly. Started April 1, 1935. Expires April 4, 1936. WIP.

JOHN F. MURRAY Presents LARRY WMOA. Includes photos of Gypsy Lee, Viola Burt, and Lionel Lincoln, and text: Personal Management FRANCIS OGDON.

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

HARDIN-SIMMONS University Cowboy Band, of Abilene, Tex., will tour Europe for the second time this summer. The trip will take the band to England, France, Switzerland, Holland and Germany. Marion B. McClure conducts and G. B. Sanderfer manages the unit.

BILL PARKER and his orchestra have closed the season at the Edgewater Gulf Hotel, Biloxi, Miss., and are currently appearing at the Edwards Hotel in Jackson. Band carries 12 men and a girl singer.

MARGIE SIMMS and her Debutantes, nine-piece all-girl band, are current at the Hotel Sir Walter, Raleigh, N. C. Elinore Sten renders the songs.

DON PARKER, the American saxophonist, and his band are at Chez Viel in Paris.

MANNY HARMON and his band were recently signed by Metro-Goldwyn-Mayer studios to appear in the new Joan Crawford-Clark Gable film, *No More Ladies*.

RUSS PLUMMER opened at the New Rendezvous Ballroom, Balboa Beach, Calif., March 30.

FRANKIE MASTERS and band are doing a musical short for Universal studios. Band was to have appeared in Universal's *The Great Ziegfeld*, but the story was purchased by Metro-Goldwyn-Mayer studios. Masters and his combo will go to Louisville, Ky., for a short engagement and then back to the Hotel Miramar in Santa Monica, Calif.

AL TURK, Chicago bandsman, has been engaged to lead the Casino Orchestra at Hudson Lake, Ind. Turk has played in Chicago ballrooms for the past

15 years and was formerly under the management of Wayne King. He was with Sally Rand's show at the Century of Progress Exposition.

SAMMY DIBERT followed Al Kavelin in the Detroit Athletic Club. Dibert is set for four weeks.

DON KAYE and his S. S. Cynthia Orchestra are playing thru Michigan before returning to the Cunard liner for the summer.

SLIM LAMAR'S Orchestra recently finished an engagement at the Trignon in Fort Wayne, Ind. He was replaced by Jimmy Richard.

GENE SUPPLE returned to the Timer Inn, Bridgeport, Conn., last week to lead the orchestra and emcee. Edith Josephson, blues singer, also joined the outfit last week.

DON KIEL, band leader of Du Bois, Pa., has left the orchestra business for other interests. His band has been taken by Eddie Egan and goes under the title Eddie Egan's Pennsylvanians.

H. L. ROBINSON, of Syracuse, N. Y., is booking dates for Spiegel Willcox and his 13-piece band. Willcox was formerly trombonist with Paul Whiteman and Jean Goldkette.

HARRY KALB and his Music, under the management of Paul L. Smith, began an engagement of indefinite length last week at Old Vienna in Cincinnati. Band is on the air over WLW and WSAL. The

North Side, Jourdan and the boys opened an indefinite engagement at the club last week.

WALTER N. USSERY, a member of several orchestras the last few years, was confined to a hospital for most of the winter. Just recently he was released and at present is resting at his home in Clarksville, Tenn.

BILL TATRO and his Hotel Nonotuck Orchestra returned to the air via the Yankee network, Station WMAS, in Springfield, Mass., on March 31. Mildred Durant offers the vocal solos.

HELEN ROGERS will appear with Don Richards at the Hotel Biltmore Supper Room in New York. Miss Rogers, who has appeared with several symphony orchestras as harp soloist, will act in the same capacity with Richards.

CLARENCE LUND, at one time with George Hall, is taking out a band of his own shortly. The Fred Dexter Music Service will handle the booking.

FREDDIE BLACKWELL has moved into the Hotel Norton-Palmer, Windsor, Can., after completing a 12-week engagement at the Edgewater Inn in the same city. Lineup has Ed Washburn, Dick Rowley, Joe Telesco, Joe Austin, George Venuta, Doug Hoffman and Mickey Mussolum.

TED RICHARDS has closed his tour with the Hi-Boy Revue and is organizing another band, with which he will tour the Southwest.

BOBBY WALKER and his newly organized band are current at Venetian Gardens in Altoona, Pa. Personnel of the new unit includes Russ Dasher, Woodie Frayne, John Ricche, Joe Harvey, Bill Suckling, "Goon" Lastort, George

BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

GREEN BAY, Wis.—Damage in excess of \$20,000, only partially covered by insurance, resulted from a fire March 31 which destroyed Danceland, large pavilion, owned and operated by Joseph Becher, just east of here. The ballroom had just undergone improvements costing approximately \$6,500. Becher announced that rebuilding will start immediately and it is hoped to have the new hall ready by Easter.

SAN DIEGO, Calif.—The New Rendezvous Ballroom at Balboa Beach was opened to the public March 30. The ballroom was destroyed by fire in January.

WORCESTER, Mass.—Coconut Grove Ballroom will open its season May 3 with the first Worcester appearance of Cab Calloway. Ozzie Nelson is booked for May 15. Manager Frank Duffy has signed several other top-notch bands for the popular spot on Lake Quinsigamond.

FORT WORTH, Tex.—The ballroom at Casino Park, on Lake Worth, near here, opened the spring season April 5 with Jimmie Joy's Orchestra. The ballroom will be open week-ends only until the last of May, when the summer season begins. Manager George Smith has made about \$5,000 worth of improvements to the ballroom. Larry Lee plays the spot April 12, 13 and 14; Ted Fiorito, April 20 and 21; Jack Crawford, April 26, 27 and 28; Herbie Kay begins May 24 for four weeks; Jan Garber, June 22 and 23, and Wayne King, July 14 and 15.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is the week ending April 6.

Lullaby of Broadway	28	Flowers for Madame	16
Lovely To Look At	27	My Heart Is an Open Book	16
I Was Lucky	25	Singing a Happy Song	16
Every Day	24	Clouds	14
I Won't Dance	23	Isle of Capri	14
Too Old To Dream	21	Little White Gardens	14
Everything's Been Done Before	20	Sweet Music	14
What's the Reason	19	I'm Going Shopping With You	12
Fare Thee Well, Annabelle	19	I'm Misunderstood	8
Soon	18	Two Heads Against the Moon	8
Night Wind	17		

has received word from their Eastern offices that a satisfactory deal has been consummated there for MGM product in Chicago and that the Warner houses here will shortly start using the product. It is said that MGM gets 4 per cent of its entire rental business from Chicago and that they have been losing \$6,000 a day by the exhibitors not signing up.

CHICAGO, April 6.—Retaliation for Loew's threat to build competitive theaters against exhibitors here who oppose Metro-Goldwyn-Mayer's demands, MGM faces a national boycott of its 1935-1936 product by some 4,000 or more theaters comprising the Allied group. According to Sydney Samuelson, national president of Allied, who spent a day here on his way back east from the convention of Allied Theater Owners of the Northwest which was held in Minneapolis April 2, the various Allied groups are prepared to stand nationally behind the resolution unanimously adopted at Minneapolis condemning MGM's and Loew's plans to invade Chicago with their own theaters.

This resolution reads as follows: "Whereas we are reliably informed that in Chicago, Loew's, Inc., and/or Metro-Goldwyn-Mayer are taking options on properties for the purpose of coercing exhibitors to buy Metro pictures under threat of building theaters in opposition to such exhibitors. Be it resolved, that if Loew and/or Metro builds or requires a single theater for the purpose stated prior to the annual convention of Allied States Association of Motion Picture Exhibitors scheduled at Atlanta on May 21-23, 1935, the independent exhibitors recommend to such annual convention that as a necessary measure of self-defense, a nationwide boycott be instituted against Metro-Goldwyn-Mayer."

NAME BANDS

Desiring to fill in two to six consecutive weeks or more. State everything in full letter. Send photos and publicity.

AL. J. O'NEAL ORCHESTRA SERVICE
Winnona, Minnesota.

DANCE POSTERS

Latest Orchestra Designs in Multi-Colors. Special Bills made to order. \$9.00 up; 1,000 or 22 Bills \$50.00; 250 Cards, same, \$7.00. Write for Samples and Date Book.

W. & O. SNOW PRINTING CO.,
Winnona, Minn.

"I FORGOT TO COPYRIGHT MY LOVE SONG"
New Hit featured by Little Jackie Heller. Professional material ready. Song pluggers wanted.
McDANIEL MUSIC CO.
Maestros Bldg., Columbus, O.

roster includes Paul Smith Jr., Harry Cramer, Bob Dixon, Hank Thurman, Jasper Landis, Albert Cool, Vernelle Schaeffer, Rex Sollenberger and Al Wellmere. First three named form the vocal trio.

REGGIE CHILDS opened April 6 in the Essex House, Newark, N. J. The band is broadcasting five times a week over NBC and four times over MBS via Station WOR. Jackie Martin is featured. Bob Bundy, of the Jean Goldkette office, and Paul Wimbish, of NBC Artists' Bureau, handled the booking.

JACK WEDELL has played at the Hotel Pere Marquette, Peoria, Ill., for more than eight months. Lloyd Kimmins is arranging and Wedell sings the songs.

RAY FENTON is scheduled to remain at The Cave in Union, N. J., until the end of the summer. Personnel, which has been increased from eight to ten, includes Charley Dictatello, Bill Plass, Al Stewart, Joe Valdic, Joe Fiorentino, Bob Carney, Roy Martin, Clem Tesche, Al Colaso and Fenton.

LOYD BROWN and his six-man orchestra closed a seven-month engagement March 31 at Spence's Night Club in Mattoon, Ill. Ike Downs continues to manage the unit and is refusing all airway offers.

JOSEPH SONSINI, of Pittsfield, Mass., announces that Cab Calloway will play the Auditorium Ballroom in that city in the near future.

CHARLES KALLENBACK, harpist, is being featured with Bill Jourdan's Ambassadors at the 1d Club on Chicago's

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DANCE AND ORCHESTRA POSTERS AND CARDS

Oh! Boy! They Are Knockout! Newest Orchestra Designs; Four Plushy Colors; 300 14x22 Window Cards; 100; 1,000 Paper, same, \$16.00; 9 1/2x22-In. Cards; 200; \$4.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills negotiated on order. \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

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MASON CITY, IOWA.

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FOX-TROT OR SONG
Rush your order to
LYON & HEALY,
Wabash Ave. at Jackson Blvd., Chicago, Ill.
or
CARL FISCHER, Inc.
336 S. Wabash Ave., Chicago, Ill.
Piano Copy, 25¢; Orch. Copy, 40¢ postpaid.
Composed and Published by
LYMAN S. HERRICK, Norway, Maine
The Home of (Halle & Gram)

MUSIC NEWS

From all appearances the Brill Building is not going to house all the publishers of music now functioning in New York. The RCA edifice on Sixth avenue will have additional tenants in Edward B. Marks and Sam Fox, which already includes the Witmarks and Remick. Marks and Fox, in separate offices, of course, are slated for removal into their new quarters around the latter part of this month.

That Clarence Williams' latest composition, *I Can't Dance*, has caught on is proved by the unusual demand for orchestrations from various parts of America and Europe. Last week London, England, alone cabled for 100 copies, making 500 in all during the past two months. The popularity of the number, especially abroad, may be attributed to Will Mahoney, Valaida Snow, "Smiling" Billy Mason's Orchestra and other artists exploiting the song in that section of the globe. Miss Snow has recorded it with various English companies, besides singing it wherever she appears.

Changes in the personnel of different firms in Tin-Pan Alley, something to be expected in these days of uncertainty, continues. Addie Britt, formerly with Felst, has gone over to Witmark. Jimmy Rose, lately with the latter house, is now swearing allegiance to Remicks.

Jack Richmond, one of the ace contact men of the Robbins emporium, is now one of the greatest converts to publicity. Some months ago we made mention in this department that he had made his present connection and would

Believing in their product, the pair went ahead and published it at their own expense. Following this procedure, they had it played over the air, thereby creating a demand which made the rest comparatively easy.

President Harry Link of the Henderson, Douglas & Gumble Company announces that his firm has taken over *I'll Never Say Never Again, Again*. The creator is Harry Woods, who dashed off the work aboard ship en route here from Europe.

In conjunction with the redecoration of the Jack Mills professional rooms and certain lighting effects to enhance the value of several murals adorning the walls Irving Mills has hit upon a novel idea. In one corner space has been set aside for a bronze plaque on which will be listed the names of songs published by the house and those of old catalogs bought by defunct firms reaching sales from three-quarters of a million to over a million copies. As the Mills Brothers can boast of some smash success themselves the list evidently will go into the hundreds.

Leo Felst, Inc., thru Johnny White, professional manager, has secured the rights of a heretofore unpublished waltz composed by the late Victor Herbert. Haven Gillespie has supplied the lyric with the posthumous work bearing the title of *Someone I Love*. The deal was consummated thru the composer's widow, who discovered the MS. among some effects. The same firm announces another new number, an instrumental piece called *Rainbow*, written by the veteran Harry Archer. It is a foreign product and said to be very popular in Europe.

An effort is under way by a group of top publishers to curtail the output of

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AT A VERY LOW COST

Great favorites among outstanding bands and orchestras everywhere—

Eton Jackets

Made of finest quality washable gabardine and doreteen that hold their shape and give long wear. Write today for samples.

Sheet-Music Leaders

(Week Ending April 6)

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

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

- | | |
|----------------------------------|----------------------------------|
| 1. When I Grow Too Old To Dream. | 8. Little White Gardenia. |
| 2. Isle of Capri. | 9. If the Moon Turns Green. |
| 3. Every Day. | 10. Here Comes Cookie. |
| 4. Lullaby of Broadway. | 11. Solitude. |
| 5. Soon. | 12. It's an Old Southern Custom. |
| 6. On the Good Ship Lollipop. | 13. I Was Lucky. |
| 7. Clouds. | |

be glad to hear from all his friends. Recently he received a letter from an artist traveling thru Egypt requesting he send the latest songs sponsored by his firm. This was done and the gesture besides the customary thanks brought him a "plug" he least expected.

Abner Silver and George V. Bennett announce they have placed *Two Violins* with Jack Mills. This fact in itself might not appear important. However, the move that precipitated its acceptance is of more than passing interest.

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Bandleaders, Attention!

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their songs. If this comes about they believe that the life of an average successful number will be much longer than at present. Right now the duration of a hit is about three months at best. And while the work is swimming along on the crest of popularity the publisher has to get busy with another to follow. This means expenditure of arrangements, professional copies and other incidentals in order to make a go of it. One of the leading moguls in the business admitted that his firm gets out as many as 50 songs a year. Some are issued on speculation, with others coming into being because their sponsors believe that they will make the grade. Smaller concerns have to be satisfied with something like 10 songs every 12 months, hoping that the requisite plugs will give them a break to meet current expenses and aid them in remaining in business. As one executive expressed it, the industry right now is suffering from overproduction and that something will have to be done to save several already tottering establishments from going to the wall. And this even in spite of their so-called rating in the ASCAP.

FRED REX

(Continued from page 3)

cerning his skirmish with Rex which had appeared in the issue previous. Victor said:

"You could not have all the facts in your possession when the article was written. In fact, it is very difficult to find one true statement in the entire article. The whole story seems impossible—that you would publish such an article without first having made an investigation of the facts."

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4 * Larry Wagner Arrangements * 4

I CAN'T DANCE (I GOT ANTS IN MY PANTS) . . . 75c
THERE'S GONNA BE THE DEVIL TO PAY 50c

(A Sermon in Rhythm)

WHAT CAN I DO WITH A FOOLISH LITTLE GIRL LIKE YOU 50c

(Sweet and Hot)

JERRY, THE JUNKER 50c

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The Following Band Arrangements Now Available

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POP GOES YOUR HEART

ABOUT A QUARTER TO NINE

IN MY HEART I'M GOING SHOPPING WITH YOU

HAPPINESS AHEAD

From "Go Into Your Dance"

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Thank You for Mentioning The Billboard.

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New Entertainment Angle 'Takes' in Det.

DETROIT, April 6.—Detroit's newest night spot, the Parody Club, on Vernor highway, opened last Friday with a full house. The spot is the former Club Ballyhoo, opened with a new entertainment policy by Robert Rosenbloom and Sam Schwartz, who formerly had the house. Rosenbloom is known to readers of *The Billboard* as a prominent figure in the coin-machine world.

The policy of continuous entertainment has been adopted, the first time this has been tried in Detroit. An act of the floor show alternates with every dance, with no stated periods for the stage show, giving a continuous variation of entertainment appeal for patrons. The alternate dance and act routine caught on from the start.

Joe Cassidy and his Californians were booked from the Hotel Ambassador, Los Angeles, with Cassidy as emcee. Headliners on the opening bill were Billy Richmond, girl singer; Jack and Joan Gates, Three Rhythm Girls, and Burling Brooks and Cassidy, comedy trio. Acts are thru Metro Theatrical Agency.

Warm Weather Worries Pitt Clubs

PITTSBURGH, April 6.—The continued warm weather here has the night club boys working overtime planning open-air spots for the summer season and keeping the indoor clubs suitably equipped for warm-weather operation.

The Sky Club, last season pop spot, will be reopened on Decoration Day by Hap Salter and Edward Ruller. A new spot for the spring and summer opened on the Hill District last week and is known as the C. & G. Club. Colored performers head the floor bills.

The new show at the Italian Gardens is topped by the return engagement of Art Bryson, dancing favorite, who is in for an indefinite stay. With him appear Marcella and Kay DeVoe, dance team; Ernestine Barber, vocalist; Gall Garber and Rita Lauer, dancers; Aileen Dennison, singer; Jo Succop, mistress of ceremonies, and Howdy Webb's Band.

The Club Petite at the Ritz Hotel offers Pearl Headrick's girl band, featuring Eleanor O'Neil, two floor shows on view nightly.

Sally Gay, former Music Box vocalist, back in town with Charlie Davis' Orchestra. . . . Nightly dancing starts at the Commodore April 8 to the tunes of Gene Barry and his 12-piece outfit. . . . Gammon's Oakland Pub engaged Jimmy Bray and his boys. . . . Irving Stutz, ork leader at Nixon Cafe, now doubling as emcee.

New Blackhawk Lounge

CHICAGO, April 6.—Space has been leased for a new cocktail lounge and bar to be added this summer to the Blackhawk Cafe, one of the town's most popular night spots. The new lounge, which will be modern in design and completely air-conditioned, will serve as a Randolph street entrance to the cafe. It is expected to cost around \$25,000.

Joyce Dance DONNA and Jack Stylists DARRELL

Now Appearing GAY PARCE, Detroit, Mich.

THE DARING YOUNG GIRL Now Appearing nightly at The Flying Trapeze, New York's New, Smart Cafe

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NOW BOOKING Six consecutive weeks Night Club Acts. Send photos and publicity with first letter. JACK MIDDLETON ATTRACTIONS, 600 Bell Block, Cincinnati, O.



'ROUND THE TABLES

NEW SHOW at the Casino Montclair, Hotel Montclair, New York, includes Toya Sasabe, Japanese singer; Kay Cody, harpist and singer; Rosita Ortega, Spanish dancer, and the DeLimas, dance team. Marti Michel and his orchestra supply the music.

BEVERLY ROBERTS, singer, opened at the House of Lords, on East 45th street, New York, April 8.

LA CELL (Mrs. Ray Daley) is starting her second month at the Planet Mars, Chicago, with her mental act.

THE NEW SHOW at the College Inn, Hotel Sherman, Chicago, is going over big. Art Jarrett and his singing wife, Eleanor Holm, still head the show, but some exceptionally good new talent has been added. *College Inn Follies* the show is titled. Betty Bliss, Eddie Lewis and Al Ash comprise a sensational dance team that presents some very clever routines. Then there are Frances Willer, acrobatic and muscle-control dancer, and six new line girls called the Charmers. The latter do a cute strip blackout a la burlesque that goes over big. This week an Easter Parade with professional manikins will be added to the show.

LEE SIMS and Homay Bailey, piano and song team from radio, opened at the Chez Paree, Chicago, April 5 in the new *April Shower of Stars* show. Other features of the new show are Eddie Garr, emcee; Beaubell and Toya, dance team; the Ching Ling Foo Jr. Chinese Troupe, and Georgie Tapps, tap dancer.

KENNETH HARLAN, veteran stage and screen actor, opened a two-week engagement at Harry's New York Cabaret, Chicago, April 7. Harlan is an old friend of Charlie Hepp, owner of the cabaret.

KLEIG LIGHTS illuminated the front of Dennis Cooney's Royale-Frollois, Chicago, the night of April 4, when Fifi D'Orsay and a troupe of French dancing girls opened an engagement there.

GEORGE NELIDOFF and his troupe of singing and dancing gypsies opened a new show at the Walnut Room of the Bismarck Hotel, Chicago, April 4.

DOT AND BUDDY DESMOND, song and dance entertainers, and Lou Wellon, harmonica player, are heading the floor show at the Palais Royal in Lansing, Mich., for an indefinite engagement. Queenie Heslop has been held over for a week. "Smiling" Lee Duncan is emceeing and "Doc" Flaker and ork are playing.

MAYA DE CORTEZ, soprano, is on the books for a date at Villa Rosa Club, Houston, Tex.

RICE TERRACE, Houston, Tex., has booked in the feature spot Lou Evans, who is with the Harry Hall 12-piece ork. This unit replaces a two weeks' run of a Drunkard company at same spot.

TEXAS CLUBS are quiet again after the recent flare-up of Texas Rangers, who went on a smashing spree visiting places where hard liquor and gambling were to be found.

THE BLUE LANTERN floor show, Atlantic boulevard, Los Angeles, is featuring the Belmont Sisters, taps; Evelyn Ayers, songstress; Charley Everette, musician; Jimmy Barbee, comedian; Jimmy Beck, emcee, and George Perez and his Music.

BOBBY KORE'S revue is current at the White House Inn, Trenton, N. J. Clyde Keen and his boys do the synopsis. Club is now under Bill Eastburn management.

BUDDY MELTON'S *Speed Demons Revue* opened March 30 at the Mandarin Cafe, Fort Wayne, Ind., with Dorothy St. Charles, fast tap and character dancer, as an added attraction. Also featured are Melton and Merrick, ballroom team, and Ruth Jay and the Ginger Merrick Girls.

REEVES AND LEU, comedy dance team, ushered in a new and smart revue

in the Continental Room of the Stevens Hotel, Chicago, April 5. Dee Lang, comely redhead, featured in a program of acrobatic dances, is making her first Chicago appearance. Keith Beecher and his orchestra continue to furnish music for the show and dancing, and the singing of Cliff Williams, Jack Tarr, Doc Davis and Frankie Adams add to the popularity of Beecher's music.

EDDIE KECK, with the Tudor Girls and Avery, contortion act, were held over for the second week at the Rathskeller, Indianapolis.

JOSEPH BROOKS, St. Louis, has his *Broadway Hits* show in rehearsal. Cherrie Griffin, Dave Stratton, Locke Sisters' Trio, the Two Suzerans and a chorus. Show closes with a minstrel first part as an added novelty.

JACK (BOZO) MASON and Gladys, formerly of burly, are working clubs around Hammond, Ind., Jack doing emcee, with Gladys on specialties.

CROMPTON AND DALEY, male acrobat team, opened Wednesday at the Colonial Theater, Detroit, following a week at the Euclid Club, Bay City, Mich. One-nighters will be played at Midland, Alma and Saginaw.

AUGUST FRAUL, Indianapolis, "Funny Little Dutchman" of the former team of Fraul and Janitz, has teamed with Vivian Good, dancer and blues, for club and banquet dates.

RAUL AND EVA REYES opened in the Empire Room of the Waldorf-Astoria, New York, last week on a year's contract. They are still at the Casino De Parce. Also appearing with Xavier Cugat over NBC on the National Biscuit *Let's Dance* program. More power to an up and coming team.

Cleveland Ramblings

CLEVELAND, April 6.—Les Reis and Artie Dunn, Columbia's wandering minstrels, and the Three California Redheads have been added to Mayfair's brilliant floor show. . . . Peggy Lee, blues singer at the New Hollywood Cafe, is making a decided hit with her French songs. . . . Old Heidelberg Cafe celebrated the opening of its new cocktail room by holding over Irene of the Ivories and Vera Kelly, songstress, as featured attractions in addition to Karl Osborne and bandmen. . . . Ed White and orchestra are now playing during dinner-hour period at Monaco's downtown restaurant, also at Chateau Club nightly. . . . Lido Club is offering a fine floor show with Romona Ray, fan dancer; Hazel Spencer, songstress; Jay and Lucille, comedy dancing team; Gal Moran is mistress of ceremonies. . . .

Kilbane Cabaret, on Cleveland's west side, is clicking with regularity since Jimmy installed Al Waldron and his Musical Knights and Lucille Walsh, blues queen. . . . Roselyne Greene, Lillian Winters and Ann Charles, vocalists, are featured with Al Beradi, accordion player king, at the Backstage Club. . . . Headed by Monarch Charles P. Johnson, 60 members of Al Sirat Grotto held a dinner meeting at the New China Restaurant during the week. . . . Peter Wells is the emcee at the glittering Avalon Club, where George Fox is presenting another 20-people revue. Fred Heikel and his orchestra play for dancing and floor show, which features Kay and Rose, acrobatic dancers; Jeanette Clair, fan dancer; Georgia Minstrels and the community singing chorus.

Edith De Vand, Miss America of 1932, and the Drake Sisters, a pair of fast-stepping fancy dancers, have been added to the Golden Glow's latest floor-show extravaganza.

MINNEAPOLIS, April 6.—With the inauguration of "star night" every Wednesday at the Minnesota Room of the Nicollet Hotel, Al Sheehan, who manages the supper club in addition to the WCCO Artists' Bureau, has been packing them

Lent No Drag on Detroit Niteries

DETROIT, April 6.—Lent has not touched business in beer gardens and cabarets around Detroit, according to J. C. Burns, booking agent, despite its usual effect upon theatrical business. Not one spot has cut out floor shows due to Lent, he reported. Five spots—Bowery, Club Dexter, Deutsches Haus, Lutz and the Blue Lantern—are now using revues booked by Burns from the Etienne Booking Office. Deutsches Haus and Lutz have recently put in full weeks of floor shows, formerly using only two nights.

A trend away from the revue type of show was noted by Burns, with the shift toward straight vaudeville bills. Shortage of dancers with the coming of out-of-town summer engagements was the cause.

Impersonator Revue Okeh, Says N. Y. Judge

SYRACUSE, April 6.—Night spots won a victory over bluenose county authorities here last week when Justice Charles H. Baldwinville, dismissed charges against everyone concerned in raid on La Villa and the *Gay Boys Revue*. District Attorney William C. Martin handled the losing prosecution personally.

The revue, consisting of female impersonators, was raided three weeks ago and eight boys were arrested. Fay Norman, manager of the revue, had been charged with procuring entertainers for an indecent performance, but La Villa employees proved performance was not indecent.

The boys acquitted were named as Murray Sager, Mack Neilson, Gene Lamonte, Albert Vaughn, Jack Lamarr, Conrad Walsh, Bob Norman and Jack Lane.

Night Club Reviews

Paradise, New York

Second engagement here of Paul Whiteman, plus his usual troupe of entertainers, finds Broadway proper with but two big places offering big shows. Band, having been playing dance dates on the road between broadcasts, is in fine trim for the benefit of the dancers, while those who are part of the floor show find themselves put over twice as easily with the Whiteman crew behind them. Newcomer with the orchestra is Durrelle Alexander, a singer and dancer with show-stopping proclivities. Also with Whiteman are The Lindy Hoppers, colored boys and girls, who appeared with the band in vaude and who stage a contest which builds up a terrific finish. From the band there is Goldie, dancing and singing trumpet player; Bob Laurence, Jack Teagarden and others.

Nils Granlund emcees the floor show, and the Paradise talent along these lines is, of course, something the proverbial tired business man gets plenty of and more. Granlund trots them out and sells them to the house with little trouble. All are eye-fuls, and costumes and routines are up to the minute. Policy of the Paradise is a \$2 minimum, with dinners as low as \$1.25. Otherwise, the food and drinks are considered reasonable for such a spot. Business seems very good what with Lent well on its way. Last but not least, Whiteman's radio experience which requires him to do considerable talk of late, stands him in good stead before the mike in introducing talent or announcing them. M. H. S.

in to see the notables collected for the event. Recent stars have ranged from Banjoist Eddie Peabody to Actress Lupe Velez. Numerous other vaudeville and stage talent has also made its appearance since the Minnesota Room, featuring the music of Jack Malerich and his orchestra, started the celeb night idea.

The program is aired over WCCO for an hour late in the evening, with Al Sheehan doing the microphonizing. Co-operating with "star night" the WCCO Artists' Bureau shoots the works by using many of its best performers during the floor show.

"Star Night" Doing Biz For Minnesota Room

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"KRIS KRINGLE"
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 NEWSPAPER MATS
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 \$5 DEPOSIT REQUIRED
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ATTENTION! THEATRE MANAGERS!

Here's a brand new idea that will put the skids under old man depression!

Here's a proposition that is turning the worst kind of duds into big time money makers!

Here boys is the angle that will take that house that is hanging 'round your neck like a millstone... that house that eats and sleeps but doesn't produce

AND PUT IT INTO THE TOP MONEY!

Here is a guaranteed money back proposition that has got to produce... or else*

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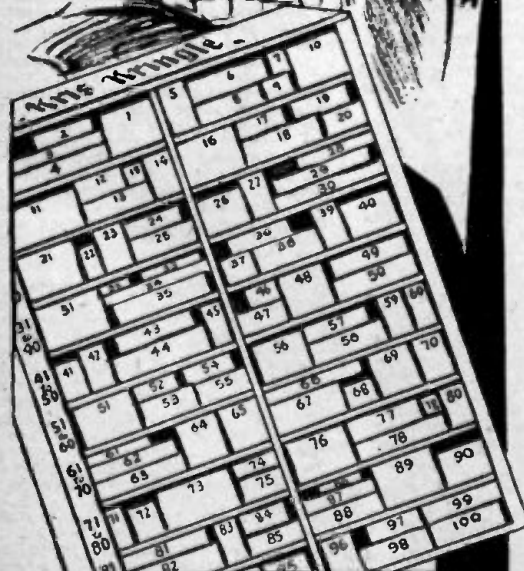
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Amalgamated Agency Revived

Ed Fay is new head — Dave Cohen, Joe Feinberg, Harry Puck assisting

NEW YORK, April 6.—The Comerford Circuit has revived its Amalgamated Vaudeville Exchange, with Ed Fay, operator of Fay's Theater, Providence, as manager. The exchange is again booking the Comerford houses except for Fay's, Philadelphia, which remains with Eddie Sherman.

Dave Cohen, Comerford vaude director, who had been with the Dow office when it was booking the Comerford spots, joins Amalgamated. Joe Feinberg, who had been booking Fay's in Providence and other spots with his brother, Abe, also joins Amalgamated along with Harry Puck, who will stage special units. The Amalgamated office has space in the remodeled Comerford suite at 1600 Broadway.

The houses that have swung from the Dows back to Amalgamated are Wilkes-Barre and Scranton, split weeks; Binghamton, three days, and Endicott and Johnson City, occasional units. Several other Comerford spots, including Hazleton, Pottsville and Williamsport, used vaude spasmodically this season. The Palace, Rochester, and the Paramount, Syracuse, which RKO is now booking thru an operating deal, will probably remain as is.

Frank Walker, general manager of Comerford, had offered the booking job to Eddie Sherman, but Sherman declined to work under the Fay-Feinberg arrangement.

This is the third time Comerford has tried to revive the Amalgamated Agency. He had tried it previously with Bud Irwin and with Pally Markus.

Hamlin Heir Nicks Loew for \$16,015

NEW YORK, April 6.—Loew's Valencia, Jamaica, was nicked \$16,015 Thursday when the Supreme Court of Queens awarded the five-year-old Arthur George Hamlin Jr. a judgment based on negligence of the theater when Arthur Hamlin died as a result of injuries sustained on the theater's stage January 6, 1933.

Hamlin bumped against a piano on the darkened stage when the Kay, Hamlin and Kay act was playing the theater. A court suit was promptly filed against Loew in behalf of Hamlin's son. Samuel Juster, attorney for Hamlin, accused the theater of negligence and sued on the theater's public liability insurance. Representing the act as an independent contractor and not as labor, Juster did not sue under the Workmen's Compensation act.

Leopold Friedman, attorney for Loew, brought about 12 witnesses to testify on salaries, stage conditions, etc. Among those who appeared were Jesse Kaye, Don Sherwood, Irving Weingart, Hymie Shafter, Ray Connor and representatives of the Dow and Warner office. The Hamlin attorney introduced four witnesses from the audience that viewed the accident. Jack O'Leary and George Hamlin, partner of the late Arthur Hamlin, also appeared as witnesses.

Material Protection Bureau

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

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

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

An Actor-Agent

NEW YORK, April 6.—Joe Laurie Jr. was recently offered a night-club job at the Club Richman here, but begged off with the reason that a night club isn't exactly the place for a quiet delivery such as his. Before he left, tho, he wound up selling Harry Bergman for the spot he was offered. He later said that he was such a good agent that he didn't think he could get the job if he changed his mind.

NVA Fund Seeks Drive Substitute

NEW YORK, April 6.—The NVA Fund is trying to find a substitute for the annual basket collections in theaters Easter week. The circuits agreed that basket collections were not satisfactory and are mulling over the idea of putting on a special show for a single day and putting aside a percentage of the gross for the Fund.

Harold Rodner, executive director of the Fund, has had several confabs with the circuit heads and has also approached William Morris Jr. and Eddie Cantor. Cantor may appear in a trailer for the NVA. The mother of Morris Jr. is very much interested in the NVA Lodge in Saranac Lake and this probably accounts for Morris Junior's interest.

Meanwhile attorneys for both the Fund and Henry Chesterfield's NVA, Inc., refuse to comment on the pending settlement of Chesterfield's Supreme Court suit against the Fund.

Three More CWA Vaude Units Out

NEW YORK, April 6.—The Works Division of the Department of Public Welfare this week put three more vaude units into rehearsal. Each unit will carry 13 performers and will be staged by Charlie Mosconi, vaude director.

This will bring the total vaude units working out of the local relief office to eight and comprising more than 100 vaude performers. The American Federation of Actors, which pushed the vaude project here, reports that the Boston relief administration now has 18 vaude units working under the direction of Tom Senna. The Boston units employed a total of 250 vaudevillians.

Schenck Moves Up

NEW YORK, April 6.—Marvin Schenck moved into Louis K. Sidney's old office this week, at the same time acquiring the title of assistant to C. C. Moskowitz, Loew theater executive. Sidney is now working out of his WHN office.

Schenck still checks up on Loew vaude bookings, altho Sidney Piermont is doing the actual booking.

Two Acts Set for Pix

NEW YORK, April 6.—Jack Powell and Nicholas Brothers have been set by the Morris Agency for pictures. Powell will appear in Paramount's *The Plot Thickens*, starring Burns and Allen, which goes into production in May. Nicholas Brothers will appear in Paramount's *Big Broadcast*.

Warn Against Publicity on Americans Booked for Europe

NEW YORK, April 6.—All advance news on American acts booked for European engagements will be hushed up as a result of foreign agents warning their representatives here to lay off exploiting such news. Reason for this play-down campaign on American acts booked for Europe is the agitation it causes among out-of-work European artists, especially in England. Too much agitation by foreign acts might result in authorities abroad cutting down on the issuance of permits to American acts.

English papers have been picking up news of American bookings abroad from the trade papers here. This was evidenced when *The Performer*, an English trade paper, picked up a story from *The*

John H. Harris Back in Harness

PITTSBURGH, April 6.—Beginning April 19 the Harris theater interests will launch a big celebration over the return to active theater operation of John H. Harris after five years of retirement. The Duquesne Gardens, a Harris-owned sports arena, will put on a rodeo. The Harris-Alvin, de Luxer, is being given special "names," while other houses will also put on big shows.

Associated with Harris in reorganizing the circuit is John T. McGreevy, James Balmer and George Tyson. Senator Frank Harris continues as president of the circuit.

Lillian Bradley Loses

NEW YORK, April 6.—Ervel Powers and Dancers won a \$250 judgment against Lillian Bradley, club booker, in Municipal Court last week. Miss Powers claimed the money was due on a date she played in South Norwalk last year.

Young Dates Switched

NEW YORK, April 6.—Loretta Young, film "name," has had her RKO vaude dates moved ahead for the third time. She was originally slated to play Chicago and Detroit the weeks of April 19 and 26, but the dates were switched to May 3 and 10. Now the engagements are scheduled for May 31 and June 7.

WHN Variety Program

NEW YORK, April 6.—The second Ed Lowry variety show on WHN goes on this Monday night at 8 o'clock. A feature of the program, along with Lowry, is Alex Hyde and ork. Second show will include Carl Freed and his harmonica ork; Pappy, Ezra and Zeke; Martha Mears, Pickens Sisters and the Revelers. The first show comprised Harry Rose, Saxon Sisters, Jean Sargent, Ross MacLean and Andrea Marsh, Harry Savoy and Vincent Lopez.

Detroit Agency Merger Near

DETROIT, April 6.—The Amusement Booking Service may merge with three or four other local offices. Under the merger the new combination would easily be the biggest office in the territory.

AFA Council Election May 7

NEW YORK, April 8.—The American Federation of Actors will hold its annual elections Tuesday, May 7, 11 p.m. in a local ballroom not yet set. Eight councilships will be voted on. Council members whose one-year term expires are Doc Baker, Benny Davis, Jed Dooley, Julius Tannen, Charles Judels, Joe Novelle, Victor Moore and Kitty Doner.

The elections will be preceded by a special meeting April 16, 11 p.m. in the Restaurant Workers' Hall, 752 Eighth avenue, at 46th street. As per the constitution, the membership will elect three members on the nominating committee of five. The other two will be elected by the council. This committee will then draw up the official slate, to be presented at the mass meeting May 7.

Vaude Acts on Trek to Films

Morris office averages an act a week for pix—studios want specialties

NEW YORK, April 6.—The *Billboard* story of several months ago, which showed a definite trend on the part of the picture industry towards using vaude performers, has been substantiated of late by the activity of the William Morris Agency in corraling vaude acts for films. On an average of one act a week is being signed up by the office for film work.

Among those recently signed by the Morris Agency for films were Jack Powell, Nicholas Brothers, Paul Whiteman, Borrah Minevitch, Evelyn Poe, Ted Lewis and Barbara Blaine. Among Morris acts to recently make pix are Eleanor Powell and Bill Robinson. The office also closed this week for Ray Noble to work in Paramount's *Big Broadcast*, with his sequence to be shot here so that he could continue his radio broadcasts.

The Morris office reports that all the pix studios are looking for good specialty acts. As was stated in the previous story, the start of this big parade of vaude acts to the Coast was prompted by the success of Ted Astaire and his musical pix. *Roberta's* record-breaking grosses has all the studios on the hop to produce musicals.

The flicker colony offers vaude artists a better break than ever before in view of the many former vaude execs now in either key jobs in studios or agenting.

Loew Again Plugs Its WHN Amateurs

NEW YORK, April 6.—After permitting the WHN amateur tieup to languish, the Loew theaters are again plugging amateur contests and the appearances of winners. The new WHN administration under Louis K. Sidney is giving the amateurs a big play.

Eliminations for amateurs are held one night a week in the 16th Street, Fairmont, Bedford, 46th Street and the Pitkin theaters, the winners appearing on the WHN amateur program Tuesdays.

The winners of these broadcasts, now conducted by Jay O. Filppen, play the Boulevard, Bronx, Monday nights; the Gates, Brooklyn, Tuesdays; the Orpheum and the Valencia in Jamaica, Wednesdays, and the Jersey City and the Yonkers houses, Thursdays.

"Parce" Cleveland Smash

CLEVELAND, April 6.—The *Hello Paris* unit, which came out of the French Casino, Chicago, broke all house records at the Palace here for the week ending Thursday night. Because of its success the unit has been booked back into the house April 12, only one week intervening before its return. Show opened yesterday in Columbus for RKO, which date would have been put off to allow for a holdover week here if it wasn't for the fact that it was too short a notice.

Union Fight in Charleston

CHARLESTON, April 6.—The Kearsse Theater, alternating tab shows with vaude "names," is being picketed by Local 198, stagehands' union. The theater is playing a raft of "names" on percentage, booked out of the William Morris Agency. The union has appealed to the American Federation of Actors for help in warning shows the theater is "unfair to labor."

One Bow Too Many

WASHINGTON, D. C., April 6.—Walter Dara Wahl, on tour with "Life Begins at 4:40," was the victim of a sad experience while playing the National Theater here recently. At the finish of his turn he took his usual bow, but the curtain came down on his back and sent him to the Emergency Hospital with severe bruises. That's one way of rushing the performers off.

Taft, Cincy, Does a Floppo

CINCINNATI, April 6.—After four weeks of good business the Taft Theater here folded suddenly and very unceremoniously Thursday night following the last performance of the revue headed by Ted Lewis and his Musical Klowns. Faulty management rather than bum business put the house in the floppo class.

Taft got away to a good start four weeks ago with Thurston, who succeeded in pulling a \$16,000 gross on the week. Joe Penner followed in and did the same sort of business. Lum and Abner headlined the third week's show and drew around \$13,500. Last week's business dropped to around \$8,500, but this was no reflection on the Ted Lewis show. With the three previous attractions heavily plastered, including numerous 24-sheets, the Lewis show had to be content with a few window cards and a curtailed newspaper ad layout.

Trouble began early in the week when creditors began the march to the office for the cocoanuts due them. When little or none was forthcoming, the word soon got around that the house was skating on thin ice. Result was that the box office was plagued with collectors for the balance of the week.

Larry Sunbrock, Taft manager, was ousted from that post early in the week by the Masonic Temple Company, owner of the house. Jimmy Walker, named to take Sunbrock's place beginning Friday, never got started, due to the decision of the Masons to shut the house down tight after noticing the trend of things.

First to "smell a mice" was Ted Lewis, who immediately placed his representative, Milton Pickman, in charge of the box office. Pickman took the first \$5,000 called for in Lewis' contract, and with the balance that came in paid off the house attaches as long as it lasted. Alvin Roehr, in charge of the pit musicians, filed suit against Larry Sunbrock for \$720 allegedly due him for the week. He also filed an affidavit of attachment against the money held by Pickman. Musicians came away with about half of what was due them. Operators and stagehands are reported to have received what was due them. Most of the non-labor creditors were left holding the bag entirely.

Sunbrock was arraigned in Police Court Wednesday on the charge of issuing a check against insufficient funds, filed by Austin Little, of the Theater Art Supply Company. Hearing was continued until next Tuesday.

Morris Books State, Mnpls.

CHICAGO, April 6.—Another week was added to the vaudeville booked out of here with the opening yesterday of the State, Minneapolis, with a stage policy. House is booked by the William Morris office thru Dick Bergen. First show is a unit, Andre Lasky's French Revue. Second week will be a five-act vaudeville bill headed by Nick Lucas.

"It's the Tops" Stays At Chicago Palace

CHICAGO, April 6.—Options were taken up this week by RKO on the Vic Oliver unit, *It's the Tops*, which started its third week at the Palace here yesterday. Chances are that the show will stay a fourth and possibly a fifth week. Besides Vic Oliver, the unit has John Fogarty, Sydell and "Spotty," Helen Honan, Large and Morgner, Fetch and Deburrie. Ruth Roy, Roy Kayser and the Bebe Vanni Dancers.

PAUL FIELD has retained his connection with WJR, Detroit, despite his joining the new Artists' Service Bureau in that city.



NEW ACTS

Seven Columbians

Reviewed at Orpheum, New York. Style—Singing and dancing. Setting—In one (special). Time—Thirteen minutes.

A better-than-average male chorus act. Seven men in mess jackets, caps and gloves, and before a special drop. They harmonized *Be Still My Heart*, *Trees*, *Hands Across the Table*, *Stars Fall on Alabama*, *Crying for the Carolines*, and, for an encore, *The Continental*. The shortest of the men, obviously the leader, does a bit of solo work. Another boy steps out for some hoofing. Further variety is provided when the lights fade to show the boys and the backdrop luminous for the *Crying for the Carolines* number.

In duce spot here, and rang up a surprise show-stop. P. D.

Carroll and Howe

Reviewed at the Palace, New York. Style—Comedy, dancing and singing. Setting—In one. Time—Eleven minutes.

A new combo comprising Jean Carroll (former apron mate of Marty May) and Buddy Howe. They shape up as an okeh couple for comedy chatter, dancing and some singing. Forte is comedy, and in the hands of Miss Carroll it's made very delectable. Howe is a good performer, but in foiling for Miss Carroll he's overshadowed by her grand work. His ace in the hole is hoofing anyway.

Miss Carroll, making a nice figure, has a gift of gab. She talks on and on in delightful comedy fashion and the stock of gags used is all right. That gag about not coming empty handed to the party is a honey, but the "paying off the mortgage" bit is old and tried. Howe solos in midportion with hoofing and it's a good session of energetic acrobatic stuff. For the finish both go into a sort of Fred Astaire-Ginger Rogers number, which is good but was on too soon after the w-k couple's terpsichore in the pix *Roberta*.

Duiced here and fared okeh. S. H.

Still More Units

NEW YORK, April 6.—Despite the approaching warm weather, the vaude producers are still putting out new units.

Harry Ames and Bessie Althoff have produced *Paying All Stars*, with Primrose Semon, Joe Doris, Nellie Arnaut and Brothers, Ralph Rogers and Company and a mixed chorus of 12. In Scranton, Pa., this week-end.

Doc Robinson has put out a second edition of *World's Fair Follies*. His new *Top Hat Revue*, featuring Karylen Wonders and Marty White, is breaking in around Pennsylvania.

Irving Mills' new unit, *Cavalcade of Music*, featuring the Shelys, Bobbie Moss and a band, opens next week.

Alex Gerber is sponsoring the *Ned Wayburn Varieties* unit, playing the East.

Tiny's *Tiny Tots Revue*, 20 people, including six fat women, opened this week at the Circle Theater.

Knot Now Sailor unit broke in at the Grand, Vineland, N. J., last week-end.

Dorothy Phillips' Agency

NEW YORK, April 6.—Dorothy Phillips, for many years an artists' rep, has opened her own agency here, taking space in the Eaves Building. She will represent performers and bands for all fields and will specialize in booking private entertainments. Miss Phillips was formerly associated with Murray Phillips, and for the last six years was of the firm of Dorothy and Erving Plummer.

Gali Gali

Reviewed at Loew's State, New York. Style—Magic. Setting—Full stage. Time—Ten minutes.

A magician who is different. He's a swarthy fellow and comes on in red fez and Oriental robe. All he carries is a small table and a basket—and puts his act over without use of elaborate sets and props or a raft of assistants.

He starts off with some clever switching of corks, live chicks and cups. Then he invites a couple of men from the audience and befuddles them with a coin switch trick. Then comes a ring switch into a small locked box, followed by amazing handling of live chicks. He even makes live chicks appear in the pockets of the men, giving the turn a wow finish.

Works fast and keeps up a flow of chatter, confusing the audience and making them wonder what it's all about. Went over big here. P. D.

Keep Moving

Reviewed at the Orpheum, New York. Style—Dance flash. Setting—In one and full stage (special). Time—Thirteen minutes.

A nice little five-people flash. Settings and costumes are modest, and the talent is adequate, altho not particularly outstanding. Cast includes Margie Palm, Ethel Shepard, Sonny and Mimi, and Louise Brown.

Miss Shepard is on for a pleasing song and dance. Sonny and Mimi do one of those hotcha song and dances. Their hoofing is okeh, but the girl's singing could be omitted. An acrobatic high-kicking number by one of the girls and a toe-tap solo by another went over nicely.

All five join in a couple of ensemble numbers, which round out the act. P. D.

THURSTON is scheduled to open in Europe April 27, starting at the Palladium, London.

Mangan Clicks in Paris

PARIS, April 6.—Once again the stage of the de luxe Rex is being used to advantage. Francis A. Mangan, the American producer who originally opened this house, is back and his first stage show has clicked solidly. Hampered by the slowness of French authorities in issuing labor permits, Mangan was obliged to put on an all-girl show featuring the American dancers, Doris Niles and Betty Ann Hagler and the St. Helier Sisters. A troupe of 32 Mangan precision dancers and the 16 Rex Girls stopped the show with their peppy ensembles. Germain Sablon appeared in song numbers.

Bernice Stone and the Perry Twins jumped from Monte Carlo to here to appear in the Mangan show, but were unable to obtain working permits. The Six Lucky Girls will be featured in the next Rex presentation, to be followed by the Atlantic Marimba Band.

Mistinguette and Mangan are giving the local press the jitters by their mysterious conferences in which the names of Maurice Chevalier and Jeannette MacDonald are much in evidence. It appears certain that a picture-house presentation for Paris and a revue for Paris and London, starring big "names," will materialize shortly out of these huddles.

The Olympia is offering a good stage show with the five Kentucky Singers and the eight Piano Harmonists, while the Gaumont Palace is featuring Raye, Ellis and LaRue and Marion and Irma. Miller and Wilson are at the ABC. Os-Ko-Mon, American Indian dancer, is featured at the Salle Rameau.

Jean Vickers, American singer, and the adagio trio, Leblanc, Ducharme and Ray, are at the Palais de la Mediterranee in Nice. Smith, Rogers and Eddy are at the Casino Municipal. The Athenas are at the Casino Municipal in Aix-en-Provence. Melissa Mason, Joe Termini and Violet, Ray and Norman are at the Scala in Berlin. Clemens Bellings and Company are at the Corso in Zurich.

Detroit Houses in Scramble for Acts

CHICAGO, April 6.—With the Capitol Theater, Detroit, opening April 20 as a vaudefilm in opposition to RKO's Fox and Paramount's Michigan, the power of the opposition has already been felt in the attempts of the Billy Diamond office here to line up names. The new house is to be operated by the owners of the Tower, Kansas City.

The Diamond office first attempted to get the Duke Ellington ork for the Capitol's opening and after getting a phone okeh a wire was received saying it was impossible to play because of being booked for the Michigan Theater. Boswell Sisters were also unobtainable, after being practically okeh'd. Finally Mary Brian was secured to head the opening bill, and Lupe Velez will come in a week later.

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THE MUSICAL CLOWN

Roxy Theater, New York, Week Starting April 5—Now.

Loew's State, New York

(Reviewed Friday Afternoon, April 5)
(First Show)

Ben Bernie, who was at the Capitol only two weeks ago, is here this week in support of the picture, *Foibles Bergere*. Heavy business this afternoon, and probably due to Bernie rather than the picture.

Martin and Martin got the show off to a sock start. Their work on a swinging double trapeze is applause-winning, while the man's contortionistics provide a strong finish. Fine novelty turn.

Sylvia and Clemence were an easy click with their hotcha singing, fast hoofing and comedy knockabouts. The girls work hard, taking plenty of rough falls and displaying some fancy acrobating. Bowled off to a big hand.

Artie Lewis and Peggy Ames were on 15 minutes, but the customers loved them. Their material, consisting of

puns and cross-fire recriminations, is good, but their delivery is even better. They know how to squeeze the most out of the comedy talk. For a set encore they introduce a 7½-foot stooge and, of course, got plenty of laughs.

Bernie and all the lads follow and they were an easy sock. Bernie's wisecracking and the boys' music and clowning were entertaining as always. The specialties brighten up proceedings, among them being Frank Prince, tenor; Manny Prager, comedy singer; Dick Stable, saxophonist; Billy Severin, sock acrobatic dancer; Billy Wilson, singing pianist, and Roy Tracy, who show-stopped with a Harry Richman imitation and some snappy tapping. The act ran 37 minutes and stretched the bill out to normal length. PAUL DENIS.

Capitol, New York

(Reviewed Friday Afternoon, April 5)
(First Show)

TIMBERG-ROONEY UNIT

Stage show will be responsible for the better part of the business this week at the Capitol, with the picture, *West Point of the Air*, one of those aviation pics and mainly for men. Timberg-Rooney Unit, a new show, runs an hour and is plenty of entertainment. Whole fault to be found is that the opening scene, showing a courtroom, where Timberg and Rooney have been hailed because they have been fighting over billing, is too long and too much the same. Other than that, it's okeh. Court scene closes with the judge going to the theater to decide who should get the top line.

Danny Dare Girls, smartly costumed in abbreviated cops' uniforms, follow with a fast routine, with the Four Albee Sisters—playing a Loew house, too—on next. Girls are a good act except for their closing number, the now antiquated *Man on the Flying Trapeze*, and the overmugging done by one of the sisters.

Girls open, wearing raincoats over their gowns, with *April Showers* and to a rain medley. Some comedy business, including imitations of Mae West and Garbo, comes next, then a combo instrumental and harmony number, girls playing a piano, clarinet, cello and violin. Singing is good.

Next 10 minutes is the Rooney's spot, Pat and Pat Jr., with a bit of foolery and mostly dancing, which, of course, went over neatly, winding up with the expected Rooney version of *Daughter of Rosie O'Grady*, pop and junior working back to back for the number. Before the Timbergs come on the Dare Girls return for a semi-ballet number, opening in slow tempo to *Every Day* and then speeding up again. The costuming is effective, the girls wearing light yellow gowns, wigs to match, against a blue backdrop.

Timbergs' shot runs 17 minutes, nearly double the Rooneys in length. It is the same vaude routine that Timberg has been doing for some time. It's as funny as ever and drew plenty of laughs, going off to solid hand clapping.

The two fathers and their sons return for a minute or two of comedy and dancing, going back to the courtroom, where the judge sentences both teams to 90 days.

Business fair for the first show.
JERRY FRANKEN.

Roxy, New York

(Reviewed Friday Afternoon, April 5)
(First Show)

Held over for a second week, the Salici Puppets again headline the Roxy stage show. There is plenty of reason for their success. Handled with finesse, grace and humor, the wooden figures go thru a series of amazing and highly entertaining paces, offering something different from the usual stage-show run and clicking solidly all the way. For the second program a few new numbers are substituted, but the standouts of the regular bill, including the piano player,

the sextet and the ripsnorting finale, are retained.

Since the Puppets occupy the space of two regular acts, again there are just two turns and an amateur in their support. The regulars are Senator Murphy, who show-stopped with ease on the basis of his political tomfoolery, and Ferry Corvey, who combines grand clowning in the fine old pantomime tradition with excellent playing of an assortment of freak musical instruments. Both acts sock solidly, with the Senator, as reported, stopping the show. This week's winner of the *Town Hall* night amateur radio contest is Nancy Dennis, who plays a couple of super-hot piano arrangements of her own, titivating the ivories with ease and effect.

The Gae Foster Girls contribute two routines. One is a standout bell-ringing affair, in which the bells are attached to the kids' waists and ankles. The bells having various notes, the troupe plays tunes by jumping up and down or wiggling legs. The other number is the same cancan introduction to the Puppets that they did last week.

Freddy Mack is back after a week's vacation, emceeing the show and conducting from the pit. He gives verbal credit to Evelyn Arden, the lass from the Foster troupe who did mistress of ceremonies last week in his absence.

Picture is *It Happened in New York* (Universal), and the house was fair at the first show opening day.

EUGENE BURR.

Shubert, Cincinnati

(Reviewed Saturday Afternoon, April 6)

Not the sock bill of last week, when the Boswells, Benny Meroff and Roscoe Ates held forth here, but good entertainment nevertheless. Anton Seibla's *Foibles de Parade*, this week dubbed the *Monte Carlo Revels*, is the stage fare, with Mitzi Green, clever little mimic, as the extra feature. Bigger crowd than last week's first show, despite a driving rain. No doubt the closing of the Taft helped a bit.

An all-girl ork, headed by Mme. Janice, peppy blonde, who shakes everything, including a wicked baton, occupies the stage thruout the running and handles its stuff okeh. La Janice also steps out for a bit of warbling and a hotcha dance that gets over. A youthful, well-drilled chorus of a dozen honeys works effectively between the various specialties.

Following the opening number by the chorus and orchestra, Sally and Bobo, latter a fox terrier, start things off, with Sally contributing a tap-acro routine and the dog working right in with her. Good finish sends them off to a good hand. The Novelle Brothers, attired in tuxes, present a novelty bit of fiddling while engaged in an assortment of acrobatics. Come back later to indulge in a bird flirtation bit reminiscent of the Arnott Brothers. They pulled a sound hand. Naida and Curry contribute a pleasing bit of ballroom and interpretative dancing. Diane Quillair does nicely with three songs in good voice.

The Three Sensational Jacksons are the outstanding item on the bill with the exception of Mitzi Green. The boys run thru a neat bit of slow-motion acrobatics and pyramiding that smacks of form and class. Their efforts brought them frequent applause thruout their running. One of the boys features a hand stand, or rather a finger stand, with each of his fingers resting on an individual pin resembling a miniature tenpin. While in this position he flips over the various pins until he winds up in a "thumb stand." They bowed to heavy applause.

Murray Bernie and Sid Walker, light comics, lack sound comedy material, but this audience liked them nevertheless. Much of the comedy business evolves around the latter's ungodly head of hair. Mme. Janice assists in several hits, and the boys wind up with a bit of hokum using a piano and fiddle. The audience showed its appreciation with much palm whacking.

Mitzi Green marched on to heavy applause. Warbled *Object of My Affection* into a make as a starter and followed with *Oh, Leo, It's Love*, which she did in the picture *Transatlantic Merry-Go-Round*. Latter piece gives her the opportunity to do her impersonations of George Arliss and Zasu Pitts. Nifties—both of them. Follows with takeoffs on Ed Wynn and George M. Cohan. Marched off to the soundest applause of the afternoon and came back to do more mimicry on Greta Garbo, Maurice

Chevalier, Rudy Vallee, Fanny Brice and Joe Penner. Another grand hand at the windup. BILL SACHS.

Orpheum, New York

(Reviewed Friday Afternoon, April 5)
(First Show)

Plenty of sock entertainment this half, with the California Collegians headlining and providing a half hour of swell comedy. Three Cevenes, two boys and a girl, offer a smartly staged tight-wire act. After a clever opening they do daring wire dancing and stunts with the aid of parasols. Colorful costumes and tasteful lighting and setting aid the act considerably. An easy clicker here.

Lillian Morton, vivacious and in good voice, offered four numbers, all different and giving her a chance to display her talent. Numbers are a straight pop song, a special comedy lyric, a Spanish warble and a dramatic ballad. Made a solid impression.

California Collegians, just out of *Roberta*, uncorked plenty of new stunts along with some of their old safe-fire numbers. Seven boys and all clever hoke comedians. They go in for dizzy hoke the customers always love. Show-stopped and could have stayed on longer.

Fred Sanborn is assisted by Jeff Sayre, straight man, and Lillian, stooge, in an amusing comedy turn. Sanborn's pantomime is an easy laugh-getter and his routine is varied so that there are few slow moments.

Youthful Rhythms, five-people flash, is a thoroughly enjoyable affair. Talent is okeh, but it's the smooth routineing, the neat costumes and set and the music that lift it above the average rating. Cast includes a mixed dance team, a sweet crooner, a girl acrobatic dancer and a girl comedienne. Frankie Little, Iva Kitchell, Don and Betty and Martha Neutron are billed.

Picture is *Foibles Bergere*.

PAUL DENIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, April 6)

Knox and Stetson, two men, opened. One of them is in comedy makeup and both go thru a session of hat juggling that entertained. Work in a setting with hundreds of hats strung from the flies and took a nice hand.

Allen Reno held duce spot. Starts off with an imitation of Jack Buchanan, British star, doing a dance. Audience here doesn't know who Buchanan is, so it didn't mean anything to them. His impression of Ted Lewis with clarinet playing went better, and his French concert violinist was a comedy hit. Tap routines while dancing followed and then a few dance impressions. Took three bows and had to make a curtain speech. A hit.

The Robbins Family were next. Two boys and a girl opened with a tap routine and then the boys did an acrobatic tap. Girl returned for a high-kick tap with somersaults, and they all did fast Arabian dervish stuff that took heavy applause. Pop Robbins was introduced for a couple of tricks and the act was a hit.

Harry Holmes, assisted by a man and woman, has a novelty that is full of hokum. Shots are fired, a radium skeleton races up the aisle, and the pit band helps with the comedy. The *Andri* Chorus bit got lots of laughs. All in all it kept the customers in laughter.

The Stage Revue, with Verne Buck's Band, was routine in a musical comedy vein. The six people of the Vernon Rathburn act were first seen playing saxophones, and then Dee Johnston and Dorothy Jones, with Pete King, did a tap routine. The State-Lake Girls came on for a short number before Rathburn's sax solo. *Saxophobia*, excellently triple-toned. Irene Janis sang *Lullaby of Broadway* over the public-address system, and Dorothy Jones and Pete King returned for some nifty hoofing. Six State-Lake Girls did a short ballet number as an introduction to Dee Johnston's comedy toe dance, and Irene Janis returned for another number. Dave Tannen, panto-comedian, did a couple of eccentric dances and a burlesque fan dance and was rewarded with good applause. Vernon Rathburn contributed another fine sax solo and was joined by the others of his company, all with saxophones, and the State-Lake Girls for the finale. F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, April 4)

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Will Rogers in *Life Begins at 40* (Fox) and an average stage show going very arly at the finish. Doesn't appear that this will be a healthy week in view of the light trade at this third show opening day. The stage fare is okeh, tho nothing to really rave about, but it's short and snappy anyway. Entertainment on the stage runs exactly 26 minutes, while the symphony crew does 11 minutes for the overture.

For its overture the symphony does *Southern Rhapsody*, by Hosmer, which features the excellent work of Dick Leibert at the organ. A pleasant session and, as usual, the audience responded heavily.

The stage show is dubbed *Varieties*, with the first two scenes in an athletic vein. First is the athletic club, where Nicholas Daka, Hillbilly Quartet and the Glee Club entertain. Amid a load of gym apparatus, the bunch sings *Physical Culture*, by Kay Swift and Al Silverman, and Daka gets a laugh as an old guy doing an eccentric routine. Last week he was a ghost and now he's doing the role of a gent with one foot in the grave. Just a fair number on the whole. Second scene is the solarium, and it's a number for the Rockettes. A humdinger as usual, with the 36 kids giving out with the grand precision. First time this reviewer spotted one of the kids stumbling, and that seemed to be due to a weak ankle.

Jan Pearce, right up near the console, gets the next inning, reviving two old numbers, *Trees* and *Road to Mandalay*. His singing is worth while no matter how old or abused a song is and the audience came thru as big as ever. On his *Mandalay* number the Glee Club joined in from the stage in a group picture.

Finishing number gets a trailer build-up, announcing it as *La Valse*, by Maurice Ravel. Wonder what all the buildup was about, for the number is not a world beater nor a de luxe house wow. Made very impressive, however, by the use of so many people on stage to interpret it—if that's possible. Must be about 75 or so girls, taking in the Rockettes and the Corps de Ballet; 10 men and a team, Nina Whitney and Jerome Andrews. It's all in that arty vein, the cast colorfully costumed and framed in effective lighting and working on four stages. The music is weird, the waltz tempo discernible but clouded by a conglomeration of strange harmonies. Still the impressiveness of so large a cast won it a good hand.

SIDNEY HARRIS.

Earle, Philadelphia

(Reviewed Friday Afternoon, April 5)

Best stage show in weeks is on tap at the Earle this week and the customers gave sustained applause for several of the numbers. Business started excellently.

Primo feature is the Roxyettes, retained for a second week, along with Johnny Perkins as m. c. and Ruth Petty, who partners with Perkins. The latter opened the show in the orchestra pit with an amusing recital—with appropriate music effects—of the adventures of Cinderella.

First Roxyette number is a tap routine in which the 32 girls prance to *I've Got Rhythm* arrayed in abbreviated green costumes. Reynolds and White follow with their novel musical act, always popular here, working up to the surprising climax when Miss White is revealed as a charming woman instead of the tramp comedian she impersonated during most of the act.

With Perkins as m. c., Harry Pollard emerges in a "stooge" makeup and then swings into ballads which had the customers shouting for more. He sings *Stay as You Are*, *June in January* and *What a Difference a Day Makes*.

The Roxyettes' second routine is a precision dance to *Stars Fell on Alabama*. Perkins sings a comic song, *My Wife's First Husband*, and then introduces petite Evelyn Whitney, who wows the audience with two tap routines. Ruth Petty then sings *Once Too Often*, *Stop Throwing Stones at the Sun* and *Every Day Fall in Love All Over Again*, winning more enthusiastic applause.

John and Mary Mason offer a skating act different from the usual routine. John calls on members of the audience to try some whirls with him and the results are laughable, particularly when a 200-pound woman stooge responds. The Roxyettes close the show with a prancing number in jockey costumes.

The film is *It Happened in New York*. H. MURDOCK.

Chicago, Chicago

(Reviewed Friday Afternoon, April 5)

Shows have been rather slim here lately, probably the result of an economy drive during Lent, and the results are far from what Chicago Theater patrons expect. This may or may not be the reason why business has dropped off here when every other house in the Loop showing stage shows has been doing very well, even tho it is Lent.

Present show is opened by the 14 Evans Girls, attired in pretty red and blue costumes, who do a tap routine to *Lullaby of Broadway*, followed by Cherry and June Preisler singing *I Won't Dance* and using the public-address system. A dance number by June, then Cherry singing *Looky, Herc Comes Cookie* a la Joe Penner. Closed with a fast number done by both, with some clever acrobatic steps by Cherry. Nice hand.

James Evans, next, is exceptionally good at juggling with his feet and the audience applauded several times during his act. He starts off with juggling one ball and then manipulates two and three at the same time in various ways. A bed with two dummies in it was next, and his final feat was done with a large cross. Equipment flashy and makes a brilliant appearance from the front. Big hand.

Frank Gaby, he of the Bushman profile, was slow in getting started, but not for long. As soon as the cross-fire talk between him and Jerry Hausner started the laughs came thick and fast. The ventriloquial stuff was well liked, too, and his closing gag of singing *I Saw Stars*, ventriloquially, as Hausner went thru the motions of singing it was the signal for a great exit. Kay Stuart assists in the act a couple of times. Left to a good hand.

An effective production bit comprising several diamond-shaped frames followed. These were worked in silhouette, with the Evans Girls reclining and going thru an arm and leg routine to tune of *Everyday*. Frames were lighted in green and lavender tones and made a pretty picture.

Cross and Dunn got started with the singing of *Green Fedora*. They followed it with their conception of *Lazybones*, during which Cross did a couple of dialects and Dunn imitated Lawrence Tibbett. A parody on *Stay as Sweet as You Are* got lots of laughs, as did the grand opera travesty, and they gathered heavy applause. Curtains parted showing the Evans Girls in crinolines parading in front of a Southern Colonial drop. This acted as a prolog to the picture *Mississippi*.

F. LANGDON MORGAN.

London Bills

LONDON, April 1.—Three new openings this week. Diamond Brothers, who clicked sensationally and stayed six months here last year, opened to terrific returns at the Cafe de Paris, nitery. Act stays there indefinitely and will double at the London Palladium. Frank Conville, last seen here as a single seven years ago, is a solid hit at the Holborn Empire with a nifty act, in which he has okeh assistance from Sunny Dale. Same idea applies to Bernice Stone and the Perry Twins, corking dance flash, with all of the members shining as soloists. Act is opening at the Empire, Glasgow.

Palladium show, *Life Begins at Oxford Circus*, in its fourth week, is such a hit that it has been extended till May 4. Undeniable standout is the Four Franks act, American kids, who lay them in the aisles with their comedy and show-stop with their dance and instrumental talent. Pops and Louie, amazing colored dancing juves, also show-stop with corking footwork whilst Gypsy Nina, talented and looker, is plenty liked as a singing accordionist.

Sir Oswald Stoll is strengthening the vaude side of his show at the Coliseum and is gradually getting "names" and reliable acts. Two major hits this week are Joe Jackson, who has been long absent from England, and Hibbert, Bird and Ready, best dance travesty artists seen in England for years. Both acts are held over. Stetson, hat juggler, just back from the States, and the Cole Brothers, American comedy and harmony team, click plenty.

Blanche Collins, American vaude and radio impressionist with plenty of talent, headlines and triumphs at the Pavilion, Glasgow.

Ben Beyer and Libby, Max and his Gang, corking dog novelty, and Phil Rich and Alice Adair, swell comedy team, are hits at Holborn Empire.

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Vaudeville Notes

PAT MURRAY is now working out of Chicago. Act has had a couple of changes, Beatrice Becker and Capitola Dodson having replaced the Bovard Sisters, who left the act in the East to get married. Sam Freedman and Murray complete the cast.

TAMARA has been booked by RKO for three weeks. Opens April 19 at the Palace, Chicago, following with the Albee, Brooklyn, and Palace, New York, May 3 and 10.

JOHNNY BURKE has been booked by RKO as far in advance as the week of June 7. He's set for Minneapolis that week.

ALEX GERBER has signed up the 18 Gertrude Hoffman Girls and will feature them in a new unit to be produced shortly.

HERMAN SCHOENBRUN, formerly with RKO's Photo and Press Department, is now associated with Murray Korman, Broadway photographer.

EDDIE SOUTH has been booked by RKO to repeat at the Palace, New York, the week of April 12. Follows into the Albee, Brooklyn, April 19.

BEN BEYER is corraling a lot of newspaper space in England by ballyhooing with his novel cycle, Auto-Go.

THE KING'S VAUDE REVUE, with King and a Half, the Mysterious Howard and Helena King, is now touring Mississippi.

RALPH SHAW is now touring vaude in New England with his emcee and dancetern. Recently closed a 10-week run at the Club Chateau, South River, N. J.

THE FOUR and HALP ARLEYS are playing their way east from the West Coast.

COUNT BERNIVICT'S Spices of 1935 is playing for Loew again, opening April 12 in Washington. Unit played for Loew last year.

HAL JEROME is now recuperating from an operation at the U. S. Veterans' Hospital, San Fernando, Calif., and would like to hear from friends.

AL SIEGEL and CAROLYN MARSH have united again and resume for Loew in Baltimore this week.

E. J. CARPENTER, well-known manager, breezed into Chicago from New York to look the situation over relative to booking a unit in the Midwest.

RUSSELL MARKERT, the Rockettes maestro and associate producer at the Radio City Music Hall, sailed aboard the S. S. Pennsylvania Saturday morning for California. He's recovering from a recent operation and will rest on the Coast for five weeks.

DONNA and DARRELL (Joyce and Jack) are at the Cafe Paroo, Detroit, for a two-week engagement.

SERGEI SOUDEKINE, by arrangement with Francis Marquis, has been engaged by Leon Leonidoff to design the settings and costumes for a series of productions at the Radio City Music Hall.

DAVE APOLLON has been booked by Loew for a repeat within nine weeks in Washington and Baltimore. He goes there the weeks of May 3 and 10.

ELEANOR SHERRY, at the REO-Albee, Providence, the last five weeks, ended her bookings there Friday and went to Keith's, Boston, for eight days.

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Summer Plans Announced

Plenty of companies already in the field—more flooding in week by week

(Continued from page 3)

Maurice Wells and Betty Uphregrave at Nantucket.

Other change is not as yet set, tho rumors implicate William A. Brady Jr. Spot is the Community House Theater at Spring Lake, N. J., which has been operated for the past two seasons by Mrs. Elizabeth D. Albert. Mrs. Albert has already announced that she will not operate the house this summer, but talk has it that a company is going in, possibly headed by Brady.

Many of the established summer theater men, however, will be back at the old stands.

Raymond Moore, for one, will return to old haunts, in his case the Cape Playhouse at Dennis, Mass., where the season is scheduled to start July 1. Definite plans are just under way, on Moore's return from St. Petersburg, Fla., where he ran a winter season.

Day Tuttle and Richard Skinner are set to return to the Westchester Playhouse, Lawrence Farms, Mount Kisco, N. Y. The season will open June 24, and is planned to last 12 weeks, which is a healthy span for a summer stock try.

Arthur Hanna, James Neilson and D. A. Doran will go back to the Red Barn Theater in Locust Valley, L. I., where they will continue their diet of all new plays. It was in one of their plays last summer that Greta Maren appeared for the week which, under Equity rulings, later prevented her from taking a part in a Broadway production. Among the new shows scheduled at the Red Barn will be a production of the Stage Associates. The season will start around the middle of June and last thru August.

The Millbrook Theater at Millbrook, N. Y. will again be the summer workshop for Charles S. Howard and Edward Massey, who plan to start the season there July 7.

That hardy perennial, the Maverick Theater at Woodstock, N. Y., is announced as starting its season July 4 by Robert Elwyn, its director.

Robert Ross and Otis Chatfield Taylor are returning to the Beach Theater at West Palmouth, Mass., where they did nicely last summer.

Leighton Rollins will engineer a nine-week season at Bar Harbor, Me., starting July 1.

Walter Hartwig will again be impresario at his Manhattan Theater Colony at Ogunquit, Me.

The Lakewood Players, at Skowhegan, Me., a northern fixture, will also resume this summer.

And still the announcements come. The Wagon-Wheel Theater of the Pasquaney Music Colony at Bridgewater, N. H., will start its season July 4 with A. A. Milne's *Bellinda*, with Dorothy Lockhart directing the season.

Robert Cutler will present a summer series at Suffern, N. Y., also announcing one production by the Stage Associates.

A season devoted exclusively to poetic drama (whether in prose or verse) will get under way early, June 1 to be specific, on the Peterboro, N. H., farm of Edith Bond Stearns. Emilie Belliveau will direct, and the opening bill will be Jules Romains' *Dr. Knock*. Among the other plays will be Alfred Kreyenberg's *The Dead Are Free*.

Various other spots, long considered fixtures on the summer theater map, are still in doubt for this season. Chief among them is Lawrence Langner's Country Playhouse, in Westport, Conn., which has been considered among the summer tops since its inception. The plans are in the air at present, and indications are that, even if Langner does return, there will be a drastic change of policy. If he decides to give up the house someone else may take it, but it's all very uncertain as yet.

Southampton is also in the air. Potter & Haight, young legit producing firm, have had the house, but George Haight is going to Hollywood next month, immediately after the production of the

firm's *Kind Lady* on Broadway. H. C. Potter may run the Southampton spot alone, but at present he's not sure. He may even follow his partner to Hollywood.

Nantucket is still uncertain at present writing, and the Newport Casino will probably remain closed all summer.

Boston Bans "Lefty"

BOSTON, April 6.—Afraid perhaps that London, with its banning of *The Children's Hour*, might steal the world's boob honors away from it, Boston urged to the front once more by banning Clifford Odets' *Waiting for Lefty*, which is currently running at the Longacre Theater, New York. The action took place yesterday after the play had been given two Boston performances by the New Theater Players, a local amateur organization. A third performance had been scheduled for today when the police stepped in, forbade the showing, and closed the Players' Theater at 69 Long Wharf.

Waiting for Lefty deals with the recent New York taxi strike, showing the horrible conditions under which the drivers were forced to work, the oppression that drove many of them into hacking, and ending with a plea for organization. The basis of the ban was that the play is "un-American."

Commenting on the ban, Odets, the author, said today: "On the Boston Common are planted beautiful trees to celebrate the war dead. Both the war and the planting are constituted American activities. That many of the nation's 20,000,000 unemployed roam the Boston streets in destitution is also first-class Americanism. That many Boston strikers have been grossly mishandled is also an example of profound Americanism. But when you say clearly that you are opposed to such violation of human rights you become 'un-American' to the Boston police."

Altho Boston has many times in the past made itself a world-wide laughing stock by its bannings of art works for so-called moral reasons, the present instance is the first in which the banning has been based unabashedly on political and suppressive grounds. It is the first time that Boston has come out in the open as an advocate of official suppression of free speech. *Lefty's* arguments are not even political in character. They are entirely economic.

THE NEW PLAYS ON BROADWAY

BOOTH

Beginning Tuesday Evening, April 2, 1935
MANSION ON THE HUDSON

A new play by Cornelia Otis Skinner, acted entirely by Miss Skinner. Music by Mischa Raginsky, played by his orchestra. Costumes by Helene Post Studio. Wigs by A. Barris. Play is preceded by three original solo character sketches, also written by Miss Skinner. Scene 1: Summer, 1880. Julia (Mrs. Stanley Howland). Scene 2: June, 1898. Sally (Mrs. Stanley Howland). Scene 3: Winter, 1920. Carrie Howland. Scene 4: Spring, 1927. Mrs. Joseph Kelly. Scene 5: Summer, 1934. Tony's Wife. Scene 6: The following Evening. A Young Society Woman.

The scene is laid at "Tall Trees," a large estate on the Hudson. The entire action takes place in the living room of the house.

"Mansion on the Hudson" will be alternated with Miss Skinner's other solo dramas during the engagement.

Advertised curtain time—8:40.
Certain rose at showing caught—9:00.

Cornelia Otis Skinner once more displays her amazing talents. In her new full-length drama she plays the roles of six different women, and in this way weaves a plot that successfully holds interest. But, of course, it is she, as a remarkable personality and actress, that is the key to our interest. The story cannot help but be a background for her remarkable talents.

In six short scenes we view the sad story of the Tall Trees Mansion in Schuylerville on the Hudson. We see it thru the eyes of six women who lived there over a period of 54 years. Thru them we also get a glimpse of the passing American scene, as each woman also represents a type in our society.

The first woman is Mrs. Julia Howland, who refuses to run away from the mansion with her first lover when he storms her heart again. Then we see her gay and petulant daughter-in-law, 18 years later. Sally is too dull to understand her sister-in-law Carrie's tenuous affection for the old house. Carrie, who is the only daughter of Mrs. Howland, is then presented as an old maid who has let life pass by in order to keep the mansion intact and prevent a drunkard brother from squandering the estate.

But the mansion passes out of the

hands of the Howlands, and Mrs. Joseph Kelly, wife of a Tammany politician, moves in. It is 1927, and Mrs. Kelly is the giddy, superficial cocktail-sipping hostess of our incredible boom days.

But the Kellys lose the house, too; and seven years later, Tony, the local bootlegger, moves in and converts the mansion into a gambling casino. We see his wife fighting "the other woman" in this scene, and then we move on to the last scene, the next evening, which is also the opening night of the casino. Thru the eyes of a young society woman, we see the final chapter. DeWitt Howland, last of the Howlands in Schuylerville and now an unsuccessful painter and a habitual souse, drops dead in the very house in which he was born. And the night club premiere goes on, the proprietor assuring the guests that it was only "someone that passed out."

Thru these incidents, the mansion becomes a focal point for the unfolding of a sentimental history. And, of course, Miss Skinner gets an opportunity to portray widely different characters. Each portrayal is a flawless thing.

The play is preceded by three short character sketches, *Nurse's Day Out*, a satire on incompetent mothers; *Times Square*, a study of city pedestrians, and *Being Presented*, a burlesque on a Nebraska woman being presented at Buckingham Palace.

As usual, Miss Skinner makes full use of the acting art, and with a wondrous facility, too. Her only outside aids are a couple of props, costumes and wigs. The rest is all Cornelia Otis Skinner.

PAUL DENNIS.

CORT

Beginning Monday Evening, April 1, 1935

THE DOMINANT SEX

A play by Michael Egan. Settings designed by Raymond Sovey, built by Martin Turner Construction Company, and painted by the Bergman Studios. Directed by Edward Clarke Lyley. Presented by George Bushar and John Tuerk.

Alec Winstone	Eric Dressler
Dick Shale	Bramwell Fletcher
Angela Shale	Heien Chandler
Lucy Webster	Rosalind Moore
Mr. Webster	Ralph Cullinan
Mrs. Webster	Kathryn Collier
Gwen Clayton	Ruth Weston
Joe Clayton	A. E. Matthews

ACT I—The Shales' Flat in Bayswater, London. An Afternoon in April. ACT II—The Same. That Evening. ACT III—Scene 1: The All-Electric House in Blissboro. A Few Months Later. Scene 2: The Same. About a Year Later.

Advertised curtain time—8:40.
Curtain rose at showing caught—8:46.

On Monday evening, April 1, Bushar and Tuerk brought to the Cort Theater Michael Egan's *The Dominant Sex*, which, according to reports, is an apple of London's playviewing eye. The gesture of Messrs. Bushar and Tuerk was not necessarily in celebration of the holiday. The play is Strindberg's *The Father* suddenly gone parlor comedy.

Almost, that is, but not quite. At the end of Mr. Egan's comedy, the young husband, who has suffered the slings and arrows of outrageous matrimony, goes out to buy a farm on which his simple heart is set. Yet there is no real indication that his better-bitter half has given up the fight. She is merely momentarily acquiescent; she remains essentially inscrutable, and only the Lord and Mr. Egan know how many plans for female mechanisms are forming at the back of her pretty, vicious little head. Cats and women lead their lives within the fastnesses of self, impregnable against outer influence.

Before the play reaches that point, however, the Shales have quarreled, made up, bickered and argued throughout the preceding acts. The chief points of dispute are whether or not Angela is to have a baby, whether or not Dick is to merchandise his invention (the inevitable invention) in his own manner, and whether or not he will buy the farm. Angela has a way with her, an essentially womanly way, using all possible means to override her spouse, giving no quarter, showing no ruth and displaying no scruples. Anything that will lead to her self-gratification is a weapon at hand. For slight variety,

FROM OUT FRONT

By Eugene Burr

Mr. Emanuel Eisenberg (who happens to be a good press agent) was horrified to the depths of his ardent soul when Paul Muni, in an interview with a *Times* reporter, naively admitted that as an actor his primary concern was acting. Seething with hot indignation at so heinously old-fashioned an admission, Mr. Eisenberg rushed into interviews with other actors and eventually into print in a recent issue of *New Theater*. Getting what he calls "a clear evaluation of Muni's outlook" from J. Edward Bromberg, he succeeds in proving—to his own satisfaction and, presumably, to that of the editors of *New Theater*—that Muni didn't mean what he said at all. It would be inconceivable for a really great actor to care only about the theater which had become his life and his art, spurning the screeched glories of left-wing dicta and the particular 14th-Street brand of the Brotherhood of Man.

Presuming, obstinately and muddle-headedly, that Mr. Muni may after all have meant what he said, this column quotes his statement in part. "It makes no difference to me," said Mr. Muni, "whether I believe or disbelieve in the character's ideas. It is important for me to believe in the character as a man. My politics is the business of acting. It may sound dull, but I really am not concerned with the depression or with communism or with capitalism. My work is the theater."

There is the basis for Mr. Eisenberg's sanctified diamy. With horror-struck pen that shivers in the sterile blasts of Muni's pernicious reaction, he Views With Alarm. "Might the happily moribund causes of individualism, isolationism and aestheticism," he shudders apprehensively, "have been supplied with even the most fractional shot in the arm by the publication of this interview with a famous and gifted actor?"

That, of course, would be a major catastrophe, an abomination of abominations. "The thought," says Mr. Eisenberg, "was too appalling to entertain."

And so we come back to the old question: Is the theater an aim in itself, as an art-form, a cultural force and an escape that has brought far more happiness into the world than any social theory ever offered; or is it merely a soap-box for every self-inflated orator who cares to inculcate his own ego-appointed Utopia into the minds of the peasants? Naively (almost as naively as Mr. Muni), this reporter feels that the theater is an end in itself; that, as an escape, it has done far more for suffering humankind than any hollow socio-governmental pattern that was ever invented; that that anyone, ostensibly serving the theater, but actually using it merely as a means to his own ends (no matter what those ends may be), is guilty of dishonesty, mumbo-jumboism and plain out-and-out cheating.

That plays with a social basis are admissible, no one could possibly deny. As a matter of fact, a social viewpoint is a tremendous and powerful aid, lending importance and permanent value to a good play. But that such social preaching is the chief—and in fact the only—aim of the theater is so manifestly fantastic a theory that it seems almost silly to record it. It could be justified only by a belief that such social preaching is the aim of all forms of human endeavor. It is doubtful that Mr. Eisenberg insists upon social justification when he eats; it is doubtful that

(See FROM OUT FRONT on page 24)

another couple is also brought in to whistle variations upon the same theme.

As an exposition of the eternal victory of the weak over the strong (a victory which is forever woman's, because men, like dogs, insist upon playing fair), the comedy is fine and bitterly incontrovertible. Mr. Egan's viewpoint is vicious, uncompromising—and depressing. But as drama the play falls down badly because of the author's everlasting insistence upon his central point. Over and over again he repeats it, until finally, despite its truth, it results only in boredom and annoyance. A single string cannot make a fiddle, nor a single theme a play.

Then, too, tho his thesis may be true, his characters are not. In their eternal insistence upon the central theme, they become puppets. You may agree with the author, but you never for a moment believe in the reality of his characters: each one of their reactions is expected. And this disbelief is strengthened by the inclusion of various stale fetishes: the bobbed-hair-and-boob-startling era; companionate marriage, female freedom and the like.

Helen Chandler and Bramwell Fletcher, newly married themselves, play the battling Shales with an intensity which, one hopes, is no augury of their own future. Miss Chandler's Angela is a cute, lovely, vicious, unscrupulous, coyly domineering chit, well detailed, finely executed and appallingly recognizable. Mr. Fletcher's Dick appears pale in contrast, tho the limitations of the part account for that. Ruth Weston is brittle, bright and amusing as the other wife, and A. E. Matthews is highly amusing as Joe Clayton in the part of the other husband. Eric Dressler is stiffer than his wont as a light-o'-love from Angela's past, and excellent bits are contributed by Ralph Cullinan, Kathryn Collier and Rosalind Moore. EUGENE BURR.

"Pressburg" Still Needs More Work

BOSTON, April 6.—The Shuberts finally got their long-loved child, *A Trip to Pressburg*, on the stage again, opening at the Shubert here on Monday. They changed the name to *A Journey by Night*. The present version is by Arthur Goodrich, and it is still from the German of Leo Perutz. Greta Maren, import with Hollywood aims, heads the cast. It first saw the light in Vienna, with Max Reinhardt producing and Lilli Darras (Mrs. Ferenc Molnar) in the leading role. In 1931, The Ray-Miner Corporation bought the American rights and the trouble started. Then Arthur Lubin and Irving Lande bought it. Then the Shuberts tried it out with Katherine Wilson and Roger Pryor in Philadelphia in 1933, with a version done by Harry Wagstaff Gribble. Pittsburg saw it next in November of the same year. Harold Johnsrud and Philip Dunning wrote this version and Poli Negri had the leading role, being replaced in Washington by Beth Elliott. Miss Negri sued for replacement, claiming damage to her reputation. She won the suit but nothing more was done about it at the time. A third tryout was announced for March, 1934, but the show never came in. That was to have been a second chance for Miss Negri.

The present cast includes, in addition to Miss Maren, Jack Buchanan, Frank Wilcox, Eduardo Cianelli, Waldemar Klavun, Mary Murray, Jack Hartley, Albert Van Dekker, Fuller Mellish, Richard Taber, Beatrice Swanson, Nicholas Joy, Mimi Beate Lipp, Otis Shaeffer, James Stewart, Elizabeth Kendall, Isabel Dehanty, Anette Downes, Kate Mayhew and Robert Lowe. A revolving stage and much massive and ornate scenery are used.

Critical comment agreed that Miss Maren had a nice voice but lacked inspiration and that the play was slow moving, heavily tragic and needed more work done on it.

Max Gordon's Plans

NEW YORK, April 6.—Max Gordon, who is at present on the Coast, plans to follow *The Great Waltz* with another spectacular musical at the Center Theater as soon as *Waltz* ends its run. The one-millionth dollar went across the h-o counter on *Waltz* this week.

Following the second spectacle, Gordon intends to do a third, a musical adaptation of Donn Byrne's *Messer Marco Polo*, with tunes by Jerome Kern and libretto by Oscar Hammerstein II.

Also on the Gordon schedule for next season is *The Long Frontier*, a play by Mildred Knopf.

FROM OUT FRONT—

(Continued from page 23)

ful that he insists upon social justification when he nestles in his bed. Why then does he pick upon the theater as a scapegoat? To many millions, escape is just as essential as food and sleep.

Mr. Eisenberg quotes the viewpoint of the intelligent actor in an interview with Kenneth MacKenna. Mr. MacKenna, he says, is "so concerned lest drama be cluttered up with blatant and undramatic messages (whether in the name of monarchism, fascism or communism) that he is interested almost wholly in assuring the coming into being of Good Plays, not caring especially how this is to be achieved."

This viewpoint is evidently distasteful, Mr. Eisenberg, by implication therefore, does believe in the cluttering of drama with blatant and undramatic messages. Thus, the Comrades are hoist on the petard of their own lop-sided and lop-brained theorizing. Like any mental children, they are capable of seeing only one point of view. They insist, not that the drama be based on social theorizing, but that such theorizing be its chief and only aim. It is this that makes their statements vicious rather than silly.

Mr. Eisenberg gets vastly wrought up at the thought of the binding of drama under fascism. Is it humanly possible that he fails to see that he is bellowing for a binding just as narrow and restricting, even tho it represents the opposite point of view?

To these frantic young men no moderation seems possible. It must be Society or Theater, they scream in effect—not both. Thus, taking them on their own terms, the aims, in the extremes to which they push them, are incompatible. It may be that their social doctrines are far more valuable to humanity than is the work of the theater—but whether that is so or not (and I don't think it is) they still remain con-men and cheats as they ostensibly go about the business of the theater, at the same time selling it out to their own particular brand of Utopia. If they were honest in their avowed activities no harm would be done.

But, on the surface, they still work in the ways of the theater, which insists upon good plays and good acting. And, at the same time, they shudder with Mr. Eisenberg at the thought of an actor who dares to think that acting is more important than social preaching. They confuse the theater's supporters; they confuse their own aims; in such confusion they tear down the body of the theater, boring from within. A little clear thinking, an honest statement of purpose, would save the situation. They could honestly state, for example, that good acting and good plays are but secondary, so long as the doctrines are driven home. Instead, they tacitly ac-

Howard Hits at Commercial Theater, Hollywood and Pix

NEW YORK, April 6.—Leslie Howard, who, probably much against his will, is the current all-American matinee idol, tossed a verbal bombshell at Hollywood and the film industry Sunday in the course of "the Conference on Acting," which was held at the Bekman Tower. Saying that he was fed up with the commercial theater in all its forms, particularly its celluloid form, he hinted that his ultimate aim was to use the movies only as a means of breaking away from economic entanglements. He did not, however, state definitely that he would never appear in pictures again; that remains to be seen.

Hollywood, he said, is incredible, tho there are some things about it to his liking, including the climate, the fact that there are no long runs, and the schedule of working hours which allows an actor to live like a human being. There is, however, something depressing about the realization that pictures are a vast machine, and he also found much fault with the arbitrary handing out of acting assignments, many times in worthless scripts. Once, he said, he asked for a few hours to rehearse a new part and thus created a furor on the set.

"I have no desire any more to play in the commercial theater," he said. "And the movies are purely commercial. My plan would be to use that economic independence which the movies can give to an actor, to seek to eliminate the commercial theater and to attempt to create the kind of a theater in which we, as actors, could find the opportunity to do the sort of thing we want to do."

BROADWAY RUNS

Performances to April 6, inclusive.

Dramatic	Opened	Perf.
Account on Youth (Playhouse)	Dec. 25	123
Awake and Sing! (Belasco)	Feb. 19	55
Bishop Misbehaves, The	Feb. 20	54
Black Pit (Civic Rep)	Mar. 20	22
Children's Hour, The	Nov. 20	165
(Elliott)	Nov. 20	165
Dominant Sex, The (Cort)	Apr. 1	8
Escape Me Never! (Shubert)	Jan. 21	88
Fly Away Home (48th St.)	Jan. 15	97
Green Pastures, The (return success) (44th Street)	Feb. 26	47
Laburnum Grove (Booth)	Jan. 14	97
Lady of Letters (Blauvelt)	Mar. 28	102
Old Maid, The (Empire)	Jan. 7	108
Personal Appearance (Hearst Miller)	Oct. 17	205
Petrol (Hearst)	Mar. 4	40
Petrified Forest, The (Broadhurst)	Jan. 7	103
Post Road (Ambassador)	Dec. 4	148
Skinner's Cornelia (Olx solo drama) (Booth)	Apr. 2	7
Three Men on a Horse (Playhouse)	Jan. 30	79
Will (see Day & Die and Waiting for Lefty (double bill) (Longacre)	Mar. 28	15
Tobacco Road (Forest)	Dec. 4	285
Woman of the Soil, A (49th St.)	Mar. 25	16
Musical Comedy		
Anything Goes (Alvin)	Nov. 21	180
Great Waltz, The (Center)	Sept. 22	225
Reverend Whisk (Herald)	Nov. 28	134
Thumbs Up (St. James)	Dec. 27	116

cept the theater's tenets, at the same time implicitly denying them. They are apostates who have denied their implicitly sworn faith, despoilers who rape the body of the theater to draw their own ends therefrom. They are cheats, sociological card-sharps, intellectual prostitutes, on a level with the time-honored salesmen of gold bricks.

The fact that they insist the bricks are worth more than the gold fails to affect the question.

This insistent one-sidedness, this essential breaking of faith, does much to explain why the so-called propaganda playwrights are for the most part so distastefully inept. It explains why Clifford Odets buries his breath-takingly real dialog in characters that could have stepped from a *New Masses* cartoon; it explains why Messrs. Malts and Sklar ruin the effect of their strong and skillful melodrama with coon-shouted stump speeches at the end. They simply don't care; the chief aim is not to write a good play, but to write propaganda. That aim can also stand as the ultimate criticism of their work.

It happens (strangely enough) that this reporter agrees with many of the social theories expressed—so much so, in fact, that he hates to see them spoiled by their inept and cloud-fuddled adherents. It also happens that he loves the theater, and sees in it a beautiful,

necessary escape from the humdrum horror of life.

Taking the viewpoint of the theories, it is your reporter's quaint idea that they should be presented in the best and most effective way, with all the aids of real drama and skillful stagecraft. From the viewpoint of the theater, he feels that those who profess to follow it must put it first. It has come down the years as a constant blessing to unhappy humankind, majestic and eternal when compared with the ephemera of this or that political theory.

The comrades, however, insist that there must be no divided allegiance; one must be a social theorist or a theater man. At least, then, they should be honest enough to state which they are. So many of them now masquerade as theater men.

If Mr. Eisenberg's attitude is what the New Theater represents, many of us may feel as abashed as he did when he first read Mr. Muni's pernicious pronouncement. Such a theater may be new—but it is certainly not theater. And it might be best, therefore, for it to get out from behind its present masquerade. The theater, new or old, must have as its primary aim—the Theater.

If this be new theater, I'll take the old. I'll even take, if you happen to have it, vanilla.

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Screen Actors' Guild Confronted By Same Battle as Early Equity

(Continued from page 4)

tion, which has proved worthless, or no arbitration at all, at the option of the actor. Should the actor decline to take his troubles to a completely unrepresentative company union whose conciliation machinery is financed by the producers, he has the privilege of taking his case to the courts."

"In 1910, when Equity offered to arbitrate the question of a fair contract before either William Howard Taft or Charles Evans Hughes the president of the Producing Managers' Association issued this reply: 'The managers would be glad to meet Mr. Taft of Mr. Hughes at any time, but there is nothing to arbitrate. The managers have simply decided to issue their own form of contract containing their own arbitration clause and to deal with the actor individually instead of with his Association.'"

"In 1934," Thomson continued, "when Guild representatives offered thru Sol A. Rosenblatt to sign an agreement with the Motion Picture Producers' Association guaranteeing not to strike for a period of five years and agreed to leave the working conditions and the terms of the contract entirely up to Mr. Rosenblatt the producers declined and issued their own contracts thru their subsidized Academy."

"In 1919 the theatrical producers offered a contract to the Fidelity League—the Academy of that period—containing most of the Equity demands, but leaving out the important enforcement provisions—and George M. Cohan, president of Fidelity, said 'Don't let anyone tell you that the Actors' Equity Association is responsible for this! I'm responsible.' In 1935 the Motion Picture Producers offered a new Academy contract containing a few of the Guild's proposals, and Lionel Atwill, chairman of the actor committee of the Academy, said 'The contract for motion picture actors is the finest set of working conditions ever drawn up for the rank and file of players or performers of the entertainment world.'"

After six years of fruitless negotiations with the producers, Equity joined the American Federation of Labor. The Guild found this move necessary one year after its organization.

Another example of history repeating itself is in the "open-shop" policy offer. When Guild representatives offered to submit their proposals to Rosenblatt and to sign a contract agreeing to abide by his decisions they also agreed that during the life of the contract an "open-shop" policy would be maintained. During the strike of 1910, when Equity agreed to sign an open-shop contract, Samuel Untermyer, in a letter of advice to Frank Gillmore, said "I understand that in your demands for the recognition of your association by the managers you have expressly disclaimed any thought of insisting upon what is known as the 'Closed Shop.' Whilst the excess of moderation on your part is praiseworthy from one point of view and ought to attract to your support the sympathy of all classes, I feel that you are wrong. In theory there may be such a thing as the 'open shop,' but in practice there is not.

"Your profession should either be represented through your association for the purpose of collective bargaining against managers, or you will be left at the mercy of individual bargaining against the managers, who, while arrogating to themselves the right of collective bargaining, have had the impertinence to deny it to you. If they have a decent pretext for that attitude I have never heard it presented. It would be interesting to know what it is.

"If you compromise your controversy on the basis of an 'open shop,' which means that managers are at liberty to deal individually with such of the actors as do not choose to join your organization, the result will be that in the course of time they will undermine your Association by discriminating against its members until they succeed in disintegrating it. This is far more easily done in your profession than in the ordinary trade union."

Five years later Equity found that Untermyer's advice was sound, and Equity Shop has been in force in the theater since 1924.

Meanwhile the Screen Actors' Guild in Hollywood has issued instructions to all of its 2,300 members to strike from all contracts entered into the provisions made for arbitration thru the producer-owned Academy.

Lincoln Again Goes For Double Features

LINCOLN, April 6.—The fourth house on theater row here went to double features this week with J. H. Cooper's decision to put the picture half of his vaude-film Orpheum on the two-film basis. Cooper came in from his headquarters in New York City last week when he was informed that his fighting opposition, the L. L. Dent enterprises here, had gone entirely to the dual feature policy.

This looks like a repeat situation on the previous summer and spring when there were six of the nine houses doing duals. It's understood that two more Cooper houses may follow shortly.

Michigan Reopenings Continue With Four.

DETROIT, April 6.—An upturn in theater openings was reported this week by the Detroit Film Board of Trade, with four theater openings and only one house closed for Michigan. One Detroit theater, the Greenfield, a north-end house, closed for a couple of years, has been refurbished and named the Nor-Glo. Reopened by Louis Schmed.

At Nashville, Mich., the Star Theater has been opened under the auspices of local business men, apparently in a plan to draw business to the town. At Deckerville, Earl L. Van Cise has acquired the Regent from Mrs. Clara Bearss. At Whitehall Walter W. Fisher has reopened the Playhouse.

The Park Theater at Grand Rapids was also reported reopened by R. E. Anderson.

The lone closing is the Star Theater at Williamston, which was recently reopened by Abbot Bowers.

A. Ditchero has reopened the Jefferson Theater at Marrero, La.

Michigan Bill Would Provide Censorship

GRAND RAPIDS, Mich., April 6.—A bill to provide for motion picture censorship was introduced into the State House of Representatives here March 28 by Edward H. Fenlon, Democrat, of St. Ignace. The measure provides for a board of three members to be appointed by the commission of labor and industry. The board would be required to view every picture before release for exhibition. A charge of \$1 for each thousand feet of film is proposed by the bill, to be assessed against the distributing companies, to pay for the cost of censorship.

Bills for motion picture censorship are frequent in the Michigan Legislature and many of the present legislators have been forced to pass on practically the same measures at every session.

John Harris Returns As Pitt. Independent

PITTSBURGH, April 6.—John H. Harris, local showman, who has been under contract to Warner Brothers for the last several years, will be on his own again April 19 when his term with that company expires.

He will pilot once more Harris Enterprises, which for years has been leading in motion picture theaters in Western Pennsylvania. Rebuilding anew, Harris will be at the head of the Alvin, downtown house; the Family, East Liberty theater; several neighborhood houses and Duquesne—Garden, sports and amusement center.

He will be welcomed back April 19 with a big celebration to be staged in William Penn Hotel in his honor by the employees of his enterprises.

Gerhard Brothers have purchased the Titus Theater at Mt. Pleasant, Tex., from A. W. Lilly.

Observant!

An editorial in The Cleveland Plain Dealer has noted the improvement in the recent brand of pictures, and has the following to say:

"Overemphasis of sex, says Will Mays, is declining in the movies.

"One is glad to note that he sees it, too. Most Americans will agree with him that it is good to see decency return to the films, and better yet to see it make a hit at the box office.

"But his implication that he, as 'movie czar,' should take a bow for this improvement of cinema entertainment is just a bit too much for a complacent public to swallow.

"This reform was not accomplished until the church, especially the Catholic Church, and numerous civic groups built a bonfire under the movies."

Detroit Houses Face Acute Film Shortage

DETROIT, April 6.—Not enough pictures are coming thru from Hollywood to keep theaters supplied, it was indicated in Detroit this week. An actual shortage of pictures has been talked of by first-run operators for several weeks, with some houses forced to resort to second-string pictures in order to make up a bill.

In the past two weeks only two pictures were screened for new productions at the Film Exchange projection room, where all exchange screenings and showings for the Film Censor are given. This scarcity is being watched with apprehension by exhibitors who view it as more serious than any present scarcity of prints.

Delaware Kills Bill For Sunday Pictures

DOVER, Del., April 6.—The bill to permit motion pictures and other forms of amusement on Sunday in Delaware was defeated by the House of Representatives here just before the State Legislature adjourned sine die by a vote of 8 to 20. The measure was the only one of four amusement bills introduced in the present session which came up for a vote.

The measure, which has caused more protests and controversies than any other bill in the present session, allowed Sabbath amusements in cities and incorporated towns after a referendum on the question. The measure was twice reported out of the miscellaneous committee before it was finally called up for a vote.

Cleveland Exhibs Vote To Continue Singles

CLEVELAND, April 6.—The Cleveland Motion Picture Exhibitors' Association has gone on record as in favor of single-feature policy for Greater Cleveland district during the coming year. The present agreement regarding singles expires July 8.

Local exhibs feel that the agreement has helped box offices since it went into effect and are anxious to see it continued. It will have some opposition from smaller houses, many claiming they cannot make the grade with a dual bill policy.

Judge Rules NRA No Go in Denver

DENVER, April 6.—A decision was rendered by Judge J. Foster Symes in United States District Court here that may mean the complete return of premiums, giveaways and other inducements to picture theaters.

Judge Symes ruled that the exhibition of films was not interstate business, and therefore, not subject to interference by the NRA code authority.

Symes also expressed the belief that the NRA was unconstitutional, altho not incorporating this thought in his decision. He also said the State NRA act was unconstitutional. This had also been the ruling recently by Judge Frank S. McDonough Sr., in which he said the party at trial was not engaged in interstate commerce and the federal law could not apply. In his ruling on the unconstitutionality of the State NRA, McDonough said that it was not possible to include the national NRA act by reference only, which the State law attempted to do.

Symes' ruling was made in the Harry Huffman case, in which the government is attempting to enforce the ruling of the grievance board that Huffman either should stop his weekly auto giveaway or suffer loss of service from exchanges. Huffman secured a temporary injunction, preventing the stopping of service until the case is decided, from the Circuit Court of Appeals after it had been denied by Symes.

The judge held there might be something to the government's contention that Huffman had violated the anti-monopoly laws, and said he would hear further argument on that question. He also said he would adhere to an earlier opinion that Huffman has come into a court of equity with unclean hands because the automobile prizes appear to violate State gambling laws and may be classed as a lottery.

Supreme Court Again Rules Against Fox

WASHINGTON, April 6.—William Fox has suffered a second defeat to sustain the validity of the Tri-Ergon patents, governing the sound-on-film and flywheel. Fox expected to collect \$100,000,000 should his patent rights be upheld by the Supreme Court.

In March the Supreme Court ruled that no infringements were made by any company is using the patents claimed by Fox. The Tri-Ergon did not protest the sound-on-film angle, but claimed rights to the flywheel.

It is expected that the last decision will put an end to litigation regarding the patents in question.

Arty House Folds

BOSTON, April 6.—Majestic, trying to compete with Geoga Kraska in foreign film biz, folded last Saturday night after five weeks of trying to no results. Too many Soviet films and no public for house of that size for foreign products the real cause. Meanwhile Kraska, buying out his associates, is now running Fine Arts on his own, packing them in with *Unfinished Symphony* for a big week, and holding over same for second seven days, good so far.

Allied Would Boycott Majors Who Threaten To Build Houses

MINNEAPOLIS, April 6.—At the annual convention this week of the Allied States of Minnesota, the delegates went on record as favoring a national boycott on producers who use the threat to build theaters in order to sell their product. This is taken to mean that the organization is opposed to Loew's move to enter Chicago in a big way because of inability of Metro to get sufficient bookings in that city.

The organization feels that if a national boycott is established against any producer, the company could not stand the pressure long and would soon give up the idea of causing oversentiment in order to move product.

At the meeting J. B. Clinton, of Duluth, was named president to succeed Al Steffen.

CHICAGO, April 6.—Loew is not making an idle threat in its bid for outlets for Metro features. Some time ago they announced that they would operate a string of houses here if Metro bookings were not forthcoming. It is evident that the bookings were not up to expectations and the battle is on.

Several sites have already been chosen and plans drawn for the houses. Just how many theaters will come under the Loew control is a question. Some claim as many as 10 will be scattered about the city while others venture to guess higher.

The additional houses are going to add to the greatly oversentiment situation that now exists.

Spring

SPRING is in the air and it is now the right time to look over your theater and get it in shape for summer. The past season has no doubt caused a lot of wear and tear that should be remedied.

Plan a warm weather front for your house. Use green lights wherever possible to give a cool effect. Paint the lobby green or any other cool color. Keep away from red or orange for these are heat reminders.

Get out the summer uniforms for the doormen and ushers and give them the once over. If they don't look smart, get new ones, for they constitute a front that is not to be ignored. Summer uniforms are cheap and will repay you in prestige for your house.

Have the chief operator look at the machines in the booth. In many cases, because of false economy, many machines are now being held together with baling wire and it is only an act of providence that they do not fall apart in the midst of a performance. It is not economy to take a chance with your machines. A few dollars invested in new parts will give you a sense of security in your machines and take a load off the minds of your operators.

Take a look at your cooling plant. If you are using refrigerated air, have the mechanism inspected and ready for the first heat wave. If you use fans, have them oiled so their noise will not disturb the patrons.

Your screen has no doubt collected dust during the winter. If you cannot clean it, by all means get a new one. A dark screen can ruin any picture regardless of how well it is photographed.

Every theater operator knows that with the coming of hot weather he must make his house attractive in order to get patrons. Summer always offers competition from outdoor attractions and unless a theater lobby looks cool it will not get a play.

Make up your mind to give your show better exploitation. Spend more money on advertising. With school vacation on, there should be special attractions for children. Get the youngsters started early by booking a good serial, and continuing this policy thruout the summer. Stop worrying about your opposition. Make him worry about you. Booking your show is a minor detail. Selling it requires the work. Get behind every show and plug it and your opposition will not be any cause for worry. If there is a vacant lot near your theater, make a deal with the owner and offer free parking space to your patrons. It is a good gesture and will build business.

Every exhibitor expects a falling off of grosses during the hot weather, but it can be offset to a great extent by using the bean. Don't sit back and lament but go after the business. It is there if you search for it.

Give your theater a break and it will repay you. Get the lead out of your shoes and plan a real summer campaign that will lay low the overrated hot weather bugaboo.

Len Morgan.

BUSINESS IN KEY SPOTS RUNNING BELOW AVERAGE

NEW YORK, April 6.—Business in most spots this week was slightly off. In most instances the drop is blamed on the poor brand of films. The good features were patronized and the bad ones were ignored by the entertainment shoppers. Exhibitors claim their patrons are now educated to good pictures and are becoming very discriminating in the fare.

Many good pictures are being held back until after Lent, altho the season has hurt only in some of the smaller cities. With good features, theater owners do not fear the season.

New York

With holdovers the rule in most of the houses, the grosses in the Times Square district were below average. Shirley Temple in *The Little Colonel*, at the Music Hall, copped high honors, with *Naughty Marietta*, at the Capitol, doing well. Other houses failed to hang up any takes worth talking about.

Philadelphia

Business below average this week. Few good pictures in the downtown houses altho next week's setup looks okeh. Price war still hurting with no sign of any agreement being reached. Theater owners blaming Warners for their troubles since this company started the price cutting. Lent may have a little to do with the slumping takes.

Chicago

Loop houses hit about average grosses this week. Nothing outstanding, but no complaints. Neighborhoods came in for a good play. Lineup next week looks good, with many box-office names in lights.

New Orleans

Lent has cut into the grosses here to a great extent. The town is greatly over-ecated and only those houses with superior product can attract the fans. Neighborhoods doing so-so. This season has not been a howling success at the box offices.

Cleveland

Average takes reported here. Pictures just fair. Warm days have kept potential theater patrons out on the roads in their cars. Good pictures next week may up the grosses considerably.

Providence

RKO-Albee wowed them with *Roberta* and a neat four-act vaudeville bill and is holding over entire program intact for a second week that looks to draw more than double the house's usual business. Modern Fine Arts is also holding over its show for a second week, Columbia's two prize-winners, *Night of Love* and *Hap-*

pened One Night, and will also get a big week out of these films. Strand is way over the 100 per cent mark with *Car 99* and *Love in Bloom* and will be closer to the 200 mark at the end of the week. Fays, with a heavily campaigned stage-show, *Parisienne Folies*, will do nearly double the usual week, and Majestic will be around the 150 per cent mark. Loew's State is off with *Cagino Murder Case* and *Let's Live Tonight* by at least 10 per cent of its average gross mark. Victory likewise under the average mark by a good 20 per cent.

Pittsburgh

Compared to recent box-office returns, business this week has been the most quiet in several weeks. Only sparks of life at the Fulton and holdover of *The Scarlet Pimpernel* and at Warner where *The Whole Town's Talking* was double billed with the British *Evansong*. The grosses at the Penn with *West Point of the Air* and at the Stanley with *Mississippi* have dipped heavily. The nabes suffered mostly because of springlike weather, which had the kids playing in the streets and the elders gossiping on their front stairs.

Boston

Business continues good for *Roberta* in third week at Keith's Memorial and picture shifted for week at RKO-Boston Friday to continued good take. Jack Benny and Mary Livingston, at the Metropolitan, M&P flash house, packed 'em, doing more business in same spot than Mary Pickford in person. New house record for attendance set up for Saturday morning business with this one, *Ruggles of Red Gap*, after two other showings, gathered 'em in to sell-out numbers at the Modern, showing what a good pic can really do. Business fair at other locals, with oodles of money being spent in daily advertising for *Naughty Marietta*, due Friday at Loew's State. Half pegas the rule.

Lincoln

Good Fairy is earning the current shekel plaudits, but not forte enough to scare the boys. Lent is hanging pretty heavy over the row and it's sluff time in accordance with the loss period. *Fairy* is at the Stuart. *Vanessa*, with titular weakness and a heavy story, opened with a wallop, but died like a flurry in the stock market at the Lincoln. The Orpheum, with *Woman in Red* and the *Rambles in Rhythm*, stage show, boomed on the first half and led into the Orpheum's new policy of dual features with *Society Doctor* and *Women Must Dress*. Good average here. The *Varsity*, with *I'll Love You Always* and *Best Man Wins*, is not so good.

PERSONALS

The Cozy Theater, Twin Valley, Minn., has been acquired by J. L. Allison.

Construction work has started on a new picture theater at Columbia, Mo., by Commonwealth Corporation. Opening date will be about May 1.

Eddie Lane, former writer for various trade papers in Detroit, left for San Diego to handle exploitation work at the fair.

The Trout Theater and Sound Equipment Company, Enid, Okla., have placed on the market a new type of washable silver screen for theaters and theater chairs that are adjustable for any floor level.

While Tom Blair, city manager of Griffith theaters in Enid, Okla., is on a month's vacation in Hot Springs, Ark., Gulley Barnell is pinch hitting for him.

Roy Campbell, former manager of the Rosedale Theater, is now manager of the Park Theater, Detroit, for the Krim Circuit. Mac Krim left this week for Arizona and California for a season of polo playing.

Charles Powell is handling up-State Michigan territory for National Screen Service following return of Harris Silverberg to the Detroit office after recovery from fire injuries last year.

Harry Berman has been added to the Monogram Exchange staff in Detroit as special exploitation expert.

Fred CRASIN, former manager of the Farnum Theater, Detroit, is the manager of the remodeled and reopened Majestic Theater for the Jacob Schreiber Circuit.

Lou Padolf, former city salesman for RKO in Pittsburgh, opened the New Linden Theater April 5.

William Grande sold his Phlax Theater in Arnold, Pa., and went into the distributing business in Pittsburgh handling *The Passion Play*.

The Pittsburgh Moving Picture Operators' Union, IATSE, Local 171, moved into new and larger offices in the Clark Building. Roy Groves is the new business agent.

W. H. Virgin will reopen the Happy Hour Theater, Woods Run, Pittsburgh, in two weeks. The house has been dark for several years.

C. J. Stevens and associates are preparing to open a new motion picture theater in Georgetown, Tex. The new theater, to be named in a contest conducted by the management, will occupy the Evans Building at 810 Main street and Public Square. The house expects to be in operation by April 1.

FROM THE BOX-OFFICE POINT OF VIEW

"Star of Midnight"

(RKO)

Previewed at the Ritz, Hollywood.
Time—89 minutes.
Release Date—Not set.

Expertly written, finely acted and capably directed, *Star of Midnight* is an A-1 box-office attraction—a close running mate to *The Thin Man*. There is never a dull minute from beginning to end, and the only objection to be found with the picture is that the mystery is cleared up in too few sentences at the close of the story. One slow to comprehend will have difficulty in identifying the various names spoken in such rapid succession, and many will leave your theater not knowing the actual murderer in the case. An hour or more is spent in establishing suspicion on every member of the case, and in the closing reel a few rapidly spoken sentences clear up each suspect and pin the murder on the guilty party.

William Powell adds to his screen laurels with his work in this picture. As the crack lawyer who has a yen to do some private sleuthing and discovers the real murderer in as complicated a mystery yarn as this reviewer ever sat thru, Powell scores heavily. Role fits him to a T and he walks off with the acting honors of the production. Ginger Rogers plays opposite. In the part of his wild fiancée who can't wait until they are married and helps clear up the murder to help the gala day along, Ginger turns in some swell acting.

Laughs are provided by Robert Emmett O'Connor, in the role of a dumb cop, and J. Farrell MacDonald, as the inspector. Leslie Fenton has the part of the tragic figure in the story and handles his lines like a veteran. Oene Loehhart, Ralph Morgan, Paul Kelly, Russell Hopton and Vivien Oakland complete the stellar cast of screen favorites.

Production is handsomely mounted. Direction by Stephen Roberts is tops. Photography excellent. *Blackford.*

"The Hoosier Schoolmaster"

(MONOGRAM)

Previewed at the Pantages, Hollywood.
Time—77 minutes.
Release Date—Not set.

Here is a picture of universal appeal, of wholesome simplicity, yet one which delves deeply into the democratic foundations of the pioneering folk of America's Middle Border during post-Civil War days. Surely Norman Foster's faithful portrayal of "The Hoosier Schoolmaster" relieves on the screen the character from Edward Eggleston's novel in a manner that will be acclaimed with equal praise from sophisticated metropolitan audiences and those of rural districts alike.

Foster enacts the part of a city youth, discharged from the Grand Army at the close of the war, whose ambition is to follow the Great Emancipator's footsteps into law by way of the schoolmaster route. Trekking westward with his war-day comrades, he is given a school where teachers never have lasted long. By winning the friendship of the school bully he establishes his authority, but soon runs into greater difficulties when

he discovers that the town's leaders, the men who hired him as teacher, have appropriated for their own use the government land intended for the returning soldiers.

Romantic interest centers around a bound-girl, cultured but orphaned daughter of an army officer, whose company is forbidden to the schoolmaster because she is serving out her term of virtual slavery in a home where the teacher boards. Of course the daughter of the family, encouraged by her parents, makes a big play for the schoolmaster's affections against competition from the hired girl.

The bound-girl, an attractive blonde, is stirring played by Charlotte Henry, whose first screen role was in *Alice in Wonderland*, after her discovery at the Pasadena Playhouse. Miss Henry's work will win the sympathy of any audience in her role opposite Foster. She is aided, incidentally, by the interesting bits of youthful Tommy Bupp, who plays her small brother. Dorothy Libaire does well in her limited part as the bound-girl's rival.

Foster and Fred Kohler Jr., the latter as the husky school bully, provide a highly dramatic climax as their loyal friendship is tested by their discovery that both love the bound-girl. Kohler's work in this film is the best of his screen career.

Excellent character portrayals are the contributions of Otis Harlan as Squire Hawkins, William V. Mong as Jake and Russell Simpson as Doc Small, the three "leading citizens." Wallace Reid Jr. appears in a minor role.

Strength of Charles Logue's screenplay is its adherence to Eggleston's original. Directing by Lewis D. Collins is tops and keeps play moving with not a dull moment. *Blackford.*

Forbes, Ferdinand Gottschalk and Ian MacLaren.

Les Miserables is a picture worthy of road-show exploitation. So handled it will be a box-office champion of 1935. *Blackford.*

"I'll Love You Always"

(COLUMBIA)

Roxy, New York

Time—68 minutes.
Release Date—March 20.

Columbia has turned out a very entertaining picture in *I'll Love You Always* and one that will appeal to fans of all types. Dealing with the depression, it will hit a great many people between the eyes and reflect their own hard luck.

The story deals with the trials and tribulations of a newly married couple in trying to readjust themselves to the depression. The husband is arrested for stealing in order to give his wife presents. She believes him to be in Russia and she takes a job as dance-hall hostess. A baby arrives and upon the father being released from jail there is reconciliation and all ends well.

Nancy Carroll, as the wife, and George Murphy, as the out-of-work husband, turn in excellent performances.

Leo Bulskov directed and didn't miss a trick.

This one should please anywhere. *Morgan.*

"Reckless"

(METRO-GOLDWYN-MAYER)

Previewed at Alexander, Glendale, Calif.
Time—100 minutes.
Release Date—April 19.

This latest Jean Harlow picture from the Metro factory is way below past

home. Tone doesn't find her exactly welcome. Payoff comes when his fiancée, Rosalind Russell, announces her engagement to someone else. At her wedding Tone denounces his wife as a flitting gold digger. Following her to the hotel rooms of Powell, he commits suicide.

With a child on the way, she endeavors to obtain work, only to find herself banned because of the scandal attended with Tone's suicide. Powell comes to the rescue, borrows from all his pals, and stakes her to a show. On opening night the socialites attend and Miss Harlow's appearance. From the stage she pleads with them to be decent and give her a chance, while Powell, just inside the wings, proposes and is accepted.

Plenty of publicity heaped upon *Reckless* will put it over. Customers won't get overenthusiastic about the picture, but nevertheless there is a certain amount of entertainment contained therein... providing your audience is not too fastidious. *Blackford.*

"Vagabond Lady"

(HAL ROACH FOR MGM RELEASE)

Previewed at the Village, Westwood Village, Calif.
Time—73 minutes.
Release Date—Not set.

Here is a snappy little program that should give your fans a solid 73 minutes of fun. Smartly paced, with laughs in every foot, the Hal Roach production of *Vagabond Lady*, starring Robert Young and Evelyn Venable and directed by Sam Taylor from an original screen play by Frank Butler, is likable entertainment. Sparkling, clean, different and enhanced by fine acting, this picture should prove to be a satisfactory grosser.

Young is cast as the reckless junior member of a prominent social family—the Spears—whose main delight in life is sailing his yacht into all ports of the world and cracking them wide open. Arriving at home, he finds Evelyn Venable about to become the wife of his brother, Reginald Denny. Young falls for the girl, and when Denny is out of town for a week sees to it her time is occupied.

At a swimming exhibition in a fashionable hotel he embarrasses her. She leaves the party, determined not to let her momentary infatuation for Young interfere with her marriage plans.

On the night before the wedding her father, Frank Craven, gets tight. She comes down to Young's boat to get him and finds him too loaded to move. Young sails them up the Coast to the scene of the wedding. Nearing port, his buddy puts him off the boat when he finds him kissing Miss Venable. The fair lass arrives in time for the wedding, and just as the words are being pronounced Young arrives, throws a wet blanket on the proceedings and marches off with the bride.

Swell acting is to be credited to Young and Venable. Their flit encounter is a scream. Frank Craven is excellent as the drunken daddy. Denny fits in perfectly as the sophisticated brother. Bertou Churchill, Ferdinand Gottschalk and Forrester Harvey also add their bit to make this a truly worth-while picture. *Blackford.*

CURRENT BROADWAY FILMS

	Issue Reviewed.	
West Point of the Air (MGM)	Capitol	Next issue
Life Begins at 40 (Fox)	Music Hall	March 2
It Happened in New York (Universal)	Roxy	Next issue
Black Fury (WB)	Strand	April 6

Holdovers

The Man Who Knew Too Much (CB)	Mayfair—3d week	April 6
Ruggles of Red Gap (Paramount)	Rialto—5th week	February 23
Private Worlds (Paramount)	Paramount—2d week	March 30
Moscow Laughs (Amkino)	Cameo—3d week	April 6

"Les Miserables"

(UNITED ARTISTS RELEASE)

Previewed at Grauman's Chinese, Hollywood, Calif.
Time—107 minutes.
Release Date—April 21.

Bringing to the screen one of the greatest classics of all time, Joe Schenck and Darryl Zanuck can be justly proud of *Les Miserables*, the film version of the modern Christus splendidly portrayed by a competent cast, headed by Fredric March in the role of Jean Valjean. This is the type of picture that adds prestige to the theater showing it... a mighty monument glorifying the cinema.

The three phases in the life of Jean Valjean, the hero of Victor Hugo's immortal drama, are graphically told against a background of early French scenes. In the part Fredric March rises to new dramatic heights and gives to the screen a brilliant bit of acting. He carries the role with ease and understanding, tenderly, sympathetically. His character work in this picture is destined to be remembered for years to come.

Taking second honors is Charles Laughton in the role of Javert, the member of the French police who hounded Valjean, making his life a miserable bit of hell on earth until he liberates Valjean thru his own suicide. In the part Laughton manages to give a performance that had the preview audience hissing his very appearance.

Sir Cedric Hardwicke, as the bishop who teaches Valjean that life is giving and not taking, is pleasing.

John Beal has the part of the college radical who leads the rebellion against prison conditions and in the end wins Rochelle Hudson.

Others in the cast are Frances Drake, Florence Eldridge, Jessie Ralph, Mary

Harlow pictures, but with an important name cast presents unusual exploitation possibilities. Story is the stereotyped yarn of the rich playboy who takes on a chorus cutie during a drunk and the hangover is suicide. Plenty of Miss Harlow's voluptuous self is on deck, and some of the shots revealing her in short costume are high on to breath-taking. At this preview the industry's purity seal hadn't as yet been tacked on.

Miss Harlow, thru the friendship of William Powell, a sportman who is a sportman, climbs the ladder of musical comedy to feature spots. One of the admirers of the lassie is Franchot Tone, a wealthy playboy who buys out the theater so that he might admire her charms alone. He woos and wins Miss Harlow and the two are married during a drunken spree. Taking the dame

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Moss Huddles On Burlesque

NEW YORK, April 6.—License Commissioner Paul Moss continues to drive against the burlesque theaters, seeking a solution for a cleanup in that field, and last week held several interviews with burly men. A week ago yesterday he met with Tom Phillips, president of the Burlesque Artists' Association, and last Wednesday afternoon met with all the burly operators. Thursday he notified the BAA that he would like to meet with a committee of performers.

Moss had a general talk with Phillips, stating that something must be done to clean up the field or it would be necessary to clamp down on them. He again intimated that the day of reckoning would come on May 1 when he issues renewals of licenses. He asked Phillips for suggestions and in general they just had a heart-to-heart talk about the field.

In his meeting with the operators, Moss again stressed the fact that burlesque can't continue as it is. He also asked them for suggestions as to a clean-up, remarking that it would be wise to drop the name burlesque and also cited the case of Hirsch in Minneapolis using opera on his show. Some of the operators claimed that comedians were cautious (See MOSS HUDDLES on opposite page)

COUNTESS NADJA

Still adding to her laurels even in the midst of Lent. Week ending April 3 (Thursday opening) gave Dewey Michaels' Palace Theater, Buffalo, the biggest gross since 1930.

What an Attraction!!!

Now in Louisville for Fred Hurley.
Booked by DAVE COHN.

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Burlesque Review

Apollo, New York

(Reviewed Wednesday Evening, April 3)
Things are looking up at the Apollo on 42d street, with the biz at this show indicating that the house ought to be running in the black. So, despite all the knocks and kicking around that burly gets, the public must still want that sort of entertainment. House gives out with a lot of show, the running time being an hour and 41 minutes, and it certainly is extremely colorful in the Allan Gilbert manner.

Work with a large cast, taking in five and a half strip numbers (the half counting) for Connie Fanslau's tame routine, three comics and four other principals. Besides, there are 20 chorus kids and six show girls. Show is paced well, really costumed beautifully, and then there are a flock of effective picture numbers. Customers here go for the stripping, and they certainly get a lot of it.

The stripping headlines are Maxine Du Shon and Peaches Strange, the former lending class to her performance and Peaches giving out in a very hotcha fashion. The others are a very capable crew also, and that takes in the charming Mary Joyce, who is one strip woman who has a corking singing voice; the charming Honey Bee Keller; June St. Claire, with plenty of s. a., and the versatile Connie Fanslau. Latter keeps covered and only serves to open the stripping festivities. Her role and forte is as a character woman, and there are none better in burly at that assignment.

The comedy is left to Joe Stanley, Art Gardner (featured) and Bobby Vale. Stanley is a clever little comic with his sad kisser and he proved to be quite a favorite here, getting many laughs. Gardner also is a grand comic, but he was on for only a couple of times and the customers wanted to enjoy more of his work. Vale, a rotund fellow, gets his stuff over also, but it was the other two boys who garnered the big laughs.

Straight assignments are given to Palmer Cote and Charles Harris, and they're good feeders. Harris doubles at singing also and does a pretty good job of it. Other feeders arc quite a few of the strippers, especially the capable Miss Fanslau. Then there's Harry Allan, who tensors the show in good style, and Bob Snyder, house crooner, who is as effective as ever in singing over the mike.

SID HARRIS.

BAA Labels Org Company Union

NEW YORK, April 6.—The Burlesque Artists' Association attacked granting a State charter to the United Burlesque Artists' Union, Inc., at a hearing before the State Labor Commission yesterday.

Irving Cyrull, Brooklyn attorney, who is asking for the charter, claimed his organization was seeking to train novices for burlesque and vaudeville, to eliminate the agents, and to increase wages and improve labor conditions.

President Tom Phillips of the BAA attacked the proposed organization as a company union, pointing out that the BAA was already serving the burlesque artists well. When the presiding commissioner asked Phillips if he knew any of the five people signing the charter petition, Phillips said he knew only the name of Jeanette Held, who had not been in burlesque since 1918. He asserted she is now the wife of Abe Held, manager of the Wilner People's Theater and also the sister of Dick Zelsler, manager of Wilner's Irving Place Theater. Cyrull did not deny this accusation.

Decision on the charter will come thru in three weeks.

Furman's Attraction Jam

NEW YORK, April 6.—Maxie Furman got into a jam with the BAA when he took a job as added attraction for last week at the Hudson, Union City, N. J. The organization contended that he is not in the category of an added attraction and therefore cannot be booked for just one week. He was pinch hitting for Bozo Snyder, whose contract with the Indie Circuit did not call for a stopoff in Union City because of a controversy with the operators.

Oxford, Bklyn., Picketing

NEW YORK, April 6.—With the union situation cleared up at the Republic Theater here, the warring labor crafts moved their picketing over to Brooklyn and concentrated on Charlie Schwartz's Oxford Theater. All week long the pickets held forth at the theater, culminating on Thursday in the arrest of 73 pickets, which brought the week's total up to 84 arrests.

Burly Briefs

I. H. HERK may soon move out of his office in the Strand Theater Building, New York, and stick to the near-by Gaiety. . . . Sunny Slane added attraction this week at the Trocadero, Philly, and then goes on the Indie. . . . Mary Weldon was switched to the Bates & Hunt show on the Indie, and Diane Johnson went over to the John Grant show. . . . The cops stopped the barking by burly houses in New York. . . . Also made the Gaiety quit using the mechanical man and that picture out front. . . . The Wilners have given out a contract for a new marquee at the Apollo, New York. . . . Cynthia Michel took ill at the Gotham, New York, last week, but returned to the cast after being out a couple of days. . . . Mac Belle bought herself a new auto and left last week for Pittsburgh, where she opens.

PEACHES STRANGE and Toots Brawner jammed with Supreme last week in Brooklyn. . . . Refused to go on in the finline. . . . Toots changed her mind, but Peaches held fast, was let out and the same night jumped in for Wilners at the Apollo. . . . Nat Mortan has the exclusive on Billy Fields, Sunny Slane, Cynthia Michel, Eleanor Johnson and Aileen Dale. . . . Cress Hillary closed in Pittsburgh Saturday. . . . Bert Marks closed at the Gotham, New York, Saturday. . . . Gladys McCormick and Tommy Levine closed with Supreme Saturday. . . . Rube Bernstein, now associated with Max Gordon, legit producer, is around the Broadway scene. . . . Queenie King was okeh'd by the Hollywood Restaurant, New York, but her Minsky-Weinstock contract wouldn't let her out. . . . *Billyhoos's* May issue is devoted to burlesque.

COUNTRESS NADJA hung up a record for Dewey Michaels last week at the Palace, Buffalo. . . . She polled the biggest gross since 1930. . . . She's now at the Gayety, Louisville. . . . Isy Hirst went to Harrisburg last Tuesday, accounting for his absence from New York, to battle a Pennsylvania tax bill. . . . Paul Niles, recently with the Frank Silk show on the Indie wheel, has been signed up by the Slim Sales Company, of Cleveland, to a 13-week radio contract over Station WIP, Philly, and is to be known as the Slim Troubadour. . . . Dave Cohn booked Bimbo Davis and Maxie Furman with the Wilners; Dean Blake into the Gotham, New York, and Cell Von Delle into the Star, Brooklyn.

JOHNNY COOK, Lew Denny, Gordon Clark, Billy Alnslee and Kenzie Vinton are new principals at the Eltinge, New York. . . . Exiting from the house were Harry Evanson, Buddy and Betty Abbott, Al Golden Jr., Milt Bronson and Veda Lealie. . . . Jacquette opened this week for Supreme. . . . Vilma Joazy caught the one-name fever and is now Vilmar. . . . George Rose and Manny Kay, new team, joined the People's New York, last week. . . . Marilyn King, Wilner chorine, is in the Lying-in-Hospital, New York. . . . Joy St. Clair replaced Buster Phillips at the Gayety, New York, Friday.

PHIL EPPENS, cultured basso-baritone with the Supreme, one of the Ohio Atwater Kent radio contest winners not long ago. Before that captured the every-two-year contest prize put up by the National Federation of Music Clubs in a vocal tryout held in the Deshler Hotel, Columbus, O.

U-NOTES

By UNO

LOUISE STEWART tendred a surprise birthday party at Tanner's Tavern March 29 by Murray Leonard. Among the guests were Charles (Red) Marshall, Dolores Dawn, Jack Diamond, Ethel DeVoe, Mr. and Mrs. Tom Phillips, Russell Trent, Lillian Murray, Murray Briscoe, Peggy Reynolds, Charles Cliff Hall, Max Fehrman, Bert Grant, Connie Fanalau and Norman Thorne.

MARCELLE and Lillian LeRoy, two Wilner chorines, received generous donations contributed by the entire companies of the Irving Place and 42d Street Apollo (New York) houses. Also from (See U-NOTES on page 31)

MARJORIE LEE

JUST A KUTE KID

CHAS. "REG." MURRAY
Marshall & Leonard
Thanks to Nobody.

LOUISE STEWART

THANKS TO SOMEBODY.

PHIL EPPENS

Basso—Supreme Circuit.

JO ANN DARE

JUST A RED-HEADED SHOW-STOPPER.

SMILING INA THOMAS

A REAL BOX-OFFICE MAGNET.

SAMMY WESTON

JUST A COMICO.
Third Season in the East.

MARIE GUNDEL

Talking and Stripping Genius.

MADGE CARMYLE

THE DANCING LADY.
Phil Rosenberg, Ea. Rep.; Milt Schuster, Was. Rep.

JACK "TINY" FULLER

"NO PFURTZIN AROUND."
Star, Brooklyn, indefinitely.

CYNTHIA MICHEL

STRIPPING A LA PARISIENNE.
Direction NAY MORTAN.

MARIE ALLEY

THE "IT" GIRL.
Playing Independent Circuit.

EDDIE INNIS

STRAIGHTS—DANCES—SINGOS—ETC.—ETC.
Management JACK BECK.

RAE HOLLAND

SINGING AND TALKING INGENUITY.
With Supreme Circuit.

Foster and Kramer

KINGPINS OF BURLESQUE.

Georgia Sothern

BEGINNING 2ND YEAR WITH WILNERS.

BILLIE DIAMOND

ALWAYS CHARMING.

JOHN	DIAN
HEAD & ROWLAND	
Straight—Baritone. Stripping Sensation. In Stock, Variety Theatre, Pittsburgh, Pa. Direction, PHIL ROSENBERG, N. Y. C.	
BILLY "REG"	DOONIE

EGAN & MARTIN

Light Comedian, Strip Extraordinary.
Reps., PHIL ROSENBERG AND DAVE COHN.

SYLVIA

THE ORIGINAL DIAMOND GIRL.

Reno's Unit Set For Summer Run

JACKSONVILLE, Fla., April 6.—Paul Reno's *Maxine's Revue Disjunct* of 1935, current at the Palace Theater here for three days after three weeks for Warner Brothers, will close around May 15 and shortly thereafter will open at Indian Lake, Russells Point, O., for the summer. En route north, the Reno attraction will play three return dates for Warner and three stands in Maryland. Altho the early season was anything but lucrative, the last nine weeks, according to Manager Reno, have been highly successful, with the result that the show will wind up its tour well under the wire.

In the *Maxine Revue* lineup are Paul Reno, producer-manager; Maxine, mistress of ceremonies; Bobby Jones, dancing comedian; the LaVerne Twins and Armeta, adagio dancers; Montrose and Pearl, tin-type act; Dottie Strickland, Marilyn Rogers, "Bumps" Dalton, the Three Dancing Buddies, Dione Thrush, Rosemary Ferry, Beanie McConnell, Margaret Reno, the Three Aristocrats, and the Criterions, stage band.

LaFollette Jumps South; Contemplating Tent Tour

ELIZABETH CITY, N. C., April 6.—LaFollette, the "Man of Many Faces," and his 20-people unit, *Fantasies of 1935*, managed and produced by Billy Leicht, jumped south this week to open a three-day engagement at the Carolina Theater here. Next week the company plays Savannah, Ga., and Wilmington, Del.

In the company, besides LaFollette, who is featuring several illusions and his well-known lightning-change sketch, *The Arrest*, are the Nine Demons of Rhythm, Grindell and Esther, Charlotte, Parker Brothers and Lynn, Margie Wright, Thelma Kelly, Franklin and Wally, the Three Flashes and Johnny Stevens.

Leicht and LaFollette are contemplating enlarging the unit to a 2½-hour show and putting it under canvas for the summer.

Gaiety, N. Y., Pinch

NEW YORK, April 6.—The Gaiety Theater here, operated by L. H. Herk and George Jaffe, was the scene of a pinch Thursday night, with three strippers aged the house manager being booked. Those charged with giving and permitting an indecent performance were Buster Phillips, Bubbles Yvonne and Marie Voc, strippers, and Ed Rowland, manager.

Margie Hart, Toots Browner and Gladys McCormack, strip women, along with Jack Keller, stage manager, and Edward Goodman, manager, were arrested at the Republic Theater yesterday for putting on an "indecent performance." They were released at once on bail of \$500 each, for appearance in West Side Court today.

Canton Tries Stock Burly

CANTON, O., April 6.—Canton's first burlesque in several years opened at the Grand Opera House last Saturday when a stock burly policy was inaugurated. Change was made after a two weeks' try with musical comedy tabs. New company is headed by Baba Johnson, specialty dancer. Sharing the spotlight with Miss Johnson are George (Skippy) Douglass and Al (Bozo) Gable, comedians, and Pat Burns, master of ceremonies. There are daily matinee and night performances, with a midnight show every Saturday.

Burly Slated To Invade Syracuse

SYRACUSE, April 6.—Burlesque is due to return here after more than a year's absence, probably opening April 15 at the Civic Theater.

Albert Averbach, local attorney, is said to be angel for the company, which will be stock with guest stars. Ann Corio is slated to open. Twelve girls will be used in the chorus. It's Averbach's first venture in show business.

Victor W. Frank, who has managed three local houses, is slated to be house manager.

Tab Tattles

BIGSON J. HERBERT and Company; Harry Sykes, bike rider; the Philmers, the Drayton Sisters, the Chesson Twins and Helen Glen's 10-piece girls' band are featured with *Varieties on Parade*, now playing the South Atlantic territory. . . . Western tabs are asked to beware of a man representing himself to be an actor who has the bad habit of joining a show, staying on for a few days and then jumping off very suddenly with all the show's wardrobe, scenery and clothing he can lay his hands on. Jack Moore and Walter (Bozo) St. Clair were among the recent victims. . . . Earl Meyer, straight man, who has had a girl show with various carnivals the last several summers to good results, will be out with the Gold Medal Shows this season. Billy Woodall will be back with him. . . . Girls and the emcee from Franklin's *Fantasy Follies*, under the management of Caroline Franklin, have just finished an engagement at Ye Old Tavern, Fort Wayne, Ind. . . . The Means Sisters, dancers and singers well known in tabdom, have been added to the new floor show at the Olmos Supper Club, San Antonio. . . . Eddie Sauer, emcee and musician, is back in San Antonio after a brief sojourn in Dallas. . . . Ralph Cook, Dick Lane and Floyd Christy are handling the comedy with the Texas Gulligan Gang presenting their 1935 *Scandals* edition in the Pennsylvania territory. Others in the show are Eleanor Leonard, the King Brothers and Dorothy, the St. John Brothers, Judith and a line of girls. . . . "SeaBee" Hayworth infos that Harry Laffo is no longer connected with his *Broadway Novelties*. Hayworth is now doing all his own booking.

JIMMIE HODGES' *Follies* have just finished a return engagement at the Loew-Poll Globe Theater, Bridgeport, Conn., following in Blanch Calloway's *Harlem Revue*. The Hodges unit scored a decided hit there last December. He was followed in this trip by the *Platinum Blonde Revue*, Advance Agents Gene Christian, of the Hodges company, and Sam Ward, of the *Platinum* outfit, were entertained in Bridgeport by Ted Holt, Globe manager. Hodges' *Miami Nights* finished a tour of the South recently when the Mississippi floods forced a temporary layoff. . . . Neva Chaffin, Edith Cushman, Tony (Helen) Lee and Jeanne Roberts are new additions to Cotton Watts' chorus at the Roxy, Knoxville. Principals are the same and include, besides Watts, Billy and Marigold Armond, George Bartlett and Chick Moreland. Art Almond and his three assistants are still furnishing the melodies. Almond has written several new song numbers, and Chick Moreland had the nerve to try out one last week-end. Chick survived the ordeal when the audience took a liking to the new ditty. . . . Knoxville isn't suffering from a dearth of entertainment. Last week-end saw four shows in town—one at the Roxy, another at the Rialto; Mary Lane, the Believe-It-or-Not-Girl, at the Ritz, and the usual show at the Riviera. On top of all that Harry Cowl's walkathon opened up under canvas just outside the Knoxville city limits. . . . Tommy Hanlon, Vi Shaffer, Nellie Clark and a line of 16 girls have been at the Embassy, Johnstown, Pa., for more than a week and are said to be doing very nicely. . . . Ernie DeVoy, for many years a tab agent, has just returned to San Antonio after a trip thru Mexico ahead of the Great Dr. Honken, magician and hypnotist. Ernie contemplates taking an all-girl revue to the Orient in the fall. . . . "Skeet" Snyder is now with *Hi-Ho Broadway*, playing for the Sun office thru Ohio and Indiana. Company has just finished a long string of Public dates thru the Carolinas. "Skeet" says he's now enjoying good health after eight musty weeks in Cuba. . . . Nanya, balloon dancer, and Jack Riano (Kongo) joined Jimmie Hodges' *Follies* at the Loew-Poll Globe, Bridgeport, Conn., recently. The Hodges revue has several more weeks in New England territory before moving into Pennsylvania. . . . Peggy Doss joined the Cotton Watts troupe at the Roxy, Knoxville, last Friday.

TEX LEWIS, of the New Irving Hotel, Philly, mourning the loss of his dad, who died March 29.

Atlanta Burly Does a Foldup

ATLANTA, April 6.—The Atlanta Theater here, burly house, folded abruptly last week when the cast was powerless to carry on after the unions walked out and finally the scenery was carted away. Majority of the cast are in straitened circumstances and are figuring out ways to get out of town.

After getting a short payoff the cast was willing to carry on, but the stage crew wasn't so inclined. However, the performers still went on but had to quit when the scenery was taken away. Several of the performers are under bond to appear in court soon on charges of indecent exposure.

ATLANTA, April 6.—O. L. Freeman, manager of the Atlanta Theater, Atlanta, was fined \$100 and given 12 months on the chain gang, the latter to be suspended on payment of the fine, on the charge of permitting indecent exposure in his theater. Suspended sentences of 12 months each, without fines, were imposed on Joan Frank, Tamara Reins, Charlotte Grey and Monte Dale.

Four others, Hazel Devoe, Mrs. H. C. Gregory, Violet Sprivy and Snookie Woods, under \$50 bonds, were to appear in court this week also, but the judge removed them from the calendar and placed them on the "dead docket."

Rialto, Chi Burly, Opens to Good Biz

CHICAGO, April 6.—Business at the Rialto, which reopened a week ago yesterday, has been exceptionally good and all indications are that it will settle down to a nice steady business. The new management seems to have overcome the jinx which beset former occupants of the house. The new burlesque policy has elicited from the start, and last Sunday, when everything else was dead in the Loop, they did capacity business for five shows.

George Broadhurst & Company, comedy act, and Karena, exotic dancer, joined the company yesterday for the current week only. Added attractions will be booked weekly to the regular show.

Supreme May Be Left With a Week

NEW YORK, April 6.—Supreme Circuit may be left with just the one week, the Republic here, if reports are true that the Park, Boston, and Werba's Brooklyn may close within two weeks. The office revealed that it is likely that Boston will close next Saturday, but denied the report that Brooklyn will close two weeks from today.

Howard, Boston, on the Indie Circuit, was slated to close also, but now a report from Al Somersby indicates that he will attempt to keep it going until June 1.

Jack Van's "Palais Royale" Touring Southern Country

ATLANTA, April 6.—Jack G. Van and his *Palais Royale* unit hopped all the way from Ohio to open at the Capitol here last Saturday for a week's run. He is set for a string of dates in the South. Show carries 21 people, with a six-piece stage band and six girls in line.

Principals with the unit include Guy Johnson; the Lafons, Argentine dancers; the Frazer Brothers, "wizards of equilibrium"; Miller and Miller, novelty musical ropers. Another act, not yet selected, will join the show next week.

Show also had the DeLeo Twins, of Baltimore, but because of misunderstanding they were pulled out of show by their father and sent back home.

MOSS HUDDLES

(Continued from opposite page) tioned to lay off dirt, but disregarded orders. Max Wilner suggested that a committee of three function as censors, and Moss agreed but saying that all three should be from his office. Moss is further reported to have stated that all but two of the local burly theaters would have their licenses renewed, but would not disclose which two.

Papa Misinformed; Girls Are Jailed

ATLANTA, April 6.—So-called Southern hospitality was lacking in the opinion of the DeLeo Twins, Lillian and Violet, of Baltimore, when they arrived in Atlanta last Saturday with Jack G. Van's *Palais Royale* to play a week's engagement at the Capitol. And all because their father, Joseph DeLeo, wired the chief of police in Atlanta to hold the girls on the ground that they were due back salary from the show and because the parents wanted the girls to return home.

Thus on Saturday night Lillian and Violet, instead of being able to enjoy Georgia scenery with the rest of the troupe, were lodged in the new city jail to await arrival of the father, who finally pulled in here Tuesday. Thus the girls were locked up from Saturday night until Tuesday afternoon. The father expressed surprise to find the girls in a jail cell, but according to the opinion of Atlanta police, a "hold" telegram means to lock up.

Actual amount of money owing the girls was \$13, which would have been paid Wednesday, regular pay-off day for the show. Mixup of the whole thing was blamed on a former member of the troupe who was discharged and who went to Baltimore and saw the twins' father and told him a fearful of how show business "is not conducted."

The results, a 1,400-mile trip by car for the father, three nights in jail for the girls, all because of \$13, which would have been paid. In the meantime the show carried on to the tune of good notices in the Atlanta papers.

BAA Resolves To Clean Up Burly

NEW YORK, April 6.—The Burlesque Artists' Association's executive board met this week and passed several resolutions. Most important was that of carrying thru on the publicity campaign to instill in the minds of the public that a branch of the theater, such as burlesque, existing for some 60 years against all sorts of obstacles must have some merit. Furthermore, they will seek a cleanup in the field, calling on the members to help.

The board also appropriated a sum to permit the publishing of a house organ for the organization, the first issue slated to be published next month.

Tabs at Winnipeg Houses

WINNIPEG, Man., April 6.—Local theater-going public has had a generous share of tabloid entertainment lately, several of the more prominent Main street houses featuring the stage entertainment with fair success. The Starland and College theaters recently played Don Adams' *Sunkist* and *Band Box* revues, billed direct from Chicago with a weekly change of program. The Beacon Theater opened recently with Ben Smith's revue, with the help of Bill Moore's stage band. Beacon's own musical attraction. A revue, featuring Al Calvin and Marguerite, played the house this week. Dorothy Welch, singer, and Joe Midello hold prominent spots on the program. Visible broadcasts from Station CJRC are being used by the Beacon and Starland.

BERT SAUNDERS and Dorothy DeHaven, with the Wilners, just bought property in Niantic, Conn., near Miss DeHaven's granddad, upon which they will erect a bungalow for a permanent home.

BUBBLE DANCE BALLOONS

All sizes up to 6 feet. Write for Prices. Our Portable Transparent Balloons are used by Famous Bubble Balloon Dancers. We can supply Portable Inflating Pumps. THE TOY BALLOON CO. 202 EAST 39TH ST., NEW YORK CITY

WANTED

Chorus and Specialty Girls, Blues Singer, Sister Team and Comedian. Will guarantee two weeks. If good, month or more. Must be good. Write or wire. RIALTO THEATRE, Knoxville, Tenn.

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

Dedham Show Using Acts, Special Nights

DEDHAM, Mass., April 6.—The Ernie Meiss show at Moseley's-on-the-Charles had 21 of the original 67 couples on the floor as the 700th hour was reached. Outside attractions, including vaudeville acts, have been offered since the start and feature nights are a regular routine. Practically no heat has been used.

Bernie Marr holds the emcee spot and handles the broadcasts daily over WHDH, Boston, with Syl Reilly working the platform and Schnozzle Kelly and Bozo Lewis supply the comedy. Floor money has been heavy, and Jimmy Scott is having great success with his dope sheet.

Remaining kids at the 696th hour included Johnny Hughes and Bunny Jordan, Sonny Howard and Lucille Yalla, Bob Manjo and Lillian Houle, George Masek and Helen Steele, Billy Addy and Frances Dunham, Charles (Pop) Myers and Pal Nelles, Jimmy Scott and Happy Griffin, Tex Richards and Ethel Dunham, James Kennedy and Rita Bateman, Ralph Fowler and Florence Foster, Carmie Lombardo, solo: Buck Rogers and Jimmie Shipley, Jimmy Barrett and Helen Masek, Jole Stag and Thelma Birdsall, Tony Mase and Marion Scott, Charley and Lucille Farren, Freddie Lewis and Ruth Watt, Billie Page and Chickie Ross, Bob Marvin and Frances Wharton, Bob Kenney and Mary Cassista, Freddie Nevola and Mary DiRosa and Earl Smith and Arline Duffault.

Super at Salineville

SALINEVILLE, O., April 6.—Al Godar's walkathon, which started in Addison Hall here March 13, is down to four couples, with derbies and grinds a nightly feature. A half-hour bandaged sprint is proving a good attendance stimulator. Godar announces the start of a super Monday night. The show is being plugged heavily within a radius of 25 miles, with an ambitious newspaper campaign in the East Liverpool district, and week-end crowds have been capacity.

Lew "Pop" Watson

Announces the

OPENING OF UNIT NO. 1
IN RHODE ISLAND
IN ABOUT TWO WEEKS

ALL CONTESTANTS, ETC.,
WRITE IMMEDIATELY TO

LEW "POP" WATSON

293 N. MAIN ST.,
WATERBURY, CONN.

CONTESTANT NOTES

BOBBIE MANNERS is located currently in Columbus, O., and writes that she would like to see notes from Mickey Grove, Sylvia Stewart, Patty Barnes, Ida Reeves, Edith and Les Jackson and Doris Allen.

AL SMITH, who has been out of the endurance business since November, 1933, has been emceeing clubs this past winter and plans to go out with a carnival in a few weeks. Al can be reached thru *The Billboard* Letter List. He would like to hear from friends, especially Bobby Jones and Pauline Schieber.

JEAN ANDREWS and Evelyn Thompson, first and second prize winners of the Tampa show, respectively, are vacationing at Daytona Beach, Fla. Evelyn would like to hear from her former partner, Pop Miller, thru *The Billboard* Mail Forwarding department.

FRANKIE FERRO, one of the winners of Tebbetts' Atlantic City show two years ago, is scouting around for a partner, for a comeback.

LARRY DWYER is resting at his home in Worcester, Mass., and is putting on plenty of weight. He would like to see a contribution to this column from Billy Donovan.

JIMMY JOY and Joe Palooka plan to go west soon and would like to hear from Dud Nelson, Butch Sullivan and Helen Sloan. Jimmy and Joe may be reached thru the mail department of *The Billboard*.

SID RUFUS writes he is in Atlanta and may be reached thru the mail forwarding department of *The Billboard*.

MURRAY SWARTZ writes that he is a contestant in the J. J. Barton show in Cleveland, O.

BUDDY DOUCETTE, walking in the Egin, Ill., show, would like to hear from Earl Fagan, King Brady, Eddie Leonard and Smokey Richardson.

KITTY BABS writes: "Someone last week nominated Ducky Naccarato as one of the best all-round emcees in the business. In my opinion the two best are Austy Dowdell and Eddie Begley. Both have what it takes, says I."

BOB (PORKY) DEVLIN would like to see notes in the column from Dick Buckley, Russ Martin, Russ Freeman and Eddie Burke.

HELEN BORTLEIN and Eddie Howe want Hughie Hendrixson, Joe Palooka and other friends to write them in care of *The Billboard*.

If you have a permanent address, thru which you can always and surely receive mail, be sure to file it with *The Billboard*. Your permanent address in our files will save the time required to advertise your name in the Letter List and you will get better service on letters mailed to you in care of *The Billboard*. Your co-operation will help.

IRENE (ARTHUR) DEVLIN would like to hear from Bert and Kitty Ray thru the mail department of *The Billboard*.

MRS. BOBBY (MADGE) MADISON is seriously ill at her home in New Jersey. Madge and Bobby were contestants in Cowl's recent Tampa show.

HELEN DEVLIN is looking for a few words in this column from Wesley Bryan.

CLYDE AND DORIS MORSE are walking in Alvis' Macon, Ga., show.

MITZI LYMAN wishes to hear from Tommy Greenhouse, Betty Lightner and Bobby Waddall via *The Billboard*.

Great Falls Show Setting Fast Pace

GREAT FALLS, Mont., April 6.—Mickey Hogan and Pete Henry, producers of the show here, are still packing them in with 10 couples left at the 606th hour. The weather has been a little chilly of late, but that doesn't seem to keep the natives away.

Floor Judge Paul Bryant, with instructions from chief emcee, Bobby Gilbert, is now putting the remaining contestants thru the toughest of hazards. Last night they went thru a three and one-half hour chained treadmill with a 10-minute dynamite sprint thrown in the middle, to thrill the excited crowd. All couples are sponsored.

Mickey Hogan is still working every night show at top speed with his comedy and feature nights. Bobby Gilbert claims his fan mail is the largest he has received in any show he has ever worked, which is something.

The show is aired three times daily over KPBB, local station, ably handled by Bobby Gilbert. The complete staff now is as follows: P. T. Henry, general manager; Mickey Hogan, comedy and assistant manager; Bobby Gilbert, chief emcee; Eddie Cluxton, midnight emcee; Midge Henry, cashier and secretary; Paul Bryant, night heat floor judge; Tom Henderson, day floor judge; Bob Davis, Richy Ford, Lyle Chapman and Frank Taylor, trainers; Viola Chapman, Evelyn Cameron and Pauline Oakley, nurses; Dr. Mac-Oregon, physician.

Festa, Boc Come In First at St. Joseph

ST. JOSEPH, Mo., April 6.—The Midwest Walkathon Company's show here wound up last Saturday, with Louis Festa and Sophie Boc as the winning couple. Second prize went to Doran Herbert and Margie Knowles, a local team, with Ernie Downing and Vera Melcing showing.

The last two weeks did a turnaway business, with more than 7,000 viewing the victory ball. The show was handled in fine style by the competent staff headed by J. B. Steinel, president and general manager; Al Baker, assistant manager and chief emcee, and emcees Ray (Pistol Pete) Wilson and Paul Roscoe. Prize money was awarded by Pat Olstead and Martha Dallas.

Ponca City Pulling 'Em Under Canvas

PONCA CITY, Okla., April 6.—Charles F. Noltmier's General Amusement Company opened here under canvas March 21 and is playing to a steadily increasing draw. The 270-foot tent has accommodations for some 4,000.

Jack Hayes is head emcee and makes all broadcasts. He is assisted on the matinees by Kenny Neidell, with Alto Locke handling the midnight maniac shift. Floor judges are Maxie Capp and Ray Watson; trainers, Bob Wilkins and Harry Simon; nurses, Cora Tracy and Ruth Keller; concessions, Gene Montgomery and Earl Ployhar; dietitians, Mickey Flanagan and M. Roper; cashiers, Jean Dare and Trudy Smith; night manager, Doc Roberts; auditor, George Barham. Show looks good and should finish in the black.

Publicity Big Help To San Jose Walkie

SAN JOSE, Calif., April 6.—George W. Pugh's Santa Clara Valley Walkathon that opened here March 23 had 24 couples and 9 solos on the floor at the 192-hour mark. During the first week of operation the show enjoyed excellent business due largely to plenty publicity received in the dailies and over KQW. The show is capably handled by a staff headed by Ted Mullen, contest director, and Lenny Paige, Frankie Little, Al Lyman and Bobby Ray on the stand.

Remaining kids up to March 30 included Bob Stewart and Tony Tibbetts, Jimmy Carolinton and Helen Perini, David Drohan and Betty Kelly, Jimmy Valentine and Helen Tyne, Jimmy and Fritz Brugnone, Jack De-Strong and Theda DaYo, Dee and Margie Stevenson, Gordon Bezley and Nellie Tucker, Sam and Ann Cidot, Clarence and Flora McNabb, Bud Cornelius and Bonnie Santos, Victor Hoig and Fernie Faye, Chick and Dorothea Williams, "Pop" and Ida VanRamm, Ted Whitaker and Ann Meek, Syd Vahl and Ardath LeRoy, Ben Whaley and Joan Dennis, Jess Siemens and Frankie Autrey, Tony Arcure and Billy Thompson, Ralph Smith and Lily Harlan, Carl Bakke and Ann Borges, Tony Brugnone and Mary Casey, Cecil Bezy and Irene Hubbard, Mickey Riscoo and Ruby Siemens and John Clark, Phil Rainey, Jule Erlich, Melvin Howe, Clarence Schaffer, Frank Lauricella, Alfred Rusconi and Jean Parsons, solos.

BILL HUMPHREY writes that he is at home in Detroit and is very anxious to hear from Ernie Scott, Charles Hagen and Johnny Miller. He may be reached thru the mail forwarding department of *The Billboard*.

WATCH FOR OPENING WALKATHON

Downtown Flint, Michigan,
IN IMA AUDITORIUM

Michigan's most beautiful auditorium. Date of opening will be announced in next week's issue. This will be a great money show.

JACK STEINEL

Midwest Walkathon Association

WALKATHON

Opening April 18
In Coliseum

DOWNTOWN, BLOOMINGTON, ILL.
Under Auspices Louis E. Davis Post No. 56, American Legion. Broadcasts Over WIBC.

MAXIE CAPP, Judge, Says: "All Sport Teams Who Know Me, Come on."
Write

FRED SHELDON

Coliseum, Bloomington, Ill.

WALKATHON

OPENING APRIL 23 AT KALAMAZOO.
Contestants knowing Pat O'Reilly write care of Columbia Hotel.
Watch next week's *Billboard* for Feature Ad.

WALKATHON SEATS

Bleacher and Grand-Stand Chairs for hire. Floor layout furnished. MARTIN N. V. TONY & SEAT CO., INC., 304 Canal St., New York.

\$25.00 Per 100 — Government Co-operative Code, Flags, Bilingual Used. Write for List. WELLS' CURIOSITY SHOP, 20 S. Second Street, Philadelphia, Pa.

W. E. TEBBETTS' WALKATHON

Opening Tuesday, April 16th

IN THE BEAUTIFUL LARGE

Tech Skating Rink, Cambridge, Mass.

JUST ACROSS THE BRIDGE FROM DOWNTOWN

BOSTON

Contestants with good wardrobe and can entertain, this is Your Great Opportunity. Better hurry.

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

Contestants — Why feel with the little ones when you can go in the biggest!

Three and I Still in Swartz Cincy Walkie

CINCINNATI, April 6.—The Swartz show here entered its sixth week Thursday with three couples and one solo still going. Business has picked up and good crowds are now turning out, especially for the night sessions, according to F. R. Hayes, night manager. Time limit sprints are going full tilt afternoons and evenings, with the one fall and out rule in effect. The couples still going strong are Tommy Gardner and Billie Farmer, George Grant and Clara Korner and Charlie and Dolores Engelhart, solo.



NINNIAN SWARTZ
ELMWOOD WALK-A-SHOW

bel, Buddy Atkins and Toni Charles, and Dolores Engelhart, solo.

Eddie Brown and Clyde Earl are heading the stand, with Harry Green and Harold Perry judging the floor. Hal Betts and his Melody Boys are grinding out the tunes. Also on the personnel, as the show enters the tough stages, are E. K. Clark, dope sheets; Charles Smith, dietitian; Henry Hottum, comptroller; Roy Jennie, tickets; Wayne Schroyer and Red Maher, trainers; with Eda Schroyer and Grace Perry, nurses.

Full House Greet Knoxville Opening

KNOXVILLE, Tenn., April 6.—With interest stimulated by church, theater and some newspaper opposition here, Harry H. Cow's International Walk-a-show here was built up to a good start Wednesday night. When the starter's gun fired at 9 p.m. 57 couples took the floor, among them some outstanding talent.

Big top is set up just outside city limits because of a local ordinance. Close to capacity crowd opening night, and Thursday saw 3,500 people inside and another thousand trying to get in. Sheriff Brewer has given show his okeh, and an article in *The News-Sentinel* complimented absence of rowdiness.

King Brady is chief emcee and spicing three daily broadcasts on WROL, assisted by Eddie Leonard, Smitty Inman and Johnny Morgan. Other personnel: John Winston, manager; J. Sherwood, purchasing agent; Abe Martin and Jim Mullins, floor judges; Ma Branch, nurse; Frenohy Cottrell, trainer; Don Franklin and Whitey Boggan, dietitians; George Green and Bill Shanly, greeters; Nora Branch, cashier; Jim Sweny and Red Bryant, concessions. Orchestra is Tom Matney's Walkathonians.

Show was down to 41 couples Friday afternoon.

Hambly, Keller Finish In Front at Fort Smith

PORT SMITH, Ark., April 6.—The C. F. Noltimer show ended here March 11 after 1,298 hours, with Harry Hambly and Ruth Keller taking first honors. Van Mills and Tillie Tarantino finished second, and Duffy Tarantino and Jeanne Zalesky walked off with third place. The presentation ball called the S. R. O. sign into service early on the evening following the windup.

Jack Hayes did fine work on the stand and over the air, with the capable assistance of Alto Locke and Kenny Neidell. A feature of the show was the clipping of Heat Judge Maxie Capp's hair, he losing a bet with Jack Hayes that the show would end on a certain day. Two hours following the close the big tent was down and all equipment packed into the box car ready for the trip to Ponca City. (This writeup unintentionally omitted from previous issue.)

Staff Briefs

TEX FALK, on the Tebbetta Irvington show, says it's mighty fine to be "back home."

THE NEW TEBBETTS No. 2 unit will open Cambridge and Boston under the emcee guidance of Jack Negley. Harry Levy has also been assigned to this unit.

LES McCULLAM says that contrary to the report published in *The Billboard* dated March 30 (listing him as a member of the Waukegan, Ill., staff), he is doing his best to help Bob Lee turn in a winner at his Pla-Mor Ballroom show in Chicago.

D. J. KING, who handled the platform for Jackie Collins' Tower City, Pa., show, has left the endurance biz for awhile and is emceeing at the Crystal Ballroom in Williamsport, Pa.

CHARLEY NOLTIMIER is back on the scene at Ponca City, after a short vacation, and feeling fine.

MAC MAURADA'S New Jersey show has an imposing array of talent entered on the floor. The staff will be headed by Freddie Hall, assisted by Frankie Rizzo and Red Oleaki.

HI CLARKE would like to read a brief from Wally Svitek.

ERNE SCOTT, Uncle Joe Purtell's heat and air man, announces his marriage to Bernice Hudson, of Kinston, N. C., on February 17. They are residing in Kinston.

JACK KURTZE, former emcee with the National Amusement Company in Houston, Mobile and Corpus Christi, is now emceeing at the Broadway Buffet, Kansas City.

The *Billboard's* Letter List Department is maintained for your use and convenience. When you want to get in touch with staff people and friends with whom you have lost contact, write them a letter in care of *The Billboard*, 25 Opera place, Cincinnati. Let us do the rest. Our mail-forwarding service is entirely free. Get into the habit of looking in the Letter List every week for your name. You never know when someone may be writing you.

H. A. AUSTELL, Washington, D. C., is resting between shows and infos he will soon "join up" as trainer.

DICK CONWAY is recovering from injuries received in an auto accident in Grand Rapids, Mich. He would like to hear from Mike Kinsey, H. H. Cow and Bob Courson via *The Billboard* mail department.

DON (D.) BLAIR is taking his customary spring vacation in Boston before joining the *Streets of Paris* dancing revue for the summer. Don says: "Please tell the boys that I won't be waking them until fall."

FORREST BAILEY, floor judge, is still at home in Pasadena, Calif. He would like to hear via the Letter List from Al Lyman, Joe O'Neil, John Paul Jones, Harry Green and Gill Watts.

JACK DUVAL, former night clerk at the Swartz Elmwood, O., show, was a recent visitor at the Cincinnati office of *The Billboard*. Infused that he was headed for Knoxville.

BOB COLE writes from Enid, Okla., that he would like to hear from Jack Negley, Pat Webster, Mac Maurada and Red Long thru the mail department of *The Billboard*.

CLIFF REAL is handling the floor show at the Playboy Club, Miami, Fla. He would like to hear from Clara Kay, Vic Purce, Bobby Reagan and Flo King, via the Letter List.

TEDDY HAYES infos that he has left the Endurance Show field temporarily to take another position in St. Albans, N. Y. He would like to read 'em via the Letter List from Jackie Fields, Annabelle Day, Jerry Martone and Al Bakcr.

DUCKY AND BILLY NACCARATO would like to hear from Charley Loeb, Porky Jacobs and Sid Rufus thru the mail forwarding department of *The Billboard*.

Irvington Down To Eight Couples

IRVINGTON, N. J., April 6.—The W. E. Tebbetta show here has passed the 1,700-hour mark with eight couples still going at a strong pace. The past week was marked by the featured wedding of Marian Heed and Guber Wilson. It was a truly beautiful affair and was faultlessly staged by Johnny Lue. The event drew 'em in to such an extent that by 8 p.m., for only the second time in the history of Olympic Park, the front gates had to be closed, with a large turnaway clamoring for admittance.

The show has proceeded at a fast pace from the start under the able management of R. Fred Mitchell. The new set-up on the stand has Earl Fagan, Mac McGreevy, Tex Falk and Dick Strickland, Red Skelton no longer being connected with W. E. Tebbetta.

Erskine Tate Doing Fine Ork Job for Leo Seltzer

CHICAGO, April 6.—Under the management of Leo A. Seltzer, Erskine Tate and his band are gaining rapidly in popular favor with Chicago lovers of good dance syncopation. Playing to houses averaging from 3,500 to 4,000 at Seltzer's Arcadia Gardens show here, the band boys are really drawing 'em in and the floor is always crowded during the public dance periods. Nightly broadcasts over WCFL are bringing a load of fan letters. A real name-band policy has proved a business getter on this show.

The "Hoot Owl Celebrity Night," a standard Friday feature, has a roster numbering in the hundreds, late "joiners" including such names as Chaz Chase, Pal Flannigan, Joe Lewis, Johnnie O'Hara, George Dewey Washington, Muriel Lovc and many more.

Emsees Eddie Snyder, Gordon Whitney, Henry Polk, Jimmie Bittner and Comedian Dick Buckley are pleased with the musical co-operation they are getting from Erskine Tate.

Kelley-Quinn First At North Platte Grind

NORTH PLATTE, Neb., April 6.—The show here, under the direction of Nick Winrick, ended last week-end after 1,443 hours, with Junior Jack Kelley and Peggy Quinn winning first; Don Hamilton and Jerry Sharp, second, and Bernard Van Wart and Millie Manners finishing third.

The walk ended in a nonstop that went 53 hours. Nick Winrick received considerable local comment favorable to his daily mike work.

U-NOTES

(Continued from page 28)

the BAA. To go toward the burial of Marcelle's husband, Jack Ward, musician, who died recently, leaving two young children, and toward the expenses of a surgical operation on Lillian.

FRANK PENNEY, comic, wants it known that it was not a nervous breakdown but a general overhauling of the teeth that forced him to lay off the last fortnight.

BILLIE HUGHES is chaperoned over the Indie Circuit by Ma Pearl, formerly wardrobe expert for Irons & Flanagan in Cleveland. A good-looking pony in the lineup of a Columbia wheeler in her early burlesque days.

GEORGE OLNICK, formerly with Barney Rapp, Roger Wolfe Kahn and Abe Lyman's orks, now hiding away among Sam Puteran's musikers in the 42d Street Apollo, New York, planning to organize his own band in the near future.

JUNE ST. CLAIR, stripping principal, a long time with the Willners, happy to find the scales registering a loss of 15 pounds thru gym work and a food diet. Ditto Virginia Jones, who just returned from a long successful St. Louis engagement.

MILT SCHUSTER writes he booked the Rialto, Chicago, cast 100 per cent.

MOE COSTELLO'S success as manager of the Supreme Circuit's Baltimore house brought him recognition and reward. Now that the house closed he was retained by Minsky-Weinstock and in-

stalled as associate manager to Johnny Kane at Minsky's Brooklyn.

GABY FIELDS, wife of the late Nat Fields, show operator, launched last week a 21-people unit, *Future Stars on Parade*. Co-sponsor is Al Samuels. Sol Fields produced the numbers and Sid Fields the book.

BOBBY LEONARD, former burlesque juve, now representing and managing his brother, Roy Tracy, singer and dancer, recently engaged 'em a five-year contract as extra attraction with Ben Bernie's ork.

NAT MORTAN angling to become European rep for burlesque performers here by way of placements thru Eric Strelitz, rep for Union Theaters, Ltd., in Australia, and William Passpart, rep in Germany. Mortan's brother, Harry H. Altman, attorney, in charge of transportation and bonding arrangements.

WILMA HORNER has returned to her home, 640 Center avenue, Avalon, Pa., after a two months' stay in Audubon Hospital, Boston, as a result of injuries sustained in a fall backstage. She made the trip home by plane. She says she's feeling pretty good and that she can get around the house under her own power with the aid of a cane. She would be pleased to hear from all her tab and burly pals.

Burly Cast Changes in Det.

DETROIT, April 6.—Casts were changed at two burlesque houses here last week, with the company formerly at the Gayety returning from a tour to Cleveland and Buffalo. Principals include Gay Labar, Rene Heywood, Lou Powers, Eddie Heywood, Billie Arling, Lester Mack, and Lillian Hunt, producer. Dorothy Dee was added to the cast when the show opened this week.

At the National Theater Boots Burns, Dolores Weeks, Georgia Southern, Joe Miller and Heiny Cash were added to the cast. George Schiller is producing, with Scotty Humbert chorus producer. Tommy Miller and Eleanor Cody hold over from the old company.

Saranac Lake

By BETTY HUNTINGTON

Dr. Witt left last week to fill a post at the Broadacre Sanatorium in Utica, N. Y. He will be on the regular house staff there. We all wish him the best of luck and want him to know that he will be missed by his many friends here.

Our Kanaas City night nurse, Mrs. Luke, has been absent from duty with a very bad cold. We're happy to see her up and around now. Beulah Van Nortwick replaced her temporarily.

Tommy Vicks' departure from the NVA Lodge was hastened by the sad news of his mother's death. Tommy left suddenly for his home in Boston, Mass. He expects to go to the French Hospital in New York in a few weeks for a minor operation.

We welcome Max Pfeffer to the Lodge. He comes from New York and was formerly a motion picture operator. He expects to assist Johnny De Giovanni on movie nights after he is up and around.

We were glad to meet some of our friends from vaudeville who played their acts to a large and enthusiastic audience.

It's good to see Kitty Vogelle up for an occasional meal. After staying in bed for four years it gives Kitty a new lease on life.

We said "good-by" to Rosalie Sussman, who left here Sunday night for the big city, in good condition. She will make her home with her sister Beacie at 115 East 90th street, New York City.

A committee has been appointed to arrange the weekly radio programs. Johnny De Giovanni is the official booker for the talent and will be glad to hear from the different artists who wish to do their part.

Blanche Platzman, wife of Eugene Platzman, arranger, is doing well at the Northwood, the "sweet little lady" being pretty well on the road to recovery. She is celebrating her birthday one day this week and the congratulations are flowing in.

Please write to your Saranac Lake friends.

F. O. SHEATZ and his wonder dog, Rinney Boy, grandson of Rin Tin Tin, recently appeared before the cadets of the Greenbrier Military School, Lewisburg, W. Va.

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State age, height, weight, past engagements, specialties, if have car. Make good or close without notice. Would consider organized band. Musicians must read. Would consider organized band. Mechanic for Ford trucks that can handle light plant. Working Men that can drive trucks. Cliff and Stahl, write.

BUD HAWKINS, Murray, Ky

WANTED—For Mixed Presentation Musical Unit No. 2. Musicians doubling band or orchestra, with specialties, who sing some hill-billy music. Union or willing to join. Violin Leader doubling band, with library, Strong Street and Concert Corner, with library, to direct street band. Pianist doubling baritone horn. Auto Mechanic and Electrician doubling band. Man with sound equipment. Real Rock Act, prefer band double. Youthful Chorus Girls doing Harlem style dancing. Rumba, Carolea, Oriental and Tap specialties. Trench or Blues Singer doubling chorus. Harmony Duo or Trio doubling chorus. Chorus Girl who sews to handle wardrobe. Chorus Girl who can typewrite. Chorus Producer. Wire Novelty, Juggling or Aerobic act, prefer band double. Others write, don't wire, stating all. Silence polite negative. Harri Naber and wife, 11111 J. Huff, Jack Sweetman, write. Show sold all summer. **MINGREY MANAGER, Box 787, Louisville, Ky.**

EXPERIENCED MINSTREL MEN WANTED. End men, feature comedians, tenor, lead, baritone and bass singers; also dancers. All must be able to work first part, also, afterward. Piano, road, lake, transport, arrange. This is not a plant, but complete 2-hour Minstrel Show. Pay your wires. **DON'T MISREPRESENT.** Two, three-night stands; no changes. Pay sure. Long season, good treatment. **DIXIELAND MINSTRELS, Asheville, N. C.**

WANTED—To join on wire, young versatile Dramatic People, including Leading Woman, with specialties; strong Specialty Team, modern Pianist and Musicians to double stage if needed. Preference to those who can sing. Young Character Man, with spec. for fine line of roles. Experience, modern wardrobe and ability. Long, sure season. State if you have car or house trailer. No advance. Pay own wires. **SHANNON PLAYERS, Waynesboro, Ga., week April 8; Baltimore, B. O. week April 15.**

WANTED
A Piano Player for Stock Tab. Straight Man. Script People that can do parts, also Chorus Girls. Long data for good people. Address **BOX D-878, care Billboard, CINCINNATI, O.**

ATTENTION
Snappy Floor Show Act, single or teams. Can here from three to seven nights engagements. State prices. Write **BERT HIATT'S, New Modern Nite Club, OMAHA, NEB.**

WANTED
Used Dramatic End Tent, about 90x100, and complete outfit for Dramatic Rep. Quote on any part of above equipment. **E. J. MURPHY, 6 E. 29th Street, New York City.**

KINSEY KOMEDY KO.
Under Contract.
WANTS—Woman for Characters; Piano Player. Others write. Rehearsals April 18, open 29.
FRANK E. MILLER, Bucyrus, O.

WANTED Line Girls, young and good-looking. Must be approximately 5 feet, 7 inches tall. Girls doing specialties. Also Waiters and Aides from 1934. Write or wire **BOX 410, Lechford Hotel, Indianapolis, Ind.**

ORAGO PLAYERS WANT IMMEDIATELY for Circle, Ingenue and Grand General Roles. Must be good strong Specialists, Singing and Dancing preferred. Headquarters Fond du Lac, Wis. Salary sure. State all first letters. Pay own wires. Submit photos. **ORAGO PLAYERS, 326 South Main St., Fond du Lac, Wis.**

AT LIBERTY For summer tent season. Jack Parsons. Anything. Loisbell Giffey. Leads, Ingenues, Gen. Hrs. specialties. All essential. Allen Apartments, Homer, La.

WANTED
General Business Man, some leads, doubling Piano and Sax or other instrument. Versatile people commensurate. No advance. Name lowest. Sure salary. Rehearse this month. **ROE NERO, Olaton, Ga.**

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Bookers Tough Time Trying To Pump Faith Into Exhibs

NEW YORK, April 8.—Lack of faith of exhibitors in the reliability and quality of stage shows is a big handicap to a revival of vaude, showmen point out. So many theaters have been stuck with dirty, mediocre and misrepresented shows that exhibitors are wary when approached by bookers or advance men.

The Wilbur Cushman Agency, for example, reports one of its biggest headaches in reviving vaude in the West and Southwest is to "build up the theater men's faith in our integrity and honesty of purpose." Theaters are willing to try out units, but they have been stuck too many times with bad shows. Not only that, but performers have been out of work so long that some take weeks to get into shape.

The Cushman office says winning the confidence of wary exhibitors is so important that it closed many a show it had booked and sacrificed commissions

rather than betray the theaters that were depending upon its ability and honesty.

Local bookers agree that exhibitors are tough to approach nowadays because so many "names" have flopped at the box office and so many units turned out to be mediocre.

O'Neill's New Marathon

NEW YORK, April 6.—*Mourning Becomes Electric*, Eugene O'Neill's six-hour trilogy, will look like a one-acter if the playwright carries out his present plans for his next major opus. That would be a cycle of seven full-length plays, no less, each an entity in itself, but bound together as integral parts of a single chain. Together they would tell the story of an American family from 1829 to 1932, the action switching from New England to New York to the Coast to the Midwest.

According to O'Neill, they can be presented one a season, two a season, one a week or one a night, so long as the proper order is maintained. Will be a long time in the writing, however. At present drafts of first two are finished, and that's all. With luck, according to O'Neill, those first two may be ready for production the season after next.

Bebe Daniels Taken Ill

PHILADELPHIA, April 6.—Bebe Daniels, who was starring here with Ben Lyon and Skeets Gallagher in *Hollywood Holiday*, was forced to drop out of the cast this week because of illness. Her part was taken over at short notice by Pauline Mason, Gallagher's wife. Miss Daniels is expected to resume when the show hits Cleveland.

B-o. take showed a sizable drop when the star left the cast. Much refunding, and second-week gross hit only \$5,000 as against \$9,000 the first week.

Cherniavsky Out of Hospital

CHICAGO, April 6.—Josef Cherniavsky, well-known musical director, left a local hospital this week, having recovered from a serious operation.

Coliseum's 5-Day Vaude

NEW YORK, April 6.—The Coliseum here, RKO house, will get an extra day of vaude the week of April 19 when playing *The Little Colonel*, Shirley Temple pix. House's policy is four days of vaude.

Midnight Vaude for Paris

PARIS, April 6.—A midnight vaude show is staged nightly at the Moulin de la Chanson, Montmartre picture house. Program uses eight to ten acts of rather modest value. Top prices charged.

Announcer's 13 Weeks

NEW YORK, April 6.—John S. Young, NBC radio announcer, landed a 13-week contract with RKO to double between the Palace here and the Albee, Brooklyn. He started Monday and will run until June 24, presenting the winners and runners-up of the Major Bowes amateur program. Appears one performance a night and gets \$175 a week.

"Harlem Express" to N. Y.

NEW YORK, April 6.—*Harlem Express*, the Harry Gouffain unit featuring Jimmie Lunceford and ork, had been booked by RKO out of the Midwest into the Albee, Brooklyn, and Palace here. Unit plays those houses weeks of May 3 and 10, respectively.

New Union Contracts For Chicago Theaters

CHICAGO, April 6.—Jack Miller, president of the Chicago Exhibitors' Association, is negotiating new contracts with the Chicago Theater Janitors' Union and the Operating Engineers' Union for theaters in his association. Circuits affected are the Essaness, Warner Bros., Blalaban & Katz, RKO, the Harry Balaban string and others. Parleys should be concluded within a week or two.

**Chorus Equity Notes
DOROTHY BRYANT, Executive Secretary**

The Chorus Equity Association is handling checks in settlement of claims for Joan Abbey, Marion Allen, Nancy Lee Blaine, Betty Blake, Adele Butler, Peggy Barrow, Charlotte Davis, Betty Field, Lella Gans, Helen Grauer, Gladys Harris, Eda Hedra, Marge Hyland, Marion Hyland, Elizabeth Huyler, Fred Holmes, Edward Howell, Connie Lusby, Dorothy Mellor, Peggy Messinger, Muriel Muth, Evelyn Page, Inez Purdy, Carol Raffin, Percy Richards, Ragna Ray, Myra Scott and Hazel St. Amant.

One new member joined the Chorus Equity Association in the past week.

The regular ticket to be voted on at the coming annual meeting is as follows: For chairman of the executive committee, Paul Dullzell; for recording secretary, Henrietta Merriman; for members of the executive committee to serve for three years, Frank Wiener, Kathryn Richmond, Jean Woods, Gertrude Ritzenhouse, Tina Marie Jensen, Gerald Moore and John Walsh.

Be sure that your correct address is on file at Chorus Equity headquarters. Your failure to notify us of changes in address may cost you an engagement.

Propose Reorganization Of Sheridan Theater, Chi

CHICAGO, April 6.—Reorganization of the Aschers' Sheridan Theater on the north side thru acquisition of the property on behalf of the depositing bondholders at foreclosure sale has been proposed by the H. O. Stone & Company, bondholders' committee. The property was bid in by the committee at a sale held recently. The committee has acquired the equity of redemption, a \$500,000 second mortgage, \$40,000 in third mortgage bonds, the personal property in the building, first mortgage bonds and interest coupons in the approximate face value of \$232,000 and tax certificates and receipts in the amount of \$17,151.11. Total price paid was \$51,480.75, for which funds were borrowed by the committee. The committee proposes to redeem the property and to lease it for five years to the Greater Chicago Theaters Corporation on same terms as at present. First mortgage bonds in the amount of \$800,000 are outstanding on the property.

Vaude in Fairhaven

FAIRHAVEN, Mass., April 6.—The American has added vaude. House is operated by Ernest Comi and Phillip Goky.

Kansas City Jottings

KANSAS CITY, Mo., April 6.—Mr. and Mrs. Frank Robinson are now actively engaged in the night club field here.

Reports are current here that Cleve Terhune, for many years one of the Midwest's most successful managers of tent shows, will return to the fold this spring after several years of inactivity, by launching a brand-new outfit.

Johnny Cassidy, who toured the Orpheum Circuit for many years and more recently identified with Midwest repertoire companies, is now conducting a dancing academy here.

M. L. Mitchell, manager of the M. & M. Players, passed thru here this week en route to South Sioux City, Neb., to make preparations for the opening of his tent show early in May.

Mr. and Mrs. Walter Pollitt (Vera Reno) left for Chicago early this week.

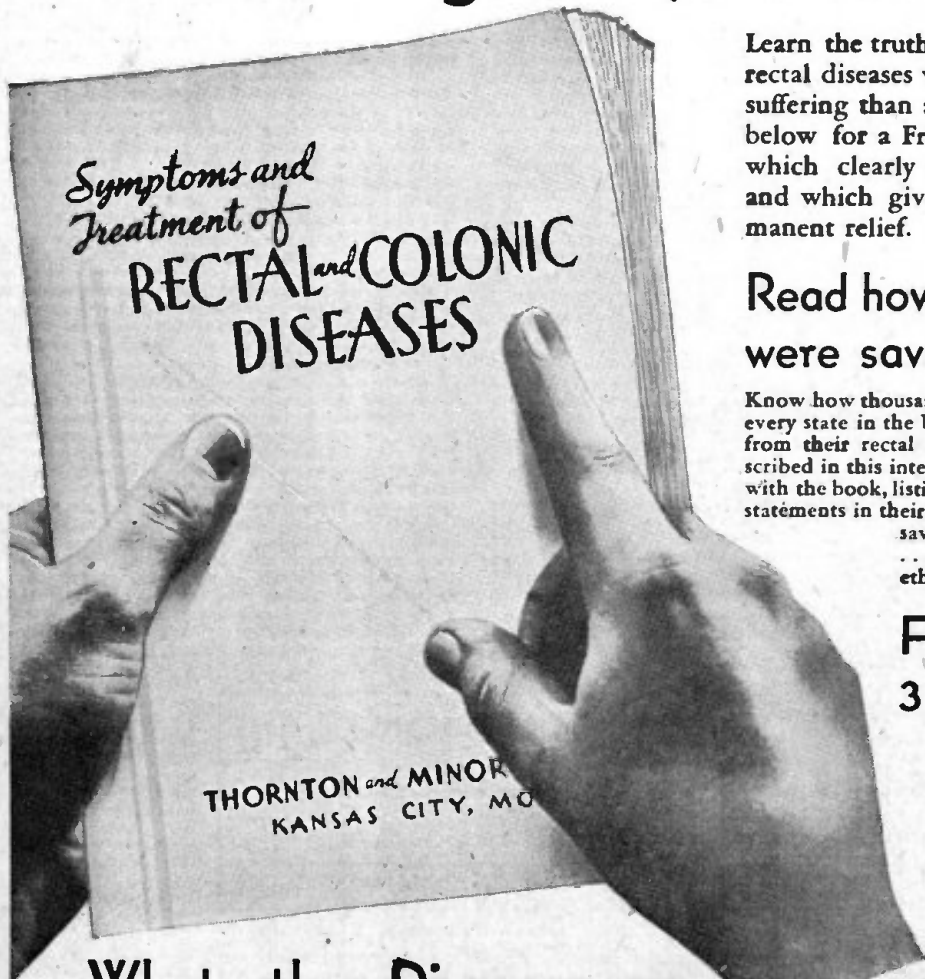
Tommy Williams, erstwhile manager and performer, is now connected with the Nash-Midwest Motor Company here. Frank (Pop) Sherman, manager of the Sherman Players, was in the city this week to engage people for his circle in and around Topeka, Kan.

Dorothy Ray, formerly with Hila Morgan and other Midwest theatrical enterprises, is a new arrival here. She came from Minneapolis, where she has been (See KANSAS CITY on page 117)

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Find Out **NOW** why 3 out of 5 are afflicted

Modern living has resulted in rectal disorders becoming so widespread that medical authorities agree 3 out of every 5 men and women over forty years of age, and many younger, are afflicted, and that often incurable complications, even cancer, follows these conditions when neglected. But experience at the Thornton & Minor Clinic shows this suffering to be so unnecessary, when properly treated in time. Such valuable scientific knowledge is available to you, in this informative book.

What other Diseases are caused by these Conditions?

Frequently, people suffer for years from common ailments such as Headaches, Nervousness, Constipation, Faulty Nutrition, Stomach and Liver Troubles, or Kidney Disorders, without suspicion that rectal afflictions are the real cause of their ill health. These symptoms are simply Nature's warning that something more serious is present, as these dangerous afflictions do strike at the very foundation of health. Correct information now may save you much pain and unhappiness later—send the coupon, or a post card or letter, for this new book, which will give you more information, than any other one source, on Piles and other rectal ailments. It is based on the experience of 57 years in the world's oldest rectal clinic. Feel free to ask questions about your own case. There is no obligation for a personal reply and the literature will come in a plain wrapper.

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THE problems of the actor—his lack of employment—his insecurity—are not very different from those of any other worker, except that where the average worker is employed in a highly mechanized unit, the actor in the legitimate theater must function in a field constantly becoming more hazardous because of the severe deflections being made by the competitive and highly powerful organizations of radio and films.

In order, then, to comprehend the problem of the actor we must first study the condition of the legitimate theatrical industry and its methods of production. Naturally, a comprehensive study of the industry could not be made adequately within the limits of this article, so that of necessity I shall highlight some of the more important points that have led to its present condition.

Before the introduction of radio and talkies the legitimate producer had a relatively clear field in presenting his wares to the entertainment-seeking public. What did our producer do to cater to and nurture such audiences? Did he develop new methods of production? Or use ingenuity in satisfying jaded appetites from being fed a monotonous diet of uninspired ideas? Did he use integrity in presenting his plays with experienced and competent actors to audiences outside of New York? Was there any attempt made to control ticket speculation? Did he attempt to solve his problem of casting with intelligence, so that young and undeveloped actors under competent direction would give creditable and even outstanding performances? Did he try to cultivate an understanding and love of the art of producing "theater"? Did he attempt the countless improvements necessary for an art to keep it progressive and alive?

The answer to all of these questions is NO.

With a few rare exceptions the lack of sense of responsibility of producer, not only to the people who were employed by him but also to the public he served, was appalling.

Naturally, under such conditioned control, the actor was bound to suffer. Today the average actor can very well be likened to the share-cropper in his economic plight. For the benefit of those unfamiliar with the term, a share-cropper is the farmer who grows and harvests his product but can find no market to sell to and so must, as he has often done, burn his product as fuel. The actor literally walks the pavement from season to season depending on the whims and fancies of producers. Some of the more fortunate may go to Hollywood, some may be used on the radio, but a large majority remain on the streets looking for work. Last year there were only 1,724 dramatic actors employed during the entire season. Approximately 1,448 of these actors were in plays that ran less than 100 performances.

The *Billboard*, in commenting on the percentage of failures last year, says, in part, "It is a remarkably low failure percentage, even for pre-depression days, and justifies the managerial optimism during the season." It is evident, therefore, that actors are faced with a condition that is not a temporary one due to the depression, but one in which the majority of working actors find a total season averaging up to only two or three weeks.

What is the actor going to do about it? There is no doubt that the legitimate

Economic Problems of the Actor

By GEORGE HELLER

Member of the Council of Actors' Equity Association



GEORGE HELLER

theater has arrived at the crossroad. Will it continue drifting in a morass of cheapness and corruption, petty intrigue and personal ambition, or will it rise to new splendors and attain cultural and social significance?

I believe it is the actor who must lead the way to this renaissance of the American theater. He is extremely fortunate in having at his command an organization, his own, that has always been a symbol of the best the theater represents, the Actors' Equity Association.

The Actors' Equity Association, an outgrowth of the Actors' Society of America, was formally organized May 26, 1913, when 112 actors met in the Pabst Grand Circle Hotel, West 59th street, New York City, and Francis Wilson was elected its first president. The members of the organizing committee considered responsible for its organization were Albert Bruning, Charles D. Coburn, Frank Gillmore, William Harcourt, Milton Sills and Grant Stewart.

After a period of bargaining and conferences with the managers, Equity, on August 8, 1919, declared a strike, the greatest the American stage had ever experienced. It spread to eight cities, closed 37 plays, prevented the opening of 17 others and finally, with the aid of allied unions, Equity forced the managers to capitulate to its demands. The peace terms were signed September 6, 1919, and were supposed to exist until June 1, 1924. It was not, however, until another battle at the expiration of the 1924 contract that Equity Shop was finally instituted in the form in which it exists at the present time.

There is no doubt that Equity has been a tremendous influence attempting to stabilize a perfectly chaotic business. It has been the only existent organization in the theater that has truly assumed responsibility in being able to reconcile the various temperaments in the theater.

It is to such an organization that the actor must turn for guidance in this tremendously important step. Altho Equity was primarily organized for the purpose of protecting the actor from the manager, it

has always assumed a much broader view than the mere economic needs of its members.

The interest evinced at recent Equity meetings is indicative of a reawakening that may well mean the beginnings of a new era for the theater. For the actor has begun to realize that formidable problems have accumulated which must be solved before he, as an actor, can rehabilitate his position in the theater, not only in the economic sense but in the creative and artistic sense as well.

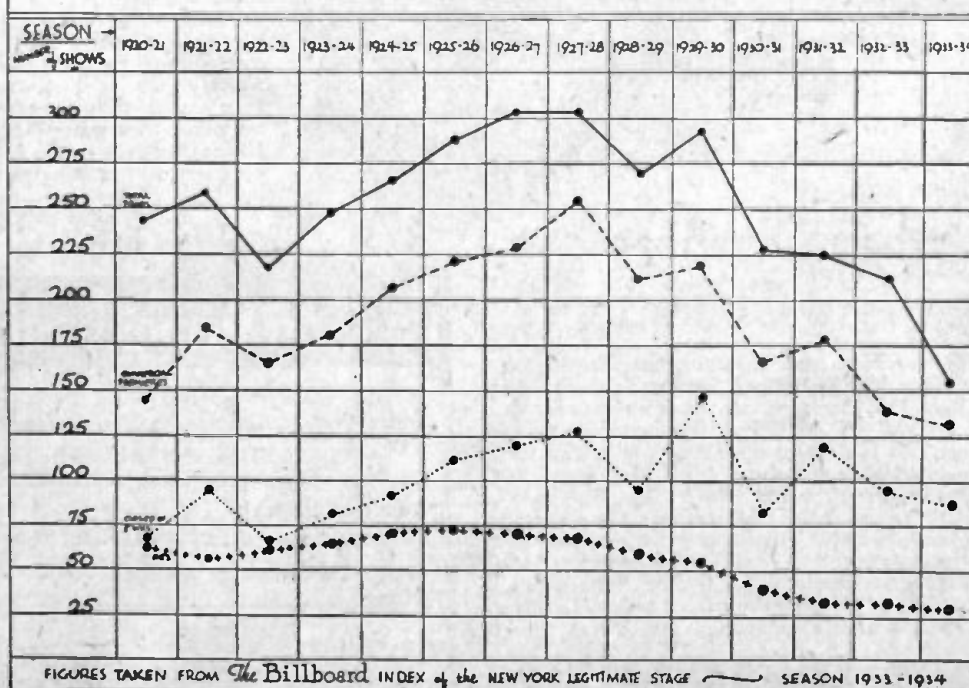
One of the carry-overs from the strike in 1919 was the theory that an actor was supposed to rehearse a certain period of time for a play without receiving any compensation for such labor. At the time the average of employment was a great deal higher than at present and the length of runs was considerably longer. There was always the prospect of a road tour after Broadway runs, and there was the possibility of joining a stock company to carry the actor over to the next Broadway production. Today the picture is an entirely different one. No longer do the average-run shows tour the road; oftentimes hit shows close in New York City without risking an out-of-town tour. Furthermore, where in 1926-'27 there were more than 250 stock companies operating in the United States and Canada, during 1933-'34 there were only 16 companies that operated thruout the country. In New York City during the season of 1926-'27 there were 302 shows produced, as against only 154 that were put on the boards during 1933-'34. Conditions which might have determined the liberal attitude concerning rehearsals in the past are very much altered, and at present are so deplorable, insofar as they affect the actor, that it becomes imperative for a new policy to be formulated so that the actor shall be paid for his rehearsal time. I am sure that if all actors thought clearly thru on this vital point they would recognize the importance of establishing, once and for all, the principle that all labor performed by actors in the theater shall and must be compensated.

Another perplexing problem facing actors is the one created by the government when it established two minimum wage scales for actors under the theatrical NRA code. The minimum of \$25 a week for junior members and \$40 a week for senior members of Equity is a deterrent to the individual actor in his attempt to strengthen his bargaining power with the producer. It has resulted in discrimination against the senior member, and has established a low wage for the junior member. The junior member can in no way be compared to apprentices in other organizations, for where, in such organizations, apprentices are limited in their activity to certain tasks and may not perform journeymen's work, the junior or supposed "apprentice" in Equity very often performs a journeyman's task. The distinction in Equity is one whereby members joining Equity must remain in the organization two years before they are eligible to become senior members and allowed to vote. Otherwise they are entitled to all privileges, and may be engaged by producers without any restrictions from Equity.

Wage scales for actors have always been a stormy and difficult point of contention. Surely the establishment of two minimum scales does not solve the problem, but rather increases the confusion with further knotty complications.

The two different scales give certain producers the opportunity of selecting casts, not on the basis of experience and ability, but rather on whether the actor can work for \$25 or \$40. They therefore attract into a field that is already overcrowded persons who may or may not be talented, but who by virtue of this differentiating scale can underbid the older members of the profession. Last year there was a 40 per cent increase in the number of junior members admitted into Actors' Equity Association, in a year when the employment of actors dropped from 3,462 the previous year to 2,174. See *Economic*, page 37.

CHART OF BROADWAY PRODUCTIONS.



It is generally inadvisable to reminisce or review the occurrences of yesteryear. I can recall vaudeville in its various phases thru the years, and I am not unmindful of the opinion of many people who speak of vaudeville's almost virtual extinction today, despite repeated attempts to revive it. However, I do not wish it construed as an exaggeration of my loyalty to vaudeville when I say that it will survive, tho it will naturally have to change to meet the new conditions and new advances.



GEORGE A. GODFREY

The talent-developing theaters are now conspicuous by their absence.

What is left of a dream of vaudeville will be revived, and, in due time, will be hailed more or less enthusiastically.

It seems only yesterday when vaudeville was in its glory. Theaters flourished everywhere; vaudeville or stageshows predominated; theaters galore developed new material; new acts appeared everywhere; huge sums were spent by artists for scenery, costumes and material. Those were prosperous days for everybody.

Vaudeville-- Yesterday, Today and Tomorrow

By GEORGE A. GODFREY

Burns and Allen once went to Europe and were a big hit. They asked us to postpone our contract with them, but we refused and they returned to fulfill their contract. As a reward for their co-operation, we gave them a voluntary \$100 weekly salary increase. And they were getting as high as \$450 weekly then. It wasn't so long ago, either, when they were booked into the Palace, Cleveland, in number-four spot and our Cleveland manager, John F. Royal, protested bitterly that he had seen the act in the Palace, Chicago, in number-two spot. If the act was not worth better than number-two spot in Chicago, then it did not deserve a better spot in Cleveland, he told me. However, we persuaded him to play the act number four, and, of course, the results were not so bad.

I remember when I booked a band act which I had seen only a few days previously at Proctor's Fifth Avenue into the Palace. I was criticized by one of the executives, who pointed out that the craze for band acts was over. I brought the act in,

As the booker of the Palace Theater during its heyday the experiences that thrilled me most were in booking acts or artists having potential possibilities, the unknown to the general public. To further these efforts, I would generally wend my way into the most humble of theaters in a quest for big-time timber.

During these travels, about 16 years ago, I discovered a hokum comedy troupe, which I booked into the Palace while other more conservative minds were aghast. The troupe, nevertheless, was a big hit—the Four Marx Brothers.

Another instance occurred when I booked a trio of smalltimers about 15 years ago. Gum-shoe men immediately reported my culpability to Mr. E. F. Albee. He admonished me to be sure and cancel them after the first show if they weren't right. They were a hit anyway. You know them: Buster West and his father and mother.

I happened to drop into a little Jersey theater about four years ago. I saw a couple of little girl performers, was struck with their talents, and gave them a three-year contract (Cherry and June Preisser). Ten years ago a team, boy and girl, piano and songs. Liked them. Booked them and gave them a big billing. The girl is Fifi D'Orsay. I saw a swell dancing team. I booked them for the Palace 10 years ago and kept them there for a run: George White and Lucille Cavanaugh. A little girl hit the town 15 years ago. Booked her for a nominal salary for the Palace and kept her there for a run of something like 10 weeks or more. When her run terminated she was a headliner: Ruth Royce.

It does not seem so long ago when Ed Wynn was on the opening bill at the Palace in *The Court Jester*, or when Lou Holtz was on the opening show at the State-Lake, Chicago, in a fine little black-face act. I can remember when Al Jolson was a surefire blackface act "in one," getting as high as \$250 a week, and when Ted Lewis was an inconspicuous member of an orchestra accompanying Beasle Clayton.

It was only a while ago when Mlle. Dazie spent hours rehearsing a speech of thanks she was to make after her act at the Palace was over. But she never made her pretty speech, as she was a sensational hit and was so overcome with emotion that she fainted away in the wings. In those days ovations at the opening performance of the Palace were quite the thing and a real thrill to the performers.

In those days every act on a nine-act bill at the Palace complained of its position on the program, altho the number-two acts usually understood their spot was the most insignificant and rarely complained. Van and Schenck, in number two, did not complain. But it was very soon thereafter when they were playing the Palace five to ten times a year in next-to-closing and always a big hit.

81st Street Theater. I rushed down and immediately booked the chap with the orchestra for 12 weeks at a salary ranging from \$750 to \$1,000 a week. The young man claimed he had to receive that salary, as he had to replace his band with another in the cafe he was also appearing in that week. He told me plaintively that at the expiration of his 12-week contract with us he would have to receive a prohibitive salary—at least \$1,500.

I assured him that was all right and that we would book him the remainder of the year at that salary. But he insisted he could not possibly sign at that time because of a previous contract with the restaurant at which he was appearing. Little did he dream that he would be signing a three-year contract at \$5,000 a week after his 12-week contract with us. You know him: Rudy Vallee.

Nor did these experiences limit themselves to artists alone. It does not seem so long ago when Mark Helman, then president of the Orpheum Circuit, sought my advice as to whom to place in charge of our Chicago office. I strongly advocated E. B. Kahane. He is now an official of Radio Pictures. Another instance was about four years ago when the then president of the company pointed an individual out to me and said, "I think I'll let him out—he is with the 'other' people." I advised against it on the ground that he was an honest and a loyal employee. The individual who so narrowly escaped was Major L. E. Thompson and he is now president of one of the RKO subsidiary companies.

To me, it was more or less of a progressive education. I instinctively figured I had a solemn responsibility and I tried my utmost not to be awayed unnecessarily by the excitable methods or opinions of certain theater executives.

Vaudeville in its heyday boasted of great showmen and wonderful personalities. I can go back to the time about 19 years ago when the original E. P. Keith would come into New York on his weekly travels from Boston. He would seek me out from among the horde of employees and dictate his few letters of complaint to his then subordinate, E. F. Albee. Mr. Keith would generally pass up the very important things, but would set forth his tales of woe to Mr. Albee on minor and apparently trivial matters. However, Mr. Keith would explain to me that the big things would always take care of themselves, and that it was the little faults that he wanted rectified.

As an assistant to J. J. Murdock, I can remember running with him to the Grand Central station almost every week, as he made such weekly trips to Chicago. He had so many notes to give to me that I generally would have to leap from the train while it was in motion. In the morning I would sometimes be the recipient of a 200 or 300-word wire from him aboard the train, with orders regarding numerous matters—things were then happening every moment.

When Martin Beck assumed charge of the combined Western Vaudeville and Orpheum circuits about 18 years ago it was the start of almost a new era. Then came the opening of the Palace Theater in New York and the booking by Mr. Beck of such remarkable personalities as Sarah Bernhardt, Ethel Barrymore, Bert Williams, Fritzi Scheff and a great many others.

Subsequent changes brought about the entrance of such shrewd businessmen as David Sarnoff, General Harboard, Hiram S. Brown and many others. Then came Harold B. Franklin, and my controversies with him are quite fresh in my mind, due to his oft-repeated statement at executive meetings, "Vaudeville is thru." My almost daily repudiation of such statements resulted in Franklin's stating to Mr. Beck that I hated him, and, tho he was wrong in his personal statement, my opinion is still contrary to his in reference to vaudeville.

Unfortunately, the present affords fewer opportunities than in the good old days of vaudeville. Vaudeville has suffered from the talkies and radio and from changes in public taste induced by them. The old-time comedy flourishes now just the same but in another form. I do not think vaudeville is extinct. It is merely suffering from the hard times. Hurt by new competition, it will none the less continue to play a vital part in the amusement world. It should and will survive. One reason is the fact that artists were an important factor in almost every community. They were always good customers and liberal spenders. In my opinion, vaudeville, reduced today, will recover; but recovery depends (See VAUDEVILLE—YESTERDAY on page 42)



VEST-POCKET GALLERY of luminaries encountered by George A. Godfrey during his career as a booker of big-time vaudeville. In the upper tier are, left to right: Ted Lewis, Benjamin B. Kahane and Rudy Vallee. Below, left to right: Jack Benny, Fifi D'Orsay and Martin Beck.

anyway, and kept it there for seven weeks. That is how Vincent Lopez and orchestra became the rage of the town.

Then there is the time when a girl singing team appeared at the Palace in number-two spot, but was switched to next-to-closing due to illness of other acts the opening day. Some opera executives saw the act, and that was how Rosa Ponselle's operatic career began. They were then known as the Ponzello Sisters.

Jack Benny, always a dyed-in-the-wool vaudevillian, was usually number four or number eight on a nine-act bill and generally featured his violin playing, tho in a comedy vein.

I can remember when Eva Tanguy took us by surprise by canceling her Palace appearance just before the opening day because the publicity department had carelessly mentioned some other act before her name in a press release. We had to juggle the bill and put Frank Tinney in her spot at \$2,000. Miss Tanguy changed her mind, however, and reported at the theater. When she was told that she had been replaced she was stunned. She rushed upstairs and stormed the booking office. It didn't do her any good, and Tinney stayed in the show.

Getting closer to modern days, it was only a few years ago when I heard that there was a hit at the

CONTROL of the content and style of motion pictures in accord with notions and standards of taste and morals faces the industry today in the poignant form of insistent demand for stricter censorship. This demand is almost as old as the oldest flickering pictures. A tactful mixture of common sense and intelligence with a lively sense of humor is the first essential for a censor, a truism the vociferous advocates of control have often forgotten. Motion pictures, like the stage, literature and other arts, have faced the periodic campaigns of purists with more zeal than intelligence. Producers and directors have made objectionable films and sequences not maliciously but almost accidentally in their search for profits.

A realization of these fundamentals is necessary for adequate control. Detroit for almost a quarter century has had as film censor Royal A. Baker, a showman of years of experience before he ever became a policeman. These years of constant scanning of pictures have not left him bored, disgusted or officious. Altho he retired on February 1, he maintains an active interest in the theater which will soon bear fruit in a musical comedy, tentatively called *O Lovely Lady*. Baker has not patience with professional cavilers at the movies.

Baker's personal story, with two careers behind him and a third beginning, is much like that of the industry itself. Retired at 52 on the comfortable pension of a detective lieutenant, he is still a young man. He is writing continuities and music for film production, believing that the artistic possibilities of the screen are unlimited. And he is indulging an old hobby for painting as well.

Baker started in his late teens as a musical comedy and legitimate actor and was for a time with E. H. Sothorn. Here he met Lettie Finnie, who acted in some companies with him, and they were married when Baker was 21. Mrs. Baker's interest in pictures since has almost equaled her husband's. She has been a faithful follower of pictures and her remembrance of the industry's earliest product is almost unrivaled.

Baker was a next-door neighbor of Arthur Callic when he, in partnership with John H. Kunsky, opened the Casino Theater in Detroit, next door to the present Bijou. The Casino was said to be the second program movie house in this country, following only Harry Davis' Pittsburgh house. Almost immediately thereafter Baker was made manager of the next house, the Royal, in Toledo, opened by Kunsky and Callic, who soon established the first film exchange. This was in 1905. He proved his showmanship by giving away thousands of tickets because people would not pay at first. They did not know what a moving picture was. Program was a song and two one-reel shorts, usually dramas. On Saturday nights the program ran 20 minutes for a nickel.

Here Baker performed his first unofficial censorship on a film whose gruesome finale still stands out in his memory. A train robbery film wound up with the guillotining of several French criminals—actual scenes of the heads falling into the basket, which no public moving picture has shown since. Women in the audience were affected to the point of hysteria and Baker withdrew the film. Other censorship was performed upon travels of nude natives. Some "smoker" pictures of this era appeared, mostly obscene French farces carried by some shows for a blowoff.

After a year in Toledo Baker opened the Crystal in Detroit as a 10-20-30, with pictures and two acts of vaudeville. Later he produced pictures for Good-fellow Pictures, Inc., and it was here that he gained the technical background that has made him one of the country's authorities on pictures. With the formation of the film "trust" this company, like many other independents, disappeared. In 1909 Baker opened the Garrick Theater with talkies—people on the stage talking back of the screen.

The same year he joined the Detroit Police Department; about a year later he seized a film of nude natives in a travel at the old Jewel Theater. There was no law covering motion picture censorship; but Baker used his technical knowledge to prove that there is no such thing as a moving picture. The picture is still while it is exhibited and only moves while it is shuttered from the screen. The movies are only a series of still pictures, he argued, and a law against exhibition of indecent photographs was on the statute books. This demonstration of his specialized ability, done solely on his own initiative, gave Baker

Highlights in Film Censorship

The Career of Royal A. Baker, Former Detroit Censor

By M. F. REVES

Detroit Correspondent of The Billboard

the post of the first official motion picture censor right then and there—a job which he held until his retirement last month.

Naming pictures of outstanding qualities, Baker nominated *Berkeley Square* as the cleanest picture in his experience and the "smoker" type as the worst. The silliest was the series of vampire pictures characterized by the Theda Bara roles. The most impressive was *Blanche Sweet in Enoch Arden*, about 1911—the first blond "personality." Baker's favorite picture is *One Night of Love* and the greatest ever produced, he thinks, is *David Copperfield*.

The greatest pictures, going down the years, have been: *Crowning of the Viceroy of India*, about 1908; *Paul Rainey's African hunt picture*, *Mary Pickford's*



ROYAL A. BAKER as he appears at two stages of his career. The photo at the right is recent and shows him in what the author of the article on this page describes as a pose of the recently retired Detroit censor "in action"—about as he would look viewing a film in a projection room." The second photo was taken when Baker was 21 years old—in 1904, while he was on the stage and attired in formal costume of that period.

Lost Island, *Lincoln's Gettysburg Speech*, *The Birth of a Nation*; *Intolerance*, the most colossal settings ever used; *The Battle of Troy*; *The Covered Wagon*, the climax of all Westerns; *Salome*, greatest of the vampire plays; *The Fall of Babylon* (Griffith) and *Gerard's Four Years in Germany*.

"We need periodical revival of these great old films," Baker reminisced. "The silents are practically dead, of course. But in five years I predict a revival of the older talkies. *Tugboat Annie*, *Arliss'* great films and *One Night of Love* could be revived every three years. There is a field for the repertory type of theater if companies will library the films. Up to now they have been too much interested in new product, but a dearth of material may force them to do what the stage has always done.

"Talkies made the pictures more real and pictures became more sexy. They arrived when the art of pantomime attained a level the legitimate stage never reached. In fact, the new force of sound has sounded the death knell of the older theater. But we have only 8 or 10 Broadway successes a year. Why expect the screen to give us 500?

"Pictures have changed vitally for the better in 25 years. The allowable situations have increased; the war broadened the public to new ideas, and morals broadened as well.

"Today censorship is an established fact in the director's mind. He knows how much kick to put into a picture. The nicety of artistic judgment in knowing how far to carry a dramatic situation is wonderful. Hollywood has gathered from all parts of the earth the greatest geniuses—writers, directors, actors, costume and scenic artists, choreographers, musicians and others. Every picture uses detailed, accurate research for every scene.

"Such finely detailed art cannot be chopped to pieces to satisfy reformers who know nothing of the

technical work involved. If the form of prohibition shown by contemporary demands for stricter regulation is to grow continuously, where is the stopping place? It will happen to our free press. It will destroy the free speech of this country. The creative writer and artist must have freedom of self-expression. We must not set up such barriers.

"Censorship can be applied sensibly here and there to accomplish much good. I believe that Joseph Breen has so far done a good job in Hollywood, on the whole.

"But if national censorship is threatened, let the theaters strike. I would dare all houses to close for 30 days. The public protest would be so overwhelming that the move for censorship of this kind would be at an end forever.

"There are few States which have censorship bodies. Those having a tight control likewise have a heavy crime rate. Chicago, with strict censorship, has the most notorious crime ratio in the country.

"From the earliest days the cry has arisen for control of pictures. People protested then against Westerns and melodramas in the one-reel days, plays that were much milder than anything on the screen today. We were a narrow nation then; our ideas and morals have broadened since.

"From the earliest days I have never seen children constitute more than 4 per cent of the audience. It has always been an amusement for adults. The things the adult laughs at the children will also enjoy. Every attempt to make a picture for children alone has failed.

"For the adolescent the smart picture with clever dialog and risque or bedroom scenes is harmless. You can take the person experienced in life, with experience similar to those of the film, and he will see in the picture the things his memory brings back. But the adolescent boy or girl who has had no sex experience will find no emotion stirred up, no similarity that can be recognized. Their typical attitude is boredom—"What do they show that love stuff for?" They get no kick out of it. There is no suggestion or incitement to imitation here.

"Take a girl of 16 looking at a picture showing a woman of about 25 in a possibly questionable act or situation. She merely looks at the screen character as at some indifferent third party, a woman much older than herself. The middle-aged woman, seeing her own daughter in the audience, is the one who usually raises the first protest about 'immorality of the movies.' But she sees with different eyes. With her own experience of married life, she reads into the picture what is not apparent to the young girl at all.

"The attitude of mind required for conscientious censorship can only be attained by a long study of science. A man who is going to judge a motion picture should be first a student of psychiatry, because if he does not understand the effects of stimuli upon people he will have no adequate idea of what a picture is doing to the person sitting next to him, mentally and physically. There are many stimuli used in pictures, affecting the many nerve centers differently. For example, by clever manipulation of certain sex scenes you could induce three-fourths of the audience to have a craving thirst for beer or other liquid.

"Every picture is designed to affect the nerve centers. The results of each stimulus are controlled fully by past experience or dormant emotions and instincts which are kept latent by cultivated mannerisms and the whole mechanism of social inhibitions. They can be brought to life easily by the right stimulus, but to jump at the conclusion that a partly nude girl dancing will affect any large part of an audience, for instance, is wrong. Eighty-five per cent will have only the artistic, objective attitude. The other 15 per cent are those uneducated or immature persons whose social veneer over emotions is thin or who are starved for emotional experiences. Pictures should only be judged by people who know the actual damage, if any, being done to a normal individual.

"To say that freedom of action or speech in drama will mean that the whole country will become free in morals is absurd. Motion pictures do not set the moral standard, but merely follow the standards already set insofar as they are worth-while pictures. In 1931, when picture traits were broad, the conduct of the country was equally broad, as a picture of the costumes with excessively short skirts would show. "Nevertheless, there are some objectives that effective censorship must aim for, taboos that must guide practical review of films. I think these are:

- "1. Pictures that go into close detail of crime, showing how to repeat the criminal action.
 - "2. Commission of successful crime, or glorification of crime.
- (See HIGHLIGHTS IN FILM on page 61)

Broadcasting in the Summertime

By ROY C. WITMER

Vice-President National Broadcasting Company



ROY C. WITMER

AS THE summer of 1935 approaches, we discover that radio broadcasters have reached a more definite conclusion regarding the effectiveness of radio advertising during the mid-year season. The National Broadcasting Company, for instance, anticipates the most active summer in its history; not only from the standpoint of future bookings, but from that of outstanding programs now on the air which are scheduled to continue right thru to the end of the year. At the present writing, NBC's bookings for the four summer months are 24 per cent greater than a year ago. And the summer of 1934 was the biggest summer season NBC ever had.

There are many factors responsible for the steady yearly increase of summer broadcasting. First of all, let's take a look at the listening audience during the summer months.

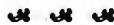
Summertime is our "season of relaxation." The American Radio Family—21,000,000 families strong—enjoys many extra hours of leisure between April and September. It stays at home more, it goes to beaches, to the mountains, on automobile trips. Whatever it does or wherever it goes, it is hardly ever without a radio. When it becomes nomadic, automobile radio sets estimated at 2,000,000, and an uncoupled number of portable sets, go right along with it. According to a survey conducted for CBS during the summer of 1934, 90.3 per cent of radio families were at home during any two-week period, even in July and August—more dependent on their radio for hot weather entertainment than ever; 82 per cent took radios with them on vacations or listened to radio programs while on vacation. Therefore the sum of those two figures, or 98.5 per cent, were continually exposed to radio broadcasting straight thru the entire summer. The net result is a potential summer audience virtually identical to that of winter.



Advertisers have discovered that the summer audience is pretty much the same as the winter. After all, why shouldn't it be, provided the programs are equally attractive? Summer static problems have been overcome by virtue of high-powered network stations putting strong signals into all but the most remote and sparsely settled sections of the country. Only a severe local electrical storm spoils reception and then only occasionally for an hour or so, and never over an extensive area. Summer broadcasting has come into its own just as Thursday evening did a few years ago. There was a time when Thursday evening was "no good because the maids were out." Unthinkable as that may sound, it was a fact until someone stopped to analyze the true state of affairs which was that because the maids were out it was one of the best nights in the week. Families with children had to stay home anyhow, and the few families that had maids and no children were practically negligible. With that thought Thursday evening took its place with the rest and has certainly maintained it ever since; so, now, has summer broadcasting. The potential audience exists, and good programs will turn on the sets.

In the final analysis, however, the real evidence of summer broadcasting does not lie in the size of the listening audience or the degree of program popularity, but in actual results. Results, and results alone, determine value. And in the success stories of advertisers whose programs are broadcast in summer, we uncover overwhelming evidence of outstanding sales results.

A famous cosmetic advertiser has a record of continuous broadcasting, season in and season out, since September, 1931. The theory that women are always interested in their personal appearance, no matter what time of year, is partly responsible. The other reason for all-year-round broadcast advertising is this advertiser's firm belief that only by continuous radio promotion can his program popularity and his high audience response be maintained.



One of the best known toothpaste advertisers in the country has never stopped broadcasting or even changed its program time, during nearly six years on the NBC Networks. Both of the important reasons for continuous broadcasting, including summer months, also apply in this case.

Probably one of the most spectacular successes in the history of all advertising is the story of a product which, five years ago, was comparatively unknown. Beginning with spot broadcasting in 1930, its manufacturer began to realize the value of consistent, never-let-up promotion. Along about 1933, product sales started to hit a real stride, and in June of that year this small company sponsored its first network program. Two programs have been sponsored since then, both running thru summer and winter. And

just recently the president of the company made the two following statements: "Radio has been our prime medium since we started active advertising five years ago, and it has been successful every step of the way. In 1935 we shall spend nearly a million dollars for advertising."

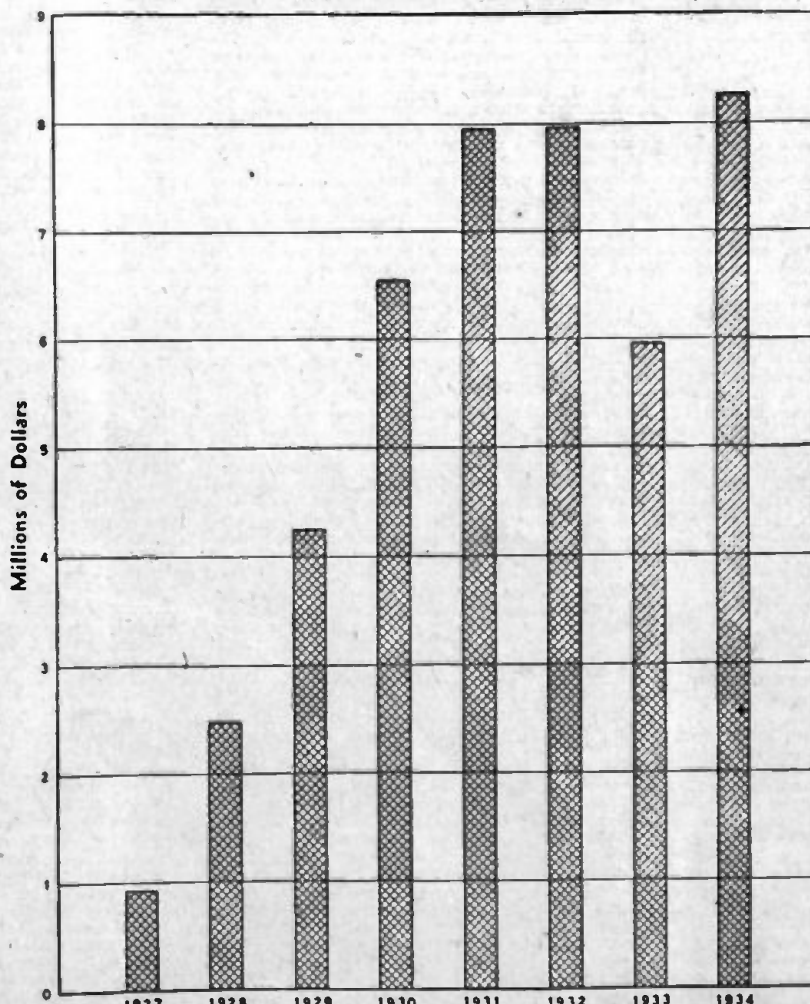
When you stop to realize that this company was scarcely known five years ago, and that the major share of its advertising has always been consistent broadcasting in winter and summer, this story alone should convince the most skeptical of the value of radio broadcasting four seasons a year.



These stories are only typical of the many in which radio broadcasting from one end of the year to the other has proved to be more productive of results than time-to-time program sponsorship. It's again the old story of consistent advertising which William Wrigley, in his use of many advertising media, championed and proved invaluable. In this comparatively new medium of broadcasting the same rule of consistent advertising applies. Those leaders in national business whose products are known to radio listeners from Coast to Coast, know that to stay on the air without a summer break is good showmanship that holds the maximum attention of the radio audience which might otherwise be lessened or lost; that it builds up prestige, name consciousness and good will into an investment on which compound interest in the form of sales results is constantly being returned.

That is why an ever-increasing number of advertisers is continuing right thru the summer. These advertisers realize that the radio set has become one of the most important parts of some 20,000,000 American homes; that as a source of entertainment and information it knows no seasons; that food products, cosmetics, tires, automobiles, drugs, clothing, household equipment—in fact, nearly everything outside the field of industrial equipment is purchased at least as much in the summer as in the winter. In short, they have come to realize that it is neither morning, noon nor night nor winter or summer that counts nearly so much in radio advertising as appeal to the everlasting interest of an ever-present audience.

NBC Summer Gross Revenue—May, June, July, August



Prepared By NBC Statistical Dept. From National Advertising Records

ECONOMIC

(Continued from page 34)

It is sincerely felt by a great many actors that the establishment of a uniform minimum scale for both junior and senior members would be a sane solution to this perplexing question.

Thus you would make talent and experience the determining factors in the competition for a part, and establish by such competition certain standards for those wishing to enter the profession. I wish to emphasize that I, in no way, am in favor of closing the books of the association. But neither am I in favor of welcoming anybody and everybody into the profession by offering them an advantage over the older and more experienced actors.

I have not been able, in this article, to touch on a great many important subjects the actor should consider, such as unemployment insurance, summer stock conditions and co-operative companies. I am not optimistic enough to believe that any one of these items can be offered as a cure-all for our theater, but I am certain that from an active and thoroughly interested membership in Equity will come the new ideas and response so essential to the legitimate theater.

The theater is not dead, and it will be the enlightened actor, thru his live and progressive organization, who will lead the way to a new horizon, a new splendor, rich with the vital possibilities of the age—the American Theater.

IN THE following I will attempt to submit something of our methods of operation, together with certain views on the National Endurance Amusements Association code as recently adopted at the Chicago convention. First, however, a pause to congratulate this body on the forthright manner in which it handled the basic essentials and to compliment the members of the Association on the high standards to which they have subscribed.

Although much could be said about our mode of operation, in some particulars, we do not believe



GEORGE W. PUGHE

that a detailed statement is necessary, for our shows are mainly conducted along well-known, established lines that have proved their worth in the past. By a well-thought-out and systematic application of these established principles of operation we are able to modestly boast of a series of successful shows, each of which taught us much that we could not otherwise have learned. We have not as yet operated in a great metropolis, but have

from choice confined ourselves entirely to prosperous communities surrounded by thickly populated areas within a 50 and 75-mile radius, and in most cases with highly gratifying results.

Realizing that an efficient, smooth-working organization is of prime importance to the successful operator, we have striven to secure only the best; consequently the members of our personal staff are well trained, capable in every particular, and highly efficient in handling their respective positions and incidental duties.

Some of them have garnered experience under the tutelage of other impresarios in the field, while others have been schooled in our own organization. All have given us capital ideas which we have frequently adopted with considerable success. We have an open mind in such matters and invite suggestions from our personnel, and when such suggestions have been found practical, by actual test, we have not hesitated to incorporate them in our routine.

We frankly confess that we have profited somewhat by the mistakes of various "fly-by-night" promoters and shoe-string operators that have been forced on our attention. If our observation is not at fault, we firmly believe that to operate on a strictly cash basis is the best policy. We accept nothing on credit—all bills are paid daily. To our way of thinking financial integrity is a powerful agent in gaining the confidence of local merchants and the public at large, for the financial integrity of a traveling organization is a more frequent topic of local discussion than most of us realize.

Again, nothing will help to destroy public confidence so rapidly as misrepresentation, and it is our fixed policy to use no fraudulent publicity whatsoever, finding it the better plan to state the true facts in a simple, straightforward manner. Our patrons thus learn to accept our statements at their face value, which in itself is a marvelous box-office tonic.

We prefer to conduct our show under the auspices of some local fraternal or social organization. Such a connection builds up local prestige and is an undeniable asset in helping overcome such local opposition as may develop. We are probably the only endurance organization that has ever been sponsored by a monastic order, namely, the White Fathers of Grey Bay, Wis., and we point with pardonable pride to that affiliation. Our present sponsor is the Navy Club (as this is written we are operating in Fresno, Calif.), a branch of the American Legion. Their successful fight for the continuance of our show clearly proves the value of strong local backing. Obviously, the more influential our sponsoring organization is the easier it becomes to mold public opinion in our favor.

While we believe in and employ all types of publicity, the radio is our main ally for, in our opinion, no show worthy of the name can succeed without a good radio hookup. We believe that our systematic broadcasts are largely responsible for our excellent country patronage for, unbelievable as it may appear, from 60 to 70 per cent of our patronage comes from rural districts and from distant cities. As instances in point, while we were operating at Fargo, N. D., it was not at all unusual to have patrons from the Twin Cities, over 200 miles away, and during our Fresno run we are having regular visits from fans from San Francisco and Los Angeles every week-end.

The show proper is operated along current amusement and endurance lines so popular with the masses, and which have proved to be so successful in the hands of Hayden, Beltzer and other established promoters. Contestants are selected for their ability to

Prosperity and the NEAA

By GEORGE W. PUGHE

Vice-Pres. National Endurance Amusement Assn.

entertain, as well as for their physical stamina, and under the experienced supervision of our contest directors never fail to command and hold public attention. Our masters of ceremonies are as talented and versatile as any in the field, and we feel ourselves fortunate in having with us such men as Dud Nelson, Lenny Page, Frankie Little, Bobby Ray and Al Lyman.

During the early days of the show entertainment is especially featured, often with extra vaudeville acts for matinees. But as the show progresses, and the totality of hours becomes increasingly impressive, the entertainment features are soft-pedaled, and endurance becomes the one and only issue. Our contest directors systematically build up the contest to a grand climax. We believe in flexibility of routine and as a consequence our type of show is not too highly standardized. We find it more wise and expedient to conform our features to the demands of our patrons, and these preferences vary in different localities. Thus, in Fresno, grinds and derbies are in order, whereas at Great Falls, we offered heel-and-toe derbies, as that is what our patrons wanted.

Having rather sketchily explained our mode of operation, we now arrive at more vital matters, viz.: the code as first presented by Richard Kaplan and worked over and approved by prominent endurance show promoters at the Chicago convention, and the reasons for its adoption.

It has long been apparent that if endurance shows were to survive as an integral part of the great amusement industry a militant organization was needed to combat enemies from within and from without. On the one hand it was menaced by a horde of mushroom operators, who were leaving stranded contestants, unpaid bills, social diseases and multifarious other evils in their wake—a situation so odorous that no self-respecting community could be expected to ignore it. On the other hand the powerful movie trust, ever anxious to dispose of the slightest competition, took immediate advantage of this situation. As a result of the insidious propaganda of the movie moguls and the bluenoses that are found in every community, a flood of unconstitutional legislation was hurled at the small coterie of endurance show promoters—legislation so drastic, unfair and discriminatory that it almost accomplished its purpose, that of destroying endurance shows forever.

The situation finally became so acute that unless something was done, and that quickly, the endurance show would soon be relegated to the limbo of forgotten things. This situation, together with the commendable attitude taken by *The Billboard*, finally brought things to a climax, resulting in the history-making Chicago convention. Those who foregathered and were represented at this conclave typified the highest type of promoter in the field—men who knew what it was about, and who also knew what must be done to stem the rapidly advancing tidal wave of oblivion.

The code proper is very thorough and exact and leaves no doubt in our minds. It covers all pertinent basic facts accurately, and if all members of the NEAA cleave rigidly to that code the endurance show will soon occupy its rightful position as a legitimate amusement enterprise on a par with the best in other branches of entertainment.

Ways and means have not been worked out in detail yet, but these will gradually evolve as current needs and obstacles are encountered. To our knowledge there has been some talk regarding the advisability of organization apportionment of territory to various promoters. We know that the NEAA as a whole does not favor any such move and we, personally, want to go on record as being decidedly against restricting the activities of the members to any particular section of the country. Restrictions of that sort would have a tendency to destroy initiative, breed dissatisfaction not only among the members but also with the home office, and result in dissension that might ultimately destroy the attainment of those very necessary aims and objectives which we now seek to bring about thru and by means of the NEAA.

The main point seems to us to be that operators should be permitted to promote shows wherever they desire, so long as their operations do not interfere

with or cut in on the show of a brother operator. I am glad to be able to say that this thought was fully brought out and approved by the Chicago meeting at which the NEAA was formed. In fact, the meeting went a step farther and the organizations represented there went on record with the statement that under no consideration would the Association attempt in any way to interfere with the personality of a show or the individuality and complete independence of the organization operating such show, so long as those methods of operation conform in general intent with the broad principles as laid down in the very able Code of Fair Practice which evolved from the Chicago meeting.

Then there is the matter of standardizing rules to govern the contests produced by members of the Association. The advisability of adopting a set of standard rules will probably continue to be a matter of debate and will not likely be settled to the entire satisfaction of the whole membership. Some will always favor the one-fall rule, others the two-fall rule, and so on ad nauseum. It seems to us, and the NEAA has already held, that each show must necessarily reflect the personality and individual tastes of its operator. The organization will make no hard and fast rules in such matters for, by and large, in all cases it is the better policy to leave matters of routine within the show up to the individual operator.

At this time the most valuable asset to the organization is the legal and propaganda bureau. As it is urgently necessary that these departments function with a high degree of proficiency, the Association will do everything in its power to keep files fresh and up to date regarding new phases of legislation pertaining to endurance show enterprises. Members of the Association, and all other operators active in the endurance field, should be constantly on the lookout for items appearing in local publications and newspapers, whether favorable or unfavorable, and send all such clippings either to Don King, 25 Opera place, Cincinnati, or direct to Richard S. Kaplan, 814 Gary State Bank Building, Gary, Ind. The propaganda bureau will in turn supply members with all important legal news relating to endurance shows, together with new forms of publicity that may prove of genuine interest and value. Certain it is that we are fortunate in having for our general counsel a man who has made such an intensive study of endurance shows as has Richard Kaplan.

In unity there is strength, and now that our dream of a national organization has become a reality, it is up to us to use that strength wisely and well. Let us discard mere theoretical considerations and, profiting by the lessons of the past, hold fast to that which we know to be practical. Let us constantly strive to increase the quality and attractiveness of our shows and to establish for them such a high degree of excellence that the ill-founded objections of poorly informed critics cannot prevail against us.

There are probably only around 25 or 30 experienced, reliable, active promoters in the field—with the entire United States as a territory for their scene of operations. It shouldn't be too difficult to get such a small group of men together into a compact, fighting and working body. And surely never before has such a small group, in any branch of the amusement industry, had such a wonderful opportunity to practically control operations thruout the entire country, thru the formation of and strict adherence to a strong central body. There should be plenty of room for all if we will all combine in fighting the chiseler and the smalltimer who ignorantly plunges headlong into endurance show promotion on a shoe-string, a complicated subject at best and the successful promotion of which requires ample financial backing. The sooner we get our Association into good working order the better for the field as a whole. It is up to every operator who has any regard for the future of the field to join the Association and combine in doing everything, in his individual power to make the Association a full and complete success in fact.

If the situation is allowed to drift along as it has been in the past the endurance show will practically be legislated out of existence within a very few years. And yet the endurance show has such tremendous drawing power and such marvelous entertainment possibilities that it certainly will be a crying shame if all promoters active in the field do not get together and fight for their common cause and rights. When properly and legitimately operated the endurance show presents a spectacle that is not only in itself entertaining, but represents something fresh, different, and to a large portion of our population, something many times more appealing than the time-worn offerings of certain other branches of the entertainment world.

Established financial integrity, strictly ethical standards of operation, plus tip-top entertainment should be our aim—the firm foundation on which we are sure to build collective as well as individual success. If safe and sane policies of operation are rigidly adhered to by all, a lengthy and profitable future awaits us just around the corner.

IF THERE is anything more important in an amusement park than the conduct of its illuminating system there are a number of successful operators who have not found it as yet. "Let there be light" is a phrase coined with the beginning of time and perhaps in no place is it more applicable than in park management.

Show one a well-lighted amusement park and you have practically pointed out a successful one. This goes way back to the inception of the fun resorts which developed into the magnificent and costly playgrounds of today. Without the attractiveness of bright lights, as well as the harmonious blending of modern color, a park nowadays hasn't much of a chance for public favor.

Many are familiar with the dimly lighted spots where attaches sit and wonder what is the matter with business. In some of these, as has been said by someone, it would be necessary for a patron to carry a flashlight to find the Merry-Go-Round! Not so in locations where managements have realized the importance of proper illumination and have kept pace with development of public taste and imaginative ideas in color artistry.

Economy is not the paramount thing in lighting installation. In fact, the more it is forgotten the better will be results. And, after all, it is effect that is sought. This may sound radical to any management that has not as yet learned to consider illumination an investment rather than as a partially necessary and always unwelcome expense. Intelligent and practical lighting should always pay dividends.

Proper illumination does not mean obsolescence in methods of diffusing light or in physical equipment. It means the modern note, which is color. This is an age of color. Real parks are being made more gay by day and certainly should not drop this artistically lively complexion by night. There is little reason why any well-conducted and fairly prosperous park cannot take on all the color range that so pleased all the world at the recent A Century of Progress in Chicago. The ideas and equipment are available.



Perhaps the most striking departure in park lighting of recent years has been made possible by the mushroom type of light. Such a lamp, of course, resembles its namesake, and in Coney Island, Cincinnati, which I have in mind in many references made herein, there are many of these on standards which permit diffusion of light downward only and from a point about five feet from the ground. These units have supplanted the former clusters of globes which stood higher and gave light of doubtful satisfaction to the area below and certainly clashed with illumination of rides and showfronts which was calculated to intensify the natural ballyhoo of the attractions.

Now on the Mall in Coney Island grass and shrubbery are well lighted from a point five feet above them and the space above that is left for the outline and indirect lighting of surrounding structures. There is no clash above the heads of patrons who stroll the Mall.

While it has taken somewhat of a back seat for indirect lighting, outline lighting, strips and stringers of white or colored incandescents, will never go entirely into the discard. It has its uses and they are important. Outline lighting always brings out architectural lines and often presents a flash on a front, a tower or a riding device that cannot be otherwise attained. Direct lighting, too, can be utilized with indirect illumination in ballrooms, while in-

Illuminating the Amusement Park

By AL BEHRMAN

Chief Electrician, Coney Island, Cincinnati, O.

direct diffusion and color effects always are more suitable for dark rides or shows like the Jungles.



The best equipment and plenty of it, to be used by the best electricians available, always works out best. All electrical work in parks should be left to electricians and not amateurs. No one else should ever tamper with any portion of the plant, not even to the extent of putting in fuses. Too much care cannot be exercised in choosing fuses. The lightest fuses possible to carry the load are best. Enough stock should be on hand to meet all emergencies, wind, storm, lightning, etc.



WHAT CAN BE DONE WITH SHRUBBERY by indirect units when location is protected from glare.

Transformers should be thoroly inspected in regard to oil, fusing and safety of high-tension wires. All wiring should be underground in cables and conduited in buildings wherever possible. Poles and wires not only mar beauty but sometimes are hazardous. Overloaded wires and fuses can cause lots of fires, a condition which should be guarded against by careful selection and inspection of all parts. Proper fusing is one of the most important things in a park electric line. Lines should be heavy enough, and plenty of copper should be used. Such poles as it is necessary to have can be made more sightly if good, straight poles are chosen, as high as possible, and always kept neatly painted.

Lighting of rides is largely a matter of taste; some look better with white lights and in other instances colored lights enhance their appearance. Color effects can best be realized between buildings.

Thru areas of walks nothing is better than mushroom lighting. However, mushroom lighting and varicolored incandescents interspersed in shrubbery, fountains or waterfalls should be so arranged that there is no conflict with adjacent direct lighting from a portion of a park where glaring light is more effective.



Best lighted parks are still sticking to incandescents on the ground of safety. There is some use of Neon tube lines for signwork and some outlining. In Coney Island there are in use many of the Cahill flood lamps, particularly at the pool and auto parking areas. About the pool are 26 1,000-watt lamps and in the commodious parking space these floods make it possible to read a newspaper from any angle. Bathhouses about pools can be made attractive by outline lighting, as is done in Coney. There is wide divergence of opinion regarding effect and advisability of lighting pools under water. Opinion of the writer is that more attractive schemes of pool lighting can be contrived and that too many underwater lights are needed for good results to make that effect worth the expense. Lights set in ornamental lanterns have been found especially attractive in gardens and refreshment pavilions.

Dance hall illumination is of prime importance in these days of popularity of the light fantastic. Subdued lighting is, of course, most desirable and this can be acquired by properly colored chandeliers and by colored lamps in troughs. Arranged in series by color these trough lights can be flashed on by groups, giving various combinations, such as orange, blue, green and red. Lights under urns or in vases often give an added touch.

White lights probably will never entirely go out of use in parks. They are the old standbys, ever available in dressing up color schemes and often can be used to advantage on rides and in outlining. It appears that the creation of figures by lights, such as stars on Ferris Wheels, have become somewhat passe. It is argued that the rigid, set figures do not flow in harmony with the motion of riding devices, and that stringers of light, white or varicolored, fit in more pleasantly to the vision as they undulate or turn in unison with the movements of the devices.

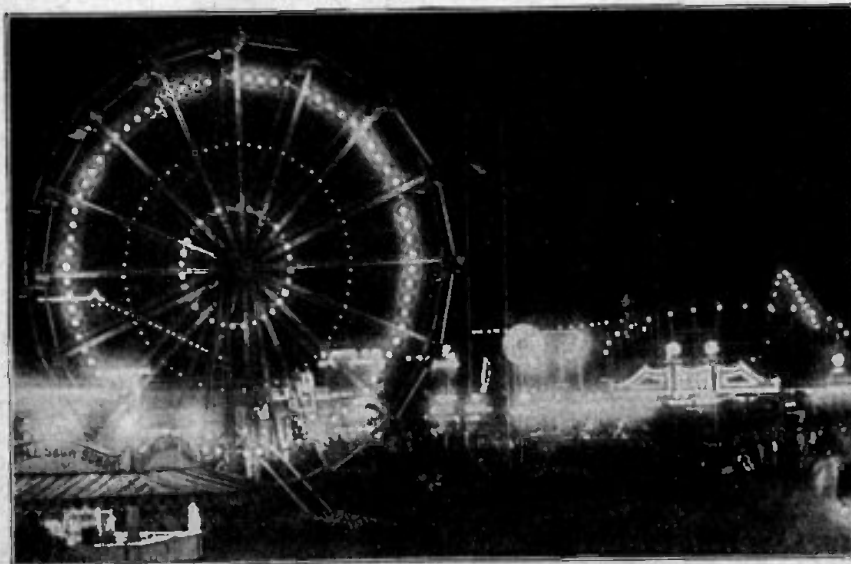


Every amusement park of any size has spots where direct, glaring light will enhance its appearance and attract trade and where indirect and subdued color will beautifully hedge and other shrubbery. But the two must be kept apart to be effective in any measure. Big lamps are not needed for outlining, but their use is indicated for color effects. Best results can be attained in color when they are reflected on a white background.

Experience is about the best training for one whose duty it is to light a park effectively. But, first of all, he should be a good electrician. Of course, some have more natural talent in this direction than others; some study effects and modern methods to improve their efficiency and artistic sense, if any. Local topographical conditions will sometimes largely govern what can and what cannot be done as to harmony and artistic results, aside from the ordinary practical illumination problems.

Cost of current figures in with the cost of the general plant and here again, if economy is to be too stringently emphasized, the ultimate aim of making park lighting as attractive as possible will be lost sight of. This is not to argue against properly lighting.

(See ILLUMINATING on page 41)



A GOOD EXAMPLE of direct and outline lighting for riding devices. Strings of lamps in Ferris Wheel conform to lines of the ride.



WHITE LIGHTS in outline constitute an inviting flash from afar.

HALFWAY measures can be of no avail in eliminating undesirable concessions from fairs. The only way to be rid of them is to GET rid of them. We did this on the York (Pa.) fairgrounds in October, 1934. For some years we had been bothered with off-color game concessions, as so many other fairs have been and are now harassed by the "lucky boys" who take advantage of the ignorance of games or the lackadaisical efforts of many fair boards to curb or to eradicate them from fairgrounds midways.

They are the concessioners who say one thing and do another. Their determination to work controlled or "gaff" games is difficult to overcome. But it can be overcome, and when it is, it generally will be found that such concessioners will respect orders coming from officials who really mean what they say.

The growing opposition to raw games on fairgrounds has been evidenced on every side; the subject is one of the foremost at nearly all State and district annual conventions of fair managers. What to do about purging midways of such concessions has long been called a problem. But the solving of it is not difficult if those in charge of fairs mean business.



HERBERT D. SMYSER

The public has been fed up with no-chance concession games. It has realized the great preponderance of instances where those who play the games at fairs have about as much chance as the proverbial snowball in Hades. There can be no question that this is the main reason for falling off in receipts about which the vast majority of concession owners have been complaining.

Growth of games which can be controlled by operators also has had largely to do with reduced business of concession supply houses, because stock has not been passed out. We may all be familiar with the story about the boys who had six blankets for a flash, ended the fair season with the same blankets and had them dry-cleaned for use the next year. When stock ceased to go out over the counters the public gradually ceased willingly putting down the wherewithal for chances over the counters.

We had little trouble in York in the old days when reliable merchandise concessioners ran their stands on the up-and-up and put out the items which were so popular in the days of the poodle dogs, other stuffed animals, blankets and kitchenware and what-not. And the patrons paraded the midways with armfuls of merchandise and proudly displayed it to their neighbors. What a ballyhoo in itself for the concession games!

With the encroachment of the sure-thing operators, with their tricks and toys controlled by "gimmicks," troubles really started for fair managers who wanted to see the public get a square deal and who were recipients of continual complaints.

Old and New Methods of Operating Games at York

By HERBERT D. SMYSER

Manager of Amusements, York (Pa.) Fair

by patrons against dubious treatment and worse, dealt out by game operators.

For a long time in York we combated this situation as best we could, we then thought, not realizing perhaps that we were not going about it in the right way and certainly not dreaming of how much public resentment was being engendered against the fair itself because of some practices that were gotten away with on the grounds. We needed a further lesson and a hostile attitude of the press making itself manifest before we actually came to understand that off-color games were a serious menace to the fair and to the \$1,000,000 plant which had been built up over long years of labor and close calculation.

We used police and private detectives to patrol concession row and expected them to carry out our orders against certain games. In their hands we virtually placed the fate of the fair as to the public good which will be so necessary. Often arrests were made which, by the way, is always a poor advertisement. Neither system proved to be the answer. Police and detectives did not know enough about the workings of various concession games to be certain whether they came within our prescribed rulings. It is probable that at times games were closed which might have been okeh while others were allowed to run which were decidedly under the ban.

The average fair official is too busy with other duties during fairs to be constantly alert among concessions and, as things have been in the last few years, a job like that surely takes the entire time of one who must know what it is all about, too.

When we realized in 1934 that we were in danger of losing public support for the fair and good will of the press because of off-color games, we decided that, while we had always wanted to bar bad games, we must devise some system which should carry out the orders that we had meant to be carried out. We meant business before, but our supervision had been such that we could hardly blame concessioners for not believing that we did mean business when we declared what games should go and what should not.

The board at a meeting decided to engage a censor of games who would be capable of sifting the wheat from the chaff and who would not hesitate to act once he had been assured of the board's determined backing. There was recommended to us James F. Murphy, widely known outdoor showman. He came to York, met the board and demanded as-

urance that the board really meant to clean up the games. He was told emphatically that this was what the board desired and insisted upon. He said that it probably would mean some vacant spots, to which our president replied that the York board was determined to have a clean midway regardless of how many vacant spots there would be.

The censor then proceeded in a thoro and sensible way. He first declared that he wanted no arrests made on the grounds and no so-called "raids" nor excitement. He met those who had contracted for concession space and told them what would go and what would not—that there would be no controlled games in York in 1934. A hue and cry was started by a few, but it did not get far. Among some claims made was that they had not understood that "O" wheels and other devices would not be allowed, and some demanded that they be permitted to work as they had intended to when they reserved space. Some operators ganged up on the concession manager's office and it was necessary to send for a battalion of State police to preserve order.

A special meeting of the fair board was then called and it was unanimously voted to give each and every concessioner his money back if he felt that he could not comply with the rules. There was some stalling, of course, but finally there were only three who accepted refunds. The others all retained their space and operated satisfactorily to the censor for the remainder of the week.

It has been said that our offer to give back the money was a master stroke. However that may be, we received much favorable comment from our newspapers, and patrons in general were high in their praise of the management for the stiff stand it had taken. Since then we have all felt easier about our heavy investment in the fair plant and the fact that it represents earnings of the fair, which has no debts and no stock nor outstanding bonds.

Censor Murphy did a great job. Nothing was allowed to work for more than 10 cents and no "shills" were permitted. We understand that his task was difficult and that he was even physically threatened. But those who did this evidently did not realize of what stuff he is made. He could not be bluffed. He did not get rough because he did not have to, according to the system by which he worked. He carried on without fear or favor and regardless of the fact that he had known some of the operators for many years. We meant business. He knew we meant it. And he made the concessioners realize it, too.

York claims no patent-rights on the cleanup of its midway. We know other fairs in Pennsylvania have been more or less successful under various systems. It appears that Rutland (Vt.) Fair has been able to cut out the undesirables for a decade. That fair learned who was who and for years has even refused to book certain operators because they knew they could not be depended upon to play the game with the fair board.

At Raleigh, Greensboro and other Southern fairs midways have been clean since a new management decided that controlled games must go. There is, of course, a high moral ground involved and there is also that which should be dear to every board of

(See OLD AND NEW on page 41)



WHEN I was requested to write this story I was given a man-sized job. But in my humble way I will try to write what my heart dictates but something which is hard to explain. Being one of the oldest managers in the carnival business, my experience naturally has been varied, but during my entire experience in this business, a business that I love, as well as the people in it. I have always tried not to have the biggest show in America, but one of the cleanest. In that respect I have been successful and it has helped me to play repeat engagements in many cities.



BEN KRAUSE

The question is: How to put the carnival on a higher plane. To begin with, we of the show world must sell ourselves to the public in order to overcome the adverse propaganda that is attacking us on all sides from selfish local interests in the cities in which we operate. I am carrying out many new ideas along this line this year so that the visitor to the Krause Greater Shows will be impressed favorably and in turn will sell the show to his or her friends because of its wholesome entertainment.

This year, for the first time, I am having everyone connected with the Krause organization, directly or indirectly, obtain receipts for all moneys expended during the stay in each city. These slips, tabulated and showing the amounts of money spent, will be turned over to the chairman of the committee, so that he may turn them over to the secretary of the Chamber of Commerce or the city council to offset the propaganda that "the carnival takes all the money out of town."

Next, weekly meetings will be held in one of my tents with all my attaches and at these meetings I hope to sell them the idea that they must act like ladies and gentlemen, not only during the performance of their duties on the showgrounds, but also after they leave the showgrounds, in an effort to put a stop to "cutting up jackpots" in the lobbies of hotels, in restaurants, barber shops, on streets, etc. I am going to try to get these attaches, when they leave the grounds, to remember that they are business people connected with an organization conducting business along legitimate, ethical lines.

This year, too, I am carrying two large exposition tents to be used for merchants' displays. Not a new idea, but sold along different lines in an effort to make the progressive merchant a partner, and to help him with special sales the week of the engagement.

Another important step is the education of the child. The world moves forward on the feet of the little children. Children are always welcome on the Krause Greater Shows' midway, not for selfish gain, but these children, the future citizens of our country, coming mayors, governors and senators, should receive every consideration and courtesy. They should carry away from all shows a lasting pleasing impression. Their minds are like photographic plates ready for exposure, and some years hence, when our general agent wants to book a town those who now are children might then be civic officials or influential citizens and, remembering their pleasing experiences, no selfish opposition could overcome the impression that they received when they were visitors on our midway, or your midway, for that matter.

It is important that our ticket sellers be clean and neat at all times, uniformed when possible, because first impressions are lasting ones, and if our show fronts are brilliantly lighted, kept freshly painted, and in back of the fronts we have worth-while attractions, we will receive patronage.

The same for our riding devices. They should be kept freshly painted and the help obliging, assisting customers off and on rides whenever possible.

The concessions on the shows is an old story. Every year a number get together and agree that all concessions will be clean—no racket

My Idea of How To Put the Carnival On a Higher Plane

By BEN KRAUSE
Manager Krause Greater Shows

tolerated. What happens? They are idle promises. If we are to put our shows on a higher plane we must do away, once and for all, with concessions that do not operate legitimately. I do not tolerate it and for that reason was granted the contract at Sarasota, Fla., this year for the Sara de Soto Pageant.

Another asset would be to have the auspices appoint an official-greeter committee, or booster committee, which when possible should appear in uniform and be ready to extend the hand of friendship to visitors entering the showgrounds, especially city and town officials and prominent citizens. This committee should escort these officials and prominent citizens around the grounds, seek their opinions of the show and when they leave clasp their hands and invite them back, at the same time asking for constructive criticism. This, together with the show's publicity, should be handled by the public relations director. All auspices surely would be glad to co-operate in this respect.

During the week of February 12-16 my show was contracted to play the Seminole County Fair, Sanford, Fla., the first fair in 20 years in that county, under auspices of the Seminole County Federation of Women's Clubs and the Sanford Women's Club. Sam Burgdorf was the manager and handled the exploitation features. The committee met with a great deal of opposition from the secretary of the Chamber of Commerce and the motion picture interests, but the women were not discouraged. They wrote and wired to a number of cities and committees where and under which I have played, and after considerable investigation found that I would present a show that they could be proud to bring to their city. Then they appeared before the city council and asked that permits be given for a location in the heart of the city. The city council, having listened to the adverse propaganda, was against issuing a permit and was going to charge a license fee if the show was staged anywhere in the city.

This organization was chartered under the laws of the State of Florida. The committee did not get angry. Instead, it continued with its work and at the next meeting of the council tried to overcome the adverse propaganda until the "city fathers" had time to further investigate all phases of the proposition.

The committee was told that the carnival would rob the members and that all the money would go out of town, also that the carnival as a whole

would bring undesirables into the city. The committee resented these statements and once more met at a special session of the council. In the meantime the committee had overcome a lot of the propaganda and at the meeting of the city council all but one voted in favor of bringing the show to the city and agreed to help in any manner possible to make the Seminole County Fair a financial and social success.

The doors opened, as advertised, on February 12. The committee had ticket sellers at all ticket boxes. It took its own tickets. It handled all publicity, not only thru the press, but also over the radio. At 3:30 in the afternoon the Baby Parade brought thousands of visitors into the city. This parade was given thru the main streets and the business men were elated with the business done that day, and so was the show. From then until midnight the grounds were well crowded by the boosters, also a few of the knockers who had not yet been converted. But as the knockers walked out the hand of friendship was extended to them by the committee and boosters were made out of many of them. By Saturday night all but one had been converted, including a motion picture person, who became a nightly visitor. The only one to stray away from the path was a person who should have been the first to assist the committee, because of his experience of the past as a fair secretary. He fought all he could, attacking every part of the proposition, thru the business men, thru the ladies of various organizations, thru other organizations of the city, farmers and the general public. But what was the result? The exposition tents were packed with merchants' exhibits and automobiles, not a space remaining unoccupied. The United States Government sent a 170-foot display from the fair at Tampa. The 4-H Clubs showed, the Home Demonstration Department had its exhibit, the pigeon, poultry and pet show was filled. Art, needlework, ladies' fancy work and home improvement clubs took every inch of space in those departments. Two tents were arranged for, but when the fair opened it was necessary to use four for the exhibits.

During the engagement not only were there no arrests made, but not a complaint was made about any part of the carnival or fair—notwithstanding that it had been "rumored" that all the carnival people would be "in jail."

In conclusion, let me say that I am confident the carnival will live forever if conducted properly. We should be "all for one and one for all." We have enough to overcome from our other business enemies and if we will all try to put the carnival on a higher plane we will be welcome in every city instead of a few, and cities now closed to us will open their doors and say: "Come on in!"

OLD AND NEW

(Continued from page 40)

fair directors—the good will of their public and their press.

We now have that in York and we intend to keep it. How foolish to jeopardize the future of a plant and all that goes into the making of a fair because its managers won't or think they can't handle proper conduct of concessions!

Early on the opening day of the fair henceforth we will know just what games are to be permitted and so will the operators. The York board has voted to engage Mr. Murphy during our 1935 fair and he has accepted the commission.

No game will be permitted that is unjust to players. Nothing done by the fair society in recent years has been so effective in improving public relations as has been the purging of the midway of off-color games. And that's the way it will be.

ILLUMINATING

(Continued from page 39)

ing the largest space with the smallest possible wattage wherever feasible. An amusement park couldn't operate without walks, buildings and the myriad attractions that some of them offer—and it cannot continue to operate successfully without illumination of proper and generous variety. To many park operators who often are in a quandary as to why their playgrounds are not more popular, especially after sundown, this text is enthusiastically offered: "Let there be more light."



ONE of the most extraordinary social functions ever held in the White House was staged during Lincoln's administration, the occasion being a reception in honor of Tom Thumb (Charles S. Stratton) and his wife, Lavinia. It was shortly after their marriage, which took place on February 10, 1863, that the reception was promoted by Phineas T. Barnum, the great showman, who solicited an audience for his then most famous human oddities.



ABRAHAM LINCOLN—1865. Courtesy of the Lincoln National Life Foundation.

President Lincoln was probably eager to share a novel entertainment with his friends and accepted Barnum's proposal for the reception. A limited number of invitations were sent out for this rather informal occasion.

Tom Thumb, it will be recalled, became the world's best known Lilliputian thru the showmanship and publicity of P. T. Barnum. He was well known both in this country and Europe, having appeared at the courts of England, France and Belgium. In 1842, when first exhibited, Tom Thumb was not more than two feet high and weighed less than 16 pounds, but he became taller and heavier in later life. In 1862 he met Lavinia Warren, a midget who was also being exhibited by Barnum, and after their marriage in 1863 they made an extensive tour of the country. It was while on this tour that they were the honored guests of President and Mrs. Lincoln.

Grace Greenwood, a correspondent for *The National Era*, *The Independent* and *The Little Pilgrim*, has given in her reminiscences of Abraham Lincoln an interesting account of the affair. According to her, some of the most notable people present were Secretary Chase and his daughter, Kate; General Butler and John Hay. The absence of Secretary Stanton was particularly obvious, as he doubtless thought the occasion foolish and unsuited to the critical times.

The reception was held in the East Room of the White House. After the invited guests had assembled, the guests of honor entered the room from a corridor and walked the length of the long hall to where the President and his wife were standing to welcome them. The pygmy General (a title given him by Barnum) was dressed in his blue wedding suit and his wife appeared in her wedding dress of white satin and point lace with orange blossoms and pearls. The train of her dress extended about two yards behind her.

The introduction between America's tallest President and the world's best known Lilliputian proceeded with the profoundest respect. The tall host was required to bend and stoop in order to shake the palms of the General and his wife, yet he did not make them feel that they were at his feet. He regarded them as important, sensible people who were widely traveled and who knew something of the world. The presentation of the couple to Mrs. Lincoln was very courteously done, and in his introduction President Lincoln did not use the slightest touch of exaggeration for the amusement of the onlookers, many of whom were present to see a farce of Washington society.

The President's sons, Robert and Tad, were present and Mr. Lincoln, from his expression, seemed amused at Tad's reactions to a gentleman and lady, grown up and married, yet lacking even his boyish height. When refreshments were being served, Tad was very gracious in aiding the diminutive couple to take their ice and cake off a chair.

According to the reminiscences of an invited guest, Mr. Lincoln was noticed on several occasions to be gazing at the small couple. There seemed to be more than amusement in his expression. His shadowy eyes seemed to radiate human sympathy and happiness for this curious pair, who must have seemed to him to be from another world.

Little information concerning the Tom Thumb reception is available. It appears that the event was unknown to the newspapers and no mention of the affair has been made by the leading Lincoln biographers. Probably the reception was not publicized because such an event might have been taken in the wrong light. During those critical years any social activity in the White House was more or less frowned upon.

Abraham Lincoln and Tom Thumb

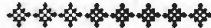
By R. GERALD McMURTRY
Librarian Lincoln National Life Foundation*

A cartoon entitled *The Coming Men*, published in the February 28, 1863, issue of *Frank Leslie's Illustrated Newspaper*, appears to be a timely sketch of the reception, but it relates in no way to the event, the subject being an attack on the military and naval commanders of the Civil War. This cartoon shows P. T. Barnum presenting General Thumb and Commodore Nutt, also a midget, to the President. The dialog of the cartoon is as follows:

THE GREAT SHOWMAN: Mr. Lincoln, since your military and naval heroes do not seem to get on, try mine.

LINCOLN: Well, I will do it to oblige you, friend Phineas, but I think mine are the smallest.

The reception for Tom Thumb and his wife at the White House will truly remain one of the most unusual affairs ever held in the nation's capital. This event can also be credited as another great publicity achievement of Phineas T. Barnum, who always claimed to have "the greatest show on earth."



In his book, *Struggles and Triumphs or 40 Years' Recollections*, P. T. Barnum describes the discovery and early engagements of Tom Thumb as follows:

"In November, 1842, I was in Albany on business, and as the Hudson River was frozen over, I returned to New York by the Housatonic Railroad, stopping one night at Bridgeport, Conn., with my brother, Philo P. Barnum, who at that time kept the Franklin Hotel. I had heard of a remarkably small child in Bridgeport and, at my request, my brother brought him to the hotel. He was not two feet high; he weighed less than 16 pounds, and was the smallest child I ever saw that could walk alone; but he was a perfectly formed bright-eyed little fellow, with light hair and ruddy cheeks and he enjoyed the best of health. He was exceedingly bashful, but after some coaxing he was induced to talk with me and he told me that he was the son of Sherwood E. Stratton and that his own name was Charles S. Stratton. After seeing him and talking with him I at once determined to secure his services from his parents and to exhibit him in public.

"But as he was only five years of age to exhibit him as a 'dwarf' might provoke the inquiry 'How do you know he is a dwarf?' Some liberty might be taken with the facts, but even with this license I felt that the venture was only an experiment and I engage him for four weeks at \$3 a week, with all traveling and boarding charges for himself and his mother at my expense. They came to New York Thanksgiving Day, December 8, 1842, and Mrs. Stratton was greatly surprised to see her son announced on my museum bills as 'General Tom Thumb.'

"I took the greatest pains to educate and train my diminutive prodigy, devoting many hours to the



THE TOM THUMB FAMILY—Courtesy of the Lincoln National Life Foundation.

task by day and by night, and I was very successful, for he was an apt pupil with a great deal of native talent and a keen sense of the ludicrous. He made rapid progress in preparing himself for such performances as I wished him to undertake and he became very much attached to his teacher.

"When the four weeks expired I re-engaged him for one year at \$7 a week, with a gratuity of \$50 at the end of the engagement and the privilege of exhibiting him anywhere in the United States. In which event his parents were to accompany him and I was to pay all traveling expenses. He speedily became a public favorite and, long before the year was out, I voluntarily increased his weekly salary to \$25, and he fairly earned it. Sometimes I exhibited him for several weeks in succession at the Museum, and when I wished to introduce other novelties I sent him to different towns and cities, accompanied by my friend, Fordyce Hitchcock, and the fame of General Tom Thumb soon spread throughout the country.

"Two years had now elapsed since I bought the Museum and I had long since paid for the entire establishment from the profits; I had bought out my only rival; I was free from debt, and had a handsome surplus in the treasury. The business had long ceased to be an experiment; it was an established success and was in such perfect running order that it could safely be committed to the management of trustworthy and tried agents.

"Accordingly, looking for a new field for my individual efforts, I entered into an agreement for General Tom Thumb's services for another year at \$50 a week and all expenses, with the privilege of exhibiting him in Europe. I proposed to test the curiosity of men and women on the other side of the Atlantic. Much as I hoped for success, in my most sanguine moods, I could not anticipate the half of what was in store for me; I did not foresee nor dream that I was shortly to be brought in close contact with kings, queens, lords and illustrious commoners, and that such association, by means of my exhibition, would afterwards introduce me to the great public and the public's money, which was to fill my coffers. Or, if I saw some such future, it was dreamily, dimly and with half-opened eyes, as the man saw the 'trees walking.'

"After arranging my business affairs for a long absence and making every preparation for an extended foreign tour, on Thursday, January 18, 1844, I went on board the new and fine sailing ship *Yorkshire*, Capt. D. G. Bailey, bound for Liverpool. Our party included General Tom Thumb, his parents, his tutor, and Professor Guillaudeau, the French naturalist. We were accompanied by several personal friends, and the City Brass Band kindly volunteered to escort us to Sandy Hook.

"My name has been so long associated withirthful incidents, that I presume many persons do not suppose I am susceptible of sorrowful or even sentimental emotions; but when the bell of the steamer that towed our ship down the bay announced the hour of separation, and then followed the hastily spoken words of farewell, and the parting grasp of friendly hands, I confess that I was very much in the 'melting mood,' and when the band played *Home, Sweet Home*, I was moved to tears."

VAUDEVILLE—YESTERDAY—

(Continued from page 35)

largely on national recovery and when that occurs vaudeville will surely prepare for a new and busy career.

It is unfortunate that in recent years some people, strangers to vaudeville, became important factors in the vaudeville field. Various circuits, endeavoring to put each other out of business, raised the overhead so tremendously by paying fabulous sums for executive services that the only thing they really accomplished was to put themselves out of business.

If vaudeville and stageshows are to come back they will require the co-operation of many individuals. They need the help of various unions, for it is common knowledge that more often than not electricians, stagehands and musicians are receiving salaries in excess of some of the performers on the stage. This is due to the unwillingness of many of the unions to co-operate with theaters willing to play stageshows. It will be a fine gesture on the (See VAUDEVILLE—YESTERDAY on page 43)

*The Lincoln National Life Foundation is sponsored by the Lincoln National Life Insurance Company of Fort Wayne, Ind.

Ann Street, New York's Cradle of Pitchdom

By CHARLES A. LOMAS
Advertising Salesman of The Billboard



CHARLES A. LOMAS

IT'S just a short and very narrow thoroughfare, this Ann street; as a matter of fact, as modern streets are laid out today, it is scarcely more than a glorified alley. The atmosphere has changed somewhat in the last few years. In fact, every vestige of its former glory as "Pitchdom's Capital" has disappeared. In the days when Frank Baller, Alex Marberger, Peter P. Cappel ("Peter Paul"), George W. Stivers, Jim Kelley, Henry Schwartz and others of

equal fame "ruled" the street it had a quaint Dickensian air about it, but this has faded with the modern trend in downtown New York.

It is doubtful if another street in the entire country played anything like the important part this little street has played in the life of pitchmen and others allied with the profession. From a market that wholesaled kitchen and household wares to streetmen it gradually became a novelty center. The men of the

road literally took possession of it and felt it was their very own. It was regarded as "home" to many. Chicago's Levee was once the favorite stamping ground of numerous celebrities in the field, and it's true that a great percentage of our best known pitchmen, particularly those from the South and West, lived and died without ever seeing the famous street—but they heard about it and bought merchandise by mail from the many supply houses located there. At one time its influence was felt the country over.

Pitchmen from far and wide arriving in New York City headed immediately for Ann street. When a young punk felt the tug of the stripes and keister, down to Ann street he would go to learn his trade.

As a market place for wares handled by streetmen it dates back more years than the oldest inhabitant can recall, it being said that no less a person than A. T. Stewart, famous merchant prince of the 19th century and founder of the John Wanamaker department stores in Philadelphia, bought his wares in Ann street. The legend is that Mr. Stewart began life as what was known in his time as a pack peddler.

Fulton street, just one block below Ann, was considered the ace spot for street workers of all types. The sidewalks sometimes resembling a veritable department store. Ann street, being a kind of back alley to Fulton street, lent itself readily as a location for supply houses.

At one time it was situated in the heart of New York's first "theater district," and Barnum's American Museum, later destroyed by fire, stood at Broadway and Ann. Theater alley, emptying into Ann street, got its name from the fact that it led to the stage entrance of a theater fronting on Broadway.

Ann street began to take on color and play an important part in the business of fairs, parades, picnics, celebrations, etc., when supply houses, conducted by Baller, Marberger and Cappel, established themselves there. These houses went for canes, whips, flags and the like in a big way. They later added other items and can be credited with pioneering the novelty line on the street.

George W. Stivers, in his later years regarded as the Dean of Ann street, was originally a pitchman. He was rated high as a razor, hone and glass-cutter worker. In his time he put over some very wonderful items. He got into the real money when he secured the sales agency for a puzzle known as "Pigs in Clover." Stivers had the pocket-size version for street sale and as a fast seller it was a riot. This item created a nation-wide sensation, and it is said that people were known to become mentally unbalanced trying to work it out. Divorce suits were recorded where one charged the other with neglect thru spending too much time on "Pigs in Clover." Stivers cleaned up on the novelty and became firmly established. His Humanatone, a musical novelty, went over strong and netted tidy sums for successful workers. A man named Powers toured the country with a frameup and did wonderfully well for several years. To work the Humanatone properly required a piano player or a hurdy-gurdy and a little music sense on the part of the worker.

Similar to the Humanatone came the "Fluto-phon," and a few are working the latter item to this day. Only recently "Pee Wee, the Whistler," expert Fluto demonstrator, was seen in New York with his own truck and a swell frameup. Two other well-known "whistlers" are Jimmy Knight and Sid Shipman.

Henry Schwartz, Sam Basch (Sam the Kike) and Bob Cunningham (the latter pair teamed as a firm) had shops on the street and were known as "Boss

Fakirs." They would operate crews to work special events of all kinds and would bankroll the bunch. Basch took a fling at the streets himself now and then. Schwartz was the last of the old guard to remain on the street, staying there to his dying day. His nephew, Louis Blackman, still carries on. Only a few weeks ago the Henry Schwartz business moved uptown to the Union Square sector, bringing along with it the venerable "Colonel" Charles Burke and his pal, Jim Smith. The "Colonel" is the last of the old guard. Well over fourscore years, he began his career selling flags at military parades shortly after the Civil War.

Louis Lefkind was on the street for a number of years and specialized in pitch books. He did well and was very popular with the oldtimers. A man named Barrett is also listed among the early settlers. Two well-known pioneers were S. Schoen, who manufactured canes for rack men, and I. Eisenstein, who supplied carnival goods.

Jim Kelley pepped things up when he came to the street, first as a gyroscope worker and later, putting his keister in camphor, he established himself in business under the striking title, "The Specialty King." He was all over the place and frequenter of the cafes would wait for him to come along in order to hear him shoot pipes. Even after Kelley opened his shop he still played the fairs and other spots, teaming up at times with the well-known George B. Covell. Covell, in his heyday, was considered "head man" with garnishing sets. When he was off the road you couldn't keep him away from Ann street. He knew everyone and the gendarmes saluted him as he went by. Kelley deserted the street forever when his place was destroyed by fire, remarking: "P. T. Barnum was my inspiration and we were both burned out of Ann street."

Albert Epstein, a little immigrant from Russia, who started with whips and canes at picnic parks, later becoming well known as supply man, handed the street a laugh by pulling the original fast one. He paid periodical visits to the street and sold the boys information in the way of fair and celebration dates. It seems that Epstein was one of the first in New York among the pitch fraternity to discover *The Billboard*. He would consult the Fair Date List and pass it along to the bunch at \$1 per fair date. However, it wasn't long before the paper was on sale in that locality and Epstein's little scheme was at an end. The boys regarded his charging them \$1 a date as just one more practical joke.

No story about Ann street would be complete without mentioning William McNally, who was long established on the street and who to this day is located not so far away from that neighborhood. Among other things he specialized in elk's teeth, it being said that he wholesaled more teeth than Carter sold pills. Years ago he and Kelley jelled it together, making a wonderful combination.

In the early spring outdoor showmen were attracted to the street, going there to visit John Kane, who dealt in second-hand show property.

Johnny Sullivan, while not a product of Ann street, states that in his days as manager of concessions at the trade expositions in the Grand Central Palace he learned about the street from beginning to end thru overhearing the boys working the shows. "To hear them talk one wouldn't think there was ever such a place as Broadway. To them Ann street was 'Heaven,'" says Sully. Sully joined out as business manager for Jim Kelley shortly before Jim's place was destroyed by fire.

When the novelty trade began settling in Ann street advertising hadn't reached anything like its present development, but these folks, having an in-born showmanship flair, were naturals as advertisers. They adopted the method of advertising to *The Billboard* readers in their own language, and the practice, to some extent, is in vogue to the present day.

One couldn't begin to mention the names of all who frequented the street, as they numbered thousands. Many were known only by nicknames, such as "Coney Island Sam," "The Yellow Kid," and one guy was known as just "Maggie," who, by the way, had an imitation house fly in the form of a stickpin that was regarded as a sure-fire item. Real old-

timers who were considered part and parcel down there were "Tug" Wilson, John Whalen, Jimmy Flynn and Joe Brennan.

Inconsistent as it may seem, in addition to being the life of the pitch business, Ann street was also a second-hand book mart, being frequented by those who loyed to browse around book shops in search of treasures in the way of second-hand volumes. "Uncle Bob" Sherwood, lecturer and entertainer on circus topics, once conducted his book store there.

The number of those who became wealthy in their pursuits after graduating from the street is legion. Charles Nutting left to become an auctioneer and wound up as a member of the New Jersey Legislature, Peter P. Cappel, one-time supply man, engaged in the real estate business and is now quite noted in that field. A character known as "Jake the Hipp" is now reputed to be a big lumber operator in St. Paul. In his Ann street days he demonstrated men's garters. Alex Marberger, who pioneered novelties, before his death some few years back headed a successful financial concern.

It was a fast-stepping place, this Ann street, and just teemed with life. One couldn't die on the vine even if he wanted to. It was a veritable mecca for clerks, office help, etc., from the near-by financial district. At lunch time it took on the air of a fair or carnival, with the boys working the sidewalks and supply houses decorated with flags and gaudy signs, showing balloons, pennants and other novelties. Even to this day it would be a hot spot for pitchmen if the gendarmes would permit, altho traffic conditions make it more or less impossible.

It can truly be said that Ann Street had a real heart. Giving a man enough goods on the cuff in order to give him a fresh start was common practice among the dealers when any of the boys fell into evil days.

But its day is over. No longer a factor in the profession, the things that once belonged to Ann street have left for other parts, Park Row, Union Square, Broadway, South Wells street, Chicago; Hanover street, Boston—in fact, every key city in the country contains at least one supply house and sometimes a novelty section. Each of these points is a gathering place for the local fraternity. The trend of the times demanded that the business spread out. New men and new methods are breaking out all over the land. Picturesque characters of the past are fast disappearing, but the oldsters all agree that some pretty snappy young men are even now entering the field from all sections. The Ann street fakir of yesterday is known by the more dignified title of "demonstrator." He travels, in many instances, in his own car and goes in for lines of merchandise never heard of a few years back.

But we have to hand it to Ann street. It was a great training ground and in its day turned out some of the best in the business. The likes of it will never be seen again. It starred in the Golden Age of Pitchdom. Its title, "New York's Cradle of Pitchdom," will never be disputed.

VAUDEVILLE—YESTERDAY—

(Continued from page 42)

part of those in charge if they understand the conditions and help the cause along.

There are certain unmistakable evidences to warrant this assertion. Even now innumerable theaters are willing and, in fact, anxious to play a combination policy of pictures and stagershow, but cannot do so due to the increased cost and the lack of purchasing power of their patrons, as a stagershow necessarily means an increased price of admission.

The theaters that are at present playing stage attractions are doing so for various reasons—because of competitive situations; because their picture setup is unsatisfactory and they require stagershow to more effectively put them on equal terms with their competitors; or for other reasons which they consider good and sufficient. To put it bluntly, the amusement-going people will demand more for their money when they are prepared to spend it, and not only will they stand for no deterioration from the previous form of entertainment, but will expect an improvement, both in quality and quantity. They are not demanding it now, as they are too busy counting the change in their pockets and wondering how long it will last.

Nor are theater operators in a much more fortunate state. Many of their experiences are varied and not always flattering. Many of their hopes have been blasted. Many of their plans have gone wrong. Many of them are bewildered, undecided and compromising. Some possess optimism for the immediate future, but practically all have gone thru a process of clarification. The President's program to prevent and relieve unemployment is overwhelmingly popular and as soon as a genuine period of improvement presents itself stagershow will again appear and will surely thrive. The hope of this revival of interest makes an effective appeal to a great many theater owners and helps them to carry on.

ONE of the most constructive fields of endeavor in gaining permanent recognition of the legal rights of the coin-operated games of skill is in securing proper co-operation from the newspapers. It is plainly evident that the legitimate elements of the trade have suffered much from the hangover of a bad reputation gained thru past years. It will be best to frankly admit this and then to ask for a fair consideration of the more recent and constructive elements of progress which are plainly evident in the coin machine industry today.

Many newspapers and magazines have already given recognition to the commercial importance of the coin machine industry today and have also recognized that its moral responsibility is on a par with the ethics of other industries. But with a large section of the press the coin machine trade is still on the defensive and must prove its right to be considered as a modern and legitimate industry.



The proper approach to newspaper men, in seeking for a fair consideration of our industry, is of first importance. It should be remembered that editors and reporters are human beings and react to conditions as other human beings do. In most cases they have preconceived notions of the coin machine industry, probably based on the past reputation which the trade acquired in its early stages. There is a popular prejudice against "slot machines" which still clings to many people, including newspaper men. This is seen frequently in the tendency of reporters and editors to speak of all types of coin-operated devices as "slot machines." But some of the largest dailies in the country and a number of State legislatures have recognized that there are definite distinctions in types of machines that come under the classification of coin-operated machines and that correct usage now confines the term "slot machines" to a type of device definitely known to be a game of chance.

In many cases it will be merely a matter of calling the attention of editors and reporters to the distinctions in types of machines in a modern industry. When the State legislatures begin to make such

distinctions then it is time that modern newspapers recognize the distinctions also. They will readily see the injustice that may be done to games of skill and merchandise vending machines by lumping them all together and calling them "slot machines."

Merchandise vending machines have come up thru the years, contemporary with the "slot machines," and are still a vital part of the coin-operated machine industry. Some of the merchandising machines have reached a high state of perfection in design and manufacture. While these machines may have gained a reputation in the past for dispensing inferior or stale merchandise, and in many cases not dispensing any at all, newspaper men should be able to recognize that firms in this field today have a much higher standard of ethics than prevailed in the years long past. Leading firms in the merchandising machine field today do everything possible to construct mechanisms that will work and also to use standard merchandise in their machines. It is a fact that merchandise and service machines serve a definite economic purpose and will always be found in the distributing setup of the country. Hence they are deserving of a better consideration from the press.



The newcomer in the coin-operated machine field is what is known as the modern pinball table game, a commercial adaptation of the old bagatelle game. Around this type of game hinges the present contention of whether they are games of skill or games of chance. The games are new but have skyrocketed to popular-

Newspaper Publicity

By WALTER W. HURD

Editor of The Billboard Coin Machine News
Department

ity. They have recently been classified by Gilbert Seides, writing in *Today* magazine, as one of the dozen or so popular forms of modern amusement. Intellectual prejudice, he says, is the real hindrance to a recognition of this fact.

Newspaper men, most of all, should be quick to recognize prejudice and to avoid it in their considerations of any type of amusement. There is reason to believe that the majority of newspaper men in the United States, when presented with the proper information in the right spirit, will readily agree to give the modern pinball games the same square deal they would to any other device that must make its way against certain prejudices.

In asking newspaper men to help overcome these prejudices against modern pinball and other types of skill games, it is only fair that the coin machine industry admit its faults and go more than halfway in a willingness to face the facts.

One of the chief objections made to modern pinball games is that they cause minors to squander money given them for other purposes. This is a real problem, but practical solutions have been worked out by public officials in co-operation with operators of the machines. It is a fact that no other industry in which the problem of children is involved has offered so many concessions to clear up an evil that is greatly overrated. In most instances where the child question is greatly agitated it is found to be for political purposes to embarrass an official or candidate. Newspaper men will readily see how such agitation may be used. In other cases there is the spirit of professional reform which makes much of a few isolated cases. In the first place, no persons can be called immoral because they play pinball games and, besides, thousands of parents even encourage their children to play.



It is plainly evident also that there are many other things in our commercial life which plead for the children's money. Every corner drug store, in

fact, is a temptation that the average child can hardly pass by without spending its money on some confection. Actual investigation will show that the child question is greatly exaggerated in regard to pinball. If it is charged that pinball teaches children to gamble, then the common game of marbles should come first as the open road to gambling for most boys.

To those newspaper men who insist that pinball is a game of chance there is not much to say, for it is a hair-splitting question after all. It is useless to argue whether skill or chance predominates because that issue has never been settled about life itself. That skill actually exists should be enough to permit the legal operation of a game that thousands enjoy. Newspapers, having to fight for their own freedom of expression, should be the first to avoid giving aid to oppressive and unreasonable measures.

Newspaper men should be willing to consider some of the ways in which an injustice is often done the legitimate elements of the coin machine industry. The "inquiring-reporter" story has often been used to misrepresent the best interests of the in-



A game of skill
—NOT a game
of chance

Skill Game Operators Ass'n
of Minneapolis

THIS ADVERTISEMENT appears regularly in Minneapolis newspapers and is contributed by local jobbers.

PLAY... THE NEW INDOOR SPORT PIN GAMES

At Your Favorite Neighborhood Store

ECONOMICAL—THRILLING ENTERTAINMENT
PRACTICAL GIFTS TO SKILLFUL PLAYERS

Learn If Your Eye and Hand Coordinate!

Sponsored by...

GEORGE PONSER CO., 11-15 East Runyon St., Newark

CAPITALIZING ON INDOOR SPORT. This attractive advertisement appeared in a Newark (N. J.) paper and suggests good copy slant.

dustry. In most cases the idea is to be sensational and little consideration is given to the actual facts of the industry itself. The "inquiring-reporter" story can always be used to give a favorable or unfavorable impression, according to the policy of the paper.



Some newspapers still like to classify the pinball games business as a racket. This is an unfair and prejudiced attitude for anyone to take. The manufacturers and operators of the modern games of skill have made a clean fight to free themselves of all racketeering elements and the facts are available to any newspaper that cares to have them. The outstanding example of this is seen in New York City, where the operators of games of skill joined forces with the city administration in clearing out all semblance of a racket. Any fair-minded person will not condemn an industry because a racketeering element tries to get control of it; then practically all lines of business would have to be condemned. In fact, those newspapers today that try to condemn the skill games industry as a racket are themselves doing most to put it in the hands of racketeers. It would be far better for newspapers to support the legitimate elements of the trade in their claims for just recognition.

The charge that pinball encourages gambling among players is frequently met. Few newspapers can consistently complain on this point since most of them carry racing news. It certainly is not consistent for a newspaper to publish racing news, often with the amounts paid, and then condemn pinball games even though they played wagered a bet on them. Newspaper conscience came to the fore on this point early in 1935 when the newspapers in Washington, D. C., were waging a campaign on various forms of gambling. Then one of the editors became aware of the fact that it was inconsistent to fight one form of gambling while featuring racing news. Editor and Publisher reported the incident as follows:

"Following weeks of agitation by The Washington Star, Post and Herald against (See NEWSPAPER on page 132)

• YOU HELP . . .
YOUR CITY TO PROSPERITY

Everytime You Play the Thrilling

BAGATELLE GAMES

AT YOUR FAVORITE NABORHOOD STORES

Practically 95% of every coin invested in Bagatelle games is returned to benefit the general welfare of your community by continuing employment and bringing sales revenue.

Sponsored by
GEORGE PONSER CO., 11-15 East Runyon St., Newark

GOOD-WILL ADVERTISING IN NEWSPAPERS—This advertisement in Newark (N. J.) papers appeals to public good will and as a boost for neighborhood stores.

EDITOR'S NOTE—Mr. Pabst is well known in coin-operated machine circles. His past experience and success in managing sportlands qualify him to discuss this subject. He is now in charge of the Sportland Division of the Oriole Coin Machine Corporation, Baltimore.

Sportland Management

By WILLIAM E. PABST

IN SUCCESSFULLY managing a Sportland there are sundry fundamental points to be considered. After these are held well under thumb there are really no further problems that can come up to perniciously express themselves, or to make any but beneficial results.

Before assuming the managership of a Sportland I have always studied the location and the type of customer to whom I must make the Sportland appeal. With the answer derived from this study, I proceed.

Decorations and displays are then made gaudy, sedate or simply colorful as the case may demand. The window displays, for example, are constantly changed. One week I have the haberdasher who is co-operating with the Sportland place a display of his products, profusely explained with signs to the effect that said products can be obtained by redeeming a quoted number of skill-point tickets. Even the co-operating theater comes in with provocative displays illustrating the feature playing and a ticket booth with theater tickets dangling from the window. Room made it impossible to have a girl or dummy seated there but this particular point was originally in my mind when I first thought of it. Many teasing and arresting window displays are possible. The proper teamwork with the co-operating merchants will bring a considerable increase in play.



Machines on the floor must be kept on the move. New machines brought in and various particular machines moved from one side or end of the Sportland to the other. When a machine goes out of order it is immediately removed and another installed in its place until that one has been repaired or until another needs repairing.

The monotony of a plain wall is broken by the use of display cases filled with products that may be had thru redeeming the skill-point tickets. This is neatly done by a professional window dresser who knows all details of eye appeal and attention-arresting potentialities. My attendants are always neatly dressed in an identifying jacket or smock. At all times I insist on courtesy and prompt compliance with a customer's reasonable wish. The scoring attendants must have a rapid calculating ability and it should be almost infallible. I find that after a while they can look at a pin game board, see how the balls are scored and call off the total almost at a glance. Such ability, of course, takes time for development and perfection. But I illustrate this simply to indicate how I like my attendants to be. To avoid all possible differences of opinion I keep signs posted at

the head of each machine giving the necessary scores needed to win a stated quantity of skill-point tickets. Also suggestions as to what they may redeem the tickets for.

To go back to displays, I find that first one must have useful articles for the player to win. The novelty cannot be forgotten, but stress must be placed upon the useful things. Wallets, golf equipment, fishing tackle, shaving goods, playing cards and other things that get a man's heart are what men want. For the women, give them dainty things: lace handkerchiefs, good and beautiful umbrellas, toilet necessities, handbags and all those little things that are dear to her heart. But at no time must one forget the children. Keep toys, children's books and all things that appeal to children prominently displayed so that the fathers and mothers may get them if they so wish.



One of the worst adverse conditions that develop is the chronic kibitzer. This is the type of fellow who comes in upon opening the doors and remains alongside a player during the entire time he or she is there. And when the player goes to another machine the kibitzer follows, and advises, which advice distracts, discourages and ultimately angers the player in such a manner that there is but one thing left to do: first, I notify the kibitzers politely that I do not care to have them come in again. If such admonition fails to work I then simply tell them that I really meant it the first time as I escort them courteously—and firmly—to the door and outside. This type of person seems to be insensible to all admonition and really has no feelings that can be scratched. So firmness is the only alternative left open. This last I adopt somewhat unwillingly, but it is the only way which apparently brings positive results. The manager of a Sportland must at all times be on the alert to see that the players are not molested, and that they get first consideration at all times.

But you will get no players if the Sportland is not kept clean. It must be spotlessly so at all times: machines, displays, floor and attendants. It is somewhat difficult for the scoring attendants to keep

clean hands, for they have to handle the tickets, touch machines and various other duties that make it easy for them to soil their hands. But they soon learn to wash them often. It is a very poor opinion that a player gets if the scorer's hands are grimy as he runs them over the glass in totaling the player's score. An eagle eye is necessary at all times to assure the wanted results.



One of the most difficult things to accomplish is to attract women as players. Various methods can be advantageously adopted. One is to advertise a "Ladies' Night." On such nights the skill-points awarded are double for women only, or the first five women are given tickets to the co-operating theaters, or every woman who comes with her husband is given a number of skill-points without playing. This can be 5, 10 or even 25. It is rare that once a woman has been given these tickets that she will simply redeem them and walk out again. I have found that they play on an average of five games. A good policy then, in awarding these skill-point tickets, is to give the first five women 25 skill-point tickets, cutting down five for every five who come in, with the exception that the last 10 get five skill-point tickets, regardless. Special contests are put on for, let us say, over a period of 15 days. The woman winning is given the choice of any coat or dress or outfit up to a restricted price. Then there are a number of smaller prizes, down to the last few prizes being skill-point tickets.

All these contests must be thoroly advertised and every time a player has skill-point tickets redeemed the attendant sees to it that an advertising piece is handed along with the premium. This always thanks the player for coming in and expresses the sincerest appreciation for playing. Then it goes on to announce whatever contest may be scheduled next. Or the contest is sometimes announced on an independent piece of advertising. This counter advertising is tied up with local newspaper advertisements stressing the fun of playing pin games in the Sportland, the contest to be put on and the premiums to be given to the winners, etc.



All opportunities to advertise the Sportland should be used to advantage. This is especially important, for that is the surest way of getting all the players wanted.

At no time should the manager or attendants in a Sportland forget to remind the player that it is possible to accumulate the skill-point tickets until a sufficient number have been collected to make it possible to redeem a more valuable premium.

Last and always, I find managing a Sportland to be simply the necessity of being an alert merchandising man. No point should be overlooked that will bring in more players.



MODERN SPORTLAND LAYOUT IN NEW YORK—Roomy, plenty of games, trained attendants, attractive signs calling attention to prizes and displays of beautiful prize items are all to be seen in this inside view of a sportland by Schork & Schaffer.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

MRS. JANSEN-DANTE and youngest daughter, Mary, are in the United States visiting relatives after an absence of nearly eight years, during which time the Dante Company has traveled 90,000 miles thru 34 countries. This leaves little doubt as to who is the world's most traveled magician. After a few months in Pittsburgh and New York Mrs. Dante and Mary will rejoin the show in Europe, where Dante has contracts starting in the fall. He is now in Australia for a return after a highly successful season at the new and beautiful Metropolitan Theater in Manila, P. I. Dante can truthfully be acclaimed the greatest of the international magicians.

JOHNNY PLATT has just returned to Chicago after three months on the Cushman time with the *Revue de Ville*. He will go out shortly with the same unit, which is preparing to play the Carolinas.

GALI-GALI, who made a hit at Loew's State, New York, last week, drew plenty of publicity. One columnist revealed that Gali-Gali's real name was M. Han-siff and that he used his finger prints as a check signature.

CANTU, Mexican magician, is touring vaude with the *Happy Landings* unit, booked out of the Wilbur Cushman Agency. La Temple is another magician playing the Cushman time. He's with the *Roisman Evening on Broadway* unit.

BLACKSTONE has been given some New England dates by Loew.

MAGIC ACTS are enjoying continued popularity in Detroit cabarets and beer gardens. Several have been playing there steadily since last summer. Among those now playing in the territory are Marco and Jerome, Martini, Professor Mack, Johnny Matthews and Thurman the Great, who played the Eastown Theater last week.

MADELEINE SEYMOUR, escape artist, is visiting her father in Salt Lake City after a successful season in Texas, Montana and Colorado.

LESTER LAKE (Marvelo) is back at his home in New Trenton, Ind., after a

three weeks' stay in Cuba, where he worked several outdoor events with his buried and burned alive stunts. Lester, in a visit to the magic desk last week, stated that he had a grand time in Havana despite the revolution, which cut short his bookings there. He expects to return there in the fall provided the political upheaval is settled and the smoke clears away. At his opening in Havana, Lake had as his guest the Great Nicola, who was in Cuba on vacation.

ACCORDING TO NEWSPAPER reports, Theodore Hardeen, brother of the late Harry Houdini, narrowly escaped death while performing his milk-can escape from a packing box before the Grand Congress of Magicians at the Lyric Theater, Allentown, Pa., Saturday afternoon, March 30, when something went screwy with the can. When Hardeen failed to make good his escape in a certain period of time his assistant, James Collins, came to his rescue and aided Hardeen from the water-filled can in which he was submerged for more than three minutes. At the evening show, attended by 1,000 persons, Hardeen discarded the box and was locked only in the can.

The master of ceremonies for the big show was Herman L. Weber. Magicians who showed their wares at the two performances included Jarrow, K. T. Kuma, Lu Brent; Roberta and Marion, youthful magicians; Charles Beckler and William H. (Bill) Whitenight. Willard Warmkessel, chairman of the committee on arrangements, opened the Congress. Among the magic celebrities and public officials who were introduced at the evening show were Mayor Fred E. Lewis; Winfield Clearwater, secretary of the Allentown Chamber of Commerce; Julien J. Proskauer, vice-president of the National Council, SAM; Royal V. Heath, national treasurer of the society; Dr. Paul Fleming Gemmill, professor of economics, University of Pennsylvania; Dr. Shirley L. Quimby, professor of physics, Columbia University; James C. Wobensmith, ex-president of the SAM, and John Mulholland, author, lecturer, magician and editor of *The Sphinx*. Following the evening show the magicians and their friends gathered for a banquet in the grillroom of the Americus Hotel.

WILLARD THE WIZARD is back in San Antonio with his show after playing a string of Texas towns.

ATLANTA MASONS were treated to a good brand of magic Thursday night, March 28, when Julian Boehm, member of the Atlanta Society of Magicians, entertained at the Capitol View Lodge there. Boehm, while not a professional, has studied magic as a hobby for many years. He also entertained at Warm Springs, Ga., during the last visit there of President Roosevelt.

DOC R. A. HAZELL has retired from the road and has settled in Louisville, where he will engage in the manufacture of magical equipment. He is building a modern workshop and expects to open a downtown headquarters in the near future. He will continue to give entertainments for clubs and lodges in the Louisville area.

JOHN S. VAN GILDER, that handsome and highly popular magic enthusiast of Knoxville, is the author of a corking full-page story, entitled *Lady Hollywood Lifts Her Mask*, appearing in *The Knoxville Sunday Journal* of March 31. In the article John S. jots down in his own inimitable style an intimate story on behind-the-scenes facts gleaned on his recent trip to Hollywood.

WESTERN CONNECTICUT Assembly No. 20, SAM, Bridgeport, at its recent meeting voted favorably upon the application of Albert Joseph Guggenheim. Almost the entire membership was present to hear of the precious bundle the stork dropped into the chimney of Compeer and Mrs. Bernard H. Trager. Bob Sherman, who makes the trick novelties Eddie Cantor gives to Pebecco users, described in detail the No. 1 Assembly's Heckscher Theater shows. Ted Seaman's emceeing was a delight. He



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 time with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

VIRGINIA VERRILL—contralto recently arrived from the Coast, and heard Sunday afternoon on CBS as guest on the Hammerstein Music Hall show and also playing the Billmore Hotel with Shep Field Orchestra. Has unusual charm and looks, does a clever dance routine, and can sell a song like a million dollars.

JEAN LORRAINE—lass now appearing with the Lorraine and Digby act in vaude. Does acrobatic and eccentric dancing that's amazing. In addition, she handles lines, does excellent comedy and even sings a bit. Would be invaluable in either a book show or a revue.

DRAMATIC

ELLIE REGIS—young actress caught recently in the Ensemble Theater production of *When the Crash Comes*, at the Chanin Auditorium, New York. Very attractive, with a lovely speak-

ing voice. Tho she needs experience and direction, she showed ability and shapes up as a real possibility.

For RADIO

HANNAH WILLIAMS—former member of the sister team and now Mrs. Jack Dempsey, heard as guest with Jack on Ben Bernie's Tuesday night program. Revealed that she could put over a song in an attractive manner by doing it in a simple arrangement and in a really cute voice. Absence of tricks or apparent effort made her style stand out in bold relief. There is also the name angle.

For VAUDE

LAURENCE MILLETT AND ELEANOR TEGEMEYER—ballroom dance team that won first prize at the recent AFA dance contest at the Mecca Casino. Dignified and graceful pair, with fine appearance and talent in all styles of ballroom dancing. Deserve a spot in a flash act.

had Mark Train, with Stodge Sultz, perform and explain a weird effect. Bob Sherman was next with his mysterious ring on a pencil, color change hanks and, most mysterious of all, his Hindu vase and rope trick. Royal VSS followed with a new (old MSS) effect of the rising card. A card freely selected by the spectator is replaced in the pack, squared and made to rise without Houlette, thread or other means. Anyone's pack may be used. Ted Seaman wound up the show by presenting a new card effect, the vanishing baking powder tin and the Chinese rice bowl. Afterward, plenty of food, chin music and good fellowship.

HOWARD THURSTON, in commenting upon the recent passing of John Northern Hilliard, his press and personal representative for the last 30 years, states: "John was the one close friend I had. He did everything from passing on the acts to correcting copy for my books. He knew everything. I never had much time between shows to look up things, so I just asked John everything. He knew more of the history of magic than anybody in the world. He was writing a history of magic and I will finish it for him. I am going to publish two novels he has in manuscript form now."

MAGICIANS FROM NEARLY all States east of the Mississippi will visit Utica, N. Y., this fall to attend the annual New York State Convale of Magicians, according to Don F. E. Fox, who is making arrangements with Larry Hess, chairman of the executive committee. Mr. Fox is now communicating with a number of big names in the magic field, inviting them to come to Utica for the convention, to be held in October. Don expects about 300 magi to attend.

THE SOCIETY OF OSIRIS, Baltimore, at a recent meeting adopted the following resolution:

WHEREAS, John Northern Hilliard possessed skill in certain branches of the art of magic, excelled by no one, and, in many instances, being perfection; and,

WHEREAS, His sympathetic understanding of human nature endeared him to all who were privileged to call him friend; and,

WHEREAS, His chosen profession was mastered completely as could come only

thru conscientious application over many years; and,

WHEREAS, The Society of Osiris, Magicians, Inc., had been honored by his active membership and his encouragement at times when its ideals were misunderstood by many; and,

WHEREAS, The Supreme Magician of us all, whose accomplishments surpass all understanding, has seen fit, in His infinite wisdom, on the 14th day of March, 1935, to take John Northern Hilliard from this world which, seemingly, needs him so much;

IT IS HEREBY RESOLVED, That the Society of Osiris, Magicians, Inc., feels sorely the loss of one whose association meant more than words can convey. His place in our midst will never be filled by another. While its loss is most heavy, that of his dear ones and particularly Mrs. Hilliard, his wife, loving him beyond the affection of true friendship, must be truly depressing, and the Society of Osiris, Magicians, Inc., extends its heartfelt sympathy to Mrs. Hilliard; and,

FURTHER RESOLVES, That a copy of this Resolution be sent to Mrs. John Northern Hilliard as a small token of its warm feeling toward her and her departed loved one.

E. MONBO, South American magician, writes from Lincoln, N. C., under recent date: "I have had my show in this country since 1931 and am doing about as well as anyone could expect under the circumstances. The country is full of amateur magicians. I have not made a town in North America but that I have found an amateur magician who says he knows it all and he never fails to tell all his friends how it is done. They usually present a magic dub card and a diploma from a magic school to assure you they are full-fledged magicians. I wish those who sell these courses and tricks to every Tom, Dick and Harry had to go out and make their living among them. Magic is not dead, but she is pretty sick. In my country we never sell a trick unless it is to a brother magician or a magician's assistant who expects to become a professional. That is the way it should be in this country. If a man wants to become a magician let him work a while as an assistant. I am absolutely against exposing even the smallest trick. After playing a certain town in North Carolina a few days ago I stepped

(See MAGIC on page 48)

MIND READING "SECRETS"

This book explains under one cover the Most Successful Verbal, Silent and Crystal Ball Mind Reading Methods used by Famous Stage Clubs and Parlor Performers of the Present Day, such as the Vaudeville Musical "Silent Thought" Transference Act, A vaudeville Second-Sight Act, A "Complete" Original Vaudeville Mind-Reading Act, Winged Mystery—a Selling, Sensational, Sure-Fire Mind-Reading Experiment, a Later Day Miracle—a "Different" Sort of Sure-Fire Test, Vaudeville Crystal-Gazing Act, Phonetic System for Silent Thought Transmission Act, Future Mind-Reading Act, On Answering Questions, Method of Obtaining "Sealed" Messages, Written at Home by the Audience, The Blindfolded Drive, a Most Sensational Publicity Test, Publicity Stunts for Mind Reader; "Silent" Thoughts Transference and Mind-Reading Act, written for Club Entertainers; The Chess Knight Test, Voice Culture Instructions and a two-hour Act entitled "Gambol of the Ghouls" Illustrated and Guaranteed, Only \$2.00, postage and "CALORITO" PUBLICATIONS, P. O. Box 78, Times Square Sta., New York, N. Y.

WANTED AT ONCE
Thoroughly experienced male assistant for Ghost Show
JAY CLARK
Care The Billboard, 1564 Venice Boulevard, LOS ANGELES, CALIF.

MAHATMA GANDHI Coin Trick
Works like penny and dime trick. Complete, with 3 coins—10c, postage paid. Send 10c for illustrated "Outline of Magic and Jokers' Novelties."
GEO. KRING, 836 Sixth Ave., New York, N. Y.

FREE MAGIC CATALOG
Amazing and Mystical Read lots for my famous "Book of 1,000 Wonders"
South's largest line. Lowest Prices.
LYLE DOUGLAS, Dallas, Tex.
Station A-9.

MAGIC CATALOG 10c DIE BOX Free
Amazing and Mystical Read lots for my famous "Book of 1,000 Wonders"
South's largest line. Lowest Prices.
OLDS MAGICAL CO., Dept. 149, Oakbrook, Wis.

THE SPHINX Magicians' Magazine
25¢ a copy 100 W. 42nd St. NEW YORK CITY

Large Professional Magic Catalogue, 25c
MAX HOLDEN, 220 W. 42d St., New York City.

Billroy Comedians Open in Valdosta

VALDOSTA, Ga., April 6.—Billroy's Comedians, under the management of Billy Wehle, rang up the curtain on their 12th annual tent season here last night. Opening show drew a good house. Manager Wehle's present outfit is the largest and finest he has ever had on the road. Troupers who have stopped off at the show's quarters here en route north had the highest praise to offer on the Billroy equipment.

Executive staff is made up of Billy Wehle, owner-manager; Harry Perkins, assistant manager; Daley Mae Murphy, secretary-treasurer; Don and Della Palmer, contracting agents; Forrest Brown, manager billing brigade, with six assistants; Jack Hutchison, 48-hour man; Bert Roberts, heralds; Eddie Mellon, lot superintendent, with a working crew of 18; Tom Hutchison, electrician; Mayo Holland, assistant electrician; Ted Harvey, mechanic; Gladys Duncan, Edythe Farley, Betty Rawlinson, tickets; Glenn Turner and Amos McHenry, front door; Betty Hutchison, wardrobe; Roy Reavy, stage carpenter, and Red Early, props.

The principals are Walter Bowker, producer; Marion Roberts (Mrs. Billy Wehle), fem leads; Harry Rollins, emcee; Johnny Finch, Bonnie Mack, Mary Rollins, Carl Brown, Rody Jordan, Cal West, Clyde Jewell and Jean Evans. The chorus includes Beth Davis, Mary Wagner, Sally Sawyer, Rosaline Marco, Jean Jordan, Betty Murray, Virginia Stalvey, Irene Cross, Nita Kirkland, Elizabeth Moore, Edith Ivey and Helen Swain.

The Palais Royale Orchestra is comprised of Joe Paulson, piano and leader; Art Farley, drums; Arnold Martin, bass; Russell Duncan, trombone; Benny Frantantoni, cornet; Carl Mack, banjo; Bob Heidelberg, Ernest Barthel and Ray Werner, saxes.

Specialties are offered by Evans and Jordan, Sally Sawyer, the Hickley Trio, Cal West, Bonnie Mack, Rollins and Wagner, Clyde Jewell, Marion Roberts, Russell Musical Four, Johnny Finch and Adams and Murray. The concert feature is Cal West and "Daphne" (?) and the entire company.

Paul Reports Busy Season

KANSAS CITY, April 6.—E. L. Paul, of the E. L. Paul Play Company, this city, reports the largest number of play releases since 1930. Valley Center has been leased to the Obrecht Stock Company for Minnesota; to Frank R. L. Ginnivan for Indianapolis, and J. B. Rot-nour Company for Illinois. The *It Girl* has been leased to both the Caylor companies in Minnesota, and *No Wedding Bells* to Jimmie Heffner. Leases of almost the entire Paul catalog have been made to circle and permanent stocks, among them the Brasfield Stock Company; Hila Morgan; Wolever Circle, working out of Fredonia, Kan.; Harry Hugo, in Grand Island, Neb., and H. B. Clefflin, of Cuyahoga Falls, O. From all appearances, according to Paul, there will be more activity in the play brokers' offices this spring than for several seasons.

Madcaps End Ft. Worth Run

FORT WORTH, Tex., April 6.—The Madcap Players, who opened their Fort Worth engagement with *The Drunkard* last July, closed their nine months' engagement at the Meadowmere Club here last Saturday night with the same play. From now on only floor shows will be presented at the club by Harry Hearn, Mr. and Mrs. Nell Fletcher and several other members of the company. William Robertson, leading man, will join a company in Houston; Wayne Babb is going to New York, while Jesse Adams and Billie Bingham are going to Dallas.

Peters Opening in Michigan

CHICAGO, April 6.—Gordon Peters will open his second season at the Bell Opera House, Benton Harbor, Mich., April 25. The company, which will be directed by Peters, will be headed by Robert Perry and Adrienne Barle. Others in the cast will be Kathryn Cameron, Robert Stewart, Leslie Dymell and Richard Irving. The theater is now under process of extensive modernistic remodeling and redecorating.

Rep Ripples

HARRY CANSDALE has joined the cast of the Dixiana Showboat at Chicago, taking the place made vacant by the death of Hugh Adams. Doug Way, well known in stock and rep around Chicago, also has joined the Dixiana company.

NORMA GINNIVAN left her home in Dayton, O., last week to join her son and his wife at Fayette, O., where the Ginnivan Show has its storage quarters. The company will begin its canvas trek in May. Mrs. Ginnivan promises to have many new faces in the roster this season.

MR. AND MRS. CARROLL O. BERRY, of the Berry Players, entertained at their home in Decatur, Ill., last week with a real old-time Berry celebration. Among the guests were Mr. and Mrs. Charles Worthan, Bonnie Mae, Ernest Bell, Billy Berekeley, Rene Reynolds, Miss Latham, Margie Browning, Miss E. E. Moore (Auntie), W. B. Allen and Robert Jenkins.

FRANK SMITH PLAYERS are rehearsing in North Little Rock, Ark., and will take to the road soon. Company includes Mr. and Mrs. Frank Smith-Colley and Rosalie, Chic and Estelle Pellette, Robert and Edna Anderson, Buddie and Jeanie Oxford, Nona Nutt, Oscar Howland, Bob Kent and a canvas crew of four. Clyde Jenkins will again handle the top.

SUNNIE SOUTHERN, after an eight weeks' engagement at the Wooden Shoe, Indianapolis, is moving into the Rathskeller in the same city with his own band, which he has just organized. Southern says he has been doing club work all winter as emcee, comedian and singer and found the field so good that he remained away from the South. His usual winter stamping grounds, all season. He expects to tour this summer with one of the tent reps, however.

Oliver Making Contest Plans

SARASOTA, Fla., April 6.—Otis Oliver, well known in stock circles and who formerly had an office in Chicago, has closed his Hollywood Premiere Company and is now organizing his "Miss Broadway of America" contest, with which he plans to work theaters from the East to the West Coast. Three years ago Oliver was managing director for three States for the International Pageant of Purity out of Galveston. Jean Cullen, who left the Cullen company in Augusta, Ga., last Christmas due to illness, has rejoined Cullen here. She has been convalescing at her home in Oklahoma City.

Harris Show Begins Season

GRAND FORKS, N. D., April 6.—By Harris' Road Show began its 1935 tour here this week, with Fargo carded to follow, beginning Monday. Manager Harris has sold his interest in the Silver Dime, St. Paul night spot, to devote all his time to the road show. He is contemplating adding the Caroca dance team of Jack and Ev to his roster. Jack Gwynne, well-known vaude magician, visited the Harris show recently while it was winding up a four weeks' engagement at the Palace Theater, Minneapolis.

Houston Pickups

HOUSTON, April 6.—Gladys and Patricia Johnston are back home after a month of touring in the Louisiana territory. . . . Despite an epidemic of sickness among members of the Darr-Gray Show playing near here, company is carrying on as well as expected. . . . Billie Long Acker, known to the profession as Billie Long, is locating in this city to open a business of her own. Mrs. Acker was here with the Lewis-Worth Players some years ago.

Drury Lane in Sudden Close

DETROIT, April 6.—The Drury Lane Theater closed suddenly last Saturday night following reopening of the house three weeks before. The house will reopen in the fall, according to Grace Sutton, who was manager. Definite plans are dependent upon the recovery of Erwin P. Lang, promoter of the enterprise, who has been seriously ill.

Worthan Show Will Again Tour Under Canvas Theater

BLUE MOUND, Ill., April 6.—Charles Worthan Dramatic Company will commence its 1935 tent season late in May to play the same territory it has played since 1912. Mr. and Mrs. Charles Worthan have been inactive in the tent field for the last three seasons, but have worked steadily in schools and theaters. Last summer the Worthan company played two nights a week at the Municipal Theater project, sponsored by the merchants of Blue Mound.

The Worthan tent show will be smaller than usual this season, but what it lacks in size it will make up in quality, the Worthans promise. Show will tote a cast of eight, three-piece music ensemble and three workmen. A 50 by 80 tent, with seats for 600 people, will house the troupe.

Conning Plans Drama Festival

UTICA, N. Y., April 6.—Erace Conning, Utica actor and stage director, is considering a spring dramatic festival for Rochester, Syracuse and Utica. His tentative plans include three companies to rotate in the three cities, each company presenting three different plays, with the entire season to run nine weeks. Conning is making arrangements now for subscription campaigns in the three cities.

Ann Arbor Stock May 20

DETROIT, April 6.—First announcement of the dramatic festival to be presented by Robert Henderson at the Lydia Mendelssohn Theater, Ann Arbor, Mich., this year was made this week. Henderson's festival will run from May 20 to June 22. Opening week will have Mme. Nazimova and Romney Brent in *Shaw's latest, The Simpleton of the Unexpected Isles*, and *Ibsen's Ghosts*. Supporting cast for the first productions will include McKay Morris, Lionel Pape and Patricia Calvert.

Carey To Have Scarsdale Stock

SCARSDALE, N. Y., April 6.—Charles O. Carey announces that he will operate a summer stock company at Scarsdale this summer. There will be a resident company, augmented by guest stars, and also a student group. This will be the nearest summer theater to New York and probably the first one to open, as the initial production is slated for May 30. Mr. Carey had a 12-week season at Sea Cliff, L. I., last year.

Boston 'Drunkard' No More

BOSTON, April 6.—The *Drunkard* Company, brought from New York to play the Copley Theater here, has closed, due to poor business. The New York managers, Lester Bryant and Berg, departed the second week. Upon their departure the production was taken over by a well-known Back Bay society woman, who installed Mel Waters as manager. Things did not improve, however, and the show folded last Saturday. Employees of the house have filed claims with the State Labor Board.

Kansas City Jottings

KANSAS CITY, April 6.—Jane Mast, leading woman, who was with *The Drunkard* Company at the Hotel Kansas (See KANSAS CITY JOTTINGS page 99)

Stock Notes

LAWRENCE LANGNER is beginning to get his plans into shape for his Westport Country Playhouse, Westport, Conn. There will be six plays on his schedule, all produced under his own direction, with a resident company and guest stars. Judith Anderson is the only actress so far contracted.

THEODORE VIEHMAN, formerly with the Pittsburgh Playhouse, is staging the new Pitt Cap and Gown Club musical, *In the Soup*. Show plays a week's engagement at the Nixon, Pittsburgh, beginning May 6.

JACK BRADLEY (VOLLMER), formerly of the Peruchi and other stock companies and at one time director of the Chicago office of the Bennett Exchange, has been named sales manager of the Capitol Brewery, Inc., 65-year-old Jefferson City (Mo.) concern.

AL GOLDEN, formerly with the Pittsburgh Playhouse and now director of the Y. M. & W. H. A. Players, Pittsburgh, was named to stage *Men Must Fight* for the Braddock Players, to be presented soon in conjunction with the opening of a new theater in the Library Building, Braddock, Pa.

TENT FOR SALE

A Dramatic End Tent, 70x140, complete with sides, poles, stakes and ropes and in good condition at a bargain.

W. W. DURBIN
Kenton, Ohio

AT LIBERTY APRIL 17th YOUNG LEADING MAN

Singing, Dancing Specialties. Trombone B. and O. all essential. Car, House Trailer. Second year this company.

WALLACE D. MORROW
Cooke Players, Livingston, Ala., week April 8th; week 15th, Aliceville, Ala.

FLASH IN COLORS

25 One Sheet Posters, \$3.75; 5 Three Sheet Posters, \$1.25. Cash with copy. Quick service. THOMPSON SIGN CO., 3468 So. Ahmed Ave., Cor. E. Morgan, Milwaukee, Wis.

SHOW PRINTING CURTISS, Continental, Ohio

LOW PRICES QUICK SERVICE. TENT SHOW HEADQUARTERS SINCE 1905. WANTED—Young general business teams and single men doubling b. and o. and specialties. Director, Piano Player, man preferred, Drummer and others; Dancing Specialties preferred. M. L. MITCHELL, Mrs. M. & M. Tent Show, South Sioux City, Neb.

WANTED

A-1 Young Gen. Business and Char. Team, doubling good Specs. Gen. Business and Juvenile, doubling Drums, Trumpet or Sax. State all if have car. Hurry. Wire or write. Pay wires. All people registered contact. Business fine. Managers, wire your needs. WAYNE AGENCY, Chambers Bldg., Kansas City, Mo.

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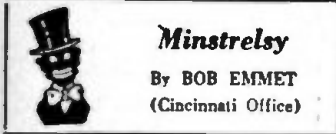
Keystone Ticket Co., Shamokin, Pa. Dept. 13 \$14.50 10,000 .. \$5.00 20,000 .. 6.75 50,000 .. 8.75

Cash With Order—No C. O. D. Stock Tickets Any Assortment. \$12.50 for 100,000

WANT PARTY TO FURNISH TENT OUTFIT

About 40x60, completely equipped with Trucks, etc. on per cent basis. Ready to play from here now on year-round circuit to Western States and California. Two days to week stands. I have organized Feature Vandeville, Musical, Novelty and Comedy Show, newly motorized this year, and 20 years' experience in this territory. Harlin Talbot is general agent with sound car. A strictly reliable proposition to party with a good outfit. Write, don't wire, full details.

H. KAY LEWIS, WINCHESTER, IND.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

ELYRIA CITY MINSTRELS and *Gay Ninety Revue*, of Elyria, O., are on their sixth annual tour of Northern Ohio towns. J. Lewis Mathis, general chairman of the Elyria Elks' Club No. 465, sponsoring the minstrel, reports that the show carries 65 people, including a 10-piece orchestra, a male chorus of 25 and a bevy of dancing girls. All equipment is brand new, Mathis says. The company is booked for 12 Northern Ohio towns on charity engagement only.

DONALD ROBEY is doing a Scotch single in and out of Chicago, working vaudeville, clubs and night spots.

AL TINT shoots from his Chicago headquarters: "Do you remember when 'Slim' Vermont bought his new wardrobe trunk? When Dan Robey wore Scotch kilts in blackface? When Nick Glynn first told the applause and hosannah gag? When John R. Van Arnam sold his title to J. S. Burnham, of Potomac, N. Y.? When Jack Bean, tenor singer, played the Broadway Theater on San Francisco's Barbary Coast and was hissed by someone in the audience? Jack stopped and said, 'There are three things that hiss—a goose, a snake and a fool. Will the party who hissed please step forward and identify himself?'"

ELKS' MINSTRELS, of Monmouth, Ill., have been playing near-by Illinois and Iowa towns to good business. Minstrel is staged each year in Monmouth and then goes on tour. Included in the company are Prof. Glen Shaver, formerly with May Valentine's Mikado Company and Robin Hood; Jack Woodward, Fred James, Gordon Adkinson, Max Moore and "Bus" Patterson, ballad singers. Featured endmen are "Herb" Shinfeld, "Red" McCloskey, J. Strand, "Noisy" Smith, "Lem" Hollemback and "Hooley" Swanson. "Hooley," basso, is featuring "Lasses" White's song number, *Radio Mama*. In the olio are Bonnie Jean Ray and Marge Frazier, dancers; the Hillbillies and other acts. Included in the orchestra are Mrs. Strand, former vaudeville pianist; Fred Stantar, cornet, band leader; Ray Smith, violinist, formerly at the Grand, Minneapolis; Loz Eckleys, drummer, formerly with the 101 Ranch Show. Dr. F. C. Winters is interlocutor, and Dr. O. E. Sterret, business manager. "Hooley" Swanson was basso in the Harmony Three, with Vernon (Bill) Grooms and Rex M. Ingham. Grooms now has his own orchestra and Ingham is a wild animal dealer in Rosslyn, Va. During the World's War "Hooley" toured the country with the Ninth Division Quartet, and later was with Irvin Dubinsky's No. 2 show and with "Pop" Sank. He is still singing a number, *Little Cottage Home*, written by himself, Ingham and Grooms more than 20 years ago.

ANDREW R. KELLEY in his column in *The Washington Times* recently suggested that "a rousing minstrel front show for the movie theaters would be a pleasant experience after looking at endless microphone crooners, tap dancers and jazz bands." John R. Van Arnam, owner-manager of the Honey Boy Minstrels, answered Mr. Kelley as follows: "I read your article about minstrel shows and it pleased me, for I thought the big cities had forgotten about this kind of entertainment. For the last 15 years I have had a minstrel show out for an average of 45 weeks a year. Haven't played the large cities in almost five years.

"I am carrying a 22-people band and orchestra with street parade and band concerts in front of theaters. Show is now in Florida and played Miami last week. We are playing Cumberland, Md., and several towns for Warner Bros. in April. Guy Wonders knows of my show, but, like all bookers, thinks minstrels are dead.

"I have the only minstrel show left and we work all the while and always please the patrons, but my great trouble is pleasing the managers. They all want women."

Mr. Kelley comes back with the following answer thru his column: "My Dear Colonel Van Arnam, why not give 'em what they want? The minstrel front can provide a background for sister teams, harmonizers, tap dancers and any other kind of favored entertainer, still retaining the endmen, barber-shop, harmonies and the other features of the old-time, black-faced minstrel."

JOHN R. VAN ARNAM is now in New York, lining up talent for his tent show, which is slated to open May 1. Company will play two weeks in Schine houses before moving under canvas. It will not be a minstrel, but a hill-billy revue of 25 people. Harry LaToy will work ahead of it. The Van Arnam Minstrels, under the management of Roy Roberts, is now in Pennsylvania and Maryland for about four weeks and then will head into New England and Canada. Business is reported to be very spotty.

FIRST TRAVELING minstrel unit to play the Upper Ohio Valley in several months, Dan Fitch's Company, held forth at the Capitol Theater, Wheeling, W. Va., for three days last week, scoring heavily. The veteran blackface has assembled a highly entertaining revue, combining the old-time minstrel with the modern unit show. Fitch holds the spotlight together with Frank (Cracker) Quinn.

RUSTY WILLIAMS pens that he saw the best show he has seen in a long while when he caught John R. Van Arnam's Minstrels at the Victory Theater, Charleston, S. C., recently. "Comedians, specialties, orchestra, wardrobe and everything connected with the show has class," Rusty writes. "No wonder Van Arnam manages to keep going. He deserves a lot of credit for keeping up the good work."

GEORGE R. GUY, that grand old minstrel manager, proprietor and performer, is still active at his home in Springfield, Mass., despite his 80 years. Mr. Guy and his brother, Willie, best known for their Famous Guy Brothers' Minstrels, have appeared with practically all of the larger minstrel organizations from 1864 up to the present day. Willie Guy is also located in Springfield. Both Willie and George also worked with minstrels thru England, Ireland, Scotland and Canada. George's grandson, Al Pinard, is now on tour with the John R. Van Arnam Minstrels.

BY GOSH'S Seldom-Ped Minstrels, now in their 16th week in the Skouras houses thru the East, recently had as visitors Bill Moore, former Hagerbeck & Wallace agent; Nelson Reed, of the Phil Otto revue; Doble and Doble, acrobats, and Louis Stahl, St. Louis theater manager.

JACK WAINWRIGHT, veteran minstrel producer, is one of the sponsors of a project to link Oliver Lake and seven smaller lakes in Northern Indiana with Lake Michigan by means of a series of

canals. Wainwright now resides in Fort Wayne, Ind.

Cleveland Minstrel Notes

Dr. Pattie, veteran producer and owner of the Scotch Minstrels of Cleveland, has forsaken the minstrel field and is now producing another Scotch musical comedy. . . . George Rossenbach and the Wismer Brothers, members of the Eagles Minstrel unit, are playing at one of the West Side night palaces. . . . Larry Gardner, minstrel tenor, has returned to the radio field and will soon be heard from one of the local stations. . . . Leo (Ebony Chalkologist) Shamadan, is now a sergeant on the Cleveland police force.

Mike Dowd, veteran minstrel boy, is busy producing home talent out in the Euclid, O., territory. Mike will produce three shows in that section, two for church organizations and one for the PTA. . . . Harry Coopland, Allerton Hotel manager, is the town's most ardent minstrel fan. He often travels more than 100 miles to take in a cork opy. . . . Reese Proesser, formerly of the Al G. Field Minstrels, still does a bit of warbling in the local area. . . . Sullivan's Minstrels are being revived for another radio program.

National Minstrel Players and Fans Association

By ROBERT REED, Secretary.

With the approach of the summer season a revival of the picnic parties inaugurated by former Vice-President Paul Donley is being planned.

John L. Mathis, of the Elyria (O.) City Minstrels, will head the new membership drive in the Lorain, Oberlin and Elyria territory. . . . Jos Penner will be welcomed into membership when the noted "duck salesman" reaches Cleveland to fulfill an engagement at the RKO Palace Theater next week. . . . We are indebted to Member Ted Lewis for his many broadcast squibs on old-time minstrels and minstrelsy. Lewis rarely fails to make mention of the old-time minstrel show and is himself one of the greatest of minstrel fans. . . . Plans for the annual meeting at Cleveland September 1 and 2 will be discussed by the executive board when it convenes this month. Members are advised to file with the secretary intention of attending this meeting. It is to be hoped that this year will witness the largest attendance of any annual meeting to date. Special rail, bus and boat rates are available from all sections of the nation during the holiday week.

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MAGIC

(Continued from page 46)

into a drug store and found the druggist doing all my card tricks and explaining to the bunch just how they are accomplished. That's how they do it. They don't help you; they try to ruin you. That town will never be good for a magic show. Every other fellow you meet is doing tricks. A magician did a complete vanishing act here a few weeks ago. Seems he was located here for some time working the schools and smaller towns. He owed the hotel about six weeks' board bill, so he disappeared—lock, stock and barrel. When we arrived and stated our business we had to pay in advance. Just as soon as I can get enough money I am going back to my native home, Bogota, Republica de Colombia. I like North America. It is a pretty country, but no good for a foreign magician."

MONTAGUE THE MAGICIAN opened March 29 with Weiser's Novelty Show at the Crest Theater, Provo, Utah. Company will move under canvas just as soon as the weather permits. Show is completely motorized and carries eight people. Montague is using his blindfold drive as a bally feature.

R. P. SEYFER JR., of Fort Smith, Ark., postcards as follows under date of March 20: "Had the pleasure today to catch Cantu, Mexican magician, playing the Cushman dates thru the Southwest. Cantu works in Mexican costume and is extremely clever. His showmanship is superb and at this performance featured

clever card manipulations and cigaret productions. His work was well received. After the performance had the pleasure of visiting with him backstage and also met Sid Marlon, old-time magician, who presents ventriloquistic novelties. Both fine boys and a credit to the profession. Both deplored the needless exposure of magic, which in so many instances is harmful to the business."

"**WE ARE STILL OUT** playing tag with that thing called vaudeville." Jack Gwynne writes from St. Paul under date of March 30. "Played the Orpheum theaters in Davenport, Minneapolis and St. Paul and then doubled back to Davenport last night to emcee a big Shrine show in Kaaba Temple there. I had seven other acts from Chicago and put on the show in floor-show style for about 3,000 people. While in Minneapolis I spent much time with the Twin City magicians and saw a lot of Hy Harris, Al Smith and Henry Gordien. The Al Smiths had a party for us, and the Hy Harrises entertained us at the Silver Dime, class night spot of the town. First heard of the passing of John Northern Hilliard when I read it in *The Billboard* and sure felt badly about it."

MAGIC FOOLERIES OF 1935 was presented at the Community Playhouse, San Francisco, March 23 by the Golden Gate Assembly No. 2, SAM, and played to a capacity house. It was an excellent show presented in true professional manner. Steve (Juhaz) Shepherd was the m. c. and opened the show by explaining that the purpose of the show was to raise convention funds to send delegates to Hollywood this summer. After the overture by the Kernan Concert Trio, Edward Lesowski opened the magic show. Others on the program were Vince Lynch, president; Charlie Starr, Doug Kelley, Alex Perrell, Charlie Bliss, Steve Shepherd, Jesse Mueller and Darrel and Company (Darrel Fitzkec).

HARRY AND RAE THURSTON arrived back in Chicago April 1 after a winter's sojourn in Miami. They are now busy on building a complete new magic show to tour under canvas this summer. The trucks and other equipment are being given a complete once over at the Thurston winter quarters in Hammond, Ind. Opening is set for some time in May. Harry has purchased a 75 by 132 top from the Ringling Bros. in Sarasota, Fla., recently.

WILL L. LINDHORST, St. Louis magician and a member of the Missouri Legislature now in session at Jefferson City, Mo., entertained the house of representatives with a magic performance last week. He also has appeared as the feature act on several benefit shows in the State capital.

LONDON MAGIC NOTES

LONDON, April 1.—Ade Duval, American magician presenting *A Rhapsody in Silk*, elicited heavily at his London debut at Holborn Empire. He has the entire G. T. C. and Moss Empires tours, including the London Palladium, to follow.

Deveen and his New York Blondes, conjuring novelty, are now touring the class theaters with Will Mahoney's road show.

Fred Culpitt, wittiest of the English talking conjurers, is featured at the Prince of Wales Theater, where he is a laugh hit.

Cecil Lyle, magical milliner, assisted by Lucille Lafarge, is scoring at all engagements.

Will Golding, chattering comedy conjurer, was a big hit on the opening bill at the Palladium, Edinburgh.

Lionel King, card manipulator, is at the Trocadero here.

Jerry Hogan is Injured

CHICAGO, April 6.—Jerry Hogan, stage electrician at the Warner Bros. Theater, was severely injured last week when he fell from a ladder. Hogan was changing a marquee sign facing the street when an auto knocked the ladder on which he was working from under him, throwing him to the ground. Both his feet were fractured and his right shoulder dislocated. Hogan is well known among dramatic stock people, for years being a member of the National Theater stage crew during its several seasons of dramatic stock. It is expected he will be laid up for two months.

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750 East Venango Street, Philadelphia, Pa.
Send 10c for Sample.

Letter List, Final Curtain, Routes
Letter List starts on Page 100, Final Curtain on Page 102, Routes on Page 103.

FAIR DATES FOR 1935

ALABAMA
Alexander City—East Ala. Fair Assn. Oct. 23-26. Lewis B. Dean.
Birmingham—Alabama State Fair. Sept. 23-28. P. T. Strieder, gen. mgr.

ARIZONA
Douglas—Cochise Co. Fair Assn. Latter part of Oct. James M. Barrett.
Phoenix—Arizona State Fair. Nov. —. Wm. T. Brooks.
Prescott—Northern Ariz. State Fair & Prescott Frontier Days. July 3-6. Grace M. Sparke.

ARKANSAS
Bentonville—Benton Co. Fair. Oct. 1-3. D. W. Peel Jr.
Hatfield—Hatfield Fair Assn. Aug. 8-9. C. W. Slote.
CALIFORNIA
Anderson—Shasta Co. Fair. Sept. 12-14. S. O. Boyington.
Caruthers—Caruthers District Fair Assn. Oct. 10-12. C. L. Walton.
Perdalle—Humboldt Co. Fair. Aug. 21-25. Dr. Jos. N. D. Hindeley.

COLORADO
Calhan—El Paso Co. Fair Assn. Sept. 27-28. Henry C. Gage.
Cortez—Montezuma Co. Fair, a usp. American Legion. Sept. 17-20. Geo. A. Meistrer.
Hayden—Routt Co. Fair Assn. Sept. —. G. R. Oiboney.

CONNECTICUT
Brooklyn—Windham Co. Agrl. Soc. Sept. 17-19. Marshall J. Frink.
Cannonville—Orange Fair. Sept. 2. Mrs. E. M. Harbutt.
Chaplin—Natchaug Orange Fair Assn. Sept. 14. Helen M. Weeks. N. Windham, Conn.
Chester—Chester Agrl. Soc. Sept. 27. George Miner Hall.

IDAHO
Caldwell—4-H Club District Fair. Aug. —. Charles Lauranson.
Cambridge—Washington Co. Fair Assn. Approx. Sept. 11-13. Arthur Wilson.
Kamiah—Kamiah Fair Assn. Sept. 26-28. W. Wade Wilson.

INDIANA
Akron—Akron Agrl. Fair Assn. Sept. 11-14. F. M. Fultz.
Anderson—Anderson Free Fair Assn. July 8-13. Fred J. Dixon.
Aurora—Aurora Farmers' Fair. Oct. 3-5. Alexander Seuba.

KANSAS
Anthony—Anthony Fair Assn. July 16-20. O. F. Morrison.
Auburn—Auburn Orange Fair. Oct. 4-6. Helen Gillespie.
Barnes—Washington Co. Banner Fair. Sept. 19-23. Albert R. Reiter.

LOUISIANA
De Ridder—Beauregard Parish Fair Assn. Oct. 15-19. Ruth Calvert.
Donaldsonville—South La. State Fair. Oct. 6-13. R. B. Vickers.
Evangeline—Evangeline Parish Fair Assn. Oct. 24-27. J. C. Keller.

MAINE
Athens—Wasserrunnet Valley Fair Assn. Sept. 24-28. W. A. Dore.
Bluehill—Bluehill Fair. Sept. 2-4. E. O. Williams.
Cumberland—Cumberland Farmers' Club. Sept. 24-25. Paul E. Merrill, Cumberland Center.

CHICAGO—Natl. Agrl. & Live-Stock Expo. Aug. 10-18. Henry A. Erlanger, gen. mgr.
Duoquoin—Duoquoin State Fair Assn. Sept. 1-7. W. R. Hays, gen. mgr.
Farmer City—Dewitt Co. Fair. Sept. 10-13. E. R. Rinehart.

ILLINOIS
Chicago—Greenup-Cumberland Co. Fair Assn. Aug. 14-17. D. D. Green.
Harrisburg—Salina Co. Agrl. Assn. July 29-Aug. 3. W. V. Rathbone, secy.; A. Franks, gen. mgr.
Henry—Marshall-Putnam Fair. Approx. Sept. 9-12. Elmer Quinn.

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Meridian—Meridian Fair Assn. Sept. 1-5. J. H. Hester.
Natchez—Natchez Fair Assn. Sept. 1-5. J. H. Hester.

MISSOURI
Cape Girardeau—Cape Girardeau Fair Assn. Sept. 1-5. J. H. Hester.
Hannibal—Hannibal Fair Assn. Sept. 1-5. J. H. Hester.
St. Louis—St. Louis Fair Assn. Sept. 1-5. J. H. Hester.

NEBRASKA
Beatrice—Beatrice Fair Assn. Sept. 1-5. J. H. Hester.
Hastings—Hastings Fair Assn. Sept. 1-5. J. H. Hester.
Lincoln—Lincoln Fair Assn. Sept. 1-5. J. H. Hester.

NEVADA
Elko—Elko Fair Assn. Sept. 1-5. J. H. Hester.
Reno—Reno Fair Assn. Sept. 1-5. J. H. Hester.

CORNING—Adams Co. Fair Assn. Aug. 3-8. A. L. Gauthier.
Corydon—Wayne Co. Agrl. Assn. Aug. 19-21. Frank W. Meyer.
Cresco—Howard Co. Agrl. Soc. Aug. 27-30. John O. Meyer.
Davenport—Miss. Valley Fair & Expo. Aug. 12-17. H. W. Power.

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Reno—Reno Fair Assn. Sept. 1-5. J. H. Hester.

Harper—Harper Co. Agrl. Fair Assn. Oct. 13-18. R. E. Dresser.
Illi City—Graham Co. Fair Assn. Sept. 11-13. Earl Stout, Studley, Kan.
Hillsboro—Marion Co. Fair Assn. Oct. 1-4. Leon H. Harms.

ARIZONA
Douglas—Cochise Co. Fair Assn. Latter part of Oct. James M. Barrett.
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Kamiah—Kamiah Fair Assn. Sept. 26-28. W. Wade Wilson.

INDIANA
Akron—Akron Agrl. Fair Assn. Sept. 11-14. F. M. Fultz.
Anderson—Anderson Free Fair Assn. July 8-13. Fred J. Dixon.
Aurora—Aurora Farmers' Fair. Oct. 3-5. Alexander Seuba.

KANSAS
Anthony—Anthony Fair Assn. July 16-20. O. F. Morrison.
Auburn—Auburn Orange Fair. Oct. 4-6. Helen Gillespie.
Barnes—Washington Co. Banner Fair. Sept. 19-23. Albert R. Reiter.

LOUISIANA
De Ridder—Beauregard Parish Fair Assn. Oct. 15-19. Ruth Calvert.
Donaldsonville—South La. State Fair. Oct. 6-13. R. B. Vickers.
Evangeline—Evangeline Parish Fair Assn. Oct. 24-27. J. C. Keller.

MAINE
Athens—Wasserrunnet Valley Fair Assn. Sept. 24-28. W. A. Dore.
Bluehill—Bluehill Fair. Sept. 2-4. E. O. Williams.
Cumberland—Cumberland Farmers' Club. Sept. 24-25. Paul E. Merrill, Cumberland Center.

MISSISSIPPI
Hattiesburg—Hattiesburg Fair Assn. Sept. 1-5. J. H. Hester.
Meridian—Meridian Fair Assn. Sept. 1-5. J. H. Hester.
Natchez—Natchez Fair Assn. Sept. 1-5. J. H. Hester.

Pittman-Alcyon Park. George W. Carr, mgr.: has four rides, pool, rink; books vaude. free acts occasionally.
Bewaren-Bewaren Beach. Joseph Turk, mgr.: has four concessions.

Staten Island - Midland Beach. Wm. M. Young, mgr.: has 10 rides, 35 concessions, pool, penny arcade, coin machines.
Sylvan Beach-Carnival Park. Emery Sauve, mgr.: plays vaudeville and bands.

NORTH CAROLINA

NEW MEXICO
Santa Fe-Sierra Vista Park. J. R. Dooley, mgr. and mgr. attr.: plays vaudeville and bands.
NEW YORK
Albany-Mid-City Park. Mrs. B. J. Hassard, prop.: plays vaudeville occasionally; no bands.

Ashville - Recreation Park. Weldon Weir, supt.: has five rides, six concessions, pool, rink, pin games.
Charlotte-West Lake Park. F. J. Mullins, mgr.: books orchestras; vaude. free acts.
Colesburg-Cabin Beach. G. M. Holley, mgr.: has three concessions.

NORTE DAKOTA

Amsterdam-Mohawk Mills Park. William J. Campbell, mgr.: has one ride, rink.
Angola-Lalle's Park. P. Lalle, mgr.: has one ride, four concessions, lake, coin machines; books orchestras; vaude. free acts.
Auburn-Island Park. Pitch Bills, prop. Auburn-Ezra Jettick Park. Cayuga Am. Co., operator; W. B. Haeffner, pres.; has six rides, 28 concessions, penny arcade; books orchestras; vaude. free acts.

Devils Lake-Lakewood Park, owned by city; Howard Maher, mgr.: books bands.
Ade-Welcome Park. Wm. S. Fink, mgr. and mgr. attr.: plays orchestras; no vaudeville.
Akron-Springfield Lake Park. Wm. A. Martin, mgr.: has four rides, eight concessions, coin machines; books orchestras.

ponny arcade, coin machines; books orchestra.
Findlay-Riverside Park. A. C. Redman, mgr.: has three rides, 12 concessions, pool; books orchestras.
Geauga Lake-Geauga Lake Park. W. J. Kuhlmann, mgr.; plays bands; no vaudeville.
Genoa-Forest Park. G. J. Uthoff, mgr.: has eight rides, 12 concessions, rink, penny arcade, coin machines; books orchestras; vaude. free acts.

PENNSYLVANIA
Allentown - Dorney Park. Robt. L. Flarr, mgr.: has eight rides, three concessions, pool, rink, penny arcade, coin machines, books orchestras, vaude, free acts.
Allentown-Central Park. W. A. Burkhardt, mgr.: has 14 rides, 12 concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Reading—Cedar View Park, Walter A. Oas...
Reading—Carsonia Park, St. Mary's—Elk Center Park, Cyril Vanslander...

Texas—Austin—Deep Eddy Bathing Beach Park, Mc...
Austin—Lago Vista Park, A. B. Rogers, mgr.; has one ride, one concession, pool...

Utah—Farmington—Lagoon Park, Julian M. Bam...
Belle Haven—Smith's Silver Beach Resort, J...

Virginia—Harrisonburg—Kaylor Park, Q. G. Kay...
Newport News—Linscott Park and Beach, James Mackey...

Spring Mount—Spring Mount Park, Elwood W...
Stevens—Stevens Park, Harry A. Snyder, mgr.; books orchestras, vaude acts...

Rhode Island—Newport—Newport Beach, Douglas Boy...
Newport—Newport Beach, Douglas Boyas, mgr.; has four rides, 21 concessions, pool...

South Carolina—Charleston—Bullwhip Island Beach...
Charleston—Folly Beach, Lester Karow, mgr.; books orchestras, vaude, free acts...

Washington—Redondo—Redondo Beach Park, W. J. Betts...
Seattle—Playland Park, Wash. Am. Co. props; Wm. A. Logus, mgr. and mgr. attr.; no vaudeville or bands...

West Virginia—Chester—Rock Springs Park, R. L. Hand...
Huntington—Camden Park, H. O. Via, mgr.; has seven rides, eight concessions, pool...

Tennessee—Chattanooga—Warner Park, W. C. Bowen...
Chattanooga—Lake Winnepesaukee, Mrs. Carl O. Dixon, mgr. (Rossville, Ga.); has one ride, 10 concessions, pool, rink; books orchestras, free acts...

Wisconsin—Appleton—Waverly Beach, Howard Campbell...
Beaver Dam—Crystal Lake Beach, Lewis Payne, mgr.; has two concessions, pool; books orchestras...

British Columbia—Vancouver—B. C. "Happyland" Hastings Park...
Victoria, B. C.—Gorge Park, H. Takata, mgr. and mgr. attr.; no vaudeville or bands...

California—Altares—Altares Roundup, July 3-4, E. F. Altres...
Gilroy—Gilroy Roundup & Gymkhana, June 15-16, George C. Millas Jr...

Arizona—Prescott—Prescott Frontier Days, July 3-6, Grace M. Sparker...
Texas—Canadian—Anvil Park Rodeo, July 3-5, C. A. Studer...

Wyo.—Cheyenne—Cheyenne Frontier Days, July 24-27, Robert D. Hanceworth...
Del Rio—Del Rio Rodeo, June 1-3, J. C. Nettis...

Illinois—Chicago—Chicago Stockyards Rodeo, Sept. 14-15, Pat Thompson...
Idaho—Cooper—Cooper Roundup, Aug. 20-22, J. H. Wilson...
Montana—Livingston—Livingston Roundup, July 2-4, Sol Frank...

Nebraska—Allamore—Allamore Rodeo, May 23-26, Leo Atkins...
Nebraska—Ardmore—Ardmore Rodeo, July 23-26, Leo Atkins...
Nebraska—Omaha—Omaha Rodeo, July 23-26, Leo Atkins...

Canada—Calgary, Alta.—Bowness Park, Calgary Municipal Ry. Co. prop. and mgr.; no vaudeville or bands...
Carterville, Montreal, Que.—Belmont Park, Maurice A. Lamarr, mgr.; has 11 rides, 24 concessions, pool, rink, penny arcade, coin machines, books free acts...

CANADA

Alta.—Calgary, Alta.—Bowness Park, Calgary Municipal Ry. Co. prop. and mgr.; no vaudeville or bands...
Quebec, Que.—Quebec Exhibition Park, St. Thomas, Ont.—Pinarof Park...

Ontario—Toronto—Toronto Rodeo, July 3-4, J. H. Wilson...
Winnipeg, Man.—Winnipeg Beach, W. A. McKay, mgr.; has six rides, 15 concessions, penny arcade, coin machines...

Winnipeg, Man.—Winnipeg Beach, W. A. McKay, mgr.; has six rides, 15 concessions, penny arcade, coin machines...
Winnipeg, Man.—River Park, Winnipeg Beach, Man.—Winnipeg Beach, W. A. McKay, mgr.; has six rides, 15 concessions, penny arcade, coin machines...

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Frontier Contests

ALBANY, N. Y., April 6.—The operation of circuses, side shows and other features in connection with tent attractions are the purposes of the Harlem Playland, Inc. of New York City, which was granted a charter of incorporation recently by the secretary of state...
The promoters and principal subscribers to the capital stock are Charles Rubenstein, Arthur Brandwein and Rose Weinstein, of New York City.
The Boat Amusement Company of Brooklyn, formed to finance amusement enterprises of all kinds, was also issued a charter to engage in business. It has a capital of 100 shares of stock of no stated par value, the subscribers to which are Richard Newton, Allan Kramer and Rocco Onorato, of Brooklyn...

TWO FOR CINCY SAME WEEK

Hagenbeck and Cole Scheduled

Former there May 7-8 and latter following two days —to use different lots

CINCINNATI, April 6.—There will be lively doings in the Queen City during the week of May 6, when this city will have two circuses and the national convention of the Circus Fans' Association. The two shows in question will be the Cole Bros.-Clyde Beatty Circus and the Hagenbeck - Wallace - 4-Paw-Sells Bros.' Circus.

Recently it was announced that the Fans would meet here May 8-10 and that the Cole show would appear on May 7-8 during the Fans' convention. This circus will show on the old circus lot in Cumminsville.

It was learned this week that arrangements have been made for the Hagenbeck show to exhibit here on May 7-8, contracts having been signed for the Fourth and Smith streets location. This lot was used by Hagenbeck last year. This will give the Fans an opportunity of visiting two circuses during their stay here.

Acts at Quarters Of Seal Bros.' Show

FREDONIA, Kan., April 6.—Seal Bros.' Circus will open here early this month. A good program is being lined up under direction of Bert Rickman. Following acts are now at quarters: Matsumoto troupe, equestrians; Henry Duo, tight wire and rolling globe; Coriell family, acrobatic novelty and head slide; "Miss Tarzana" in feats of endurance; Betty Butler, aerialist; Preacher West, producing clown, assisted by Burno and Vernell, acrobatic clowns; Levi Sweeney and Felix Kiefer. Concert features will be Oklahoma Bud with his horse, Golden Glow, and cowboys; Pete Henegan, cowboy crooner.

In C. S. Brooks' Band will be Jack Cotran, Joe Butler, cornets; Cy Cranford, trombone; W. Robson, baritone; H. Horak and Guy Cleveland, basses; C. Anake, drums; Marie Heney, cello and marimba.

Capt. Bowman has elephants, Ena, Mons and Babel, working nicely. Earl Sinnott is owner-manager of side show. Ralph Noble is lining up acts and will feature minstrel band.

New band uniforms for both big show and side show have been received, also new spec wardrobe. Elephant and camel robes and blankets have been completed by Mrs. Laura Anderson.

Aside from having all new equipment, there is a beautiful 24-foot living trailer and modern office. Loren Doyle has a new truck for callopie. Manager Bud Anderson now has a Shrine emblem in his coat lapel. Mr. and Mrs. M. Gunn will be advertising solicitors. James Riley recently celebrated his birthday anniversary and was presented with new suit. Cookhouse is now feeding 40 under direction of Mrs. Peggy Cofran.

Advance under direction of Mr. and Mrs. W. H. Wilcox has four special-equipped trucks. Recent visitors were George Duval, Paul Van Pool, Walener Players; Doc Allman, who presented Mr. Anderson with gold and pearl-handled revolver.

New Lot at Butler, Pa.

CINCINNATI, April 6.—Attorney John C. Graham, who looks after the troubles of circuses in the Pittsburgh district, writes that he has obtained from W. G. Hessel, manager of Standard Steel Car Company, the lot on Hansen avenue, Butler, Pa., directly opposite the Duffy grounds, which was cut up into lots. For six years Butler has been without a lot of sufficient size to take care of the larger circuses. The new lot was occupied by tenement houses of the Standard Company.



GEORGE ATKINSON is on the managerial staff and general press agent of the Society Circus Exposition, Al Rütche, director. Atkinson has been with circuses for many years.

34,000 in Two Days at Wirth's Hartford Show

NEW YORK, April 6.—Hartford (Conn.) Shrine Show, staged annually by Frank Wirth in the armory, pulled 34,000 people on Monday and Tuesday, according to information from Pauline Miller, Wirth's resident secretary, and there also was a turnaway Wednesday evening.

On Tuesday matinee 3,000 people were turned away. There are matinees daily.

Miss Miller said there is an innovation, as far as the Hartford annual is concerned, in that three rings are being used. Show given in one rink heretofore. If the good weather enjoyed during the first half of current week prevails for the week's run Wirth expects attendance records to topple.

THE POODLES HANNEFORD Circus Days comedy is going over big and displaying much circus atmosphere.

Committee Gives Last Warning Against Tampering With Mails

By THE RAMBLER

The outdoor show season has hardly opened and already a great number of complaints have been received by the voluntary outdoor showmen's committee in New York, which has made it its business, in the interest of every performer and employee of outdoor shows, and especially the circus, to stop the abuse of the mail privileges and rights to secrecy of individuals. Despite the series of articles in *The Billboard* last winter, it seems that some show owners continue to tamper with mail addressed to their employees.

The complaints are mostly from the winter quarters of motorized circuses. Six have been received against one owner, four against another, and several individual complaints have been registered. In every case it was stated that letters addressed to employees from other shows were never received by the addressees.

Needless to say that this has to be stopped, and show owners persisting in this nefarious method of prying into the private affairs of their performers and employees can rest assured that they will be stopped. On account of several new shows this season and others increasing their size, workmen especially are scarce, but this is no excuse whatsoever. Show owners also complain that the transient camps all over the country make it pleasant enough for former circus workmen to prefer the camps to the circus, and that they must protect themselves against the "stealing" of employees by other shows. Nevertheless show owners cannot be allowed to use

Sparks Improves Downie Bros.' Show

MACON, Ga., April 6.—Charles Sparks, owner of Downie Bros.' Circus, has spent considerable money in improving his fine motorized organization. Everything will be bright and new. Opening will be here on April 17. A feature, recently added, is Frisco's seals, also June Williams, woman leaper, who will arrive in a few days.

Carlos Carreon and Allen Hauser, in ring barns, are putting the finishing touches on the ring stock. Jasper Davis, one of Ed Ballard's best riders at winter horse shows, has arrived and will ride in the 14-horse menage act, also in high jumps. The George Hanneford family of riders arrived from Glens Falls, N. Y., and are busy on new stunts. Aerial Brocks will have five people in act. Had three last year. Bill Cody will be the Wild West feature. He will bring his own company and stock.

Wardrobe department is very busy turning out new costumes, also elephant blankets for opening spec. Harness shop has nearly finished new trappings for menage and Liberty acts. Joe Gilligan, master of transportation, is busy trying out drivers and mechanics.

The show has new paper and press material. Advance will have 15 billers and lithographers and six trucks. Irish Horan will be advance press agent; Jean Belasco, story man one week ahead, and the writer, Harry Mack, press agent back.

Avery, Tex., Poor Spot For Orange Bros.' Show

EVERY, Tex., April 6.—Orange Bros.' Circus, managed by Tol Teeters, played here last Saturday and, according to Teeters, was the "poorest" spot of the season. Show has been out five weeks and enjoyed very good business thru the valley.

Show moved from here to Gurdon, Ark., and is routed thru Kentucky and Tennessee.

Big top is a 70 with three 30s; menagerie and side-show tops are 50s, and pit show and cookhouse tops, 40x60s.

Lewis Quarters Is Busy Place

Show will have new top and several new acts — opening scheduled May 4

JACKSON, Mich., April 6.—With the return of the winter unit of Lewis Bros.' Circus from a successful engagement under auspices of Cadessa Grotto at Fort Wayne, Ind., to the circus farm near Springport, Mich., activities at quarters are going full speed ahead. Forty-five men are now engaged to put the last touches on equipment under supervision of Capt. John E. Smith and canvas boss, Dan White. The paint show is now working full time. Opening date is set for May 4 close to quarters.

General Agent C. S. Primrose and Special Agent Harry V. Winslow visited show at Fort Wayne and came to Jackson headquarters for final conferences with Manager Paul M. White. The show carries very attractive and partly new designed paper and advance force has been doubled compared with last season. George J. Mendelsohn, publicity man, has a new line of ads and press material for advance.

Leroy Luciana will again have big show band of 10 pieces, and also will be *The Billboard* agent. Tommy Comstock will again play the callopie, and Mrs. Peggy Comstock again at main ticket window. The new office wagon has been completed.

Mac Lewis is supervising the workouts of her seven ring stock horses and 10 big ponies, while Sammy Lewis is breaking other pony acts in new drills. Capt. Smith is busy with a new young lion.

Several new acts have been added to program. Martinez Rozina, tight-wire (See LEWIS QUARTERS on page 64)

Fowler Show Enlarged; Has New Canvas, Trucks

MUSKOGON, Mich., April 6.—Fowler Bros.' Circus and Wild West has been enlarged and will have all new canvas and side-show banners. Big top is an 80-foot round top with four 30-foot middles; menagerie, 60-foot round top with 30-foot middle; side show, a 50 with 20-foot middle; pad room, 30 by 50; dining tent, 30 by 35. Show has new seats, trucks, lighting equipment and eight new menagerie cages.

Among the acts will be Capt. Irwin's trained dogs, ponies, January mule, leaping greyhounds and "Waffles," comedy dog; Mrs. Fred Darling dogs, Flying Melzers. Jake Friedman will be side-show manager; Larry Benner will do magic, punch, ventriloquism and musical act; Ivan Miller will have lunch stand and cold drinks; George Casey, frozen custard; Bert New, novelties and candy floss; O. B. Furry, banners; Prof. Zahradka, in charge of big top band.

Fletcher Fowler is owner-manager and Melvin Elliott, assistant manager.

Only One in Indianapolis In Any 15-Day Period

INDIANAPOLIS, April 6.—A conflict for patronage by two major circuses held the attention of the city council this week which passed an ordinance under suspension of the rules prohibiting the city from licensing more than one circus in any 15-day period.

It was learned that the Cole Show had obtained a license for performances May 7 and 8 under sponsorship of uniformed units of Murat Temple of Mystic Shrine and that immediately after this dating an attempt was made by the Hagenbeck-Wallace to show here May 6.

The councilman who introduced the ordinance declared "We want them to come to the city for performances, but we do not think they should be bunched all at once when they have the whole summer and fall to appear."

★ greetings from

GEORGE A. HAMID, INC. BIG SHOWS

★ Ringling Bros. and Barnum & Bailey Combined Shows

★ Hagenbeck-Wallace and Forepaugh-Sells Combined Circus

★ Al G. Barnes Circus



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YOUNG KAM CHINESE TROUPE

JANSLEY TROUPE

JANET MAY

GREAT BRAVA

FOUR POLIS

BEN HASSAN ARABS

HAMID'S ARABS

AND OTHERS

Best wishes for a successful 1935 Season to the above three shows and to the following:

S. W. GUMPERTZ, General Manager Ringling Shows
FRANK A. COOK, Manager Hagenbeck-Wallace and Forepaugh-Sells Combined Circus
S. L. (Buster) CRONIN, Manager Al G. Barnes Circus

N. B. FAIR SECRETARIES, PARK MANAGERS, etc.

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Atlanta St. Louis Dallas
Minneapolis Brooklyn New Orleans Kansas City, Kan.

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August 20, 21 and 22.
Last Year's Peak Day Attendance, 15,000.
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With the Circus Fans

By THE RINGMASTER

President, CFA. Secretary, CFA.
FRANK H. HARTLESS, W. M. BOCKINGHAM,
2830 West Lake Street, Chicago, Ill. James Rank, Norwich, Conn.
(Conducted by JOHN SHEPARD, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

The 10th annual convention of the Circus Fans' Association will take place in Cincinnati, O., May 8, 9 and 10. The Cole show will be with us the last two days. Let every Fan make it a point to be in the Queen City on these dates. Hotel Sinton will be headquarters.

Harper Joy caught Barnes opening at San Diego. He motored with Jack Grimes and Dan Dix to Agua Caliente, Mex. Harper caught Tom Mix parade in San Mateo on March 27 and show in San Francisco. He saw the show with Austin King, who left to join Big One.

The Showmen's League of America will hold a Circus Fans' night at the league rooms, 165 West Madison street, Chicago, on night of April 18, two days before opening of Hagenbeck and Cole circuses. Members of the CPA and of the two circuses will be invited to attend and a special program will be staged for their entertainment.

On March 30 Burtis L. Willson, President Frank Hartless, Bill Sneed and John Shepard motored to the Cole quarters at Rochester, Ind. Were royally received by Messrs. Adkins and Terrell and entire staff. The quartet was escorted about

the buildings and quarters by Fred Kilgore, local contractor. All were surprised to meet Dr. and Mrs. Tom Tormey, Madison, Wis., CFA, and Don S. Howland, CFA, South Bend, Ind.

Don S. Howland, formerly of Madison, Wis., is permanently located at 730 W. Colfax street, South Bend, Ind.

Bill Linney, Ft. Plain, N. Y., a pioneer CFA, writes that he looked over the Big One before being shipped to New York.

The editor of *The White Tops* announces that the Pre-Convention Number should be in mails by April 25.

President Hartless went to Cincinnati on April 5 and while there made arrangements for the 10th annual convention.

Following were present at luncheon of Harry Atwell Luncheon Club, Hotel Sherman, Chicago, on April 1: Harry Atwell, Nat Green, Arthur Hopper, Tex Sherman, Roy DeLano and CMAs Dr. Tom Tormey, of Madison, Wis.; Burt Wilson and J. R. Shepard, of Chicago.

LEWIS QUARTERS

(Continued from page 62)
performer, who will make his first appearance in America with this circus, and Freeman Trio of hand-balancers and acrobats, Dorothy Walker will work an elephant act and ride menage. Sammy Lewis and Biddie O'Brien will present a new aerial novelty act. Jack Wright, Texas Joe and A. E. Bailey will have a combination trick roping number in big show and will also participate in the concert, which will have Buck Owens and his Hollywood trick riders as feature attractions.

Carmen and Cowley, wire act and comedy acrobats, will return. Garbie McFee, producing clown, has worked out new walkarounds and clown sketches.



Circus Saints and Sinners Club

For the Old Trouper and a Home

An Appeal

In a time of depression, to those handicapped in one way or another, there is double distress. That is the case of the old and indigent trouper. What a lonely figure indeed is he who has been for so many years in the spotlight and suddenly finds himself standing, unnoticed, in the blackness of old age. In these days of uncertainty every normal man and woman has a struggle for existence; how much harder is the task for one who knows it is useless even to struggle. Long since has the eye lost its sureness; the muscles their suppleness. What mental agony to find one's self in such a predicament. What physical suffering! Here, there, everywhere along Life's Highway are old troupers who, thru the better years of their lives, elicited applause by their daring, hazardous calling. Today applause is dimmed for those same artists now weighted down by years; for those who cannot carry on, and the hazard now lies in trying to keep body and soul together. We hear the cry for help continuously. To answer these calls for help depletes a treasury quickly. My organization knows that; the Circus Fans Association knows it, too.

And now the time has come when, if you help, we might be able to take some out of this misery. The sight of these neglected men and women oft-times wets the eyes of red-blooded men. But it also spurs them on to help, and that is the situation today with the membership of the Circus Saints and Sinners Club. To see the old trouper not knowing where to turn, and watching hopelessly the Setting Sun, has goaded my organization for the past five years to accomplish its objective, despite all obstacles. Our big opportunity came when the management of the Ringling Bros. and Barnum & Bailey Circus informed us that the proceeds of the night of April 11 at Madison Square Garden belonged to us and must go towards the Home we were contemplating. That message was comforting to hear: it was a song of hope to the ears of the old trouper. And now that night is upon us. Will we be equal to the call? It concerns the C.S.S.C.A., to be sure, but it concerns the old trouper more. Will you who live in the metropolitan area help us in this great undertaking? Remember, if you purchase a ticket, part of the purchase price goes to help a tired body to a resting place. The dollars that you hand over for your ticket go towards providing shelter for those who need it. The home will be humble; nothing elaborate. But even the simplest setup requires plenty of money. So your attendance at the Big Show April 11 means much to us.

For years we have been promising the Old Trouper a Home. We do not intend to disappoint him now, because we feel certain that you or you or you, regardless of the organization with which you are affiliated, will help us, particularly if you are sincere in your love for the Circus. If in your heart you honestly love this form of amusement Wednesday night (April 11) you will be given the only real way to show that love.

When you watch the acrobat, the gymnast, the rider, the animal trainer, the clown and all the rest of the performers who are entertaining and amusing you, many of them at the risk of their lives, feel happy in the thought that by your presence you are helping those who entertained and amused you in the years far behind us. They are not forgotten. Let us give the old trouper the hope that will take him away from the Shadow of the Valley and let him stay with us a while longer in the Dusk of Parting Day.

We will look for you in Madison Square Garden night of April 11. The Old Troupers—men and women—await the outcome patiently, some of them looking upward to that Greater Show in which they will soon take part; others running their bloodless shaking fingers over rosaries, uttering a silent prayer of thanks for that which might soon be theirs.

Our undertaking is for humanity. God will bless it and you, I know.

F. P. PITZER,
National Secretary.

Program will have 25 displays in three rings and will be under supervision of Equestrian Director Jack B. Riddle.

Babe Grant, specialty dancer and in charge of spec. *Fiesta in Spain*, is at quarters. New costumes for spec are near completion under supervision of Mrs. Mae Lewis. Miss Grant, Margaret Thomas and Blanche Kindle will do specialty dances in front of line girls.

Entire rolling equipment has been overhauled. The new top and marquee are expected soon.

Slide Show will feature a colored minstrel show of nine people and Jevon Lamont. Eight other working acts will be carried, but no dancing girls. Girl show will be under a separate tent and there will be a snake pit show on midway.

M. G. Lynam will have the midway lunch stand and novelties concession; Pete Pappas, ice cream, peanuts and popcorn privilege. Cookhouse is equipped to feed 175 people.

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And for 30 years "lights" among America's outdoor shows has meant Universal. Universal pioneered in developing portable and standard electric light plants in the show business. Universal engineers know your lighting problems—help you save money by furnishing your own current at less than city rates. Models to handle everything from 20 to 5,000 watt bulbs. Write us. Ask for Catalog B-3.
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Write CHARLES GOSS,
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By Charles Wirth

WITH an improvement in conditions last season, show business picked up and circuses did much better than for several years. And with conditions still on the upgrade there is no reason why the white tops should not eclipse their last season's marks in the way of receipts.

There will be several new motorized circuses on the road this year, including Bailey Bros., Burleigh Allen, Roberts Bros. and American Dog and Pony Shows, also a new rail show—Cole Bros.-Clyde Beatty. Plans for the New Robinson Circus have been delayed. In 1934 the rail shows included Ringling Bros. and Barnum & Bailey, Hagenbeck-Wallace and Al G. Barnes, all Ringling-controlled organizations.

The Cole show will have as its big feature Clyde Beatty, animal trainer. Beatty for a number of years had been the big name on the Hagenbeck-Wallace Circus, which this year has added the title of 4-Frw-Sells Bros. Not to be outdone by the Cole show in engaging features the Hagenbeck organization will have Bert Nelson, MGM star, and Maria Rasputin, daughter of Russia's famous mad monk, as big names. Both will present wild animal numbers.

AN ANNOUNCEMENT six months in advance of the coming of a big rail-transported circus (Cole Bros.-Clyde Beatty Show), parade permit included, was first-page, top of column news for readers of *The Savannah (Ga.) Press*, issue of March 21, after not having a railroad circus with parade, inside the city limits, in the last 15 years. The Cole show will be in that city during the last of September. The show is being brought by Alee Temple of Shrine.

Charles Bernard, veteran showman of that city, states that the present mayor and board of aldermen are breathing an atmosphere of progressiveness that is giving encouragement to local organizations in the matter of sponsoring circuses and other forms of both outdoor and indoor entertainment to relieve the local public of that monotonous offering of canned exhibits on the screen for so many years that the young generation has only a hearsay knowledge

of the kind of shows that Savannah was noted for giving liberal patronage for almost a century.

A unanimous vote of thanks is due the Alee Temple for being a live-wire organization.

Pete, Al Lindemann Members of Shrine

MT. VERNON, Mo., April 6.—At the Shrine Ceremonial at Springfield, Mo., April 29, Pete and Al Lindemann were made Nobles of the Mystic Shrine. Preceding the ceremonies a parade was staged thru downtown Springfield, with several floats, camels and other animals of Sells-Sterling Circus taking part. After luncheon several acts from circus entertained the Nobles. Among those present were William Lindemann, Al C. Beck, Doug Thomas, Will Walleit, Bandmaster Arthur Heller, Orval Lindemann, Ray Hermann and Harry Davis.

The Sells show opens here today. New tractors have been added, also a new band wagon. The Will Walleit troupe of bareback riders has added another Arabian horse and has new wardrobe and specialties. A special semi-truck has been built for Walleit's horses.

The dining department, under direction of Whitey Carroll, is last word in motorized culinary equipment—special semi-truck with all built-in features. Much new wardrobe has been added and the spec *Princess of Siam* has been enlarged.

J. C. Admire, general agent, is lining up much new territory and is followed by Roy Roberts, brigade manager, and five trucks with 11 men and all special paper. Art Miller is handling press three days ahead.

King Baile, side-show manager, has new double-decked banners, 15 attractions on platforms and minstrel show. Otto Zable is superintendent of privileges.

150 Head of Baggage Stock At Cole-Beatty Quarters

ROCHESTER, Ind., April 6.—With the "zero hour" at hand for departure of Cole Bros.-Clyde Beatty Circus trains for Chicago, there is increased activity at quarters. The first trains will leave night of April 16. F. J. McGrath and assistants are ready now to pole the first wagon.

Approximately 150 head of baggage stock is now stabled at quarters and Roland (Blackie) Diller has his crew of eight, six and four-horse drivers working out daily.

All cages and floats are thru the carpenter and blacksmith shops. Vic Peralta, decorator, will turn out the large cage today. Work on canvas, seat and other wagons will await departure of show to Chicago, as nearly three weeks remain before the outdoor equipment is needed.

Lewis Hunt, of *The Chicago Daily News*; Major George Stowall, of United States Marines; Jackson Hickey, Chicago; John Hunt, Evanston; Eugene Whitmore, Chicago, and William Sneed, chairman of Chicago Top of Circus Fans, were visitors over week-end. Frank Hartless, of Chicago, national president of the Fans, and John Shepard and Burt Wilson, also Fans, were also visitors. Harry Atwell came to quarters and remained several days getting some new photos.

Picked Up in Dallas

DALLAS, April 6.—Circus folks were paid recognition in "Rialto Ramblings" in *The Dispatch* last Monday. The column is conducted by Edmond M. Barr. Thirty-two individuals were mentioned, also their line of work and present connection.

Chuck and Betty Langford left Dallas recently for Nashville, Tenn., and later will probably join Hagenbeck show for the season.

The Millers, Ted, Gussie and Johnnie (mother and daughters), formerly with Barnes and Hagenbeck shows, are making their home in Dallas.

Mrs. Sam Dill, who left here several weeks ago for Toledo, O., is expected to return early this month.

In all probability Fred and Margaret Crandall will remain here this season due to illness. Mr. Crandall underwent a serious operation early in March.

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TUCKER FOR TENTS



Under the Marquee

By CIRCUS SOLLY

MRS. CLYDE BEATTY was operated on April 3 at Denver for appendicitis.

ANTHONY DUNN will be superintendent of canvas on Hagenbeck Side Show.

HORACE E. ROSE (Cairo, Magician) will be with Russell Bros. Circus Side Show.

BELMONT'S Animal Actors, trained horses, ponies, goats and baboons, will be with the Hunt Circus.

FIRST SHOW to receive a permit in Pittsburgh is the Cole Show, May 20-21. Hagenbeck show will follow.

ORVAL (PAT) PARENT is again in commissary department of the Barnes show.

HAROLD LAUGHLIN, of Roseville, O., has left to resume his duties with the Hagenbeck advance.

JACK ELKINS will be assistant to Duke Drukenbrod again on Hagenbeck Side Show.

JOHN M. KELLEY, attorney for the circuses managed by Sam Gumpertz, spent several days in Washington on business in connection with the shows.

THE MUSICAL STIPPS are engaged with Al F. Wheeler to present their

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Black Yak, White Fallow Deer, India Sambar Deer, Barasingha Swamp Deer, Russian Brown Bear, Chapman Zebras.

One pair Young Elk, one pair Buffalo, Striped Hyena, Spotted Hyena, Lionsess, Wildcats, Red Fox, Muscovy Ducks and European Call Ducks.

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30x60 Square Ends	20x30 Square Ends	12x18 Square Ends

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CHICAGO, ILL.

novelty musical act in the Annex with the Hunt Circus.

THE KLINES (Charles and Peggy), better known as Elmer and Elvira, worked for the Ford car display at Lewis Bros. Circus in Port Wayne, Ind.

HARRY R. (SHORTY) RHODES has been with the Haug Show since September 20, 1895, having joined at Chetopa, Kan.

DANNY ODZARK, formerly of team Adams and Odzark, is now doing a single and has been working steadily in and around Detroit.

AERIAL SOLTS are on their 10th week of Shrine circus dates and have four more to play before starting their outdoor season.

ROY HILBERT (Hilbert's dog act) joined the American Federation of Actors in Detroit. Act is playing beer gardens in and around that city.

THAT CIRCUS means spring is evidenced by the fact that *The Liberty Magazine* and *The Saturday Evening Post* have both within the week used circus subjects as cover illustrations.

THE NEW YORK TIMES Book Review for March 31 reprints the etching which Martin Lewis made of the Hunt Circus. *The Times* refers to it as one of the fine prints of the year.

FRED KILGORE, local contractor of the Cole Show, while in Cincinnati last week, visited *The Billboard*. He finished details in connection with show's appearance in Cincy May 9-10.

FRANK B. HUBIN states that he has been trying for three years to get the mayor of Atlantic City to allow circuses with a parade, but as yet has not been successful.

MCKAY AND BLACKBURN Novelty Shows have added a new act, Henri Stone's dogs. Show is having good biz in Texas and soon expects to go into Minnesota and North Dakota.

SIDNEY MORRIS, of Brooklyn, who started out years ago as a pony boy for Tom Lynch, writes that he is still a trouper. Has been in stock, musical comedies, burlesque and with circuses, carnivals and Wild West shows.

BRUNSWICK Hotel, Wilmington, N. C., showfolks' headquarters, is operated by Cecil (English) Morgan, clarinetist, who has been with circuses, carnivals,

in vaudeville, musical comedy, etc. Was with the Barnum & Bailey Show playing under Ned Brill and Karl King.

SHRINE CIRCUS at Hartford, Conn., opened to big crowd at Armory on April 1. Acts booked by Frank Wirth. Performers staged a show at Crippled Children's Home. The Pallenbergs and Vic Zaechnin's brother, who is recovering from recent injury, were visitors.

HEARST METROTONE NEWS is featuring a flash of Hazel Williams, niece of Charles T. Hunt, of Hunt's Circus, doing her act at the Flying Trapeze Restaurant in New York. She has been appearing at this restaurant for a number of weeks.

ANNUAL circus of Catholic Community Center, New Albany, Ind., will be staged in its auditorium April 23-25. Will be directed by Harry Merrell and M. D. Noon Jr., of Jeffersonville, Ind. Among acts will be Merrell troupe of aerialists, acrobats and trapeze performers; dog, pony and monkey acts.

TOMMY CONNORS, boss billposter of Ringling-Barnum show, and Jack Baughman, circus advertising solicitor, were seen in Philadelphia recently. The latter had just returned from three months in the South with his travelogue and magic show, featuring Pharo, magician. Connors went to New York to join the Big One.

A LARGE GROUP from Macon, Ga., went to Milledgeville, Ga., recently to visit the Kay Bros. Circus. They report a good-looking outfit with a good performance. Business was near capacity. Among visitors were Mr. and Mrs. Charles Sparks; Charles Katz, assistant manager of Downie Show; Paul M. Conway, Macon attorney; Joe Gilligan, Eddie Jackson, Harry Mack, Tony Lamb, Albert Yarbrough, Clint Shuford and several others.

DR. WILLIAM MANN, director of the National Zoological Park, Washington, entertained John Lancaster and the Levine boys at a special luncheon held on the zoo grounds. The guests of honor represented the oldest and youngest clowns. John Lancaster, an active clown for more than 50 years, stopped counting his birthdays when he reached 75, and the Levine boys received considerable publicity in juvenile magazines this winter for their work on Barnett Bros. Circus, to which they are now en route.

F. DAY GARDNER, who had been in the South, has returned to his home at Maywood, Ill. He visited the Ringling quarters at Sarasota, Fla. He stopped for several days at Downie Bros. quarters, Macon, Ga. While in Macon he saw Reno McCree and Charles (Red) Cole going north from Sarasota. He also visited quarters of Hagenbeck show at Peru and Cole Bros. at Rochester, Ind. At Peru he found his pal, Henry (Apples) Welsh, in hospital at quarters. At Rochester he saw a fine African bull. Gardner saw the Honest Bill Show in the South.

Tom Mix Side Show

OAKLAND, Calif., April 6.—Under management of Ted Metz, Tom Mix Side Show is clicking. It is a case of "back to his first love" with Ted, as he was with the 101 Ranch Show years ago. Trying the open-front idea now and is well presented. The features, Frog Boy, half man and woman turning into man give Bill Lowney something to talk about.

Schiltzie, the Pinhead, is living up to her reputation as one of the best ballies in the business, but Little Annie is running her a close second with her dances. L. V. Brown on No. 1 box is starting early-season arguments with George Surtées about road conditions and distances and vows he will win them all when he gets George back around Indiana and Kentucky.

Red White says he will wow them when he gets away from the Mexicans. Ted Hazzard vows no more late hours, as he missed his trailer on one jump.

Hildreth to Washington

NEW YORK, April 6.—Melvin D. Hildreth, chairman legislative committee of Circus Fairs Association, is back after a swing around the indoor circus circuit, with a report of record business at majority of stands. Was bound for Washington, his headquarters.

Hunt's Circus will open at 69th Street Terminal, Philadelphia, late this month.

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, April 6.—Well, spring is here and everyone around the club is busy preparing for coming season. Most of the acts are set to open with the white tops here starting April 20 at the Stadium and Coliseum.

Richard Cole, after working 37 weeks of night club work in and around Chicago, is finishing some new dance creations with Arieta, who was given the highest award by Pavley and Oukrainaky at the Chicago Musical College for her ballet technique.

Vern Coriell Troupe, which finished playing six weeks of indoor circus dates for G. G. Gray Shrine Circus, is now in Fredonia, Kan., getting set to open with Seal Bros. Circus.

G. G. Gray, owner and manager of Shrine and Elks Circus in Fargo, has been visiting at the club. Mr. Gray just closed seven weeks of indoor circus dates under auspices of Shrine and Elks in the Northwest. His show included Abbie Andrews and 10-piece band, and 24 acts. Next season he will have 15 indoor dates in the Northwest territory.

Louie Fletcher visited the club this week. He is now with Loomis Troupe playing vaude dates in Chicago. Another surprise visitor was Bill Cornell, of the late Pete Cornalia Troupe.

The fifth annual spring jamboree vaudeville and dance was held March 30. The show registered big and many people were turned away. The following acts appeared: Chris Cornalia, emcee; Jordon and Avolon, Smilletta Sisters, Hughie and Opal Griffin, George Teets, Jimmie Yamanato, Tate and Stewart, Three Algerians, Kelly Sisters, Rulon's Dogs. Al Bishop's Orchestra furnished the music.

Aerial Blacks are playing in and around Detroit and will be at police circus in St. Louis. Jack Klippel will also play the police circus. Herbert Dyer and Company have arrived in town and are playing vaude dates.

Barnum Smilletta has recovered from his broken arm and is in the club gym rehearsing on the three sticks.

Bro. Col. Fred Owens, who has been ill, is on the road to recovery. The Yoshidas Japanese act is in the Midwest playing indoor dates.

New members accepted at the last meeting were Charlie Wilkins, Bobby McKeone, Sir Cecil Alexander and Shalof. Lu Ella Beattie has arrived here after wintering in McAllen, Tex. Lawrence Flowers has recovered from his illness.

On Al G. Barnes Brigade

OAKLAND, Calif., April 6.—Roster of Al G. Barnes Circus brigade includes Jack B. Austin, agent; James Powlle, Lee Kraft, Herbert Wilson, banners; Dick O'Brien, Jack Lester, Charles Andrews, lithographs; Raymond Ivers, Doc Camp, Charles Clayton, posting. M. Kraft is steward. Harry Finks is squaring ahead of brigade.

Chi Circus Notes

CHICAGO, April 6.—Press staffs of the Hagenbeck-Wallace and Cole Bros. circuses have established Loop headquarters and are busy planting stories. Beverly Kelley, Allen Lester and Tex Sherman are handling the H-W publicity. "Bill" Fields will be in a little later. Bob Hickey, Ora Parks and Earl De Gropper are doing the press work for Cole Bros. Rex de Rosselli, now busy on the spec, will not be in until the show opens here.

Austin King came in early this week from San Francisco, where he was with Mike Golden during the winter. He left to join the Ringling-Barnum side show in New York.

Roy Delano, Hagenbeck-Wallace announcer, is in town doing some preliminary work.

Mr. and Mrs. Earl Shipley, Joe Lewis and Louella Beattie were in Chicago over the week-end, having come up for the funeral of Mrs. Shipley's brother, who was killed in an auto wreck.

Gene Morgan, feature writer for *The CHI CIRCUS* on page 89



The Corral

By Rowdy Waddy

A TWO-DAY RODEO is planned in connection with a celebration to be staged late this month at El Reno, Okla.

BILL FELTER and Hank Garrish have spent some time at Newtown, Pa., where they have been breaking some horses. Bill is reported recovered from his broken leg and Hank "getting fatter every day."

THE GRANGE, which has heavy membership in Stanislaus County, California, is preparing to stage its first annual rodeo, building new grand stand, chutes, corral, etc., on Paradise road, out of Modesto, under management of Lucky McFall.

A LIST of rodeos, with dates, as has been the annual custom, appears in the Lists columns of this the Spring Special issue, under the heading "Frontier Contests." As has also been the yearly custom, the list will be in the List Numbers of *The Billboard* (the last date of issue each month) thruout the season.

PARIS.—Paul Coze, French author, has published a book entitled "Rodeos de Cowboys et les Jeux du Lasso (Cowboy Rodeos and Lasso Sports). A prominent book store here has a full window display of the book, rodeo photos and sketches, and cowboy trappings, such as hats, whips, lassos and spurs.

AFTER WINTERING in Savannah, Ga., Fog Horn Clancy and the missus and Pat and Helen Clancy recently returned to Texas. Stopped for a week's visit at Columbus, Ga., Fog Horn's birthplace, also for a while at Fort Worth and proceeded to their Bar-C Ranch, at Smithfield, Tex., where Fog Horn expects to stage some Sunday shows.

ACCORDING TO REPORT, the following will be among "those present" in the Wild West lineup of the Cole Bros.-Clyde Beatty Circus: Jim Foster (in charge), Alice Foster, Fred Jones and wife, Bill and Beverly Harmett, Anna Butler, Curly McCall, Ralph Vlack, Frank Galbraith, Jean Fisher, Georgia Sweet.

CALGARY, Alta.—The spring meeting of officials and judges of the Calgary Stampede in connection with the Calgary Exhibition was recently held. Twenty-five were present. Last year the show suffered the loss by death of one of its three main judges, Emery LeGrandeur. It was unanimously decided that his brother, Pete LeGrandeur, of Pincher Creek, Alta., be his successor. The same contests as last year will be staged, with some added money in one or two of the principal events. It is decided to use surcingles in bareback bronk riding this year instead of loose rope.

ABE BLUMENTHAL, popular member of the younger business men's set at Belle Fourche, S. C., will head the Black Hills Roundup for 1935. Blumenthal was selected to chairman the 18th annual edition of the Western show when the committee met for organization and selection of officers recently. He has previously served on the roundup committee for the past four years, and has been head of the Belle Fourche Chamber of Commerce and active in all civic affairs of the community. L. C. (Red) Morrison, secretary of the Roundup Association during the 1931, 1932 and 1933 shows, will again be in active charge as secretary-manager of the 1935 show.

BESIDES the awards of the Rodeo Association of America to this year's RAA championship winners, contestants will have many additional prizes to "go for." Among them \$500 from Levi Strauss & Company, to the year's RAA champion cowboy; \$100, given by Maxwell McNutt (president RAA), to champion calf roper; \$100, by John W. Marchbank (Tanforan Race Track), to champion bronk rider; \$100, by Charles S. Howard (automobile dealer), to champion steer decorator; \$100, by Lichtenberger-Ferguson Company (saddles), to champion steer roper; \$100, by H. J. Justin (boots), to champion team roper; \$100, by Stetson Hat Company, to

champion steer wrestler; \$100, by G. A. Blanchard, to some champion later to be designated; a gold and silver belt buckle by F. Allen Ray (buckles) to champion cowboy.

PROVIDENCE, R. I.—Edward F. Bowman, who with John Beasley was among the entertainers at the Providence Sportsman's Show held at the Rhode Island Auditorium, suffered a bullet wound which necessitated a trip to Rhode Island Hospital on March 31. Bowman was holding small targets for Beasley to shoot at and slipped on a chip of wood left on the platform from a wood-chopping contest which preceded the act. Beasley pulled the trigger of his rifle just as his partner slipped. Result, two shattered bones in Bowman's right hand, which prevented him from doing his trick roping and whip cracking for the remainder of the Providence engagement.

THE FOLLOWING names appeared as the contestants' list in the printed program of the recent Rodeo at Cleveland (the names of winners in contests have not been received for publication): Alice Sisty, Georgia Sweet, Alice Adams, Mary Parks, Rose Weil, Rita Tybell, Tiny Moreno, M. Adams, Shirley Adams, Buck Owens, Poncho Villa, Peavine Slim, Salty Wells, Lew Weil, Kenn Williams, Bill Parks, Buddy McEford, Ralph Clark, Curley McCall, Jim Humphery, Cesar Breaux, Polly Deract, Jitney Wright, Red Lum, Felix Cooper, Lucky Boy Williams, Al Faulk, Rae Pete Adams, Tom Kiser, Marvin Godley, Steve Heacock, Chuck Heacock, Pete Penny, Carl Dykes, Carl Dyker, Leonard Mitchell, D. Ted Lewis, Buck Wyatt, Buck Edson, Hike Wolrick, Ed Pennoyer, Joe Moreno, Tiny Moreno, Hank Keenan, Little Tin Horn, Edward Finnoyon, Orren Presky, Tommy Cropper, Frank Mansfield, George Pitman, Billy Hammond, Vick Blackstone, Shorty Rutledge, Tex Slocum, Shorty Moore, Ted Harmon.

ROAMIN' AROUND HOLLYWOOD—Pete Knight and wife, Eddie Woods and Harry Knight arrived by autos just in time to work at the Baker Ranch Rodeo. . . Silver Tip Baker, that old-time showman, cowboy and contestant, has turned artist model. Just the type wanted by a noted artist. So Silver Tip, with his wild hair and wide hat, is posing. . . Jack Jones, cowboy radio singer with Arizona Wranglers, suffered a broken leg when he was strutting in a picture starring John Wayne. . . Fred Thompson, 60, old-time stage driver and cowboy who has worked in pictures the past 10 years, was found dead at Culver City, where he was employed at Curley Eagles' stables. . . Slim Balch worked in the picture, *Millionaire Cowboy*, starring George O'Brien, at location in Phoenix, Ariz. . . Buck Jones has returned from a location trip to Keene Camp, near Palm Springs. Twenty-one cowboys were on this location trip. Including Roy Bucko, George and Lem Sowards, Jim Corey, Vick Allen and Jimmie Phillips.

PASADENA, Calif.—An epic of Western sports, the Baker Ranch Rodeo, eighth annual, was staged here March 31 in the Rose Bowl. Cold weather prevented a capacity attendance, but more than 18,000 saw the show. It was the fastest and best rodeo yet produced by Roy A. Baker and Bob Anderson, owners and directors, Anderson the arena director. The grand entry was featured by the playing of the Star-Spangled Banner by the Harold Roberts Golden State Band, while Alice Van, a trick rider, wearing white astin suit, held aloft a huge American flag. There were drills on horseback of the First Regiment Lancersettes (women riders), Santa Monica, and Pasadena Grey Dragons. The Pasadena Police Department co-operated in all ways to give a clean show.

Bucking horses furnished by Jack Millerick, calves and steers by Andy Juregul. Abe Lefton was announcer. Judges were Hugh Strickland, Lloyd Saunders, Tommy Sutton, Andy Jauregul; timers, Juan Puentes and Ed Lloyd; flagman, Hosea Steelman; assistant clerk, Whitey Sovern; assistant to timers, Gordon Jones. Art Manning was chute foreman and had on the chutes Bert Malke, Tom Bright, Dick Knight, Ollie Gordon, Al Steelman, Bill Porter, Tex Ashford, Bob St. Marie, Bob Erickson, Jack Lindell and Silver Tip Baker. Honor guests were Hoot Gibson and Tex Austin. Clowns, Jess Kell, Homer Holcomb and Buster Ed-

SIXTH ANNUAL — RAIN OR SHINE — DAYS AND NIGHTS.
North Platte, Nebr., Roundup, July 4-5-6-7
 "The Great Platte Valley Jubilee."
 Thousands working on Government's \$7,500,000 Power-Irrigation Project. Free Main Gate at Night. WANTED: Carnival, Concessions, Cookbooks, Other Big Rodeos in good territory to follow, including Oakland and Waboo, Nebr. Fair's wanting good making. Write us. Contestants, get on our mailing list and receive all literature. Give name and permanent address on post card. Tourists, visit the Platte Valley Project at Roundup Time.
 STRYKER AND COGGER, Owners. NORTH PLATTE, NEBR.
 "On This Bill's Home Town — Where the Wild West Began."

Large Attendance For Tom Mix Show
 OAKLAND, Calif., April 6.—Under the management of Dall Turney, the Tom Mix Circus is off to a flying start. Although weather conditions have been altogether unfavorable, the people are proving the popularity of Tom Mix by their large attendance these cold and rainy afternoons and nights; in fact, in many instances the show has had to draw them. The San Francisco Sunday matinee was a turnaway; San Jose was a case of strawling them both performances. Schools are being excused in almost every city, and by the time Tom Mix arrives on the lot police officers are required to hold back juvenile enthusiasts.

The performance is proving very popular. Irma Ward is getting much applause with her aerial act. Mix is leading the grand entry. Everybody works on this show, even Mrs. Dall Turney is entertaining the folks with her aerial stunts and riding. Jim Turney is on the tax box. Harry Baker is assistant manager and legal adjuster. Carl Robinson has a real band. Many circus fans have been getting some real circus atmosphere and sampling some of Jim Curis' excellent food in cookhouse.

Among recent guests were James V. Choupeik, Harper Joy, Mr. and Mrs. Ben Dobbert, Mike Golden, Austin King, Mr. and Mrs. Jack Austin, Mr. and Mrs. Ed Maxwell, Bill McStay and Edwin K. Fernandez.

Mills Starts April 10
 FITCHBURG, Mass., April 6.—According to information received from Louis Nethersole, general press representative of the Bertram Mills Circus, of England, by *The Billboard* representative here, the sixth annual tenting season of Mills circus will start at Luton on April 10. The tour will take in the whole of north of England and Scotland as far north as Inverness. Mills will feature the giraffe-neck women.

Cleveland's Share \$26,102.03 From Recent Grotto Circs
 CLEVELAND, April 6.—Walter D. Davis, commissioner of Cleveland's municipal auditorium, informed *The Billboard* representative that the city's share of receipts of the recent Grotto Circus was \$26,102.03.

"This is the biggest single rental received during the two years I have been at the hall," stated Mr. Davis, and as far as I can determine from the records, the biggest two-week revenue in the history of the building."

In 1934 the city's share from the Grotto Circus receipts was \$19,428.51. The city and Al Strat Grotto, sponsor of the circus, work on a net percentage arrangement.

Big Show for Drukenbrod
 CANTON, O., April 6.—Sterling (Duke) Drukenbrod, side-show manager of the Hagenbeck show, advised a representative of *The Billboard* that he will have 18 attractions and a 20-people sepla revue. He will leave next week for Peru, Ind., to ready his show for the Chicago opening on April 20.

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Everything For Theatrical Wardrobe
 RHINESTONES—SPANGLES—TIGHTS
 MATERIALS—TRIMMINGS.

Flying Sullivans At Liberty
 Due to a last-minute disappointment, The Flying Sullivans are at Liberty for the entire season. An act consisting of two men and one lady. Would like to hear from anyone wanting a first-class and dependable act. At Liberty after April 27. Wire or write to 807 1/2 N. Roosevelt Ave., Bloomington, Ill. Everything will be considered.

Peru Pickups
 PERU, Ind., April 6.—Registered at Waters Hotel are A. B. Bennett, Thomas Cooper, D. L. Larkin and Harry Hauck. Bennett will be in charge of pie car of Hagenbeck show.

Walter Neise trampoline troupe is here after working Eastern dates. Will contract fairs and parks this season. Jackie Canfield, vet driver, stopped en route to Madison Square Garden to join up with Charles Squarey.

Perry Plank will be banner jerker on H-W Bay (Benchy) Hand and wife obtained their new housecar and truck and left for Macon, Ga. Armed guards and plain clothes detectives are still guarding every movement of Maria Rasputin.

Emory Stiles and Chief White Eagle, in charge camels and zebras, kept busy gathering up punks in barns and fields. April 1 saw arrival of two—Mag and Floto. Fred Hamilton is now overhauling the calloppo.

Mrs. Erna Rudyhoff has novelty in two Great Dane dogs doing some fancy steps behind dancing horse.

A bill to cut State taxes and license fees for circuses and other outdoor amusements, sponsored by local scribe of *The Billboard*, will be presented by Hon. George Wolf, representative, at next session of Indiana Legislature.

Frank Cook was host to 125 orphans and visitors from Mexico, Ind., home for aged the past week.

Here and There
 WASHINGTON, April 6.—Ann Mix and her cowboy entertainers, featuring Bill Eddie, were at Dude Ranch Night Club, near here, recently.
 John Berry, former circus and carnival general agent, is now with the License Bureau here.
 Jake Shelley is at quarters of the Hunt Circus, near here, building new truck bodies.
 Tom Dees is busy at his home in Bessemer City, N. C., breaking a new dog act for Mrs. C. H. Harris.
 Captain "Slim" Walker has purchased two Siberian tigers from the Soviet Republic and two Bengals on the West Coast that will be broken at the Manchester (N. H.) Zoo. The animals will (See HERE AND THERE on page 90)

\$1,500,000 MIDWAY PLANNED

Expo Joy Zone Nearly Complete

J. Ed Brown and William Barie give partial list of attractions at San Diego

SAN DIEGO, Calif., April 6.—The midway for the California Pacific International Exposition is practically complete, according to J. (Ed) Brown and Will (Bill) Barie, in charge of the amusement zone for the exposition. When complete the investment on the midway will represent more than \$1,500,000.

While not all the bookings have been announced, thus far the attractions include the following:

Sensations, of J. Dwight Funk and Frank Zambreno, and Ripley's "Believe It or Not."

Crime Never Pays, Snake Farm, Two-Headed Baby and Life, owned by Lew Dufour and Joe Rogers.

Midget City, Midget Farm and "Miss America," owned by Stanley Graham and Nate Eagle.

Golden Gulch and the Cafe of the World, controlled by J. S. Madill.

Venetian Glass Blowers, controlled by Dr. Raoul Ranieri.

Gay's Lion Farm, owned by Charles Gay.

Toyland, controlled by Orville N. Crafts and Harry Wooding.

Laff in the Dark, owned by Alvin Zielesch.

Globe of Death, owned by E. R. Kocher.

Nate Eagle arrived last week from the East with four members of the midget troupe, Charles Royal, Helen Royal, Charles Ludwig and Danny Williams.

Rain Forces Long Detour On Hennies Bros.' Shows

TEKARKANA, Tex., April 6.—The Hennies Bros.' Shows ended the second week of the season here last Saturday. Business here was satisfactory, but not near to the opening stand, Kilgore, Tex., from a financial comparison. An added feature with the show is Bill Rice's weekly "Wedding Night," held on Friday of each week. This promotion has changed the "big night" from Saturday to Friday. Mrs. Ivy Rice and daughter, Lovey, are with Bill on the show.

The show moved from here to Ft. Smith, Ark., via Little Rock. Heavy rains after the closing here Saturday night made the detour necessary. It increased the mileage of the move from 150 miles to 325.

Visitors during the week were John R. Castle, of United Shows of America, accompanied by Mrs. Ethel Murray Simonds, secretary, Muskogee (Okla.) Fair, and her husband; Cliff Liles; J. W. (Doc) Bender, of Dallas Tent and Awning Company; W. G. (Buddy) Ryan, of Southern Premium Manufacturing Company; Ned Torti, of Wisconsin DeLuxe Corporation; Slim Johnson, of Midwest Novelty Company, and Gregg Wellinghoff, Dallas representative of The Billboard.

Great White Way Adds Motor Units

PARIS, Tex., April 6.—Great White Way Shows, under management of C. A. (Curley) Vernon, played this city last week, coming from Tyler, Tex. From here the show moved to Lawton, Okla. The local engagement was the fifth week of the season. Business has not been very satisfactory, a condition brought on by unfavorable weather. Rain and cold weather caused the show to lose many showing nights. At present they have 10 shows and 7 riding devices.

New trucks and trailers have been added during the past two weeks, and several additional trailers will be built as the show moves on.



LITTLE FOLKS had the honor of hoisting the first directional sign for the California Pacific International Exposition at San Diego, Calif. With them, J. David Larson, executive manager the exposition. On the ladder, top to bottom, Danny Williams, Charles Royal and Charles Ludwig; on ground, Helen Royal, all of the Midget City personnel.

Foley & Burk Busily Preparing To Open

OAKLAND, Calif., April 6.—Winter quarters of the Foley & Burk Shows is the scene of much activity, getting ready to open here next Saturday for nine days at the Fruitvale Station grounds.

New canvas has been purchased, new banners ordered for all fronts and equipment is newly painted, according to Edward Foley, owner and general manager. With augmented illumination Mr. Foley expects to have a better looking show than ever before. The show of 20 cars will carry 18 pay attractions, 8 shows and 10 rides.

L. G. Chapman, general agent, has the advance crew out in the field, including Jack Endreas, special agent. Billy Bozell has the Side Show and Harry Gilman the Illusion Show. W. S. Shepard is superintending the riding devices and Glenn Young has the cookhouse this year. Lee Brandon succeeds the late Joe Geisler as assistant manager. Bob Foltz is treasurer.

Traver, Back in New York, Undecided on Touring Show

NEW YORK, April 6.—George W. Traver, of Traver's Chautauqua Shows, arrived back from St. Petersburg, Fla., Monday with Mrs. Traver and their children. He said he was undecided whether he would take out his show this season. He will spend the summer operating his Island Park, Paterson, which will open for the week-end swing the latter part of this month.

The Travers have moved from West New York, N. J., where they lived for many years, to Chatham.

Showman Has To Buy Temporary Truck Permit To Cross Oklahoma

CINCINNATI, April 6.—According to George O. Ritter, cookhouse operator, a showman carrying his own paraphernalia on his motorized equipment on a trip across Oklahoma territory, without first paying for and securing temporary license and displaying Oklahoma plates on his trucks, is subject to arrest and payment of not only the temporary license but also other charges.

Ritter was hauling his equipment northward to Dodge City, Kan., carrying Georgia license plates, to join the Silver State Show, his route leading across Oklahoma. "I inquired in Dunn, Okla.," he said, "regarding driving thru

Bunts Shows Open In South Carolina

GREAT FALLS, S. C., April 6.—Bunts Greater Shows opened its season here last Saturday, the engagement under the auspices of American Legion and the Baseball Club. Some rain has interfered with attendance. This is the fifth consecutive time for this show to play here. Opened with a 5-cent pay gate. Sensational Lesters furnish the free acts. Fireworks also used as part of free attractions.

The roster: Staff—W. J. Bunts, owner and general manager; Mrs. W. J. Bunts, secretary-treasurer; L. M. McAbce, general agent; John Bunts, lot and transportation; Charles Stanuko, ride superintendent and electrician.

Shows—Darktown Strutters, George Wilson, manager; E. Newsome, tickets. (See BUNTS SHOWS on page 75)

Gavin-Dillon Launching Show

DALLAS, April 6.—The Shamrock Amusement Company is being organized to open in or near this city about April 10 by Joe Gavin and Guy Dillon. The show will play Texas only.

The show will be transported on trucks and will carry 5 riding devices, 4 shows and 15 concessions.

Clifford Swisher, Notice!

CINCINNATI, April 6.—The mother of Clifford Swisher, Mrs. Clara Swisher, 511 Lafayette street, Danville, Ill., has been ill. John Swisher, brother of Clifford, informed The Billboard from Dawsonville, Ga.

Motorized Shows Opinion Changed

By I. E. (PAT) GARNER

(EDITOR'S NOTE—Mr. Garner is City Editor The Fort Smith Times Record)

FORT SMITH, Ark., April 6.—Seven or eight years ago the bond of a big carnival, to please a somewhat energetic press agent, played a concert in front of our office—and that started it. When the show train left town this city editor was aboard and it took the combined efforts of the show management and the press agent two years to get rid of him.

And those two seasons made a "showman" of a newspaper man. True, he was not much of a showman, but no attraction can come near his home town now without having to be pestered with him. Those two seasons taught us to (See MOTORIZED SHOWS on page 75)

DALLAS, April 6.—The Morris & Hurst Shows, being organized by Tom Morris and Bob Hurst, will open at Ferris, Tex., near here, April 13. According to the managers, the show has 18 fairs and celebrations booked, and will play Texas territory exclusively.

Tom Morris was treasurer of John Robinson Circus for years and Hurst spent 16 years with the Bill Hames Shows.

Ballyhoo Bros.' Circulating Exposition — A Century of Profit Show

By STARR DeBELLE

Run Out Springs, Fla.

Week ended April 6, 1935.

Dear Charlie:

Ballyhoo Bros. furnished the midway amusement for the Run Out Springs First Fair. A day fair only, no night play. The grounds located three miles out of town. Nothing really fair about it, but anything is fair in Run Out Springs. Concessioners ran out the second night (not stock, but money). The smarter ones ran out that night with all that they owned. The show ran out of money, food and patrons. It looked as tho the show was going to get run out of the fair grounds. But the fair secretary beat us to it—he took a run-out with the gate receipts (the bosses left their permanent address with the postmaster—in case he ever comes back and wants to refund the deposit that they put up last fall). The word "Spring" should never have been added to the words "Run Out." Nobody sprang.

Business so bad the bosses pulled boards off the fairground fence to let a few live ones sneak in. The porters in the restrooms got more money in tips than the whole midway grossed.

Our side-show manager saw the handwriting on the wall and rented a building downtown. Opened up a store show for the night play. Would have been a loser, but he sold enough electrical and plumbing fixtures to get back the rent; besides three fire extinguishers and enough lumber out of the hardwood shelves to build another wagon for the show.

This show is short of real showmen. Just found out the cause. Sent our last ad for help to the Farmer's Echo, a rural magazine. Nothing but farmers answered. Ten hillbilly bands joined (not ham and egg actors, they haven't gotten up that high, just plain salt pork).

Our posing show girls had a lucky break. All made a little side money. A big undertakers' convention was on and the girls posed in coffins for a casket company that was soliciting new trade. Went over with a bang. Looked so good they even sold Ballyhoo Bros. two for use in the marquee at the front gate.

Herman Ballyhoo's wife flashing a black eye. Claims it is a birth mark. Now trying to find out what berth.

Spring is here! Everybody shedding their spats. All wearing their Florida-bought straw hats. Show starts north next week. Our Florida business off in some spots. But our tour as a whole a winner. Show rebooked in many towns for return engagements next year.

Sorry that I can't send you our route. It's not for publication. The government is on our trail. We overpaid our income tax. Want to locate us to give it back. Thought it best to let them owe us. Bosses can brag about having them on the nut. MAJOR PRIVILEGE

Starkeys to J. Harry Six

CINCINNATI, April 6.—Mr. and Mrs. William A. (Bill) Starkey and their daughter, Annabell, motored thru this city this week en route from Cleveland, where they spent the past winter, to rejoin the Harry J. Six Attractions in winter quarters at Louisville, Ky. Have been with that show a number of years. William and the missus (Grace) will again have pop corn and candy floss concessions, and Annabell will this year take over The Billboard sales from her father. They will reside in their house-car, which has been in quarters at Louisville.

Hancock to Pollie-Berger

CHICAGO, April 6.—Harry H. Hancock has been engaged as special agent for the new amusement organization, Pollie & Berger Shows.

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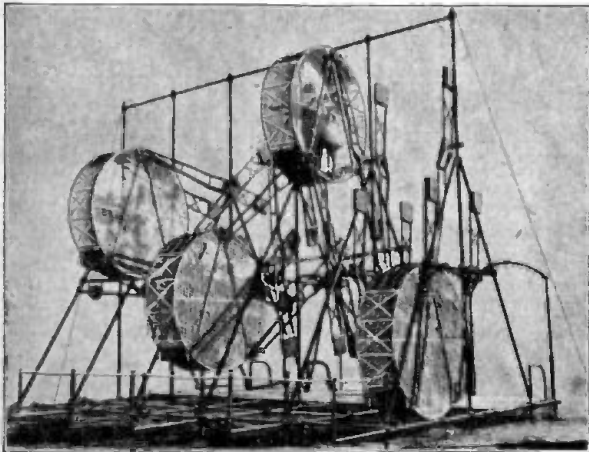
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Ride Men—Make 1935 a PROFIT Year with this thoroughly PERFECTED and PROVEN Ride!

LOOP-THE-LOOP is actually grossing more money than other rides costing two and three times as much.

LOOP-THE-LOOP is DIFFERENT—no other ride compares or competes with it for THRILLS—APPEARANCE—ACTION—or FLASH.

Unusually low operating expense, simple and easy to transport and erect; maintenance expense is negligible—the Ideal Ride for every Park—and every type of show, whether Railroad, Motorized, or Gilly.

Among the many orders already booked are LOOP-THE-LOOPS for Royal American Shows, Dodson Shows, M. H. Avery of Seattle, Wash.; R. E. Hancy of Kansas City; two outfits for F. E. Goeding of Ohio; United Shows of America; World of Mirrh Shows; Rubin & Cherry Exposition and Model Shows of America; B. B. Sawyer of Saginaw, Mich.; Rockaway's Playland, Rockaway Beach; Happyland Shows, Detroit, Mich. Watch this list grow for Who's Who in the Ride Business. The list is growing rapidly and our plant is very busy—get details quick.

WIDE-AWAKE OPERATORS with money to invest—get in on the ground floor while we can place you where you can make real money—excellent Park and Traveling Show locations available, but going fast.

PARK AND SHOW MEN—If you haven't the money to buy for yourselves, send us your best concession proposition—buyers are looking for good worth-while spots.

SPILLMAN ENGINEERING CORP.
NORTH TONAWANDA NEW YORK



Showmen's League of America

CHICAGO, April 6.—With departments of *The Billboard* going to press earlier for the Spring Special Number than for the regular issues, data on this week's meeting could not be given in this installment of the SLA news notes.

Brother Harry Hancock states that he may be connected with one of the local outfits for the summer.

Brother Peter Pivor has returned from a tour thru Michigan. Says it seems good to be back with the boys.

Don't forget that April 18 is the night of the reception for members of the Circus Fairs' Association and personels of the two circuses in Chicago.

Brother Maxie Herman leaves the latter part of the month to Conklin's All-Canadian Shows.

Brother Dave Russell has returned from Florida, where he was called by the illness of his son.

Brothers Irving Maltz and Julius Wagner are planning going to Mighty Sheesley Midway for the season.

Brother Elmer Robinson will be at Riverview again this season. William Country states that he will also be there.

Brother Jimmie Simpson sent in the reinstatement application of Morris Feldman (keep up the good work, Jimmie).

Sam Tessler was the guest of Brother Bob Brumleve at the League rooms.

No news from Brother Bill Caraky, who is touring the South.

Brother Ben Beno is getting ready to be with the Curtis L. Bockus Shows for the season.

Brothers Paul Oleky and Ben Feinstein are doing a lot of hustling getting ready for the season's opening. Paul just returned from the South and brought greetings from many of the boys down there.

Don Moore, of the Cole Bros.' Circus, is still in town waiting for the opening on April 20.



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THANKS, FRIENDS

For the hundreds of new contracts placed with us this spring for new paper and dates. We are working night and day. All of your orders are being shipped on time.

— U. S. —

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World's Premier High Diver, at liberty for a reliable Carnival. Permanent address, Tonawanda, N. Y.

WANTED—WANTED

Concessions of all kind for good Long Island booking. Show opens May 24. CAN USE First and Second Man on Merry-go-round and Ferris Wheel. PRUDENT'S AMBIENT SHOWS, 124 Cedar Ave., Patchogue, L. I. Phone 815.

DUKE JEANNETTE WANTS

FREAKS AND SIDE-SHOW ACTS.

Long season. Bally stars, Human Pin Cushion, Arnie's Wonder, Tattooer, must be covered; Girl for Sword Post, Mind Act. Show opens April 20. Address: CETLIN & WILSON SHOWS, Greenboro, N. C.

QUINNINGHAM'S EXPOSITION SHOWS

Open at New Matanzas, Ohio, April 27th.

Two Saturdays.
WANTED—Shows with own outfit and transportation. 20% Concessions, \$1.00 per week. Can place Wheels if you use stock. Free Act wanted. FOR RALE—Organ Style 146. Address all mail to MR. JOHN QUINNINGHAM, New Matanzas, O.

JOHN D. KILONIS SHOWS, Inc.

OPENING APRIL 25th

MANCHESTER, N. H. BEST SHOW SPOT IN NEW ENGLAND
1-HOLIDAY ★ 3-SATURDAYS ★ 3-SUNDAYS
THREE BIG WEEKS IN THREE DIFFERENT LOCATIONS

WANTED SHOWS

CAN PLACE a few high-class SHOWS, including MONKEY DROME, SILO DROME or any other show in keeping with our standards. Will furnish complete outfit to reliable showmen. John Mack wants FOUR first-class Chorus Girls for Musical Revue.

CONCESSIONS

CAN PLACE a few real concessions—MUST BE LEGITIMATE—POSITIVELY NO GRIFF. Owing to disappointment, want first-class COGN GAME—will get season's bankroll in opening spot (Virginia for Corn Game). We are the only show playing our opening date each year.

WANTED: One more sensational lofty Free Act that can click.
Doc Rissonette, Al Grill, Dick Gilsdorf, Pete Thompson, write. MAIL LOST—those that have written before, write again. Address all mail to

JOHN D. KILONIS SHOWS, Inc., P. O. Box 143, Manchester, N. H.

F. STANLEY REED, General Representative

We are distributors for the newest sensational ride—the LOOP-O-PLANE. For information write Al Hart, 247 N. High St., Columbus, O., or John Kilonis Shows, Inc., at above address.
ATTENTION: NEW ENGLAND COMMITTEES.—We have an extra set of rides for independent bookings. Those interested please get in touch with us at an early date.

BENDIXEN ALL AMERICAN SHOWS

WANT First and Last; Call WANT

NOW CONTRACTING SHOWS AND CONCESSIONS FOR 1935.

WANT—Good clean shows with own outfit. All good money shows open that do not conflict. PR Show, Ten-in-One, shows of merit for all kinds. SHOWMEN, if you want to get with a show that will put you in good, honest spots let's hear from you. First come, first booked.

WANT—Good clean Legitimate Concessions of all kinds. NO BACKET. Good opening for Fish-pool, Cork Gallery, Ball Games and other Legitimate Concessions at reasonable rates. WILL BOOK Pony Ride. WANT—Good Free Act with Concessions. OPENING: MAY 20, FARGO, N. D. SPRING FESTIVAL. OTHER GOOD NORTH DAKOTA SPRING FESTIVALS TO FOLLOW. BEST 4th JULY CELEBRATION IN NORTHWEST BOOKED. ALSO GOOD MONTANA AND NORTH AND SOUTH DAKOTA FAIRS. BOOKED UP TO THE FIRST WEEK IN OCTOBER. NOTICE: FAIR AND CELEBRATION SECRETARIES IN MONTANA, SOUTH AND NORTH DAKOTA, STILL HAVE A FEW OPEN DATES. For reference write The Junior Chamber of Commerce of Fargo, N. D. Address all mail to:

AXEL BENDIXEN, Manager W. H. PETERSEN, Supt. OHAS. MASON, Gen. Agt.

FARGO, NORTH DAKOTA.

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St. Louis

ST. LOUIS, April 6.—L. S. (Larry) Hogan, general agent Beckmann & Gerety's World's Best Shows, in the city making final arrangements of his show here next month.

Dee Lang Shows opened their season last Saturday at Fourth and St. George streets. D. D. Murphy Shows opened Thursday night at Wellston. Dodson's World's Fair Shows open at Kingshighway and Southwest tonight. Mighty Argyle Shows open April 18 in Granite City. Ill. Oliver Amusement Company will open the first week in May on one of the St. Louis lots.

Oscar Bloom, of Bloom's Gold Medal Shows, visited the local office of *The Billboard* Monday. His show opens tonight at Mt. Vernon, Ill.

Sam Gordon, superintendent concessions Beckmann & Gerety's Shows, left Tuesday for San Antonio, Tex.

Starr DeBelle, who had been with Bryden's International Congress of Oddities about four months, arrived here Monday to get his show on Dodson's World's Fair Shows ready.

James C. Simpson, general agent Johnny J. Jones Exposition, is at present in the city visiting friends.

Among other arrivals who will join various shows here were Mr. and Mrs. Ray Balzer, Mr. and Mrs. Eddie Hunter, Gus F. Litts, Charles Clark, Robert Sims and Elmer Brown.

W. B. (Boots) Welker, who was connected with the recent Mid-Winter Fair and Circus at the Coliseum, left Monday for Detroit to start work on a promotion.

Mrs. Rose Fitzgerald, widow of Michael (Mickey) Fitzgerald, is expressing appreciation, especially to the Missouri Show Women's Club and the outdoor show fraternity of St. Louis, of many expressions of sympathy on the untimely death of her husband several weeks ago.

Charles Oliver has again booked the majority of his rides at several of the major amusement parks in the Middle West.

E. E. Smith, of the Fulton Bag and Cotton Mills, has returned from a week's visit with various shows, among them Great Sutton Shows, Sol's Liberty Shows, West Bros.' Amusement Company and Snapp Greater Shows.

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 6.—It was anticipated that a decision would be received the past week on the application made in New York City last month, but to date it has not been forthcoming. The general freight committee of the Trunk Lines Association, thru N. W. Hawkes, its chairman, has indicated, however, that the brief submitted in behalf of the ACA is being studied by the various carriers which were represented at the hearing, and it is quite likely that a decision will be reached at the April meeting.

Interest in the ACA membership continues to grow. We are pleased to announce that we have had correspondence from Klein's Midway Attractions with the prospect that the membership of this show will be announced shortly.

Visitors at the ACA office this week included "Wingy" Schafer, of Model Shows of America.

Considerable interest is being shown in legislative circles in New York State with reference to a bill now pending which would legalize lotteries for charitable purposes. The bill has the support of nearly all of the larger social and charitable groups, particularly those of New York City, and the only opposition to the bill, so far as can be learned, comes from a women's organization which was active in the interest of temperance during pre-repeal days. We believe that the bill will be passed. Additional details as to this matter will be supplied members of the Association upon request.

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MANY OPENINGS will be added to the list the next two weeks.

NOW for the parade northward of shows South!

HARRY ATKINSON will be with the Polle & Berger Shows this season.

Ben Krause incorporated some logical deductions in his special article—in the special-article section of this issue.

FRANK HILDEBRAND is starting his 10th season as special agent with West's World's Wonder Shows.

JESS C. WELLINGHAM, many years concessioner, arrived in Cincinnati last week for a couple of weeks' stay.

CAPT. EDWARD C. ANDREWS has booked with Jack Nation's Side Show, with Blue Ribbon Shows, to do a fire act.

EDDIE SHABOO, wrestler, infod that he had returned from a European trip and expected to hook up with a show to play the Middle West this year.

MRS. LEO M. BISTANY spent her winter vacation in Miami, after which she

McKittrick, Robert Cavanaugh, and Dick Roberts and P. Ward Brand, of Lloyds of London, insurance carriers for Crafts shows.

WILLIAM (BILL) WILSON, pop corn and other concessions, was a caller at The Billboard a few days ago. Spent the winter at his home in Cincinnati. Last season was with Mighty Sheesley Midway.

AT IUCA, Miss., 89 of the personnel of New Deal Shows attended a benefit dinner given by the M. E. Church South and received thanks from the pastor and members of the Ladies' Aid Society, L. E. Beth, of that company, informed last week.

A FORMER CONCESSIONER with carnivals east and west many years and a member of Pacific Coast Showmen's Association, Joe E. Barell, spent a few days in Cincinnati last week. Of late years has been handling paper subscriptions.

DR. O. C. BROOKS, D. S. G., and orthopedical surgeon, was off the road and practicing his profession at Poplar Bluffs, Mo., four years. Formerly was with both large and small shows. Recently a store show came to town, then a dramatic show, then a carnival and

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SOME of the members of Pacific Coast Showmen's Association and friends who visited Crafts' 20 Big Shows as guests of the management during the National Orange Show at San Bernardino, Calif., assembled at one of the midway attractions (try to count 'em). Many were otherwise occupied at the time, hence did not get into the photo. Mr. and Mrs. O. N. Crafts in center—immediately left and right of the PCSA greetings' horseshoe.

went north to accept some theatrical bookings.

DOROTHY ELLET, of Flying Ellet Sisters, advises that their aerial act has been booked as free attraction with Bright Light Shows.

A FEW MORE weeks of night-club work at Trenton, N. J., and Bobby Kork will pack trunks and go to Pittsburgh to open with Miller Bros.' Shows.

JOE GALLER, still has his show equipment in quarters, will continue for a while, with four rides working in the South. Plans relaunching Buckeye State Shows in July.

CLARENCE HAWK, ride man, last season with Cunningham United Shows, spent a couple of days in Cincinnati last week. Wintered at his home in Ripley, W. Va.

DAVE BRAMEL, brother and manager of Cleve, the Seal Boy, and L. E. (Pat) Redding and his cousin, Charlie, will soon leave Springfield, O., to join Coleman Bros.' Shows at Middletown, Conn.

AMONG VISITORS in the Valley towns played by Crafts 20 Big Shows while in Southern California were Mr. and Mrs. Tobe McFarland, Mr. and Mrs. J. D. Summers, Cannon Ball Bell, Red

also some bluebirds. He could resist no longer. Last heard of he was in St. Louis and had intention of opening with some caravan with his "Dead and Not Dead Hazel," also practicing his other profession en route.

A certain ride foreman was to join a certain show on March 30, but did not report at quarters until April 1. Explaining, he told the manager: "Yeh, I'm a week late, but I'm now here, 'so I'm hand-you an 'April Fool.'" "Well," said the boss, "I am handing you a better 'April Fool'; another fellow has the job!"

HARRY McLAUOHLIN has been at St. Joseph's Hospital, Memphis, Tenn., recovering from burns received in an auto accident a few weeks ago. By the way, it was McLaughlin's sister, Polly, who became the bride of Tressie O. McDaniels (announcement in last issue) recently.

JOE FRAM, who is a well-liked acquaintance of many showfolks and whose spontaneous humor is an "it" among them, infod from Orlando, Fla., that he was leaving for Statesville, N. C., to "contact John M. Sheesley relative to having the ex on toothpicks" this season. Joe says that judging by "Captain John's" route this year the boys will eat chicken regularly and will require

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Some Filosify; Some Incidents

By HENRY HEYN

To the public the sound of Merry-Go-Round music on the midway is akin to the smell of sawdust in the big top of the circus—both belong—spirit-raising atmosphere. Many a midway manager in the afternoon and early evening has ordered "Start that 'jimmy' organ!"

Last year a youth about eight feet tall was strolling about a midway and stopped for quite a while on concession row. Attracted great attention. Eventually, two of the game boys began to sing the no-business blues. Said one of them: "I sure wish that tall boy would leave. I'm not getting a nickel." Said the other: "Never mind, Harman, it's better you say nothing, if the people find out that's your jinx they might come out on 10-foot stilts!"

Some bands of Gypsies are persistent bargainers when applying for concession space, and sometimes they have snappy comebacks when receiving "personal" answers to their requests. The secretary of a small fair once answered: "No. Last year some of your small children ran around without—errr, diapers." "Huh," spoke up one of the women members of the band, "if that's the trouble you should get some great beeg ones, and put on them hula dancers!"

an abundance of toothpicks to remove particles of the "gump" from their molars, and adds "especially since they have been eating so many oranges and bowls of soup in Florida the past winter."

THE BODY OF Mrs. Ike Katz, announcement of whose death appeared in last issue, was shipped from Fort Worth to Calvert, Tex., and laid to rest near the graves of her parents in the Jewish Cemetery. Mrs. Katz died of a heart attack. Mr. Katz received the sympathies and condolences of many show-folks at the Fort Worth Fair Stock Show.

ROY LUDINGTON, manager Crafts 20 Big Shows, recently left in advance to lay out the lot in Calexico, Calif., on the Mexican border. After completing his duties he dropped into a Chinese restaurant across the line and was immediately recognized by one Hop Sing Lee, the proprietor. "Hi," said the restaurant man, "biggest carnival he come Sunday? How longes this time? Samee man with wheel with bed clovers comee too?" (meaning Spot Ragland with blanket wheel.)

MRS. IDA CANATSER returned to Krause Greater Shows after a month's visit with her sisters, Mrs. Florence Sherwood and Mrs. Ethel Schleicher, at Jacksonville, Fla. Mrs. Sherwood, of E. G. Barkoot Shows, spent the winter in Jackson. Among others who wintered there, George and Mabel Collins, who will be with America's Model Shows; Charles Thomas, of J. J. Page Shows, and Paul and Mildred Gouldsberry.

THE MAJORITY of the Florida "fairs" this winter were nothing more or less than glorified night carnivals. Carnivals playing that territory will attest to the truth of this assertion. When the weather was favorable the night crowds were in some instances enormous. People are not unlike the "moth and the flame." Where there is ballyhoo, light, color and action they will be seen and heard, and will inject the true carnival spirit.

PICKUPS from J. J. Page Shows (a few days before their opening last Saturday)—J. A. Montgomery's crew of eight made quick work of repainting his rides. . . . Traver Montgomery, who left last season to open a sign shop in the East, has disposed of that business and will again be with the rides. . . . Doc Hartwick to assist Professor Shapiro and handle openings at the Oddities. . . . LaZara's attraction has new banners, lobby frames, etc. . . . Owner Page has a new front for Green's Hillbillies, which have contracted. . . . Bill and Helen Moore arrived by auto and house

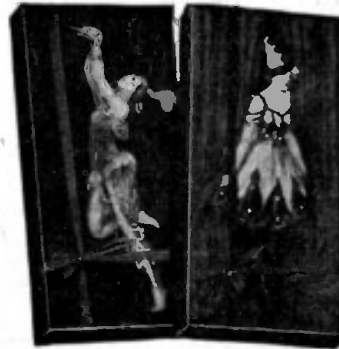
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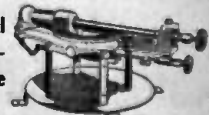
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If you want to make real money, write for circulars of our two new Horse Race Wheels with Mutual Attachment. Absolutely 100% perfect and trouble-proof. Full of Sparkle and Flash Galore! They get the money where all others fail. Order now!!

FRENCH GAME & NOVELTY MFG. CO.
1437 No. 16th Street Milwaukee, Wis.

COLONIAL CANDY for CONCESSIONAIRES
★ COLONIAL CANDY CO.
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★ The most complete line of Candies for Ball Games, Scale Men and Candy Stands at the lowest prices. Send \$1.50 for Sample Line. Write for Price List.

FOR PREMIUMS QUALITY CIGARS AT THE PRICE YOU WANT TO PAY

Our LA DALACIA CIGARS, 5-inch Perfectos, a Combination of Puerto Rico and Havana Fillers with a Shade Wrapper. Real Quality. Packed in both Cedar and Morocco Chests each with Lock and Key. Price is only \$1.75 Box of 50. Special Price to Jobbers.

A. S. FREY & CO., - - Red Lion, Pa.

CAN YOU USE TRION CIGARS? Expired after smoking 1 pack \$3.50 per 100 (50 to a Box).

CHEAP SLUM CLOSING OUT ALL TOYS AND NOVELTIES HALF PRICE
\$1.00, \$2.00 and \$4.00 Per Gross
Send Money Order with order to
SAM PLOUGH SALES CO., Memphis, Tenn.
P. S.: Send \$2.00 for Big Lot of Samples.

PO-KE-NO GAMES
Made from regular playing cards, 100 to 300 cards combination sets, the only 300-card combination on the market. Got top money last year. It operates the same as Bingo, instead of calling numbers, regular playing cards are called, making the game more interesting to the players. Get your order in at once. All sets are special hand made.
MUTUAL AMUSEMENT CO., INC.
3114 Boardwalk, WILDWOOD, N. J.

POPCORN at LOWEST PRICES
Best Quality SOUTH AMERICAN DYNAMITE only \$10.85; S. A. Giant, \$10.50; South American Hercules, \$10.25; Queens Golden, \$9.85; Jap. Hercules, \$7.95; Spanish White Rice, \$7.50 per sack 100 lbs. Boxes—Small, \$2.50; Medium, \$3.70; Large, \$3.90 per M. Be our jobber. Special prices in quantity. Write for our circulars.
ROBINSON POPCORN CO., 205 Prospect Ave., Cleveland, Ohio

F. & M. AMUSEMENT CO.
Want Two Abreast Merry-Go-Round, Legitimate Concessions of all kinds, except Cook-house, Corn Game, Palmistry, Roy Barnes come on. CAN PLACE Wheels if you use stock. POSITIVELY NO GRIFT. Want Shows with own outfits, 25%. No Girl Shows or Athletic Shows. Would like to hear from Chas. Whitney and Mrs. Wilcox. WANT Free Act. State Price. Long season, good territory. Show opens April 29. Address all mail and wires to F. L. FAUST, Manager, Lewisburg, Pa.

trailer. . . . Mr. and Mrs. Billie Clark and Midge Winters arrived from Florida. . . . Skip Hoover will take care of the fireworks displays. . . . Peggy and Jewel Hanson, ball game, arrived.

The application of "special agent" originated (many years ago) when specialists in promotions—contests, floral parades, etc.—produced and directed special affairs weeks in advance of carnivals' engagements; hence, "special" agents. Later, there gradually became fewer advance promotions, and the duties of a majority of promotionists changed to contracting agents (akin to 24-hour men with circuses). The last several years, however, has found a gradual return of advance activities in special local-atmosphere doings in connection with dates, and in turn the need of specialists in that line of work. Many years ago (many old-timers refer to them as the "good old days") medium-sized carnivals had several special agents, alternating at towns in advance. Local interest in forthcoming weeks of festivity was notably augmented.

SOME MEMORIES of Joe Miller (Joe and Babe Miller, concessioners)—When the Con T. Kennedy Shows jumped from Fort William to Toronto, split the jump at Sudbury—and what a red one that was! . . . When all small concessions had chandelier lamps at \$5 a week, and Charlie Kidder was chandelier man for the Kennedy Shows. . . . When Velare Brothers had a knife rack. . . . When Charlie Johnson worked a teddy bear wheel. . . . When Jimmy Haggerty framed a hamburger pickout. . . . Herbert A. Kline played the *Battle of Flowers* at San Antonio, and Felice Bernardi had the ex on concessions. . . . The first showmen's ball at San Antonio at the Gunther Hotel. . . . When C. A. Wortham (then the Wortham & Allen Shows) wore a derby and a horseshoe diamond pin with a ruby in the center. . . . When winter came (before the World War) many of us would go to winter quarters and stay there until spring. . . . When Andy Carson was lot man for Con T. Kennedy. . . . When Spike Huggins was lot man for Herbert A. Kline. . . . When Mr. Hatch sprang the first motordrome.

New Deal Shows

Starkville, Miss. Week ended March 16. Opening, Auspices, P.-T. A. Band Fund. Downtown location. Weather, rain. Business, fair.
Professor Patterson's white uniformed band playing fine numbers. Morton's Bear Show, Side Show and Wild Animal Show credit to the midway. Harry and Pearl Harris have Iuka Show. Big Snake and Minstrel Show and band. Mr. and Mrs. Curley Lewis' Musical Girl Revue new and beautiful. E. W. Odon, superintendent of rides; Jack C. Drake, trainmaster and electrician; Harry Harris, lot superintendent; K. W. Franklin, auditor; L. E. Heth, publicity; W. O. Seymour, general agent; Floyd R. Heth, assistant manager; Mrs. T. L. Dedrick, secretary-treasurer; Col. T. L. Dedrick, manager; Red Grant, Red (Toronto) Moccie, two concessions; Mr. and Mrs. Harry Berger, three; Joe Sparks, two; Turners, one; C. Pincher, one; Joe Krekrain, pop corn, crackerjack and peanuts; L. E. Heth, three; Floyd R. Heth, three; Bennie Hartz and Sammie Aldrich, two.
Iuka, Miss. Week ended March 30. Auspices, American Legion. Location, depot lot. Weather, fair. Business, fair.
Good co-operation from the committee and advance activities from Pickwick Dam workers at Iuka made this the first good week of the season. Everybody on the show congratulated General Agent, W. O. Seymour upon his good work. Joe Decker joining with his new cookhouse.
LEWIS E. HETH.

Missouri Show Women's Club
ST. LOUIS, April 8.—Mrs. Boots Feldman entertained members of the Missouri Show Women's Club recently. Several games reminding them of childhood days were played. Several out-of-town members were present and were given a warm welcome.
A delicious dinner was served at 5 o'clock, after which the ladies adjourned to the clubrooms at the American Annex Hotel, where the regular meeting was held.
Those present were Mrs. C. G. Dodson, Mrs. Mel. Dodson, Mrs. George Davis, Mrs. C. E. Sherman, Mrs. George Jacobson, Mrs. Eddie Vaughan, Mrs. Catherine Oliver, Mrs. Charles Goss, Mrs. Millicent Navarro, Mrs. John Barry, Mrs. Dee Lang, Mrs. Leo Lang, Mrs. Jack Baile and Mrs. Tom Allen.

1035 BIG ELI SEMI-TRAILERS

This looks like our biggest Trailer year. When experienced Agent Men like Sam Solomon, F. E. Gooding, M. J. Doolan, Dumas & Reil, Frank Burke and Dee Lang select BIG ELI Semi-Trailers there must be reasons. Ask about BIG ELI Trailers today.
ELI BRIDGE COMPANY
Builders.
Case and Wolcott, JACKSONVILLE, ILL.

PUT \$\$\$ IN YOUR POCKETS
Small Investment—BIG PROFITS
BALTIMORE MILK SHAKER.

Base, 12x7 1/2", Height, 24", 24".
Complete as Shown.
New Low Price \$20.00

GEO. H. WAHMANN MFG. CO.
18 North Greene Street, BALTIMORE, MD.
Write for New Booklet, "HOW TO PRODUCE PROFIT."

ECHOLS' HIGH SPEED ELECTRIC SHOWER SHAVER.
\$39.50
S. T. ECHOLS
1337 Walton Avenue, St. Louis, Mo.

TILLEY SHOWS WANT
One more high-class Show, with or without own outfit. Legitimate Merchandise Concessions, Candy Floss, Bowling Alley, String Game. All must work for stock. H. (Red) Milligan wire your address. Show opens Saturday, April 27, near here. Address BOX 635, Ladd, Ill.

WANTED WANTED HOWARD BROS. SHOWS
April 27. Spring Opening. Parkersburg, W. Va.
Where everything is working.
WANTED SHOWS—Athletic, Hawaiian, 10-in-1, Fat Show, Karnes write. Motordrome, Mlle. Minette Mathieson write. Big Snake, Monkey Circus, Wm. Lot from write, or any show of merit. Will furnish top and front to reliable showman. Place one more Free Act. Concessions, Cookhouse and Grab Joints, Blankets, Flies, Ball Games, Lead and Cigarette Galleries, Bumper, Fish Pond, Milt Camp. No grill. Hook Loop Plane, good proposition. All old help and people that have been with us before write.
HOWARD BROS.' SHOWS.
Winter Quarters, R. D. 1, Nelsonville, Ohio.

USED PROPERTY FOR SALE.
\$15.00 Water-proof Umbrella Tent, 8x20 feet. Floors, Windows and Poles.
\$25.00 Genuine English Conversation, sweet tone.
\$2.00 Evans Bird Cage, new condition.
\$35.00 Genuine Light-Weight Plg. Mounted glass case.
\$140.00 Electric Wurlitzer Organ, No. 125.
BUY RISK RAKES, CONFESSION TENTS, GUESS YOUR WEIGHT SCALES. Pay Cash.
WEIL'S QUIRDSITY SHOP.
20 S. Second Street, Philadelphia, Pa.

WANTED GOOD FEATURE ACT
For long season. Gracie White, Retired Man, answer, or any good Freak or Act.
MARINE & FIRESTONE COMPANY,
care Bill Hames Shows, Wichita Falls, Texas, April 8 to 13.

BRIGHT LIGHT SHOWS
Opens in Pittsburgh, Pa., April 20, two Saturdays. Can place Flat Ride, Loop-O-Plane, Loop-the-Loop, two more shows, few more Concessions, Photo Gallery, Fish Pond, Waffles, Cigarette Gallery, Stock Wheels, no grill; Moon La. Good opening for (with Show) **JOHN GEOMA, 1217 Carson St., Pittsburgh, Pa.**

WANTED Tent, 60 or 70 by 80, 10-foot side wall. In good shape. Keokuk, Iowa. **ZELEL, 112 Blondeau Street.**

Philadelphia Pickups

PHILADELPHIA, April 6.—Lee Schaefer, representing the William Glick Exposition Shows, visited this city and reported bookings well in hand for the season.

Louis Kane is constructing an elaborate cookhouse for this season. Reports having had a good season last year, Curley Ingram is getting ready to open shortly with his grab stand and pitch-till-you-win.

Ralph Decker spent a few days in the city. Came from his home in Poughkeepsie, N. Y. On his way south to join one of the shows.

Al and Phil Gordon came in looking for kiddie rides. Said they were hard to find, especially the kind they wanted.

MOTORIZED SHOWS

(Continued from page 68)

be "big show" conscious. We frequently contacted "mud" shows in those days and were gracious, in a manner, toward them, but we were a "big" show.

A couple of blocks down the street as this is written is one of the much-maligned "mud" shows, but what changes have been wrought!

Hennies Bros.' Shows, one of the snappiest outfits this writer has had the privilege of knowing, a completely motorized carnival, is not only causing John Public to wonder how they do it, but oldtimers in the show business are also trying to figure it out. Here they are, with 30 trucks and trailers as apiece and span as they came from the factory—easily equal to a 25-car railroad show. The fronts are not rags. There are big and elaborate wagon fronts, and paneled

banner lines of striking and beautiful designs. There also is one of the most complete lighting systems the writer has seen on any lot. Eleven shows and 10 rides, well-arranged and well-stocked concessions (all operated by the office) go to make up a midway of which any show, railroad or otherwise, could be proud.

Hennies Brothers, O. W. and H. W., operators of the show, have surrounded themselves with many of the outstanding men in the outdoor show business. Oldtimers on the lot are showing more genuine enthusiasm than for many years. The youthful managers have instilled a real spirit of youth into the entire organization, and it has been a real pleasure to again mill about on a midway where there is a cheerful greeting of "Hi, there, Gomer," instead of "It's tough!"

Never again can we adjust the monocle and manage to "tolerate" a mud show. The New Deal may have done queer things to general business, but the New Deal in the show business appears to have been able to throw off the terrific toll required by rail companies. Ribbons of concrete, dependable motors, more sensible highway regulations and a lot-to-lot move under one power agency appears to be a step carnivals have found to lead them out of the dumps and back to their rightful place in the amusement world.

But something else is necessary. The New Deal in transportation, in fronts, lighting equipment and that sort of thing must be followed by a New Deal in entertainment behind the fronts. The world has advanced too rapidly within the last decade to be satisfied with the same thing that pleased in the pre-war period. Hennies Brothers appear to have made a great forward step in this direction. A hurried visit to each attraction indicates a strong show under every top. They are not the acme of perfection—and it is too much to hope this ever will be realized—but the movement is under way.

The show business, just as the newspaper business, is no longer a survival of the fittest. It is a survival of the fittest. We hope and believe this great American institution known as the "midway" can survive. The answer is with the young men of the business who are willing to grasp the new opportunities that are at hand.

At any rate, after a visit to the Hennies Bros.' Shows, and perhaps there are others of the same caliber that have not come our way yet, we of the "big railroad shows" come in sack cloth and ashes and take back all we ever said. Motorized shows are not altogether responsible for this change of heart, but they helped a lot. A fleet of a dozen trucks out in the alley by our mallroom as this is written is our own answer to the problem of delivering the goods—on time and at a profit.

BUNTS SHOWS

(Continued from page 68)

Circus Side Show, Punch Allen, manager; Ross Robeson and W. Dare, tickets; High Johnson, lectures. Mabel Mack's Hippodrome, Mable Mack, manager; Clarence Dunn, tickets. Midget City, Captain Denham, manager; Shorty Wells, tickets. Fat Girl Show, Jack Perry, manager; Mary Rose, inside. Athletic Show, Sam Petralie, manager; Taylor Atkins, tickets. Animal Show, Kelly King, tickets; Mrs. Kelly King, talker. Arcade, Arnold Hawkins.

Rides—Tilt-a-Whirl, Clarence Booth, foreman and tickets; James Mullis, platform. Merry-Go-Round, F. Scagg, foreman; Billy Bunts, tickets. Ferris Wheel, Walter Bunts, foreman; Alta Mae Bunts, tickets. Chairplane, Sanley Cabbage, foreman; Wade, tickets. Kiddie Auto Ride, Ernest B. Jones, owner. Kiddie Swings, Tom N. Henry. Kiddie Merry-Go-Round, Paul Kinders.

Concessions—W. W. Waller, cookhouse; Ed Larkins, chef. Corn game, Clarence Scrogge, Lovejoy, two; Mr. and Mrs. Lorine, one; George Arbogast, three; Jaquith, one; John Bunts, two; Mooney, two; Frank Quintino, three; Mrs. Vaday, three; Walter Bunts, one; Gastonia Red, one.

Concessionaires

HERE'S THE MOST COMPLETE LINE OF PARK AND CARNIVAL EQUIPMENT IN THE WORLD!

5 DAY MONEY BACK GUARANTEE ON ALL EVANS' MOSE.

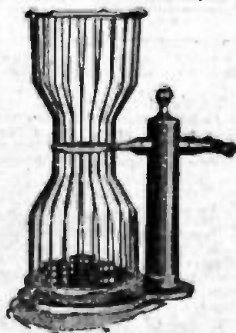
NO matter what your need may be—Evans has it! Amusement Park Supplies . . . Casino Supplies . . . Fair Ground Games . . . Shooting Galleries . . . Trade Stimulators, Etc. You'll make larger, more dependable profits when you operate Evans' proven Equipment!

SEND FOR EVANS' CATALOGUE

H.C. EVANS & CO.
1522-28 W. ADAMS ST. CHICAGO

CHUCK - LUCK \$3.00

Complete With Dice and Layout.



The cage stands 31 inches high and is 4 1/2 inches in diameter, weight 2 pounds. Finished in silver color. The ends are felt lined, making the cage practically noiseless. Shaped to force the dice to tumble, as they drop, from one end to the other.

Every concessionaire should have one of these little profit makers.

Only \$3.00 Postpaid

GEO. W. BRINK & SON

1454 Gratiot Ave., DETROIT, MICH.
(Over Thirty Years in Business)

FOR RENT

BY CARNIVAL OF CIRCUS

Desirable piece of land next to the Woonsocket line in city of 50,000 population. Electric line, water, etc., on grounds. For information write or call ALFRED GARRIER & SON, 703 Social Street, Woonsocket, R. I. Tel.: 3877-W.

COMPLETE Sideshow Bargain Price. Model City, 100 Moving Objects with Motor and Lindbergh Show, Billiard Show, Jesse James Show, Also Fun Mirrors, Tent, Poles, 40-ft. Banner Front, Chev. Van-Truck, Public Speaker. Quilt \$800.00. 410 S. Snelling Ave., St. Paul, Minn.

WANTED

Circus Banner Painter with car. Also to assist in plate salary. JIMMIE GALLAGHER, Bannerman, Downie Bros.' Circus, Macon, Ga.

WANTED FOR SEASON OF 1935 High-class Single Entertainers, must be neat in appearance. State lowest salary; send photos first letter. Playing Eastern Casino, Address BARNUM LE BELL, Care Billings, All Canadian Shows, Box 31, Hamilton, Ont., Can.

GOLDEN WEST SHOWS

WANT Cook House, Ribbons with or without equipment, Wheel Man, Merry-Go-Round Help. MR. WM. BARNHART, Minneapolis, Minn. Box 589.

ALLAN HERSCHELL CO.

1935 DELUXE KIDDIE AUTO RIDES

Outsell All Others—50 Satisfied Customers

Made in three standard sizes: 24' Diam., 20' Diam. and 18' Diam. Ten large size, specially built Autos seat 10 children. All models equipped with smooth acting clutch, the only PRACTICAL drive. Electric motor or gasoline engine. Pneumatic tires, Zerck grease fittings and special heavy duty ball bearings in wheels. OUTSIDE LOADING; all cars in a single row. NEW LOW PRICES. Write for 1935 circular. Cash or Time Payments.

ALLAN HERSCHELL CO., Inc.
NORTH TONAWANDA, N. Y.

A-1 CIRCUS & CARNIVAL BANNERS

MANUEL'S STUDIOS

The Best in the Business

3544 North Halsted St., Chicago, Ill.

GOODING GREATER SHOWS

WANTED—Shows with own outfits, will book for 25%. Consider financing few good shows. Playing all large cities. Good locations. Opening April 20th in City Park, Akron, O., 2 big Saturdays and Sundays.

AGENTS for straight stock wheels and legitimate grind stores. Cook and Griddleman for Cookhouse, man for Custard who understands Esze machine. Palmist to work in camp on percentage. Reply Columbus, O., till April 16th, then Akron. DAVE TENNYSON.

CUMBERLAND VALLEY SHOWS

OPEN APRIL 22, LA FAYETTE, GA.

Can place Show with or without own outfit. Responsible percentage. All Legitimate Concessions open except Cookhouse, Corn Game and Photo. Positively no racket. Want a sober, reliable man for front of Minstrel Show, also Lot Man, one with concession preferred. Want to buy a Wheel and Organ for Merry-Go-Round. Want Geek for Geek Shows. Can place good Banner Man that can put out the banners. This show will carry 8 rides, 10 shows and 25 concessions with nice line of fairs throughout Kentucky, Tennessee and Georgia, with the Fourth of July at Boston, Ky. Earl Connor. Cecil Rice answers. Officers use stamps. Address all mail to FLLIS WINTON, Manchester, Tenn.

CORN GAME OPERATORS

Use our Cardboard Dials for covering numbers on your Bingo and other Corn Games.

Approximately 5,000 to found.

Sample Pound60c Postpaid

5-Pound Box \$2.50 Postpaid

GEO. W. BRINK & SON

1454 Gratiot Ave., Dept. 8, Detroit, Mich.
(Over 30 Years in Business)

TURN POTATOES into CASH! I'LL SHOW YOU HOW



New fast way to make money—also waiting for starvation wages—have plenty of money to pay your bills—meet the mortgage—live well—have comforts—BE YOUR OWN BOSS. Make \$50 to \$100 per cent increase on raw materials—keep up to 200 out of a dollar you take in. COMPLETE time tested. READY TO START. NEW OUTFIT. You manufacture four tasty foods—I sell for you with my new SURE-FIRE PLANS.

500% INCREASE
Actual tests show \$8.00 cash sales made from 25¢ in raw potatoes a made into chips. My Specially Constructed Cooking Vat gives outfit increased capacity. Price is 16 ounces fine quality finished chips in four minutes. Big season just ahead. Dealers everywhere waiting to be supplied.
Send for Free Book

Shows, Concession Stands and scores of other dealers do all the retailing for you.

LOW EASY INSTALLMENTS—PAY AS YOU EARN
I make terms to good, honest, industrious people, who show me they want to make money QUICK. Write TODAY before your locality is snapped up by someone else. Get in my COAST-TO-COAST CHAIN OF BIG MONEY MAKERS. Big. Free Booklet.

LONG-EAKINS COMPANY

414-S South High St., Springfield, Ohio

M. W. Eakins, Pres.,
Long-Eakins Company,
414-S South High St., Springfield, O.

Dear Sir—Send me complete facts, without obligation to me.

Name
Address
City State

My Experiences

—By LEW DUFOUR—

SAN DIEGO, Calif., April 6.—Last Sunday we trotted down to Agua Caliente. The horses Eddie Brown and the writer picked ran very slow—Mabel and Ada did well (they would—laying \$2 to place). At the track a pleasant chat with Barney Oldfield—interested in a show similar to the one he had at a Century-of-Progress. Mr. and Mrs. Plain Dave Morris trying to pick the winners, likewise Homer Stone, president Sumatra Gem Company. Dinner that night at the Agua Caliente Hotel. Next day back to work. Letters from Maxwell Kane, from Florida; Al Painter, from Havana; Frank Shean, from Brussels; Warren E. Buck, from Kribi, French West Africa, and "Paddy" Conkila, from Canada. Hearing from "Paddy" reminds me that he is president of the Showmen's League of America and was also president of the Pacific Coast Showmen's Association, the only showman to be so honored.

I wonder why Joe Rogers sailed on the S. S. Bremen. Perhaps there is going to be a world's fair in Berlin that I did not hear about. Joe sure got a real sendoff—the night of sailing in his cabin were Ed Carruthers, Zebbie Fisher, Charlie Duffield, Mr. and Mrs. Terry Turner, Mr. and Mrs. Tom Callaghan, Mr. and Mrs. Lew Lanzner and others. Nate Eagle, impresario of the midget opry, drove in town from New York City like a Park avenue millionaire in a new Cadillac car. . . . Mr. and Mrs. Fred Kressman looking the big fair over, and Fred talking Barnes and Carruthers.

Most of the buildings at the exposition grounds are completed, with the exception of the midway, Ford, Federal, Transportation and Standard Oil buildings. All will be ready for May 29.

The midway is well balanced, with the Spanish Village, Graham & Eagle's Midget City, Midget Farm, "Miss American" and Nudist Colony; C. C. Pyle, Ripley's "Believe It or Not"; Mr. Funk, 1935 Sensations; Raoul Ranieri, Venetian Gardens; Frank Binninger, Days of Saladin; Alvin Zullish, Laff in the Dark; Dufour & Rogers, Baby Show, Crime Exhibit, Life and Reptile Show; Harvey Gay's Lion Farm and others the writer cannot recall.

Were guests of Mr. and Mrs. Paul Massman in their beautiful home on the cliff overlooking San Diego Bay. A wonderful dinner and then the real treat, a look at their two-month-old baby. Mrs. Massman in 1933 was Major Lohr's secretary and Mr. Massman assistant to Colonel Bell at a Century of Progress. He is now one of the executives of the California-Pacific International Exposition and responsible for bringing many of the exhibitors to this fair.

World of Mirth Shows

RICHMOND, Va., April 6.—Everybody is busy. New wagons are being built, others getting necessary overhauling, and all will go out this spring rubber tired. Shows being worked on from every angle, including new canvas. Rides being painted and getting their finishing touches in every detail. The flat cars (22 in all) and the coaches will go out in fine condition. Before many days have passed all the showfolk will be on hand for the opening here the last week in April.

The genial Max Linderman, general manager, is busy, as are also Frank Bergen, with his crew of men; Ralph Smith, secretary-treasurer; Doc Cann, general agent; Gerald E. Snellens, special agent; Don G. Montgomery, trainmaster; Eddie Edwards, chief electrician; Nate Worman, lot superintendent, and Norman Selby, mail and salesman *The Billboard*. Others getting ready their various forms of amusement are Sator Joe Simmons, Tribes of All Nations; Red Rogers, Midget Show; Slim Kelly, Side Show; H. Mertens, Waiter; Cecil Hanna, Snake Show; Earl Furtell, Motordrome, and Gilbert Noons, shooting gallery. Murphy's cookhouse is up and being well patronized.

As a newcomer to the World of Mirth Shows, the writer's special attention was attracted to the extreme eagerness of every man in winter quarters, that everything is being done in first-class order, with no curtailment of funds in any department, and the fact that everyone seems satisfied and happy. With this combination imbued in these seasoned trouper is it no wonder that they all predict a great season.
MAUDE MONTGOMERY.

AIR CALLIOPE

STANDARD FOR 21 YEARS

NEW 1935 MODELS

DRAWS THE CROWD GETS THE MONEY SAVES MUSIC SALARY

HAND PLAYED

AUTOMATIC PLAYING

MUSCATINE,

TANGLEY CO.

IOWA

Shooting Gallery Operators!

Here's a real convenience for every shooting gallery operator—Western Kant-Splash .22 Short cartridges, packed 1,000 in a special gallery package. Eliminates the old-style small packages that litter the gallery. Speeds up loading.

dust on striking iron targets or iron backstop. Insure you against claims resulting from injury to customers or operators. Your targets last longer, too, with fewer pits and craters.

Function smoothly in automatic or repeating rifles. Clean, accurate and sure-fire. Won't rust or corrode your guns. Write for prices.

Kant-Splash .22's are supplied with a specially designed synthetic bullet which shatters to

WESTERN CARTRIDGE CO., Dept. E-80, East Alton, Ill.

Western
Kant-Splash
GALLERY CARTRIDGES

WHY PAY HOTEL BILLS?



Save that money! Travel the Trotwood way. Hook your hotel to your car, take it with you anywhere. Cook your own meals if you like; sleep in your own beds. Large, comfortable beds in separate compartments; stove, sink, wardrobe, refrigerator, table, screens, EVERYTHING! Trails perfectly at any speed; any car handles easily.

Correctly engineered, sturdy, practical, comfortable, insulated against heat and cold. All-steel chassis. Length, 10' 5" to 17', exclusive of tow-bar.

Whether you prefer the semi-streamlined Club or Club, the full-streamlined Ranger shown here, or the V-front Cruiser . . . all Trotwood Coaches are available with either standard or custom-built interiors. Priced \$280 to \$1,050. Write for free literature, or visit factory.

TROTWOOD TRAILERS, Inc., Dept. 55, Trotwood, O., 5 MILES N.W. OF DAYTON

1935 A "RED" YEAR

IF
you are equipped to cash in. If you are not already motorized or IF you are troubled by doubling back it will pay you to investigate Our Plan for eliminating these Problems.

IF
you are not motorized or are not sufficiently motorized you are "not keeping up with the Parade."

SEE OR WRITE

VIRL Z. HILL, STREATOR, ILLINOIS
and learn as others have done how you, too, can Modernize your Shows and Exhibits. DO IT NOW.

BAR-BROWN SHOWS

WILL OPEN THE SEASON MAY 6 AT PITZGERALD, GA., FOR THE AMERICAN LEGION SPRING FESTIVAL. DOWNTOWN LOCATION

All mills working full capacity. BARNESVILLE, GA., another good mill town, follows. This show headed north, already holds bona-fide contracts throughout May and June, all on good payroll terms, with a splendid July 4th town definitely contracted, also several good Fall Fairs.

WANT starting on the above opening date, two or three more first-class Shows with own outfit and transportation, especially organized Colored Minstrel. WILL BOOK good Circus Side Shows, or will buy complete Circus Side Show Outfit, if in good condition. WANT one more Kidie Ride and one Flat Ride. CAN PLACE a few more legitimate Grand Stock Concessions. No joints. Also first-class Cook House and Photo Studio. All people booked write immediately. Address O. E. BARNFIELD, Hawthorne, Fla., April 8 to 13; Starks, Fla., April 15 to 20.

O. S. BEATY, Gen. Mgr. ONAS SUTTON, Asst. Mgr. TOM TERRILL, Gen. Agent. JANETTE TERRILL, Promotion Mgr.

GREAT SUPERIOR SHOWS

MINSTREL PEOPLE WANT WILL BOOK LINDY-LOOP SHOWS—Will Furnish New Outfits for 20-in-1, Member Circus, Outlaw and Good Bally Shows, or Will Book Shows with Own Outfit. Low Rate.

WANT STOCK GRIND CONCESSIONS. \$18.00. COME ON, ATHENS, TENN., Address This Week. CLEVELAND, TENN., Week. DARTERSVILLE, GA., Week. Opening & Promotions May 1st. April 22-27.

WILL FEATURE ONE-RING CIRCUS—OR WILD WEST.

ELECTRIC PRIZE ARCHERY

\$49⁵⁰ Ea.
F. O. B. N. Y.

CONCESSIONAIRES, PARK MEN

OPEN A NEW TYPE ARCHERY RANGE. BIG MONEY—SMALL INVESTMENT. BRAND NEW SKILL GAME. ALL AGES PLAY.
LIGHTS — COLOR — ACTION — GUARANTEED —
25% Deposit on Order. Balance C.O.D. Write or Wire for Full Information and Circular.

ELECTRIC ARCHERY CO.

1482 Broadway NEW YORK CITY

Zimdars Greater Shows

Want

Rides, Shows, Concessions, 10-in-1 Manager and people, half and half, Ride Help, operators, grinder, cook, mechanic. FOR RENT—Merry Go-Rounds, Whip, Chair-o-Plane. Open here May 11th. Address Northfield, Minn.

GIRLS WANTED that can sing, dance. Free to travel. Also lady or gentleman Piano Player. Ask Talker to make opening. MARY RICHIE ROSEN, 937 N. W. Clair Street, Pittsburgh, Pa.

SHOE TRUNKS

In Good Condition, 10, \$2.00 Ea.; 10, \$3.00 Ea.; 10, \$5.00 Ea. PRIESMEYER SHOE TRUNK CO., 1008 Lucas Avenue. St. Louis, Mo.

Kansas City

KANSAS CITY, Mo., April 6.—Dave Stevens and wife are motoring to Shreveport, La. Dave will have charge of the privilege car and other concessions with United Shows of America. Mrs. John R. Castle passed thru on her way to Shreveport. She had been east on a business trip. Robert L. Lohmar spent a few days here. Was on his way back to the show.

Tommy Cook arrived from Hot Springs. Will be here for a few days. Willie Levine left for Philadelphia, where he will visit his folks. On his return he will be in charge of a new store on 12th street for Moxie Hanley. Joe Marshall, of Trinidad, Colo., made a visit here. Jim Pennington is back in the city to stay. Has been staying at Corpus Christi, Tex. E. L. White sell returned from a fishing trip and reported a good time and good catch.

Thomas J. Hughes, who has been conducting a merchandise campaign in this vicinity for some months, will leave next week for the Pacific Northwest to continue his activities there before returning to his home in Los Angeles.

Russell Jewett and wife and E. L. McConville have returned from Hot Springs, Ark. Hazel Angel returned with them for a visit with her sister, Mrs. Martone. B. W. Wadsworth will leave next week for Krug Park, Omaha, where he will have charge of the concessions. Frank Capp, of Baker-Lockwood Manufacturing Company, has just returned from a nine months' business trip of the United States.

Sammy Ancher and Roy Belew left to join Dodson's World's Fair Shows at St. Louis. Roy Marr is here from Lincoln, Neb. John Kahl, of St. Louis, is making a visit here. Slim Johnson, of the Midwest Novelty Company, is leaving for a business trip thru the South. Jack Moon toured to Little Rock, Ark. George Shaw passed thru here on his way westward in the interest of Phil Little concessions. Sam Brancato, operator of Fairyland Park, is sick and confined to the Robinson Sanatorium. Ellis White and his wife, Lettie, will leave next week for Hurricane Deck, a summer resort on the Lake of the Ozark, where they operate a cafe. R. E. Haney went to St. Louis. Will have two rides with Dodson's Shows.

NUCOL Golden Yellow INCREASES SALES Makes POPCORN MORE APPETIZING



Produces appetizing, rich Yellow Popcorn. Increases sales, gets you business. Be the first in your locality to cash in on NUCOL GOLDEN YELLOW. Added to seasoning and for better poppers added direct to popping butter. Coat very small, as it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed postpaid on receipt of 10c cash or stamps in cover.

THE OYKEM COMPANY, 2301 North 11th Street, St. Louis, Mo.

Knapp & Dehnert Shows

COVINGTON, Ky., April 6.—With the opening engagement slated for April 15 at Front and Washington in Newport, Ky., final touches are being applied to the equipment. All outfits are repaired and newly painted. There will be 18 shows, 9 rides, 4 free acts and 2 bands on the roster. Among arrivals are Jack and Beth Arnett with two shows, and Mr. and Mrs. White and their troupe, who will have the tab show. Taylor Brothers, with their free acts and concessions, will arrive soon from Martinsburg, W. Va., where they spent the most of the winter. Clarence Phoenix has contracted his high dive. The Goodfellowship Club will be reorganized after the opening, and get-together meetings, with entertainment and refreshments, will be held once a week during the season. This is promotive of closer harmony and co-operation toward success of the entire personnel. Promoter Murphy recently arrived and after several days' conference with Col. J. F. Dehnert left to promote special affairs in connection with the show's after-opening (in Newport) engagement at Bellaire, O., including arranging for displays in the exhibits tent. F. M. Wood, who was sick last week, has recovered. The writer will be mail and *The Billboard* agent this season.

MRS. F. M. WOOD.

Electric City Shows

Opens April 27, New York State. WANTS—Kiddie Ride and Chairplane, two more Grind Shows with own outfit, concessions, no racket. Can place small Cook House, \$25.00; Bingo, \$25.00; all others \$15.00, weekly. We carry one of each kind. Address: ERNIE WANNER, 214 Reynolds St., Scotia, N. Y.

RAY'S AMUSEMENT CO. WANTS for 11th Season, Merry-Go-Round, Shows, Concessions, American Piano, Corn Cook House, NO GRIFT. C. J. SCHINKEL, Manager, 431 Division St., Montevideo, Minn.

WANTED LARGE CARNIVAL QUICK. Best spot in Tennessee, Jackson, in lighted baseball park. 100,000 to draw from. Wire quick. J. D. SULLIVAN, Greenfield, Tenn.

DE LUXE PROMOTIONS

The Successful Show — Playing Real Spots Can Place for Season

KIDDIE RIDES LOOP-O-PLANE

Legitimate Grind Stores—American Palmist—Long Range Shooting Gallery—Scales—Hoop-La, Pop Corn Wagon, Cook House, Grab, Etc. Agents for Wheels and Corn Game—Help on all Rides. FOR SALE—Concession Tents. Will buy for cash, 50KW-25KW Light Plants, Transformer Wagon. Must be in A-1 condition. JAS. BELL COMPANY, 36 Green St., Newark, N. J.

LAST CALL PAN-AMERICAN SHOWS

OPENING AT UNION CITY, TENN., FOR EIGHT DAYS, SATURDAY, APRIL 13, TO SATURDAY, APRIL 20, INCLUSIVE. WANT Shows and Rides that don't conflict and with own outfits. Will furnish new Outfit for Illinois Side Show. Have some illusions. Ed Crane wants for Circus Side Show Fresh to feature. How Face Ride wire. Also Acts, Giveaways, Trotter, Mental Act and Ticket Seller who can make Second Openings. CAN PLACE Talker for Minstrel Show. WANT Grinder for Fun House that can produce. Will furnish new outfit for clean-cut organized Girl Revue that is experienced under canvas. Will furnish new outfit for clean-cut organized Girl Revue that can furnish bond. WANT at one Man to tune Hand Organs. CONCESSIONS—Can place legitimate Concessions, Wheels, Grind Stores. No X except Cook House and Photos. Will sell X on Own Gama. WANT Agents for Ball Game. This show has three big Free Acts and two Bands. Address: J. R. STRAYER, Union City, Tenn.

WALLACE BROS. SHOWS

AUSPICES AMERICAN LEGION, ON MAIN STREET, FULTON, KY. WANT Grind Shows with own transportation, Monkey Circus, Mickey Mouse, Autodrome, Penny Arcade, GAI PLAYS, Acts and Freshs for Ride Show, Mustangs, Performer and Talker for Minstrel Show. Bill Dollar, Charleston, Wire Concession open. Fishpond, Grocery Wheel, Bumper, Hoop-La, Realis, Novelties, High Rider, Candy Floss, Ice Cream, Frozen Custard, Ball Games, Devil's Bowling Alley, or any legitimate Concession. NO SKITLO WILL BE PLACED. CAN PLACE Free. ATTENTION FAIR AND CELEBRATION RECREATED IN TEXAS—Have open dates in November. Address: E. E. FARROW, Charleston, Mo., April 8 to 13; Fulton, Ky., 14 to 20; Murry, Ky., 22 to 27.

COLEMAN BROS.' SHOW

OPENING AT MIDDLETOWN, CONN., APRIL 25. LAST CALL WANTED LAST CALL Kiddie Ride, D-Car Tilt-a-Whirl, any New or Novelty Show. A few choice Wheels open. Some good Grind Stores left. Legitimate Wheels only. All Ride Help report April 15. THOMAS J. COLEMAN, 608 Main Street, Middletown, Conn.

The Spring Special

A modern Home on Wheels
Complete living and traveling accommodations
plus Expansion

which provides twice the room on the lot that you have on the road

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Two Big Values!
De Luxe at \$550.00
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SOLVE your living and transportation problems for all time. Buy a Split-Coach and have your own home. Enjoy its convenience and luxury. And you'll be amazed at the amount of money you'll save!

Split-Coach will give you a degree of comfort you cannot obtain in any other trailer—because it is the only one that can be expanded!

Free yourself of big expenses and cut overhead to the bone. Increase your efficiency by getting the proper rest. And by purchasing your Split-Coach now you benefit by today's low price! Write us.

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SIMS' GREATER ALL CANADIAN SHOWS

6th ANNUAL TOUR

Now booking Shows, can supply canvas for same; also Concessions, such as Lead Shooting Gallery, Palmistry, Grind Stores and Wheels. Do not want grift. Show opens May 18 at Sydney, N. S. This show will play the Maritime Provinces, so if you appreciate good treatment and can stand prosperity, then get in touch with me.

FRED W. SIMS, 611 Jarvis St., Toronto, Ont.

4-FOR-A-DIME PHOTO MACHINE

Now Only \$125

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Build your own cabinet if you like—Camera \$25.00, Lens \$35.00, together with full instructions for building. Now is the time to set yourself up in the photo business—don't wait until some one else grabs the good spots.

OLSON SALES CO., 909B Walnut Street, Des Moines, Iowa

Corey Greater Shows

JOHNSTOWN, Pa., April 6.—Everything is progressing toward having things in readiness for the opening, April 20. Mr. and Mrs. Ben LaChappell, concessioners, now in Florida, will again be with the show. J. J. (Doc) Kelly's attraction is ready. Glenn Walker, concessioner, working on programs for local organizations, has a new coupe. Mr. and Mrs. Wilson LeVan, concessioners, now in Philadelphia, are awaiting the opening. Lester Tate and Joe Rea have finished reading their paraphernalia. Charles Keys building new front for his walk-thru show. W. E. (Billy) Morgan says he will be here in time for the opening with his rides and concessions. Mrs. Elsie Incho is having a fine house trailer built. Joe Devore, shooting gallery, has made this city his permanent home. T. R. Owens, making Florida fairs with his concession, will be here for the opening. Will Smith, Janesville, Wis., booked his corn game. Eugene Hooten

whipping his Minstrel Show into shape at Baltimore. Mrs. Sylvia Corey has been visiting relatives and friends in New York City. John B. Duffy, scenic artist, advises from Florida that he will have his shows and concessions repainted and redecorated. A. J. Metz, now in Florida, will be electrician; also have a concession. D. D. Sampson will again have two shows. V. E. Pearson, banner man, will also have a ride. Mr. and Mrs. Mack Fralley have booked their ride. Manager Corey will have out two units till fair time. Charles Incho will be in charge of transportation and is repairing the rolling stock. Among concessioners booked are Morey Foster and George S. Lukens. Harry Davenport will return with his Leaping Lena ride. All of which is from an executive of the show.

Houston "Pickups"

HOUSTON, April 6.—"Pee Wee" Cade and his Hot From Harlem Revue have rejoined Big State Shows. Captain Farnsworth, who handled the show last season and remained with it during the winter bookings, also came on, making the jump from Virginia. Besides Cade, who is producing comic, the roster includes Bernice Cade, Marie Baker, Ordella Jones, Leola Taylor, Willie Lee, Martha Weekes, Rubie Tonsil, Jack Jones, Willie James, Buddy Floyd, Pete Tyler, Elmo Wheeler, Maurice Taylor, Jeff Jordan, Tommy Smith, Richard Wallace, Spoonie Bowens, Cecil Harris, Sweetie Walker.

Big State Shows moved this week to another location on Washington avenue after a successful two weeks' run on the North Main lot. Roy Gray spent last week-end looking after business in the Rio Grande Valley. A. B. Frederick is enjoying good business with his innovatively presented show. Frederick, who is with Big States Shows, spots his flashy musical act where it may be seen from outside just enough to arouse the curiosity of those who miss the bally. The acts include an adagio dance team, contortion act, Major Dot Gray and his Gert Dane and Pekingese dog act, the Musical Frederick act, an alligator farm, trained wild animal act, magician, and other offerings. On the front with Frederick is John Zebysko, wrestler.

Nora Shont, who has been convalescing here for past two years, now weighs 135 pounds, which is more than 30 pounds over any weight she has ever attained.

John Converse continues his capacity with a motor company, his work permitting him to enjoy trouping with various exhibits.

Bendixen All-American

FARGO, N. D., April 6.—Owner-Manager Axel Bendixen arrived here a few days ago from Minneapolis to open winter quarters. All rides and other equipment are to be repainted and gone over and a new major ride will be added. Charles (Curly) Mason, general agent, dropped in from Western North Dakota and Eastern Montana, where he has had a very successful booking trip. The show is breaking into new territory this year. There will be added attractions and concessions this year, including a new 18 x 30-foot screened-in cookhouse, under ownership and management of Mr. and Mrs. Bruce J. Duffy, working six people, also Sam Wells and family with five or six concessions, and other concessions will be had by Mickey Stein, Virgil Burlingame and Ed Chaulsett. The show will carry two free acts, three large beacon lights, five rides, 10 shows and about 25 concessions. Hakon V. Peterson is assistant manager, Virgil Burlingame lot superintendent, Hans C. Hansen superintendent of rides and Soren Hansen mechanic and electrician. BRUCE J. DUFFY.

Crowley's United Shows

RICHMOND, Mo., April 6.—As only a few days remain before opening, the rides are being erected on the lot and much preparation has been evident around the quarters. Roy Goldstone has finished the work in the concession department and a new stock trailer has been completed. C. S. Noel has absented himself for a few days with duties ahead of the show. The writer and Mr. Crowley, accompanied by Darby Dobson, were in Kansas City inspecting the new line of paper to be used this season. WALTER DALE.

Concessionaires



"Wimpy" 18" High \$2.00 Per Doz. \$15.00 Per 100 SAMPLE 50c



"Indian Lamp"

Back ground, Glass painted representing Sunset. Finished in Bronze.

50c Each Sample \$1.00

ORDER FROM THE MANUFACTURERS

"Pop-Eye" 18" High \$2.00 Per Doz. \$15.00 Per 100 SAMPLE 50c



WE MANUFACTURE A FULL LINE OF PLASTER, INCLUDING MANY NEW ITEMS. OUR POLICY IS TO PLEASE YOU AND A TRIAL ORDER WILL CONVINCE YOU. Send for New Price List. Terms: 1/3 Deposit, Balance C. O. D. *This is "Old Aisle," formerly Floristine Art Statuary, and I want to meet and see all my Old Friends and always glad to greet the New Ones." SOUTHWEST ART NOVELTY CO., 321 SOUTHWEST BLVD., KANSAS CITY, MO.

A RIDE WITH A REPUTATION. BIG ELI Owner R. C. Lee of North Carolina, writes: "For 21 years my Wheel has been a consistent money-maker. It has never failed to return its first cost during a season." Mr. Lee's experience is duplicated by many BIG ELI Wheel owners each year. Ask about a money-making Wheel today. ELI BRIDGE COMPANY Builders, 800 Case Avenue, JACKSONVILLE, ILL.

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All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample. Send for Free Sample Cards and Price List. We pay postage except C. O. D. expense. Instant delivery. No checks accepted. Established 10 years. J. M. SIMMONS & CO., 19 W. Jackson Blvd., CHICAGO.

Shooting Galleries HIGH STRIKERS Send for Catalog F. C. Mueller, Chicago, Ill. 4646 Montana St., Alb. 4953

ATTENTION - NEW ENGLAND OPERATORS Just Opened Brand-New Wholesale Department With Largest Assortment of China, Chrome, Canes, Novelties, Etc. SOME OF OUR SPECIALS 66x80 Indian Blankets—Silk Bound—Each in Box . . \$1.35 22-Inch Hand-Painted Shade Table Lamp90 Dice and Novelty Lamps80 14-Quart Aluminum Bail Handle Kettle83 CARNIVAL AND BEANO SUPPLIES NEW ENGLAND DOLL AND NOVELTY CO., Inc. THE HOUSE OF A MILLION ITEMS 174-176 Washington St., Boston, Mass. Tel., Capitol 4976-4977.

HARRY COPPING Manager BANTLY'S SHOWS Reynoldsville, Pa. Wants Shows and Concessions. Good opening for organized Colored Show. 12 Celebrations and fairs booked. Playing spots to get real money. Want to hear from Fair Secretaries and Celebrations. Show opens April 27th. HARRY COPPING, Mgr., Reynoldsville, Pa.

ATTENTION! Outdoor Showmen and Exhibitors BE EQUIPPED 1935 looks like a "Red" year. Our financing plan with small down payment to suit your income makes it possible to motorize and cash in. CHEVROLET TRACTORS and BIG ELI TRAILERS mean low cost transportation savings. INTERESTED? Write, telephone or wire us and we will be glad to aid you in solving your transportation problems. VIRL Z. HILL TELEPHONE 2073 STREATOR, ILLINOIS

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CAN USE ACTS TO FEATURE AS SPECIAL ATTRACTIONS OPEN ALL SUMMER

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BLANKETS

PATCHWORK DESIGN QUILTS. SILK REVERSIBLE PUFFS, SILK UMBRELLAS, 16-Rib.

Indian and Carnival Patterns, a limited quantity at \$1.20 Each; also Part Wool, 3" Saten Binding, at 85c Each. Patchwork Design Quilts, Beautiful, Attractive Patterns, at \$1.20 Each. Colored Silk Umbrellas, Novelty Handles, \$1.45 Each. Guaranteed for a year. Thousands of Novelties suitable for the Street Man and Carnivals at Prices Way Below Wholesale.

OSHY BROS.
10 Spring Street, Boston, Mass.

SUNSET AMUSEMENT CO.

Opening May 2-11, at Keokuk, Ia., auspices American Legion. Location, 20th and Johnson Streets.

WANT Diggers, Bumper, String Game, American Palmistry, Scales, Striker, Custard, Floss and Novelties. **NO GRIFT.** **WANT** Shows with own outfits. **WANT** Pony Ride, Fun House and any Flat Ride. Address 22 N. 3rd St., Keokuk, Ia.

CONCESSIONERS

New designs in Hard Plaster Novelties. Highly finished in Lacquer and decorated with Silver Tinsel. Large assortment in small plaster. Oldest Firm in Kansas City. Lowest prices. Address all mail to:

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ROCK CITY SHOWS WANT

Shows that do not conflict, Ride Help. Concessions, no exclusive except Cook House and Corn Game. Open Isabel, Okla., April 15th. Can place people in all departments. Address all mail to:

JOE O. TURNER.

Mighty Sheesley Midway

STATESVILLE, N. C., April 6.—With the 1935 Inaugural scheduled for Monday Capt. John Sheesley can feel justly proud of the best-looking show of his long career, and barring any unforeseen conditions the season's route bears every indication of being one of the best this show has played in recent years, running into a late fall season of Southern fairs. The complete roster of the show will appear in next issue. With the season's route complete General Agent C. W. Cracraft is keeping busy with his railroad contracts. The advertising and billing brigade in charge of Charles Boyd has been "sheeting 'em up" in advance for the past 10 days. The steel train, in charge of Howard Ingram, is ready to roll again. Fred Thomas is an arrival with some new features for his Circus Side Show. The ever-youthful W. H. (Bill) Davis has entirely rebuilt his Vampire attraction. Duke Art has an attraction of the high type in the Art Varieties. Under the guidance of Howard Ingram, Alex Saunders has assembled a colorful and brilliant attraction in Hollywood Polles. Outstanding ones in this offering are Rooney Lewis, Yvonne Gauthier, Penelope Hicks, Sylvia Jordan, June Palmer, the Pickering sisters, Fanchon Fain and Rosita Garcia. Harry Wilson and wife arrived and left immediately for an advance promotion. Whitey Fulmer an arrival from Hot Springs. Hymie Cooper and his agents have their concessions in complete readiness. The Eddie Billetti Troupe of high-wire artists arrived and immediately set their rigging. Capt. Sol. Solomon, internationally known high diver, and his company of water workers also arrived and are ready to open. Doc Anderson has the largest company of colored entertainers this writer has ever seen assembled for one attraction, the Mississippi Maids. The Zeldman riding devices are in complete readiness. The Jack Murray interests present a spick-and-span appearance. John D. Sheesley has assembled an active corps of concession agents.

H. C. FITZGERALD.

QUICK delivery wherever you are!



Klein's Midway Attractions

ELMIRA, N. Y., April 6.—With opening date just a few weeks off Manager C. M. Klein is putting the finishing touches to the show at winter quarters. An entire new front is being made for the entrance to the midway, with all new canvas siding. This show will blossom out this spring bigger and brighter than in all its previous seasons. At the opening stand there will be 10 shows. W. H. White will join last of April to get his all-girl Revue and Illusion Show set up for opening night, May 4. Mrs. Elizabeth (Mother) Cushing and Bill Cushing will join with their newly painted cookhouse and Reptile Show. Quentine Anderson will have his popcorn concession on this show. For opening stand there will be 25 concessions with no two alike—which policy this show will carry thruout the season. Thomas Carson will be legal adjuster and have a concession for the missus. Bob Phillips will be main ticket taker. This show will have some unusual exploitation stunts in every stand. Show has booked spots in New York State, Pennsylvania and Ohio, and is planned to stay out all winter in the South.

EL DORADA KLEIN.

File your itinerary with us, and a "Uneda Bakers" representative will contact you at every location. He'll supply you with fresh, crisp "Uneda Bakers" Real Cake Cones from one of our 250 branches. So there's no need to carry large quantities of cones with you. Order them in small lots as you go along. Mail us your itinerary today—and profit by "Uneda Bakers" special quick delivery cone service.

MUSEUMS

Philadelphia Houses

PHILADELPHIA, April 6.—Business at the Eighth Street Museum has been excellent during the past week. On the bill this week are Haywood's Darktown Frollics, six people; Rajah Corey, Oriental magic; Joe Grendel, neon tube swallowing and Punch; Pearl White, iron-tongue novelty; Jackie Muek, Illusions. Mile. Du Fren is featured in the annex in the Flame Dance.

South Street Museum for this week is featuring Major Pee Wee's Colored Revue, six people; Bob Clark, man who grows; Anderson Sisters, leopard family; Aloa, Alligator Boy; Capt. Sigfried, tattooed man, and Mme. Verona, mentalist. In the annex dancing girls will hold forth. Business at top notch.

Morris Miller's, Traveling

GREENVILLE, Miss., April 6.—The show is now headed northward. The next stand in Tennessee. Business is satisfactory. Lzaro All, who pulls a small auto with his eyellids, joined here. Front-page newspaper stories brought crowds to the show. Fred Myers is still in advance. Special Agent Stevenson has been doing good work. Morris Miller made a business trip to Clarksdale. Miss. Ward's Greater Shows are busy in winter quarters here, and Robert Ward, owner and an old friend of Mr. Miller, has been a frequent visitor. Mrs. Ward (Lady Evangeline) is doing well with her palmistry. The writer is still going strong with double-bodied babes in the annex.

FRANK ZORDA.

NATIONAL BISCUIT COMPANY

"Uneda Bakers"

449 West 14th St., New York City



RIVERVIEW ATTRACTIONS UP

Highest Mark in Years Reached In Rides; Features Added in Chi

A Century of Progress offerings and devices are to supplement spot's regular layout—brilliant lighting will be assured by batteries taken from World's Fair

CHICAGO, April 6.—When Riverview Park opens its 31st summer season on May 15 it will have a larger number of new attractions than it has had in many years. Already noted for the great variety of its rides, Riverview has added five more which were features of A Century of Progress. New rides include the Flying Turns, introduced at the World's Fair in 1933; Aerial Scooter, Rocket Ships, Autodrome and Robbon Ride. Two other attractions obtained from A Century of Progress are the Fountain of Youth show and Venus on the Half Shell, both of which were features of the Streets of Paris.

President George A. Schmidt also purchased the 153 big banjo lights from Northerly Island and the battery of 39 beam lights that were on the roof of the Electrical Building at the fair. With these additions Riverview will become one of the most brilliantly lighted parks in the country.

Carpenters, electricians and painters are busy with improvements in the park, which is being entirely transformed.

Heller May Accept Post Vacant by Bistany Death

SAN FRANCISCO, April 6.—Edmund Heller, formerly of Berkeley, Calif., and now director of Washington Park Zoo, Milwaukee, will be offered the post of superintendent of Fleischhacker Zoo, succeeding the late George Bistany. It was reported today.

Park commission has been negotiating several weeks with Mr. Heller, naturalist, big game hunter and zoologist, and he is expected to come here soon to discuss the position.

Missouri Wants Locals Only

JEFFERSON CITY, Mo., April 6.—Concessions in Missouri's 21 State parks, mostly eating, lodging and cavern-guide privileges, will be let only to Missourians, generally from communities in which parks are situated, Wilbur Buford, game and fish commissioner, announced. First to get concessions is Hugh Brizley, Cassville, at Roaring River State Park, considered choicest location. Attendance there last year hit 250,000.

Pugh at Lake Breeze Pier

NEWARK, O., April 6.—George (Curly) Pugh has been named manager of Lake Breeze Pier dance pavilion, Buckeye Lake. Pre-season Sunday dancing was inaugurated on March 31, with Frank Fernau and his orchestra playing the premiere. Mr. Pugh is well known to Buckeye Lake patrons, having been associated with both pavilions. Regular season starts about the middle of May.

Eight Civic Pools for Pa.

HARRISBURG, Pa., April 6.—State Department of Health, thru George W. Moore, senior sanitary engineer, listed these applications for pool permits: Williamstown Swimming Pool Association, Dauphin County; Peach Bottom Township Beach, York County; Caledonia State Forest Park, Franklin County; Lykens, Dauphin County; Bradford City, McKean County; Bellevue Community Pool, Allegheny County; Dushore Municipal Pool, Sullivan County, and Canonsburg Municipal Pool, Washington County.

Earlier at Summit Beach

AKRON, April 6.—H. W. Perry, managing director of Summit Beach Park dance pavilion here, gave opening date as April 20, earliest in several years. Plans call for sessions six nights a week, with radio and dance bands carded every two weeks. Spot will have a 15-minute broadcast nightly. Mr. and Mrs. Perry moved this week from Canton, O., and work has been started on renovation.

Railway Resumes Whalom Operation

FITCHBURG, Mass., April 6.—General Manager Louis Cushing, Fitchburg and Leominster Street Railway Company, owner of Whalom Park, said the company will operate the park from now on and not lease it to others, as was the case last summer, when Pierre Venner held the lease. He said most of the concessions have been signed for the season.

He plans to install the largest Beano game in this section, which will be housed in the old Whalom Inn. The game will occupy the whole lower floor and will be in charge of Lunenburg Post, American Legion. Guy Palmerton, manager of the Manhattan Players, now playing in the Worcester (Mass.) Theater, is expected to sign in a short time for another summer season in Whalom Park Theater.

In about a month a force will be put to work cleaning and painting for the opening, scheduled for Decoration Day.

Denial of Sunday Dancing Petition Closes Springfield

AKRON, April 6.—Springfield Lake Park, south of here, one of the oldest in Eastern Ohio, will not operate this season, the village council was informed after it denied a petition of Nell T. Hanson, owner, to permit Sunday dancing in the pavilion. It operated part time last season.

Springfield Lake several years ago was one of the most active of smaller parks in this section, when it was owned by Springfield Lake Park Company, Akron and Canton business men.

Hit by depression, during the past three years it has been in the red and last year several rides and concessions were dismantled. Pavilion, one of the most modern in this area, operated weekends last summer.

Lima Spot Called Eastwood

LIMA, O., April 6.—Eastwood Park will be the new name for the widely known local resort, McCullough Lake Park, which has been leased to Walter J. Huffman by the Marquis Amusement Company, and with which he has been associated in a managerial capacity at intervals in 14 seasons dating from 1911.

COLUMBIANA, O.—Construction will be started on a brick bathhouse in Firestone Recreation Park here, an FERA project. Harvey S. Firestone, Akron rubber magnate, donated land for the park and part of funds for materials. A swimming pool of concrete, 60 by 100 feet, with capacity of 250,000 gallons, is under construction, with a modern filtration plant nearly completed.

M.-D. Pier Books Boy Lion Trainer

ATLANTIC CITY, April 6.—The lion act of 11-year-old Manuel King, son of W. A. (Snake) King, Brownsville, Tex., has been booked for this summer by Young's Million-Dollar Pier. The boy and his troupe of lions and dog, Trixie, will play eight weeks starting on June 1. He is to be America's representative in the "International Congress of Thrills of the World," showing with thrill acts of other nations.

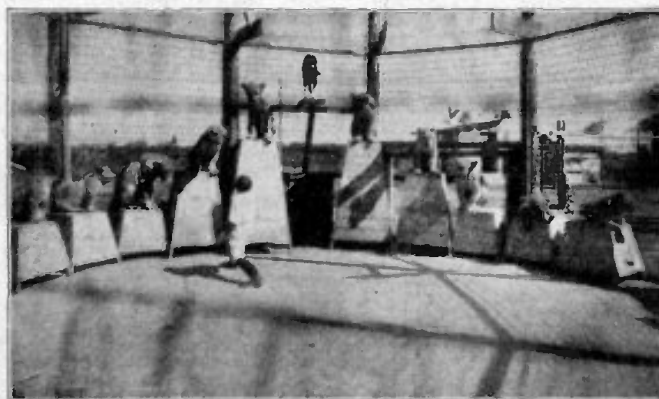
Alvin Steinberg, of the pier staff, made a trip to Brownsville and witnessed a workout of the act. The cubs with which Manuel started the act are now practically full-grown lions and much bigger than the Belgian shepherd dog, which was once the giant of the animal troupe.

Pony Concessioner in Chicago for 28 Years

CHICAGO, April 6.—Charles Adams is leaving Lincoln Park after having operated the pony concession there 28 years. He gives up the concession on April 30, having lost out to George A. Hoffman, who bid \$6,075 for a three-year period against Adams' bid of \$1,800.

Mr. Adams came to Chicago in 1907 from Carrington, N. D., where he had managed a ranch. Until 1911 he operated 25 pony carts in Lincoln Park. Then advent of automobiles killed his business and he switched to saddle ponies and has maintained a stable of 25 or more ever since. He is making plans to take his ponies to another city.

DECATUR, Ind.—Walter J. Bockman, former life guard at Green Water Bathing Beach, severely injured in an auto accident a month ago, was taken home from Adams County Memorial Hospital greatly improved.



MANUEL KING, 11-YEAR-OLD TRAINER, and his lion act, which will appear in the "International Congress of Thrills of the World," beginning on June 1 at Young's Million-Dollar Pier, Atlantic City. He is son of W. A. (Snake) King, Brownsville, Tex., and will also play a route of fairs and celebrations this year.

M.-D. Pier's Bill All Flesh

Changes under way in big program for season—Manager Hill sees promise

ATLANTIC CITY, April 6.—Young's Million-Dollar Pier has started its come-back program, which includes \$50,000 in improvements and signing of a score or more sensational acts, with an all-flesh program thruout. As crews moved in with hammers and saws, announcement came from Promotion and Publicity Manager Alvin Steinberg that the pier had signed Manuel King, 11-year-old lion trainer.

Architect's plans are complete for a game theater on the site used the last three seasons by Buck Taylor's Rodeo, second big theater on the pier, and to be built so that it can house any kind of attraction, including pictures. Hardeen, brother of the late Houdini, has been signed for the season and will bring two carloads of illusions. He will do daily at end of the pier his underwater escape from a packing box and a strait-jacket escape from a high pole.

Building formerly used for a menagerie will be torn apart and space made for an open-air basket-ball court, with games featuring leading teams thruout the summer season. Accommodations will be made for 3,000 spectators.

The Wallenda Troupe, high wire, will set up on end of the pier for the season. Contracts are to be signed with 10 other thrill acts. Weekly vaude for the Hippodrome, with eight acts, has been definitely decided upon. Capt. John L. Young will continue daily fish hauls.

"We are looking for a big season; in fact, the entire local amusement industry expects big things from the summer, basing their belief in the great pickup of last year," said Manager Al Hill.

Spring Special Event Group Set for A. C.

ATLANTIC CITY, April 6.—Biggest all-round program of special spring events and attractions in history of this resort will be presented during April and May thru efforts of the City Press Commission, special events committee and leading amusement men.

The list includes: Tonight, Atlantic City's first aquatic carnival on big scale, with eye on box office, at Ambassador pool; April 12, Spring Show of Atlantic City Schools, main auditorium Convention Hall, with 3,000 participating; April 12 and 13, Style Show, Haddon Hall; April 13, basketball championships, University of Louisiana vs. University of Pittsburgh, Auditorium; April 14-20, DuPont National Style Show, DuPont permanent exhibit, Boardwalk; April 20, Easter Ice Revue, featuring American and foreign champions, Convention Hall; April 21, Easter Boardwalk parade, with movie bally, etc.; May 10, Spring Hotel Exposition, Ambassador Hotel, with stress on exhibits to bring tourist trade East; May 15-18, Horse Show, featuring \$1,000,000 worth of horse flesh, Convention Hall; May 25, Relay Carnival, 500 schools participating; Convention Hall; May 30, unloading of Atlantic Ocean to inaugurate bathing season, Park Place, Neptune and court, pageant.

With arrangements for all of these set committees are working on a second group of events to come in the fall.

Jennings To Pilot Condon's

VERPLANCK, N. Y., April 6.—Condon's Park here will open the season under management of Patrick Jennings, formerly connected with New York parks, including Paradise, Fallside, Starlight, Glen Island and Playland. Proprietor is W. J. Condon.

Step out and Go Places



1935 AUTO-SKOOTER CAR

THE Auto-Skooter is designed with streamlined body, richly decorated, chromium-plated radiator shell, front wheel drive with transmission enclosed, free wheeling, cushioned axles, steel faced bumper, electrically lighted cowl lamps, deep cushioned upholstery, soft rubber steering wheel.

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THE G. A. BOECKLING COMPANY, Cedar Point-Sandusky, O.



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Well, as the saying goes, it won't be long now before the outdoor swimming season gets under way. Usually around this time I get around to outdoor pool men and butt in on them when they're going over plans for some new construction or when they're showing a crew of painters how to dab the side of the tank. And after tripping over cans of aluminum or hopping over puddles of goo I grab them by the collar, corner them and pop the question. "Well, howzit look for the coming summer?"

I've been doing this for a few years now. Answers most always run the same. Those who are pessimistic before the season invariably come out with flying colors, while those who are over-optimistic fall short of the mark and, tho' not always in the red, they just don't seem to do as expected.

I'm not suggesting that pool men walk around these days with long faces and crying towels. Neither am I advocating that they hold on to their dough and forget about making necessary alterations, feeling that it's going to be a bad season and any added expense would be a waste of money.

I purposely failed to make my annual pre-season pilgrimage to the open-air natatoriums, first, because I just bought a new spring outfit and I'll be hanged if I want the benny all sprinkled over with spots and, second, because I'm sure I know the answers before I start.

For example, all of them would tell me that they're cutting out all advertising this summer, that it's useless and that if it's hot they'll do the business. And those who swear the hardest about dropping the ballyhoo are sure to spend the most during the summer. It's funny but it's true.

However, to get back to what I started to preach—and if you're a constant reader of this here column you'll recall that I've refrained from doing much preaching lately—at any rate, don't be an extremist this year. That is to say, don't be too overoptimistic. It's fine to feel that the coming season will be one of the biggest since 1929. Let's all hope it is. Some aquatic experts claim it will exceed all summer swimming periods. Maybe they're right; mebbe not.

The best thing to do is to play safe. And how to play safe, you ask? Merely use more common sense in swimming pool management this year than ever before. Don't sit back and say to yourself that the tide has changed; that it's sure to be a very good season and that therefore you don't have to make any additions. Don't feel it's not necessary to paint up the tank or to buy new equipment or to do some exploitation merely because some financial writer or you yourself predict it's to be a good year.

Good or bad, you have got to continually make changes at the place. If it turns out to be a very profitable year chalk up so much additional business to whatever you did to help it be that way, and if it's a bad season (heaven forbid) consider that it could have been worse if you hadn't done the things you did.

That's what I call common-sense optimism and not the overenthusiastic kind. Face the facts. In some cases outdoor tanks are going to have a tough time this summer what with the stiff competition from new municipal pools. The only way they can counteract this is not by boasting that business is going to be so good there'll be enough for all or not by wailing that it's no use and that they're licked. But by making the necessary new installations and by publicizing their establishments to whatever extent their budgets will permit the best possible results can be obtained.

Paul Huedepohl, of the Jantzen swim pool, writes from Portland, Ore.: "Well, well, I finally found out who in heck this bold 'Nat A. Tor' is and, rest assured, I'm pleased to know it's someone I have met. I pick up Billyboy every week and turn to the Parks-Pools section and read your column. I have had

a barrel of fun and interest reading your comments on 'sanctioned AAU swimming meets' and other remarks such as made by our mutual friend Leonard Schloss. Being a member of the Pacific Northwest Association of the AAU and on the national polo committee, I know what you're driving at. My relationship, however, with the AAU in the Pacific Northwest Association has been very satisfactory. Have received the best of co-operation in the running of meets at Jantzen beach and pool every summer and they co-operate in getting the best swimmers in our district to compete.

"We are at present organizing a Jantzen Swimming Association. It is not a competitor of the NAAPPB. Our association will not take in as members the majority of pools now in existence in the U. S. A. Perhaps the word 'majority' is a little too strong, but you know as well as I that there are too many of the fill-and-draw type of pools in operation today that have no right to call themselves pools. 'Cess pools' would be a better name for them.

"Being an officer of the NAAPPB, I know that the Jantzen Swimming Association can be of mutual benefit to the national association and to all swimming pools in the country. But as you know there will be darn few associations like the YMCA and YWCA athletic clubs, etc., that will be interested in the national association. Yet they all operate swimming pools. We want to help them if we can in the promotion of clean, safe, healthy swimming conditions and swimming activities.

"Incidentally, all our members receive the certified Jantzen swimming placque, which spells out 'Clean Water' and which, while an expensive gift, is worth while as an award to clean and safe swimming pools."

DOTS AND DASHES—Agnes McCabe has quit her post as cashier at Park Central indoor pool, New York City, and is now in a similar position in the hotel's dining room. . . . Wonder if J. Ashley, who runs the Lido outdoor pool in Harlem, N. Y., this summer, is going to make a play for the Spanish trade as in the past to mix with the colored in view of the recent riots in that section.—St. George indoor pool, Brooklyn, N. Y., tried a new advertising campaign last week, taking three or four one-inch ads in different sections of the dailies on the same day. . . . Lee Myles, new band leader at Casino de Paree, works out daily in the Shelton indoor tank, New York City, and no wonder, he being a former West Coast swim flash. —Boy, how they've slashed the prize moneys at the CNE marathons for this summer—or haven't you heard? Understand Adelaide Lambert, former Olympic aquatic champ, was in last week and sorry I missed her, for I'm sure she's got plenty of interesting ideas for pool men.—And don't forget to see that salesman when he calls, for whether he's selling combs, advertising or new games for the coming season you can't afford to miss out. . . . Being too busy now may mean that you'll have a lot of time during July and August, whereas your competitor who interviewed the solicitor may have gotten an idea worth his while.

Playland Booking High Acts

NEW YORK, April 6.—Playland, Rye, is negotiating with the George Hamid booking office here for a heavy order of high acts. Thus far signed are Brava, high pole, and Billy Ritchey's Water Circus. The park opens for week-ends on April 7 and daily operation begins on May 18. One or two new rides probably will be booked. Gus Rosasco has the games again, 23 in number.

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Kiddie — Flat or Water Rides, Novelty Privilege Open

For information communicate with **EDW. F. HILL**, Superintendent of Concessions,
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Park Special

Fairs, Parks, Celebrations, Etc.

This is The Billboard's Spring Special Number, which ought to remind you of our Special List of park attractions — the best Numbers for the best parks.

GEORGE A. HAMID Inc.
General Amusements
1560 Broadway, New York

Long Island Patter
By ALFRED FRIEDMAN

FROM ALL AROUND—Lots of smaller beach spots around the Island are busily pondering over plans for increasing their incomes. When such talk pops up there is always a proposal suggesting a charge for promenading the Boardwalk.

To date the only location that has made "paid"-walks-on-Boardwalks a successful enterprise is Atlantic Beach, bon-ton watering spot. Not only is money extracted for promenading the Walk, but the walkers must abide by regulations that call for wearing of coats, neckties, etc.

Right now Long Beach, thwarted with all sorts of strains on the city purse, is studying the pay-as-you-walk plan itself. It isn't very likely that the plan will go thru this year, or the next, but in the summers that will follow it may.

Rudy Vallee, who has proved that fame isn't as fleckle as the sages would have us believe, was the life of the party at Al Benninger's annual shindig. Benninger, former boss of Queens' public parks and prime mover in bringing about the creation of RIs Park, Neponset, was overshadowed in popularity during the evening's proceedings by the curly-topped crooner.

Indignation is being stirred over the continuance of the toll charge on the bridge linking the Rockaway Peninsula with Long Beach. It's a quarter a throw to go over the bridge, and the taxpayers are sort of puzzled because it seems logical to them that the train-loads of two-bit pieces already are enough to have paid for the structure with ease. Arrangement under which the bridge was built was that tolls were to be collected until the cost of construction had been paid.

ROCKAWAY BEACH—Sid Weiss is back with a sportland. . . . John Gordon's kid park is being finished. . . . Hans Klein around. . . . Joe Moore III. . . . Chamber of Commerce has gathered sufficient funds to finance fireworks displays thru the summer. Money was collected from business people in the territory. One night each week for 10

successive weeks set aside to show pyrotechnics off the shore. This will be the third summer that the unit has sponsored fireworks at the resort. . . . "What's this about curfew?" is the puzzled attitude of concessioners with regard to a talked-of time for closings. . . . Plenty of new things will grace Playland Park this summer. . . . Park Inn Baths and Pool hopes to overcome setbacks of last year and the year before. . . . Irv Berzner will handle lots of local p.-a. work. . . . Joe Sullivan, deceased captain-elect of the Notre Dame '35 football team, was for a number of summers a pool guard around these portions.

LONG BEACH—With no funds forthcoming from the federal government to repair the Boardwalk and six beach jetties it's evident that the best will have to be made of things as they are. . . . Clint (Camden) Carter saw a note in this column telling of the gray awaiting a couple of good scale men on the Walk and he'll hold forth there this summer. . . . Seen and heard in the West End: Larry Eisner hauling a huge mirror and explaining to friends he'll need it 'cause he has plans for being a Beau Brummel this summer.

Asbury Park
By DOC BEEBE

ASBURY PARK, N. J., April 6.—The local political campaign is interesting. John C. Palmateer, retired grocer, was elected fifth member of the council board to succeed the late Mayor Sherman O. Dennis. He was unanimously elected mayor by the board to serve remainder of the term which ends next November. On the coming Tuesday a special election (recall) will be held to determine the four other members of the board who will hold office for two and a half years. There are 10 candidates for the four posts, and what a "battle of the century" this will be! There are factious galore.

Majority of candidates favor games and concessions on the Boardwalk, so the situation looks okch for the next two and a half years, anyway. Ninety per cent of the candidates are absolutely against sale of liquor on the Walk.

(See ASBURY PARK on page 91)

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TO OPERATE A BATTERY OF GRAMES OR BIGGER IN THIS SUMMER—WE SUPPLY ALL EQUIPMENT & HELP—LIVEN UP YOUR BOBO STALLS WITH BEALLEY MONEY-MARKING EQUIPMENT—NO INVESTMENT NECESSARY—Write us for details!

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New Ownership and Management.

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Rides - Games
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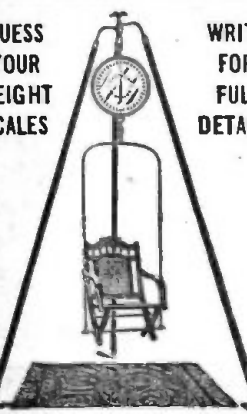
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Four abreast Large Park Carousel, 48' Platform, 18 Sections, 42 Rotatory and 14 Jumping Horses, 5 Large Chariots. All parts complete, with 10 H.P. A.C. Motor. Now dismantled. Can be seen any time. Priced for quick cash sale at \$800.00.

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Late Ave. and Kingsley St., Asbury Park, N. J.

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JOHN CHATILLON & SONS
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For Spring Delivery
Our Supreme Line of 12
KIDDIE RIDES
ALSO OUR NEW GAMES,
AMERICAN FLYERS
A Hand-Controlled Skill Game with Thrilling Aeroplanes Race Effect. Capacity, 12 Players.
ASK US ABOUT
Pinto's Skill Ball
Capacity, 16 Players.
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PARK MEN! CARNIVAL MEN!
See Our Ad Inside Back Cover
ALSO WRITE FOR COMPLETE INFORMATION ABOUT
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PENNY ARCADE MACHINES
USED ARCADE MACHINES OF ALL KINDS FOR SALE.
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ASBURY PARK, N. J.

FOR SALE OR LEASE
ATLANTIC BEACH, continuation of Newport Beach, Newport, N. J. About 400 Bathhouses, Portable 36-Horse Merry-Go-Round, Large Dance Hall, Restaurant, Road Stands, Parking Grounds. Price very attractive. Will sell Merry-Go-Round separately. **MARTIN LIPPMAN**, 163 No. Main Street, Providence, R. I.

WANTED WANTED
Rides, Stands, Shows, Free Acts, July 4th, Labor Day, Fair, September 30-October 5th. Interested in buying set of Rides in good condition. **AMERICAN LEGION PARK**, in the middle of T. V. A. Development, Tusculum, Ala. This park is operated 365 days a year and is located in town at Music School. **JAMES CIRAGO**, Chairman.

FOR SALE—TUMBLE HOG RIDE, in good condition, with six-year lease in the greatest Amusement Park in New Jersey, for \$4,500. Reasonable terms. Write **P. MISVOCOLA**, 22 Bloomfield Ave., Newark, N. J.

TROPHIES, MEDALS, RIBBON BADGES
Celluloid Buttons. Write for Booklet. **RESKREM SILVER CO.**, 1423 B'way, N. Y. C.

CARROUSEL ORGANS
Music Rolls for Artizan (North Tonawanda) Instruments. Cardboard Music for All Makes. Tuning and Repairing. Barzans in Newly Transformed Organs.
B. A. B. ORGAN CO., 340 WATER ST., NEW YORK CITY.
Thank You for Mentioning The Billboard.

NAAPPB
Manufacturers and Dealers' Section
By R. S. UZZELL

Determination on the part of many park managers to get something new is showing itself in tangible results at this time. Coney Island, N. Y., has an increased activity over two weeks ago. A lot of changes are under way along the Boardwalk and on Surf Avenue. Luna Park has not at the time of this writing gotten under way, but Charles Miller, the manager, tells us the whole park will open this year with several changes. Some of the older concessioners, he says, promise to return and some new ones will take locations.

He has a real painting job on his hands. This does not scare him, as he has done it before, superintending the painting himself. He would not think of opening without Bob Kirshman, he of shooting gallery fame. He surely would like to have Dr. Couney return and admits the park management made a costly blunder when it let him go. We cannot hold Charley Miller for shortsightedness and cupidty of managements of other days.

Chance for West Yet
Palisade Park, N. J., was to sell under the hammer on April 3. Were the Schenck Brothers to buy it in on their mortgage and manage it themselves, they are sure to put it back on the map. The sale interested many who know what the park was under Schenck management, when it reached its peak of popularity. They could hold all of the present concessioners and draw many of their old associates.

Henry Guenther is doing business at the old stand. He has had a Walkathon in the dance hall since January 1 and has some new rides under way. Henry does not hibernate nor does he bask in Florida sunshine all winter. He is awake and driving ahead.

All of our friends in the Midwest are having their ardor dampened again by duststorms and drought. It is early yet. A few good rains can make an unbelievable difference. We hope they get the rain and are yet to be surprised with a good crop and prosperous fairs in the fall. Otherwise there will be some silent fairs and poorly attended amusement parks in the dry agricultural belts.

Why Credits Tighten
Depreciation of Belgian money is not apt to make a big difference in the Brussels Fair. Our Chicago fair was the best America ever had and was all conducted with United States depreciated money.

There is some buying of amusement parks going on now. If the new purchasers carry thru they cannot fail to make money.

All of our manufacturers are far more conservative on credits than ever before. Not that they do it from choice, but rather by compulsion. Raw material supply people cannot be as liberal with us as of old nor are the banks so easily handled as they once were. They, in turn, have a bank examiner behind them who must be obeyed. He likewise cannot be as liberal as he once was. The banks are compelled to live up to certain rules to comply with guarantee of bank deposits. We are all inter-related and must work together.

All Working Together
We all understand the park man's problems. We wonder why he does not understand us better. When we cannot get quantity production we cannot get quantity production price.

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The tired and worthy manufacturers who have carried thru and are dependable are surely more worthy of your support than the free lance who is untried and presents for your consideration some article which is also untried. Let us all work together and put over our new national association this year.

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Venner To Guide Atlantic Highlands

NEW YORK, April 8.—Pierre Venner, who operated Whalom Park, Fitchburg, Mass., last season at a profit for the first time in several years, has taken over Atlantic Beach, Atlantic Highlands, N. J., for a five-year period. Mr. Venner said the resort will be repainted from top to bottom in a new color scheme of buff and Dutch blue, with flowers used profusely and several new rides installed. The standard rides already in the park will be thoroughly modernized, he said. Ballroom will be re-decorated, floor refinished and name bands engaged. A new public-address system will be put in and daily concerts given.

Policy of new management calls for free attractions. Free circus is being considered. Fireworks contemplated for Tuesday nights. Picnic tables and benches will augment those already on hand.

Atlantic Beach has seven rides, bathhouse accommodating 1,500, cafeteria, large restaurant, six drink stands, four ice cream and frozen custard stands, a golf course and band stand.

The Mandalay steamer will again make three trips daily from the Battery direct to the park and other boats are slated to transport picnics and individual trade on special days.


Manager Venner is looking forward to a season which will find the people eager for park amusements.

Taylor May Be at Asbury

NEW YORK, April 8.—It is reported here that Buck Taylor, who has operated his circus and Wild West on

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Operates by Hand or Motor. Satisfactory. Fool Proof and fully Guaranteed. Saves Labor, Time, Ice and Money. Catalog and why you should have one on request.

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Wanted. Generous Percentage or Low Rental. I can use FREE ACTS anytime during summer for any evening and Sunday nights. One night stands only. If you plan to be in Maine with any fair, clean travelling, positively no grift, get in touch with **LEO WISE**, Auto Rest Park, Carmel, Me. (13 miles from Bangor).

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15 Inch Gauge Engine, Tender, 2 Cars, 1,200 Feet of Track; Station and Tool House. Located in Southwestern Calif.

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Young's Million-Dollar Pier, Atlantic City, several seasons, will have his show in Asbury Park, N. J., May Wirth to be featured.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, April 8.—Amusement interests are anxiously awaiting outcome of conferences scheduled next week between Mayor Harry Bacharach, beach-front hotel men, Walk amusement men, civic club heads and several group conferences to set Boardwalk policies for summer. Amusement men will try to settle the dog-race question. Despite reports the dog-racing proposition for the Auditorium is not definite. Several other proposals have been dumped into the lap of the management. Frank P. Gravatt, Steel Pier, and Edward J. O'Keefe, secretary AMA, also plan to take up the question of what kind of amusements will be allowed.

Side shows, from indications, are definitely banned; old Bowery section, which formerly housed them, torn down this week, with modernistic buildings replacing. Announcement is made that all store fronts have been rented for exhibits. One of the innovations coming after an 8-year battle will be uniformed chair pushers on the Boardwalk. Gambling games have been banned but sportlands are given okeh.

One of the first signs that the season approaches is announcement of Mr. Gravatt of opening of Steel Pier Ocean End ballroom over Easter week-end, with Rudy Vallee and Yankies, to be followed by Amos 'n' Andy week after Easter and Joe Penner following. Work has started on enlarging open-air circus stadium. Lester Cole and his 12 Texas Rangers made a hit with Steel Pier audience on return date last week-end as part of *Winter Garden Frolic* revue. . . . The Kitaros, novel Jap balance act, fits like a glove in ace spot on the bill.

With the Zoos

PITTSBURGH.—Mimi, Highland Park Zoo monkey, gave birth to a baby and the event received copious publicity in local dailies on the ground that rhesus monkeys rarely breed in captivity.

HOUSTON.—Bub, clown chimp in the Zoo, altho knowing nothing of duelling, demonstrated his ability to judge when a misdemeanor was directed at him, when he seized a cane with a blade in its scabbard and destroyed it after the owner of the cane had poked it thru the bars to tickle Bub's ribs.

CHICAGO.—Tembo, 3,500-pound elephant baby in Brookfield Zoo, underwent a difficult dental operation a few days ago and is recovering from a bad case of the jitters. Tembo's tusks were broken when he was being brought over from Africa when a heavy sea banged him against the side of his inclosure. An infection set in, making an operation necessary. With the aid of a dentist's drill and disinfectant Dr. A. A. Dahlberg, of the University of Chicago, succeeded in arresting the infection.

SOUTH BEND, Ind.—Melody Gardens, ballroom in Playland Amusement Park, will open for the season on Decoration Day.

CORRAL
(Continued from page 67)

(22.1), Lloyd Saunders (35), Johnnie Vance (39.3), Frank Cordell (43.1). Steer Decorating—Halloway Grace (2.2)—holds record of 2.1), Earvie Collins (4), Leonard Ward (4.4), Joe Edwards (5). Chuck Wagon Race—Bert Troub, driving for Otto Myers. Chariot Race (juveniles)—Master Harold Smith, Betsy Ross. Wild Horse Race—Frank Schneider. The contestants' list included Eddie Woods, Pete Knight, John Slater, Ace Gardner, Doff Aber, Howard Brown, Hans Starr, Clay Carr, Fox O'Callahan, Richard Merchant, Carl Seagrade, Wayne Cutler, Dick Robbins, Sagie Cornett, Jess Hill, Bill McFarland, Jerry Littrell, Bob Walden, Turk Orenough, Canada Kid, Joe Miller, Bob Cunningham, Lloyd Cox, Neal Wagner, Speedy Sutton, Al Hayes, Lealle Well, Mert Strong, Elody Blonzell, Bert Dillard.

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WEST BROADWAY, PATERSON, NEW JERSEY

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UTAH STATE TO COME BACK

First Salt Lake Show in Three Years Is Voted by Legislature

Appropriation of \$30,000 for event is now approved by governor—Holmes will be manager again and office has been operated in Capitol—ban on complimentary tickets

SALT LAKE CITY, April 6.—Utah is to have a State Fair this year. The Legislature has appropriated \$30,000 for holding the event on the State Fairgrounds here on September 28-October 5. Dates were set at a meeting on March 29 by the Chamber of Commerce and fair executives. William C. Winder is again president of the State Fair board, with A. A. Mackenzie, first, and Charles A. Smith, second vice-president; George A. McAllister, treasurer; Sarah Gibbs, secretary, and Ernest S. Holmes, manager. These and W. J. Cowan make up the executive board. Plans are proceeding for one of the largest fairs ever held here and literature will soon be printed. The State Fair office was opened this week in the Capitol, Mr. Holmes and Miss Gibbs taking active charge.

This will be the first fair in three years. It looked rather hopeless at first, as the Legislature was slow in action and considerable pressure was brought for and against. Credit is due Mr. Holmes and his associates, who worked early and late, and to Governor Henry H. Blood, also in the last two years the governor has been against a fair as calling for an expenditure that the State could not afford.

A meeting of county fair executives is planned later this month, when dates will be arranged so that entertainment features can play a circuit.

Mr. Winder, in charge of the meeting, declared every effort will be made to keep down expenses, inasmuch as the Legislature in some past years has appropriated \$50,000, which was cut to \$30,000 this year.

Supervisors of departments will be instructed to eliminate many premiums that have been paid in past years. Although no definite decision has been made, 25 cents admission for adults and 10 cents for children is contemplated, another reduction, with no complimentary tickets.

Hoot Gibson Will Headline Puyallup Grand-Stand Show

PUYALLUP, Wash., April 6.—For Western Washington Fair, here on September 16-22, President W. A. Linklater and the directors have set an unusually elaborate program for grand-stand performances.

It will include horse racing, riding exhibitions by a unit of National Guard cavalry, animal acts from Selig Zoo, motorcycle and midjet car racing, sheep dog exhibition, rodeo exhibition, featuring Hoot Gibson, and five big hippodrome features.

The Fairway, the fair's own controlled midway, will have several new features, two of which will be a wild animal exhibit and a new Giant Coaster. Placement of hippodrome features and securing of Hoot Gibson was in the hands of Fred H. Kressman, general Western representative, Barnes-Carruthers Fair Booking Association.

Lining Up Illinois String

DUQUOIN, Ill., April 6.—W. R. Hayes, superintendent of speed of Illinois State Fair, Springfield, recently elected president of the Great Western Circuit and manager of Duquoin State Fair here, and several others, including Sherman Richie, Jack Stumpe, J. H. Metten and H. E. Strong, have taken over operation of a number of former Illinois county fairs, including Danville and Peoria, and expect to have a circuit of six or more fairs to start about July 1. A company is being formed, it is said.

ASHLAND, O.—L. E. Pete, Ashland, has been appointed for the fourth consecutive year to organize and direct the Ohio school band at Ohio State Fair, Columbus. Mr. Pete having said the job had become too big for one man. Earl H. Hanefeld, director of agriculture, announced Mr. Pete will be assisted by A. Hoy Godfrey, music supervisor in Kent schools.

Rutland, Rhinebeck Auto Races to Beam

NEW YORK, April 6.—Entry of B. Ward Beam into auto racing in the East, which marks his comeback in this field, having operated in the West some years ago, brought him the fairs in Rutland, Vt., and Rhinebeck, N. Y., he announced this week.

Mr. Beam also stated that he has 41 contracts for the International Congress of Dare Devils he manages.

The two auto-racing contracts are for one day each. Not disclosed what star speedsters he has lined up, but it is understood he's angling for a heavy name, with a couple of name features already under his wing.

Flemington Stresses Soil

FLEMINGTON, N. J., April 6.—Flemington Fair, August 27-September 2, is going in for top agricultural displays in the State. The various granges in the county are participating. On Wednesday, Governor's Day, Governor Harold G. Hoffman will present a trophy to the winner in the three-year-old trotting race. Thursday and Friday will be Horse Show days, over 100 entries having participated in this event in the last two years. On Saturday and Labor Day there will be auto races under the direction of Ralph A. Hankinson. George Hamid is furnishing the acts and a revue for the nights. Boys and girls from nine counties in the State are expected to enter the 4-H Club section.

Lind Piloting New Circuit

KENTON, O., April 6.—Ed Lind was named secretary of Ohio-Indiana Fair Circuit, organized to cover events to be held in Kenton, Findlay and Lima, O., and Fort Wayne, Ind. Improvements are to be made, it is said, on tracks and buildings to be used. All will be day and night fairs. Secretary Lind is a veteran showman, having had a career since the '90s in trick bike riding, opera, magic and movies.

Virginia Grounds Are Transformed By Fed Funds and Board Materials

RICHMOND, April 6.—More than \$10,000 is being spent in improvements to grounds and buildings of Virginia State Fair here, and work is progressing rapidly, with 96 painters, plumbers, carpenters and laborers on the job daily. Several buildings have been demolished and new ones have taken their places. Others that are being retained are being reconditioned. All exhibit buildings and cattle barns are being re-roofed and repainted. New restrooms and comfort stations are being installed. The federal government, thru the ERA, has given hearty approval to the work and substantial financial support in reconditioning the property, which is owned by the city of Richmond. All



CLARENCE T. RIDDICK, Richmond, assistant general manager of Virginia State Fair, the plant of which is undergoing extensive improvements. He has been active in fairdom 26 years, having started in charge of programs in Richmond in 1909. His service has included being in charge of gates, superintendent of poultry, assistant general manager and member of the board of directors.

Topeka, Hutchinson Book 'Soaring High'

CHICAGO, April 6.—Barnes-Carruthers' new musical production, *Soaring High*, which is the successor to *The World on Parade of 1933* and *The Show of a Century of 1934*, will be the night attractions before the grand stand at Kansas State Fair, Hutchinson, and Kansas Free Fair, Topeka.

The new show, like its predecessors, will set a pace for the outdoor show world with a mammoth stage setting and a cast of more than 125. In addition to the main setting, which forms a painting 200 feet in width, each of the five major numbers will be presented before special scenery within the proscenium.

Hoosier Board Now Believes Public Doesn't Want Mutuels

INDIANAPOLIS, April 6.—Indiana State Board of Agriculture, reversing attitude on pari-mutuels, has gone on record against legalizing this form of betting. During this year's session of the Legislature the board favored pari-mutuel betting on horses only and even sponsored legislation providing for horse race betting.

The new action was taken because the people of the State do not want legalized horse race betting, it was declared.

The board has decided to place 125,000 tickets to the State Fair on sale in July at half price, 25 cents. This was done last year.

funds supplied are for labor, and all materials must be furnished thru the State Fair board.

Paint is being spread on the main entrance, executive offices and grand stand and there will be 1,000 feet of additional new fencing. A considerable new area has been reserved for rearrangement of the midway for the fair on September 30-October 5.

"From the present outlook and improvement manifested in conditions we look for the best fair we have ever staged in Virginia," said Assistant General Manager Clarence T. Riddick. "At this early date interest already shown indicates mammoth exhibits in all departments."

Exhibit Funds May Be Tilted

Senate's committee raises ante on House bill providing for displays at fairs

WASHINGTON, April 6.—Appropriations of \$97,030 are provided for agricultural exhibits at fairs, under a bill approved by the Senate committee on appropriations for the department of agriculture for the fiscal year ending June 30, 1936. This bill, which originated in and had passed the House, provided for \$85,000. The amount recommended by the Senate committee increases this by \$12,030, thus restoring earlier budget recommendations.

In a report by the House appropriations committee this statement was made: "The budget submitted an increase of \$25,000 for agricultural exhibits at State, interstate and international fairs held within the United States. The committee has reduced the proposed budget by \$12,030, which leaves the appropriation for this work at \$85,000."

The Senate bill, which awaits action by the Senate, stipulates that appropriations made are for necessary supplies and equipment, telephone and telegraph service, freight and express charges, travel and for every other expense necessary, including employment of assistants in or outside of Washington.

Veto of Mutuels in Conn. Cancels Meet in Windsor

SPRINGFIELD, Mass., April 6.—As far as early summer racing is concerned, Bay State harness horse circuit will sponsor only one meeting. Entry list at Goshen for June 18-20 filled satisfactorily. Harry H. Smith, secretary, reported 185 entries in the 10 events.

Veto of the pari-mutuel bill in Connecticut by Governor Cross caused Allan J. Wilson, manager of the Windsor meeting, to cancel his program. Thomas Ashworth, prime mover of the Sturbridge meeting, has relinquished his three weeks' dates due to uncertainty of the license situation with Massachusetts State Racing Commission.

Wilson and Ashworth probably will give a series of fall "overcoat" meetings provided the betting situation is cleared up by that time. Harness horse racing is still on the upgrade in New England. Early closing colt stakes brought record entries in Mohawk Circuit and indications are bright for full lists at fairs.

Enters Outdoor Field

SAN FRANCISCO, April 6.—Thomas Lee Artist Bureau, KPCC, affiliated with the Don Lee Broadcasting System, has entered the outdoor amusement booking field. Charles Elsworth, former head of Elsworth Theatrical Enterprises, is manager of the newly created outdoor department. Ellis Levy, general manager of the Lee bureau, and Elsworth left this week for a business tour of the Pacific Northwest. Contracts already have been signed for the four-day Fresno July 4 celebration and California State Fair, Sacramento.

FLEMINGTON, N. J.—At the 28th annual meeting of Flemington Fair on March 26 Major Edward B. Allen and Dr. C. S. Harris were named president and secretary, respectively, for the 28th consecutive time. Florence Wells was elected assistant secretary and Herbert Rodenbaugh treasurer, succeeding James E. Farmer, who resigned because of his health. Following were elected directors: Major Allen, Dr. Harris, William J. Case, Paul H. Kuhl, Herbert Van Pelt, Hon. David H. Agans and George Robinson.

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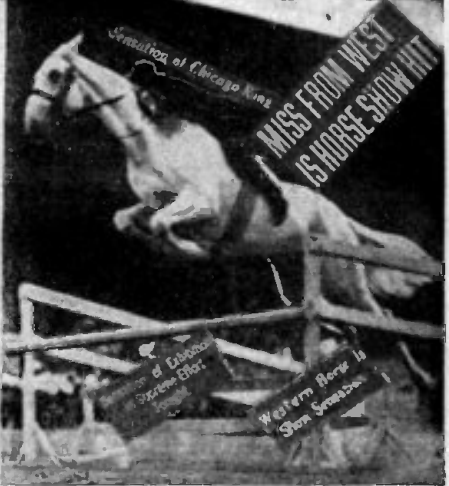
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MAMMOTH SPIRAL TOWER

Fair Breaks and Fair Shakes



By Claude R. Ellis

IOWA fairdom is the latest segment of what is generally unselfish endeavor to feel the threat of politics. What "practical" politics will do and has done to fairs, especially State shows, is an old, old story. At least it is to experienced fair workers, if not to politicians. Probably the latter wouldn't care anyhow.

Doubtless there are some fairs in such condition that an injection of political maneuvering wouldn't hurt or help them, nor would anything else. But when an institution like Iowa State Fair has been built to the forefront among similar shows on the continent under a non-partisan form of administration, it does seem the height of folly, if not of deliberate sabotage, to make it a plaything of those who happen to be in political power for the nonce.

Indeed, politics has hurt fairs in the main because of the constant changing of managers and other officials necessitated by the veering political winds that so often characterize most communities. Aside from this managerial overturn fairs have suffered, too, because of the inexperience, job grabbing and wholesale free pass dispensing that has attended political control of them. What fairs need most of all are willing workers who like the game, sensible budgeting and most of all—showmanship.

raw work on the midway anything to do with this? You know it has.

POSITION of North Carolina fair men against some carnival-promoted fairs was reported in *The Billboard* following their annual meeting. Here's the postscript, as reflected by C. S. Farnell, Mebane, secretary-treasurer of the North Carolina Association of Agricultural Fairs: "I want to congratulate you on the stand you have taken regarding a cleanup of fairs midways. For 10 years I have been using my influence to bring about a clean-up campaign in the carnival line, and at our last annual meeting I insisted that carnival owners inject into their shows something new and different and also do away with unfair games and go back to the old merchandise concessions.

"I am for carnivals and always have been, and have fought for them instead of against them. I have many friends (See *FAIR BREAKS* on page 88)

NO CONCESSION games, either of chance or skill, at Tennessee State Fair this year, is the word from Nashville. Has previous

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Everything installed to properly light one-half mile or mile track for Automobile Race, Trotting Race, Horse Race, Motorcycle Race, Midget Auto Car Race, Rodos, Baseball or any big event you want to hold at night.

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We have Portable Bleachers with foot rests, to seat 20,000 and also Portable Grand Stands for Folding Chairs to seat another 20,000, total 40,000.

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Read the following, taken from the Nov. 3, 1934, issue of The Billboard

King a Hit at Dallas Fair

DALLAS, Oct. 27.—What is unquestionably the most sensational act of its kind for a youngster, not only in America, but in the world, is that of Manuel King, a feature attraction at this year's State Fair of Texas. The writer (representative of *The Billboard*) has seen many great wild animal acts where grownups took their lives in their hands, but here is a youth of 10 who fearlessly steps into a cage of 10 ferocious African lions, beats them into submission and puts them thru a fast 15-minute routine of tricks. No audience can help but awe at the daring of this boy Manuel King. The act registered heavily at the State Fair.

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BREAKING BOX OFFICE RECORDS

WITH THE Trotters



By EDWIN T. KELLER

Good and bad news comes out of trotting circles, one to offset the other. News from Secretary Milton Danziger of the Bay State Circuit tells of that circuit about passing out of the picture for the 1935 season with calling off of Windsor, Conn., and Sturbridge, Mass., meetings, two of the three meetings that were to make up the 1935 chain. The remaining member, Goshen, N. Y., which was to have opened that circuit the third week in June, will go ahead with its meeting as originally planned.

Calling off of the Windsor and Sturbridge meetings is a big blow to New England early racing. Both points have been the backbone of early racing in that section a good many years, always gave the outstanding meetings, well patronized by horsemen and public.

Cancellation was due to the betting situation in both States. A betting bill had been looked for in the Nutmeg State, which, however, was vetoed by the governor, and, while the Bay State has a new betting bill, affairs are so up in the air that no one seems to know just where they are, and Sturbridge entries, which closed March 17, received poorest support they ever have had.

New Erie Circuit

Good news tells of the forming of a new early-season racing circuit, which will in good measure take the place of the Bay State, the Lake Erie Circuit, which will embrace towns in New York, Pennsylvania and Ohio. The Lake Erie will fill the gap that has been left with closing of the Bay State, as the series in the new chain will be inaugurated the final week in May and will end the first week in August, a schedule that is one of the best offered in a good many years.

Hamburg, N. Y., home of Erie County Fair, will open the Lake Erie Circuit and will sponsor one of the outstanding meetings of 1935, as racing will be con-



H. B. KELLEY, secretary of Hillsdale (Mich.) County Fair and widely known in fair circles in adjacent States, who has been made a member of the executive committee of Michigan State Fair board by James F. Thompson, commissioner of agriculture. Mr. Kelley served on the board last year when operation of the fair under State supervision was resumed.

ducted for five weeks, to run to the end of June. Racing is to be given on three days each week, so horsemen are offered 15 straight days in one spot, something that should meet with their hearty favor and support. Featuring opening meeting, Hamburg will give 14 stake events, entries to which close on April 17. All stakes are to be for \$400, with classes for trotters and pacers being set as follows: Twenty-eight, 25, 23, 20, 17, 12 and 3-year-old, which enter to all classes of horses. Supporting this, Hamburg will give no less than 31 overnight class events, so the meeting promises much.

Dunkirk, N. Y., follows Hamburg, where Chautauque County Saddle and Sulky Club will have charge of an outstanding three-day meeting, which is featuring five stakes and a liberal range of class events. The well-known horsemen, George E. Blood, president, and A. D. (Art) Toomey, secretary, both of Fredonia, will have charge, first early meeting of importance that section has had in many years.

Early in Lexington

Following Dunkirk will be Butler, Pa., where eight stake races are to be headlined and where Homer D. Biery, well-known sportsman, is at the helm. Canfield, O., steps in after Butler with a four-day meeting at that well-known spot just outside of Youngstown. The Canfield meeting will be conducted at night and, with a splendid program, pari-mutuel betting and night racing, it should rank as one of the best of the early ones. Closing the new circuit will be Painesville, O., which will wind up activities on August 9, when the stables will then split to the four winds and make for the fair circuits.

Leading horsemen in those sections are back of the various meeting, and with support of the horsemen the circuit is going to be something of a lifeline for early-season racing.

Another important announcement of the week is that Lexington, Ky., has definitely decided to give an early meeting and will inaugurate the Grand Circuit season with a five-day meeting on June 15-20; \$10,000 in stake and purse races will be hung up, with one \$1,000 stake each day and two 3500 class races, all of which makes a tempting program, especially when the Grand Circuit wasn't scheduled to open until first week in July.

Grand-Stand Shows

OLIVE MILES and Company, comedy "cow" act, at Kansas City Food Show, Convention Hall, March 18-23, was feature attraction and has been booked for St. Louis Police Circus, Coliseum, April 26-May 5. Following that the act will play fairs, parks and celebrations.

MANUEL KING, 11-year-old lion trainer, of Brownsville, Tex., who will play a route of fairs in 1935, opens an eight-week engagement on June 1 at Young's Million-Dollar Pier, Atlantic

City, details of which are in the Parks-Resorts-Pools section in this issue.

RE-ENGAGED for the second Strawberry Carnival in Humboldt, Tenn., May 14-15, Prof. Charles Swartz estimates it will be his 17th balloon ascension in his home city.

MARSHALL and Imlay City (Mich.) Fairs have been booked by Jack Dickstein, Detroit manager of Gus Sun Exchange, for unit shows of which he is producing two for fairs.

CIRCLEVILLE, O.—Pumpkin Show Society voted to George D. McDowell, superintendent of schools, permission to conduct a junior fair next fall. Lawrence J. Johnson, who has been in charge of fancy work display six years, resigned. Mayor W. B. Cady has not named a successor.

FAIR BREAKS

(Continued from page 37)

In the carnival business, but I do not like the idea of them infringing upon fairs, as has been done in the last few years. I mean that when some of them have a still date open they will come into a town and book a still date under the guise of a fair, offering no premiums nor exhibits pertaining to legitimate fairs and thereby tearing down the work of legitimate fairs which it has taken years to establish.

"Of course, I will be glad to do anything in my power to help them when they play under their true colors, carnival dates, but when they come in under guise of fairs where there are no fairs, then that is different and I shall use my influence against them. But I am in no wise opposed to carnivals at fairs, as some have in mind. On the other hand, I am in favor of them, provided they give the public a fair break and eliminate off-color concessions."

DURING the last two years there was a decided upturn in fair attendances and receipts, much greater than any relative change in economic conditions. More money apparently was in circulation among the class to which fairs have appeal. With a gigantic works program in the offing entailing unprecedented expenditures, there is much that can be rationally expected in the near future.

IF GRAND-STAND shows made the night fairs, proving that folks will come if there is proper incentive, the same rule can be applied by providing unusual daytime interest-compelling events.

FILLUPS: A C. P. gone and a C. P. coming. Century of Progress in Chi and California Pacific in San Diego. . . . Topnotchers like Vallee are corralled by Toronto's CNE, which policy explains much of the success of the continent's biggest one. . . . It's gratifying to note Michigan has kept that good man, Kelley, from Hillsdale, on the State Fair exec committee. . . . George Whitehead, ex of Ripley's B. I. O. N. show, shoots from San Diego: "It really is going to be a high-grade fair."

They say the new assistant secretary of Michigan State Fair, William Watt, has plenty of energy along with his wattage. . . . Mayda McClelland, fem sec of Western Indiana Circuit, functioned at the meet in La Fayette last Wednesday. . . . Labette County Fair, Oswego, is only free fair with races in Southeastern Kansas. . . . Clyde U. Lowe, sec of Kokosiusko County Fair, Warsaw, Ind., will call a stir-'em-up meeting soon. . . . If ever a fair justified a "let-well-enough-alone" policy, it would seem to be Iowa State. . . . Looks like Uncle Sam's to extend his liberality to dept. of fed exhibits at fairs, which won't be hard to take. . . . Best wishes to Billings, Mont., and Laurel, Miss., where come-backs are on this year. . . . Pessimists have a fat chance to discourage those Fort Worth Fat Stock Show fellers! . . . Big Four Fair, Postville, Ia., may add a dance hall this season. . . . Blame yourself and not them if acts and midway attractions walk out on so-called verbal contracts.

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Bridge Expo Battle Rages

San Francisco is heated up over fight on site—questions will be put to voters

SAN FRANCISCO, April 6.—The 1938 Bay Bridge Exposition controversy remains a political storm center after two more attempts to force site action before the May 2 special election have failed.

The six anti-shoal site supervisors refused to rescind their action postponing Supervisor Jesse G. Colman's motion that the Legislature be requested to permit use of Yerba Buena Shoals for exposition purposes.

Board of supervisors, 7 to 4, refused to rescind its action in submitting three questions of policy to voters on the May ballot. Questions to be submitted are:

- (1) Shall an exposition to celebrate completion of the Bay Bridges in 1938 be held on the mainland of San Francisco within range of a five-cent fare?
- (2) Shall an exposition to celebrate completion of the Bay Bridge in 1938 be held on Yerba Buena Shoals?
- (3) Will you favor a bond issue, if necessary, to finance an exposition on the mainland?

The Legislature, now in session, adjourns May 15, and Supervisor Arthur M. Brown Jr., in trying to get an immediate vote on legislative permission to use the shoals, declared:

"If the people vote they want the shoal site we would have to secure that permission. Unless we ask it now, it would be too late in May. The board would not be bound to the shoal site by a simple request to the Legislature to allow its use if we saw fit."

Newspapers are playing up the issue in front-page stories. Service clubs, civic organizations and prominent citizens are taking sides on the shoal site issue. Question is also being debated on the radio. But the San Francisco Bay Exposition Corporation formed to finance the fair remains firm. Shoal site or nothing is its ultimatum.

Fair, was approved by county supervisors. Council is expected to "complete the bargain."

PRAGUE, Czechoslovakia—More than 65,000 visited Prague International Fair on opening day. At the fair last September opening day drew only 40,000. Number of foreign exhibitors doubled that of last year.

BEDFORD, Va.—Secretary-Treasurer J. Callaway Brown at annual meeting of Bedford County Fair Association submitted a plan proposing that exhibits be made by groups or organizations rather than by individuals, pointing out that this would reduce outlay of premiums.

Fair Elections

KINSMAN, O.—Directors of Kinsman Fair Association elected J. B. Johnson president; W. L. Sawdy, vice-president; Lloyd C. Jewell, secretary; Lyle Jewell, treasurer; A. H. Quele, C. A. Hobart, George G. Johnson, J. Lee Webb, A. M. Learnerd, E. R. Brackin, Mark Parrish, Harry Sharp, A. T. Root, M. E. Smith, W. D. Loesee, directors.

NORWICH, N. Y.—Chenango County Agricultural Society re-elected Frank E. Skinner president. Robert Howard was named vice-president and R. D. Case secretary and treasurer.

HAZLEHURST, Miss.—Committee for 1935 Copiah County Fair is: G. L. Hales, general chairman; J. U. Long, secretary; R. S. Hill, program; W. A. Long, publicity; D. C. Ashley, arrangements; J. L. Watson, premiums; J. D. Wise, advertising; Miss Mamie Bright, women's department.

BEDFORD, Va.—Bedford County Fair Association re-elected W. O. McCabe president; J. K. Phelps, vice-president; J. Callaway Brown, secretary-treasurer; A. J. Cauthorn, W. P. Hurt, F. O. Thomas, W. L. Lyle, James McIntyre, executive committee.

ELKTON, Ky.—R. E. Dillary has been named chairman of a committee on arrangements for Todd County Fair, expected to be held early in June.

CHI CIRCUS

(Continued from page 66)

Daily News, had a swell story on Marie Rasputin in last Saturday's News. Morgan made a trip to Peru to interview the Russian animal trainer.

Many local circus people and fans are planning to attend the rodeo at Peru quarters April 14.

Gloria and Bonnie Hunt, who are producing the dance and ballet numbers for Hagenbeck-Wallace, started rehearsals here this week. They are using a large hall and have 56 girls at work on the various numbers.

Zack Terrell, of Cole Bros., was in town on business early this week. Floyd King, of same show, is in and out of town almost daily.

Dr. Tom Tormey and wife, circus fans from Madison, Wis., were here Monday and the doc foregathered with the boys at their usual rendezvous.

Staff of Hagenbeck Show

PERU, Ind., April 6.—Official roster of staff of Hagenbeck-Wallace and 4-Paw-Sells Shows was made known yesterday.

It includes Frank Cook, manager; Ira Watts, assistant; Arthur Hopper, general agent; W. J. Lester, W. S. Sugden, contracting agents; William Walsh and Dusty Rhodes, 24-hour men; John Brice, legal adjuster and officer; William Cronin, superintendent front door; Robert DeLochte, assistant treasurer; Johnny Sewall, auditor; press department, Beverly Kelley, W. C. Fields, Allen Lester and Tex Sherman; car manager, Verne Williams; Duke Drukenbrod, side-show manager; Eddie Woekener, musical director; Alfredo Codona, equestrian director; Roy De Lano, assistant and big top announcer; Charles Brady, superintendent props; Jack Biggars, transportation; Joseph Wren and Bennie Sturgis, assistants; Emory Stiles, menagerie; Cheerful Gardner, elephants; George Davis, steward; Charles Young, big top canvas; Spider Green, Walter McGinnis, assistants; Anthony (Scotty) Dunn, side-show canvas; Vio Davis, head porter; A. B. Bennett, lunch cars; Dan Fast, lights; Henry Brown, baggage stock; H. Welsh,

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CHICAGO

Whitey McGuire, assistants; Johnny West, ring stock; Waxey Olsen, harness department.

Forty-car train will be loading evening of April 14 for Chicago Stadium engagement. Decorative art is by Ernest Sylvester and force.

A performance will be staged, matinee only, at quarters here April 14, all units to be worked outdoors.

A Mr. Rice Nabbed for Alleged Misrepresentation

CINCINNATI, April 6.—A Mr. Rice, claiming to represent the Selis-Sterling Circus, was recently arrested and placed in jail, according to a story in *The Press and Standard* of Walterboro, S. C., March 29. "A few weeks ago," the story reads in part, "an allegedly advance representative of Selis-Sterling Circus blew into town and began to advertise the fact that his circus would show in Walterboro early next week. He came to the newspaper office and left instructions to run advertising for his circus, getting this newspaper to print contract blanks. He then proceeded to arrange with the town for a license . . . and left a contract, with Colleton County Fair Association officials to use the fairgrounds. In a few days the representatives of another circus came to town and informed the people that Selis-Sterling would open in Missouri April 4 and that no such circus was located in this vicinity. A tracer was sent out for this Mr. Rice and soon he was arrested and placed in the Florence jail on request from Bennettsville, where he was taken. Mayor John D. Glover and others he had fleeced in Walterboro, among these being *The Press and Standard*, have gotten in touch with authorities and will have him returned here for trial as soon as the Marlboro County authorities get thru with him. Mayor Glover has a charge of forgery against him, his name having been forged to one of these dummy contracts and citizens fleeced because of this alleged signature."

Opposed to Playground Lot

LOWELL, Mass., April 6.—If the license and park commissions of this city attempt to grant any circus a license this summer to show on the O'Donnell



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CATHOLIC COMMUNITY INDOOR CIRCUS, April 23, 24, 25. Prefer Dogs, Monkeys, Ponies, Backing Mules. Write or wire HARRY MERRILL, care 000 Auditorium, 805 E. Main Street, New Albany, Ind.

WANTED FOR IMMEDIATE BOOKING. Carnival, Independent Concessions and Free Acts. FOR AUGUST 26 TO 30. THE ANNA FAIR. H. A. SCHULZE, Concessions. J. F. NORRIS, Secretary, Anna, Ill.

CONCESSIONS WANTED

For Rodeo and Golden Jubilee Celebration, St. Libre Indian Mission, Ashland, Mont., May 24, 25 and 26. Clean Concessions Only. For information and terms write to MR. HARRY PIERSON, Ashland, Mont.

CARNIVAL WANTED BECKER COUNTY FAIR

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playground, City Councillor George W. O'Hare threatens to file a bill in equity in Superior Court to restrain them. O'Hare declares circuses damage the playground surface each year and prevent the proper development of the playground, and that he will exert every effort to see that no more circuses show there.

Short Biographies Of People Engaged in Fair Business

Under this heading from time to time will appear a short biographical sketch of some person active in the fair field.

E. P. FORD

Born in Smith County, Miss., March 8, 1890, Home in Laurel, Miss., where he has been active in fair work and movie business 15 years. Now secretary of South Mississippi Fair, Laurel, a post he has held 9 years. Member of Masonic bodies and Kiwanis Club. Hobby, fairs. Parents, Mr. and Mrs. J. B. Ford, reside in Laurel. His wife, Ruth, is not active in fair work. Children, Robert, 18, and Ruth, 14 years old.



Fair Grounds

DOVER, O.—Improvement of Tuscarawas County Fair grounds under PERA, which entails reclaiming of the track and grading the area inside, is expected to start within two weeks, said J. D. Craig, secretary. An extensive drainage system will be installed, and the graded areas will offer fine facilities for baseball and football.

BILLINGS, Mont.—Allocation of funds for departments of Midland Empire Fair here week of August 12 is being taken up by the board. Manager Harry L. Pitton said premiums will total about \$20,000.

LA CROSSE, Wis.—Appropriation of a \$2,500 reserve fund, provided a similar amount is set aside by city council to guarantee continuance of Interstate



By CLAUDE R. ELLIS
(Cincinnati Office)

REALTOR, roller skater, is at the Casino Municipal in Nice, France.

HARLAM BROTHERS, skating team, appeared for several days at State Line Camp, night club, north of South Bend, Ind.

THE KAYS, roller-skating team, who have been in vaudeville, appeared in a special bill in the Arabian Room of the Hotel Tuller, giving something new in cabaret entertainment to that Detroit nighterite and headlining the show.

FRITZ STOPPELBEIN, widely known former roller racer, was a caller at the rink desk last week. Fritz may locate in Cincy, not in the skating game, altho he apparently keeps fit and says he can still come out with plenty of speed if a proper incentive is offered.

ERWIN BEYER, Fort Wayne, Ind., is new skating champion of Northeastern Indiana, having won the final race in Bell's Rink, east of Fort Wayne. He placed first the most times in a series of 10 races in Bell's Rink during the past few months. Runners-up were Jess Biesleda, Bill Hines and Bud Jehl.

DIAMOND RINK, Pittsburgh, had better biz of late because of a number of new features, among them being parties arranged by the management at reduced rates. In the downtown district, the rink caters to luncheon sessions, inviting office workers to drop in for midday exercise. A current police drive to keep roller-skating youngsters off streets is also helpful.

RINKS in Chewelah, Wash., are experiencing most unusual competition. A Methodist Church purchased a supply of roller skates and set up its own rink. The elders declare that they find the rollers give youngsters health and amusement. The "rink" is the church meeting hall, 50 by 75 feet, and the church board charges skaters only enough to pay for lights and wear and tear.

LLOYD LOWTHER, Akron, who won a championship title at Sea Beach Palace, Coney Island, N. Y., in 1907, was subject of a full-page feature in the tabloid section of *The Akron Times-Press*, issue of March 3, written by Burt Hommel. Accompanying the feature were three photos, one of Lowther today, a half-page reproduction of an old handbill, announcing Lowther's "Slide for Life" on roller skates while he was on tour of the States and another showing him when a boy on stilts with roller skates. The article relates that in Trinidad, Colo., he fell and fractured a wrist. Other stunts included jumping over five chairs on 20-inch stilts

mounted on roller skates. He started his skating career in 1881 and has yet to conclude it, as he still skates for pleasure occasionally.

MADISON GARDENS, Detroit's only skating rink, which was reopened in the former Hollywood Ballroom by the Godfrey brothers, has Orville Godfrey as manager and Edward Godfrey as business agent, Bert Randahl, secretary of the National Skating Association, having withdrawn as a partner. The elder Godfrey, Orville, has been a rink promoter 17 years, but this is the first independent venture for Edward. Business has been fair, altho front of the rink is yet unfinished, due to a street-widening project. Ultra-modernistic design will be used, with stainless steel and terrazzo flooring for the lobby. Average nightly crowds have been about 400. Shirlin's Madisonians are furnishing music. Staff includes Leonard and William Godfrey, skateroom; Gilbert Axell, Victor Nordstrom, floor men; Esther Godfrey, cashier; Milton Schwel, doorman; Marion Edwards, checkroom; Howard Denio, Cecil Horsefield, skate boys.

"I WONDER how many rink men took notice of the old-time gesture made recently by Freddie Martin in Chicago when he piloted a party of White City Rink skaters over to Riverview Rink," remarks E. M. Moor, manager of YWCA Rink, Coatesville, Pa. "Take it from me, that's the spirit, and better understanding would exist if more of this attitude were shown by others. Some years ago such visits were popular and we sometimes traveled many miles to do the honors. Many good times were had and many good ideas were exchanged to mutual benefit.

"Riverview, one of Chicago's pioneer rinks, had been closed several years and is now under new management. This made the gesture more remarkable; the rinks are miles apart and Freddie won many a race on the old Riverview track. I think this was the starting point of his career as a champion speed skater, and one had to be some skater to compete with Paddy Harmon's roughriders. Since those days Martin has become a successful rink manager. To follow in Buck Plain's footsteps and make even a better success of White City Rink was no mean job.

"Some misunderstanding arose and Martin went elsewhere; also the rink business started going elsewhere, but it is sufficient to say that the directors read the handwriting on the wall and Freddie was reinstated. Altho keen competitors, it is nevertheless a fact that Chicago skaters and managers always were more or less on a friendly basis.

"A few years ago I was in the office of a prominent Chicago rink manager who at that time was putting over a clever piece of publicity that was clicking at the box office. We were interrupted by a phone call, which I learned was from a competitor wanting to know if there were any objections to him using the same idea. Permission was given and, while I don't think the rink asking permission profited to the extent that the first did, it was a courteous move and left a good opinion in my mind as to both managers.

"More get-together spirit among managers today would, I think, stimulate business, and perhaps friendly meetings

might bring forth some new and advantageous ideas. English skating clubs hold contests on one another's rinks and the events are advertised by both parties. This, in my opinion, stimulates business for both."

On Rollers in England

By CYRIL BEASTALL

New Palais Rink, Derby, held a charity carnival on March 7 to aid Derbyshire Royal Infirmary extension fund. There were 550 skaters on the floor and about 300 spectators, which is good going for a 160x54-foot floor and limited accommodation for onlookers. More than \$150 went to the hospital after expenses were paid.

Main attractions were an exhibition of fancy skating by Mrs. Gladys Frost, runner-up of amateur roller dance championship of 1935, and Bob Hulme, both NSA gold medalists, and a roller hockey game between New Derbians, league champs, and Derby Roller Hockey Club, representing Municipal Rink, Derby, which ended in a 6 to 4 win for the home team.

Derby lays claim to possessing England's oldest active roller and ice skater in John B. Eley, now in his 76th year, one of the best known and most respected figures in skating circles over here. He first donned rollers in 1876 and has been on them regularly ever since. On ice his gracefulness has been freely commented upon for many years, and as recently as two years ago the "grand old man" won a graceful skating contest on rollers, also an open barn dance competition the same night.

During nearly 60 years of intense activity he has judged at more than 80 carnivals in different parts of the country, and was an interested spectator at opening of one of England's first roller rinks, Drill Hall, Derby, in 1875, when present over by Plympton's, of Boston, gave exhibitions over here.

HERE AND THERE

(Continued from page 67)

work in the large mixed group, now in training.

June Reade and her stock are wintering at Poughkeepsie, N. Y.

E. P. Flanders is with Capt. Bill Schultz at quarters of the King of Beasts Show in Albany, N. Y. Schultz is wintering seven lions, one elephant, 18 head of horses and ponies, two mules, three bears and Mollie, the chimp.

Ernest Capon, last with Wallace Lions act, is back with John H. Thiele and will be boss animal man at Thiele Farm at South Cairo, N. Y.

REX M. INGHAM.

Williamson Show Scores

WILLIAMSON, W. Va., April 6.—The circus sponsored by members of the 40 and 8 of Eph Boggs Post of American Legion opened here Monday evening in Memorial Hall to big business and attendance was very good all week.

Acts on bill: Morris Troupe of teeterboard acrobats; Emma Morris, slack wire; Morris Sisters, balancing trap; Bee Morris, swinging ladder; Morris Brothers, comedy acrobats; Conley's ponies, riding dogs and monkeys; Sanders Troupe and Howard Bain and company. Don Phillips and his Nine Minute Men furnished music both for show and dancing after performance.

Plans have been made to stage show again next year.

Visit Hunt Quarters

ALEXANDRIA, Va., April 6.—Many visitors have been recently entertained at quarters of the Hunt Circus near here, including Dr. William M. Mann, director of National Zoo Park, Washington, D. C., and Mrs. Mann; Fred Oranger, director of the Aquarium, Department of Commerce, and Mrs. Oranger; John Lancaster, clown; Frank Portillo, CFA clown; Richard G. Paine, of National Museum; Rex M. Ingham, animal dealer of Rosslyn, Va., and Circus Fans Melvin D. Hildreth, Harry A. Allen, Bill Wetmore and U. S. Marshall, Col. Jack Beck. Several loads of equipment were sent to Philadelphia for an event staged there by Harry Hunt.

Christy To Continue

Circus Activities
HOUSTON, April 6.—Circus routine, strawberry raising, rice farming, etc., were forgotten last Friday when the inhabitants of South Houston, home of Christy Bros' enterprises, set aside the day for celebrating the first oil well. Drilling got under way a short distance

from the Christy estate. G. W. Christy, in addition to owning considerable property here, also has a considerable amount of acreage leased. When seen by a representative of *The Billboard* Christy said: "Regardless of any oil properties or royalties, I shall continue in close touch with circus activities, and have sufficient bookings to run our units all season."

No information was obtained as to the probable use of the steel stocks and flats recently received.

Federal-Aid Highway Construction in Bill

WASHINGTON, April 6.—Federal-aid highway construction to the extent of \$48,559,256.14 for the fiscal year ending June 30, 1936, is carried in the appropriation bill for the Department of Agriculture, now before the Senate for action and with a favorable report from the committee on appropriations. The entire amount will require matching by the States.

In addition to the appropriation in question, however, the bill includes a provision allocating \$100,000,000 of the total appropriation carried in Section 1 of the 1935 emergency relief appropriation act and which was earmarked for the emergency construction of public highways and other related projects in accordance with the act.

Party at Barnes Show

LOS ANGELES, April 6.—Manager S. L. Cronin of Al G. Barnes Circus was host to members of Pacific Coast Showmen's Association and families and special invited guests Monday night. Special section decorated with welcome signs. Women of the Auxiliary were welcomed by Mrs. Cronin. John Miller handled ticket details for the club.

Among those noted in attendance were John O. Talbot, retired circus attorney; Mr. and Mrs. John Miller, Mr. and Mrs. Frank Downie, Mr. and Mrs. Ernie Downie, Mr. and Mrs. Leo Haggerty, Mr. and Mrs. John J. Klein, Mr. and Mrs. Harry Bayliss, Mr. and Mrs. Ed Mozart, Mr. and Mrs. H. C. Rawlings, James Simpson, Mr. and Mrs. Mill Runkel, Doc Hall, Mr. and Mrs. Jack McAfee, Mrs. M. Branson, Esther Carley, John T. Backmann, Mr. and Mrs. Ross R. Davis, Ben Dobbert, George Moffat, Bill Harvey, C. O. Schultz, Felix Burk, Mr. and Mrs. Ed Walsh, Lucille Hall, Ross Oglivie, Harry Seber, Jules Griffel, Frank Messina, Louis Masinter, Frank Murphy, Charles Farmer, Mr. and Mrs. Harry Fink, Capt. W. D. Ament, Fat Armstrong, Col. Ed Nagel, Jud Henry, Jo. De Mouchelle, Mr. and Mrs. A. Samuel Goldman, Harry Phillips, Joe Diehl, George Silver, Bert Chipman, George Hines, E. Snapper Ingram and Ellis Zemansky.

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CHICAGO ROLLER SKATE CO.,
4427 W. LAKE ST., CHICAGO

We will be glad to see you at our Factory, or to help you with any Roller Skate Problems.



THIS year will probably go down in history as the greatest for revues in fairdom. Reports from bookers and booking agents are that the majority of the better fairs want nothing but that form of grand-stand entertainment.

This, however, does not mean that the individual novelty acts—singles, doubles, triples, etc.—are left in the cold entirely. Some fairs are still going in for these, but the field that seems to be strong for the individual free acts this year is the carnival.

Some of the larger carnival organizations will have four and five of these acts for their still dates to warrant the midway gate charge—a charge which others have yet to learn cannot be made successfully without something to justify it.

Nate Eagle, they tell me, arrived on the exposition grounds in San Diego week before last in his new Cadillac, stepped out on the pavement, wiped his mustache a couple of times and four midjets fell out. Some magician, say I.

W. C. FLEMING, who for years piloted some of the larger carnivals, is quite happy in his new connection with the Show Print Division of H. William Pollack Poster Print at Buffalo. In his own words: "I am associated with a real bunch; in fact, it puts me in mind of the Cincinnati office of *The Billboard*. While some do not talk our language, they are learning fast."

"You talk about the power of the press," continues Bill—and in this instance he means *The Billboard*, in which the Pollack people have been conducting an advertising campaign—"we have had letters from all four corners of the globe, including one from Johannesburg, South Africa, Singapore, Peking, Hong-kong are only minor parts."

Bill had the pleasure of having luncheon with Joe Rogers in New York City before the latter sailed for Belgium. Also says he met "our friend from Out in the Open"—Leonard Traube in case you don't know—"in the office of George A. Hamid, Inc. He caught me in the act of taking an order for the Kiwanis Club Circus at Ottawa, Ont., Can., which runs from April 27 to May 4, with attractions furnished by Hamid."

Anybody who thinks he can buy that M. L. Clark Show elephant, Mena, from E. E. Coleman for \$500 or \$800 is only kidding himself.

RAYMOND D. MIBAMORE finds it pretty quiet in Long Beach, Calif.—the same old grind every day. With the wander bee biting hard, Ray may take a whirl at the road again.

The Al G. Barnes Circus was in Long Beach March 29 and Ray spent the day with Theo Forstall and W. E. Colp on the show. Saw the performance in the evening and said it ran smoothly, with quite a few new faces in evidence; good house and show very well received. The only part Ray didn't like was the announcing done by public-address system.

"It takes a little color away from the performance," he comments. "There is nothing like the old leather-lunged announcer, with the soup and fish and the silk hat. I guess maybe circuses are getting modern to the extent that old-timers can't keep pace with them."

Some park men are doing wonders this year in improving their enterprises. More power to them. Others still think the public today is the same as it was years ago when it was not so fickle. It's going to be just too bad for these. The amusement-going people today must be given something to talk about or there's no use.

W. (ONE ON THE AISLE) DUNKLE had a sw-swell year in *The South Bend* (Ind.) Tribune Sunday, March 31, on his recent visit to the Cole Bros.-Clyde Beatty Circus at Rochester, Ind. Fully a column and a half story and teeming with interest. A two-

column cut of Allen King, animal trainer, accompanied it. In big show announcement style, Dunkle ended his yarn with:

"A-l-l o-v-e-r-l! Those holding tickets for the Wild West may occupy those comfortable, soft-seat high-back chairs over in the grand stand! Stay and see it all!"

It's very encouraging to see so many fairs getting back on the revival list. And now that they are coming back let's not see any cutting of corners, especially on the amusement end.

TREATING the public right is equivalent to a stimulant to a sick person. In saying this I have the concession game in mind. Let's see merchandise out in abundance this year, game operators. Win the public's confidence and success will be yours. He is only fooling himself who believes the people are still suckers.

ASBURY PARK

(Continued from page 83)

Restaurants are hoping for some encouragement on the liquor question. Says Mayor Palmateer: "If we all get together on the right foot we will get somewhere," which is a bull's-eye statement, Mr. Mayor.

Boardwalk Doings—Bert's sportland opened in the beautiful brick building on First street. Showroom is a credit to the Walk. Fourteen new Chime Alleys were installed and they're the talk of the town in looks. All diggers and pin games are chrome finished to harmonize with the alleys. Place is managed by John Segar and is a branch of Casino Amusement Company, which operates all over the Jersey coast and knows how to equip a sportland that is really a sportland. Capacity business was the public's answer to the first Sunday. . . . L. Bamberger & Company, Newark, will locate a showroom at Sunset and Walk to take care of summer trade. This is a two-story building, formerly headquarters of Kadreys, rug auction gallery. Welcome to our midst.

Dutch Shop Restaurant in Convention Hall doing nice biz. Gals are in native costumes. Proprietor Teddy Jeck was observed greeting a friend in Nazi fashion. Do you mean it, Teddy? Whirl-O-Ball Attendant Eddie O'Brien keeps shelling out the change for the alleys and polite "thank you's" as well.

Mrs. Kraedel, with her youngsters, Ann and Nat, conducting Paramount Gift Shop in splendid style and disposing of many mechanical toys on demonstration. Miss Sue Buch seems to read handwritings correctly, to judge from the smiling pans of customers at the booth.

Casino Building—Vets of Foreign Wars are disposing of another car this year to the winning ticket holder. Everyone wishes lots of luck to the boys.

Kentucky Derby is primed and painted for new season. They're off! Nut Shop Candy Kitchen and Restaurant is neatly painted and ready for action.

Rides—Pier Auto Shooters and kiddie rides are getting nice week-end play and depending on the weather breaks for a good season.

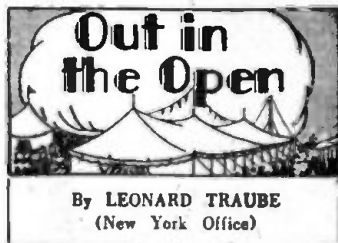
Minnie golf courses are still okeh considering that they are a thing of the past in most other areas.

Prominents noticed on Walk: Judge Trenchard, of Hauptmann trial, and Mrs. Trenchard, strolling toward Ocean Grove; Mayor Hague, Jersey City, with his broad smile, accompanied by friends. Altho the mayor has a home in Sea Girt he still visits this beautiful spot.

Cunningham's Expo. Shows

NEW MATAMORAS, O., April 6.—Work at quarters is in full swing. Manager J. F. Cunningham is out of the city getting his spring dates lined up. All equipment getting new paint. This show will have four rides, five shows and 20 concessions and a free act nightly. Will play thru Ohio, West Virginia and Pennsylvania. Mr. and Mrs. Hoffman and Austin Winnens will have their corn game and other concessions with the show. Mr. and Mrs. Ralph Wall, two concessions; Overfield Bros., three concessions; Tom Bishop, animal and Mickey Mouse shows; Spot Jolly, two concessions; Mr. and Mrs. Fred Roth, palmtree; Mr. and Mrs. Earl Burkert and their two daughters, cookhouse; Mr. and Mrs. E. L. Nichols, photograph gallery; Joe Humphrey will be ride manager this year. The show will open here April 27.

HILDA CUNNINGHAM.



By LEONARD TRAUBE (New York Office)

"Biggah and Bettah"

AFTER doing what he did and as he did in the current *Review of Reviews* in an article about the circus titled *Biggah and Bettah Than Ever!* Jo Chamberlin would do well to perform a similar service for carnivals. I use the word service advisedly, for I don't know of any other fields of endeavor where the output in the public prints is so replete with misinformation of one sort or another. The best that circuses and carnivals can do about what could be described as a libel on which they cannot even sue, and if they did would not get to first base or even to bat, is to toss out a little slaming on their own in their organs and trade newspapers, but this immediately has the effect of attracting more attention to those very things which they do not want played up. Jim Tully's *Circus Parade*, for instance, which was put over to a great extent by the opposition, strange as it may seem.

Mr. Chamberlin seems to have dug deep and into the right sources for his material, which is unusual in itself, because the layman writing about open-air entertainment seldom bothers to gap up the holes by a slight bit of leg work when he can do it much easier by sitting on his posterior and indulging in the very energetic pastime called imagining. Mr. Chamberlin had enough imagination to go to the right people for information.

I am letting *Biggah and Bettah* speak for itself by quoting some of the best parts, and aside from saying that the circulation of *Review of Reviews* is 140,000 monthly, I give you these portions without further ado.

"The circus business this year is going to be good. The circus men themselves say so, and they are not talking thru their hats. Circus men always describe their shows as gigantic, tremendous, stupendous or colossal, whether they have one ring or four, one elephant or 30. But when they get out their pads and pencils and start figuring prospects, there are no shrewder men anywhere. They don't take risks which they can avoid, and they don't make two moves where one will do."

"When humans were thrown in with lions in the circus of Roman times circuses got associated in people's minds with sin, and when they were revived in this country about 150 years ago the clergy thundered from their pulpits. Yet people attended just the same; they wouldn't have been human beings if they hadn't."

FEW people have ever given a thought to the endless hours of planning which lie behind the two-hour performance under the big top. Many performers keep in top form by working in indoor circuses such as those produced by Frank Wirth, Orrin Davenport and Bob Morton in the public auditoriums, armories or theaters of our larger cities.

Moving the Big Show itself in 100 railway cars from town to town is a problem which would give most business men the jitters, but the showmen take it in their stride. . . . When one visits the lot while a circus is unloading everything appears in utter confusion. It only looks that way. Efficiency is a watchword in circus business. One of the reasons why the Ringling Brothers amassed so many millions was an unwavering attention to detail, combined with daring and inventiveness.

"Long before high-powered surveys were thought of, circus men carried more valuable information under their hats about conditions in various parts of the country than all the bankers and business men put together. They had to know—if they hoped to carry out and theirs was a merchandising job which had to be changed, sometimes radically, for each town they played."

"In 1935, as a century ago, the circus manager has to know exactly what his chances are of doing good business in a town long before he enters it. He has to know the

type of population, when payroll payments are made, how many men are working. "If the town is in a rural region, the agent must know when the cash crop will be harvested. If there has been a crop failure, forest fire or flood, he knows of it. Circus routes are still changed, and hops of a hundred miles or more are made in the eternal jobeking for new business. Competition is keen and the first show to play a town usually takes the cream."

THE agents get their information ahead of time from railroad men, from banks, from the newspaper men. . . . When the advance guard blows into a local newspaper office with briefcases loaded down with photographs and bellyhoo the editor knows there must be money in the town—or they wouldn't be there.

"The arranging, timing and spacing of the performance is a job for a master craftsman. . . . The interest and drawing power of each act must be carefully gauged so that it is over before the audience tires of it. . . . The showmen know the value of giving the public a sample of their wares. Before parades were abolished there was always a wagon or two in the line which was closed up tight. Was it something too awful for the general public to behold, but which you might see for the modest price of an admission? It is nothing to be ashamed of that you fell for the bait. We all did."

National Skeet-Ball Company will have a dozen of its Skeet Roll alleys at the Brussels Exposition. Maurice Plesen, of the company, will leave this week for Belgium to take charge of the work.—Frank P. Gravatt, head man of Atlantic City's Steel Pier, and Frank Elliott, his right-hand man, were in town on biz.—Several carnivals are scrambling around for the lease on Capt. A. L. Kahn's Great Manta freak fish attraction.—Wilmer J. O'Brien jumped down to Washington to open the Shamrock Cafe on Greenmount avenue. Promoter O'Brien's fish bowl is working the foyers in Wilmer & Vincent theaters and doing fine.

REV. DOC WADDELL, show sky pilot and for more than 50 years a press agent (he's been in show biz 62 years and is nearly 72 annuals old), writes: "Your chastisement of those guilty of *The Mighty Barnum* movie was just right." Parson Doc has been chaplain of the Holy Land Exposition in the South and during this season he will be p. a. for Dodson's World's Fair Shows, with which he has been since 1927. We do hear that his card will bear at the top the word "always" and below it the picture of a "lion."

Jimmy Callagher is starting his 10th consecutive season as banner man on Downie Bros.' Circus. This is believed to be a record for uninterrupted period of service with one show among active banner solicitors. Bert Cole held this record up to the time of his retirement from the road several years ago, after serving as banner solicitor with the Hagenbeck-Wallace Circus for more than 25 years.

McMahon Shows

SIoux CITY, Ia., April 6.—Everyone busy at winter quarters getting ready for the early season opening. All of the rides and shows are being overhauled and repainted. The lineup will have eight shows, six rides and about 26 concessions. The new Loop-a-Plane purchased by the management will arrive soon. Kimalau's Hawaiians playing theaters until the opening, Carmichael's Miniature Circus is a late booking, also Shroeder's Trained Bird Show. Among other attractions are Rodney Krall's pit show, Arcade; Athletic Show, John Ellis, manager. Mr. and Mrs. A. E. Timmons arrived from Oklahoma, where they spent the winter. Bobbie Timmons will have charge of the Snake Show which will be a new attraction, featuring her large pythons. Timmons will have charge of banners and do second-agent work. A new loudspeaker will be used to advertise the show this year. A new cookhouse (the writer has not yet learned the owner's name) is coming from Cincinnati. The folks at quarters were given a surprise when it was learned that Charles McMahon and Dorris Williams, who has had concessions on this show, were married recently at El Reno, Okla., while en route to winter quarters. They have purchased a new housecar. The writer, Fred Stevens, has charge of the advance (third season) and is looking forward to the show, having a prosperous season. A new housecar and office has been built by T. W. McMahon.

OAK Brand and HY-TEX BALLOONS

NEW DANCING CLOWN

NEW MICKEY MOUSE TOSS-UP
in a flashy package

NEW STREETMEN'S SPECIAL ASSORTMENT

*** DANCING CLOWN**
Here's action and flash that get the cash! Pastel-color balloon heads with two-color face print. Accordion crepe paper body in variegated colors. Manipulated by string tied to head. Performs grotesque dances. Marvelous sales appeal.

**** MICKEY MOUSE TOSS-UP**
Oh, boy! The money you can make with this one! It's got sales appeal plus. Two-color print on two sides. 30" high. "Twin" shoes of heavy cardboard. You hand them out in colorful cellophane-window envelopes. Only OAK makes genuine Mickey Mouse balloons licensed by Walt Disney.

***** NEW STREETMEN'S SPECIAL ASST.**
Now, with Mickey Mouse two-color prints added to the assortment, this popular package is an even greater value and a bigger money maker.
Sold by the Leading Jobbers

The Oak Rubber Co., Ravenna, O.
Selling Through Jobbers Only



By **GASOLINE BILL BAKER**
(Cincinnati Office)

"BECAUSE OF the death of my father here recently, my vacation in Florida was cut short," writes John R. Looney from Brockton, Mass. "My father was always a friend of pitchers and his house open to them, altho he was never active in the profession himself. Courthouse Square in Tampa, long a favorite spot for pitchers, is now closed tight. Boys of the stripes and keister were in no way responsible for the closing, however. Radical speakers and evangelists, who made too much noise and commotion, caused near-by office workers to enter complaints that resulted in official action. Rain spoiled this year's Evacuation Day celebration in Boston. It was not nearly so profitable for the novelty boys as usual. The season is rapidly drawing to a close in Boston. Sam Lewis' stores in Boston and Haverhill are still open and daily seasons of the Gimmick Club are still in order. By the way, Gimmickers would like to know what has become of the following oldtimers: Doc Wolf, Eddie Lewis, Jack O'Brien and Wilfred Cormier. I plan to work shops around here until the first of May, when I plan to hit the New England road with a line of pitch items and novelties."

JOHNNY (CHIEF) VOGT
pipes from Peoria: "I am leaving here for the North and possibly an invasion of Canada after working this territory for more than a month to satisfactory business. However, the weather has been against me and I am on the verge of taking out some rain and bad weather insurance, so that my time won't be a total loss every time the weather man pulls a fast one. Fred Miller is dukemizing the small towns in these parts. Frank Vall seems to be the top money getter with glass cutters. R. Woolley, cowboy oil worker, is attracting large audiences with his gila monsters, turtles, alligators and snakes, and friend Frenchy Thibault is getting a break with rad around Indianapolis. I am anxious to read pipes from some of my friends around Vancouver. Pipe up, Docs Lloyd, Ferris and Stevenson. Also Tom McDougal and A. C. Rice."

"THREE FEET OF SNOW is still on the ground and the dog teams have not stopped running the express," pipes E. B. Smith from Timmins, Ont., way up in the Frozen North. "Last winter there were almost 20 show people in town and it looked like a winter quarters of an opry. This year, however, the ranks have been depleted to such an extent that only Irish and myself remain. Deafy Thomas, Big Tim and John Kulas left for new hunting grounds. George Dodds and his aids never did come back from the Meyerhoff Crescent Show and Mr. and Mrs. Meyerhoff are hibernating somewhere in British Columbia. I can't say where the other boys are; all we know here is that they just failed to get back. It looks as tho the All-Canadian show will get the pot of gold again this year unless some show comes in 'cold turkey.' Let's see a pipe from you, Mr. Grey. The ballgrounds will be open June 10-15 and the 'big doings' in the rink will take place the first week in June."

TED McFARLAND
shoots from Pittsburgh: "I was at one of the large mill pay days last week and heard a voice around the corner telling the natives that 'it is so sharp you could shave a mouse in the middle of the night without waking it.' So I took a look and to my surprise it was none other than my good friends Bill Ellis and Wayne Garrison. They are nice boys and fine workers. My partner, Tom Kennedy, has been on the sick list but is snapping out of it with the coming of spring. What has become of your roaming pair of tie form and mouse men, Lee Johnson and Lew Meeks? I just received a letter from that grand old boy, Art Cox. He infos that Westfall, of the team of Schmitt and Westfall, got kicked by a horse. The horse is expected to die. What has happened to Jimmy Miller, of garter fame. Come on, Jimmy."

IT'S NEW PLUNGER FILLER VAC
ZIP! ONE PULL—IT'S FULL!
EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
NEW YORK CITY.
456 Broadway, NEW YORK CITY.
Fast Service Sully.

HEADQUARTERS FOR SPECTACLES AND GOGGLES
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our Prices are the lowest anywhere.
NEW ERA OPTICAL CO.
Write for Catalog #FAS.
Optical Specialties
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NEW DEAL NOW GETTING THE MONEY.
PARK ROW PENS AND PARKER BLADES.
All Pens fitted with Buffed Tone Pen Points. Price List now ready.
JAS. KELLEY, The Fountain Pen King
427 87'way, N. Y. C. OHIOAGO, 180 W. Adams St.

E. Z. WAY AUTOMATIC STROPPER
W. M. MFG. COMPANY,
Sandwich, Ill.

FAST NECKWEAR SELLERS.
Makes money for you. Our workmanship and colorings are excellent. Wash Ties, \$1.00 a Doz., or \$10.00 Gross. French Ties, \$1.25 and \$1.25. Coll. Lined Ties, \$1.80 and \$2.00 Doz. Best 50c Belts, \$3.50 Doz. Hand-Made Ties, \$4.00, \$4.50, \$6.50 Doz. Silk, Bow Ties \$1.00, \$1.75 Doz. Silk, Genuine Leather Bow, \$1.75 Doz. **LARGE ASSORTMENT MEN'S HOSE** \$1.25, \$1.50, \$1.75, \$2.00 \$2.00 Doz. Excellent Service. Satisfaction guaranteed. 10% Dep. Ref. O. O. D.
TEXAS NECKWEAR CO.,
1007 Commerce St., Dallas, Tex.

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Write for Catalog. The House of Dependability since 1895. When you want private Label Goods consult us.

THE QUAKER COMPANY
Manufacturing Pharmacists,
220-222-224 George St., CINCINNATI, O.

ELGIN-WALTHAM WRIST WATCHES
Brand-New Cases. Metal Harms. Send for Catalog. Biggest Bargains in Used Watches and Timepieces in the Country.
W. SPARBER & SONS
2d Floor, 106 N. 7th Street, St. Louis, Mo.

AUTO JOKER
Also known as Auto Whis Bang, or Auto Burglar Alarm; the best joke you can pull—that gives thrill; furthermore, you laugh until you cry. Also now booking Display Fireworks for Fairs, Parks, July 4th, etc. Write for Catalogue. **ILLINOIS FIREWORKS COMPANY,** Box 782, Oanville, Ill.

SELL THESE FAMOUS BLUE SIGNS!
Thousands Sold Yearly—**PAY BIG PROFITS.**
Every business a prospect for Koehler's nationally-known "3x11" Blue Signs. Over 600 varieties. Each easy sale pays you a splendid cash profit. Get started NOW—Send \$3.00 for 100 Best Sellers, two Signs FREE with each \$1.00 purchase. You pay postage—weight 8 lbs. Write for details. **KOEHLER'S SIGN SYSTEM,** 337 Gault Avenue, St. Louis, Mo.

ONE MINUTE MEN
We carry a complete fresh stock of One-Minute Photo-Supplies. Buttons, Brooches, Blaccards and Mounts at lowest prices. Write for price list.
Let us change your plate holder to shift two ways. Take 4 poses on 2 1/2 x 3 1/2 cards. Send in your 2 1/2 x 3 1/2 Camera. Cost for the job, \$10.00.
FREEDMAN CAMERA CO., 208 East 117th St., NEW YORK.

THIN RAILROAD STYLE OHROMIUM PLATEO WATONES, 85c Up. Send for free Catalog of Past Sellers. Wearer agents wanted. **UNITED WATCH CO.,** Dept. 3, Minneapolis, Minn.

MEDICINE MEN
Before Ordering Your Requirements, Write. **GENERAL PRODUCTS LABORATORIES,** 137 E. Spring St., Columbus, O.
"We Know Your Problems and Serve You Best"

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Baseball Scores, Cardboard, 100... 1.80
Chain Tie Holders or Soft Collar Slides, Put up of Cards, Gro. 7.50
Juice Extractors, Big Winner for a 10c Pitch, Gross... 5.00
Blans for Restaurants 30... 1.00
Rubber Bands, Close-Out, Pound .18
Mail Files, Gro... \$3.00, \$1.35, 2.00
Necdle Papers, 100... 75c, 90c, 1.80

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CHAS. UFERT, 1913, Dependable Service Always.
19 East 17th St., New York City

shine up that keister and get ready for a red one this year."

W. G. WHEATLEY
scribes from Mullins, S. C.: "I am broadcasting from a drug store and am slated to handle Dr. Addams' line again this year. Just saw Rusty Williams and wife and babies of med show fame. Rusty is driving a new Chevrolet with one of the prettiest trailers I have ever seen. It has all the conveniences of a modern hotel. Rusty is still with O'Dell White's vaudeville and talking picture show. It is a real outfit with plenty of pep and good pictures. It is not a med show. O'Dell and wife are genuine folks. Rusty had us over for dinner and it was a real spread with all the trimmin's. Rusty and Dot are real people and fine trouper."

MEDICINE MEN GET STARTED RIGHT FOR BETTER SPRING AND SUMMER BUSINESS WITH BECKER PRODUCTS

Soaps, Tonics, Liniments, Nerve Tonic Tablets and Salves. All under your name if you wish.
Best selling Herb Package on the market, formula attached. Low Prices—Plenty Margin for You.

Write for Price List.
BECKER CHEMICAL CO.
(Established 1890)
235 MAIN ST., GINOINATI, O.

R. M. THOMPSON
comes thru with his initial pipe while located in Hemingway, S. C. R. M. says: "I opened a med show of my own in February. I have not added to my equipment and personnel since opening because the business we have been doing does not justify it. I read a pipe recently from some one who claimed he had left the natives of Georgia with plenty of everything. That is one of the reasons why I am unable to do a business that I can brag about—there are too many to follow. I have only eight people in my show and sell soap and oil. Roster includes Doc Carlton V. Lamonte, lecturer; R. M. Thompson Jr., blackface and assistant lecturer; J. C. Thompson, straight; the Musical Suttins; Beatrice Thompson, stage and treasurer, and myself."

ATT: COIL WORKERS
Use the Unit Patented by the U. S. Government and Improves Your Sales.

JOYCE MAGNETIC SPARK
This Unit Repeats Since It is NOT a STRAIGHT BOLT!
Send for New Price.
Sample, 25c.

JOYCE IGNITION CO.
457 Broadway, New York City

DOC W. R. KERR
pipes from Spartanburg, S. C.: "Altho he has been pitching for only a little more than 12 years, Doc John Harper is one of the oldest med men in the South. He is 65 years old, has a son and daughter and calls Spartanburg his home. Doc operated a barber shop for many years, until approximately 16 years ago, when he sold out to peddle medicine from house to house. About 12 years ago he saw me make a pitch and afterwards asked me if he could travel with me. We were together for several years. Since then Doc has had platform shows out in the Carolinas and Georgia. Of late he has spent most of his time near home. He is a good clean worker and is well liked by all the boys who know him."

Jack & Star
WRITE FOR PRICES.

4 in 1 WITH GLASS CUTTER

Now with new Glass Cutter and new Sharpener Wheel. E. P. FITZPATRICK, 809 N. Harrison St., Wilmington, Del.

DOC FRED GASSAWAY'S
home in Dallas, Tex., was badly damaged by fire on March 15, the laboratory was saved. The fire occurred while the Gassaways were on a trip in Southern Texas.

NECKWEAR AGENTS WANTED
BUY DIRECT FROM FACTORY.
Big Money-Makers. Lowest Prices.
\$1.20 Doz. \$1.80 Doz. Silk Margin Tipped. Open Ends. Wool Lined. Hand-Tailored of Finest Silks, \$3.50 Doz. Made in the Finest Spring and Easter Patterns. Wash Ties at \$1.00 and \$1.50 per Doz. 10% Deposit with Order. Satisfaction guaranteed or money refunded.
VARSITY NECKWEAR COMPANY.
508 Broadway, Kansas City, Mo.

"MY LAST STOP IN
Maine until the faira start." inks Robert (Blades) Cook, Portland. "Very little money being spent around these parts now. Lewiston was fair and Hoot McFarland was getting a little in a barber shop window with drops and paste. Am heading for New Hampshire and Vermont territory. Sure hope I'll not run into territory being worked by price cutters. Ran across Red McDonough and a couple of other sheet writers in Lewiston, there to make the big Shrine Circus. But thru a misunderstanding with the promoters they did not work. Also ran across New England Jack Murray working in Lewiston at that time. My advice to pitchmen is to steer clear of this territory for at least another two months. By that time it may be better financially. Here's to a successful summer to all legit pitchmen and pitchwomen."

SHOE LACES AND FINDINGS
Most Staple and Best Selling Items. Buy Direct from Manufacturer. Send 25c for Sample Assortment and Prices.
CAPITOL SHOE LACE & FINDINGS CO.
135 Pitt Street, New York, N. Y.
We carry Shoe Laces and Shoe Findings only, and are therefore in a better position to give you lowest prices, perfect merchandise and prompt delivery.

"A FEW LINES TO
report that Doc Harold Woods and company are closing here tonight (April 1) after an entire winter season at a large tourist camp," pipes Chuck Hamilton, from Miami. "They plan to jump direct to Newark, N. J. The show is stored at Kingston, N. Y., but Doc hasn't yet decided just where they will open the summer season. The camp management gave a farewell dinner to the bunch and a lot of nice things were said all the way around. The company here was 13 strong, and included a seven-piece orchestra. Doc did the emceeing in three weekly dances. They produced one show a week, and changing the bill completely for five months was a real feat. In addition to the med acts, about 10 script dramatic and comedy bills were used. We had over 800 people in camp. The community hall had to be enlarged, over 3,300 square feet being added in December. One section was reserved for

10,000 DOZEN SILK! SOXI
Men's Rayon-Plated Fancy Silk Sox, very slight irregulars, sizes 10 1/2 to 12. Special, 15 Dozen, \$15.00, express prepaid. Sample Dozen sent to you prepaid upon receipt of \$1.50.
FALLS CITY MERO CO.
Box 305, Albany, Ind.

SUBSCRIPTION MEN
Leading Poultry Paper, Sideline or full time. Every farmer a prospect. State previous experience. **POULTRY TRIBUNE, Mount Morris, Ill.**

EVER POPULAR BROOCH PINS

Mary

200 Different Names. To each, Identification Bracelets, beautiful designs, highly polished and plated, sold elsewhere for double our price of \$8.50 gross. Positively can save you money on a good engraving Machine. The "Holders" Silver-Plated Rings, Brooches, etc. Samples sent free to interested parties. Just mention your business and inclose 20c for postage, etc.

AMERICAN JEWELRY MFG. CO.
44 Washington St., PLAINVILLE, MASS.

\$1 STARTS YOU IN BUSINESS NEW BIG EASTER & SPRING LINE READY

NOTHING WILL GIVE YOU AS MANY SALES, SUCH QUICK REPEATS AND LARGE PROFITS AS TIES. ONE DOLLAR STARTS YOU. OUR MEN ARE MAKING HANDSOME INCOMES. WE HELP YOU SELL. DON'T DELAY—ORDER NOW.

 <p>French Shape Ties</p> <p>Line 200—Excellent quality Taffetas in attractive prints, stripes and all-over effects. French shape Ties, well tailored. GREAT VALUES! Sample Dozen 6 Dozen Gross \$1.25 \$6.25 \$12.00</p>	 <p>Smart Wash Ties</p> <p>Line 100—MEN'S WASH TIES. Made from fine broadcloths, percales and Madras. Guaranteed fast color. Dozen 6 Dozen Gross 90c \$4.50 \$8.50</p>
 <p>Hand Made Ties</p> <p>FULLY SILK LINED Line 600—These Ties are made from materials of famous domestic and foreign mills. The resilient construction and wool interlining guarantees a perfect knot and long wear. Sample Dozen 6 Dozen Gross \$3.25 \$18.50 \$36.00</p>	 <p>Spring's Newest Cravats</p> <p>Line 400—This is truly an OUTSTANDING LINE! New Boucles, smart for Spring, come in smart Spring Patterns. Satin stripe cravats in neat Poulard effects. Solid colors, checked checks and stripes. And all Silk Lined! Amazing Values! Sample Dozen 6 Dozen Gross \$1.85 \$10.00 \$19.50</p>
 <p>Silk Lined Weaves Crepes</p> <p>Line 300—You'll Profit Plenty with such Knockout Values as these! Shepherd Plaids, Checks and Stripes of fine woven materials. Knitted weave acetates, etc. Four crepes come in attractive solid colors of Navy, Royal Blue, Maroon, Canary Yellow, Grey, Brown, Tan, Lavender, Black, White, Green. Sample Dozen 6 Dozen Gross \$1.60 \$8.50 \$16.50</p>	 <p>Tie Holder and Collar Pin Sets</p> <p>Line 1965—It's a triple combination set that's out to triple your sales, once you take it in! Tailored Ties in smart colors and patterns. Tie Holders and Collar Pins make up the sets. Each set attractively boxed in individual boxes. Concessionaires, wheel and sales-boost operators will find great success with this item! Sample Dozen 6 Dozen Gross \$2.00 \$11.50 \$22.50</p>

BOULEVARD CRAVATS FREE
22 W. 21st Street Dept. B-413 New York, N. Y.

Complete line of Men's Neckwear. Men's Hose, Shirts, Ties to match and other novelties.

Send for our ILLUSTRATED CATALOGUE and see for yourself why OUR MEN are the BIGGEST MONEY MAKERS!

ONE MINUTE PICTURE MEN ALWAYS MAKE GOOD PROFITS
When They Use the Right Kind of Merchandise.

Something NEW!
Various shaped two-colored, flashy MOUNTS with printed comic and sentimental sayings. The best innovation to the camera business in years. Especially suited for Black & White. You can easily get 5c or 10c extra for each mount. Our Famous DORLEY FOLDER AND BLAGOAK CARIN are still getting big money all over. The VICTOR CAMERA is acknowledged by all leading One-Minute Photo operators as the best on the market. Our improved MINUTE DEVELOPER is much faster and produces better detail than ever before. We have the MOST COMPLETE and UP-TO-DATE stock of Camera and Supplies for the One-Minute Photographer at the LOWEST PRICES. We Carry a Full and Complete Line of Supplies for the 4-in-100 Studio.

All orders shipped the same day received. Send your next order to us and be convinced. Catalogue sent on request.

BENSON CAMERA CO., 166 Bowery, New York City
Largest Manufacturers and Distributors of One-Minute Photo Products in the World.

BABY TURTLES PAINTED

A Living Souvenir, will live a hundred years. Beautifully decorated with a red rose. Guaranteed water proof. The Turtles are so attractive that people cannot help stopping to buy one or more. Millions were sold during the World's Fair in Chicago. Most everybody wants one. Big demand everywhere. \$10.00 per hundred. With your name or any name desired in print on the turtle, \$11.00 per hundred. F. O. B. Baton Rouge. Sample dozen, \$1.50 postpaid. Mailing boxes with each turtle included. Turtle food 10c per dozen packages.

BATON ROUGE TURTLE COMPANY
302 NORTH BOULEVARD BATON ROUGE, LA.

EVERYBODY! MYSTERIOUS WONDER MOUSE!
Sells On Sight!

Each Comes in a Flashy Package, with a Motor and Full Instructions on the Inside. For Gross, **\$2.50**
Sample, 10c.

25% Deposit With Order. Balance C. O. D. Complete Line for Side-Shows. Send for New Catalogue No. 18. **HARRY SPOLAN, 162 Broadway, New York City.**

Is Your Subscription to The Billboard About to Expire?

**EVERY HOUSEWIFE A CUSTOMER
... EVERYWHERE ...**

That's why Peeler Workers make big money steadily with



The basic appeal of these Acme Garnishing Sets, Rotary Mincers and Graters to housewives everywhere make them easy, fast sellers wherever they are demonstrated.

The best merchandise—attractively packaged—and at the right price, leaving you a large margin of profit. All goods approved by Good Housekeeping Institute. Quick and reliable service has always been a keynote of our business. Write today for prices on these steady, big money makers.

ACME METAL GOODS MFG. CO.
2-24 ORANGE STREET NEWARK, N. J.

guests—and did we have them! Among those visiting us a number of times were Doc Ross Dyr and the missus, Mr. and Mrs. Bert Cayton and daughter, Fern; Mrs. Chief White Eagle; Doc Worrel, who drove down from Lake Wales; Ed and Hayward Maxey, Doc Paul Ballard and wife; Joe and Eva Krauss, who left earlier in the season. Skip Startzell leaves tomorrow. We are all in good health and after five months of this arduous to go. Johnny Krisch, the show's aerialist, attended to the culinary department. Everybody except Nela Matthews and Jean Pleau have gained weight. Bunny Stricker and wife have gone in for bathing in a big way. We all made scores of friends. Here's to a big season for all med oprys."

"AM REGAINING MY ...
health and am able to work herbs and oil at the community sales," pipes Blanche Red Horse, Goshen, Ind. "Tex Younger, or rather Chief Golden Eagle, and family have been working sales here this winter and are doing fairly well. Golden Eagle is a good worker. Would like to read pipes from Buffalo Cody and the Ragan Sisters. Having fine weather here."

CHIC DENTON SHOOTS
from Laurel, Miss.: "Made the Mardi Gras, also Mobile, Ala., and Biloxi, Gulfport and Hattiesburg, Miss. All very quiet. Met only eight other whitestone workers in the past month. Heading for Natchez, Miss., and then into Texas. Lots of sheet writers down in these parts. Doorways open in Biloxi and Hattiesburg."

MANNY ROSE POSTCARDS
from New York: "Just finished the Port of Authority Show and it was a real one. The best I've seen in many a day. One aisle of the show was just like a midway. Glass cutters, pens, candy kitchen, radio control and even a rad joint. The best of all was a flash on corn punk like I have never seen before. The young lad who owns the joint has 10 boys on the road, spelling the punk. What a lad. And no other man in the business have I ever met with the flash this kid has. And with a spell that was almost equal of the flash. The kid's name is Jack Knebel. Try to get a picture of the joint and print it, so some of the boys can learn something about flash." (All right, Jack, shoot in the picture and I'll see what can be done about it.—BILL.)

"THIS IS OUR SECOND ...
week in Flat Rock, Ind.," pipes C. A. Phillipson, owner and manager of the Happy Phillipson Comedy Company. "We have really packed 'em in every night. Have added another housecar to the outfit, and a new Chrysler coupe. So business must be bad. Now have 23 trucks and trailers. We are getting our summer shows in shape and will open the number one unit May 1 under a 70x110 tent. The number two show will open the 15th of this month, also under canvas. Am carrying 14 people at present."

"SURE ENJOYED ...
James E. Miller's pipe in a recent issue," tells Tom Kennedy, from Buffalo. "Art Cox wants Jimmy to know that he turned down that offer of a position in a bank. Saw Art in Pittsburgh last Sunday, and he was headed for Altoona. Will work the food show there. I have been sick and under a doctor's care the past two weeks. Open here tomorrow (April 4) in a store with Ted McFarland."

"THIS IS MY ...
first pipe," Infos G. Lee Roper, from Madisonville, Ky. "Have enjoyed reading pipes from the boys of the tribes. Have met a few of them and have found 'em to be a fine congenial bunch. Have worked strops and sharpeners here and thru the State all winter to good results. The boys in these parts like a good shave and will spend money to get it. So don't be afraid to visit these parts when you have something to sell. The fuz is not hot either. What has become of E. Sharp. Pipe up, old boy."

FROM A. B. (ZIP) HIBLER
comes the following: "Marshal Jones took off his hat, wiped his brow and said, 'How come you're standing in this floor and selling them thar pens. They issued orders months ago to keep you

LA SALLE

They'll Re-Order
La Salle Blades

SALESMEN! You can buy cheaper Blades, but you can't buy better Blades at any price. Power-rolled, double-keen edges give 8 to 10 successive shaves without stropping. All types.

Send for samples or trial order at latest prices. A few more exclusive territories still open.

LOUIS O. BLACK CO.
1916 Vermont Avenue
TOLEDO, OHIO

Quality Medicines

Especially packaged for medicine shows, demonstrators and distributors. Can be obtained at lowest competitive prices from manufacturing chemists of highest standing, with large and modern facilities to serve you promptly.

Increase your sales and profits with this old and dependable Ohio line. Send for latest price folder, describing thirty-seven proved money makers.

OHIO MEDICINE COMPANY
319 South 4th Street Columbus, Ohio

MARVELOUS NEW LAMP
CUTS ELECTRIC BILLS BRINGS BIG PROFITS

Science has produced this "MUSHER ROOM" lighting bulb that gives the illumination of a 150-watt lamp, yet uses only 100 watts of current. Every store, office, factory burns six to several dozen at a time. Cuts lighting bills by one-third. Guaranteed for 1,000 burning hours. Regular price \$1.25. You sell for 95c. Cost you only 45c. Send 25c for Sample and Details.

THE MASTERLITE CO.
Dept. ODS, 410 E. 23rd St., New York.

Automatic Hosiery RUN MENDERS

A Wonderful Seller for Both Streetmen and House-to-House Workers

Gross \$6.00, Sample Doz. 75c
Remit 25% Deposit with Orders.

HENRY SCHWARTZ NOV. CO., Inc.
NOTE OUR NEW ADDRESS
857 BROADWAY, NEW YORK CITY
Formerly 15 Ann Street, Est. 1897.

THE TOWNSEND PLAN

The solution for cure prosperity is sweeping the country like wildfire. Organize a sales force. CASH IN on the ENTERTAINMENT with the sale of Bonster Stickers beautifully lithographed in national colors. \$2 1/2. Easy sellers at 5 & 10c.

BOOST THE TOWNSEND PLAN FOR PROSPERITY

Flush your order now. 100 Lot, \$1.00; 500 Lot, \$2.75; 1,000 Lot, \$4.75.
50% deposit with order, balance C. O. D.

NATIONAL CYCLE & NOVELTY CO.
724 S. San Pedro St., Los Angeles, Calif.

Department & Cut Rate Stores Also Premium

Put in line with the most exceptional promotional item for your Home Furnishing, Notion, Drug, Hardware or Bargain Department. Feature "MOTH-AWAY" Storage Chests and Trunks with your other Moth Preventatives at attractive low prices. A sales stimulator for spring and summer. Send for Descriptive Circular—Send \$1.25 for Samples of Chest and Trunk.

BENLEY MFG. CO. (Wholesale Only)
22 Sumner Ave., Brooklyn, N. Y.

AUTO JOKER BOMBS

Shocks, Screams, Whistles, Throws Cloud of Smoke, Shoots Again, \$1.25 Doz. \$12.00. Rush order to EDWELL'S TRUCK & NOVELTY CO., 320 Second St., Macon, Ga.

BIG PROFITS! QUICK MONEY!

Fair Workers!! Demonstrators!! Premium Users!!

Satisfaction in Price and Quality Guaranteed or Money Refunded!!

Our Latest BEST SELLERS in GENUINE DIAMOND-CUT PENDANTS, EARRINGS, NEWEST LINE IN SPRING AND SUMMER JEWELRY in BONE, CORALITE and RAINBOW ITEMS, \$9.00 Gross and Up. Send \$2.00 for Samples and Catalogue of hundreds BEST SELLERS.

UNUSUAL Values in Latest DESIGNS WHITESTONE RHODIUM RINGS \$9.00 Gross Up. Send \$1.00 for 10 Assorted Samples Rhodium RINGS and Catalogue.

OLYMPIC BEAD CO.
Importers, 307 5th Ave., New York City.

BIG 1935 LEADER

Genuine Leather Bows & 4-in-Hands

New sensation sweeping the country. Sell on sight. Big profits. Repeat orders. CAN'T BE TOLD FROM SILK. Cleaned with a damp cloth. Fancy Designs and Colors. Durable, won't wrinkle. E. M. mold 31 in. 1 1/2 hours. Send 50c for Sample and Kit. Information free.

Note the neatness of this Bow, its perfect shape. Century is nationally advertised line, with patented features, guaranteeing to hold its shape. Solid black for uniform wear, fancy colors for dress.

CENTURY TIE CO., Dept. 10, 2333 W. Grand Blvd., Detroit, Mich.

MEDICINE MEN, AGENTS, STREETMEN

"ALL SET AND SATISFIED"

If not, ask our prices on Merchandise of Quality, Tonics (Liquids or Herbs), Oil, Family Assortment, Corn Masover, Soap. Anything, everything you need to start you on the road to greater success.

Cel-Ton-Sa Medicine Co.
Cel-Ton-Sa Building, CINCINNATI, O.

The Largest Manufacturer of this Product in the World.

BILLFOLDS

Send \$1.00 for Set of Samples

THE HAGERSTOWN LEATHER CO.
Hagerstown, Md.

SILK TIES \$1.00 Doz.

Silk Ties, with Silk Lining, \$1.00 Dozen. Sells for 25c Each. Newest Patterns, Stripes, Figures and Multi Designs. Send \$1 for a Dozen Assorted Samples. (Add 40c for Postage.)

BLADES
High Grade, Blue Steel, Double Edge, 100. 25% Deposit with Order.

The GOODWEAR CO.
Incorporated,
30 Union Square, New York City. Est. 1915.

PAPERMEN

Always pleased to hear from fast-stepping "square-shooters" for

NATIONAL MAGAZINE

Good in all States "Coast to Coast."

F. AL. PEARCE
715 Shubert Building, 1115 Grand Ave., KANSAS CITY, MO.

THIS AMAZING BANDAGE BREATHES 400% PROFIT

Two-Second Demonstration. Amazes all who see it. Will not stick to hair or skin; elastic, strong, light. Send 7c for two full size samples, or write for full details. **NEWAY MFG. CO.**, Dept. D, 35 South Clinton, Chicago.

IT'S NEW—IT'S HOT

Goodrich Shear Home

Take a pair of shears—a few strokes—zip they are sharp—the sale is made. Also sharpens pocket knives and stainless steel kitchen knives to a razor's edge. Large 3" stone made of sharp electric furnace abrasives. Sample, 10c; Doz., \$0.95 for \$1.00. Postpaid. **GOODRICH CO.**, Est. 1884, 1502 W. Madison, Dept. 88-4, Chicago



SPECIAL MOUZY JR.

This is a Real Toes-Up. Stands 28 inches high, with Body, Head and Ears Inflated. Heavy Shoes. Sold in attractive two-color envelopes. Packed one gross to carton, assorted colors. Gross, \$4.30. Sample, 50c Postpaid.

SAND CARDS

We are the Original Manufacturers. Selling Better Than Ever. Fast Turnover. Large Size, \$1.23. Price Per 100

No. 1002—Tramp	3.50
No. 1011—Beer	3.50
No. 1012—Pawnbroker	3.50
No. 1015—A Pause That Refreshes	3.50
No. 1017—Whoopee Night Club	3.50
No. 1018—Whinnie The Milk	3.50
No. 1020—Come Up and See Me	3.50
Small Size, 3 1/2 x 2 1/2	
Whoopee	\$1.75
Whiz Beer	1.75
Hot-Che	1.75

Special Price to Legitimate Jobbers in 1,000 or Larger Lots. Send for Price List of Tricks and Jokes.

25% Deposit Required With All Orders.

H. L. MOORE & CO., Hyannis, Mass.

fellers out, and I am forced to stop and say you had better get out.' The fakir replied, 'That is not fair. We are all forced to live. And when I sell a pen or two I am helping other men. No one has a right to say it is a crime to sell. So you go back and tell the mayor I said he can go to h—.' The marshal came right back and said, 'If you're so smart I guess I'll take you down. I bet before we're thru you'll gladly leave this town. We've handled other men like you, in spite of all their talk. So close your darned old satchel and we will take a walk.' 'I'll go along,' the fakir said, 'And take it on the chin. For I would rather be in jail than bluffed by selfish man. The world is wide and now and then I'll find a friendly town, where folks won't envy me so much and try to shake me down.' In consequence of acts like this, the fakirs wear the rocks, factories work on half time and the men are out of chuck. The big man has the goods to sell, the poor man's out of cash. And this is why I'm forced to say 'the average man's a sap.'"

Howdee Folks--How's Biz It's Better If You Have

KAN-O-SEATS, THE WONDER 3-LEGGED STOOL Attached to-a-Cane

Weight 25 ounces. Supports a guaranteed weight of 385 pounds. It did well in Miami this winter. It will stop the crowd at Fairs, Carnivals Baseball Parks, Horse Races, etc. It's really durable. Sample postpaid in U. S. A., \$1.00. Gross lots 50c each. Less 55c F.O.B. Ionia, Mich., or Miami, Fla.

W. A. CASSIDY
National Distributor
Midland, Mich. 3484 Chase Ave.,
Miami Beach, Fla.,
Until May 15.

"ALL THE BOYS AND girls take heed and stay out of Dallas," pipes Beeman Yancey, from Sherman, Tex. "There are absolutely no doorways to be had there. The parking lot on Elm street can be worked at a fairly reasonable daily rate. But only one at a time can work. The lot in "Jigtown" can be worked for nothing, and is worth just that and no more. Have noticed in Pipes lately that several of the fellows are shooting back and forth about j. c. l.'s and price cutters. What I don't understand is how some of the oldtimers ever got into the

Pitchmen I Have Met
By SID SIDENBERG

In my estimation the hardest joint to work that I know is sex books. I mean that a sex worker has got to be very clever and know his stuff from A to Z and backwards again if he wants to do business with that joint, for between the purity leagues, ministerial alliances, reform bureaus, censors, police departments, individual poky-noses, etc., it is surely one tough job.

Among the best and one of the cleverest workers in this branch of Pitchdom is Wayland Villiers, who embarked on the Good Ship Pitchdom when a sex picture publicity agent called on him seeking publicity for a picture which was showing in Memphis when Wayland was one of the editors on *The News-Schmitzer* in that town.

Wayland told me he turned the man down cold. He said he thought that fellow had more than his share of nerve to ask for publicity on a sex picture with all the poky noses and churches in town already started on a fight on the production. Villiers says he thought the fellow put one over on him by coming to him and starting the fight, which was the publicity the fellow desired and which attracted more patrons than the usual story that runs, telling the people there is an obscene picture on at a local theater. At any rate, Wayland figured the joint out and started working as an agent in front of a big production and soon got in on his own end, and the last time I saw him he was working thru a theater in Indianapolis, with three live models, and packing the house to standing room only. In addition to the pictures, he was exhibiting the live models as the stellar attraction, and selling books, telling the audience "how to be happy" at a half-a-buck a throw and I mean if anyone in the audience didn't go for the book it was because they lacked the necessary four-bits.

Besides the three live models, Wayland carries an advance man and a fellow to work the tips and lobbies of the theaters. Wayland doesn't always work theaters. He also works corners and vacant store buildings and has an elaborate flash.

Villiers has been in the business 10 years and is 41 years old and calls New York home.

Diamond Line Sells



100% Profit for Both Agent and Merchant.

ASPIRIN on Cards to fit your Nut Rack, 5 Tablets to each Bag, 24 Bags, 95% Profit per Card. Cost 25c Each, Plus 3c Postage, or \$4.25 for 250 Cards. Free Metal Rack given with order for 25 Cards. Write for information about newest of new 10c Card. Also you should know our Vending Aspirin Line. It is a money maker. Save time and money by ordering from this ad and start making money.

BURRELL SUPPLY
Box 99, Kankakee, Ill.

COMBINATION

KNIFE SHARPENER, GLASS CUTTER.

BOYS, WATCH MY NEW GLASS CUTTING TOOL.

New Handle, Improved Nelson Sharpener. All Workers. Sample 10c. Manufactured by APEX NOVELTY CO., 1924 West Adams Street, Chicago, Ill. New York City Representatives: ADVANCE SPECIALTY CO., 312 Third Ave.

SOAP WORKERS

Write for **FREE BILLING PLAN and PRICES** on our new **DR. RAY'S MEDICATED FACIAL SOAP** and **WASH-WELL SOAP POWDER**. Deal. Also over 50 other Soaps in attractive packages.

L. C. CHERRY COMPANY, GINGINATI, O.
(Quality Soaps Since 1917.)

KNIFE SHARPENERS
MASON JAR
MOUSE TRAPS
STATIC ELIMINATORS
BLACKHAWK MFG. CO.
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AT LAST—IT'S BEEN PERFECTED

The marvelous Mint Shampoo. It's soothing and refreshing. 50c per Gallon, in 1/2-gallon. Less 75c Individually. We are also featuring Dr. White's 100% Pure Bristle Tooth Brushes. A fast "two bits" passout. Special, \$1.00 per Doz. 50% deposit with all C. O. D. Orders.

JOE'S SUPERFINE LABORATORY,
Southwick Street, Pittsburg, Mass.

ATTENTION!
PACKAGE CANDY USERS
HERE'S YOUR OPPORTUNITY
CASH IN ON THE
MILLIONS OF DOLLARS
SPENT IN ADVERTISING VITAMINS
UNIVERSAL
LEADS
AGAIN!
THE SENSATION IN THE
PACKAGE CANDY FIELD
SUNSHINE
VITAMIN "D"
CANDY

Press and radio have educated the people to the health benefits of Vitamins in food products.

Vitaminized food products sell at an increased price to the consumer, yet show a greater sales percentage over those products that are not vitaminized. Concrete proof that—

The Public Now Demands Vitaminized Foods.

"Think What That Means To You"

You are no longer selling "JUST ANOTHER BOX OF CANDY." You are now selling a Health Building Food Product in the form of a delicious confection.

The Entire Story Printed on Each and Every Package.

"WHAT PASS-OUTS"

They'll Go Like Hot Cakes on a Frosty Morning

40,000 AT CLEVELAND—TWO WEEKS
15,000 AT COLUMBUS—ONE WEEK
10,000 A WEEK AVERAGE FOR 62 WEEKS IN THREE THEATRES.
HUNDREDS OF OTHERS JUST AS GREAT. GET ON THE BAND WAGON AND CASH IN.

Greater, better, more quality flash merchandise with each and every unit—both in inside and outside flash assortments

Send for catalog
UNIVERSAL THEATRES CONCESSION CO.
4701 ARMITAGE AVE. CHICAGO, ILL.

CANDY DEALS

59¢

"HERSHEY'S"—"BABY RUTH BARS"—"PEANUT MAID"—AND OTHER FAMOUS CANDIES FREE GIFT! ANDERSON'S 2ND ORDER. \$285.00. Sell Wholesale to Grocers, Candy Stores, Drug Stores, Taverns and Stand—All Big Buyers! New long profit deals best all we have had in the past and they were the best of the times. You make double profits now. Attractive free gifts. Self-selling counter display vendors. Punch deals, Bulk and deal candies, Fast Quick repeat. Dealer can't renew from anyone but you. (You're "on the spot" to make money faster than ever before.) Finest best known candies—Hershey's and Baby Ruth Bars, Caeroline Specials, O'Henry Candies, Peanut Maki, others. Some deals pay 100% profit, unheard of commission in this business. Send for FREE details. New Plan—a gold mine for salesmen and distributors. **CATERINE BROYMERS** Dept. A.E. 3916 Sunnyside Ave., Chicago.

LOOP-H-LOOP



Start sheet with each game shows assembling top and bottom, etc.

UNUSUAL PREMIUMS • BRAND-NEW IDEA DIRECT SALES

\$2.00 Doz. \$21.60 Gross

3% C. O. D., F. O. B. New York City

ALFRED T. GOTTLIEB
240 Madison Ave. NEW YORK

BUY DIRECT FROM MANUFACTURER—OVER 300% PROFIT
Spring and Summer, 1935 styles.
Over 200 beautiful patterns, high quality Cut Silk and Flower Crepe and Wash Ties now ready.
\$1.25 Dozen, to Retail 40c Each
\$1.50 Dozen, to Retail 50c Each
\$1.75 Dozen, to Retail 65c Each
\$2.00 Dozen, to Retail 75c Each
25% Deposit, Balance C. O. D.
ESSES BROS. NECKWEAR CO.
O.L.B. 828 Roosevelt Rd., Chicago, Ill.

MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipments.
New Price List. WRITE OR WIRE.
NUTRO MEDICINE CO.
66 South Peoria Street, Chicago.

16 MEN WITH AUTOS
With small cash investment you can sell to dealers and make \$25 daily. Your investment guaranteed and refunded on request. Reliable firm. Legitimate proposition. Wire or write at once.
GRAY MFG. CO.
142 N. Tenth St., Philadelphia, Pa.

POST CARD

Greeting Card, Magazine, Newspaper, Packet, Seed Displays, all styles. Popular priced. Catalog on request.
DAVIS METAL FIXTURE CO.
LANSING, MICH.

Attention Pitchmen
QUICKEST SELLING ITEM ON MARKET. NO COMPETITION.
KLEENBETH PIPE CURE. Make the old pipe sweeter than new. Unusually big profits.
KLEENBETH, 25 E. Jackson, OHIOAGO.

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UMBRELLA CANES the Greatest Sensation of the Century of Progress. Over two million sold. WE MANUFACTURE THEM. Colors: Black, Dark and Light Brown. Write for prices.
A. M. WARREN & CO.
227 West Van Buren Street, OHIOAGO.

business if they never started. Of course, during the depression a lot of men started peddling on the streets. I won't say pitching different articles to make a living, as most of them don't pitch. They just sell razor blades and notions. There are quite a few of them selling rad and other makeup joints at very low prices. I think, tho, that if anyone would investigate they would discover that these were the marks that some smart pitchmen had sold the formulas to, the ones they cut up the big jackpots about. Every business or profession has good and bad in it and the pitch game is no exception. I know some mighty fine fellows who are pitchmen, and among them are several so-called j. c. l.'s. One boy in particular, who has been in the game about six months and is more of a credit to the business than many an oldtimer. He is Leo Dennis, from the State of Washington. I have not been in the business a lifetime but I do think I know what it is all about. I try to sell rad and X-rays for a quarter in every town I go in, but if they just don't go for a quarter I sell 'em for 15 cents, as the grocer, landlord, gasoline man and other merchants aren't concerned with what I should have, they ask me if I've got it. And I think I am about as well off as some of the high-powered boys who wouldn't think of going for less than 25 cents. Most of them talk big money but show small change. There has been much pro and con about the pitch people organizing. Personally I don't think that would do much good as the pitchman, that is the roadman, is always on the go and never located in one place permanently. In other businesses that have organization the men in it are generally in one location and exert considerable influence in civic affairs. And in that way their organization derives a great amount of benefit. I believe that if pitchmen working in a town would refrain from cutting up jackpots about the 'big' days they have had, in front of the townfolk; keep their doorways clean and whenever anyone asks a question give a civil answer instead of a wisecrack; quit fighting and knocking one another, and really try to help each other they will do more to help the cause of Pitchdom than could possibly be done by all the organizations in the world. Waco, Tex., is a good Saturday town and there are doorways open there now. Dallas is really n. g. I have had one of the best week days, here in Sherman, that I have had in a long time. Plenty of doorways here. Stopped in the little town of McKinney, on the way here from Dallas, and got a few dollars. Monday is trades day there and I am going to make it then. Wish all the boys and gals a lot of success and would like to see pipes from my friends Joe Morris, Dave Rose, Jack Jenkins, Morris Davidson, Barnett, Harry Webber, Leo Dennis, Jack Young and all the rest. May they all have a pocket full of long green. Will go into St. Louis next week. I recovered fully following the glia bite."

FRANK L. SULLIVAN
infos from Baltimore, Md., that he has been stranded there for the past 15 months. He appeals to Jack Kearns, Gene Delman, Jack Waller, George Harris, Fido Kerr, Earl Crumley, Frank Libby, Doc Howard, Claude Laws and others who know him. Frank is willing to work for or with anybody. Fayette Hotel will reach him.

JULE SMITH WRITES
to tell us he notices pitchmen win-down workers and coupon men doing well in Montgomery and Birmingham, Ala.

SAYS JOHN SWISHER
of the sheet, from Dawsonville, Ga.: "Next stop will be Copper Hill, Tenn. Then into the hills of West Virginia. Put in a nice winter in Southern Georgia and Florida. There was a big train wreck near here recently. Over 12,000 gallons of gasoline on the ground. You can guess what happened to it."

"JUST GOT BACK
from a flying trip to West Palm Beach," scribes W. Earl Miller, Valdosta, Ga. "Arrived there in time to return with the rest of the tourists. Spent some three weeks visiting relatives. Spent a couple of days in Waycross, Ga., with Deafy Dan Rosenthal. Found him in a much-improved condition. Tho he is still unable to use his hands, The explosion really beautified his face (with

SELL ON SIGHT

MICKEY MOUSE AND PLUTO THE PUP

Authentic "Walt Disney" INFLATABLE RUBBER TOYS



CONCESSION OPERATORS
Mickey was a "sell-out" last year. Pluto the Pup is BRAND NEW—just completed in time for this season. Stock up now for a big, profitable season. If your jobber cannot supply you, write us direct—we are the sole manufacturer of both items.

SAMPLES ON DISPLAY Room 1301, 354 Fourth Ave., Room 1498 Merchandise Mart, NEW YORK. CHICAGO.

SEIBERLING LATEX PRODUCTS CO.

AKRON, OHIO



NEW - NEW - NEW
UNBREAKABLE LAUGHING MIRRORS
SELLING FAST
DOZ. 75c GROSS \$8.50
Send for complete list of several other "Live" Numbers.
Send Cash or Money Orders for Prompt Service.
Manufactured by
FRANCO-AMERICAN NOVELTY CO.
1289 Broadway, (cor. 29th St.) New York City

ATTENTION!

Circus, Carnival and Park Operators

New items are coming fast. Popover the Sailor, inflated toys, \$9.00 pr. Mickey Mouse, inflated toys, \$9.00 pr. Mickey Mouse Tom-ups with cardboard feet, \$9.00 pr. Tricky Mouse Tom-ups, with cardboard feet, \$4.50 pr. Mickey Mouse Balloons with ears, \$4.00 pr. Mickey Mouse Round Printed Balloons, \$3.50 pr. Popover Printed Balloons for gas and air, \$3.50 and \$4.00 pr. Streetman Special Printed Balloons, \$4.00 pr. Streetman Special Printed Balloons, \$3.50 pr. Balloons Socks, 25 pr. New Flying Birds with inside whistles on decorated bamboo sticks, \$2.75 pr. Fur Monkeys, assorted colors, \$7.00 pr. Lash Whips, .65 doz., \$7.50 pr. We carry a full line of premiums for Beano, Bingo and Corn Games, Pinballs and Scazemen. Samples of New Popover Printed Balloons, \$3.50 pr. All orders shipped promptly C. O. D. with 25% advance deposit. Positively no goods shipped without deposit.

NABELLA BROS., 48 Hancock Street, Boston, Mass.

PLEASE READ THIS AD

THE KEYSTONE FERROTYPE, Inc., Carries a Full Line of
CHEMICALS PERFECT BLACKBACKS
FRESH BUTTON PLATES NEW MOUNTS
ATTRACTIVE BROODERS NEW FOLDERS
QUARANTEED CAMERAS.

Orders filled completely, mailed immediately. Use our New Original Mounts and Folders and have a successful reason.

KEYSTONE FERROTYPE INC., Philadelphia, Pa. 734 South St. Walnut 4187

SPECIALTY SALESMEN, AGENTS and PITCH WORKERS

Buy direct. Make big profits selling
GALVANIC ELECTRIC BELTS and VOLTAGE ELECTRIC ISOLES
No Competition. Get Net Wholesale Price List.
SAMPLE 50c
THE ELECTRIC APPLIANCE CO.
E. A. Co. Bldg., Burlington, Kan.

Sell SPARKLING TINSELLED Signs

Mother's Day - Father's Day - Graduation. Cost 4c; retail 25c. Also new Transparent Day and Night Signs. 400% Profit.

Sample FREE. WRITE today catalog showing full line, including Electric Neon-Like Signs. L. LOWY, Dept. 8-B, 8 West Broadway, New York.

REX HONES Now Less Than 3c Each

\$4.25 a Gross
Send \$1.00, Bal. C. O. D.
Each Hone in flashy silver box, priced \$1.00. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. The REX HONE always sold for a much higher price. Hone men are cleaning up. ACT QUICK!
REX-HONE MFRS., 1604 W. Madison St., Dept. B-4, Chicago.

NEW STANLEY
MADE IN U.S.A.

CHROME SURGICAL STEEL
STANLEY RAZOR BLADE CO. PHILA.

Made of Finest Chrome Surgical Blue Steel. YOU KNOW WHAT THE STANLEY BLADE IS. THE BEST ON THE MARKET.

New Stanley D. E., 5 Pgs., Col., 20c.
Pgs. to Box, 100. . . . \$1.00
New Stanley B. E., 5 Pgs., Col., 100. . . . 80c

RAZOR BLADE BARGAINS: Gillette type blades. Paper wrapped, 5 blades to a pkg. Winner, Belmont, Maxwell, Ward-Prosperty, Big Value, Imperial, Blue Cross. This is a big profitable item for you. Send your order in today. 100 Blades. . . . 45c

AARON'S
Philadelphia's Largest Peddler Supply House
245 N. 9th Street, PHILADELPHIA, PA.
All Prices F. O. B. Phila. 25% Dep. All Orders: Send for Catalogue. 4,000 Items.

BLADE SPECIALS
(All Nationally-Known Blades).

LOWEST CUT-PRICES
Request Free Catalogue.

FRANCO
10 E. 22nd St. N. Y. C.

THAYER'S SPECIALS

2 Dram Perfume and Face Powder Wrapped Together in Cellophane **\$9.00** Gr.

1/2 Oz. Perfume in Box and Special Face Powder **\$12.50** Gr.

Samples of All Above Prepaid 50c. 25% Deposit, Balance C. O. D. Immediate Shipment.

THAYER SALES CORPORATION
2944 West Lake St., CHICAGO, ILL.

SELL NECKWEAR

Big Money-Makers. Low Prices. Four lines of fast sellers. Send for Free Catalog and particulars. Act now for quick sales. Satisfaction guaranteed.

ARTISTE NECKWEAR CO.
315 Washington St., Elmira, N. Y.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.

ARGO PEN-PENCIL CO., Inc.
204 Broadway, NEW YORK CITY.

ATTENTION

MEDICINE MEN, STREETMEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEDICINE—We now offer an 8-oz. Bottle of Tonic in more 3-color Carton, at \$14.00 A GROSS; \$7.50 A 1/2 GROSS; \$1.75 A DOZEN. Clip this ad for future reference.

CELTON-SA MEDICINE CO., Cincinnati, O.

Medicine Men Sell Our

Water Soluble Herb Compound. One pound makes two gallons of Turic-Laxated Tonic. 32 labels free. Price \$1.00 a pound. Samples 10c. Write for prices on Tooth Powder, Corn Salve, Rubbing Oil and Compound in package form.

FINLEY LABORATORIES, INC.
4205 Olive St., St. Louis, Mo.

Magazine Canvassers' Special

You can make a FIVE DOLLAR FLASH with "The Babylon Course in FINANCIAL SUCCESS." We will afford to give it free with a \$2 proposition. Just show it and they all want it. Six daily lessons in gold embossed container. Sample 50c. Details, prices and spell free on request. Circulars for mail dealers.

THE CLASON PUB. CO., Denver, Colo.

AGENTS—DEMONSTRATORS—PITCHMEN Sell "Gold-Medal" Rue Cleaner, Clean Upolatory and Rugs. Demonstrate in Department Stores. 15c Size, 1 Dozen, 90 Cents; 144 Pages, \$5.50. 35c Size, 1 Dozen, \$1.50; 144 Pages, \$10.50. Sample, 10c. **LITTLE WONDER PRODUCTS,** 417 N. Clark Street, Chicago.

CARD TRICKS Fast sellers. \$3.50 per 1,000; 5 samples, 10c. Catalogue, instructions and patter. **NUTRIX COMPANY,** New York City, 77 W. 47th Street.

CIGARS—Salesmen, Agents, Distributors, large permanent income selling stores, resal-let afford to give it free. Rush \$1.25 for Box of Fifty (5c) cigars and information. **M. M. DIRECT SALES,** 248 Fifth Ave., New York, N. Y.

good medical attention) and gave him a childish complexion. He will be unable to work wire jewelry for another three or four weeks. He wishes, thru *The Billboard*, to express his appreciation to the boys and girls of Pitchdom for the many cheering letters he received and to tell them that he will personally answer the letters as soon as his hands are in shape to write. The grass is getting green here so will migrate to the mill towns in Northern Georgia and Tennessee."

JOE J. BARRELL AND O. W. Hansen, working sheet, were visitors at the Cincinnati office of *The Billboard* last week. They report biz as good. Visited the New Orleans Mardi Gras, and met Doc Howard in Kentucky, with med. They worked Cincy for three days, leaving for Indianapolis, as a stopover before heading for a summer's work in Michigan.

"JUST A LINE TO the boys on the sheet," cards Hot Shot Austin, Tuscaloosa, Ala. "I am fat and fine. Still with it and for it. Heading for the Carolinas, for the vegetables. Have been working alone for three years and have no 'boots in my tires.' Here's to all the boys at the stock shows."

"TALK ABOUT YOUR corn punk outfits," tells Doc Edison from New York. "I just played the Housing Show at the New York Port of Authority Building and a fellow who used to pitch blades on the street and then went into the jam auction pitch has got the swellest flash I have ever seen. And the boy can turn tips on punk like no oldtimer ever dreamed of. He has all hand-carved panels as a background and a beautiful white-enamel chrome-trimmed stand with red lettering and a big red cross. He pitches powder and salve and pays high line for his spot, but in my 10 years in the business I have never seen anything like the way this boy turns tips. He wears a long white doctor's jacket, with the name of the punk on it. The kid, you no doubt know by this time, is Jack Knebel. He had a picture taken showing the front. Wish he would send it in so *Bill* could publish it, in order that oldtimers could see a real framed and fished store. I'm leaving for Allentown, Pa."

C. E. SNELLENBERGER unlimbers the old typewriter and shoots

\$1000.00!
SAVED

That's what it costs to get up a Catalog. We are going to give that money to you instead of the printer.

NO CATALOG—JUST LOWEST PRICES

STREETMEN'S SPECIAL
—BALLOON, Fancy Prints, Best Colors, Gross. **\$2.48**

Balloon Sticks FREE. 1 Gross with every Gross Balloon.

Blum (assorted 8 kinds 50 gross). Gr. . . . \$ 4.00
Flying Birds, Gr. 2.20
3 Blade Tooth Pick Knives, Gr.80
Beacon Banners, Each. 1.40
Shell Water Flowers, Gr. 1.48
China Pin Cushions-Ash Tray, Pk. 100 2.85
7-in. Balloons for Dart Games, Gr. . . . 1.15
Pop-Eye (large Plaster), Doz. 1.32
Dimpled Reddie Books, Gr. 1.75

Send Us Your Orders—No Matter What You Want. We Will Positively Save You Money. 1/4 Deposit With Orders. Balance C. O. D.

OPTICAN BROTHERS
300 WEST 9TH ST., KANSAS CITY, MO.

SMASH GO PRICES
ON OUR FAST-SELLING LINE OF GAMES.

35c Lotto-Keno Games.	Each.	Grs.
10c Picture Games.	\$0.07	\$10.00
5c Out-Outs.02	1.75
	.01	1.25

FULLY PREPAID. Just the Items for Prices. Premiums or to Retail at 500% Profit. Trial Order of 1 Dozen Each of All Above Games, Fully Postpaid, for \$1.00, CASH WITH ORDER. These Samples Alone Retail at \$6.00.

SUNNYSIDE GAMES CO., 1822 Sunnyside Ave., Chicago, Ill.

PITCHMEN-AGENTS
400% Profit

It is easier to sell genuine Goodrich Hones because name "GOODRICH" has stood for the best for over 70 years. Fast demonstrator. No comebacks.

Write for areas, prices. Sample per Dozen \$1.00

GOODRICH, 1500 W. Madison, Dept. BG-4, Chicago.

BALLOONS—appealing Brilliance of Color with greatest Variety!

They come to Andersons far too balloons that have more color brilliance and appeal. . . . For 25 years Anderson has produced the most outstanding designs in balloon novelties—balloons always beautifully brilliant, lasting and attractive—variety that is not equalled anywhere—Special-purpose balloons for dances or decoration are available in regular and transparent styles—sizes from largest to smallest. A new line of pastel-colored balloons is also ready for your consideration. Sally Rand used Anderson 60-inch balloons in her bubble dance.

Wonderful new line of decorated Balloons—pictures, designs—brilliant colors—transparent, pastel, regular. Write today for illustrated list and name of jobber in your city.

ANDERSON RUBBER COMPANY
AKRON, OHIO

A BEAUTIFUL LAYOUT—BIG PROFITS for MEDICINE MEN

The medicine season is just opening and everyone is looking for a neat, attractive self-selling product with merits of the highest quality. Puratone Products are all of these. The Puratone Products Company offers a complete line of products which are the most attractive and best selling products on the market today, and are priced so that it is the medicine man that makes the big profits.

You will never regret selling Puratone Products, so start now while the season is still young. Write for our prices and proposition. Free samples are sent with answer to inquiries. Please state method of selling.

PURATONE PRODUCTS CO., Station D, St. Joseph, Mo.

WE HAVE "IT" A NEUTRAL SHAMPOO

THAT DOES NOT CHANGE COLOR WITH THE PHENOLPHTHALEIN TEST

Fast-Selling
HAPPY HOME MAKER SHAMPOO

Use One of These With Our
LADY WILMA HAIR REJUVENATOR

For a Complete Setup for
YOUR SHAMPOO DEMONSTRATION

Write for details on these profitable items—also our Toothpaste-Shaving Creams—Bases and Soaps of all types.

GEO. A. SCHMIDT CO., 236 W. North Ave., Chicago, Illinois.

BUY DIRECT FROM THE IMPORTER AND SAVE MONEY

GENUINE CRYSTAL CUT PENDANTS—DIAMOND STYLE

Beautiful Rainbow Colors. \$8.00 Gross. Up. No. 5000 (See Illustration) \$12.00 GROSS

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RAINBOW RINGS—These items have a very strong appeal. Send \$2.00 for a full line of the newest kind of Novelty Jewelry, including the advertised items. Our line is the Best Merchandise for Besoats and Demonstrators.

EXCLUSIVE SPRING JEWELRY. ARTISTIC PRODUCTS. 258 Fifth Avenue, NEW YORK CITY.

PEN ASSORTMENTS

New Stock. Latest Colors all year round. Send your orders to BERK'S for quality merchandise and prompt shipments. Send \$1.00 for Samples. Pocket Sharpener and Envelopes. Gr. \$3.25. Knife Sharpener with Glass Cutter. Gr. 7.50. Can Opener and Knife Sharpener with Glass Cutter. Gr. \$11.00. Glass Cutter. Gr.

Peter Seis and Mincer—Made in U.S.A. Write For Prices.

BERK BROS. NOVELTY CO.
13 East 17th Street, New York City

LUMINOUS GLASSES

With Marbling Material. \$12 Dozen. Send \$1.00 for Sample, prepaid. S. H. MENARD, Omaha, Neb.

AGENTS, DISTRIBUTORS, DEALERS. SELL MORE HANKERCHIEFS—Write HANKERCHIEFS, No. 3 W. 29th St., New York.

NEW WAY TO SMOKE

Touch A Button! LIGHTED CIGARETTES Come Out of Magic Case

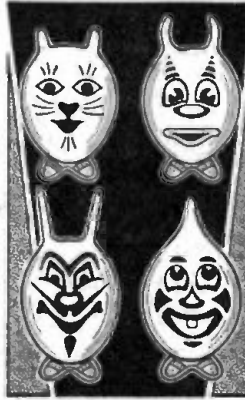
Imagine this! You take a beautiful case from your vest pocket! Automatically a cigarette and flame appear. You puff and a LIGHTED, ready-to-smoke cigarette is delivered right between your lips. Smokers crowd around when you use the Magic Case as they gaze in wonder every one of them wants it.

Make Up To \$16 a Day

Let me send you a Magic Case for 10 days trial at no risk. Just show it to and watch smokers reach for it eager to buy. It's a selling sensation. Agents are coin- ing money fast. Write quick.

MAGIC CASE MFRS.
Dept. D-4489-A,
4234 Cosens Ave., ST. LOUIS, MO.

the following from Indianapolis: "I've grown up with *The Billboard* as the family Bible, but it seems that pipes have a more or less limited circle. Why? I enjoy them as is, but there are so many hundreds who are never heard of in pipes that would make the column much more interesting and perhaps a bit less monotonous. Where is Grand- Stand Jack Mayo, Harry Webber, Whitey Johnson, Fido Kerr, Jimmie Osborne, Frank Bogue and many, many others so seldom heard from and many of whom are never heard from. And by the way, Frank Bogue could show any jam man I ever met a few things in personality and workmanship. About that j. c. l. argument. Isn't that about as silly a line of chatter as any intelligent man could exude? Everyone has been a j. c. l. They are all of the same mercantile faith. Thus, if there be a distinguishing factor it should be a question of trade differences, conduct, co-operation, etc. I personally do not think that such references and inane arguments have any place in the column. It is true childish prattle that only belittles and is unworthy of tolerance in the pitchmen's only trade column. Some pitchmen are oldtimers in one season, insofar as ability, personality and square shooting are concerned. It's the man, not his years! I recall young Studley, who the first year was a real oldtimer compared to some I have met that could prate only of years and little of success. Organization—The pitchman has been kicked from here to there for so many years that, really, I believe he likes it. All talk of organization helps to fill your column perhaps, but will never get anywhere until the pitchman realizes that one particular force must be brought into action. Just as it was necessary in labor, business and professional organizations. And that force is compulsion. Barring the use of compulsion, you will always have a few bearing the brunt, with the many remaining on the outside and living on the crumbs of better operating conditions. Yes, there is a way. Pitchmen could be organized. It would require time, perseverance and a spirit of going places. I have given a great deal of thought to the subject during the years, but not publicly. I have occasionally submitted it to visiting pitchmen and they have unanimously agreed its features essential. I have been in hopes that someone might submit sooner or later something of a tangible nature, but the years roll by, and had my method been placed in operation 20 years ago it would be substantially operable now. My method, however, requires a compulsory system, the objective being the only goal. The wants and whims of a lot of the fellows would, of course,



START YOUR SEASON WITH NEW IDEAS BY BARR

BARR TINY FACES—low in cost. These colorful balloons made from durable BARTEX rubber will inflate to a size that will surprise you. Available in new shapes and designs—highly suitable for both stick and toss-up selling.

"DIZZY" DEAN BALLS AND BALLOONS—BARR has signed Jerome "Dizzy" Dean for Balloons and Balls—and they're going over big! The balls are sponge and gas in various sizes and finishes, with "Dizzy's" own signature duplicated on them exactly as he would sign it. The balloons are attractively imprinted with a baseball welt, a picture of "Dizzy" in action, and his signature. With the entire nation watching "Dizzy" Dean, this is your opportunity to cash in on the finest novel- ties obtainable.



Ask Your Jobber for NEW IDEAS BY BARR

THE WORLD'S LARGEST MANUFACTURER OF TOY BALLOONS
The BARR RUBBER PRODUCTS CO. SANDUSKY OHIO

Sell to Stores COUNTER GOODS

Handle Big Pay Route selling Retail Merchants world's largest, finest line Counter Card Merchandise. Sensational New Aspirin Deals; Razor Blades, 5 for 10c; Pipe-Lax (new chocolate flavored), Bromo-Plex and many others. 100 new displays. Over 100% profit for you and merchant.

NO INVESTMENT
Place only few cents daily and you make up to \$45 weekly. Start making money first day. Big Catalogue free.

World's Products Co.
Dept. 488-A,
SPENCER, INO.

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Cameras for Street and Other Concession Workers and All Supplies. Our Cameras Take and Develop the Picture Right on the Spot in One Minute and are Light in Weight to Carry. Our heaviest camera complete weighs only 12 lbs. Makes ferrotype or black and white pictures in all sizes, up to a postal card size. Hundreds Have Been Making Big Money With These Cameras Even During the Depression.

SEND FOR OUR CATALOG.

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Working Circuses, Fairs, Carnivals, etc. Don't buy a single Balloon until you have seen

"SHO-SHO"

The New Sensation that is revolutionizing the Balloon Business. 28,000 sold at one Indoor Dinner; 9,000 sold in 2 nights at a Street Celebration.

Send 10c for Sample (Junior Size)

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Jobbers Write.



The funny CHATTERBOX (It talks)

THE GREATEST FUN MAKER EVER INVENTED.
Just Pull the Tape and Chatterbox Talks; Right Out in a Loud, Clear, Understandable Voice.

A brand-new, original novelty that's amusing, mysterious and entertaining. An excellent, fast-selling item for novelty, toy, cigar and stationary stores. Also an excellent seller for agents, demonstrators and businessmen. Price, \$1.60 per Dozen, \$18.00 per Gross. Sample Dozen, Postpaid, \$1.70.

Send for our Free Catalogue, which illustrates three hundred Joker's Novelties, Magics and Puzzles.

S. S. ADAMS CO., Asbury Park, N. J.

PITCHMEN, DEMONSTRATORS NOTE

Fastest Selling Item Ever Created.

With a guaranteed investment of \$3.20 you will secure a daily income of \$10.00 to \$20.00. Sell Gross at 5c Ea. \$7.20 Cost Gross. \$3.20

Your Profit.....\$4.00

HAND-POLISHED TIE HOLDER-COLLAR FASTEN- ER SET. Sample 1/2 Doz. \$1.00. 1 Doz. \$1.75.

Cash with Order, or 25% Dep. Bal. C. O. D.

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JUST OUT

Easter Chick Balloons, Gro.....\$3.50
Mouse Toss-Up, Large Ears, Gro.....4.00
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Monkeys, Whips, Parasols, Hats. Write for Our Lowest Prices on Prizes and Premiums.

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611 South State St., CHICAGO, ILL.
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New New New

We fulfill a promise! New and Different Items for the Engravers—Complete Line of 1935 Silver Jewelry READY—NEW, NEW—BRACELETS; Charms, Identification, Buckle, Leatherette, in 8 Colors; Types for Babies, Ladies and Men—BROOCHES; Dress Clips, Name Pins, Sweethearts, Good Luck, Friendship—Neckties—Signs, Rings—Watch Straps—Key Tags—HUNDREDS OF NEW ITEMS.

Deposit on all orders. Samples sent on MONEY-BACK GUARANTEE. Complete ELECTRIC ENGRAVING Equipment.

Always Something New at
EDW. H. MORSE & COMPANY
ATLEBORO, MASS.
"We Lead, Others Follow."
Send for NEW Catalogue Today.

75c

The Novelty Hit of the Season!

OUCHIE!

Four little fellows! He wiggles and squirms trying to get rid of the nasty fly. Base is fitted with a crank. Turn it and watch the fun.

Send \$1.00 and we will include NADA, another HOT number, and catalogue with special prices.

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161 Brookline Ave., BOSTON, MASS.

Latex Bandages

Amazing Low Prices OVER 600% PROFIT. Write today for exclusive territory proposition or send 25c for two full-size samples. **IDEAL PRODUCTS**, 1357 S. Crawford, Chicago.

BUY DIRECT FROM MANUFACTURER

Latest Creations in Knitted Ties at New Low Prices.

No. 300 Fancy Stripes, \$1.95 also Plain, Doz.....

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No. 195B—Boy's Attractive in Changeable Color Effects, \$1.00 Doz.....

25c With Order

ROYAL KNITTING MILLS,
Dept. B,
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We have the lowest prices in the country and highest flash packages. Formula attached. You are losing money if you don't get our prices. **CEL-TON- SA LABORATORIES**, Cel-Ton-Sa Bldg., Cincinnati, O.

HERB WORKERS

NEW LOW PRICES ON HERBS AND COUPONS. Write in for Prices and Information. **BLACK EAGLE MEDICINE CO.**
333 Garwood Street, Cincinnati, O.

-COUPON-

MEDICINE MEN A BRAND NEW DEAL

Not a Cosmetic or Soap Proposition, but Something Entirely New That Really Sells Itself.

COSTS YOU 37c. SELLS \$1.00.
Sample Prepaid and Particulars **75c.**

COUPONS \$1.00 PER 1,000.

MEDICINE SHOWS—Write us for prices. Our merchandise is the highest quality and lowest price. Extra FREE merchandise to offset express charges. Write for details.

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Everyone is interested in MAPS

Compels Attention—Pleasant to Carry. Show the New 1935—30-Page Atlas and a sale is made. Size 11 by 14 inches. Contains large maps of the 48 States and all principal Cities. No Price Mark. Useful, Educational Reference Book. You can sell this Atlas to every class of business and individual. Best seasonal new marketing. Standy prof- itable work. Any quantity 30c each. Send for sample. We guarantee you can sell this Atlas. Act Now—Write Today!

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Dept. 68, Kansas City, Mo.

SELL MAGIC KNOT TIES

THE PERFECT TIED NECKTIES.

Formerly called the Tie-D-Clavet, Tie Meet Tie, Zip On Ties, Free Wheeling Tie. Guaranteed lowest price. Best quality. Sample 25c.

MAGIC KNOT TIE COMPANY,
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be dispensed with, for the goal would be the only thought—actual organization. The powers that be might not approve of a compulsory setup. But it is utterly foolish to try to organize and sweetly cajole the indifferent, for a handful as always would bear the burden. Now my plan would include memberships from 25 cents to \$5 per year, eliminating every argument insofar as cost is concerned. Income would be very small, outgo almost nothing, but in the succession of years the foundation for a definite, experienced, well-defined organization would be a reality. Have taken a great deal of your time, presume this is my annual spurge—or urge."

DOC C. H. SNELLENBERGER
 Infos from Indianapolis that he and the missus are the happy parents of a little brother to Doctor Dick, born on the Brill street lot March 19. Mother is doing fine and the newborn is reported as a fine example of outdoor life and the wide open spaces.

KANSAS CITY JOTTINGS

(Continued from page 47)
 Citian during its entire run here, was a week-end visitor.

Richard Pommer, formerly with The Drunkard here, is now in the cast of the Denver Drunkard Company.

Gene Crossen, leading man with the Heffner-Vinson Company for the last three years, is now vacationing with relatives and friends in Montana.

Al Pyatt, manager of the Vale and Al Stock Company, which has been operating a circle stock in Western Kansas, was a visitor here this week to engage extra people and lease new plays. The missus accompanied him.

Harry Dunbar has closed his circle in Clovis, N. M., and is now in Oklahoma with friends and relatives, where he will remain for a few weeks before opening his summer season at Grand Forks, N. D.

Charles Leland and Rena St. Clair are now connected with a radio station in New York.

Frank Mack, of the team of Mack and Long, has just returned to the city after playing several weeks of independent time thru the State.

Mr. and Mrs. Frank Ellis, character team, who have spent many years with West Coast companies, are in the city and have announced their intentions of joining a canvas attraction for the summer.

Margy Russell, singing and dancing ingenue, formerly with the Edgar Jones Popular Players and other well-known repertoire companies, is now entertaining in night clubs here.

Mr. and Mrs. Henry Larson, who have been associated with many Midwest companies, have spent the entire winter here.

Earl Chambers, former fiddler with Ed Ward's Princess Stock Company, is now doing the Rubinfoff with night club orchestras here.

Mr. and Mrs. Jack Lockwood Jr., juvenile team, were week-end visitors. They came from their home in a near-by Missouri city, where they are vacationing until the tent season opens.

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Geer, Frank H. ... Geyer, Billie ... Geer, Frank H. ... Geyer, Billie ... Geer, Frank H. ...

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Showboat

Holman, Sam H. ... Holman, Sam H. ... Holman, Sam H. ... Holman, Sam H. ... Holman, Sam H. ...

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Warner, Stanley
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Time Extension Is Allowed On Sale of Palisades Park

NEW YORK, April 6. — Palisades Amusement Park, Palisade, N. Y., will go under the hammer next Wednesday in Bergen County Courthouse, Hackensack. Park was originally scheduled to go on the block last Wednesday, but time was extended to permit Clarence J. Hand, principal stockholder and president of Palisades Realty and Amusement Company, to raise enough money to re-instate himself.

Boroughs of Port Lee and Cliffside have been pressing for \$50,000 in unpaid taxes and the mortgages have been pushing for foreclosure to protect their interests.

ADAMS—Hugh, 55, veteran actor, who was a member of the Dixiana Showboat Company, of heart failure April 1 while standing in the wings of the Dixiana stage on the Chicago River, Chicago. He had been a member of the company since the Dixiana opened last summer and was to have played one of the leading roles in *Human Hearts*, which opened April 2. His widow, Marlon Ashley, a member of the showboat troupe, survives. Funeral services April 3 and interment in Rosehill Cemetery, Chicago. Members of the Dixiana Showboat Company served as pallbearers.

AMES—Richard, 38, composer and musician and cousin of Winthrop Ames, New York composer, in Paris April 1.

BATES—Cecil W., 30, at St. Thomas Hospital, Akron, O., recently. He was formerly cookhouse manager with the Keystone Shows and lately assistant trainer and manager of boxers and wrestlers. He was a nephew of A. J. and Mabel Williams, Akron show people.

BARLOW—George H., Sr., 82, Binghamton (N. Y.) horse breeder and trainer, in Daytona Beach, Fla., March 25. His horses raced at most of the Eastern fairs and tracks about 20 years ago. He was also a banker and real estate operator and close friend of David Hannum, Edward Noyes Westcott's inspiration for *David Harum*. At one time he owned one of the largest cigar factories in the world, Binghamton having been known as a national cigar center. His grandson, George H. Barlow III, New York State chairman of the Circus Fans' Association and *The Billboard's* correspondent in Binghamton, was associated with him in the reality business. He was president of the Binghamton Racing Association, which conducted the races at the Binghamton Industrial Exposition before the anti-race-track statutes, and also financed erection of the grand stand. He also officiated as starter, judge and timer, and had delved into ice racing on the Susquehanna River. He was member or director of banks and hospitals and of the Binghamton Elks and Otesenigo Masons. His wife died in 1930. Son and grandson survive. Body taken to Binghamton for interment.

BEALS—E. E., 73, president of Winnebago County Fair Association, Oshkosh, Wis., at his home there April 1. He was chairman of the organization committee which formed the present fair association in 1910. Survived by his widow, two sons and two daughters.

BECK—Mrs. Albert C., 66, mother of Al C. Beck, legal adjuster for the Bella-Sterling Circus, April 4 at her home in Toledo, O., of heart trouble. Besides her son, she is survived by her husband, two other sons and two daughters. Funeral services April 8 from the residence in Toledo, with interment in Memorial Cemetery, that city. Mr. Beck made a hurried journey from Mt. Vernon, Mo., winter quarters of the show, to attend the funeral.

BERKELEY—Reginald, 45, English actor and former member of Parliament, in Hollywood March 30 of pneumonia following a major operation. Mr. Berkeley came to the United States two years ago to adapt Noel Coward's *Cavalcade* for the screen. He later became a success in Hollywood as an actor and writer. After two years in the English House of Commons he resigned his seat to devote himself to writing. Previously he was a co-author of *The Oilskin Packet* and *Decorations and Absurdities* and sole author of the plays *French Leave* and *Eight o'Clock*. He also wrote the following plays: *Mr. Abdulla*, *The White Chateau*, *The Lady with a Lamp* and *Machines*. He adapted for the screen, in addition to *Cavalcade*, *Carolina*, from Paul Green's play, *The House of Connolly*, and *Maria Galante*, from the novel *Dreyfus*. Survived by his widow and five children residing in England.

BROWN—Sam E., 75, president of Brown County Fair Association, Green Bay, Wis., March 31 at a hospital there. He had been president of the association for 15 years. Survived by his widow and seven children.

BYRNES—William H., 54, former tympani player in the Cincinnati Symphony Orchestra and a professional musician for more than 30 years, at the Deaconess Hospital, Cincinnati, March 31. He had been in ill health for four years and bedridden for the last six months. He was formerly a trumpet player and during his career played in virtually every Cincinnati theater, at the Cincinnati Zoo, with many bands and traveled with a number of road shows. Surviving are his widow, a son, one sister and a brother.

CLARK—George E., 32, orchestra

THE FINAL CURTAIN

leader, in Detroit March 27. He had headed orchestras for several years in Detroit and Scranton, Pa., leading the Rhythm Ramblers and Bostonians in recent years. Last season he traveled with Max Trout's Minstrel Show. His widow, Grace, and a son survive. Body was sent to New York for burial.

DEWEY—Samuel F., old-time medicine showman, at Acra, N. Y., March 23. Burial in Kingston, N. Y. Survived by his widow, Alice M. Dewey.

CROWELL—Robah, when struck by an automobile near Kenbridge, Va., recently. He was a concessioner and had been with the World of Mirth Shows, Johnny J. Jones Exposition and other carnivals. Funeral and interment at his home city, Winston-Salem, N. C.

DELANEY—John F., in Torrington, Conn., March 29 following a heart attack. He was former president of the Torrington Theatrical Stage Employees' Union and a former theater manager.

FOLEY—Daniel F., 41, suddenly in Bridgeport, Conn., April 1. He was a well-known composer of song parodies and of numerous comic poems.

GIDDINGS—Frank R., 61, member of the team of Wheelock and Ellis back in the '90s and recognized then as one of the leading trick bicycle riders of America, March 31 at his home in Kalamazoo, Mich. He was the first to introduce on the stage the tramp rider on the bicycle. In 1900 he made his debut as a single over the Gus Sun Circuit, later joining with Grover Hay, of Paw Paw, Mich., and forming the team of Wheelock and Hay. Surviving are his widow and three daughters.

GIEMSA—Fred, prominent West Coast theater owner, producer and booking agent, at Calistoga, Calif., April 1, after a long period of illness. He gained control of many California legitimate theaters and thru his Eastern connections brought to the West Coast many Broadway hits. A native of Stockton, Calif., he started his theatrical career in that city after being graduated from Stanford University. Surviving are his widow, two daughters and one son.

GROLL—Mrs. Rose Karp, former Yiddish actress, in New York March 29. She retired seven years ago after a long career. Her parents were Max and Sophie Karp, the latter a member of the early group which produced Yiddish plays in America. Her husband, Charles C. Groll, attorney for the Jewish Theater Managers and Producers, and daughter, Sophie, survive.

HELLER—Harvey, 51, studio workman with Metro-Goldwyn-Mayer, was instantly killed March 30 at Culver City, Calif., when struck by a passenger train.

HEWITT—Ada Evelyn, daughter of John O. Hewitt, stage and radio actor, at Saranac Lake, N. Y., March 30. She was a granddaughter of Ada Monk and grandniece of Minnie Monk, both noted actresses in their day. Services at the Little Church Around the Corner, New York, April 3, under the auspices of the Actors' Fund.

HUNTER—Mrs. Oella Rose Russell, matron at White City Roller Skating Rink, Chicago, for 15 years, at her home in Chicago April 1. She was widely known among skaters and skating acts. Survived by two sons, Edwin and Renwick Russell, and two daughters, Mrs. Kell Hewitt and Mrs. Beatie Plaine, wife of Buck Plaine, former manager of White City. Interment in Rosehill Cemetery, Chicago.

KEELER—Anna May, 19, younger sister of Ruby Keeler (Mrs. Al Jolson), screen star, in Hollywood March 31 of Bright's disease. She had been in ill health for several years. Deceased recently made her screen debut in a picture starring Ruby Keeler and Al Jolson.

KILLIN—Billy, pianist and booker, in Chicago April 3.

KING—Austin B., noted horse trainer with the Al O. Barnes Circus, April 2 at Jefferson Hospital, Los Angeles, of coronary thrombosis. King had been with major circuses for many years, including Bella-Floto, Hagenbeck-Wallace and Al O. Barnes. Funeral services in Los Angeles in charge of the Barnes Circus and Pacific Coast Showmen's Association. A brother and sister, residing in Waco, Tex., survive.

LOONEY—James, 70, at his home in Brockton, Mass., last week. He was the father of John Looney, well-known pitcher.

MACKERT—Theodore, 43, former pianist and orchestra leader, suddenly in Pittsburgh April 3. His widow and three children survive.

MCGREGOR—Robert, brother of Mrs. Earl Shipley, of the Hagenbeck-Wallace Circus, March 29 from injuries sustained in an auto accident. Funeral at the McGregor home in Chicago and burial in Glen Oak Cemetery, that city.

MCLAY—David J., 76, for 50 years prominent Clydesdale horse breeder and, with his brother, James Z. McLay, winner at fairs and international horse shows for many years, at his Maple Lawn Farm, east of Janesville, Wis., April 1.

MARKS—Emelia, 62, mother of Al Hill, screen player, March 27 in New York.

MARTIN—Frank L. (Biddle), 54, who tramped for two years as musician with the old Hi Henry Minstrels and for the last 35 years stage manager at five Flint (Mich.) theaters, in that city March 31 after an illness of four weeks. He was secretary-treasurer of the IATSE, Local 201, in Flint for the last 20 years. Funeral services April 4, with interment in Grace Lawn Cemetery, Flint. His widow, a son and two brothers survive.

MASON—George, 40, of Keene, N. H., was found dead along the highway near Logansport, Ind., April 4. He had lost his left leg in a fall from a freight train. He died of loss of blood. It is said that he recently worked for the Cole show.

MAYER—Jacob, 61, veteran stage carpenter, March 31 at his home in Detroit. He formerly was with various road companies, and was carpenter at the former Whitney Opera House, Detroit, for years. He later went to the Garrick Theater when it opened in 1900, and to the Cass Theater in 1926. Survived by his widow, the former Kathryn Vincent, actress. Mr. Mayer was a 32d degree Mason; member of Daylight Lodge, F. & A. M., and Damascus Commandery, Knights Templar. Burial at Elmwood Cemetery, Detroit.

MEYERS—Alexander, 58, who held the rolling and beach-chair concessions at Coney Island, N. Y., since 1917, in New York March 30. He was credited with devising the folding canopied beach chair. His demise came a few hours after he had returned from a Florida vacation. His first concession was at Revere Beach, Mass. He later held privileges at Virginia Beach, Va.; Atlantic City; Old Orchard, Me., and other resorts, but lately had confined activities to the New York beach. His widow; a son, Albert, and two daughters survive.

MINOR—Roy T., 30, aviator and film stunt man, March 27 at the California Hospital, Los Angeles, of pneumonia. Funeral services at the Little Church of the Flowers, Forest Lawn Cemetery, Glendale, Calif., and interment was made there. His widow and two children survive.

MULVHILL—Joseph P., 55, at a sanitarium in Southampton, L. I. N. Y., March 27. He was a sports promoter of Danbury, Conn., and was formerly associated with the late Tex Rickard at Madison Square Garden, New York. He was at one time with Ringling Bros.' Circus.

MURPHEY—Mrs. Louise Kirby, 74, sponsor of the Urbana, O., Little Theater movement, March 30 at her home in Urbana. She was well known in Little Theater movements thruout the State and had long been identified with theatricals. Burial in Urbana.

NEWBANKS—Bob, cookhouse operator with carnivals and at fairs, at his home in Sharon, Pa., March 19. Survived by his widow, Nellie; a son and a daughter.

PARKER—Robert, 70, recently at Pewee Valley, Ky. At the time of his death he was an inmate of the Confederate Home there. He had been with circuses for many years. His first experience being as a blackface performer in concert. He was with the Dan Rice Steamboat Circus at Harlan, Ky.; Mollie Bailey, Clark and Haag shows.

PEETS—George E., 57, well known in theatrical circles and associated with

various trade publications for the last 20 years, at his home in Chicago April 2 of cerebral hemorrhage. Funeral services in Chicago April 4, with burial at Park Ridge, Ill. He was a member of the Masons and Elks. Survived by his widow, a son and a daughter.

PLANK—Julius J., father of Patricia Page, screen actress, recently at Los Angeles.

PRESSLER—Blanche Klais, of the vaudeville team of Pressler and Klais, in St. Joseph's Hospital, Philadelphia, March 30 of heart trouble. Survived by her parents, three brothers and three sisters. The team was prominent in vaudeville for a number of years. Burial was April 3.

RAINFORTH—Mrs. Florence, 74, widow of Harry Rainforth, former well-known Cincinnati theater man, suddenly at the home of her son, Dr. S. I. Rainforth, Coral Gables, Fla., April 3. She had been in ill health for several years. Her husband was a partner of the late John H. Havlin for many years in the management of the Grand Opera House, Cincinnati. Mr. and Mrs. Rainforth were on the stage before their marriage.

RANKIN—Arthur, 69, vaudeville and minstrel performer for more than 50 years, March 26 at Los Angeles. He had a medicine show in Cleveland for 20 years. Later he was a minstrel performer with Charles French's Sensation Showboat and Frank Cushman's Minstrels. Among his partners were Joe Allen, George Beninell, John Leonard, Gus Shoffer, Harry Clark, Ed Belmont and Wells and Devaux. In later years he did a single act known as Musical Andy Rankin. Rankin worked Keith, Proctor, Pantages and Consolidine & Sullivan times. He recently appeared in motion pictures. Funeral services March 30 at Forest Lawn Cemetery, Glendale, Calif. His son, Raymond H. Rankin; brother, "Musical Herbert" Rankin, and three sisters survive.

RICHARDS—Charles, 68, formerly for many years in the carnival business and father of V. K. Richards, dramatic editor of *The Toledo Blade*, in that city recently of injuries sustained when struck by an auto. Besides his son, he is survived by a half-sister.

SCARPA—John B., 51, musician, of a heart attack March 21 while playing with the orchestra at the Colorado Theater, Pasadena, Calif. Funeral services March 26 and entombment followed at Forest Lawn Cemetery, Glendale, Calif. He leaves his parents and two brothers.

SHIPLEY—Howard A., 64, secretary of the Muskingum County Fair for 11 years, at his home in Dresden, near Zanesville, O., April 3. He was active in Ohio Fair Managers' Association. Burial in Dresden.

SHAVELY—John (Bud), 26, automobile race driver, March 31 at Good Samaritan Hospital, Los Angeles, of injuries sustained at the American Legion Ascot Speedway, when the car which he was piloting skidded across the track and crashed into a steel guard rail.

SOLOMON—Mrs. Katherine, wife of Fred Solomon, co-owner of the American Poster Supply Company, Pittsburgh, in that city April 1 after a long illness.

SPANGLER—Mrs. Amanda T., 64, at her home in Red Lion, Pa., recently. She was the wife of M. J. Spangler, former operator of the Spangler Greater Shows and now a concessioner, and mother of R. M. Spangler, manager of Fairmont Park, Red Lion. Burial in a local cemetery.

TENNY—Charles, 72, minstrel and medicine show performer, recently in the City Hospital, Cleveland, O., following long illness and subsequent amputation of his right leg. Tenny made his Cleveland debut as a wandering minstrel at Bill Korman's old Music Hall in 1900. Later he toured the country making balloon ascensions, following which he trouped with various medicine shows. During the last five years he appeared with Bob Reed's, Sam Williams' and Leland McNamee's minstrels.

TOKRESS—Herbert K., vice-president of the Midas Camera Corporation and associated with the late Rudolph Valentino in a cosmetic firm, in New York March 28. His widow and three children survive.

WHITE—William E., 74, director of North Carolina State Fair, Raleigh, at his home in Mebane, N. C., March 29 following an illness of six months.

WISSER—John Alexander, black-face comedian, who toured the country for 25 years, March 29 at the home of his sister, Mrs. Walter Meyers, in Indianapolis, following a heart attack. With his wife he formerly formed the vaude-

(See *FINAL CURTAIN* on page 114)

VAUDE-PRESENTATIONS

A
Abbott, Joan (Paradise) New York.
Adair, Ted, Revue (State) Newark, N. J.

B
Baby Rosemarie (Queen) Wilmington, Del. 11-13.

C
California Collegians (Gates Ave.) Brooklyn.
Calloway, Blanche, & Orch. (College) New Haven, Conn.

D
Dare, Danny, Girls (Capitol) New York.
Davis, Chas., & Orch. (Penn) Pittsburgh.

E
Eddy, Jack, & Co. (Boston) Boston.
Emerald, Albee (Providence) Providence.

F
Fay, Harmon & Kay (Orph.) Boston.
Footlight Follies (Clarick) Baker, Ore., 11.

G
Gabby, Frank (Chicago) Chicago.
Gaudamith Bros. (State) Minneapolis.

GILBERT BROS.

ENGLISH TOUR—Ernest Lotting's "Rates and Taxes" Production April 1—Empire, Sheffield.
Dir: FERDE SIMON (New York); HENRY SHREK (London).

H
Hackett & Triessault (Orph.) Boston.
Harlem Express (Oriental) Chicago.

I
Ivan, Helen (Pal.) Chicago.
Honey Family (Valencia) Jamaica, N. Y.



ROUTE DEPARTMENT

When no date is given the week of April 6-12 is to be supplied. In split week houses the acts below play April 10-12.

K
Kanes, Three (Boston) Boston.
Kapps, Kendall, & Junior (State) Minneapolis.

L
Lamb & Belett (Earle) Washington, D. C.
Lamberti (Century) Baltimore.

M
Mainstreters & One-Man Band (Albee) Brooklyn.
Mangels, Hazel, & Girls (Wintergarten) Berlin 1-30.

N
Nichols, Rudy, Hollywood Premieries (Grand) Lancaster, Ky., 8-10.
Nina, Gypsy (Palladium) London 1-30.

O
O'Donnell & Blair (Pal.) New York.
Olive & George (Fox) Philadelphia.

P
Page, Sid (RKO Albee) Providence.
Pansy the Horse (Fox) Detroit.

Q
Questello, Mae "Betty Boop" (Valencia) Jamaica, N. Y.

R
Rand's Canine Revue (DeSoto) Rome, Ga., 10-11; (Cedar) Cedartown 12-13.
Rathburn, Vernon, & Co. (State-Lake) Chicago.

S
Sanborn, Fred, & Co. (Gates Ave.) Brooklyn.
Sailors, Three (Dorchester Hotel) London 1-30.

Roxy Rhythm Orch. (Roxy) New York.
Fressler, Cherry & June (Chicago) Chicago.

T
Tanner, Dave (State-Lake) Chicago.
Thurston (Colonial) Dayton, O., 5-10; (Pal.) Rochester, N. Y., 12-18.

U
Usher, Mae (Met.) Brooklyn.

V
Valentine & Bell (Pal.) Minneapolis.
Van's, J. G., Palais Royale (Royale) Columbus, Ga., 18-20.

W
Ward Sisters (Pal.) Birmingham, Ala.

X
West, Buster, & Luella Page (RKO Pal.) Rochester, N. Y.

Y
Young, Arthur & Morton (Met.) Brooklyn.

Z
Zalong & Ailla (Bijou) Battle Creek, Mich., 10-15; (Regent) Jackson 18-20.

West, Buster, & Luella Page (RKO Pal.) Rochester, N. Y.

Y
Youthful Rhythm (Gates Ave.) Brooklyn.

Z
Zalong & Ailla (Bijou) Battle Creek, Mich., 10-15; (Regent) Jackson 18-20.

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—cats, cb—cabaret, cc—country club, h—hotel, nc—night club, re—roadhouse, re—restaurant, and t—theater.

(Week of April 8)

A
Agnew, Charlie (Orph.) Minneapolis, t.
Alberto, Don (Stork) New York, nc.

B
Barron, Duke (King Cotton) Greensboro, N. C., h.
Barial, John (Ambassador) New York, h.

C
Caceres, Emilio (Mayfair Club) Flint, Mich., nc.
Calloway, Cab (Fox) Washington, t.

D
Delley, Frank (McAlpin) New York, h.
Davis, Chas. (Penn) Pittsburgh, t.

E
Ekins, Eddie (Normandie) New York, nc.
Ella Nick (Ship Ahoey) Atlanta, re.

F
Fallow, Smith (Hollywood) New York, cb.
Ferdinando, Angelo (Great Northern) New York, h.

G
Gibson, Eddie (Met.) New York, nc.
Gibson, Eddie (Met.) New York, nc.

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Nina, Gypsy (Palladium) London 1-30.

O'Donnell & Blair (Pal.) New York.
Olive & George (Fox) Philadelphia.

Shaver, Buster (Fox) Philadelphia.
Seldon, Gene (Pal.) Cleveland.

Stone & Lee (Penn) Pittsburgh.
Sydell, Paul, & Spotty (Pal.) Chicago.

Tanner, Dave (State-Lake) Chicago.
Thurston (Colonial) Dayton, O., 5-10; (Pal.) Rochester, N. Y., 12-18.

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 Fisher, Mark: (The Grove) Houston, Tex., nc.
 Fisher, Jack: (Steuben Rathskeller) Boston, Mass., re.
 Fisher, Scott: (Park Central) New York, h.
 Fodor, Jerry: (Evergreen Supper Club) Detroit, c.
 Freedman, Jerry: (Casino de Parée) New York, cb.
 Fulcher, Charlie: (Forest Hills) Augusta, Ga., h.
G
 Garber, Jan: (Trianon) Chicago, h.
 Garigan, Jimmy: (Oriental Gardens) Chicago, c.
 Gasparra, Dick: (Place Piquette) New York, nc.
 Gilbert, Jerry: (Cornaga) Par Rockaway, L. I., N. Y., re.
 Godoy: (Leon & Eddie's) New York, de.
 Gold-Coasters: (Drake) Chicago, h.
 Golden, Neil: (Man About Town) New York, nc.
 Goodman, Al: (Winter Garden) New York, nc.
 Goltsell, Manfred: (Monte Cristo) Chicago, re.
 Grabowsky, Abrahams: (Old Rumanian) New York, re.
 Grant, Bob: (Savoy-Plaza) New York, h.
 Gray, Glen: (Easer House) New York, h.
 Grayson, Hal: (Olympic) Seattle, Wash., h.
 Green, Johnny: (St. Regis) New York, h.
 Greene, Murray: (Hollywood Gardens) Bronx, New York, b.
 Gregor, Marry: (New Penn) Pittsburgh, nc.
 Grosso, Jimmy: (Murray's) Tuckshoe, N. Y., re.
 Grier, Jimmy: (Biltmore) Los Angeles, h.
H
 Hall, George: (Taft) New York, h.
 Hall, James: (Club Havana) Chicago, nc.
 Hall, Jimmy: (Jeffery Tavern) Chicago, h.
 Halstead, Henry: (Park Central) New York, cb.
 Hamilton, George: (Baker) Dallas, Tex., h.
 Handler, Al: (Limehouse) Chicago, c.
 Harris, Phil: (Netherland Plaza) Cincinnati, h.
 Hathaway, Jack: (Parody) Chicago, c.
 Hawkins, Jess: (Merry Garden) Chicago, b.
 Heath, Andy: (Vienna Cafe) Wilmington, Del., nc.
 Heider, Doc: (Plantation) Philadelphia, re.
 Hebreck, Ray: (Cafe De Parée) Los Angeles, nc.
 Blatt, Hal: (Michael Inn) Chicago, c.
 Hill, Teddy: (Ubangi) New York, nc.
 Humber, Richard: (Brit-Carlton) 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: (Cotton Club) New York, nc.
 Howard, Tex: (Tristram) Seattle, Wash., b.
 Hunter, Lloyd: (Stadler) Buffalo, N. Y., h.
 Hurtado's Marimba: (Pete Cate) New York, nc.
J
 Jackson, Curly: (Ernie's 310 Club) Chicago, c.
 Jarrett, Art: (College Inn) Chicago, nc.
 Johnson, Johnny: (Commodore) New York, h.
 Jourdan, Bill: (18 Club) Chicago, c.
 Jurgens, Dick: (Palomar) Los Angeles, b.
 Kalb, Harry: (Old Vienna) Cincinnati, re.

Kane, Allan: (885 Club) Chicago, c.
 Kay, Freddie: (Masquold) Rochester, N. Y., re.
 Keller, Leonard: (Bismarck) Chicago, h.
 Kemp, Hal: (Pennsylvania) New York, h.
 Kennedy, Jimmy: (Nut House) Chicago, c.
 King, Henry: (Waldorf-Astoria) New York, h.
 King, Wayne: (Aragon) Chicago, b.
 Kirwin, Bob: (Club Picardy) Chicago, c.
 Knapp, Orville: (Beverly Wilahitz) Beverly Hills, Calif., h.
 Korbin, Van: (Madison Casino) Chicago, c.
 Kroll, Nathan: (Vanderbilt) New York, h.
 Kyster, Kay: (Blackhawk) Chicago, c.
L
 Lamb, Drexel: (Casa Loma) South Bend, Ind., nc.
 Lande, Jules: (St. Regis) New York, h.
 Lane, Eddie: (William Penn) Pittsburgh, Pa., h.
 Lavin, Lester: (Navarro) New York, h.
 LaPorte, Joe: (Coo Rouge) New York, nc.
 Larr: (Piccadilly) New York, h.
 LaSalle, Frank: (Wivel) New York, re.
 Leaflet, Alan: (Brass Hall) and (Tavern-on-the-Green) New York, re.
 Leibold, Arnie: (Old English Tavern) Richmond, Va., nc.
 Lee, Glen: (Coronado) St. Louis, h.
 Lewis, Ted: (Rialto) Louisville, New York, h.
 Lisbon, Henri: (Royale-Francis) Chicago, nc.
 Little, Jack: (Lexington) New York, h.
 Littlefield, Frankie: (Delmar Club) Galveston, Tex., nc.
 Livingston, Jimmy: (New Tulsa) Tulsa, Okla., h.
 Loeffler, Carol: (Casino) Ocean Park, Calif., b.
 Lond, Mort: (Dutch's Cafe) Thornton, Ill., c.
 Lunceford, Jimmie: (Oriental) Chicago, t.
 Lyles, Bill: (Stables) Chicago, c.
 Lynch, Phil: (Childs' Paramount) New York, re.
 Lynden, Ralph: (Wooden Shoe Club) Chicago, c.
 Lynde, Al: (Casaloma) Flushing, N. Y., re.
M
 McDonald's Music Mixers: (Milton Park Inn) Milton, Pa., nc.
 McPherson, Hugh: (Daniel Boone) Charleston, W. Va., h.
 MacFarland, Frank: (Beaux Arts) New York, c.
 Madriguera, Enrico: (Ches Parée) Chicago, nc.
 Mailand, Johnny: (Perahing) Chicago, b.
 Malkins, Eddie: (830 Club) Chicago, nc.
 Mansfield, Dick: (Pirenze) New York, re.
 Mannone, Winy: (Piccadilly) New York, h.
 Manti, Joe: (Club Letare) Chicago, c.
 Marex, Paul: (Harry's N. Y. Cabaret) Chicago, c.
 Martin, Ted: (Savoy-Plaza) New York, h.
 Martin, Don: (French Casino) New York, cb.
 Martell, Paul: (Arcadia) New York, h.
 Martin, Freddy: (St. Regis) New York, h.
 Mason, Paul: (Sylvania) Philadelphia, h.
 Masters, Frankie: (Clover Club) Hollywood, Calif., nc.
 Maston, Buddy: (Pelham Club) Hurley, Wis., nc.
 Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re.
 Maxon, Roy: (Hollywood Country Club) Hollywood, Pa., c.
 McO, Al: (Rittenhouse) Philadelphia, h.

McO, Jimmy: (Royale-Francis) Chicago, nc.
 Messner, Dick: (Lincoln) New York, h.
 Meyers, Jack: (Club New Yorker) New York, nc.
 Michel, Marti: (Montclair) New York, h.
 Milton, Al: (Hollywood Club) Chicago, c.
 Moss, Joe: (Vanderbilt) New York, h.
 Murray, Bethune: (Talk of the Town) Chicago, nc.
 Myera, Stan: (Terraco Garden) Chicago, c.
N
 Nance, Ray: (Club Morocco) Chicago, nc.
 Nava, Leon: (St. Francis) New York, h.
 Naylor, Oliver: (Walton) Philadelphia, h.
 Nelson, Eddie: (Casino Moderne) Chicago, c.
 Nelson, Ozzie: (New Yorker) New York, h.
O
 O'Hara, Ray Fiske: (Lum's) New York, re.
 Oliver, Florelle: (Anna Held's) New York, re.
 Olman, Val: (Rico Merry-Go-Round) New York, nc.
 Olson, George: (Met.) Boston, t.
 Optis, Bob: (Shadyside Gardens) Cleveland, b.
 Osborne, Will: (Lowry) St. Paul, Minn., h.
P
 Pablo, Don: (Merry-Go-Round) Ft. Wayne, Ind., nc.
 Page's Band: (L'Aiglon) Chicago, c.
 Pancho: (Pierre) New York, h.
 Parker, Ray: (Avanionian) Chicago, c.
 Pellegrino, Nick: (Casino) Chicago, c.
 Penfield, Don: (Western Bowery) Chicago, c.
 Pinterz, Danny: (The Ship) Chicago, nc.
 Platt, Earl: (Modernized Cabaret) Harrisburg, Pa., nc.
 Pollack, Ben: (Park Avenue Penthouse) Detroit, nc.
 Prima, Louis: (Famous Door) New York, nc.
 Pryor, Eddie: (Cathay Tea Gardens) Philadelphia, nc.
 Purnell, Benny: (Cactus) Austin, Tex., re.
R
 Rainbow Ramblers: (Plaza) Haverhill, Mass., h.
 Raphael, Don: (Cubanacan) New York, nc.
 Rapp, Barney: (Gibson) Cincinnati, h.
 Redmond, Don: (Paramount) Syracuse, N. Y., t.
 Renard, Jacques: (Coconut Grove) Boston, re.
 Reichman, Joe: (Statler) Boston, h.
 Reeves, Benny: (Club Bohemia) Detroit, re.
 Ricci, Al: (Coconut Grove) Lansing, Mich., nc.
 Richards, Don: (Biltmore) New York, h.
 Rizzo, Vincent: (Cafe Marguery) Philadelphia, c.
 Robinson, Johnny: (Blackstone) Ft. Worth, Tex., h.
 Rodrigo: (El Morocco) New York, nc.
 Rodriguez: (Versailles) New York, cb.
 Rosaves, Gian: (Club Rajah) Chicago, c.
 Roth, Eddie: (Club Alabama) Chicago, nc.
 Ruso, Danny: (Canton Tea Gardens) Chicago, c.
S
 Sabin, Paul: (Deauville Casino) Miami Beach, Fla., nc.
 Sammarco, Gene: (Hendrick-Hudson) Troy, N. Y., h.
 Sanders, George: (Club Carioea) Chicago, c.
 Schuster, Mitchell: (Lexington) and (Whitehall) New York, h.
 Seaman, Chas: (Royal Palm Club) Miami, nc.
 Scott, Billy: (Congress) Chicago, h.

Selzer, Irving: (Dixie) New York, h.
 Sheridan, Phil: (Davenport) Spokane, Wash., h.
 Simons, Seymour: (Schroeder) Milwaukee, b.
 Sibley, Noble: (French Casino) New York, cb.
 Skerts, Charlie: (Florida) New York, nc.
 Smith, Joseph G.: (Versailles) New York, cb.
 Snyder, Frank: (Subway) Chicago, c.
 Snyder, Lloyd: (National) Amarillo, Tex., b.
 Snyder, Fred: (Embassy Club) Chicago, c.
 Snyder, Mel: (Gibson) Cincinnati, h.
 Stanley, Al: (Club Chateau) Daytona Beach, Fla., nc.
 Stanton, Maurice: (Club Mimsey) Chicago, nc.
 Stein, Maurice: (Paramount Club) Chicago, nc.
 Steinhoe, Charles: (Lotus Gardens) Cleveland, b.
 Stone, Jesse: (Club Morocco) Chicago, nc.
 Straight, Charley: (Brevort) Chicago, h.
 Strammello, Don: (Promenade) Hartford, Conn., nc.
 Strouse, Johnny: (Rue de la Paix) New Rochelle, N. Y., re.
T
 Tate, Erskine: (Arcadia Gardens) Chicago, c.
 Thurn, Otto: (Bavarians) (Pittsford Inn) Pittsford, N. Y., nc.
 Tinsley, Bob: (Colosium's) Chicago, nc.
 Todd, Mitch: (Subway) Chicago, c.
 Trini, Anthony: (Governor Clinton) New York, h.
 Tropper, Harry: (Midway Masonic Temple) Chicago, h.
 Tucker, Grig: (Jung) New Orleans, La., h.
 Tree, Michael: (Edison) New York, h.
 Tyler, Ted: (Jockey Club) Charleston, S. C., nc.
V
 Vassbond, Charles: (Edwards) Jackson, Miss., h.
 Valentini, Arturo: (Pirenze) New York, re.
 Vance, Johnny: (Club Joy) Lexington, Ky., nc.
 Vaughn, Walter: (Midway Gardens) Chicago, c.
 Veinzo, Emil: (Waldorf-Astoria) New York, h.
 Veias, Esther: (Roosevelt) New York, h.
W
 Wagner, Sol: (Via Lago) Chicago, nc.
 Wallace, Roy: (Gondola Tavern) Indianapolis, Ind., nc.
 Warren, Arthur: (LaRue) New York, re.
 Wedell, Jack: (Pore Marquette) Peoria, Ill., h.
 Weems, Ted: (Palmer House) Chicago, h.
 Weinrecht, Roger: (Shawnee) Springfield, O., h.
 Weiss, Bert: (Silver Cave) Chicago, c.
 Welts, Eddie: (Richmond) Richmond, Va., h.
 Whitman, Paul: (Paradise) New York, cb.
 Williams, Fess: (Savoy) New York, b.
 Winston, Jack: (Ounter) San Antonio, Tex., h.
 Wintz, Julie: (Village Barn) New York, nc.
 Wirth, Dick: (Chateau Des Pines) Chicago, c.
 Wolfe, Byron: (Flagship) Chicago, c.
Y
 Ynda, Harry E.: (Club Roman) Chicago, c.

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 8-13.

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Journey by Night: (Shubert) Boston 8-13
Life Begins at 8:40: (Forrest) Philadelphia 8-13
Mary of Scotland: (Paramount) Austin, Tex., 11
(Baylor Univ.) Waco 12; (Worth) Ft. Worth 13
Moscow Art Players: (Chester St.) Philadelphia 8-13
Rain From Heaven: (Erianger) Chicago 8-13
Sailor, Beware: (Nixon) Pittsburgh 8-13
Scottish Musical Players: Fenelon, B. C., Can., 10; Coleman 13; (Orand) Calgary, Alta., 15-20
Three Men on a Horse: (Harris) Chicago

INDEPENDENT BURLESK

Blue Rhythm Girls: (Howard) Boston 7-13; (Orph.) Paterson, N. J. 14-20
Bright Eyes: (Gayety) Washington 7-13; (Troadero) Philadelphia 14-20
Broadway Babes: (Hudson) Union City, N. J. 7-13; (Howard) Boston 14-20
Eye-Dears of 1935: (Troadero) Philadelphia 7-13; (Hudson) Union City, N. J. 14-20
Merrill Around: (Gayety) Baltimore 7-13; (Gayety) Washington 14-20
Racket-Dears: (Orph.) Paterson, N. J., 7-13; (Gayety) Baltimore 14-20

SUPREME BURLESK

Greenwich Village Girls: (Minsky's Republic) New York 7-13
Merry-Go-Round: (Minsky's) Brooklyn 7-13
Vampire Girls: (Park) Boston 8-13

CARNIVAL COMPANIES

America's Model: Jacksonville, Fla., 12-20
Bar-Brown: Hawthorne, Fla., 8-13; Starke 15-20
Barker: Cape Girardeau, Mo., 8-13
Bloom's Gold Medal: Mt. Vernon, Ill., 8-13
Bruce Oreater: Atlanta, Ga., 8-13
Byers Bros.: Kennett, Mo., 8-13
Crafts Oreater: Santa Barbara, Calif., 10-14; Bakerfield 16-21
Crowley's United: Richmond, Mo., 15-20
Dodson's World's Fair: St. Louis, Mo., 8-May 6
Golden Valley: Kingsport, Tenn., 8-13
Great Sutton: Oscola, Ark., 8-13
Great Southern: Atlanta, Ga., 8-13
Hames, Bill: Wichita Falls, Tex., 8-13
Beth, L. J.: Birmingham, Ala., 8-13
Isler Oreater: Searcy, Ark., 8-13
Jones, Johnny J.: Greenville, S. C., 8-13
Kaus United: New Bern, N. C., 9-12
Knepp & Dehnert: Newport, Ky., 15-20
Landes, J. L.: Abilene, Kan., 15-20
McClellan: Russellville, Ark., 8-13; Morrilton 15-20
M. B. Am. Co.: Advance, Mo., 8-13
Morke: Richmond, Va., 8-13
Martin Bros.: Tulloco Plains, Tenn., 8-13



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INTERNATIONAL CONGRESS OF ODDITIES

An Open Letter To Whom It May Concern:

In some unexplainable manner it has been rumored, or people have gained the impression, that Robert L. Ripley is connected, or has a connection, with the International Congress of Oddities.

The report, or rumor, which is erroneous in every sense, has caused persons to write letters and send telegrams to various newspapers and city officials throughout the United States denying that Robert L. Ripley is connected with this exhibit, and they have even gone so far as to term this exhibit an utter fraud.

In order that all may be set right on this, we wish to make the statement that neither Robert L. Ripley, C. C. Pyle or King Features Syndicate have any connection whatsoever with the International Congress of Oddities

We have never advertised that this is the ROBERT L. RIPLEY EXHIBIT. It has never been our intention to lead anyone to believe that he sponsors this show. We are quite proud of our reputation, as the International Congress of Oddities presented and operated freak shows before

Mr. Ripley was recognized as a cartoonist nationally, or Mr. Pyle ever staged a bunion derby.

However, we do advertise the fact that the International Congress of Oddities is presenting subjects as cartooned by Ripley and who were at the Ripley Odditorium at A Century of Progress at Chicago. ELEVEN of our fifteen acts are Ripley subjects. We have under contract all of the AUTHENTIC Ripley subjects necessary to properly present this unit. There were several at the fair we did not care to contract.

The ones we do have are so authentic that, "Believe It Or Not," representatives for Mr. Ripley have written to the majority of them recently offering them a place at the San Diego Exposition.

But, up till now, Bly, Shuster, Laurie Johnson, Clarence Thorpe, Pin Cushion, Iron Tongue Man, Lady Rose, Popeye, Ossified Man, Clock-Eyed Boy and the Crocodile Boy all seem to be satisfied with their present employment.

Trusting this sets all whom it may concern right,

INTERNATIONAL CONGRESS OF ODDITIES

(SIGNED) RAY MARSH BRYDON
OPERATIVE LESSEE

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- Murphy, D. D.: St. Louis, Mo., 8-13.
- Page, J.: Johnson City, Tenn., 8-13.
- Peerless Expo.: Waynesburg, Pa., 13-20.
- Roland Expo.: Greeneville, Tenn., 8-13.
- Royal Palm: Birmingham, Ala., 8-13.
- Rubin & Cherry: Montgomery, Ala., 13-20.
- Santa Fe Expo.: Chickasha, Okla., 8-13.
- Andarko 15-20.
- Siebrand Bros.: Salt Lake City, Utah, 15-20.
- Silver State: Dodge City, Kan., 8-13; Hays 15-20.
- Smith, J. Lacy: Sardis, O., 15-20.
- Smith's Great Atlantic: South Boston, Va., 8-13; Martinsville 15-20.
- Sol's Liberty: Silkeston, Mo., 10-13.
- Spencer, C. L.: South Pittsburg, Tenn., 8-13.
- State Fair: Prescott, Ariz., 8-13.
- Wallace Bros.: Charleston, Mo., 8-13.
- West Coast Am. Co.: Sacramento, Calif., 8-13.
- Wortham, Jack T.: Plainview, Tex., 15-20.
- Yellowstone: Gallup, N. M., 8-14.
- Zelger, C. P., United: El Paso, Tex., 8-13.

CIRCUS AND WILD WEST

- Barnes, Al O.: Hollywood, Calif., 9-10; Santa Monica 11; Pasadena 12; Glendale 13; Ventura 14; Santa Barbara 15; Santa Maria 16; San Luis Obispo 17; Salinas 18; Watsonville 19; Santa Cruz 20.
- Downie Bros.: Macon, Ga., 17.
- Mix, Tom: Vallejo, Calif., 9; San Rafael 10; Petaluma 11; Santa Rosa 12; Napa 13; Woodland 14.
- Polack Bros.: Newton, Kan., 8-13; Pueblo, Colo., 18-25.
- Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York 11-May 4.
- Russell Bros.: Lolla, Mo., 12.
- Seal Bros.: Columbia, Kan., 15; Pittsburg 16; Ft. Scott 17.
- Sells-Sterling: Fayetteville, Ark., 9; Ft. Smith 10; Paris 11; Russellville 12; Hot Springs 13; Little Rock 15-16.

MISCELLANEOUS

- Birch, Magician: Roanoke, Ala., 19; Lagrange, Ga., 11; Port Valley 12; (Aud.) Macon 13; Milledgeville 15; Gathoun Falls, S. C., 16; Anderson 17; Abbeville 18.
- Delmar, Hypnotist: (O. H.) Union City, Tenn., 8-13.
- Dressen & Morris Circus: (Vogue) Lincoln, Ill., 10-13; (Princess) Mt. Pleasant 13-14; (Capitol) Bushnell 15-18; (Illinois) McComb 17-18.
- Kimball, Prince, Mentalist: Crooksville, O., 11-13.
- Fletcher's, Harry, Purple Sage Riders: Nampa, Ida., 11; Caldwell 13-13; Boise 14-16; Baker, Ore., 17; La Grande 18.
- Frye, Illusionist: Des Moines, Ia., 10; Wilton Junction 11.
- Long, Leon, Magician: Birmingham, Ala., 8-16; Gadsden 17.
- Marine-Pirestone Co.: Wichita Falls, Tex., 8-13.
- Marquis & Gordon, Magicians: Montgomery, Ala., 13-12.

(See ROUTES on page 115)

34 Weeks Season

27th ANNUAL TOUR ENDY BROS. SHOWS, Inc.

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Want—Ordn. Shows, Monkey Business or Circus, Pit Show, Snake, Working World, Fat People, Ontlaw, WANT—Tilt-a-Whirl, Loop, Motorcycle, Penny Arcade. CONCESSIONS ALL OPEN. Sell X on Corn Game and Palmistry. WANT Merry-Go-Round Foreman. Bill Spruce wants Cook House Help. Have complete Palmistry Unit, including Banner, for sale. Fair Secretaries in Virginia and North Carolina, get in touch. Address ENDY BROS. SHOWS, Williamsburg, Va.

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Old-Time Showmen

By CHARLES BERNARD

S. H. Barrett & Company was one of the prominent rail transported circuses of the 1882 season that completed planned itinerary late in the year after several competitors were compelled to close and be sold at public auction.

Early in May the Barrett & Company show was exhibiting in Eastern Ohio; May 8, Steubenville; then Ballineville, East Liverpool; New Castle, Pa.; Greenville and New Brighton to complete the week: Kittanning, Brookville, Du Bois, New Bethlehem, Farker and Oil City for week ending May 20.

At Columbia, Pa., July 19 while exhibiting was struck by a heavy wind and rain storm. Tents were blown down and the audience drenched. Ten days later the show had reached Luray, Va., being the "early birds" to invade the tobacco belt.

Norfolk, Va., had the Barrett show on Monday, August 21; Portsmouth, Suffolk, Franklin, Wilson, N. C.; Goldsboro, Tarboro, Henderson, Raleigh and Sanford completed the month. In the

meantime Myers & Shorb's United States Circus had come to grief in Louisville, Ky. W. C. Coup's Circus was in hands of the sheriff at Detroit, Mich., and Maybury, Pullman & Hamilton Railroad Circus was in the Southeast having a partnership controversy, as well as opposition with the Barrett show.

At Atlanta, Ga., on October 8 and 9 Lewis Sells, of the Sells Bros., was on a visit to the S. H. Barrett & Company Circus. During the performance on October 8 Mr. Sells was called into the ring and presented with a gold watch. On one side was Mr. Sell's monogram, on the other side 1882; inside the case was the inscription: "Presented to Lewis Sells by the members of S. H. Barrett & Company's new United Monster Railroad Shows, Season 1882."

Weather Conditions Against Barnes Show

LOS ANGELES, April 6.—The Al O. Barnes Circus came here for the annual stay of nine days on Washington and Hill streets on March 30. Opening day here show got first break in weather since opening of circus at San Diego.

Saturday matinee was packed. However, sudden turn to decidedly cool at night hurt night business, and as there has been no change for the better thus far in weather night business has been perceptibly off. The Pacific Coast Show-

WAXED FLOWERS—BEST QUALITY IMPORTED

No. 77—Large Size, New Style Georgines, } \$27.50 per 1,000
No. 7—Large Size, New Style Dahlias, } \$20.00 per 100
No. 77B—Medium Size, New Style Georgines, \$25.00 per 1,000, \$2.75 per 100.



FRANK GALLO, Importer and Manufacturer, 1429 Locust St., ST. LOUIS, MO.

THURSTON'S MYSTERIES OF INDIA

Opening date around May 15. Lots of action at winter quarters at Hammond, Ind. For Sale—One 60x120 Dramatic End Top. Also Cookhouse Truck equipped to feed 30 people, and 2 Large Baggage Trucks.

men's Association sent congratulations and huge floral horseshoe to Manager S. L. Cronin. Papers have given show fine publicity break. Jack Grimes landed lots of pictures and stories and got away with what was a keen publicity stunt Saturday.

Each day a radio program is put on by Eddie Horton. The program: Charlotte Hoffman, James Parrish, Wellington Mack, Chata Escalante Singers, Mel Smith, Kamakus Troupe, Eddie Horton at big organ and interview with Mabel Stark on wild animals.

Bernie Head and Cliff McDougall in town for Los Angeles opening. J. Ben Austin in town for few days. Herbert Weber, high-wire performer, had a fall at Alhambra. Not seriously hurt due to an attendant breaking his fall.

Mel Smith doing nicely with side show. Chester Peiky reports concessions doing well. Al Herman and Dave Kramer visited George Tipton. Departments not covered in last issue: Ticket department, Harry Burt in charge; E. L. Burnett and Dan Parker, downtown sale; Bert St. John, Elmer Myers, Neal Eastman, Charles Franks and Charley Cunningham.

Advertisement for Gilbert Blue Steel Blades, Whistle Blades, and Young Novelty Co., Inc. featuring various blade products and prices.

Advertisement for Martin-New York Tent and Duck Co., Inc. featuring used equipment for sale.

Advertisement for 'WANTED' section, including musiciana, a dog, and a horse, with contact information for Annette McKiernan and Pamahasika's Dog, Pony, Monkey and Bird Show.



PROMINENT American circus performers in Paris at a party, given by the newspaper, Le Jour. Photo is by that paper. Bottom row, left to right: Miss Tamara, Antoinette Concello, Mrs. Colleano, "Chickie" Powell, "Babe" Wiczner. Top row: Frank Wiczner, Arthur Concello, Con Colleano, Albert Powell, Lavallee (Mackie and Lavallee), Ted Wolfram (The Billboard representative), Nicolai Tamara.

Big Grounds Ready For Brussels Expo

BRUSSELS, April 6.—Work is being rushed on the Brussels Exposition grounds and apparently everything will be ready for opening on April 27. Grounds are ideally situated on a plateau overlooking the city, cover 320 acres and include a 40-acre park and numerous small lakes.

More than 150 palaces and pavilions have been erected, several of which are permanent, and a huge sports stadium, accommodating 75,000. Plenty of space has been set aside for amusements, and several American park men, including Louis Berni, Dufour & Rogers and Norman Bartlett, will have rides and shows.

At least 1,000 bands and musical organizations, including leading military bands of Belgium, will take part in inauguration ceremonies, which will be presided over by the king and queen of Belgium.

Measure for Dog Racing Is Defeated in Delaware

DOVER, April 6.—The White Bill to legalize dog racing and betting under the pari-mutuel system was defeated in the House of the Legislature here, 9 to 22, with four members absent or not voting. The bill was similar to the new horse racing and betting bill which has already passed.

While advocates of the measure argued that such tracks could be started this year and consequently the State could be getting a large revenue from the sport before it is possible to have a horse race track ready for operation, there developed keen opposition to the bill.

Theater men thruout the State protested the measure, and at a meeting of representatives of Loew's, Warner Bros. and Independent Motion Picture Theater Owners' Association of Delaware and Eastern Maryland here two weeks ago members of the Legislature were contacted and urged to vote against the measure. These combined forces are credited largely with defeat of the bill.

United Shows of America

SHREVEPORT, La., April 6.—Winter quarters is a beehive of activity. Five new shows are being constructed and a hundred or more workmen under the personal supervision of Johnny Castle have been placed on two eight-hour shifts in order to have everything in readiness for the official opening April 22 at Joplin, Mo. All the 12 major rides, including Loop-a-Planes and the Loop-a-Loop, which recently arrived from the factory, are being painted in a new color scheme. Grant Chandler, trainmaster, and his crew have the train spick and span. Johnny Beam, sleepers superintendent, has renovated the interiors of all the cars. Tom Adams, electrician, with two assistants, getting the electrical equipment in shape. Messrs. Castle, Lohmar and Hirsch have been unrelenting in their efforts toward presenting what they claim to be the "largest and most beautiful outdoor organization on the road." Several attractions that promise to startle the show world will be presented at the opening. An entirely new system of marvelous midway illumination is being built, with the assistance of Tom Hewitt, former head electrician in one of the large movie studios on the Pacific Coast.

Late arrivals at winter quarters: Carl Lauther and 40 people from Columbus, O.; George Vogstead, who will have the Classics and the "Strange as It Seems" shows, from Florida; Rudy Combs, motor-drome manager, from New York; Homer Gilliland, advance purchasing agent, from Memphis, with a beautiful sound truck which will be used on the advance. J. E. (Shanty) Mahoning, from Florida, with Giant Snake Show; Eddie Madigan, from Florida; Clint Noble, from Houston, with his Arcade; Earl Chambers, of Monkey Show fame, from Hollywood, Calif., where he has had his simian performers in several pictures. Charles Dodson expected daily with his Freak Animal Show. Max Goodman, who will have all the concessions, wires a near-future arrival, Mrs. John R. Castle, who is framing a pre-tentious Crime Show, returned from trips to large cities gathering exhibits. Mr. and Mrs. Tom Adams have a "new electrician" in the family, the baby named Tom Jr. Doe Perkins contracted

to handle the Louisiana Lou Showboat (colored) Revue. Jack Rhoades received a two-column spread in local paper honoring his 50 years in show business. ROY B. JONES.

Royal Palm Shows

Melbourne, Fla. Week ended March 30. Festival and fair. Auspices, Chamber of Commerce. Free midway on streets, on Strawbridge avenue. Weather, warm, with showers Tuesday. Attendance, good at night. Business, below expectations.

Because of lack of space the Whip and one small show were not set up. Aerial Bauers and Sensational Zorsky, free acts, located on the City Hall grounds. Probably due to boat races two miles east, parades and social functions in various parts of the town, the afternoon attendance was light. Crowds came late at night and were not liberal spenders. However, attendance and business increased nightly. The local Times gave liberal space to the show and complimented it editorially. Al F. Gorman, of Jacksonville, did a good job in decorating the town, also many floats and all the booths in the exhibition building located on the midway. Mr. and Mrs. T. W. Kelley, Mr. and Mrs. Sam Bergdoff and Mr. and Mrs. Eddie Davis were showfolk visitors. Berney Smuckler and R. L. Millican arrived from Jacksonville for a conference with the show executives and then returned.

Chauncey M. Allen has succeeded Henry Paul as chief electrician. Maxine Brockhorn has signed to produce a girl revue. Mr. and Mrs. Albert Hays (of the family of Charles C. Blue, carnival editor of The Billboard) and Ira J. Watkins, of Russell Bros.' Circus, visited. Theodors Mitchell has had his pop-corn wagon scentedly decorated by the show's artist, Robert Dickinson.

Hon. Harold L. Ickes, secretary Department of Interior, Washington, accompanied by Mrs. Ickes, Raymond Ickes, John Collier (commissioner of Indian affairs), Donald Lee and Milton Fairman, looked into and over the midway at West Palm Beach, Fla. Eddie Brenner has a new frame for his corn game. Harry B. Saunders is the "swell-dressed" business manager and sartorial standard of the shows. Eric B. Hyde joined in West Palm Beach with his Big Ell Wheel, fishpond and photo gallery. Mrs. Hyde presides as his concession manager, assisted by Edward Raymond in charge of the "shadow box." WILLIAM JUDKINS HEWITT.

Paris Pickups

PARIS, April 6.—April marks the real opening of the street fair season in France. While Paris has a fair with a midway more than a mile long, along the boulevards Vaugirard, Pasteur, Garibaldi and Grenelle, the biggest street carnival of the moment is that at Lyons, which occupies three square blocks in the center of the city, March 29 to May 5. Lille, Bordeaux, Marseille, St. Etienne, Pau and other important cities are also staging big street carnivals.

Last week while performing with a group of big snakes at the street fair in Maubege, Roger Lambert (the animal tamer) was attacked by a big boa constrictor, which coiled itself around his body and bit him severely on the hand, lip and cheek. Lambert was rescued by his sister, brother and an employee, who managed to pry the big snake loose.

The police department of Paris has enacted new regulations covering the use of mechanical music at the street fairs here. From now on only the big rides, and shows will be permitted to use pickups and amplifiers and must regulate same so as to cause no nuisance.

Wallace Bros.' Shows

Kennett, Mo. Week ended March 30. No auspices. Lot, airport. Weather, rain and cold. Business, poor.

With inclement weather prevailing thruout the week, Kennett will go down in the 1935 history of this show as a very poor engagement from a financial standpoint. Visitors included Mr. and Mrs. Sam Solomon, of Sol's Liberty Shows; Mr. and Mrs. Jimmy Beyers, of Beyers Bros.' Shows; Mr. and Mrs. Sam Lieberwitz, Mr. and Mrs. Cotton Ellis; Frank Sutton, owner of the carnival bearing his name, and Mr. Brundage. Visits were exchanged with the Beyers Bros.' Shows in winter quarters in winter quarters in Kennett. LOUIS ARNETT.

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Four Models, 12, 14, 16 and 18 feet. Accommodations for two or four. **GILKIE TRAILERS** 1310 Wabash, Terre Haute, Ind. **WRITE**

Sparton Bros. With Ferris

CHARLESTON, S. C., April 6.—The Sparton Bros. have signed contracts to furnish the following for Ferris Society Circus, of Lockport, N. Y.: Circus side show, pit show, pop corn, peanuts, juice, novelties, ball games, etc. Will also sell in big show.

Sparton Bros. carry their own cook-house, also have 15-passenger bus for transporting their help. Will use two trucks, three trailers and a bus to move their equipment, also their light plant, a 4 kilowatt. Erma and Orlo H. Wach are owners-managers and R. W. Gurley treasurer. The Wachs have been away from the white tops since 1930. Since then they have been operating shows on various carnivals. Side Show has a 110-foot front with 90-foot top; pit show, 30-foot front with 20 by 30 top; juice and grab stand, 16 by 16. Sparton Bros. will have about 25 people in their various departments. Will play independent dates until opening of Ferris show in June.

Gooding Repeats on Rides Contract at Columbus, O.

COLUMBUS, O., April 6.—The F. E. Gooding Amusement Company, general management of F. E. Gooding, which in many past years has provided riding devices at the Ohio State Fair, has again been awarded contract to furnish all rides, 15 in number, at this year's fair. Preparation of paraphernalia of Gooding amusement units is progressing nicely at winter quarters here. Gooding Greater Shows will open here on April 20 and will play three weeks in this city before taking to the road.

French Tent Season in Swing

PARIS, April 1. — Unusually mild weather is giving the numerous tent circuses playing thruout France a good break. Among them are Cirque Amar Freres and Cirque Andre Rancy, playing at Bordeaux; Cirque Pinder, playing Rennes, Saint Malo and Dinard; Cirque Olympia, at Saint Etienne, and Cirque Salon, in the vicinity of Limoges. Indoor circuses playing at Cirque Municipal in Troyes and at Theater des Arts in Rouen.

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N. SEIDMAN

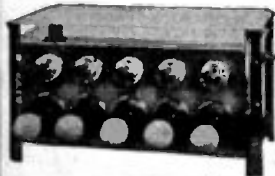
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Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

Preamble

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We solicit your co-operation in reporting to and aiding this department by giving us the facts on any difficulties you have encountered with the laws and ordinances in any city or State. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera

Place, Cincinnati, O. We are prepared to give you remedies for these conditions which will prevent others from falling into the same trap.

In this issue lengths, heights and widths are listed, covering most of the Eastern States. Several States prohibit the use of combinations, while others prohibit lengths of tractor—semi from being greater than single units. In the last issue the weights for trucks were given and covered the States that do not have continuous trouble with this type law. Further listings of weights will be given in the next issue. All laws on lengths, heights, widths and weights are subject to changes by the 1935 legislatures and these laws will be published in the issues of April 27 and May 4:

	Width	Height	Single	Length T-T	Comb.	Max. Axle Space
Alabama	96"	12 ft.	30 ft.	40 ft.	Prohibit none	Not listed
Connecticut	102"	12 ft.	40 ft.	40 ft.	None	Not listed
Delaware	96"	12-6 ft.	33 ft.	60 ft.	60 ft.	Not listed
Maine	96"	12-6 ft.	36 ft.	62 ft.	62 ft.	Not listed
Massachusetts	96"	Unlimited	28 ft.	40 ft.	Unlisted	Not listed
Michigan	96"	12-6 ft.	35 ft.	50 ft.	50 ft.	Not listed
New Hampshire	96"	11 ft.	30 ft.	30 ft.	45 ft.	Not listed
Rhode Island	102"	12-6 ft.	Unlimited	85 ft.	85 ft.	Not listed
New York	96"	13 ft.	33 ft.	50 ft.	50 ft.	46"
Maryland	96"	Grossly Unlimited	All Over			Not listed
Pennsylvania	96"	14-6 ft.	33 ft.	70 ft.	70 ft.	36"
New Jersey	96"	12-6 ft.	28 ft.	85 ft.	85 ft.	Not listed
Virginia	96"	12-6 ft.	33 ft.	45 ft.	45 ft.	40"
West Virginia	96"	12-6 ft.	35 ft.	45 ft.	45 ft.	40"
North Carolina	90"	12 ft.	33 ft.	55 ft.	55 ft.	Not listed
South Carolina	90"	12-6 ft.	35 ft.	35 ft.	Prohibit	Not listed
Georgia	96"	12-6 ft.	30 ft.	85 ft.	85 ft.	Not listed
Vermont	96"	12 ft.	50 ft.	50 ft.	50 ft.	Not listed

96" means the width from outside to outside measure.
40" means 40 inches distance between each axle, average.
12-6 FT. means 12 feet and six inches the total height.
SINGLE means any straight vehicle not jointed.
T-T means a Tractor and Semi-trailer unit only.
COMB. means any combination of three or more vehicles.
NOT LISTED means that the State does not specify how to measure.

The data as given here on the widths, heights, lengths and axle spacing was submitted by the authorities of the States and the requirements were effective on December 15, 1934.

IMPORTANT.

We advise motorized shows to avoid the following cities, towns and highways: Covington and Corbin, Ky., and U. S. 25 near these points: Ohio State Route 18 northwest of Akron, Copley Township (Justice of the Peace, Mrs. Grace M.

Curry); Randolph, O., east of Akron. Bring your vehicle to a complete STOP when traveling on highways in Northern Ohio and Michigan. A county trap is located in Elkhart, Ind. This is strictly a weight arrest. Further traps will be published weekly.

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Johnny J. Jones Exposition

AUGUSTA, Ga., April 6.—Everything is ready for the opening engagement of the rejuvenated Johnny J. Jones Exposition at Greenville, S. C., next week.

The Pullman stateroom car recently purchased arrived Wednesday—a 12-section two-drawing-room car and of steel construction, and a steel flat car arriving from Norfolk, Va., was added to the train. The show train leaves here today, with 30 cars and 70 wagons, for the opening in Greenville Monday.

Arthur Atherton, secretary-treasurer, spent last Sunday with relatives in Montgomery, Ala., before starting his season's tour. E. Lawrence Phillips, owner, returned to Washington on business connected with the coming engagement in that city, but will be in Greenville for the opening. Mrs. D. C. (Gyp) McDaniel returned from a visit to friends in Miami. Among recent visitors were Bill Breeze, agent of America's Model Shows; Andy Carson, of the same organization, visiting his sisters, Mrs. Lillian Sheppard and Emily Carson; O. K. Hager, visiting Mrs. Ollie Hager Lewis, and "Sis" Dyer, who left to join United Shows of America. Virginia Brown will be the featured fan dancer at the Havana Rumba, and Lee Young will be the talker on Artists' Models, management of Mrs. Sheppard. Col. W. E. Weliver received a 26-foot regal python from the Malay Peninsula thru a New York dealer, to be added to the Giant Reptiles exhibit. Blacky Smith, boss canvasman, has the canvas in splendid shape for the opening. Leon (Ribs) Reeve has done a wonderful job, with his 12 assistants, in the painting department. A new ride, Over the Top, has been added to the list, making 18 in all. Tom Allen, assistant manager, is laying out the lot in Greenville.

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Great Superior Shows

Washington, Ga. Week ended March 30. Auspices, American Legion. Weather, rained out Saturday night. Business, poor.

The first road engagement. Minstrel Show topped the midway, with Al Lotto's Tilt-a-Whirl leading the rides. Janette Terrill's public wedding drew a fair crowd on Friday night. Cecil Rice joined with two shows, dressed up to the Rice standard. Charis Sutton agreeably surprised, the missus joined. Otis Smith building a new corn game. Barney Sison enlarging his cookhouse and enjoying fair business. Dick Harris and Dave Wise paid a visit to Manager O. J. Beatty. Mrs. Beatty handles the office secretarial work like a veteran, assisted by Mr. White. Tom Terrill and O. J. Beatty building several new concessions. The staff at this writing: O. J. Beatty, general manager; Charles Sutton, assistant manager; Mrs. O. J. Beatty, treasurer; Mr. White, secretary; Tom Terrill, general agent; Mrs. Tom Terrill, promotion manager in advance. There are 6 rides, 11 shows, 36 concessions and 3 free acts now in operation, using pay gate. In May the show will add promotion features, using a big top for exhibits (merchants' tickets on rides, and gate)—special events, including baby shows, contests, public weddings, auto shows, cooking schools. This department will be under the direction of the writer, assisted by four promoters.

JANETTE TERRILL.

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Yard Skirt with
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—A Wonderful
Valve.
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Some Current Thoughts

By WILLIAM JUDKINS HEWITT

Carleton Collins, the press news man, is planning to return to the carnival fold from his home in Glasgow, Ky., where he once ran a newspaper.

Aerial Bauers motored from Melbourne, Fla., to a point in Texas to join a carnival, reported to be John T. Wortham.

Mr. and Mrs. Eddie Davis, of photo gallery and concession note, motored from West Palm Beach, Fla., to Carthage, Mo., to join Snapp Bros.

The carnival world is all agog over the upset given some of the big ones in their bookings. A carnival fight for dates is on in earnest. The fair men delayed booking and are now butting the heads of the carnival owners together, raising prices and profiting generally because of the lack of carnival organization and to appease the vanity of the owners who think glory comes second to business sense.

Mrs. Marie Smuckler will build a "Pig and Monkey Circus," the very latest idea in humorous carnival shows. Tom Salmon will do the constructing.

It is safe to say that more than a carload of bamboo has been shipped out of Florida the last six months to be used as fronts for jungle and snake shows. J. E. (Shanty) Mahoney took his outfit to grace the midway of United Shows of America.

Mr. and Mrs. Eddie Madigan, with truck and car, motored with their cookhouse and help from Melbourne, Fla., to Shreveport, La., a distance of 1,200 miles, to join United Shows of America.

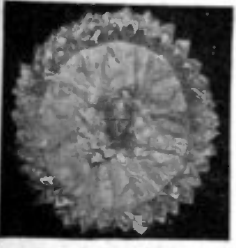
Carnivals should have personalities to present nondescript and unidentified titles. Berney Smuckler and E. L. Milligan now present the Royal Palm Shows, a "Florida institution." "May we entertain you?" is their greeting to the public.

Greetings to Starr De Belle and his "Ballyhoo Brothers," a most original satire to the "gilly" carnival.

show arrived in Henderson, the first town out of winter quarters, and everything opened on Monday night. The week's business a surprise, as the last two times the show played there were blanks. However, the new fairgrounds is only five blocks from the heart of town. Splendid co-operation was given by Walter Harris, secretary of the fair, who is also manager of The Henderson News. Jack Rhoades, formerly with this show several years, is engaged in restaurant business in Henderson. Mrs. Roland Smith left for her home in Waco for a two-week visit. The Ituri Village nearly ready to be opened, in charge of Walter Edward Foster. Lot Superintendent Harry Rennells completed the construction of an arch and two stars for the double Ferris Wheels and they are studded with varicolored lights.

The trip from Henderson to Ada was delayed on account of having to license the trucks into Oklahoma, so before opening the management decided to make it a 10-day stand, running thru until April 6. The oil boom here has made a good show town out of what was formerly a mediocre one. The West motorized show wintering about 10 miles away, at Pittstown, and members of the show daily visitors. Joseph Schieberl and brother, Spot, in business in Pittstown, but "neglecting" business to visit their friends on the midway. Harry Dixon, formerly with H. W. Campbell Shows, Morris & Castle and many others, has been engaged in furniture business at Ada several years and doing fine. H. W. SMITH.

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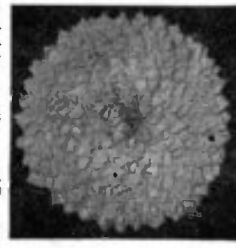


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Fans Discuss Plans For National Meet

CINCINNATI, April 6.—The John Robinson Tent of Circus Fans had a dandy luncheon meeting yesterday afternoon at the Netherland Plaza Hotel, arranging plans for the National Convention May 8-10. Sessions will be held at the Sinton Hotel. As previously mentioned, the Fans will meet while Cole Bros.' Circus is here on May 9-10. Frank H. Hartless, national president of the Association, was in attendance and conferred with Dr. Robert Carothers and Mark Egan of the local tent regarding arrangements.

It was decided that the annual banquet would be held night of May 9, following the performance of the circus. Some of the showfolk will be present and it is planned to have entertainment by some of the performers. The Fans will be guests of the circus management at dinner in the cookhouse either Thursday or Friday. Altho no other definite plans were made at this meeting, the Fans will no doubt make a visit to Cincy's famous zoo and other points of interest. The *Billboard* has extended an invitation for the circus enthusiasts to visit its plant on Opera Place.

Excellent speeches were made by several at the luncheon. Mr. Hartless made an address in which he said that he looks for a wonderful convention and a good attendance. Mayor Russell Wilson spoke at length and commented on the fact that the circus is the purest form of entertainment that is offered. Prof. John Uri Lloyd, 85 years "young," among other things said that he does not recall having missed a circus since he was a boy. Dr. Carothers, local president and toastmaster, told some interesting stories.

Others present were Moses Strauss, George D. Harper, Thomas J. West, Wilfred J. Riley, Gilbert C. Miller, John G. Robinson IV, Albert J. Mayer Sr., Lee Wiltsae, Morris E. Turner, Warren R. Oeder, H. S. Pattison, William J. Howard, Edward J. Busse, Charles P. Taft II, Dr. William Mithoefer, Dr. Ben Bryant, Royal Ryan, A. G. Hartmann and Charles Wirth, of *The Billboard*.

Paris Pickups

PARIS, April 1.—Paris indoor circus season still has about six weeks to go. Rigolotto Brothers head bill at Cirque Medrano, while Enos Frazer and Salior Jackson are featured on program at Cirque d'Hiver. Barbette is presenting his aerial and wire act at Theater Francais in Bordeaux. Luista Leers is featured at Casino Municipal in Nice. The Athenas, equilibrists, and Berg's Bears are at Casino Municipal in Aix-en-Provence. Fratellini Trio of clowns and Mack and his lions head circus bill at Theater des Arts in Rouen. Veenie Quincy doing her high dive at Fair of Marseille. Kanichka the Human Ostrich is at Apollo in Dusseldorf, Germany. Clemens Bellings and his dogs are at Corso in Zurich, Switzerland.

Wecker To Present Show

DETROIT, April 6.—W. B. (Boots) Wecker, St. Louis promoter and show producer, will present a circus in Detroit under canvas from May 25 to June 9. He has already engaged some acts, including Dennis Curtis and Aerial Blacks. Ionic Chapter, Royal Arch Masons, is sponsoring the event. Several contests and elections will be held in connection with show, also a Baby Pageant, a Miss Prosperity, etc. Three Ford cars are to be given away. Mrs. Margaret R. Brooks is associated with Wecker in the enterprise. Wecker states that he has several other dates to follow.

London Circus Notes

LONDON, March 27.—Bertram Mills' tenting season will open at Luton on April 10. Kanna Bombayo, on the bounding rope, and Albert, with his balances on a high swaying structure, will be featured attractions.

Olvido Perez, Cuban wire sensationalist, will be featured at the Scala, Berlin, for April, after which he returns to his home in Havana to undergo a nose operation. He holds return contracts for Europe and will open in London in August.

Johnnie Regan leaves for America in April for rodeo contests and vaude dates.

Bullin's Circus opens in Dublin on April 15. Most of the acts will be changed weekly.

William Mack Convalescing

OKLAHOMA CITY, Okla., April 6.—William Mack, of Mack and Williams, comedy musical act that has been with many circuses and carnivals, was recently discharged from Wesley Hospital here, where he underwent an operation, and is convalescing at his home (508 1/2 West Grand) and would appreciate receiving cheery letters from showfolk acquaintances.

West World's Wonder Shows

NORFOLK, Va., April 6.—Upon his recent arrival in Norfolk from his home in Warren, O., to take up his special agent duties for the coming season, the writer was much surprised at the amount of work that had been done in winter quarters at the old army base here. A crew of carpenters, blacksmiths and painters were at work and Manager West is remodeling and repainting the entire show, including the train. Three new innovative show fronts are being completed. The show opens here April 20 on a new location at Monticello avenue and 14th street. All engagements this summer will be special-promoted dates. A big exhibit tent will be carried and a number of special promoters will be used (beg pardon—in charge of the writer).

Looks now as tho the midway will have about 17 shows and 10 rides. George Rodney will have the *Follies of 1935*, Moe Aaron the Big Reptiles (really he received several from Sumatra), Apple's Motordrome will feature Mickey, Mile-a-Minute Girl, Bill Kelles will handle a Colored Revue with band and orchestra; John Hutchens is here with his Circus Side Show; Charles Smithy, with the trained chimps, Adam and Eve; Tony West with his Tarzan Show, also the Mystery Show and Noah's Old Ark (a new funhouse); the Korhn Family with their newly constructed glass house; Sweet Marie and her Congress of Fat Girls, and Hamda Ben with his Hawaiian Show. Rides, up to now, are George Yaminaka's Ferris Wheel and Dangler, Steinbach's Riding Ponies and the eight West-owned rides. Some 37 men are now in winter quarters. A 70-foot roundtop with three 40s has been completed for the exhibit tent, which will be the official entrance to the midway this year. FRANK HILDEBRAND.

Beno North to Bockus

ATLANTA, Ga., April 6.—Ben Beno, sensational aerialist, is preparing to leave Monday for Blufford, Me., to join Curtis L. Bockus Shows as free attraction for the season. Because of the distance to Portland, Ore., Mr. Beno is unable to attend the funeral for his sister, Mrs. Isabelle Caldwell, who suffered a cancer more than a year and died at that city Tuesday.

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 - Genuine Fur Ooni and Cats, large size. Each \$1.50. Per doz. 17.50
 - Combination Lighter and Coney assorted enamel colors. Per doz. 3.50
 - Pencil Lighters, new style, all metal, enamel colors. Per doz. \$1.40. Per doz. 4.00
 - Opera Glass, fine lenses, in velvet case. Per doz. 4.00
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- 27" Shoe Laces Black. Per doz. 3.45
 - League of Nations Needle Book. 75 needles, big Rash. Per doz. 40c. Per doz. 4.00
 - Large size Zinc Pot. Cleaners. Per dozen 30c. Per gross 3.00
 - Sharp-Cutter Blue Steel Double-Edge Blades, cellophane wrapped. Per 100, 80c. Per 1,000, 7.50
 - Ladies' Mandatechiefs, assorted colored borders. Per doz. 15c. Per doz. 1.95
 - Tie and Collar. Molder Sets, carded. Per doz. 45c. Per gross 4.50
- Special List now ready for mailing. Write your line. *Deposits required on all C. O. D. orders.*
- WESTERN NOVELTY COMPANY
1729 Lawrence Street, Denver, Colo.

SIDE SHOW BANNERS SOLOMON & HILL STUDIO, Mantolok Beach, Miss.

TRICKS & JOKES OUR PRICES ARE THE LOWEST Send for New Catalogue. OORON NOVELTY CO. 933 Broadway, New York City

Greater Exposition Shows

Henderson, Tex. March 18-23; Ada, Okla., first five days of 10-day engagement ended March 30. At Henderson, auspices Rusk County Fair Association. Business, good. At Ada, auspices Fire Department. Location, on ball park. Weather, cold, windy. Business, fair. After being stopped several times by fee-getting constables the trucks of the

The GOLDEN DREAMS
—Supreme Novelties of All Kinds—
GIVE-AWAY CANDY

RANGE SETS—Lowest Prices
WATCHES—to meet every price requirement
BALOONS—Streetmen's Special Assortments
ARMY & NAVY NEEDLE BOOKS
PUSH CARDS & TRADE BOARDS for every purpose
PREMIUM CHINA SETS
ELECTRIC CLOCKS
DANCE HALL SUPPLIES
Ball Room KRYSTALS

DANCE Pass-Out Checks
CLOCK LAMPS
JUMPING FUR DOGS
PADDLE WHEELS that GET the MONEY
POCKET KNIVES—a complete assortment
NOISE MAKERS of Every Description
CAPS—HATS Our Line is Complete
TREX BLADES
PHOTO CIGARET CASES
PLUSH DOGS—they almost TALK!

ALUMINUM WARE—a large assortment
STATUARY LAMPS
IMPORTED ARTIMONY WARE ART STATUARY
FRENCH DOLLS
SWIMMING DOLLS
KEG SETS
PEN & PENCIL SETS
RINGS—all kinds
POCKET LIGHTERS
OPERA GLASSES

BLANKETS in many beautiful Designs & Colors
PERFUMES—Fancy Bottle in Box. Gross... 9.00
STUFFED ANIMALS—From \$2.00 Dozen Up
STREETMEN'S SPECIAL BALLGONS. Gross... 2.00
MOUZEY TOSS-UP—Big Rubber Toy. Gross... 4.25
3-Pc. RANGE SETS—Beautifully Decorated. Per Doz. Sets 4.00
ARMY & NAVY NEEDLE BOOKS. Gross... 1.40

MIDWEST NOVELTY COMPANY
1322 MAIN ST., KANSAS CITY, MO.
"The House With The Lowest Prices"

NOVELTY MERCHANDISE FROM ALL OVER THE WORLD
ESTABLISHED 1922
—Bigger Every Year!

GOLDEN DREAM KISSES (Give-Away Pkg.) Per 1,000... \$10.00
DECORATED COOKIE JARS—Height, 5" Per Dozen... 2.40
CLASS PIE PLATES AND SUGAR BOWLS—6 Dozen in Carton. No less sold. Per Carton... 1.80
METAL SERVING TRAYS—Bright Colors, 11"x16" Doz. 1.80
SAILOR—BOY—HAMBURGER KING, and Other Large Pieces Statuary. Packed 12 in Carton. Per Doz. 1.50
OAK'S LARGE MICKEY MOUSE TOSS-UP. Gross... 9.00

Assorted CHINA ASH TRAYS and PIN CUSHIONS, Gro. \$4.00
BEACON'S TOBA INDIAN DESIGN BLANKETS. Each... 1.40
PERFUMES—Fancy Bottle in Box. Gross... 9.00
STUFFED ANIMALS—From \$2.00 Dozen Up
STREETMEN'S SPECIAL BALLGONS. Gross... 2.00
MOUZEY TOSS-UP—Big Rubber Toy. Gross... 4.25
3-Pc. RANGE SETS—Beautifully Decorated. Per Doz. Sets 4.00
ARMY & NAVY NEEDLE BOOKS. Gross... 1.40

THE ONLY CARNIVAL SUPPLY HOUSE IN KANSAS CITY

W. G. Wade Shows

Open Saturday, May 4th, at Port Huron, Mich.

For Nine Days, including Two Saturdays and Two Sundays. Following Port Huron, We Will Show Pontiac, Wyandotte, Ecorse, River Rouge and Lincoln Park, All in Detroit Vicinity. Then a Long Circuit of Celebrations, Centennials and Fairs Through Michigan, Ohio and Indiana.

CAN PLACE Ten-in-One Show, Monkey Speedway, Monkey Motordrome, Walk-Through Shows, and Attractive Money-Getting Ballyhoo Shows. Will help finance you if required. Special propositions given to Shows carrying their own transportation. **CAN ALSO PLACE** a few more legitimate Concessions. Strictly no strong joints. Our rates are reasonable. **WILL BOOK** any Rides that do not conflict with Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Chairplane and Kiddle Airplane Swings. Address

W. G. WADE, 289 Elmhurst Ave., Detroit, Mich. Phone, Longfellow 1506

SMAACK-O!
Serving Soft Drinks & Sherbets

GOUBIER CO. CANNED

costs 4c gallon . . . sells for 80c gallon 5c a glass

The cold drink concession pays real profits when you use SMAACK-O.

It comes in powder form. . . . Seven delightful flavors—grape, orange, lemon, lime, strawberry, raspberry and cherry. . . . Two size packages.

4-oz. package makes 15 gallons delicious drink. Price single package, 75c; dozen, \$7.20.

16-oz. package makes 60 gallons. Price single package, \$2.25; dozen, \$24.00.

Flavors assorted to your order. Send your order now for SMAACK-O! Make big profits in the cold drink business this summer.

UNIVERSAL LABORATORIES
DALLAS, TEXAS

Old Circus Performers

I can use 24 Ladies and Gentlemen over 60 years of age, providing they can do at least one good trick. White hair is a boost here—not a knock. Call any day between 12 and 2 p.m. If out of town, write.

BILLY ROSE.
120 W. 42d Street, NEW YORK CITY.

NEW DEAL SHOWS

Want immediately, Corn Game, Grand Stores, Pop Corn, Seals, Dishes, Cakes, Shooting Gallery (all ex.) Verne La Verne and Emory Hall, wire. Will book Kid Rides, Merry-Go-Round and Motordrome. Performers and Musicians for Musical (salary and percentages). G.D. T. L. DEORICK, Manager, Columbia, Tenn., this week.

Latlip Shows

CHARLESTON, W. Va., April 6.—The Latlip Shows will open their season one week earlier than usual this year, as Capt. Latlip has made arrangement for a location for his outfit across from the Barnett Bros.' Circus lot. The circus will appear here on April 16. Everybody with the Latlip Shows is looking forward to a big day and a good start for the season. All rides, shows and all other equipment are now in first-class condition and ready to be moved to the lot. The midway will have seven rides, five shows and six free acts furnished by the Latlip Family.

BOY REX.

SHIRLEY TEMPLE DOLLS

Biggest item that has hit the industry. Book exclusive with a Show. Top money every day. No Blanks.

18"—\$3.75 Each. Packed 12.

22"—\$5.00 Each. Packed 6.

27"—\$8.50 Each. Packed 4.

Wire Order at Once.

Also ask for Chrome Deal Sheet—you can fully equip a 14' Store with Chrome for \$110.00.

All Orders Must Accompany a 25% Deposit.

NOTICE:

A real surprise awaits you. WRITE OR WIRE FOR OUR CATALOGUE. Just Off the Press. You will find the greatest selection of merchandise ever offered to the Concession Trade. Many new Corn Game Items, complete line of Slum and Give-Away Items. Complete Assortment of Digger and Claw Merchandise. Many new Wheel Items—that are positive winners. Prices unbeatable. 24-Hour Service.

Wire or write now. Do not delay.

Mention your business.

HORROW NOVELTY CO.

215 Market St., PHILA., PA.

BATEM BASEBALL GAME

This Wholesome Game is a **PROFIT MAKER!**

This Game gets "repeat" business. New model can be set up as indoor or outdoor game and operates automatically. **BARNETT H. BEAMON IS HERE!** Don't delay. Write for full details.

JOE ARONOFF,
2037 Park Row, DALLAS, TEX.

Equipment and Supplies


Manufacturers—Distributors—Jobbers.

THE NEW Movie-Snap camera which Herman A. DeVry, Inc., has introduced appears to have caught on with the public in a big way. The photographer stations himself at crowded corners, at conventions, baseball games, etc., and shoots the passers-by, at the same time handing them a numbered card telling where to get the finished photos. A surprising number of subjects send for the prints and a flourishing business results.

GOLDFARB NOVELTY COMPANY,
long-established supply house specializing

The New AUTONATOR

delivers 110 VOLTS
A.C. IN CARS AND
TRUCKS



The new AUTONATOR generates 110 Volt A. C. Current in motor cars, aeroplanes and from all types of engines and motors driven from fan belt. Cost nothing to operate. No service—no brushes, collector rings, commutator or wire wound armature. Ideal for operating PORTABLE Sound equipment, A. C. Radio Sets, Neon Signs, Electric Lights, Searchlights. Send for complete details.

AUTONATOR LABORATORIES, Inc.,
3440 South Chicago Ave., Dept. 55, Chicago, Ill.

WANTED QUICK

20 nice-looking, well-proportioned Girls for two shows on one of the finest Carnivals in America. Open immediately. Steady work to December. Money low but positively sure. 12 Girls for Bearz Arts Posing Show, good actresses considered; 8 Girls for Musical Girl Show. Youth and ability essential. Apply to

FRANK WOODS
Knepp & Dehnert Combined Exposition, Inc.,
528 Madison Avenue, Ovington, Ky.

First Red Hot One! POLISH NATIONAL ALLIANCE SPRING FESTIVAL

MAY 10-19, INCLUSIVE
Shipyard Lot, Wyandotte, Mich.

All Concessions open. Everybody works.
WANTED—Shows of All Kinds—Rides Sold.
Two Saturdays—Everybody Working—Two Sundays.
Address
SHOWS, P. O. Box 23, Wyandotte, Mich.

MARYLAND HOTEL

9th and Pine, ST. LOUIS, MO.
Special Rates to Member of Berkman & Gerety Shows: Hagenback-Wallace Circus and Dodgson Shows.
Single, with private bath, \$ 8.00 weekly
Double, with private bath, 10.00 weekly
Single, without bath, 6.00 weekly
Double, without bath, 7.00 weekly
SPECIAL MONTHLY RATES.
Upon your arrival, ask for
SAM MILTON, Manager, "Ex-Performer."

WANTED WANTED WANTED

BIG FIREMEN'S CELEBRATION
July 4, 5 & 6—WARRER, ILL.—July 4, 5, 6.
Will contract with all complete Carnival, with Shows, Rides and Concessions. Would also like to hear from a few good Free Acts. Conditions good. Everybody back of it. Must be a red one. Write
R. W. ENRIGHT, Chairman, W. Warren, ILL.

GIRLS WANTED—World Exposition Show, grandstand Salisbury, N. C., April 20, 1935. CAN use two more real Oriental Dancers with A-1 wardrobe, also two Hawaiian Dancers, also Piano Player that can play Gallopes. CAN USE a real Rhythmic and Jazz Girl and A-1 Ticker for Hawaiian or Girl Show. GIRLS have year-round work with me, as I play Clubs all winter in Florida. Answer at once, as time is short. State all particulars in five letters. Write to: misrepresent. Address PETE THOMPSON, care the above Show, Salisbury, N. C.

FORDSVILLE, KY., BIG OIL BOOM CELEBRATION SPRING FESTIVAL.
Auspices P. T. Ac. & Merchants and Oil Supply House, 7 Big Days, 7 Big Nights, Starting Saturday, April 13, Ending Saturday, April 20.

Thursday, 15, Governor's Day and Big Free Barbecue, to be held on the Streets. WANTED—Free Acts, all kinds of Rides, Shows and Concessions. Don't forget the date, April 13 to April 20, inclusive. Address O. K. BELLAMY, Chairman, Fordville, Ky.

WANT

Ranner Hustler that can post bills, with own transportation. Good proposition. Will furnish outfit for Single Pit Attractions.
El Paso, Tex., this week; Alamogordo, New Mex., next week.
G. F. ZEIGER UNITED SHOWS.

ing in the type of merchandise handled by circus, fair and carnival workers, is issuing its eighth annual "Circus Bulletin." Saul Goldfarb, who contacts the prominent concessioners, states that there is a healthy atmosphere in the field, with the concession men looking forward to a prosperous season.

CHARACTER CHART SALES COMPANY, which markets a simplified method for reading character from handwriting, is busily launching its 1935 amusement park program. In addition to equipping others to operate concessions, it also plans to conduct several concessions. Karlman Deutsch, of the company, states that there is a growing interest in character analysis thru handwriting and that the art is gradually becoming recognized.

EPSTEIN NOVELTY COMPANY is a pioneer firm to people working fairs, carnivals and circuses, dating back to the days when college pennants were considered quite the thing for a premium. Many lines of merchandise have been added and today it enjoys a wide patronage. Albert Epstein, founder of the business, is still active, altho his two sons, Jack and Julius, attend to the buying and selling. Estelle Epstein is in charge of the office. The company reports good business for the year thus far.

A NEW LINE of serving trays introduced by the Henry Pingold Company is proving a popular number with Sportland operators. Product is known as the Marvel Serving Trays, embodying new ideas in construction, among them being a wood grip, flexible handles, bright luster-plated metal trim, solid heavy metal rails and rubber bumpers. Concessioners are also finding the line fast-moving to the extent that play on their games is increasing.

Endy Bros.' Shows

SELMA, N. C., April 6.—The writer has about completed the finishing touches on the Merry-Go-Round and is now painting the new panel fronts, which are masterpieces in construction, each 60 feet long, with 300 lights. There are now 15 men in winter quarters here getting things in shape for the opening, which will be April 15. General Manager David B. Endy arrived and is now directing the working force; also Louie Kaufman, who is lot superintendent, has arrived and is overseeing the building program. Bill Spence had the cookery all rebuilt and has completed the painting job, the colors being red and white. Bob Young is completing work on the twin Ferris Wheels, which will be as one unit when finished. The show this year will carry eight rides and 10 shows, and will feature a circus, using merchants' tickets in every town. The Aerial Conleys will be the free act feature. Among the fairs booked are Leighton (Pa.) Fair; Schuylkill County Fair, Pottsville, Pa.; Fort

R-B to New York; Streamlined Train Gets Show Big Publicity

SARASOTA, Fla., April 6.—With Superintendent Carl Hathaway directing activities, work was progressing at a fast clip Thursday on new side-show fronts, seats and other outdoor-stand equipment of the Ringling-Barnum Circus following the departure of the first section of 40 cars for New York Wednesday over the Seaboard Air Line Railway.
Unexpected newspaper and newswire publicity for both circus and Seaboard Air Line Railway was obtained Monday morning when the streamlined train "Zephyr Twin" of the Burlington Lines was rolled into the circus quarters ground for some special stunts.
Modoc, huge elephant, succeeded in pushing the 227,000-pound train more than two car lengths up a slight grade unassisted, and from a dead stop, while news cameras clicked and movie cameras brought out footage. The "Zephyr" was brought into Sarasota for exhibition Sunday, and on the way down from Manatee, north of here, arrangements were made with General Manager Sam W. Gumpertz of the circus: L. R. Powell Jr., former president and now receiver of the railroad, and Burlington officials to stage the stunts. Colonel Ralph C. Caples, prominent railroad advertising executive; Ray Richardson and Frank

Royal (Pa.) Fair, Oratz (Pa.) Fair, Doylestown (Pa.) Fair, and the Southern fairs start at Chase City, Va., early in October.
JACK BRADLEY.

Powers Postpones Opening

FORDSVILLE, Ky., April 6.—Because of heavy rain and stretches of roads covered with water, D. W. Powers, director Powers & Williams Shows, has decided to postpone the opening engagement of his company here until April 13.

FINAL CURTAIN

(Continued from page 102)

ville team of Alexander and Peggy. He had made thousands of comedy falls, which it is believed were responsible for tumors which developed in the region of his spine in recent years. He was a member of the Scottish Rite, Peoria, Ill. His sister and two half-brothers survive.
WOODS—Mother of John Woods, vaudeville actor, March 30 at her home in New Jersey. Her son, who was playing at the Orpheum Theater, Los Angeles, went east for the funeral.

WRIGHT—Robert H., brother of Winsome Winnie, fat girl, in Allegheny General Hospital, Pittsburgh, March 30 after several months' illness. Burial in his home city, Philadelphia.

MARRIAGES

BLACK - DESMOND—T. Campbell Black, aviator, to Florence Desmond, screen and musical comedy actress, March 30 at St. James Chapel, London.

BOLTON-KNOX—Joseph R. Bolton, announcer with WOR, Newark, and Dorothy Bondy, daughter of Mr. and Mrs. Leo J. Bondy, in New York March 28. Mr. Bondy is secretary and attorney for the New York Giants.

GARNETT-MORAY—Helga Moray, former British stage and screen actress, and Tay Garnett, film director and author, in Yuma, Ariz., April 1. They were married four months ago on the high seas, but kept it a secret until their second marriage.

GROVES-SIMPKINS—Ralph Groves to Olney Simpkins, dancer, recently at Yuma, Ariz.

WUNDER-MILLS—Dr. Clinton Wunder, lecturer and author, to Thelma Mills, screen dancer, recently at Chicago.

COMING MARRIAGES

Dorothy Granger, RKO-Radio film player, and George Lottier, assistant director with the same studios, will be married soon at the Little Church of the Flowers, Hollywood.

Virginia Bale, stage and screen comedienne and sister of Charles (Chic) Bale, to Sam Wren, stage actor. Wedding will be held this month at Beverly Hills, Calif.

Eleanor Bayley, screen dancer, to Eddie Foy (not of the Foy family), assistant dance director with Warner Bros.' Stu-

dios, June 13 at the Wee Kirk of the Heather, Glendale, Calif.

Jerry Keyser, nonpro, and Rita Lawler, toe-tap dancer, now working at the Italian Gardens, Pittsburgh, will be married in the near future.

J. Hull Wilson Jr., Pittsburgh theatrical publicity agent, and Bunny Lada, vocalist, will be married in the Smoky City soon.

BIRTHS

A son, Wesley Le Roy III, recently to Mr. and Mrs. Wesley Robertson. Robertson is a radio and stage actor.

To Mr. and Mrs. Elliott Nugent an eight-pound son March 28 at the Santa Monica Hospital, Santa Monica, Calif. Father is a stage and screen actor and director.

A six-pound son to Ann Lee Cunningham, film writer, and her husband, Douglas Shearer, chief recording engineer of the sound department with Metro-Goldwyn-Mayer Studios, and brother of Norma Shearer, screen star, March 29 at the Santa Monica Hospital, Santa Monica, Calif.

A son, Theodore Conrad, weight nine and a half pounds, March 19 to Doc and Mrs. C. H. Snellenberger, Indianapolis.

To Mr. and Mrs. Max Sanders at Jackson, Tenn., March 29, an 8½-pound boy. Father operates a photo gallery with the Royal American Shows.

DIVORCES

Helen Morgan, stage and screen singer and actress, filed suit in Los Angeles April 4 against Maurice (Buddy) Maschke Jr., Cleveland attorney.

Zack Terrell, one of the owners of the Cole Bros' Circus, in the Chicago courts April 3 from Mrs. Myrtle Terrell. Terrell assured the court he would make adequate provision for his wife and stated he had already spent \$40,000 for her medical care. His attorney also stated that Terrell had pensioned his wife for life and had given her a \$50,000 home in Owensboro, Ky.

Mrs. Ruth Batchelor, known on the stage as Ruth Ray, vaude actress, filed suit April 3 in the Superior Court, Chicago, against William Batchelor, of New York.

Mrs. Marion Vernon, 23, dancer, from Wally Vernon, comedian and master of ceremonies, in the Court of Domestic Relations, St. Louis, March 21. Mrs. Vernon was granted restoration of her maiden name, Marion Younger, and awarded \$10 per week alimony.

Virginia Cherrill, movie actress, from Cary Grant, screen leading man, in Superior Court, Los Angeles, March 26.

Thelma Todd, screen actress, from Pasquale J. De Cicco, theatrical agent, March 23 at Los Angeles.

Maurice Kusell, dance director and film producer, filed suit against Jayne Manners Kusell, screen actress, March 19 at Los Angeles.

William Pierce, motion picture studio secretary, filed suit against Irene Mc-Padden Pierce. Mrs. Pierce filed a cross complaint at Los Angeles.

Ether Ralston, screen actress, from George Webb Frey, publicity man, at Los Angeles March 23.

Verna Hillie, screen actress, from Frank Joseph Gill, radio play producer, March 21 at Los Angeles.

Max Reinhardt, stage and screen producer, filed suit against Elsa Anne Josephine Reinhardt, actress, March 25 at Reno.

Rosemary Ames Ketting Meyer, movie actress known professionally as Rosemary Ames, from Bertie A. Meyer, London theatrical producer, March 23 in the Chicago courts.

Clara Stevens from Fred Thomas Stevens at Houston March 23.

Victor Robbins, bandmaster of Cole Bros' Circus, from Mayme Robbins at Peru, Ind., recently.

Dorothy Glah filed suit against James Rennie in Superior Court, Bridgeport, Conn., March 24. Both are stage and picture players.

Diane Corday, former *Follies* beauty, filed suit in Hollywood March 30 against Rian James, scenarist writer.

Rosie Sanchez Russell filed suit against Edwin Clarence Russell Davidge, film production manager, March 30 at Los Angeles.

Dorothy Busch, screen actress, known as Dorothy MacGowan, filed suit against A. Hays Eulich April 3 at Los Angeles.

Betty Anderson filed suit against Harry Anderson, film cameraman, at Los Angeles March 29.

Evela Louise Hartman from Roland C. Hartman, theater musician, in San Francisco March 26.

Lydia Martha Raswan from Carl R.

HARRISBURG, KY. FAIR, Week July 29 | **JACKSON, TENN., COL. FAIR, Sept. 16**
SPRINGFIELD, KY. FAIR, Week August 5 | **COCKSON, TENN., FAIR, week Sept. 23**
VAN CURE, KY. FAIR, Week August 12 | **ALABAMA CO. FAIR, week Sept. 30**
EWING, KY. FAIR, Week August 19 | **ALABAMA COUNTY FAIR, week Oct. 7**
GERMANTOWN, KY. FAIR, Week Aug. 26 | **ALABAMA COUNTY FAIR, week Oct. 14**
HODGKIN, KY. FAIR, Week Sept. 2 | **ALABAMA COUNTY FAIR, week Oct. 21**
CENTERTOWN, TENN., FAIR Week Sept. 9 | **ALABAMA COUNTY FAIR, week Oct. 28**

14 STRAIGHT WEEKS OF FAIRS—THE CHOICE FAIRS OF THE SOUTH
WANT—Ten-in-One, Minaret, Cowboys, Cook and Grand Shows with or without outfit. WANT
 -Commissions of all kinds except Cookhouse, Bingo or Pop Corn. No gift, percentage or
 office stores. Want Loop-Off-Piece. Show news about May 1st. Address

F. H. BEE SHOWS
Russellville, Ky.
 Cut out and keep this list of fairs for future reference.

Can Place Few More Girls and Girl Musicians to Open at
WINSTON-SALEM, N. C., April 18th

SOCIETY CIRCUS EXPOSITION

16 Weeks Consecutive Contracts. We Pay All After Joining. From Ten to Twenty
 Days at Each City. Travel Motors, Live Hotel.

CAN PLACE FEW MORE HIGH-CLASS MONEY PRIVILEGES FOR SEASON. Terms for
 this date, ten days, \$5.00 front foot, everything furnished except stock. Few at \$7.50
 per foot X. Nothing under a dime; under ten benefits. Route on request. NOTE—
 This is not a carnival, but an All-Girl Society Circus, carrying 105 people with same.
 Can place several live agents, contractors, phone, space, etc. Don't answer unless you
 can troupe and make money. Address all mail DIRECTOR SOCIETY CIRCUS EXPOSI-
 TION, Headquarters, Zinzendorf Hotel, Winston-Salem, N. C. Phone, 2-1751.

WM. GLICK EXPOSITION SHOWS, INC.

Will Open at Hagerstown, Md., Saturday, April 20th

Have opening for Fun House, Wild Animal Show or any other high-class Attrac-
 tion. Would consider high-class Midget Show.

CONCESSIONS STILL OPENS: Scales, Palmistry, Ball Games, Shooting Gallery, Bow-
ling Alley, Fishpond, Waffles, Candy Apples, Pitch-Till-Win, Photo Machines, Spot-
the-Spot, Roll-Downs or any other Concessions.

WILL BUY Large Python. Must be fifteen feet or more in length.
WANT Ride Help for Scooter, Caterpillar, May-Day and Lindy-Loop.
Rip Winkle wants Concession Agents. Blackie Jacobson, Jack Burke and Joe Axler
come on. Address WILLIAM GLICK, Gen. Mgr., Hagerstown, Md.
 P. 5.—Ringling and Nortolk come at once.

DICK'S PARAMOUNT SHOWS

Playing celebrations in large industrial cities in New England. Opening May 3d.

WANTS: Ball Games, Grand Motors, Photos, Pop Corn and Candy Apples. Free Act, High Dive
 preferred. Shows with own outfits, liberal percentage. Neat, clean cookhouse or grab.
 Bill Tucker, concessionaire, write me.

DICK DOLGOFF, Mgr., Osmond Hotel, Lynn, Mass.

WANTED: FREAKS! FREAKS

ALSO ACTS SUITABLE FOR SIDE SHOW

And feature attraction. For summer season at seashore. No jumps. State lowest
 salary in first letter.

M. KRAUT, 427 Flatbush Ave. Extension, Brooklyn, N. Y.

WANTED FOR BRUSSELS EXPOSITION

OUTSTANDING FREAKS

OPENS MAY 1 — SAILING APRIL 18

Twenty weeks' work. Transportation both ways from Chi-
 cago or New York. Mention salary in first letter. Address

SAMUEL SCHILLER Carrick Theater Building,
 CHICAGO, ILL.

Bloom's Gold Medal Shows Can Place

FOR LONG SEASON—WE HAVE FIFTEEN FAIRS CONTRACTED WITH MORE PENDING
 Monkey Circus, Big Snake, Native Hawaiian Show, Fun House or any outstanding show of merit
 that does not conflict. WANT—For Circus Side Shows: Freaks and Ringing Acts that can be fea-
 tured, also Glass Shows, Tattoo Artist, Talkers and Grinders, A-1 Athletic Show Manager, must
 have people and know the business. WANT—Musicians and Performers for Minaret. CAN PLACE
 -Ferris Wheel Foreman. FREE ACTS—Must be sensational. Fire Diver, glass write, state
 lowest, send photos. Banner Man, must be a burner. Edward Clark, wire H. J. Cousins. Stock
 Concessions, Ball Games, also Frozen Custard open. E. R. Roberts, wire, waiting.
 MT. VERNON, ILL., THIS WEEK; WEST FRANKFORT NEXT.

Last Call, MIGHTY ARGYLE EXPOSITION SHOWS, Last Call

Open Thursday, April 18 to 28 (2 Saturdays and 2 Sundays) in St. Louis, Mo., at 18th & Greysville,
 with five of the choicest locations in St. Louis to follow. Will play 14 of the best County Fairs
 and Celebrations in the Middle West, with one of the finest five-day railroad shows in America.
WANTED: Manager of Cookhouse, Frozen Custard, Ride Whip, Snake Show and first-class Car-
peteer. Commission of a legitimate nature will be the only one placed. Need one more sensa-
tional Free Act. Will book Athletic Show with own outfit, also Tilt-a-Whirl, Whip and Caterpillar.
 Address all communication to: 117 North 6th St., St. Louis, Mo.

NEWEST MOST SENSATIONAL DISCOVERY TRANS-FOTO

Now Only \$9.00 Per Gross

Sells on Sight—Everybody a Prospect.

Prints photographs from any negatives in 2 minutes, on Paper, Silk, Rayon, Wood, Porcelain,
 etc. Bleeds tinting in the Twentieth Century. Good for window and store workers, itinerant
 operators and hotel men. No Dark Room. No Equipment—No Experience Necessary.
SENSATIONAL EASY DEMONSTRATION. FASTEST SELLER OF THE YEAR.
 Sample 25c, with Full Details. 50% Deposit with Order. Territories Open.

TRANS-FOTO COMPANY 8-443 West 41st Street,
 NEW YORK, N. Y.

Thank you for Mentioning The Billboard.

Rawan, writer and lecturer, March 29
 at Los Angeles.
 Yola d'Avril Ward, former screen act-
 tress, filed suit against Edward Ward,
 screen composer, in Hollywood March 30.

ROUTES
 (Continued from page 106)

Mel-Roy, Magician: Haxton, Colo., 10; Love-
 land 11; Boulder 12; Colorado Springs 13;
 Pueblo 14; La Junta 15; Walsenburg 16; Ala-
 mada 17; Rocky Ford 18; Raton, N. M., 19.
 O'Shea, J. J., Show: Cadiz, Ga., 10-14.
 Raylton Concert Co.: Hamilton, O., 8-13.
 Ricton's Show: Butler, Ga., 10-11; Reynolds
 12-13.
 Schneider's, Doc, Yodeling Cowboys: (Station
 WSB), Atlanta, Ga., 8-13.

REPERTOIRE

Bishop Tent Show: Vienna, Va., 8-13.
 Blythe Players: Magnolia, Del., 8-13.
 California Players: Whitney Point, N. Y., 8-13.
 Princess Stock Co.: Murfreesboro, Ark., 8-13.
 Stone, Hal, Show: Lenoire, Ark., 8-13.

Additional Routes
 (Received too late for classification)

Alexander Players: Medford, Minn., 8-13.
 Barkool Bros.: Lenoir City, Tenn., 8-13.
 Big State Shows: Houston, Tex., 8-13.
 Bunts Greater Shows: Winnsboro, S. C., 8-13;
 Lancaster 15-20.
 Conale & Dolly Show: Cullman, Ala., 8-13.
 Dallas Bros. Shows: Atoka, Okla., 8-13.
 Dixie Fun Show: Dublin, Ga., 8-13.
 Famous Robbins Circus: Thomasville, N. C.,
 10.
 Fox Comedian Show: Fairfield, Tex., 8-13.
 Frazier-James: Dance Group: Succasunna,
 N. J., 8-13.
 George, Doc, Ventriloquist: Waterloo, Ia.,
 11-20.
 Great Superior Shows: Cartersville, Ga., 8-13.
 Hag Show: Evergreen, Ala., 10; Repton 11.
 Hanson, Al C. Shows: Columbia, S. C., 8-13;
 Hendersonville, N. C., 15-20.
 Hennesley Bros. Shows: Joplin, Mo., 8-13.
 Henry, Lew, Show: Southern Pines, N. C.,
 8-13.
 Hilderbrand United: San Fernando, Calif.,
 8-13.
 Isler Greater Shows: Searcy, Ark., 8-13.
 Kay Bros. Circus: Roanoke, Va., 10; Cor-
 nington 11.
 Levitch, L., Palmist: Birmingham, Ala., 8-13.
 Lysette, Great, Co: Waterloo, Ia., 11-20.
 McNally & Craig Show: Sabillasville, Md.,
 8-13.
 Marlo & LeFors: Prescott, Ariz., 8-13.
 Miller, Al H., Show: Unadilla, Ga., 8-13.
 Morales Bros.: (PAL) Lancaster, O., 10-11.
 Murdoch Bros. Show: St. Benedict, Pa., 8-13.
 New Deal Shows: Columbia, Tenn., 8-13.
 Pavan Show: Cat Springs, Tex., 8-13.
 Reading United Shows: Summerville, Ga.,
 8-13.
 Reno Fun Makers: Elberton, Ga., 8-13.
 Rogers & Powell Shows: Dardanelle, Ark.,
 8-13.
 Roland Expo. Shows: (Correction) Newport,
 Tenn., 8-13; Greenville 15-20.
 Royal American Shows: Columbia, Ga., 8-13.
 Seal Bros. Circus: Coffeyville, Kan., 10; Par-
 sons 11.
 Shesley Shows: Statesville, N. C., 8-13.
 Small & Bullock Shows: Corburn, Va., 8-13.
 Spencer, O. L. Shows: (Correction) Rockwood,
 Tenn., 8-13.
 Sunnyland Picture Show: Vidalia, Ga., 8-13.
 Texas Centennial Shows: Houston, Tex., 8-13.
 Tidwell, T. J., Shows: Midland, Tex., 15-20.
 Ward, John R., Shows: New Albany, Miss.,
 8-13.
 West Bros. Shows: Murphysboro, Ill., 8-13.
 World of Mirth Shows: Richmond, Va., 8-13.

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Carnivals' Problem; Much Credit Is Due

By WM. H. (BILLY) FINKLE

Picture an organization with many thousands of dollars invested in riding devices, show properties, railway cars or motorized transportation equipment and the hundred and one other items that are part and parcel of a traveling carnival from which the owner may receive a return on his investment, provided the season is not too rainy or the show does not play too many bloomers caused by economic conditions.

The carnival owner is primarily a purveyor of amusement, just as the merchant in a town sells clothing, or shoes, or other merchandise. To attract crowds to his midway he must provide a diversification of amusements, hence the rides and many kinds of shows. The laymen sometimes ask, "Why the concessions?" There are a great number of people who do not care for rides or shows but will visit the midway of the carnival for the sole purpose of playing the games, as it means a break in their regular routines—in a great number of towns the only amusement is the picture show, with occasionally an entertainment sponsored by the school or church and presented by amateurs, or the visit of a circus.

By providing a balanced program of amusement the carnival manager endeavors to make his midway attractive, not only to men, but to entire families, as he knows that he must cater to all classes.

In many instances the carnival manager has the hostility of local merchants to combat, they being under the mistaken impression that "he takes all the money out of the town." They do not take into consideration the amount of money that is spent by the attaches of the carnival, also, if a small town, the additional business that they (the merchants) do with the people who come to the town to attend the carnival, but in town make purchases from stores.

The merchant might also be forgetful that the biggest part of the money he takes in over his counters is sent "out of town" to wholesalers or manufacturers from whom he buys his supplies.

Three or four weeks of playing "bloomers" means dire results to the carnival, as it is costly to transport and sustain an organization. During the depression more money was left in towns than was taken in by the rides, shows and concessions.

This article is not an attempt to whitewash the entire carnival realm. As other lines of business have their pariahs that are frowned upon by the ethical concerns, so it is with the carnival industry. The upright parents of criminally inclined children are not and should not be blamed for the shortcomings of their offspring, nor of their neighbors or others engaged in the same profession as themselves. So with the carnivals. The clean-cut operator who does everything in his power to safeguard the citizens who visit his enterprise should not be blamed and condemned for the criminal activities of some other operators in his business. He, as well as the upright parents, knows what is transpiring. But that does not mean that he is in accord with the wrongdoer.

Rubin & Cherry Exposition

MONTGOMERY, Ala., April 6.—The new season will find the Rubin & Cherry Exposition notably resplendent in masterful construction of paraphernalia and attractive colors. Among the new attractions are George Marquis' Spokeny Revue, an elaborate illusion show, with magnificent stage lighting effects and draperies and many presentation features. L. C. McHenry will operate two attractions, one his Public Enemies in wax and the other called the Bandit. These are new to the midway, and new fronts, designed by Eddie Reiter, have been built. Stan Stanley will present his Radio Pollies, featuring a bubble dance and figures in bronze, with an array of youth and talent. Julian Brothers and their big Monkey Circus are here and their show is clever and entertaining. Also two new funhouses have been built. Another new attraction is the Cuban Serenaders, managed by Bobby Mansfield. Zeke Shumway has added much to the attractiveness of his mammoth Drome. Max Kimmmerer, here with his great Florida Exhibit, plans to build another novel and outstanding attraction for the fair dates. Cash Miller's

World's Fair Oddities will again be one of the features. A new lighting scheme has been put into effect. All rides have been overhauled and repainted by Josie Nagata.
FRANK S. REED

Zimdars Greater Shows

NORTHFIELD, Minn., April 6.—Judging by the hustle at winter quarters work has advanced with such speed the workers will get a restup before the opening, which is scheduled for May 11. The quarters were broken into recently. A checking up showed that three coin machines, nine auto tires, electric motor from the Merry-Go-Round organ, a radiator of a truck and 14 batteries from trucks were missing. Later there was a fire at quarters, but local firemen extinguished the blaze before it did much damage. William King Jr., in charge of carpenter work, has completed a keen-looking entrance arch and has started on show fronts, which will be built on all trailers. Al Crow has the Ferris Wheel looking fine, also Russell Herman the Merry-Go-Round and Buddy Guy has the kiddie rides ready. Work on the Whip has been awaiting the arrival of Clarence W. Fitzgerald. Slim Ladd, who has been off the road two years, will have charge of the Chairplane. L. T. Keyes advises that he will be here with his pony ride a week before the opening, and Don Dobensmith and Carl Miller informed that they would be here soon. Vivian Ellis, of show note, and the writer have their paraphernalia looking fine. Manager Zimdars is looking forward to a good season. Among recent visitors were Billy Williams, of the Williams and Lee free acts, also Buddy Munn.
CLYDE CURRAN.

Wirth Show Shatters Records

NEW YORK, April 8.—Hartford (Conn.) Shrine Circus, produced by Frank Wirth, shattered records by playing to more than 100,000 paid admissions for the 12 performances ending last Saturday. Wirth announced on arriving back here. Best previous mark was 90,000, hung up in 1933. Program appears on page 101 and early report on first circus page.

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FACE POWDER, Attractive Boxes, Assorted. \$3.50
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Gross Lots, Set.
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PEANUT BARS, 6c Size, 300 Pieces in Carton. \$2.30
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Two Giant Female Rhesus Monkeys and one Cub Black Bear
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615 S. Fifth Ave., COLUMBUS, MISS.

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Honest Bill Circus, Boss Conyassman, Biggins, Best Man, Cook, few more Feature Acts, Electrician, A 1 Quartette that play instruments, Clowns. Also good 50-ct. with three middles. Must be good for cash.
Richland, Va. April 15th, 1935. 12th; Pocatonton, 13th; Giletto, W. Va., 15th.

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Hemmington Out of Hospital

CHARLESTON, S. C., April 6.—Earl Hemmington, connected with Krause's Greater Shows, has been released from Roper Hospital here, where he was suffering from a bullet wound of the head.

“c'mup 'n make a play for me, Big Boy!”



And that's what your customers do. They stump and play for this Mae West type doll until they win. Beautifully made, 28 inch high, 36-inch spread, hand-dressed in gown in satin and lace and has real eyelashes. Only \$24.00

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FOR LEASE 2 Abreast Little Beauty and Big Eli No. 5

Stored at Beien, N. M., near Albuquerque. Can open there. All set. Been operating all winter. \$200.00 deposit required. We receive 25% gross; you pay all. No Parks considered. KOZMAN, 404 Mfg. Exchange Bldg., Kansas City, Mo.

WANTED Young attractive Chorus Girls. Good salary. Long season. Write, don't write. Open April 13th. STAN STANLEY, Manager, Vanities on Parade, Rubin & Cherry Shows, Montgomery, Ala.

WANTED A-1 Ferris Wheel Operator; mechanical experience. Open May 1st. Chicago. Pay your own way. H. DELGAMIAN, 8118 Nova Ave., Chicago.

Conklin To Invade Maritime Provinces

HAMILTON, Ont., April 6.—Conklin's All-Canadian Shows will this year go into the maritime provinces for five weeks. They will be new in that territory, their first engagements there. The cities, under auspices, will be St. John, Moncton, Newcastle and Campbelltown, N. B., and Halifax, N. S., between July 8 and August 10.

J. W. Conklin, president of Conklin's All-Canadian Shows, advises that with the exception of one week the organization's itinerary from May 4 to October 3 has been contracted.

Coroner's Jury Releases Beckwith in Negro's Death

CHARLESTON, S. C., April 6.—Ben L. Beckwith, of Krause Greater Shows, was released by a coroner's jury here Monday in connection with the death of a Negro who was crushed under the wheels of a truck he was driving. Beckwith was transporting a heavy riding device from Charleston to Rock Hill, S. C. The jury blamed the Negro for the accident.

Hamid and Hughes Return

NEW YORK, April 8.—George Hamid, head of New York booking office bearing his name, and Elwood Hughes, general manager of the Canadian National Exhibition, Toronto, arrived back yesterday from an 18-day cruise of Central and South America, accompanied by their wives. Mr. Hughes leaves for Toronto tomorrow. Mr. Hamid timed his arrival to "day and date" the Ringling-Barnum Circus entourage from Sarasota, Fla., for opening in the Garden Thursday evening. Circus busy all day yesterday unloading on West 49th street.

Correcting an Error

CINCINNATI, April 6.—A marriage announcement in last issue stated that Tressie Gray McDaniels and Polly Savage were married at McFreesboro, Tenn., while en route to join New Deal Shows. They were joining Blue Eagle Shows.

John Robinson IV to Miami

CINCINNATI, April 8.—John G. Robinson IV left last Saturday night for Miami, Fla., to be at the bedside of his father, who is ill there.

KANSAS CITY—

(Continued from page 32) visiting with friends and relatives. Dorothy says she will hit the road again this season.

Jake Vetter, former repertoire agent, has been engaged in commercial lines since he severed his connections with rag oprys. Jake is now a Kansas Citizen.

Blackie Connolly, veteran tent show superintendent, was seen on the Rialto this week. Says "he is ratin' to go."

Edgar Jones, for many years manager of the Edgar Jones Popular Players, and who forsook the rep. field several years ago to manage the Madrid Theater here, has been transferred to the Benton Theater, this city. Both are picture houses.

Mr. and Mrs. David De Mille, erstwhile repertoire performers and musicians, are now playing night clubs here.

Galen Brownell, for many years associated with Midwest repertoire companies, has been studying medicine and surgery at one of the leading colleges here for the last four years. Galen says he will receive his "croaker's" degree next year, after which he will "hang out the shingle."

Dorothy Haines, repertoire ingenue, was seen on the Rialto this week. She is now employed as a model and can't decide whether she will troupe this summer or not.

Lowell Fox, juvenile, announces that he will not "join out" this summer. Lowell has just opened an exclusive hat shop for men in the downtown district.

BIG PROFITS START RIGHT AWAY WITH THIS FINE NEW POPCORN MACHINE The Progress Model

It is positively the last word in a modern up to the minute popcorn machine. With new cabinet styling, with plenty of "flash," lights and color, this new-day machine will really sell popcorn. A new hi-speed, efficient popping unit will turn out the popcorn for the busiest location, too—up to \$9.00 an hour capacity—with a big profit of 70c on every dollar in sales.

All electric, motor driven. Big porcelain enamel cabinet in blue and ivory trimmed with brilliant chrome-plated steel. Revolving illuminated sign, new indirect illumination of cabinet. Size 20" by 25" by 67" high. Easy to move, easy to operate. Pops \$1.00 worth of popcorn for one cent at average electrical rates. Also made in counter model at \$143.00 cash.

Other machines as low as \$77.00. Also hot dog steamers, grills, sandwich toasters, etc. Be the first to cash in on the new "PROGRESS" Model. Order your model from here—just send \$10.00 with your order, pay balance C. O. D. Or write for catalog.

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ONLY \$180 Easy terms if you wish.

Advertisement for 'Brand New LINE OF MODERN SIGNS' featuring 'WE THANK YOU' signs and 'SEA FOODS' signs. Includes contact information for Southwest Process System at 324 Navarro St., San Antonio, Texas.

LAST CALL RUBIN & CHERRY EXPOSITION, INC.

Opens Montgomery, Ala., Saturday, April 13 • Eight Days—Two Saturdays CAN PLACE one more outstanding feature Show that does not conflict with what we already have. Glass House and Congress of Fat People. CONCESSIONS—Can place all legitimate Concessions. No wheels. Will sell exclusive on Ball Games, Skeo-Ball Alley, Scales, Photo Gallery and Palmistry. OUR SPRING, SUMMER AND FALL DATES ARE THE BEST. Write, Wire or Phone RUBIN GRUBERG, P. O. Box 52, Montgomery, Ala. AERIAL BAUERS, WIRE JOE REDDING HERE AT ONCE.

WEST'S WORLD'S WONDER SHOWS

Opening April 20, Norfolk, Va., followed by 9 Weeks of Real Promoted Events. WANTED—Shows that do not conflict, Motordrome, Wild West or One-Ring Circus, Illusion Show. Will furnish wagons and outfits to reliable showmen. Ride, one more non-conflicting novel r.k. Concessions. Frozen Custard, any legitimate Concession, Stock Wheel, etc. Wanted Heyday Foreman, also Caterpillar and Merry-Go-Round Foreman. Help in all departments, ride help. Promoters, capable people for handling all kinds of promotions, contests, public weddings, exhibit tent. All dates specially promoted events. Promoters address FRANK HILDEBRAND; all others, FRANK WEST, Gen. Mgr., P. O. Box 245, Norfolk, Va.

BUNTS GREATER SHOWS

Want for Lancaster, S. C., Spring Celebration April 15 to 20—Two Sensational Free Acts. State all and lowest price for season. Write; too late to write. Want Ferris Wheel and Tilt-a-Whirl Foremen and Concessions. Answer this week, Winnsboro, S. C.

EXCLUSIVE CONCESSION PRIVILEGES FOR SALE OUACHITA VALLEY FREE FAIR, WEST MONROE, LA., WEEK OCTOBER 1; FRANKLINTON, LA., FREE FAIR, WEEK OCTOBER 14; TRI-PARISH FAIR, EUNICE, LA., WEEK OCTOBER 21. WANT bids for exclusive on each (Concession (Eric Duggers sold). CAN PLACE Shows, Concessions immediately for Bonhouston, Hammond, Amite and Independence, LA. Heart of Louisiana Berry Section. All correspondence THE GREAT DIXIELAND SHOWS DENHAM SPRINGS, LA., THIS WEEK.

Advertisement for 'THE CANE FACTORY' featuring 'BIG SWAGGERS PER GROSS' for \$5.50. Contact: EARL F. REBMAN, LANCASTER, PENNA. SINCE 1918.

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Enthusiasm for New York State Org at High Pitch

Fishman, Haskell and Schlesinger visit many local units —meetings are well attended and show of great interest —State-wide convention may be called to meet in June

NEW YORK, April 6.—Acting as a "flying brigade" to arouse enthusiasm for a strong State organization of operators and to boost local units in various cities, Attorney Benjamin H. Haskell, Joseph Fishman, business manager of the Amalgamated Association, and Al Schlesinger, prominent distributor of Poughkeepsie, recently completed a trip up-State in which they met operators in various cities and explained to them the possibilities of a State-wide program. Everywhere they visited they were received with great enthusiasm and large delegations of operators turned out to meet them. The men spoke before important groups of operators in the three key cities of up-State New York: Utica, Rochester and Buffalo. Previously they had visited Albany and Poughkeepsie, as reported recently in *The Billboard*.

Al Schlesinger journeyed with them as far as Syracuse, where he was suddenly taken ill and was forced to return to his home in Poughkeepsie. Haskell and Fishman carried on. The three worked in close harmony, speaking along the lines of immediate and strong organization for mutual protection from unfair legislative measures. The bills at Albany at this time were frankly discussed and immediate action was taken regarding these in every city visited. The general response, both Fishman and Attorney Haskell report, was so spontaneous and enthusiastic that it led them to believe the State would soon have the best organization of any in the country at a convention to be held this June.

The present State organization, Empire State Skill Games Board of Trade, has been lax in keeping its work going and informing the operators thruout the State of the bills which were facing them. Because of this, the New York delegation was formed and the expense paid by the organization here.

At Utica, in one of the greatest meetings ever held in that city, Fishman and Haskell were given one of the most cordial receptions of their entire trip. Here they met many live-wire operators in the territory, who were called together within a few hours' notice. Among those present were Charles Gorman, president of the group; William P. Donlon, secretary and treasurer; Charles G. Bennett, Frank Cahill, Arthur Lux, James Barry, Frank Parlegreco, Charles Samuels, James Smith and William Eckert. Here the organization agreed on immediate action and voted to help in all present legislative matters. The group also agreed to a State operators' convention and proposed their city as the meeting place. Operator Charles G. Bennett, who is also chairman of the convention bureau of the Chamber of Commerce in his city, immediately gained the consent of the chamber and a letter was sent to Attorney Benjamin H. Haskell offering various inducements to the men to meet in Utica during the month of June for a State convention. It is reported that this is but one city of the many up-State which have already asked, thru their Chamber of Commerce, for the convention to be held in their cities.

The meeting at Utica was considered one of the best held in the State during this trip. At Rochester the men again met an enthusiastic body of operators and immediately plunged into the work at hand. It so happened that the delegates arrived in time for the regular meeting of the association and found more than 30 operators present. Among those at the Rochester meeting were Clarence Ryan, president; John Goodbody, secretary and treasurer; B. Rapp, H. Epstein, Carl Rapp, Art Randke, John O'Rourke, H. Smith, Abe Granateld, Ben Wainitz, Clifford Callahan, James Todd Sr., Douglas Todd Jr., Carl Grillo, Charles Grillo, Charles Winters, Adolph Martin. (See *ENTHUSIASM FOR* on page 121)

French Show

Announcement has been made by Rene Godin, editor and publisher of *La Revue de L'Automatique*, French coin-machine trade paper, that a national exhibition of coin machines of all types will be held in Paris, May 27, 28 and 29, at the Hotel Moderne. This is the first annual show for the coin-machine industry scheduled in France and energetic plans are being carried out to make it a success.

Hotel Moderne is one of the largest hotels in Paris, is centrally located in Place de la Republique, and has excellent facilities for accommodating trade conventions. French manufacturers are retaining booth space and English and German manufacturers and distributors are also expected to take part in the exhibit. Price of booth space is 500 francs. Details may be had by writing the French trade paper at 24 Rue D'Athenes, Paris 9e.

Plan on Big Tournament

Milwaukee ops plan biggest pinball tournament held in trade history

MILWAUKEE, April 6.—Cheered by four jury acquittals of charges against pinball games, columnen here are very enthusiastic about the future of the business and details are rapidly being completed for holding a gigantic pinball tournament early in May. The tournament will be under the auspices of the Milwaukee Skill Games Board and official approval of the plan has already been secured. I. Jay is chairman of the committee in charge of arrangements and reports that plans are making good progress. Meetings were held this week for working out various details before announcing the definite date.

A vigorous publicity campaign has been planned, including window cards, streamers, auto stickers, four-sheet billboard posters and local newspaper campaigns. One of the city dailies has promised full co-operation in helping to put the campaign over. As the drive gets under way the news of the unique development will probably be syndicated with one of the news services also.

Local columnen feel that the tournament will be the thing needed to create wide popular patronage of their games. The tournament will be held in the Auditorium, the city's largest building for mass gatherings, and more than 200 table games will be arranged here for the affair. Tentative date has been set to include three days during the first week of May.

Distributing ABT Games

MILWAUKEE, April 6.—Shy Brothers, located on Milwaukee's south side, handle the A. B. T. line of table games for this territory. They report that the quality games are steadily growing in popularity and that when a game is once placed on location it shows increased earning power from week to week. The firm has spacious quarters at 1201 West Mitchell street and a well-equipped service department.

C. C. Shy is secretary of the Milwaukee operators' association and is very active in organization affairs. He says that operators here have one of the most promising seasons ahead of them now that he has seen in a long while.

More Floor Space Taken To Speed Up Zip Games

CHICAGO, April 6.—Due to the enthusiastic reception given Zip, Ad-Lee's latest contribution to the coin-machine business, the company has been required to take additional floor space amounting to 6,500 square feet in order to produce this new game in sufficient quantities to meet the ever-increasing demand from the trade.

Zip was one of the new table games shown at the recent coin-machine convention and its popularity continues to increase, due to the unique and original action of the game and to the unusual skill element incorporated in it.

W. W. Woollen, general sales manager of the Ad-Lee Company, Inc., stated in a recent interview that the company's sales for the first three months of this year were greater by 50 per cent than for the same period in 1934. This increase is due, not only to the Zip game, but to the growing interest being evidenced in the Ad-Lee X-Cavator, popular-priced electric digger machine of unusual design.

To Handle Barrel Roll

CHICAGO, April 6.—E. S. Gaylord, of the Gaylord Coin-Machine Corporation, announces that his firm had been appointed to distribute the games made by the Allied Amusement Company, of Los Angeles, in the States of Indiana, Illinois, Iowa and Wisconsin. Col. J. C. Bohan is associated with Gaylord in the distributing business here. The firm also handles Bally products in Cook County, Illinois.

The Allied game being featured at

Phonographs in Carload Lots for Electro-Ball

DALLAS, April 6.—Electro-Ball Company reports that Seeburg automatic phonographs are being shipped from the factory to them by the carload. The Electro-Ball firm recently celebrated the arrival of the third carload since the beginning of the year. J. W. Lynch is head of the firm and A. C. Hughes is phonograph sales manager.

"The new high fidelity amplification



BIG DISPLAY OF PREMIUMS—Atlantic & Pacific Merchandise Company, New York, was among the firms to display premium merchandise at the 1935 Coin Machine Exposition in Chicago.

the present time is a pinball table game called Barrel Roll. The new game has runways and also three revolving reels in center of field which add vivid action and progressive scoring features to the game. Colored lights are also used to add attractiveness to the game.

New Location Helps Biz

MILWAUKEE, April 6.—Badger Novelty Company is now well situated in a new location at 2548 North 30th street and reports that business looks very encouraging in this area, following favorable verdicts on pinball games by four successive jury acquittals. W. E. Happel is head of the Badger firm. An additional truck has recently been added to the firm's delivery and service facilities.

The firm has two large display rooms and approximately 75 samples of the most modern table games, as well as the old standbys, are to be seen on exhibit. A well-equipped repair department is also maintained.

Adding Novelty Clocks

BROOKLYN, April 6.—United Metal Goods Company, a veteran in the premium merchandise line, has only re-

cently entered the amusement-machine field. Before manufacturing merchandise of a class suitable for claw-machine operators it made a very careful study of all types of machines and proceeded to manufacture a line of novelty clocks, which it claims are perfectly adapted for the machines. Several men travel for the firm, which has an extensive advertising department preparing sales literature. The executives say that within a short time their merchandise will appear all over the country.

NOW **STAR** LITE

Exhibit

gives you

-the **WORLD'S**
MASTER Pin Table



You've seen Animated Pin Games come along—you've seen Light-Up Games follow—AND NOW you are witnessing the initial introduction of EXHIBIT'S greatest and most advanced innovation.

"LIGHTS in MOTION" WITH AUTOMATIC PROGRESSIVE SCORING

It's a Brand New Skill Game—with each and every play entirely different—bewitching to the most skillful players—so that each game played offers a new objective for the player to shoot for.

It's the most original and alluring game of the age—having SEVEN distinct Skill Shots—on top of the board—which effect and create—double thrills—double progressive scoring—ringing bells—lifting gates and exciting breath-taking moments when the lights speed in motion to an untelling green, red or yellow stop light, holding the player in a heart-swelling suspense.

It's a super-phenomenal game that even the onlookers can enjoy its spectacular performance.

IMPORTANT to OPERATORS

In "STAR LITE"—Exhibit offers an exclusive patented creation built at tremendous expense with exclusive playing features that will not be duplicated—giving you a game—that will not offer any future competition on your locations—by any similar performing table—so that "STAR LITE" will be a long, lasting, popular attraction—and profit maker for you.

49⁵⁰
F. O. B.
CHGO

**SEE YOUR
JOBBER**

EXHIBIT SUPPLY CO.



magic lifting gates

4222 W. LAKE ST. CHICAGO

WATCH

★ *for* ★
EXHIBITS
marvelous
CREATION

★ **SEE** ★
animated
LITES
(LIGHTS IN MOTION)

WAIT ★

★ *for* ★

STAR
LITE

SOON

at your
JOBBER

EXHIBIT SUPPLY CO.
4222 W. LAKE ST. CHICAGO

Hockey-Salesboard Tieup Proves a Grand Success

CHICAGO, April 8. — J. P. Seeburg Corporation's new salesboard tieup with its popular Hockey game has been going over "great guns" with operators all over the country, as well as abroad. Tried primarily as an experiment by a Boston operator, the salesboard and Hockey tie-up idea has been tremendously successful. In fact, the Hockey game showed an increase in play of as high as 50 per cent.

Briefly, the idea is this. Two players play the Hockey game. The winner of the game is then entitled to one free punch on the Hockey salesboard. The rewards on the salesboard range from 10 cents to \$5.

The added incentive of a prize reward, in addition to the thrills and fascination of the Hockey game itself, qualifies the Seeburg game as one of the greatest money makers on location.

The new Hockey cabinet, designed by one of the country's outstanding cabinet designers, is probably the most beautiful cabinet that any manufacturer has ever offered to the trade. In the new Hockey game it is absolutely impossible to break the glass or the Hockey men. This was accomplished by the invention of a new spring device which relieves the shock when the ball comes in contact with the Hockey player.

The consistency of the big profits that Hockey is making for operators is best proved by the heavy orders and reorders received for this J. P. Seeburg sensation. Hockey, incorporating all the thrills

ALL LATEST MACHINES
Shown at Chicago Coin Machine Convention:
TIME, TRAFFIC, CHECKERS, KELLY POOL, AUTO DART, SCORE-A-LITE, QUICK SILVER, ZIP, WHIRLPOOL, BARREL ROLL, ROCKELITE, CHICAGO EXPRESS, BUILDER UPPER.
Other Latest Games of All Makes—Too Numerous to Mention.
All Makes Slot Machines in 1c, 5c, 25c and 50c Play.

SICKING MFG. CO., Inc., 1922 Freeman Ave., CINCINNATI, O.

and fascination of the real sport, is the operator's investment in permanent big profits. The permanency of Hockey is built around competitive psychology. The idea of two players competing against each other, always trying to "beat the other fellow," is the same psychology that all our national sports have packed thousands of people into stadia all over the world for many years.

Big Order of Cavalcades

BROOKLYN, April 6.—The first carload of the new table game, Cavalcade, arrived in New York recently and was disposed of to jobbers and operators within one hour by D. Robbins & Company, Eastern distributors for the Stoner Corporation. The following day every jobber without exception demanded more of these games, as Cavalcade made an instant hit wherever installed. Dave Robbins immediately got on the long-distance phone and gave Stoner an order for 1,000 additional machines. Dave says that if Stoner can only deliver these games fast enough he expects to sell at least 3,000 in his territory, which takes in New York, New Jersey, Connecticut and Philadelphia.

Petitions Mean Power in Our Hands

By LEE S. JONES

Petitions mean power in the hands of operators. Petitions mean that operators can talk to officials in terms of votes—the most persuasive language that can be spoken to the office holder and politician.

Petitions are the quickest way to indicate how popular coin-operated amusement games are with thousands of people.

The coin-machine industry has not even begun to make full use of this well-known means of securing an expression of the popular vote. So many things are threatening the industry that it will be absolutely necessary to show legislators and enforcement officials just how the people feel about these games. There is an element that is opposed to the games, certainly, but there is also an even larger section of the population that will definitely commit themselves in favor of our modern games. It is to marshal these votes and show that they are in our favor that petitions must be used in every city in the Union.

We must begin with the merchants. These men are in business and have learned by experience what the games mean to them and to the public. These merchants are also influential business men in their communities. They have a big influence in molding public opinion. Office holders and politicians know that when merchants begin to back an idea that they are going to see many voters during the course of each day, and that they will have an influence on the voter's way of seeing things. These thousands of merchants that have had pinball games and other amusement devices in their stores want them to continue unhampered by unfair regulation and excessive taxes, and they will sign their names to petitions expressing this desire.

If operators and their association officials do not prepare these petitions and attend to details of getting signatures on them, the progressive merchants and business men of the country cannot be blamed.

There is no reason to wait until trouble has already started, before getting up a petition. One should always be held in readiness to use when serious interference with the games has started. I have in my desk a petition signed by five thousand merchants which can be used upon short notice whenever the time comes. This petition has been ready for two years. It simply requires a little initiative and some effort to get petitions signed by persons whose names will count for something in the eyes of politicians. If there is no live-wire local organization to do it, any individual operator can do the necessary work.

Merchants will also be glad to have petitions left in their stores for patrons to sign in favor of the games. These petitions will help to signify how large a section of voters actually favor the amusement games which they play regularly in their neighborhood stores. These names all indicate votes and we can rest assured that votes speak a language which any office holder can understand. As a group, operators are in a small minority and can never hope to be recognized by public officials. But when they secure signatures of hundreds and thousands of people, expressing the opinions of large sections of the voters in favor of amusement games, then that is something to think about.

It is time for the local operators and their organizations to get busy and defend themselves. Petitions are the greatest power they can wield, and it does not cost a great deal to get these petitions signed. Give the merchants, business men and the voters a chance to speak thru petitions.



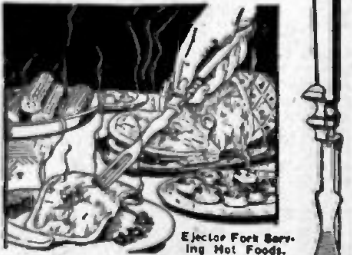
LEE S. JONES

TWELVE-IN-ONE TOOL
POUNDS TO THE POINT

THOUSANDS OF THESE TOOLS SHOWN ABOVE AND FORKS SHOWN BELOW SOLD AT THE CENTURY OF PROGRESS AT CHICAGO.

EJECTOR SERVICE FORK

Prevents burnt hands. Protects maneuvered nails. Thumb on ejector automatically removes food. Sanitary.



Needed in every home. Kitchen, dining room, restaurant, hotel, cafeteria. Made of nickel silver. Cannot rust. Extra strong. No springs to break. Length, 10 inches. Weight, 3 ounces. Dig money-maker for aprons. Same price. **50c** NUTOHISON MANUFACTURING CO., Nashville, Tenn.

USED NATIONAL CIGARETTE MACHINES
4-Column and Match Column, \$26.00 Each.
1/3 Deposit. Balance C. O. D.
AUTOMATIC CIGARETTE SALES CO., INC.
812 S. Twelfth St., St. Louis, Mo.

New Table Game Offers Lights in Motion Idea

CHICAGO, April 6.—A new table game with "lights in motion," called Star Lite, is being introduced by Exhibit Supply Company. The principle in the new creation is said to be an exclusive patented idea and to give to pinball games the attraction of motion which has been the dream of designers for a long time. Experience has shown that motion in such devices as the diggers is one of the strong appeals to players. Lite-up games have proved to be one of the newest attractions in the table-game field, and now with lights in motion a new appeal to players has been developed.

The game also offers seven distinct skill shots, according to the builders. In addition it has the modern features of ringing bells, double-progressive scoring, lifting gates and other attractions.

The Exhibit firm, as builder of the Standard ticket games, has also recently added to the efficiency of the games by publishing a 12-page booklet on merchandising plans for using ticket games. It is one of the most helpful booklets on ideas for operators that has been issued in this field. The suggestions are said to be an accumulation of experiences gathered from various operators who have used the ticket games and have developed new ways of increasing business. In addition to operating methods that vary the uses of ticket games, it also suggests ideas for securing greater co-operation from locations and why they should have ticket games in their stores.

Start Group In Nebraska

Officers are elected and organization gets off to flying start

LINCOLN, Neb., April 8.—Nebraska operators elected J. W. Jarboe, Lincoln, as president of the newly organized Nebraska Coin Machine Operators at the Lincoln Hotel here last week. W. W. Binkley, Omaha, was named first vice-president; J. T. Bauer, North Platte, second vice-president; T. F. Leonard, Lincoln, secretary-treasurer, and M. G. Dewey, Norfolk; Al Johnson, Omaha, and E. R. Blair, Lincoln, directors.

"We're conducting a legitimate business in games of skill," stated President Jarboe, "and it's up to us to keep organized against the riff-raff." In answer to a recent accusation by Rev. Ben Wyland here that coin machines take \$2,000,000 each year in Lincoln, Jarboe stated that the figure was much too high and a considerable sum was turned back into business here thru wages. Clyde Robinson, Des Moines, presided at the meeting.

Previously the same week the Lincoln operators organized and elected W. P. Scott, president, and John Hardy, secretary-treasurer. J. W. Jarboe, Bob Wheeler and Rens Wilhelm were named as the executive committee.

Pride in Cable Address

SAN FRANCISCO, April 6.—The constantly increasing export business of the Advance Automatic Sales Company, San Francisco, and the Western Distributors of Seattle has been bringing them a flock of cables and orders. In an effort to save their foreign customers money on cables, the concerns made application for a cable name. In trying to

DON'T FAIL TO READ

The Special Features "Newspaper Publicity"

By Walter W. Hurd (Page 44)

and

"Sportland Management"

By William E. Pabst (Page 45)

BOTH IN THIS ISSUE

think of a fitting cable address Lou Wolcher, president of the Advance Automatic Sales Company, thought "Pingame" would fit the picture beautifully. Proper application was made with both the Postal Telegraph and Western Union companies, with the result that it is now possible for a customer in a foreign country to cable them by merely addressing the cable "Pingame, U. S. A."

Express Game Initiates Telegraphic Wizardry

NEW YORK, April 6.—In keeping with the name, Modern Vending Company reports that Chicago Express table games are being shipped by express. The analogy in the name and the method of shipment has been causing a lot of comment and Modern has asked the Chicago factory to ship a carload of the games per day so that the games can be rushed by express to the operators.

That operators have recognized the connection is evidenced by some of the telegrams that have been received. The firm has also been notifying customers of shipment by a pithy telegram saying, "expressing Chicago Express." A prize-winning order was received by wire from a customer which said, "express Express." Another one is said to have carried just one word, "Express."

ENTHUSIASM FOR—

(Continued from page 118)

James Deonde, Roland Ash and Robert Allen.

Ben Haakell and Joe Fishman discovered at Rochester the pleasant fact that the organization has adopted the methods of the New York organizations by donating games free to the various institutions there. The three games donated to the Jewish Children's Home, of Rochester, brought them one of the finest letters in return ever received by any organization. This letter is addressed to the Organized Skill Games and Merchandising Operators' Board of Trade, which has offices at 1824 East Main street.

In Buffalo, Haakell and Fishman were disappointed in finding that the local group was so badly disorganized that few ops knew each other. They immediately went to work, however, and created the nucleus for what it is believed will be one of the best local organizations in the State. A meeting was called and among those present were William Bailey, Russell Nagel, Herbert Deamon, Roger H. Halton, W. J. Eichel, Eric Liebman, Chris Sorenson, A. Andreatos, Max F. Weber and Noel O. Holton. Once together, with Haakell presiding at the first meeting, the men proved that they were enthusiastic for a local organization. They immediately pledged themselves for the necessary work at hand and also appointed a committee to round out the group. The committee consists of William Bailey, chairman; Russell Nagel and Eric Liebman. The committee also announced a dinner which was held at the Rathskeller, Main and High streets, Tuesday evening. The slogan on the card read: "Let's put something into business besides work." Fishman and Haakell were sent air-mail invitations and also wires in the hopes that they would be present.

Attorney Haakell was given a vote of confidence in every city he visited and his position as attorney for the State organization is certainly a popular one. It proved. Coinmen are behind his efforts and are also endeavoring in every way to co-operate with each other for one of the cleanest States in the country. It is believed that this enthusiasm which has been instilled in the operators thru-out the State by the trip will culminate in one of the greatest State conventions ever held this June.

AN OPEN LETTER TO CRANE and DIGGER OPERATORS IN THE UNITED STATES and CANADA...

Beasley
AMUSEMENT NOVELTY CO.
UNITED STATES - CANADA

5 FENNING STREET,
TORONTO, ONTARIO, CANADA

April 10, 1935

Gentlemen:

The Beasley Amusement Novelty Co. are now operating cranes in the United States, as well as in Canada.

We want all our friends to know, and particularly those in the United States, that this expansion move from our Toronto and Detroit offices has been made because we are convinced that there is plenty of business for us all without the necessity of conflicting with one another, and because so many of our friends have asked us to extend our American operations.

We pledge to each and every one of you—fair, clean competition and honorable practices at all times.

We are in a position to operate CRANES and DIGGERS in any part of the United States or Canada. On Locations, in Sportlands, and Amusement Parks, or at Fairs or on Carri-vals.

Write to us if you have any spots open.

Thank you

Cordially,
Beasley Amusement Novelty Co.
Bill Beasley
Bill Beasley, President

New York - 799 SEVENTH AVE.
New York, N.Y. Tel. Circle 7-236

Toronto - 5 FENNING ST.
Toronto, Ontario, Can. Tel. 462-988

Write Today

VENDORS! make BIG MONEY

on \$300 Investment

WITH 100 Tom Thumb Penny P-Nut Machines, operators make more than \$50.00 per week with only \$300.00 invested.

Cash received from operating 100 machines at 90c per filling for each machine \$90.00
Less 20% usual commission for location privilege . . . 18.00

Total \$72.00
Cost of P-Nut for one filling (1 1/2 lbs. @ 10c per lb.) 15.00

NET CASH PROFIT . \$57.00

2 Separate Locks.
Vends Nuts, Gummies, Ball Gum.

Foot-Proof Rotatory Dispenser.

No Jamming. Capacity: 7 1/2 Lbs. Nuts.

Color: Green and Aluminum.



OPERATOR'S PRICE \$3.00 ea.

Due to their neat, small size and attractive green and aluminum crackle finish, Tom Thumb Vendors are welcome on tables and booths in beer gardens—and wherever people gather. Order today. 1/3 Deposit. Balance C. O. D. All shipments F. O. B.

WALKER-FREEMAN CO., Inc.
Jackson, Michigan

SOUTHERN OPERATORS—READY FOR DELIVERY
Chicago EXPRESS—the Big HIT!!
SAVE MONEY—Rush Your Order To Us TODAY.

BIRMINGHAM VENDING COMPANY
1902-8TH AVE., NORTH • BIRMINGHAM, ALA.

ARE YOU LOOKING FOR BARGAINS IN
COIN OPERATED MACHINES?

WRITE US—AS WE HAVE THEM—AND HOW!
NEW AND USED SLOTS AND PIN GAMES

Huber Coin Machine Sales Co., 600-616 W. Van Buren St.
CHICAGO, ILL., U.S.A.
WORLD'S LARGEST COIN MACHINE DEALERS!

The Fastest Selling Board in 5 Years
"ACE-HIGH"

400-Hole. Takes in \$20.00. Average Payout \$8.66.

PRICE: \$1.20—Net Tax Paid (One or a Hundred.)
WE BUILD OPERATORS' BOARDS ONLY.
1/3 Deposit, Balance C. O. D.

MIDWEST SALES GAMES CO.
1925 Main Street, KANSAS CITY, MO.

JUST-RITE MONARCH
AUTOMATIC PAYOUT TABLE.

For Open or Closed Territory. Six brand-new outstanding features. 12 Winning Holes. No losing holes. Positive acting mechanism. Played 24,000 times previous to and at the Show. One Ball \$4. \$67.50 without jackpot; \$75.00 with jackpot. Positive delivery May 7.

TENNYSON MANUFACTURING CO. 220-22 W. Huron St., CHICAGO.

A BRIEF PROGRAM

The amusement division of the coin-machine industry has seen the most effective marshaling of its forces within recent months in the entire history of the industry. Included in this marshaling of forces are the National Association of Coin-Operated Machine Manufacturers, with an active amusement machine division, and more than 25 active local and State organizations of operators.

With about 44 State legislatures in session during the first quarter of 1935, there has been a strong rallying in the trade for defensive purposes. The manufacturers' association has been swamped with calls for aid in one form and another against adverse legislation. As many as 50 bills relating to the industry in some form have been introduced in the various States and a few of these bills have become law. Trade leaders call this the formative period of the industry and feel that it is a sure indication that the industry has gained national prominence. It is the price we will probably have to pay for becoming big enough to attract attention.

That the industry will be the object of much unfair legislation and taxation is already plainly evident. Much of the proposed legislation takes the form of a racket and subjects the trade to pressure that is contrary to the rules of fair play. But these things are actually happening, and organized defense is the only way out.

From the experience that has been gained in the various sections of the country an ABC program may be outlined as a suggestion to all who are interested in the progress of the industry.

A—LOCAL ORGANIZATION. It now seems amply demonstrated that local and State organizations will play the most important part in promoting the best interests of the trade. Starting with a good organization in the largest city in each State, it will be possible to develop State organizations from that. The plans used for State organizations in Ohio and New York seem well adapted to forming an organization in each State. Michigan operators have also recently adopted a plan of districting the State which appears to be practical in developing an effective State association.

All the helps that could possibly be needed are now available for forming effective State units. There are State organizations that have been active for as many as four years and still going. By-laws and constitutions are quickly available for making the framework for any organization. The national manufacturers' association also has a field worker who will assist in the formation of a State or local group. A committee, with Ralph T. Young as chairman, was selected at a meeting of operators during the 1935 Coin Machine Exposition to form a national association and this committee has been active in helping to form local and State organizations. Present State organizations, such as the Iowa operators' association, are lending a helping hand to operators in neighboring States to get the operators together and organize. The Billboard, the manufacturers' association and other trade publications are assisting by mailing notices to operators in the States where a meeting is desired to form an organization.

So, what is needed is the urge to organize. The present wave of legislation has supplied a strong urge to organize, but legislative threats are likely to be thru by the early summer, with possibly a half dozen States that have new and

adverse laws. But a strong nucleus of organization must be maintained in each State for what may come in 1936.

It is simply a matter of good judgment to keep in mind that one of the most intensive campaigns against rackets the country has seen may be initiated during the Presidential campaign of 1936. The present administration has all the information if it chooses to turn it loose. This means widespread agitation, publicity and the usual running to extremes that often takes in innocent parties. Effective local and State organizations conducting a businesslike campaign will be needed to prevent reform movements from taking vengeance upon the pin games business. Some of our best friends will be the newspapers and civic organizations who become convinced that operators are organized into orderly and legitimate trade associations. It will require businesslike organization to convince them that we are engaged in a legitimate business. It will be up to us to convince many newspapers and civic groups that we are not engaged in a racket.

B—MORAL SUPPORT. Moral support will probably count for more than cash in the long run. In order to protect its legal rights the amusement machine division must have the definite moral support of business men and as many newspapers as possible. Every local and State organization should have a program outlined for securing the active support of merchants, business men and, if possible, the newspapers in the city.

It is a well-known fact that merchants want the modern pinball games in their stores; proprietors of many other types of locations, such as hotels, theaters and restaurants, want the games also. Petitions and resolutions by their organizations are needed to get these wishes in concrete form so that it can be presented to public officials and others. Many newspapers are beginning to give the pinball games favorable mention and some more definite plan is needed for approaching newspapers in order to secure favorable publicity. As these things are put into motion by live city and State organizations, other ideas and plans will be developed to promote a better public understanding of the modern amusement games. The trade needs this moral support to tide over the present period of adjustment and the only way to get it is to go after it.

C—EMERGENCY PROGRAM. The above suggestions apply to a constructive program that will extend over a period of time. Many individual operators at the present time in unorganized territory find themselves facing opposition to their games. They need encouragement and concrete help. Any individual operator who faces an emergency should immediately contact his State or city organization, if there is one. The Billboard will supply the address of his State organization to any operator who writes for it, provided there is one in his State. In States where there is no operators' organization the individual operator should communicate with the National Association of Coin-Operated Machine Manufacturers, 120 South La Salle street, Chicago, or with The Billboard. The manufacturers have strongly urged that individual operators refrain from instituting legal proceedings in an emergency until the State association or the manufacturers' association has had a chance to study the situation and make recommendations. An emergency, of course, calls for action, and it is to be able to act quickly and effectively that the trade is extending its organized work.

SILVER SAM.

New Slant on an Old Subject

By WILLIAM P. DONLON

(Editor's Note—Mr. Donlon is head of the William P. Donlon & Company, distributing firm in Utica, N. Y. He has been in the amusement business for 20 years and was one of the first operators in Utica to use modern skill games. He is organizer and secretary-treasurer of Central New York Skill Games Association. He is also secretary of the Kiwanis Club in Utica.)

You know, this business of operating skill games would be a boffanza, if it were, as some people imagine it to be, just a racket with no capital investment, no depreciation and no overhead expenses such as rent, telephone, light, heat, salaries, repairs, taxes, license fees, advertising and commissions.

Unfortunately for the rapid accumulation of wealth, but fortunately for the future welfare of the industry, the successful operation of a number of games today requires businesslike methods and real business men. The days of "soft money," "easy pickings" and big profits without effort, from small investments, are over. Any operator today who is not watching his costs and is not setting up a reserve for depreciation will not be in this industry a year from today.

Let's consider this item of depreciation. Some say it is largely a matter of individual opinion and bookkeeping. True enough. If you have a territory where keen competition or players' demands have not forced you to discard used games every 60 or 90 days, then your percentage of depreciation can be figured less than that of the operator who, for one of the reasons stated, must discard his games in a comparatively short time.

Just for the purpose of illustration, we will use some figures for Mr. Average Operator who finds it necessary to junk his games after three or four months' use. He pays, in round figures, \$40 each for his games, and we will assume he uses them 16 weeks before they become obsolete. The depreciation on that \$40 game is, therefore, \$2.50 per week, spread over a period of 16 weeks. However, no \$40 game is worth \$30 after four weeks' use, so good sound judgment would suggest almost doubling the amount of depreciation during those four weeks and possibly cutting down during the last half of the term, something like this:

1st week.....	\$4	9th week.....	\$2
2d week.....	4	10th week.....	2
3d week.....	4	11th week.....	2
4th week.....	4	12th week.....	2
5th week.....	3	13th week.....	1
6th week.....	3	14th week.....	1
7th week.....	3	15th week.....	1
8th week.....	3	16th week.....	1

A careful study of these figures will be necessary to determine whether they should be raised or lowered in your particular case. If not changed it means that \$4 must be set aside from the earnings of that game every week for the first four weeks, then \$3 per week



WILLIAM P. DONLON

for the next four weeks, and so on for 16 weeks. Right?

Collection costs on any game cannot be figured at less than 20 per cent of the net amount received by the operator. If the operator's share is \$10 per week, at least \$2 of that amount must be paid for gas, car expenses, or to a collector or agent, leaving \$8; and from this amount must be taken out the \$3 depreciation as agreed in the above paragraph.

Now, we won't attempt to split the remaining \$4 any further, but bear in mind that you are still in a business that requires that you pay rent, telephone service, light, heat, salaries, repairs, taxes, license fees, advertising and commissions.

We have taken a very liberal figure, \$10, to be your share for the week, knowing full well that locations paying the operator this amount are in the minority. On the so-called 50-50 basis, the location must gross \$40 per week and only have a 50 per cent payout for you to receive \$10 as your share for the week. If you have a location with gross receipts of only \$20 per week, with a payout of 50 per cent of this amount and paying you 50 per cent of the balance, your share will be \$5, from which you must pay 20 per cent collection costs, leaving you \$4. We have already decided that is the exact amount of the depreciation each week for the first four weeks the game is in use. Well, anyway, you will still be breaking even, if you can forget about the rent, telephone, light, heat, repairs, license, tax and salaries.

Now, what about those locations that gross less than \$20 per week and those that pad their payouts or chisel the operator for an exorbitant commission? And what is an exorbitant or disastrous rate of commission? If you will study the chart which is part of this article you can answer that question better than I, because you know your own conditions and the average gross receipts per week.

The schedule for the so-called 50-50 basis shows that it will take you from 40 to 118 days to accumulate \$40. Your game will then be paid for, and you will be exactly even, provided that during those 40 days or more you had no rent, no telephone, no light—but why repeat all that? Not a very cheerful picture, is it? So what?

Well, here's what! You are in a business, not a racket. When other industries find their costs rising beyond their control their selling prices are raised accordingly, and if not, well, they just don't stay in business. And, brother, if you don't follow the example of other industries and raise your prices, so that you are assured of a profit on operation, you won't stay in business.

The object of this article is not to tell you that you have selected a poor-paying profession; not at all. You are

engaged in one of the leading industries of this country—the amusement business—and you are in a branch of it that is in its infancy but growing like the proverbial weed. Good money has been made with skill games and better money is ahead, but only for the operator who conducts his operation as a business and himself as a business man.

If you have let competition or poor management force you to paying exorbitant commissions, go to each location individually, put your cards on the table, show them why you can't remain in business if you don't adjust your rate of commission. If the location owner is a business man and if you approach him as a fellow business man you will find him ready to listen. If possible to do so, organize other operators in your territory, show them the folly of cutting prices, come to some agreement with them if there is any way possible of doing so. But, failing in your attempt to change them from racketeers to business men, reorganize your own policies, work out a consistent schedule of commissions, one that will show you a fair return for your efforts and your investments, and then stick to this schedule religiously. Don't be a "two-price" operator. Have a sliding scale depending upon gross receipts, if you wish, but don't pay one location 60 per cent on \$20 per week gross and another location 75 per cent on the same amount.

A glance at the chart will show you that any plan based on a "take" after the payoff is not as desirable as a straight percentage based on gross receipts. The first two plans on the chart are the only ones that should be given any consideration if you hope to continue your business without an absolute loss.

Name 1936 Committee To Plan Annual Convention

CHICAGO, April 6.—At a meeting of the board of directors of the National Association of Coin-Operated Machine Manufacturers, held April 4, a hearty vote of thanks and appreciation was given to the members of the 1935 Convention Committee for its able and successful direction of the annual show.

Members of this committee who devoted so much of their time and energy to the planning of the show are: N. Marshall Seeburg, chairman; W. E. Bolen, D. W. Donohue, C. R. Kirk, W. A. Tratsch.

An advisory committee of 11 members was appointed to prepare plans for a 1936 show. The new committee includes all five members of the 1935 committee, together with six new members. The complete committee is as follows: W. E. Bolen, D. W. Donohue, A. E. Gebert, L. W. Gensburg, D. Gottlieb, C. R. Kirk, R. T. Moloney, D. C. Rockola, W. J. Ryan, N. Marshall Seeburg, W. A. Tratsch.

Offer Lamps for Prize Awards With Pin Games

NEW YORK, April 6.—Jobbers throughout the country are enthusiastic about Idealite's promotion of low-priced "flash" lamps just announced to operators of concessions, parks, carnivals, fairs, sportlands, pin games and salesboards. Once more it's the story of the largest manufacturer of popular-priced table lamps doing things in its usual big way.

I. Frederick Malina, president of Idealite, Inc., in reciting part of the story, said: "We've always looked upon concessions, sportlands, pin games and salesboards as a highly specialized market. A market whose merchandise and price requirements call for careful and constant study and attention."

"For example, it is imperative that their merchandise possess a certain type of 'flash' that the average retail store doesn't necessarily demand. When I say 'flash' I mean merchandise that has size, class, color and quality . . . and a price

that makes you wonder how people can manufacture it for so little.

"Our tremendous organization has been harnessed and geared to manufacture just such merchandise. We have a staff of the most prominent designers in the lamp industry constantly making a close and personal study of 'what it takes' to draw crowds and sell them. And their keen observations and findings guide them in styling our floor lamps, bridge lamps and table lamps.

"Our executives keep contacting jobbers and operators to keep abreast of every style and price requirement. And we have spared no expense in equipping our huge factory with modern machinery and expert man power to keep our prices down to the lowest level."

Report Venders Wanted By South African Ops

CHICAGO, April 6.—Specialty Coin Machine Builders report that a large order for peanut and match-vending machines was recently received from Durban, South Africa.

This is only one of many foreign orders received by the firm, which is known as one of the pioneers in the development of merchandising machines and other devices. A counter-type peanut and confection vender, known as the Petite line, is now being featured and has reached new sales peaks for this type of machine.

NOW! FAMOUS HOTCHA GIRL SALES CARD!

Biggest money-making sales card today!
Men and women go wild over her squirming, flesh-like body. Operates by spring. Gloss over big in Taverns, Night Clubs, Conventions, Shows, etc. New special low price. Order quick!

TAKES IN BOARD Sample, \$1.00
with \$ for \$4.50
\$3.50 (with \$ for \$5.50)

PAN DANCER—Hottest card novelty out! Beautifully printed in flesh color with Feather Pan. Each in envelope. Priced—\$4 per 100; \$3 for 250; \$5 for 500. 1/3 deposit. F. O. B. Chicago.

H. FISHLOVE & CO., Mfrs.
1429 Oriental St., Chicago, Ill.

SEASON'S BEST VALUES IN NOVELTIES

Tom Mix and His Horse Tony, in beautiful colors, inflated rubber toy, the real up-to-date item. Per Dozen, \$0c; Gross, \$8.00. Pop Eye the Sailor—Inflated Toy. Per Dozen, \$0c; Gross, \$8.00.

No. 8 Myxat Mickey Mouse Head Balloons—Face printed in two colors, two sides printing. Per Gross, \$5.25.

No. 10 Myxat Mickey Mouse Head Balloons—Per Gross, \$4.00.

No. 9 Oak Streetmen Special Balloons—Brand new one. Per Gross, \$2.75.

Pop Eye the Sailor Balloon—The biggest novelty Balloon ever put out, special body type in which production simulates legs. Dr. 30c; Gr., \$3.25.

Pop Eye the Sailor No. 9 Balloons—Printed on two sides. Per Gross, \$3.00.

Large Flying Birds—With colored decorated sides. Per Gross, \$2.80.

Jumping Fur Oogs—Per Gross, \$8.00.

Large Pen Pen Soats, Per Gross, \$8.00.

Rubber Tongue and Tail Squeaking Rabbits—Per Gross, \$4.00.

Rubber Tongue and Tail Squeaking Chickens—Per Gross, \$4.00.

CARNIVAL AND CORN GAME SPECIALS
Chrome-plated Metal Lamps—Each, \$0c; Dozen, \$8.00.

3-Place Range Socks—Per Dozen, \$3.00.

Large Size Ooaks Jags—Per Dozen, \$3.00.

Beautiful Radio Cabinet—Ea., \$0c; Per Doz., \$9.

We carry a full and complete line of up-to-date merchandise. Write for our special list. State your line. 25¢ with order, balance C. O. D. Send for our new Catalog.

M. K. BRODY, 1418 S. Halsted St., Chicago, Ill.
In Business 25 Years

NUMBER OF DAYS REQUIRED TO PAY FOR A \$40.00 GAME					
AFTER REDUCTING 20% OF OPERATOR RECEIPTS FOR COLLECTION EXPENSE.					
GROSS PER WEEK —	112 ⁰⁰	118 ⁰⁰	124 ⁰⁰	130 ⁰⁰	136 ⁰⁰
	IF OPERATOR TAKES 40% OF GROSS	73 DAYS	49 DAYS	37 DAYS	29 DAYS
IF OPERATOR TAKES 33 1/3% OF GROSS	88 DAYS	58 DAYS	44 DAYS	35 DAYS	29 DAYS
IF OPERATOR TAKES 30% OF GROSS	98 DAYS	65 DAYS	49 DAYS	40 DAYS	32 DAYS
IF OPERATOR TAKES 25% OF GROSS	118 DAYS	79 DAYS	58 DAYS	47 DAYS	40 DAYS
IF OPERATOR TAKES 60% AFTER PAY-OUT OF 50% OF GROSS	98 DAYS	65 DAYS	49 DAYS	40 DAYS	32 DAYS
IF OPERATOR TAKES 50% AFTER PAY-OUT OF 50% OF GROSS	118 DAYS	79 DAYS	58 DAYS	47 DAYS	40 DAYS
IF OPERATOR TAKES 40% AFTER PAY-OUT OF 50% OF GROSS	146 DAYS	98 DAYS	73 DAYS	58 DAYS	49 DAYS

TRADE IN YOUR USED MACHINES TODAY
FOR AMERICA'S GREATEST GAME

Chicago EXPRESS

BESSER NOVELTY COMPANY

3977 Delmar Blvd., ST. LOUIS, MO.

Texans Hold Big Meeting

Weigh legal problems — name Fisher Brown president—plan State program

DALLAS, April 8.—One of the most successful meetings of Texas coin-machine operators was held here Sunday afternoon when approximately 350 coinmen met to elect officers and discuss trade problems. President Harry Drolinger presided.

H. B. Gibson, representing the manufacturers' association, was the first speaker and promised the co-operation of the manufacturers. Ralph T. Young, representing the temporary committee of the national operators' association, made a stirring address on the fundamentals of organization. The legal problems in Texas were then taken up by the association's legal adviser, who impressed upon the delegates the necessity of hearty co-operation to defeat adverse legislation. In his statements the attorney gave the impression that an unfavorable bill now pending in the Legislature would not come up at the present session.

Secretary John A. Backman read his annual report, which included a financial statement and a synopsis of legislative matters. Election of officers followed, in which Fisher Brown, of Dallas, was chosen president. Backman was re-elected secretary-treasurer. Brown presided during the remainder of the session and immediately outlined his plan to reorganize the association.

His plan includes an organization or unit in each of 20 districts into which the State will be divided. Each district will elect a representative to serve as board of directors of the State organization. Brown declared that as president of the organization he was opposed to the organization supporting illegal machines.

Judge A. L. Lewis, of Houston, spoke on legal matters affecting the trade. The body then voted to hold the 1936 annual meeting in San Antonio.

Predicts New Machines Will Boost Summer Biz

CHICAGO, April 6.—That the summer of 1935 will witness a new boom in the coin-machine business, comparable to the early days of pin games, but involving operations on a larger scale than ever, is the prediction of Ray Moloney, president of Bally Manufacturing Company. Of special significance to operators is the statement that, while pin games will maintain their grip on the public and probably gain in popularity, the real strength of the boom will come from radically new types of machines.

"I base my statement," Ray declared, "on the tremendous interest in such new type machines as our Planetellus, which vends an astrological horoscope reading



CHARLES LICHTMAN, president of the New York Vending Company, Inc., New York, Eastern distributing firm.

for every birthday in the year, and our Ranger, electrically operated pistol practice game, which will be available both with and without automatic payout. These were two of the most talked about machines at the Coin Machine Show, and ever since the show they have been the object of almost frenzied bidding for territorial rights. Volume commitments made in connection with territorial deals now pending show conclusively that the best merchandisers in the business expect an unusually heavy run on both Planetellus and Ranger. Our plans, of course, call for continued activity in the pin game field, as we expect this type of machine to gain in popularity with the appearance of new action and skill features, but I want to say with all the emphasis that I can command that the really big money made in the coming year will be made by operators who get in on the ground floor with revolutionary machines such as already mentioned. I promise you that this type of machine is going to create a boom that will make operators think the days of 1932 are back—excepting that instead of pennies, collections will be figured in dimes taken in by such machines as Planetellus and the nickels which such machines as Ranger take in."

Blatt Claims Complete Coverage of Territory

NEW YORK, April 6.—Bill Blatt, of Supreme Vending Company, is reported to be going forward with the new plans since taking over the Irving Vending and Manufacturing Company, as reported in *The Billboard* last week. Blatt reports that the large and beautiful offices, formerly managed by Babe Kaufman, will be turned into wholesale headquarters for his firm. The location is in the heart of the New York City area. It is but a few minutes'

walk from the leading hotels in the city and almost diagonally across from Madison Square Garden. It is a short block away from the new Jack Dempsey restaurant. It is one of the largest and best equipped distributing offices in the country.

The firm now claims the most complete coverage of the New York City area. Headquarters will remain at 557 Rogers avenue, Brooklyn, for "sentimental reasons" more than anything else, stated "Little Napoleon" Willie Blatt. The Bronx office, in charge of Marty Rosen, is at 1416 Webster avenue, and with these New York offices the firm has

immediate contact with operators in the Greater New York area.

Mr. Blatt reports some very unusual plans. A. A. Berger, his foreign trade expert, may make his headquarters at the New York City offices. In the meantime the firm will retain the name of the Irving Manufacturing and Vending Company to become acquainted with the firm's clients and to advise them of the change of ownership. Among the unusual plans which Mr. Blatt will sponsor with these new offices will be immediate sales of machines, ready for delivery from any of the three offices simultaneously.

New Broadway Pinball Champ

Reprinted from *The New York Evening Journal*, March 30, 1935, with illustration of Paul Whiteman playing a pinball game.

And now it is bagatelle!

The game of the dancing marbles, of high scores and gifts and a relaxation that never was afforded even by the miniature golf craze which swept the country a few years ago.

Bagatelle!

Sportland arenas featuring every conceivable type of mechanical device, requiring the utmost in skill, have popped up in all sections of New York. They have dotted Broadway and the gay night spots in Harlem and the Village. And they provide amusement for thousands of persons in the residential sections of other boros.

Men and women from all walks of life have become intrigued by the entertainment. Women in filmy evening gowns and men in dress attire bend over tables, twisting the plungers which send the marbles racing toward high scores.

Whiteman Likes It

And almost unanimously, the players find complete relaxation in the game.

There is, for example, Paul Whiteman, who spends hours over the tables when he has the opportunity. And Guy Lombardo and Abe Lyman. Then there are the movie, radio and stage stars who have become adept at the latest fad.

It is getting so a man doesn't even want to take time out for a drink and so the Flying Trapeze restaurant was so constructed that games were installed right in the bar. Drink with one hand, send the marbles racing home with the other.

If you are a skilled player—and skill comes with practice—you usually obtain a gift. The operators of the sportlands have stocked their storerooms with all kinds of articles for the man or woman who can attain a high score.

Teams in Offices

The bagatelle games are a modern counterpart of the games grandma and grandpa used to play. They are deeply interesting, strangely so in view of the fact that they were merely mechanical devices.

The fad has swept the city with such force that teams are being organized among office forces, such as bowling teams have operated in the past. There are lunch-hour tournaments and evening sessions.

Manufacturers of the devices said that the lure of bagatelle has found a response in countries thruout the world. Games have been exported to Asia, Australia and Africa. At present, however, Great Britain is the biggest importer.

Sponsors of the games insist that the new fad is helping to lick the depression in addition to giving entertainment to countless numbers. Thousands of men see in 'gamefordus usap' usaq saug staled, in the lumber and steel industry, in cabinet making and in electrical plants.

And here's a tip for the girls. This is one game they can play better than can their boy friends. The dainty touch, it seems, is the secret to high scores.



"Everybody's playing it. Here's Paul Whiteman trying his luck at one of the glass bagatelle cases. The game holds a special lure for orchestra leaders, who seem to have a knack for ringing up high scores. Maybe hours of baton waving give them that light touch necessary for success."

GERBER and GLASS

914 DIVERSEY BLVD., CHICAGO

MIDDLE WEST'S LARGEST COIN MACHINE DISTRIBUTORS

WHAT DO YOU NEED? WE HAVE IT!

Ride Along With CHICAGO EXPRESS

TO BIGGER AND BETTER PROFITS

WRITE IMMEDIATELY for Our NEW List and Prices of All the NEW and USED MACHINES and EQUIPMENT.

"WE DO NOT OPERATE MACHINES—WHOLESALE TO OPERATORS ONLY."

AUTOMATIC AMUSEMENT CO.

623 Linden Avenue, MEMPHIS, TENN.
1304 Throckmorton St., FT. WORTH, TEX.

"FEATURING INSTANT SERVICE TO SOUTHERN OPERATORS."

READ THIS AD FOR REAL BARGAINS

JENNINGS Little Merchants	\$25.00	Golden Gate	\$14.50	Relay	\$8.00
Rockets	\$2.50	Orap Kick	17.00	World's Series	6.50
Crist Cross	22.50	Centinel, Jr.	16.50	Silver Cup	4.50
Flying Trapeze, Jr.	23.00	Contact Master ..	12.50	Jig Saws	4.50
Signal, Jr.	17.50	Lightning	13.50	Jennings Victoria ..	
				Double Jack Pot.	22.50

9/3 Cash, Balance C. O. D. Write for Complete Price List.

CHICAGO AMUSEMENT GAMES CO.,

1218 Diversey Pkwy., CHICAGO, ILL.

Pacific Breezes

LOS ANGELES, April 6.—Appreciation of the co-operation of the Los Angeles police department was expressed by members of the California Cigarette Vending Machine Operators' Association in reporting at its last meeting a drop of approximately 80 per cent in the use of slugs during the last 18 months.

W. E. Simmons, Coast traveling sales manager for the Rudolph Wurlitzer Simplex, has just returned to Los Angeles from a trip thru the northern part of the State.

The Irving Bromberg Company, Los Angeles, has equipped a complete service department for operators. An invitation is extended to all operators regardless of where they buy their machines to bring them there at any time to work on them or repair parts.

J. R. Hyman, London, has been visiting the Mohr Brothers in Los Angeles. Mr. Hyman states that sportlands are doing a very good business in England.

G. R. Pettijohn, of the Pacific Amusement Manufacturing Company, Chicago, is spending a few weeks on the Coast visiting his family.

Sanders Brothers, Hollywood music operators, recently took over operating rights for the Wurlitzer Simplex in San Diego and placed a large order for new machines to be shipped direct to San Diego for use during the California Pacific International Exposition there this summer.

Dave Gensburg, partner in the firm of Genco, Inc., will leave Los Angeles in company with Mrs. Gensburg today. They plan on going direct to New York by boat thru the Panama Canal.

Art Mohr has returned to Los Angeles from an extended trip thru the Pacific Northwest for the Gans Company.

The Osborn Music Company, of Los Angeles, has been granted exclusive operating rights in the State of Arizona for the Wurlitzer Simplex.

J. O. Dorser, of the Dorser Music Company, Fresno, is sporting a new air-flow sedan. Dorser is one of the largest music operators in the San Joaquin Valley and has a neat and novel rack especially adapted for transporting new machines installed on the back of his new sedan.

Benny Seeman, San Bernardino operator, and Art Dawes, the wizard of San Diego, were noticed in Los Angeles jobbing firms during the past week.

Mike Sewler, Vallejo, Calif., makes two trips to San Francisco each month to look over the new machines. Mike has a beautiful home situated near the naval station at Mare Island.

Clarence J. Byrne, of the Byrne Novelty Company, San Diego, was in Los Angeles a few days ago to take on atmosphere and stock up in the new amusement machines for the influx of visitors expected for the California Pacific International Exposition at San Diego this summer.

During the absence of Latimer Martin, well-known Los Angeles operator, on a trip back to his home town of Hamilton, Mo., his operating business is being taken care of by his brother-in-law, Edgar Wartig, who came out here from Missouri for that purpose.

George Pierson, one of the first operators in California, now operates the Pierson Dude Ranch at Del Piedra, Fresno County, Calif.

The tremendous interest being shown in the 1935 Coin-Machine Show in Los Angeles in September is manifested in

the unique record this week when seven booths were contracted for in one business day . . . and with the show nearly six months distant.

Good news from Jerry Gould, of Los Angeles, who took 10 days off from operating duties to go to the hospital and recovered so quickly he didn't need that operation.

Bon MacDougall will leave Los Angeles within the next few days to open a new manufacturing plant in Chicago under the name of the Continental Novelty Company. Firm will start off with the announcement of three new pin games and hopes to have them ready for delivery by May 10.

Believe it if you want to, but you don't have to. An operator from San Jose, Calif., called at the Ambassador Hotel this week and reserved a room for the week of the 1935 Coast show.

Suggests Motion In Pinball Games

WASHINGTON, April 6.—While pin games and allied amusement machines still hold the popular fancy in Washington, many new shops are opening up here and the older shop owners are doing an unprecedented business.

As Manager Edward Gibson, of the Sport Shop, located at 1234 14th street, Northwest, put it: "The people are plain nuts about them."

Mr. Gibson has been running the Sport Shop for a number of months now, having been one of the first to see the coming expansion of the amusement centers of this type. His shop specializes in the pin game, with a few claw machines and penny targets to round out the field which his patrons may ascertain their skill by.

As is usual in all the shops here, Mr. Gibson has found that while the public uses his pin-game machines constantly, the claw machine holds the center of the stage with the majority of the patrons.

"I feel," said Mr. Gibson, "that this is due to the fact that persons like to see something mechanical and moving, and one great step that the manufacturers of pin games could take is to provide more motion, as it were."

As far as the penny machines of various sorts go, most of the members of the trade here feel that they are really not profitable enough to use up space. However, Mr. Gibson says: "The penny machines take in a good revenue, besides the fact that they can be placed on almost any odd spot and left alone. There are no prizes to give and they do have the effect of getting a person to spend his odd cents on them, which mounts up considerably, even in the course of one evening."

His patrons, Mr. Gibson said, were two-thirds steady, playing the same machine night after night in an effort to thoroughly master it. This, he feels, is due to the unconscious psychology of men attempting to get back in part what they spend on prizes, which he gives, of course, for making so many points on a certain machine.

Of course, with all the shops doing such a thriving business, it is natural that the distributor would do the same satisfying volume of trade. At the American Novelty Company, 822 13th street, Manager Epstein was consistent in saying over and over again that "The operator can tell what the public will like and what it will not like in a pin game or other coin machine as soon as he sees it in actuality," stated Miss Epstein, one of the few Capital City women managers. "While pictures can give an impression, and seeing them in such magazines as The Billboard is no doubt useful, the better way is to have the distributor get them first, look them over and then decide."

According to the youthful feminine manager, claw machines sell about as much as the pin games. This, on the surface, seems to be very much a statement of no consequence. However, considering that there are approximately two claw machines to every 50 pin games here, one realizes the extent to which the public has "fallen for them."

The prizes which are given out for points on the machines and are used to load the claws are also distributed by the American Novelty Company. According to Miss Epstein, there is as much psychology in the giving, distribution and type of display of these as there is in any other end of the business, a point which most of our op-

erators have either overlooked or disregarded.

"It is true," The Billboard correspondent was told, "that the majority of the floating or incidental trade has no interest in the prizes, but to the man playing the same machine night after night, they are a great objective to be won."

Next to cigars, which the incidental trade seems to take to most, is the silver cocktail shaker which most of the shops give.

The operators of the parlors, due no doubt to the influence of some distributors like Miss Epstein, are coming to the realization of prize displays more and more, in the sense of making them seem more desirable, as any other business displays its products.

The American Novelty Company has even carried out this axiom, it was noticed, in displaying its products so as to induce the operator to buy more machines than he would, were they stuck about in some haphazard, unattractive manner.

Planning Increased Use Of Newspaper Ad Space

NEWARK, N. J., April 6.—With the impetus which was given the coin-machine industry in this State by the George Ponsler Company thru advertising in the local press, there has been much favorable comment and the trade has also gained the co-operation of the periodicals. Other firms in this State are said to be following in Mr. Ponsler's footsteps.

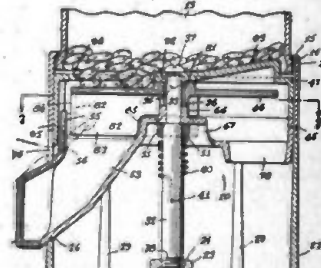
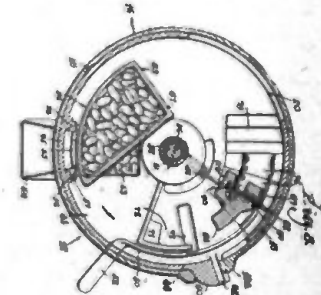
Hercules Sales Organization will use one of the local newspapers to feature its games to the public, not only to educate the public toward the games but to help bring about better understanding between the coinmen and the public. Mr. Glesser has already authorized Byrd, Richard & Pound, advertising agency, New York, to prepare the opening ads for the campaign.

Another progressive organization which will use the Jersey press is the Major Amusement Company, Inc., considered the largest coin-machine operator in the State. The firm, which has a fleet of new trucks and one of the best service organizations in operating history in the East, has already placed an order for its first advertisement, to appear in The Bergen Daily Record. Howard and Archie Kass, of the firm,

Vendex Gets New Patent

BOSTON, April 6.—Patent No. 1991736, covering a vender placed on the market by the Vendex Company last year, was issued by the patent office February 19, 1935, and shows several new and distinct construction features in vending mechanism. Seven claims are allowed.

Among the features on which the



patent is granted are a delivery gate which locks as soon as the works are put in motion and does not open until the entire operation is completed, a free floating lever handle which eliminates the use of ratchets or cams and a new goods delivery principle which permits rapid and accurate delivery. A two-piece coin chute construction is also covered by the patent.

believe that by becoming better acquainted with the public thru use of newspaper advertising they will avoid much legal antagonism.

Advertisement for Bally's New Traffic 3 Models and Frisky, and Utica Donlon of Utica, N.Y. Factory Prices to Operators on Chicago Express. Includes address: 603 Washington St., 206 Columbia St.

Advertisement for 'Biggest Smash Hit! Holt's Midget Leader Mechanical Salesboard'. Includes address: Central Press, 425 Market St., Phila., Pa.

Advertisement for 'Just-Rite Monarch' pin game. Includes address: Tennyson Manufacturing Co., 220-22 W. Huron St., Chicago.

SPRING AND SUMMER SPECIALS

WHITE SHOE POLISH, 4 oz. size; attractive bottle. Dozen. 45c
 TIE SLIDE AND DOLLAR PIN, both of one card. Dozen Cards. 36c
 CHOCOLATE LAXATIVES, packed 12 or 30 tins to display. Dozen. 30c
 7 OAKE SOAP ASSORTMENT, huge value. Flashy box. Per Box. 10c
 SHAVING SOAP. Each in attractive box. Dozen. 17c
 STEEL POT CLEANERS. Swiss make. Jumbo size. Dozen. 23c
 FLY RIBBON. 10 to box. Per 100. 65c
 STEEL SAFETY PINS. U. S. A. Dozen on flashy card. Dozen. 14c
 SPICES. 12 varieties. Pure 2 1/2 oz. can. Dozen. 60c
 SHAVING CREAM. Olan size. Brushless, assorted brands. Dozen. 70c
 FACE POWDER AND PERFUME SET. Calophane wrapped. 54c
 NASH BLADES. 5 1/2. Blue steel. Frnt. Per 100. 54c
 BENO FOR NEW SPRING CIRCULAR.

UNIVERSAL MERCHANDISE COMPANY

123 E. WELLS ST. CHICAGO, ILL.
 512 CANAL ST. NEW ORLEANS, LA.
 14 E. 17th ST. NEW YORK, N.Y.

The Flash That Draws 'Em!

THE NEW EASTERN VENDER

Has a flashy Chromolium finish that makes it easy for operators to get locations for it. And it's a good profit maker. 1c or 2c. Size, 7 1/2 x 18. Money-back guarantee. Exclusive Distributors wanted.

EASTERN MACHINE EXCHANGE

350 Mulberry St., NEWARK, N. J.



APCO SPRING SPECIAL

The New, Large, Banjo Clock

Novelty Desk or Wall Clock. The flashiest, most attractive money-getting digger item in history. A HIT EVERYWHERE!

Full Line of Premiums for Sportlands, Concessionaires, Sales Boards, Premium Users.



SIZE: 7 1/2" Long, 3 1/2" Wide, 4 Assorted Beautiful Colors

EACH \$1.10

NEW LOW PRICE \$1.30 Each in Chromo Finish

ATLANTIC & PACIFIC MDSE. CO. 876-878 Broadway NEW YORK CITY

Chicago EXPRESS Leads to Fuller Cash Boxes and Bigger Profits

Write today for our LOW Prices on all New and Used Equipment now ready for IMMEDIATE DELIVERY!

MARKEPP CO. 3902-4-6-8 Carnegie Ave., CLEVELAND, O.
 1410-12 Central Parkway, CINCINNATI, O.

"WHERE OPERATOR MEETS OPERATOR."

THE HOUSE THAT CONFIDENCE BUILT

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone 5468
 540-542 So. 2nd Street LOUISVILLE, KY. Wabash 5468

SPECIAL FOR THIS WEEK, USED ONLY TWO WEEKS—HOCKEYS (Old Style), \$20.00. Quantity Limited. Write for Current Used List.

Buy Your New Machines Here and Trade In Your Old Equipment at Liberal Allowance.

WE HAVE 'EM ALL THE NEWEST GAMES, EVERY TYPE USED MACHINE (Reconditioned). We Also Make Exchanges.

A FEW OF OUR REDDITIONED MACHINE BARGAINS:

Blue Ribbon \$10.00	Flying Trapeze, Sr. \$24.00	Rockets, Blue, slide door \$40.00
Rebounds 22.00	Contact, Jr. 10.50	Champlone 45.00
L. O. U. 22.00	Contact Master 11.00	Sportman (S. Legs) 50.00
Drop Kicks 18.00	Marble Jax 10.00	Skyscraper 30.00
Flies 12.00	World Series 8.00	Cris Cross 20.00
Action, Jr. 22.00	Lighting 12.50	Major League, 40" 20.00
Action, Sr. 37.50	Golden Gate 14.00	Dice-O-Matic, New Deal, 21 Vendor. Each. 5.00
Signal, Sr. 24.00	Electro 14.00	Hit Me 8.00
Major League, 44" 24.00	Knickerbocker 8.00	

TERMS: 1/3 Deposit, Balance D. O. U. F. O. S. Chicago.

OPERATORS: When in Chicago See Us. It Will Pay You. Write for Real Bargains. Let Us Know What You Want and We will Quote Prices.

MONARCH COIN MACHINE CO. 2752 Southport Avenue, CHICAGO, ILL.

BILLBOARD LEGAL NEWS

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

License Com Upholds Pins

Refuses to void tavern license following jury verdicts on games

MILWAUKEE, April 6.—Tavern-keepers are safe in the possession of their licenses even tho they keep pin games on the premises, the common council's license committee decided March 30, when it refused by unanimous vote to revoke the licenses of two tavernkeepers who had been convicted in district court of possessing pin games.

The committee's action followed a communication sent by Max Raskin, city attorney, to the police department urging that it make no further arrests for possession of the pinball games of the present type. Raskin pointed out that while judges have been convicting keepers of the machines, juries have invariably acquitted the defendants when they appealed to Municipal Court.

"Whether the boards are games of chance or skill," Raskin wrote, "is a question of fact and not of law. If prosecutions are to continue, they must be made against operators of machines that are radically different from those heretofore offered in evidence."

He suggested that arrests be made only in cases where money prizes are awarded to the player.

Atlantic City Tax Plan

ATLANTIC CITY, April 6.—Official announcements here indicated that a proposed mercantile ordinance would be applied to pinball games which would mean a license fee of \$4 on each game. Assistant Finance Director David C. Reed stated that he planned to license each machine separately and place a metal tag on each one.

Under the new ruling a store would be taxed on each individual business it conducted—a coin machine would be declared an individual business. Reed said he had not yet considered what to charge games on the Boardwalk. Mayor Bacharac will shortly hold a conference of civic leaders to determine the Boardwalk policy for the coming summer and tax plans will await this meeting. The mayor has recently made invitations to the coin-machine industry to hold a convention in Atlantic City.

Chamber Aids Ops in Drive

ROCKAWAY BEACH, N. Y., April 6.—Rockaway Chamber of Commerce, thru its executive secretary, George Wolpert, has sent telegrams to Queensboro assemblymen and State senators at Albany urging them to oppose the Duffy Bill, which would amend the excise tax law by imposing a levy on the operation of pin and game tables.

According to the Amusement Bureau of the Chamber of Commerce, places in the Rockaway, of which there are 75 or more, would be compelled to pay a \$14,000 excise tax. This, it is contended, would put many operators out of business and cause the loss of tenants to numerous local real estate owners.

The Chamber of Commerce has secured the aid of Coney Island civic officials in carrying on its fight to defeat passage of the Duffy Bill.

Bill Escapes Deadline

PROVIDENCE, April 6.—House Bill 751, which was introduced before the General Assembly by Representative James H. Kiernan, Providence, and which provides for the licensing of all vending machines and games of skill, was among those which survived the 50th day deadline. It has been recommended to the judiciary committee for further study, which means it is still liable of passage before the present legislative session ends.

Utica Ordinance For Reference

The following city ordinance in Utica, N. Y., is published herewith for reference purposes:

IT IS HEREBY ORDAINED BY THE COMMON COUNCIL OF THE CITY OF UTICA:

Section 1. **Definitions.** As used in this Ordinance, the following words shall have the following respective meanings:

"AMUSEMENT CENTER." Any indoor place or inclosure in which is maintained or operated for the amusement, patronage or recreation of the public, any coin-controlled amusement device of any description, and particularly but not by way of limitation, the type commonly known as bagatelle games, baseball, football and pinball amusement games, is hereby designated as an Amusement Center and subject to all the provisions of this Ordinance.

"AMUSEMENT CENTER GAME." Any coin-controlled amusement device of any description, and particularly but not by the way of limitation, the type commonly known as bagatelle games, baseball, football and pinball amusement games.

"OWNER OR OPERATOR OF AN AMUSEMENT CENTER GAME." Any person who owns, places, distributes, or locates an amusement center game in any place in which it is operated for the amusement, patronage, or recreation of the public.

"PERSONS." Any individual, firm,

partnership, corporation, trust, trustee or receiver.

Section 2. **Amusement Center License.** No person shall maintain or operate an Amusement Center without first having obtained a license to do so, and the licensee shall be of good moral character and shall maintain good order therein.

Section 3. **Issuance of Amusement Center License.** The Mayor is hereby authorized to issue a license for the maintenance and operation of Amusement Centers and said license may be revoked by the Mayor for violation of the provisions of this Ordinance.

Section 4. **Location of Amusement Centers.** No license shall be granted for any such Amusement Center if located within 200 yards of a public or private school, and no minor under 18 years of age shall be allowed to operate any device covered by this Ordinance unless said minor shall be accompanied by his or her parent or guardian.

Section 5. **Prohibition of Cash Awards.** No cash awards shall be made in any contest, tournament, league or individual play on any game maintained or operated in any Amusement Center, and no device shall be permitted to operate if said device delivers to the player coins or slugs or metal tokens on certain scores or if said device may be readily converted to deliver to the players such coins or slugs or metal tokens.

Section 6. **License Fee for Amusement Centers.** The fee for the license of an Amusement Center shall be \$3 for each game operated therein and shall expire on the 30th day of November next succeeding the date of issuance thereof.

Section 7. **Requirement for License for Owners or Operators.** Every owner or operator of an Amusement Center game shall be required to obtain first a license; and the licensee shall be of good moral character.

Section 8. **License to Owners or Operators.** The Mayor is hereby authorized to issue a license for Owners or Operators of Amusement Center games, upon payment of the license fee as provided herein, and said license may be revoked by the Mayor for violation of any of the provisions of this Ordinance.

Section 9. **License Fee for Owners or Operators.** The license fee for Owners or Operators of three or more Amusement Center games shall be Seventy-five (\$75) Dollars, and for Owners or Operators of less than three shall be Twenty-five (\$25) Dollars.

Section 10. **Identification of Games.** Owners or Operators so licensed shall be required to purchase a tag or seal for each game in operation in any Amusement Center and shall pay the sum of One (\$1.00) Dollar for each tag or seal purchased; said tag or seal shall be affixed to the game in a prominent place; shall bear a serial number and the Owner's or Operator's name or license number.

Section 11. **Information Required.** Every Owner or Operator of an Amusement Center game shall within 24 hours of the placement of any such game in the City of Utica notify the Mayor of said placement and shall give serial number of tag or seal attached to said game, as well as serial number and name of games and the name of the holder of the license for the Amusement Center in which said game is placed.

Section 12. **Transfer of Identification Markers.** Tag or seal, as provided by Section 10, may be removed from one game and affixed to another owned by the same licensed Owner or Operator, provided notice is filed with the Mayor within 24 hours of such transfer by giving serial number of the tag or seal and the serial number and name of game from which tag has been removed as well as the serial number of the (See Utica Ordinance on opposite page)

SPICY
 And They Sell Like Hot Cakes

The Caricac, Absent-Minded Walter, Mae West, Pleasure Girl, The Hula Girl, are all Whimsical Dancers. Per Doz., 25c. Gross, \$2.50.

Shimmies, as above, in red and gold frame, 25c Doz.

CHICAGO MRN. CARNIVAL WORKERS send for our new SPICY CIRCUS BULLETIN. It lists the Items YOU want—at prices—that speak for themselves. Take advantage of the following bargains:

Sand Cards, Vest Pocket Size, 5 Kinds. 25c Doz.
 Sand Cards, Full Size, 6 Kinds. 40c "
 Feet Cards, Bedtime Action Story. 35c "
 "DOGGONIT!" Name It on the Bag. 50c "
 "DOGGONIT!" 3 Layer, Large Size. 60c "
 Above Dognant (Ind. boxed) add 15c to Doz.
 Gandy Dognant, In Beauty Gandy Box. 90c "
 Shouting Dognant, Full Size. 1.50 "
 Bargo Match Book, Our Own Best Make 65c "
 Bingo Match Book, Imported. 2.25 Gr.
 Art Postcards, 9 Kinds, In Doz. 2.50 100
 Red Hot Funny Diplomas, 2 Kinds. 1.50 100

MAGNOTRIX NOV. CORP.
 138 Park Row, New York

Texas Trade Twinkles

Spring hits Texas with a "bang." operators are hitting their locations with a "bang" and all is well for the coin-machine business in these parts. The Texas Rangers have been busy smashing some large gambling places, but thus far have not molested the marble games.

S. L. Stanley, of the Automatic Amusement Company, Memphis and Ft. Worth, has been making a hurried trip thru Texas, stopping just long enough at the various towns to say "hello." Stanley is up and at 'em all the time and is having machines brought into Texas by the carloads. Right now he is certainly doing a job on Jimmy Johnson's Put-N-Take.

Fisher Brown, Dallas, O. D. Jennings' representative for the Lone Star State, can't get Sportmans fast enough to fill the ops' demands. Fisher has just moved into new and larger quarters on Ross avenue.

R. Warncke, well-known man, is opening a new jobbing house in San Antonio. He will stock all leading machines and

promises operators a real service. The firm will be known as the Sun-Tone Coin-Machine Company and will be located on Broadway.

Bob Cowan, Ft. Worth music operator, continues to add more units to his already nice string of phonographs Music is the stuff, says Bob.

John Rough, formerly with the Dallas office of the Neutrone Amusement Corporation, is now in Los Angeles, where he has opened a jobbing business. Ken C. Willis remains in full charge of the Neutrone office in Dallas. Ken has been appointed factory representative for Texas by the Pacific Amusement Manufacturing Company. Offices and show-rooms of the Neutrone firm are located in the Sanger Hotel Building.

Arthur Flake, who recently opened the Arthur Flake Distributing Company, 1327 McKinney, Dallas, reports good business and says that ops are making his place their Dallas headquarters.

Is a marble machine a gambling device? It all depends on whether it is operated on the principle of chance or skill, according to an assistant attorney-general of Texas. In answer to an inquiry from Adjutant-General Nesbitt, Assistant Attorney-General Pat M. Neff Jr. admitted that "it will depend on the facts of each particular case" as to whether Rangers will be authorized to seize and destroy marble games. Neff said that it was necessary to prove that the game was one of skill and if it was it would be considered legal.

DON'T FAIL TO READ

The Special Features

"Newspaper Publicity"
By Walter W. Hurd
(Page 44)

and

"Sportland Management"
By William E. Fabst
(Page 45)

BOTH IN THIS ISSUE

HERE IS A BIG HIT!
Prism Shape Binocular Priced at only 90c ea.



B141. It's a natural for streetmen, pitchmen, claw operators, sportland prize, punchboards, coronationals, etc. The biggest flash ever offered in a binocular. Genuine black top grain leather covered body. Optical black finish trim with brass tubes. Five pitch polished lens; full three power magnification. All American Made. Has plenty of flash, but is a real field glass, too! Enables grandstand seats and bleacher prices. Height 3-9/16" Width 3". Fully guaranteed. Lots of \$2. each 90c. Smaller Lots, each, \$1.00. Genuine Black Leather Carrying Case, extra, 50c.

CHECK THESE SPECIALS—

- B142. Parade Cases, Doz. \$2.00
- B143. Gent's or Ladies' Umbrellas Doz. 8.00
- B144. Collar Holders, Gross. 1.75
- B145. Tie Clo Sets in boxes, Doz. 1.80
- B146. Wrist Watches, Each. 1.85
- B147. Austrian Windlighter, Doz. 3.60
- B148. Men's Game Rings, Doz. 2.50
- B149. Enameled Compacts, Doz. 1.00
- B1470. 6840 Indian Blankets, Each. 1.35
- B1471. 2-Price Lighter Sets, Each. 1.25
- B1472. Falcon Folding Cameras, Each. 1.85
- B1473. Bullet Cup Sets, Doz. 1.35
- B1474. Electric Razors, Each. 1.15
- B1475. Box Cameras, Doz. 2.00
- B1476. Art Photo Knives, Doz. 2.00
- B1477. Pop Pop Boats, Doz. .65
- B1478. Rubber Eraser, Gross. 1.25
- B1479. Lead Pencils, Gross. 1.95
- B1420. Pencil Sharpeners, Doz. 1.00
- B1421. Golf Ball Table Lighters, Doz. 1.25
- B1422. Big Flurry Oop, Each. 1.95
- B1423. Cigarette Cases, Gross. 6.00
- B1424. Pen and Pencil Sets, Doz. 3.50

25¢ Deposit on All G. O. Orders, Get. also Free on Request, Start Your Business.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. BB,
223 W. Madison St., CHICAGO, ILL.

SOLD EXCLUSIVELY TO OPERATORS

TWO OPERATORS TALK IT OVER...

"THAT'S NOT HARD TO UNDERSTAND... IT'S A BEAUTY AND THE PRICE IS SENSATIONALLY LOW!"

"THEN, TOO I GUESS THE OPERATORS ALL LIKE WURLITZER'S POLICY OF SELLING EXCLUSIVELY TO OPERATORS"

"BESIDES, THEY HAND IT TO WURLITZER FOR ORIGINATING THE MULTI-SELECTOR AND WON'T TAKE CHANCES ON UNPROVEN IMITATIONS"

UNDERSTAND THE NEW WURLITZER-SIMPLEX WAS THE HIT OF THE COIN MACHINE SHOW

THE CABINET IS A KNOCKOUT. THE MUSIC IS WONDERFUL AND THE MULTI-SELECTOR SELLS IT BY THE HOUR.

"I'VE OPERATED AUTOMATIC PHONOGRAPHS BEFORE, BUT I'VE NEVER MADE THE MONEY IM MAKING NOW ON WURLITZER SIMPLEXES"

Wurlitzer-Simplex is the biggest money-maker of them all. Its famous MULTI-SELECTOR permits patrons to select from one to twelve records at one time—plays them in order of selection—handles a dollar in nickles and dimes—sells up to an hour and a quarter of music at one time.

Write, wire or phone for our wire-fire operators proposition.

THE RUDOLPH WURLITZER MANUFACTURING CO.
North Tarrytown, N. Y.

WURLITZER-SIMPLEX
AMERICA'S MOST PROFITABLE AUTOMATIC PHONOGRAPH



RADIO

Guaranteed 6 months at... **\$5.95** Lots 6

1935 Model of Nationally known manufacturer, employing 4 latest type tubes offering 6-tube performance encased in beautiful hand-rubbed cabinet. Just plug in—no aerial necessary. Plays on both AC or DC current. This set is guaranteed for 6 months.

RADIO PRODUCTS CO.
545 West 20th St. NEW YORK

SPECIAL PRICE, \$5.95—Lots of 6 SAMPLE, \$8.50.
P. O. B. Factory, New York. 25¢ Deposit.



"Announcing New Wisconsin Jobber"

Always a complete line of New and Reconditioned Machines. Be smart—get your name on our mailing list. We'll save you money.

KENOSHA COIN MACHINE EXCHANGE
7008 13th Avenue Kenosha, Wis.

The Merchandise Machine Operators of Texas now have an active association that is functioning well. New members are lining up and joining the association. All merchandise ops of Texas should join in making the operating of merchandise equipment a profitable and safe business in Texas. For full details write to D. F. Hyles, secretary, 808 West Page street, Dallas.

New Distrib Gets Off To Good Start in Chicago

CHICAGO, April 8.—With flowers and messages of greeting from all divisions of the trade, "Dingy" Hoffman, well known to all the operators in the Midwest, opened his own jobbing offices at 1215 Diversey boulevard. The firm is known as the Chicago Amusement Games Company and Mr. Hoffman will carry the most complete line of machines in the country as well as one of the largest repair departments known to the industry.

"Dingy" was formerly connected with the Chicago Coin-Machine Company, manufacturer, and was considered its leading salesman. He is well acquainted with the intricacies of the coin-machine business and is also well versed in all the new machines. His offices will have on hand samples of the machines which he will first personally indorse. He is inviting all the leading operators in his city to call on him and see the new offices.

Lou Koren, it is whispered, is connected with this new venture. Lou is said to have "a million friends."

UTICA ORDINANCE

(Continued from opposite page)

game to which tag or seal has been affixed.

Section 13. Expiration of License for Owner or Operator. Licenses for Owners or Operators of Amusement Center games shall expire on the 30th day of November next succeeding the date of issuance thereof, and all tags and seals issued as a part of said license shall expire on the same date.

Section 14. Restriction of Issuance of License. No license shall be issued under this Ordinance to any person who has been convicted of a crime or of any gambling offense against the Laws of New York State or the City of Utica, and in the event of any such conviction subsequent to the issuance of said license, said license shall be immediately revoked.

Section 15. Penalty for Violation. Any coin-controlled amusement device operated in violation of the terms of this Ordinance may be seized and destroyed in compliance with the terms and revisions of the statutes of the State of New York; and any person who shall operate any coin-controlled amusement device without first obtaining a license as provided by this Ordinance, or any person who shall violate any provision of this Ordinance shall be punished by a fine not to exceed Fifty (\$50) Dollars or by imprisonment not to exceed Fifty (50) days, or both, at the discretion of the Court.

This ordinance shall become effective April 1, 1935.

SPRING SALE

Electro-Ball
Reconditioned Games

By "reconditioned" we mean expert mechanics check each game thoroughly and see that it works like new. We clean them and put in new parts as needed.

Electro . . . \$ 9.00	Auto Bank . \$25.00
Lightning . . . 8.00	Shaver's Cannon Fire . 25.00
Drop Kick . . . 13.50	Rebounder . . . 25.00
Contact, Sr. or Jr. . . 14.00	Red Arrow . . . 48.50
Shaver's Kick-Off, Jr. . . 17.50	Jennings . . . 50.50
Major League . . . 19.50	Radio Station . . . 50.50
Signal, Sr. . . 19.50	Jr. Brand . . . 27.50
I. O. U. Re-Studio, Sr. Jr. . . 19.50	Stripper . . . 27.50
Auto Count . . . 29.50	Brand New 29.50

We Sell Professional Operators Only.

ELECTRO-BALL CO., Inc.
1200 Camp, DALLAS

NATION WIDE SEARCH!

For INDIAN Pennies, \$50.00 We Pay Up to . . . \$5.00

For Unc. LINCOLN Pennies, Over 10 Years Old, \$2.00 We Pay Up to . . . \$5.00

10c Brings BUYING CATALOG! Your Pennies Worth \$58.00! Over 100 Illustrations of Rare American and Foreign Coins. 50c. FREE! STAMP BUYING LIST with 10c or 50c Book!

STAMP COLLECTORS! A NATION-WIDE STAMP BARGAIN!

Generous Assortment of U. S. COMMEMORATIVES, Set LIBERIA, Pretty GRENADA, ST. LUCIA, SOUTHERN RHODESIA, BELGIAN CONGO, NIGERIA, ABYSSINIA, ORANGE RIVER COLONY and Multitude Others! Everything also Useful Souvenir Every Collector Needs! Only 10c to Approval Applicants!

NATION WIDE STAMP & COIN EXCHANGE.
130 W. 42d St., Dept. R-250, N. Y. C.

FOR SALE — \$250.00 Iron Claw Machine in perfect condition. Will sell for \$42.50 J. W. DOTY, Boardman, Ill.

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

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Sportlands Ad Campaign

Launch biggest newspaper publicity drive in annals of the trade

NEW YORK, April 6.—"Your favorite sportland is just around the corner." "Bring the whole family and have an evening of fun and frivolity."

These were the headlines in one of the biggest newspaper publicity and advertising campaigns ever launched in the history of the coin industry. These headlines appeared in *The New York Evening Journal* of March 30 and introduced a half-page of display advertise-

(See SPORTLANDS on opposite page)



for SPORTLANDS

The latest Cocktail Shakers and Cocktail Sets, made up in the popular satin-Ray aluminum or the sparkling chrome plate finish. The new Triple Tumbler (Cocktail shaker) shown above is made up with rich black molded top and bottom and a cherry red bar on top of the cap. Three-pint capacity. Screw-on top and non-logging strainer. Tins and cups to match. Excellent drawing card for sportlands display.

Write for bulletins and prices on up-to-date prizes for Sportlands and coin machines

WEST BEND ALUMINUM CO.
Dept. 634, West Bend, Wis.

LOWEST PRICE VENDOR ON THE MARKET

Petite Venders

A Midsize Machine With Giant Earnings
HALF THE PRICE, TWICE THE INTAKE
Place one on each table in Taverns, House Taverns, use 16 and 20 machines.

PEANUT VENDER
Holds 1 1/2 Pounds of Nuts. Takes in 75c. Will vend out completely in one night in ordinary spots. Also Pellet and Nail Gun Style.

WHITE FOE PRICES

SPECIALTY COIN MACHINE BUILDERS
J. H. AUSTIN, Proprietor
617 W. Division St., CHICAGO, ILL.

Ross Visits New York Sportlands for Ideas

NEW YORK, April 6.—Eddie Ross, of Oriole Coin Machine Corporation, Baltimore, was a week-end visitor here, taking in the leading sportlands of the city. Ross now has three sportlands in Baltimore and is willing to match his rooms in appearance and display with any in this city, he says.

He believes that the sportlands offer a new field to men engaged in the industry and also reports that the South is taking to these spots. At present he can be termed the "Southern sportland king." He also plans to open other sportlands in Southern cities and has many novel ideas regarding the places.

Mr. Ross was much impressed with the appearance of the first sportland page in *The New York Evening Journal* and is seriously considering such advertising in the Baltimore newspapers. He feels that this sort of advertising will gain the right sort of public opinion and will tend to place the industry on a higher plane.

He was most impressed with the Sports Palace of Schork & Schaffer at 52d street and Broadway and stated that some of the ideas the men had there were very unusual. He also believes that Dave Simon's Riverside Sportland at 96th street and Broadway has the best playing arrangement.

From now on he claims he will follow the plan of the aisle between two rows of the machines so that the employees do not have any contact whatsoever with the players.

Park Men Show Great Interest

NEW YORK, April 6.—Bill Rabkin, International Mutoscope Reel Company, Inc., reports that a rush was on during the past week, due to amusement park owners calling in reference to opening elaborate sportlands in various parks.

Rabkin believes that this season will see a greater number of sportlands in the amusement parks than at any other time in the history of the business. The tremendous popularity of the Broadway sportlands in this city and the interest which they have aroused in the general public has decided many of the amusement park owners.

Rabkin also explains that the sportlands which will be seen at the parks this season will be much more elaborate than in former years. He believes there is a definite turn toward the modernistically furnished, larger and more inviting sports palace ideas.

Many of the park concessioners have already given notice of the fact that they will be opening sportlands. The resort spots are also expected to be much more impressive and refined than those seen last year. The beaches are preparing for the influx of playlands, and the general belief is that they will appear in almost every resort spot in the country.

Barlow Warns of Danger In Skimping on Awards

WASHINGTON, April 6.—Carl H. Barlow, who claims the biggest playland in the nation's capital, reports that his sportland is doing bigger business than ever. He is following the ideas and experiences related in the sportland column of *The Billboard* with great interest, he says, and that many of these are being tried out in his own business.

"We established the original sportland in Washington," Mr. Barlow stated, "and we feel that our ideas have been followed by many. We welcome other sportlands, providing they give merchandise prizes and run the business in such a way as to give the public a fair deal."

The lanky Rubenstein brothers are opening another spot on 125th street and have been seen around the town buying and buying. These boys have proved themselves to be real optimists, say what you will.

Amusement Men Will Co-Operate

NEW YORK, April 6.—The Amusement Men's Association, Inc., at its recent meeting discussed fully the matter of closer co-operation among the organizations of coinmen in the metropolitan area. Many speakers were heard on the subject.

Henry I. Nagin, zealous president of the AMA, asked for further particulars from Saul Kelson, of the Greater New York Vending Machine Operators' Association, who spoke at the meeting. Kelson had asked for support from the AMA in the present legal taxation difficulties at Albany. It was later decided that the AMA would offer complete support to the operators' organizations in this city and a committee was appointed to meet the other groups and decide on a plan of action. Leslie G. (Andy) Anderson, of *The Billboard*, made a stirring speech regarding the necessity for closer co-operation between all groups here.

The sportland operators have agreed to favor more progressive action for their organization and have wholeheartedly indorsed the newspaper advertising campaign which is now in progress. A report was made at the meeting regarding this campaign by Bill Gersh, of Byrde, Richard & Pound, advertising agency.

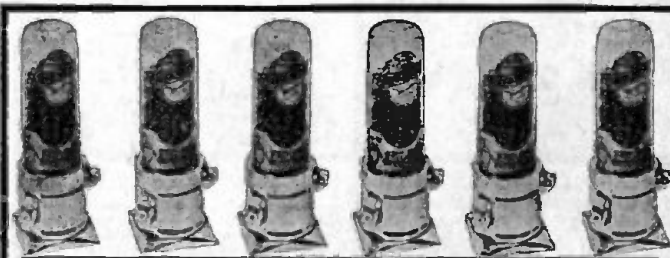
Three Brothers Operate A Chain of Sportlands

No Sportland operator is more loyal or more enthusiastic about the business than Charley Rubenstein, who, with his brothers, Sam and Louis, conducts a chain of sportlands in the upper section of New York City.

Charley came to the field with the perfect background. In turn he has been penny arcade owner, dime museum manager, and from these enterprises graduated into the sportland line. The Rubenstein chain has some excellent spots and are all prospering.

Sportland Squibs

Did you know that Sachs and Silberling, those aggressive sportland ops, have a 12-year grant on the word "sportland" from Ernie F. Chester himself, of the former Chester-Pollard Amusement Company, Inc.? In fact, if the boys so desire they can do this and that in regard to the use of the word by others. They also have one of the very first sportshops in town, located at 85th street and Fifth avenue, in Brooklyn. At the time they opened their sportland they allowed a pin-game operator, whom they looked upon as some sort of a curiosity, to place two of his pins



U. S. PATENT 1931736

NOTHING LIKE VENEX FOR BOOTH BAR OR SODA FOUNTAIN TRIM LINES, STRIKING APPEARANCE, EFFICIENT MECHANISM, SALES APPEAL

BERT THACKABERRY, FLUSHING, L. I. **ONE MAN TELLS ANOTHER:**
I have about 25 venders for peanuts. However, my brother, recently in New Orleans, saw some of your machines and tells me they are swell.
M. JOSEPHSON, ASHEVILLE, N. C.

WRITE FOR OUR 30 DAY MONEY BACK TEST OFFER **THE VENEX CO.,** ROXBURY CROSSING, BOSTON, MASS.

The Original Booth Peanut Vendor

ELGIN-WALTHAM
RAILROAD MODEL 16 - SIZE
7 JEWEL... \$2.25
15 JEWEL... 3.00
17 JEWEL... 3.25

DEPOSIT REQUIRED - BALANCE C.O.D.
SAMPLE WATCH \$50 EXTRA - QUANTITY BUYERS WRITE

BERK MDS CO. 45 W 45 NYC

BUY DIRECT FROM IMPORTER

We carry a complete line of Imported and American-Made WATCHES to suit every line of business. All Watches BRAND-NEW, no rebuilds, guaranteed to keep perfect time. Prices surprisingly low. A trial will convince you and save you many dollars. Just write

Ladies' Baguette, \$4.40.

H. A. JEFFREY, 170 BROADWAY, NEW YORK CITY, N. Y.

COUPONS AND TICKETS FOR

Merchandise Premiums Used With Pin Games, Marble Games and Other Machines

ELLIOTT TICKET CO.

WRITE FOR PRICE LIST ALSO RESERVED SEAT TICKETS PAID STRIP TICKETS-COUPON BOOKS-RESTAURANT CHECKS ROLL AND MACHINE TICKETS

12 VESTRY ST., N. Y. C.
127 N. DEARBORN, Chicago
615 CHESTNUT ST., Phila.

GLOW LAMPS for PRIZES.



ALUMINUM or COPPER LIGHT-UP DISPLAYS

Electric glow lamps with 5 1/2 ft. silk cord. Non-breakable, made out of solid copper or Baltic-Bay aluminum. Copper lamps 8 1/2 inches high. Aluminum lamp with blue enamel trim 9 inches high. These attractive glow lamps have a double value because they display well when lit up and make an excellent prize for your games.

Ideal for Sportlands. Every home can use several glow lamps. Get our bulletin and prices on these new style, all metal lamps!

WEST BEND ALUMINUM CO.
Dept. 634A, West Bend, Wisconsin.

there on a commission basis. Just imagine! The boys now have two of the best spots in town.

Paddy Ferriola, who has the Central Sportland at 71 East 125th street, did something every one of the boys will eventually come to. He has electrified all of his games and thereby eliminated battery complications. By attaching to wires direct from the socket in his spot he now has all of the games under control. He removes the batteries and gives them to all the "poor people." In fact, Paddy is stated to be a "real mechanic if there ever was one," by Earl Winters, of Mutoscope.

Herbert M. Adler, of Adler's Shoes, has also taken over the sale of Young's Stetson hats to the sportland trade. The Adler men will carry these new hats as a sideline, since Young doesn't know how to go about rushing the business. It is believed that Herbert will, as usual, make an unusual item of the kepkas.

In all seriousness, thank goodness for such firms as Schork & Schaffer, who are among the first to co-operate in aiding the entire industry. With their five prominent sportlands and the fact that they can be absolutely independent they are always the first to co-operate, the first to offer their aid and the first to do anything which will better the business. Every sportland owner in the city of New York should be thankful to these two gentlemen for the wonderful manner in which they have aided the sportland industry and the manner in which they are continuing their ceaseless efforts to help every one concerned in the business.

Al and Jack Denver, over at the Rex Sportland on 42d street, off Eighth avenue, are to be congratulated on the clean fashion in which they conduct their business. Here is one of the smaller sportshops that is actually helping the sportland business to grow in every respect and creating a pleasant feeling in the minds and hearts of the public who play at their place. Thanks, Al and Jack, in behalf of the industry in general.

And if you like to see big Broadway stars make a visit over to Nat Faber's Broadway spot. The Ritz Brothers, Leon Belasco, Will Osborne, Ted Husing, Sammy Cohen, of the movies, and many others are patrons. Some of those stars have already garnished many thousands of points and they are inscribed on the books. Nat tells me the Ritz Brothers are really expert at the games and that they can shoot a mean marble about the board.

SPORTLANDS
(Continued from opposite page)

ments sponsored by the Amusement Men's Association, Inc., organization of metropolitan owners and managers of sportlands. As many as 21 different firms used display space to form a layout which resembles the usual motion picture and amusement advertising in the daily papers. The advertising was prepared by the Byrd, Richard & Pound Agency, of which Bill Gersh heads the automatic department. Plans are being made, it is reported, to continue this campaign.

Firms taking advertising space in the sportland section were Schork & Schaffer, Greater City Sportlands, Faber's Sportlands, Riverside Sportland, International Mutoscope Reel Company, Rex Sportland, Morris Struhl, Barrel House, Delancy and Harlem Sportlands, Eric Wedemeyer, Adler Shoe Stores, Mike Munves, John A. Fitzgibbons, Modern Vending Company, Supreme Vending Company, Babe Kaufman, Inc., D. Robbins & Company, Yorkville Sportland and Sachs & Silberling.

The appearance of the advertising created a real sensation in amusement circles and members of the trade who took part in the campaign are so enthused about the response that not only a publicity campaign but tournaments are being planned for later in the year in co-operation with the Hearst papers.

The New York Evening Journal gave the advertising campaign a boost by publishing a two-column news story about bagatelle proving to be the city's latest craze. An illustration showing Paul Whiteman playing a pinball game was also used under the caption, "Broadway Marble Champ."

The **DIGGER** that has won the world's preference



EXHIBIT'S 'NOVELTY MERCHANTMAN'

It's abreast of modern times, —keeping pace with the "Streamline" demand of to-day.

That's why the Newly Designed "NOVELTY MERCHANTMAN" asserts a greater leadership in the Digger Field.

Write for our new term purchasing plan.

EXHIBIT SUPPLY CO.
4222 W. LAKE ST. CHICAGO

ATTENTION!
GENUINE KABAR FOLDING AXE KNIFE. Beware of Cheap-Looking Imitations.



E140 — GENUINE KABAR AXE KNIFE. 2 Blades, 5 1/4" Closed, 8 1/2" Opened.

F. O. S. Phila. 25% Opposit. Required on all Orders.

IN LOTS OF 10 **\$1.00** Each

Sample Prepaid, \$1.25. Write for New Catalog.

EXHIBIT SALES CO.
614 Spring Garden St., Phila., Pa.

BEADED BAGS
Evening and Wood Bead Bags Latest Novelty for

- CONCESSIONAIRES
- SPORTLANDS
- PREMIUM TRADE

Big Values Write for Prices

Kaplan & Gordon Corp.
6 West 32d St., New York City

Peanut and Gum Venders
Table Size also made. Write for Operators' Prices.

SELF-SERV. MFG. CO.
CAMDEN, N. J.

PRICE SMASH

We now produce a Sensational Bargain by volume production and you are in luck. Now you can have the set you've always wanted at the price you want to pay.

ANRCA
Licensed Radio With 4 RCA Lic. Tubes

Beautiful walnut finished Cabinet—measures 10" wide, 7" high. A. C. and D. C. Current. Built-in Aerial. No ground is required. Set and Tubes guaranteed 6 months. Money-back guarantee.

NOW \$6.25
Doe. Lots. **\$6.80**
F. O. B. N. Y. 25% Dep.

HY-GRADE Radio Corporation
127 West 17th Street, NEW YORK CITY.

LAMP
and PARCHMENT Cellophane wrapped SHADE Complete,

75c Each in. Doz. Lots

COLORS—Red, White, Green, Black.

We carry a large assortment of Popular Price Lamps, Novelties and complete line of Notions, including Fly Ribbons and Fly Swatters.

Buy and Save at Gerod. Ask for Price List.

SAMPLE LAMP AND SHADE IS \$1.00 25% Deposit With All Orders.

GEROD MERCHANDISE CO., 861 Broadway, Now York City

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

FLASH SENSATION! SMOKING STAND!

Record-Breaking Low Price! Smash Hit for Parks, Fairs, Carnivals, Concessions, Sportlands, Pin Games, Punch Cards

By making tremendous cash purchases of manufacturers' close-outs our prices actually less than manufacturers' prices. That's why you pay so little and save so much here. We specialize in "Flash" numbers. See our complete line. Immediate delivery.



Manufacturer's Close-Out!

Beautiful modernistic Smoker, chrome finish, automatic electric lighter with two ash trays. Height, 25". Actually priced far less than it costs to manufacture.

\$7.50 Per Doz.
\$12 Doz. Value!

★ MORE AMAZING VALUES! ★

- Genuine Fur Cat's or Dogs. Each 80c
- Midget Pen & Pencil Sets. Ea. 15c
- Genuine Leather Wallets. Ea. 10c
- Guaranteed 5-Tube Radio Set (A.C.-D.C.). Each \$7.50
- One-Gallon Kegs. Each 80c
- Chicken Fryers. Each 80c
- Bed Lamps. Each 80c
- 12-Qt. Enamelled Pots. Ea. 80c
- Electric Irons. Each 80c
- Enamelled Roasters. Each 80c
- Bridge Lamps (With Shades). Each 85c
- Combination Cooker. Each 30c
- Toy Set. Each 80c
- Whistling Chrome Tea Kettle. Each 75c
- Electric Meaters. Ea. 75c
- Waterless Cookers. Ea. 80c
- Chest of Games. Ea. 75c
- Carving Sets. Each 75c
- Bridge Tables. Ea. 85c

- 25% Deposit Required with All Orders. Prices F. O. B. New York**
- Gilbert Kitchen Clocks. Ea. 90c
 - Gilbert Alarm Clocks. Ea. 65c
 - 8-Day Sessions Alarm (Retail \$5). Each \$2.00
 - 17-Piece Lustric Tea Sets. Ea. 1.00
 - 23-Piece Lustric Tea Sets. Ea. 1.50
 - Ukelele Banjo Clock. Each .75
 - Class Table Lamps. Special. Ea. 90c
 - Chromium Plated Table Lamps. Each 65c
 - Dice and Card Lamps (Ass'd. Colors). Each 75c
 - 7-Piece Glass Shaker Set. Ea. 75c
 - Chromium Cocktail Shaker. Each \$1.25
 - Guaranteed Jockey Pocket Watch. Each 65c
 - 6-Cup Dispenser. Ea. 80c
 - 12-Pc. Stainless Steel Set. Each 80c
 - 26-Pc. Silver Plate Tableware. Ea. \$1.00
 - Imported Lighters and Cigarette Cases. Each 35c

WORLD TRADING CORP.

873 BROADWAY, New York, N. W. Cor. 18th St. ALGONQUIN 4-0232

THE GREATEST SUCCESS IS ASSURED EVERY OPERATOR WHO BUYS Chicago EXPRESS

"America's Greatest Pin Game Hit." Write today for complete details to an organization whose superior service and co-operation to operators is nationally acclaimed. Exclusive distributors for all leading manufacturers.

BANNER SPECIALTY CO. 1530-32 Parrish St., PHILADELPHIA, PA.

"LOUISVILLE KY., DERBY FESTIVAL"

Nothing Like It Ever Seen on this Continent
APRIL 29 TO MAY 4. BE THERE.

Greatest Array of Pin Games Ever Assembled Under One Roof. Right Machine at the Right Price. All the latest in stock, including NEGENTA, ROTOLITE, SYNCHRO, CHICAGO EXPRESS, BULLDOG UPPER, QUICKSILVER, HARBEL-BOLL, and all other games recently released.

We take all makes of Machines in trade, including Bells and Venders, on Pin Games, Electro Hoists, Iron Claws and Traveling Cranes.

KENTUCKY AMUSEMENT CO., INC.

226 W. Walnut St. Louisville, Ky.

BASEBALL BOOKS-120 Combination, American, and National League

\$16.00 Per Gross \$2.00 Per Dozen
TIP BOOKS, 120 Combination, \$18.00 per Gross.

Union Label. CASH WITH ORDER.
S. & S, DIST. CO. 330 SO. WELLS ST., CHICAGO, ILL.

SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES ALL NEW GAMES.

AUTOMATIC AMUSEMENT COMPANY
683 Linden Avenue, MEMPHIS, TENN.
1304 Throckmorton Street, FT. WORTH, TEX.

JUST-RITE MONARCH AUTOMATIC PAYOUT TABLE.

For Open or Closed Territory. Six brand-new outstanding features. 12 Winning Holes No losing holes. Positive acting mechanism. Played 24,000 times previous to and at the Show. One Ball Set, \$67.50 without Jackpot; \$75.00 with Jackpot. Positive delivery May 7.

TENNYSON MANUFACTURING CO. 220-22 W. Huron St., CHICAGO.

The Last "Word" in Your Letter to Advertisers, "Billboard".

Says Game Offers Just What Comedian Ordered

CHICAGO, April 6.—Will Rogers, in a recent newspaper article, commented on the coin-machine show by saying: "Pin game machines have replaced golf, bridge, Kelly pool and the New York Stock Exchange as a source of amusement and revenue."

So D. Gottlieb & Company answer Will Rogers by presenting that old popular game in a modern version—Kelly Pool pin table. "It is a masterpiece of design and mechanical perfection. By a strange coincidence, during the time of the show when Will made his remarks, designers at our plant were busy working on a new game to be modeled and named after that grand old game. "Kelly Pool is similar in playing action to that old favorite. In this game the high spots occur when opponents' balls are knocked off and payment made. In the pin game each billiard ball becomes an opponent and each shot is identical to a call shot. One or more individually colored and numbered balls have to be shot into correspondingly colored pockets in order for the player to collect. The more balls landed in corresponding pockets, the more is won. Even if the first nine balls are missed, there is still a chance to win with the 10th or last ball."

The game is provided with a "light-up" frame which stays illuminated for two minutes after coin is inserted and serves as a powerful attention getter. "And so, Will," concluded Dave, "we are playing a straight shot to what no doubt will be the biggest thing in coin-machine history in a long time."

Rosenfeld Is Appointed

CHICAGO, April 6.—After serving as the South American representative of D. Gottlieb & Company, John Rosenfeld has become factory representative at large. Rosenfeld, who until recently, has had his headquarters in Buenos Aires, will travel over the entire United States as field man to acquaint himself with jobbers throughout the country. Mr. Rosenfeld has been connected with the coin-machine industry for many years. He is known throughout the United States and South America for his fair and square dealings. From this he has acquired the nickname "Honest John." He is a regular fellow and can hold his own with anyone as an enthusiastic follower of all sports.

Dave Gottlieb, head of D. Gottlieb & Company, said of Mr. Rosenfeld: "John will act as factory representative, and our purpose is to maintain close contact with the jobbers. He will travel about the country keeping us at the factory posted as to trends and conditions. In this way he will find out what the jobbers want and we will try to fulfill their wants. We are proud to have 'Honest John' represent us in the United States and any of the boys who may not have met him as yet will find him a regular fellow."

Announce Builder Upper Ready for Distribution

CHICAGO, April 6.—The G-M Laboratories, designers and builders of the new Builder Upper table, announce that the machine is now ready for national distribution.

"Carloads have already been shipped into the New York district while the sales department was busy arranging for national distribution. The big hit Builder Upper made in the New York territory brought in a flood of requests for exclusive territories all over the country. As a result, the most prominent firms in the various localities have been appointed distributors for this new G-M game.

"Also the Builder Upper is the first pin table the G-M Laboratories have produced, they are an old, established firm with a nation-wide reputation in the scientific apparatus field. All devices made in their factory are precision tooled and well engineered. This is evidenced by the high degree of mechanical perfection obtained in the Builder Upper.

"The game itself introduces many innovations entirely new to pin tables. The skill holes on the upper playing field do not retain the balls but eject them for further play. At the same time the novel progressive scoring disc on the lower playing field is revolved to the next higher score. The glass panel is beautifully mirrored and decorated along modern lines. The cabinet is well made and trimmed with good taste."

IT'S FROM ATLAS

We Have It!

STONER'S NEW CAVALCADE

What a Sensation **\$39.50 TAX PAID**

First with the latest! Stoner's new wonder game! Packed with thrills borrowed from the race track. **CAVALCADE** is just packed with real action. Send in your order to us for good service.

ORDER TODAY
Ready for Immediate Delivery

We are Headquarters for All the Newest Pin Table and Counter Games

Atlas NOVELTY CORP.
2159 N. CALIFORNIA AVE. CHICAGO ILLINOIS



WORLD'S LARGEST DISTRIBUTORS OF PREMIUMS FOR PIN GAME OPERATORS, SPORTLANDS, CONCESSIONAIRES.

CHROME SMOKING SET COMES IN RED, GREEN, IVORY AND BLACK. BIG FLASH. WRITE FOR SPECIAL PRICE.

ALL STATES NOV.
181 CANAL ST. NEW YORK, N. Y.

NEW LOW PRICES

- Large & Color Whistling, Flying Birds. \$2.00
 - Long Sticks. Gross.
 - Jumping Fur Rabbits. Gross. 8.00
 - Yongue and Tail Rubber Rabbits. Gross 3.50
 - Straw Hat, with Feather. Gross. 5.50
 - "Ride 'Em Cowboy" Felt Hat. Gross. 8.50
 - Inflated Pop Eye or Mickey. Gross. 9.00
 - Oat Mickey Mouse Toy Ups. Gross. 8.50
 - Pop Eye Shaped Balloons. Gross. 3.25
 - Large Silk Parasols. Oozen 2.00
 - 8-Rib, 24" Floral Parasols. Gross. 8.50
 - Espe Large Colored Fur Monkey, with Metallic Haze. Special. Gross. 8.50
 - 8-inch Feather Dressed Dolls. Gross. 8.00
 - Genuine Betty Boop, Mickey Mouse, with Feathers and Ganes, Complete. Gr. 18.00
 - First Cat Toy Ups. Gross. 3.50
 - No. 70 Circus Balloons. First. Gross 2.50
 - Birch Wrist Watches, in Boxes. Gross. 4.00
 - Bamboo Parade Games. Heavy. Gross. 0.75
 - Best Quality Maple Games. Gross. 15.00
 - Best Snake Lash Whips. Gross. 7.20
- One-Half Deposit on All Orders.

HARRY KELNER & SON, INC.
50 Bowery. NEW YORK CITY.
"Known for Low Prices."

LOOK AT THESE PRICES!

- MAJOR LEAGUE, SR. 17.00
- CONTACT (44") 15.00
- MONKEY (Seeburg) 23.50
- DROP KICK 17.50
- PURITAN VENDOR 5.00
- MILLS GANNON FIRE (Large) 38.00
- RADIO STATION 25.00
- SEEBURG SELECTOPHONE (Modern-istic Type) 155.00
- SEEBURG MODEL "E" PHONO. 125.00
- WRAP 125.00
- MILLS SILENT VENDOR (Escalator) 38.50
- MILLS O. T. VENDOR 42.50
- Immediate Shipments Guaranteed. Must be Satisfactory or Money Refund. Every Machine Clean—Ready to Place on Location.
- 1/3 Deposit With Order, Balance C. O. D.

W. B. SPECIALTY CO.
2507 Marcus Ave. ST. LOUIS, MO.

GAYLORD

DIRECT FACTORY DISTRIBUTORS FOR
**THE MOST SENSATIONAL
GAME OF ALL!**

BARREL ROLL SENIOR



- Triple Advancers
- "Come On Shot"
- Revolving Reels
- Colored Lights
- Flying Bridges

A game with no many exclusive new features every operator will go "wild" over it! Extra large drums senior also here! In your order to GAYLORD today!

ORDER NOW—IMMEDIATE DELIVERY
1/3 Deposit With Order.

\$69.50
F.O.B. CHICAGO. 22" x 44"

HEADQUARTERS for LATEST CREATIONS of ALL COIN MACHINES

GAYLORD COIN MACHINE CORPORATION

1227 WASHINGTON BLVD. CHICAGO, ILLINOIS

The ACE LOCK LEADS

in Coin Machine SAFETY



"The Lock of the Century."

No. 4032.
3/4 Actual Size.

(Below) Tumbler Action Shown 3/4 Actual Size.

Don't let a dishonest location owner milk all your profits away in his nightly 2 A.M. raid on your machine. It's a loss far more serious than the one-shot thief who may NEVER have a chance at your cash drawers.

The ACE lock cannot be drilled.
The ACE lock cannot be sheared open.
The ACE lock cannot be picked within the time limit as set by Underwriters' Laboratories.
It cannot be opened by the most artful maneuvering of screw drivers, pen-knives, wires or tricky keys.

NEW VISIBLE COIN CHUTE. Always shows last 2 coins played—ask about it.

It is different from all others. Ordinary keys won't fit—like the well-known "square-peg" and the round hole.

Insist on Chicago ACE LOCKS on your new coin machines—and for replacements. It is readily adaptable to every situation where cylinder locks are required. Write for specifications, prices and complete information.

FORD OWNERS
Ask About the New ACE Automobile Door Lock!

CHICAGO LOCK CO.,

2024 N. Racine Ave., Chicago, Ill.

FREE!

To All Coin Machine JOBBERS and OPERATORS

TIPS AND TOPICS

ESTABLISHED IN 1927


THE BUSINESS JOURNAL OF COIN MACHINES

Issued Monthly

Contains 64 pages of

- News and Pictures of the Industry.
- Operating Ideas.
- Articles of General Interest.
- Business and World News.
- Announcements of New Machines.
- Cartoons--Jokes--Humor.

WRITE:
TIPS AND TOPICS
4309 W. Lake St., CHICAGO



UNION LEADS AGAIN!!

SENSATIONAL CLOSE-OUTS ON REBUILT MACHINES.

PIN GAMES

GOLDEN GATE\$14.50
MAJIK KEYS (44-inch) 17.50
SIGNAL, JR. (30") 15.00
SIGNAL, SR. 18.00
CONTACT, JR. 25.00
MAJOR LEAGUE, SR. 17.50
DROP KICK 20.00
HILLS GANNON FIRE 28.50
A. B. T. WINNER 39.50

COUNTER GAMES

RALLY COUNTER GAME 2.00
MAJIK GLOBE 2.75
GYPSEY 3.50
OFFICIAL SWEEPSTAKES (Gum) 5.00
SELECT TEN DICE 6.00
HILLS O. T.'S (Latic Swales) 42.50

1/3 Deposit, Balance C. O. D.
Write for our Attractive Prices on Seeburg's Selectophone and Wurlitzer's Simplex Automatic Phonographs.

NOTICE: Out-of-Town Operators!
We are conveniently located and have Free Parking Lot Accommodations for you. We carry a complete stock of all machines on our floor ready for immediate pickup.
Come on in—Let's get acquainted.
JACK ROSENFELD, Pres.

UNION NOVELTY CO.
4459 Olive Street. ST. LOUIS, MO.

BEST SELLERS

Pearl Inlaid Cigarette Cases, Dist. designs, individually boxed, Doz.	50c
Cig. Case and Match Box to Match each set to a display box, Doz. sets, Powder and Perfume Sets, color-phoned, Doz.	80c
Gold-Plated Lipstick and Powder Combination, color-phoned, Doz. sets, Nickel-Plated Mechanical Pencils, one dozen to a display box, Doz.	25c
Memorandum Book, Latherette Cover with Index, Doz.	33c
Waldemar Chaises, in white and gilt finish, dist. latest designs, Doz.	\$1.75
Gilt and White Finish Pocket Knives with Rings to attach to chains, Doz.	1.55
Pencil and Lighter Combination, assorted colors, best make, Doz.	1.20
Vacuum Bottle Sewing Kit, in dist. colors, containing Thimble, 3 spools Thread, Needles, Safety Pins, Doz.	70c

Samples each of all these items will be sent for \$1.25.

FEDERAL MERCHANDISE CO., INC.
875 Broadway, New York

FIFTY PENNY MACHINES

One and Three Dollars each. Stamp for list or no answer, W. LARGE, 938 Woodland Ave., Toledo, O.

Invites Trade To View New Office and Display

NEW YORK, April 6.—Sol Wohlman, of the Acme Vending Company, has been inviting members of the trade in to see the new offices of his firm. These showrooms have been termed the largest for jobbing purposes in the East.

The firm has almost 4,000 square feet of floor space. They will have balcony offices as they have in their uptown headquarters and also lower floor and sublevel offices.

A complete repair department has already been installed with a unique arrangement for parts. Space is set for continuous repair of equipment, with experts in charge.

The firm has a unique manner of displaying the latest machines. It uses a long shelf on which the machines are placed and the legs are kept in a rack in the lower floor. The operator can play and test the machine to his heart's content, Wohlman stated, without the necessity of moving it about.

A direct wire will also be installed between the two offices and there will be immediate service in the midtown and downtown districts for all operators.

DON'T FAIL TO READ

The Special Features

"Newspaper Publicity"
By Walter W. Hurd
(Page 44)

and

"Sportland Management"
By William E. Pabst
(Page 45)

BOTH IN THIS ISSUE

YOU

WILL MAKE MORE MONEY WITH OUR COMPLETE LINE OF QUALITY MERCHANDISE AT LOWEST PRICES!

Double-Edge
BLADES \$4
..... Per 1,000

Single-Edge
BLADES \$7.25
..... Per 1,000

STYPTIC PENCILS Per Gross 55c

» FREE Send for 1935 Catalogue «

WHIPPET SALES CO., Inc.

61 Hanover St., Boston, Mass.
1/3 Deposit on C. O. Orders.



SALESBOARD SALESMEN

JOBBERs AND OPERATORS, OUR MAN'S SIZE SOLID COPPER ARN TRAYS ARE MAKING MONEY

8 Trays on 200 Size 5c Board, each deal, \$3.25
8 Trays on 1,200 Size 1c Cigarette Board, with 30 Pencils, each deal, \$3.50.

In quantities deduct 10%.
Sample deal postpaid at above prices.

STAR NOVELTY PRINTING CO.

423 Klein St., SAN ANTONIO, TEX.

Re-orders *prove* QUICK SILVER marvelous money maker



QUICK SILVER GROSSED \$90.00
FIRST DAY NET PROFIT \$30.00

RUSH 5 MORE QUICK SILVERS IMMEDIATELY NET EARNINGS ON SAMPLE OVER \$15.00 PER DAY ANSWER

RUSH 15 EACH DAY PER NOTICE

QUICK SILVER GREATEST MONEY MAKER EVER HANDED \$87.00 GROSS 2 DAYS NET PROFIT \$38.00 HURRY SH

HAPPY DAYS HERE AGAIN CAN YOU SHIP 10 MORE QUICK SILVERS TO DAY

SAMPLE QUICK SILVER PAID FOR ITSELF IN 3 DAYS RUSH 6 MORE

3 of the Many Knockout Features That Make Quick Silver a Big Winner!

1. Legally automatic—does not pay out—players' skill awards or "free games" are automatically recorded on "Free Game" dial. Requires no attention from merchant.
2. Gives operator accurate record of skill awards paid by merchant—thus cheating is eliminated.
3. Permits replay of "Free Games" by operating coin slide without inserting coin. Players replay 80% of skill awards back into machine, greatly increasing net profit.

Rush sample order—find out for yourself what a marvelous money-maker, Quick Silver is. **Price Only, \$67.50**

Terms: 1/3 Cash; Balance C. O. D. Seven-Day Money-Back Guarantee.

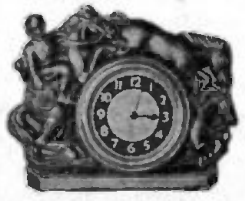
J. H. KEENEY & CO., 2900 Michigan Blvd., CHICAGO



PIRATE CLOCK SHIP CLOCK SHIELD CLOCK



SCOTTY CLOCK



RODEO CLOCK



COACH CLOCK

INCREASE THE PLAY ON YOUR DIGGERS

With This Brand New Line of Attractive Quality Merchandise

- ✓ 50 New Designs
- ✓ Snappy New Finishes
- ✓ Fully Guaranteed
- ✓ Lowest Prices

The numbers illustrated are only a few of the many appealing items in this new line. Dress up your Diggers with these colorful money-makers. Specially designed for use in digger machines. Be the first in your territory to show these beautiful items and watch them line up to play your machines.

Write or wire for sample assortment. Lowest prices guaranteed.

GELLMAN BROS.

119 N. Fourth St., MINNEAPOLIS, MINN.

MARBLES FOR PIN GAMES

Complete line of sizes and beautiful colors. Made to close specifications from Extra Hard Glass. Attractive prices.

ALSO

Complete line of Toy Marbles in Premium and Gift Packages.

NATIONAL SALES CO.

31 E. 13TH ST., CINTI, O.

JAR-O-SMILES



OPERATORS
Leave this Jar Deal and Collect \$6.00 when sold. Cost you \$1.65 Cash in Ozen Lot.
Dealers are selling from 10 to 25 Deals per week.

Werts Novelty Co., Inc. MUNCIE, IND.

• WRITE FOR • COMPLETE LIST OF USED MACHINES
OUR PRICES ARE THE LOWEST!
OCEANCREST NOVELTY CO.
1480 Coney Island Ave., BROOKLYN, N. Y.

—HEY LOOK—USED GAMES—
42 Street, Ticklers, New Century, . . . \$3.95 Each
World Series, Silver Cup, Penant, . . . 6.95 Each
Write For Many Good Used Bargains.
W. J. C. VENDING CO., Inc.
239-B CANAL ST., New York City

NEWSPAPER

(Continued from page 44)
the so-called numbers racket in the national capital, during which all papers except The News agreed to stop adding racing results totals used by the gambling operators. The News has announced that it will go along with the rest if they stop printing the race results entirely."

This is a clear-cut case of prominent newspapers becoming conscience-stricken because of campaigning against petty gambling while encouraging big-time gambling by featuring racing news in their sports columns. A number of dailies have made drives against pinball games while at the same time featuring racing news. Anyone can recognize the inconsistency of such a policy.

Such a prominent newspaper as The Chicago Daily News, while recently waging a drive against big gambling houses, drew a sharp distinction between social gambling and the gambling rackets. This big newspaper took the position editorially that social bets and wagers between friends, however public they may be, cannot be classed as criminal or immoral. Since the majority of people engage in social gambling in various ways, it is time that we repealed such outworn statutes.

These are some of the points on which the coin machine industry would like to come to a friendly understanding with the majority of the newspapers of the country. Fortunately, there are enough examples of newspapers and publications that have taken an unbiased attitude on the pinball question to open the way for a friendly approach to other newspapers. As this is being written, The Chicago Tribune has featured a story of the commercial progress of pinball games manufacture on its front page. The New York Times, The Herald-Tribune and other dailies have reported both favorable and unfavorable news relating to pinball games and the legal issues in that city, evidently in an effort to do unbiased reporting of the news. Many other large city dailies have given excellent news reports of the efforts of the organized trade to establish itself on a legal and sound footing.

It is the progressive element of the industry that is asking the newspapers of the country to consider that a real struggle is being made to establish a higher code of ethics in the industry,

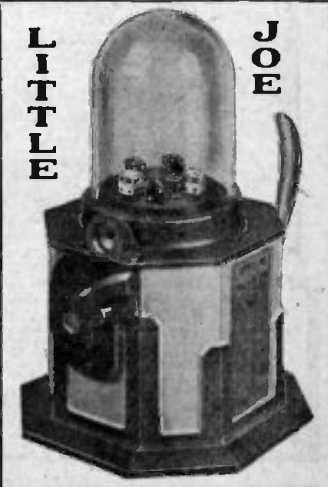
to eliminate well-known evils and to supply a popular form of amusement in a legitimate way. The industry believes that the majority of newspaper men will recognize this fact and co-operate with a new and growing industry.

In securing constructive publicity in the newspapers, members of the coin machine industry cannot expect any more consideration than newspapers show to other industries. That is, we must develop the quality of our publicity so that it will be in keeping with general news standards. Every organization of operators ought to have someone responsible for newspaper publicity. Personal acquaintance with members of the local news staff is often a decided advantage in clearing away those misunderstandings that still linger.

Some very constructive work is already being done by organizations in different parts of the country. In at least three cities display advertising has been placed in local newspapers with the idea of creating good will and a better public appreciation of the games. While the distribution system of the industry is not of a nature to use local display advertising, however, good-will advertising may be used effectively in all local fields. The results to be derived are so evident that every operators' organization in the country should arrange to place a display advertisement in local papers once a week during the year. The cost is not prohibitive and practically all papers will co-operate by giving good publicity to the organization's activities. In cities where there is no local organization a jobber or a group of jobbers may carry on the advertising program to build good will for the games. Some examples of what has been done in this field are reproduced with this article. Such advertisements have been placed in The Minneapolis Star, The Louisville Courier-Journal and The Newark (N. J.) Ledger.

Much favorable publicity to modern pinball games has been given by the columnists. These writers are always on the lookout for human-interest material, and pinball games, being new, have many angles for the columnist to use in his regular work. Other columnists have come out in open defense of the games. In many cases it is simply a matter of calling the writer's attention to the games, either in person or by mail.

getting favorable publicity in the newspapers the "letters-to-the-editor" column may be used to advantage. A very effective letter, signed by "Pin Puncher," recently appeared in a Minneapolis paper. In St. Louis, when one of the dailies was publishing much adverse material against pinball games a jobber of coin machines wrote at length to the editor and explained the trade angle on the objections raised to the games. The letter was published, with editorial comment added. The letter provided an effective rebuttal to some objections to pinball games that had been published and was perhaps the only available way of getting before the public. Merchants or regular players of the pinball games



A Dice Game for Less than \$10.00. Write for information and prices.

FORT WAYNE NOVELTY MFG. CO.

423-425 E. Washington Blvd., Ft. Wayne, Ind.

WHEN BILL BLATT ORDERS 1000 GAMES

BUILDER UPPER

It Must be good!

Just what the operators have prayed for! A game with New Ideas, New Thrills, New Big Profits! Order yours today!

DISTRIBUTORS...

- SUPREME VENDING CO., Brooklyn, N. Y.
A. H. BECHTAL, Oystons Beach, Fla.
TRIMOUNT COIN MACH. CO., Boston, Mass.
SICKING MFG. CO., Cincinnati, Ohio.
ARTHUR SAUVE, Detroit, Mich.
O. B. HOUSE, Louisville, Ky.
PIONEER NOVELTY CO., Washington, D. C.
BANNER SPECIALTY CO., Philadelphia, Pa.
MARKEPP CO., Cleveland, Ohio.
EMPIRE MACHINE CO., Amhurst, Nova Scotia, Dominion of Canada.

Order Today!



Size 31" x 43" F. O. B. Factory Tax Paid \$44.50

G.M. LABORATORIES Inc. 1731 - 35 BELMONT AVE. CHICAGO

OPERATORS OF PIN GAMES AND SALESBOARDS

Your Locations Are Worth From \$3,000.00 to \$4,000.00 Net Within the Next Five Weeks! We have a "Kentucky Derby" Deal based on the outcome of the actual winner of the Kentucky Derby. The deal will cost \$475.00.

HERE X X X X X X X X X X HERE NOTICE

We have men waiting to finance this deal on a 50/50 partnership basis, providing you have 100 or more locations as your end! In addition, we have a line-up of similar BIG MONEY DEALS, such as an "Automobile" deal and deals on baseball and all popular events, etc., to follow the "Kentucky Derby". Write or wire today, whether you want to buy outright or would consider a financed partnership.

GEORGE D. SAX & COMPANY, 1603 S. Michigan Ave., Chicago, Illinois

REPEATS LIKE A MACHINE GUN! ONLY BOARD OF ITS KIND

1200 ONE CENT SALES SIX HUMIDORS and 27 PKGS. CIGARETTES

Humidors are Cedar Lined and equipped with Moisteners. Cigarettes or Tobacco will remain Fresh. Capacity 50 Cigarettes. LOCATIONS AND CUSTOMERS HAVE BEEN WAITING FOR THIS ONE. LIBERAL ENOUGH TO THE PLAYER AND PROFITABLE TO THE LOCATION. BUY THEM BY THE DOZEN AND SELL THEM BY THE DOZEN.

\$3.00 FOR THE BOARD AND THE SIX HUMIDORS

CASTAGG AGENCY, 774 Sumner St., AKRON, OHIO

Buy Acme Used Games for Guaranteed Values

- JENNINGS Football \$28.00
SIGNAL JR. 12.95
ACTION JR. 18.00
ACTION SR. 30.00
SUBWAY SPECIAL 10.00
ORP KICKS \$12.95
Mills Cannon Fire Jr. 22.50
Mills Cannon Fire Sr. 27.50
RADIO STATION 25.00
MAJIK Keys Kicker 12.00
LIGHTNING GOLDEN GATE FLEET SUBWAY ELEGANT \$8.00 EACH

1/3 Cash, Balance O. O. D.—Write for Catalog.

ACME VENDING COMPANY 1121 ST. NICHOLAS AVE. NEW YORK, N.Y. 448 NINTH AVE.

- Contact Jr. \$ 9.75
Contact Master 5.55
American Beauty (late model) 7.75
Flying Traps Br. 19.75
Rockets 27.75
Pontiac \$ 9.75
Live Power 16.75
Rebound 28.75
Action 15.75
Mills Cannon Fire. 24.75
Subway Special \$12.75
Subway 9.75
Fleet 9.75
Drop Kick 15.75
Super "B" 11.55

Full cash for all orders under \$25.00. 1/3 cash, balance O. O. D. orders over \$25.00.

AMERICAN VENDING COMPANY

45 Elizabeth Ave., NEWARK, N. J. 773 Conny Island Ave., BROOKLYN, N. Y. 208 Elyser St., HAOKERSACK, N. J.

will frequently give their views in a letter "to the editor" if asked to do so.

A live city or State organization is a matter of news and always has an opportunity to get its activities mentioned in the papers. When the New Jersey State organization was recently formed in Newark the local papers gave liberal news space in reporting the meeting and also describing the objectives of the association. Newspapers should always be given proper notice of organization meetings that may have real news value. Likewise the newspapers should not be bothered when there is nothing of any real news value likely to happen.

Another way in which newspapers often cause an injustice to the games of skill is thru the use of syndicated editorials sent out by certain agencies. There was a wave of these syndicated editorials and articles following the campaign of Mayor LaGuardia in New York against a slot machine racket. More recent cases of syndicated editorials have appeared in Iowa, Michigan and Missouri. In one of these syndicated articles the idea of a \$50 annual tax on pinball games was featured. The unfairness of such a suggestion is at once apparent to anyone acquainted with the actual facts concerning the games. It is significant that by far the majority of cities that have taxed the games have levied \$5 or less per year. Those cities where the games have been in operation the longest also have the lowest tax rate. Yet the article in question featured the idea of a \$50 tax but did not mention the rate in such cities as New York, Detroit and Los Angeles. Such syndicated articles are obviously unfair and convey the wrong suggestion to city officials. It is only fair to ask editors who use such articles to allow a spokesman for the trade to present the other side of the question.

Too much emphasis cannot be placed on the fact that the progressive elements of the coin machine industry must carry on a clean campaign in order to win the respect and co-operation of newspapers. The old racket methods will not do. It is the business of the industry itself to convince fair-minded editors and reporters that the skill games and merchandising machines business is conducted along approved lines. It is our job to show them that the men engaged in the operating and jobbing business in the various local fields are not racketeers, but simply small business men trying to make a living. Most of them are family men and respectable citizens.



Live organizations of operators, in many cities will be able to encourage favorable consideration from the local newspapers by showing them examples of how other newspapers have featured news of the progressive activities of the industry. The Billboard will be glad to furnish information about newspapers that may be used as examples. The National Association of Coin-Operated Machine Manufacturers is also working in co-operation to reproduce many of these examples in a form that can be supplied to operators' organizations that request them. Requests may be sent to The Billboard or to the headquarters of the NACOMM.

In order that this important work may be continued, operators and jobbers may greatly assist by sending us favorable publicity items from local papers. Many operators and jobbers are already co-operating in this work. The National Association of Coin-Operated Machine Manufacturers will have access to all favorable clippings sent to us and will also reproduce many of them for distribution, as mentioned above. It is suggested that those who send us clippings from newspapers tear out the entire sheet on which the item appears. It is important that we have the name of the newspaper and the date of issue for reference purposes.

The industry can take great encouragement from the fact that within recent months many prominent newspapers have begun to give the trade favorable news mention and comment. When newspapers and magazines in New York, Chicago and other large centers start to give the trade consideration it is to be expected that other newspapers not prejudiced on the subject will begin to give more news mention also. It is necessary, of course, that we have something worthy of news mention. Organization activities, gifts of games to charitable institutions and tournaments are some of the constructive things that may be done to create publicity and also promote general good will.

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. 1889—Tel.: COLumbus 2770. Cable address "WATLINGITE" Chicago

DON'T WASTE TIME Chicago Express, \$44.50 List IN STOCK

- Barrel Roll, Sen. List \$89.50
Cavalcade (Stoner Make), Bazaar Successor 39.50
Tic-a-Lic, Ticket Machine (Stoner) 49.50
Live Power, New 25.00
Greek Shot, New 15.00
Wajah Keys, New 17.50

FULL LINE OF USED MACHINES 1/3 Deposit Required.

K. C. NOVELTY CO., Inc. 415 Market Street, PHILADELPHIA, PA. Bell Phone: Market 4641.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models, Regular Size, Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal — Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00

Send for New Catalog. ROHDE-SPENCER CO. Wholesale House, 223-25 W. Madison St., Chicago.

Selling Out All Used Machines

- GOOD CONDITION LOOK LIKE NEW
Wings \$ 5.50 Official Sweepstake \$ 4.50
Major League 14.50
Forward Pass 12.50
Super "B" 12.50
Fleet 12.00
American Beauty 10.00
Lightning 13.50
A.B.V. Bit-Star 24.50
Football 24.50
Booster 7.50
Selection 8.50
Mills J. P. Slot 19.50
Pace J. P. Slot 19.50
Jennings J. P. Slot 19.50
(All So Play.)

1/3 Deposit With Order. Bal. O. O. D. OHIO SPECIALTY CO. 129 W. Central Parkway, Cincinnati, Ohio.

FLOOR SAMPLES and Slightly Used Machines

REBOUND \$27.50 ACTION \$24.50 LATEST MACHINES

at real low down prices. Write for special list.

ST. JOSEPH COIN MACHINE CO. 118 1/2 So. 6th, St. Joseph, Mo.

LEADERS IN 1935 BETTER VALUES

Watch for the Announcement of Our New Catalog which will be Ready Early in May . .



3-IN-1 VEST POCKET MANICURE SET—Made in Japan. Assorted fancy colored celluloid handles. 1 1/2 inches closed. I gross in box. **B10C166—Per gross \$ 90**



TEA BALL SET—Consists of tea ball in shape of a bottle with chain and ring attached, also a tray. Highly polished nickel-plated finish. Each set is put up in a cloth lined display box. **B29A86—Per gr. sets \$18.00 Per dozen sets 1.60**



FIRST QUALITY. Etched. Blue Steel, Keen Edge Blades. Do not confuse with inferior goods being offered. 5 in package, 20 cellophaned packages in carton. **B8C86—Per 1,000..\$4.00**



NOVELTY DOG FAMILY—Three pieces, porcelain, highly glazed. Highly tinted. Height of large figure 2 inches. Length 3 inches. Each set in box. **B28C138—Per gross sets \$3.85**



Special Value CHINA ASH TRAY—Finished in luster with band of contrasting color. China comode is mounted on center of 4-inch ash tray. Seat and cover are movable. **B2N151—Per gr. \$4.50**



ALUMINUM NEEDLE THREADER—Big Flash. Each on Card. **B22D55. Per Gross 48c**



Novelties B88N90—Flying Birds Outside Hummer. Per gross \$2.00 B88N107—Pop-Eye Inflated Toy. Per gr. 8.00 B88N110—Mickey Ink Rusted Toy. Per gr. 9.00 B88N108—Photo Inflated Toy. Per gr. 9.00

Air Balloons B88N88—90 CM Asst. Animal Prints. Per gross \$2.75 B88N111—90 CM Asst. Flower Prints. Per gross 9.00 B88N80—Asst. Top-Up Balloons. Rest selling numbers. Per gr. 4.00



Gas Balloons B88N81—10 CM Assorted Prints. Per Gross \$3.00 B88N32—80 CM Assorted Prints. Per Gross \$2.45

N. SHURE CO. Adams and Wells Sts. CHICAGO

for Chicago EXPRESS and all the other DAVAL Games
"I am proud of the fact that I am handling a machine which is making such a hit as the Chicago Express."
JOHN GOODBODY. 1824 E. Main Street, Rochester, New York

MODEL E IRON CLAWS, BEST CONDITION	\$82.50
ELECTRO HOISTS, GUARANTEED A-1 CONDITION	85.00
REBOUND JR.	\$28.00
SAFETY ZONE	17.00
SIGNAL JR.	18.00
SIGNAL SR.	22.00
LIVE POWER	19.00
LIGHTNING	\$11.00
CONTACT (Master)	7.00
CONTACT JR.	14.00
ROCKETS	22.50
DROP KICKS	18.00
WORLD'S SERIES	4.00
JIG SAWS	4.00
JENNINGS Football	22.50
ACTION JR.	20.00

1/3 Deposit, Balance O. O. D., f. o. b. Newark.

READY FOR IMMEDIATE DELIVERY
CHICAGO EXPRESS \$44.50
QUICK SILVER 67.50
CHECKERS 84.50
1/3 CASH, BALANCE O. O. D. WRITE FOR COMPLETE PRICE LIST!
GEORGE PONSER CO. 11-15 EAST RUNYON ST., NEWARK, NEW JERSEY

THE NEW BLADE SENSATION!
PULLMAN BLADES
Double-Edge Blue Steel Triple Treated, equals any \$20 blade. Packed three—retail value, 25c per package.
\$12.50 per 1000
No shipment less than 1,000 blades.
PULLMAN BLADES—2 for 10c. 24 packages to card, 75c PER CARD.
No shipment less than 10 cards.
PULLMAN BLADES—3 for 15c. 24 packages to card, \$1.20 PER CARD.
No shipment less than 10 cards.
Send \$3.50 for sample assortment of Pullman Blades as advertised above.
PULLMAN BLADE COMPANY
650-654 Great Jones, NEW YORK CITY

HI-LO REPEATS
A 600-hole Step-Up Jack Pot Board that never grows stale to the player. Shows an average profit of almost \$20.00 on a \$30.00 take-in, with the irrefutable player appeal of \$10.00 and \$15.00 possible hits to shoot for. Price, \$1.95 net, tax paid in dozen lots. Sample Board only \$2.25.
NEWEST—PLASHIEST
In a 600-hole Individual Step-Up Jack Pot Board.
RADIO
Turn in on \$20.00 average profit for each new "Radio" Board on installation. Fair share of all competition. Price: \$1.95 each net, tax paid in dozen lots; Sample Board only \$2.50.
SUPERIOR PRODUCTS
1903 So. Michigan Avenue, Chicago, Ill.



A SURE FIRE HIT **BULLET** BOUND TO MAKE A HIT with YOU

Automatic PAY OUT

\$24.95 FOR 1 OR 100

GETS THE PLAY and PROFITS

A \$75.00 machine in performance—appearance—and construction, yet costs but a fraction of other automatic payout games. Action every play. Balls roll into cannon, shoot up bill into channel. Ball in 3000 hole completes one contact—one in skill hole shells out the coins.
Built to the size of every counter—Bullet opens up thousands of new locations. Size 12x23—shipping weight 33 lbs. Natural birch cabinet—colorful playing field. Buy Bullet—It's a money maker.
Variable Awards of 2 to 8
1c or 5c Play.
Visible Coin Chute.
Chest-proof
Electric
Anti-Tilt

SEE YOUR NEAREST JOBBER

PIERCE TOOL & MFG. CO. 4329 E. RAVENSWOOD AVE. CHICAGO, ILLINOIS

Takes Over Jobber Firm
NEWARK, N. J., April 6.—Morris Glisser, of Hercules Sales Organization, progressive distributor of this city, announces that the firm has taken control of the Interstate Sales Organization, of Trenton. With the taking over of control of Interstate there has been a change made in the management of the firm. Adolph Klein has been appointed general manager, and Al Tahl will now be one of the salesmen for the firm.
Mr. Glisser reports that with Mr. Klein in charge ops in Southern New Jersey and Eastern Pennsylvania areas are assured of complete sales service. The firm also announces that all the newest and latest machines will be in stock at all times. There will also be used machines for those that want them.
The complete building has been taken over and separate sales forces for the different products of the firm will be in action there.

Harlich Newest SALESBOARD CATALOG
Advance Issue

Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready.
Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich salesboards.
SEND FOR IT NOW
HARLICH MFG. CO.
1401-1417 W. Jackson Blvd., Chicago, Illinois

DON'T FAIL TO READ
The Special Features
"Newspaper Publicity"
By Walter W. Hurd (Page 44)
and
"Sportland Management"
By William E. Pabst (Page 45)
BOTH IN THIS ISSUE

Buy Quality. **GUARANTEED**
WALTHAM, \$2.75
18 8-15—17 J. Hunt, Lever Set, Nickel-Plated Movement, like new, fitted in new Chrom-Plated or Indian Head Yellow Cases. Minimum quantity 1/3 Case. Money refunded in 5 days. Sample 50c extra. Send for special circular.
PALYER & SMITH, Inc., 110 Trinity Pl., N. Y. C.
REVISED AND UP-TO-DATE MACHINE
List mailed you each Wednesday, showing Lowest Prices on Used Machines. Drop us a card and receive this List weekly.
KANSAS NOVELTY COMPANY
555 W. Douglas Ave., Wichita, Kan.
"Largest Stock of New and Used Machines in the Middle West."



ZIP!

AMERICA'S FINEST AND MOST BEAUTIFUL GAME

So exciting and appealing in its action that it is holding the player's interest game after game. Operators everywhere report handsome cash-box collections.

- 1 A true game of skill, plus fascinating action!
- 2 Outstanding in its design — mechanically perfect.
- 3 "Out balls" can be advanced into high scoring pockets through skill shots.
- 4 Results count! Operators are getting real Dollar results which spell Profits!
- 5 A game of Tomorrow, available Today!
- 6 Location-tested for thorough dependability and player-appeal.
- 7 The fascination, speed, suspense and thrills of all games combined, in one.
- 8 "ZIP" up your profits with "ZIP"! RUSH ORDER TODAY!

Size: 20"x40", modernistic cabinet, all metal parts, chrome plated. Flashy — Irresistible.

\$39⁵⁰

F. O. B. Chicago. One-third deposit with order, balance C. O. D.

"ZIP" answers the cry of the operators for "A NEW GAME THAT THE PUBLIC WILL PLAY AND KEEP ON PLAYING."

THE AD-LEE CO., INC.,

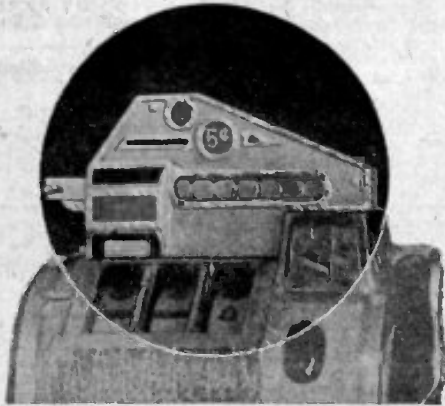
827 South Wabash Avenue CHICAGO, ILL.

Our 40 years in the business of building and selling Coin-Operated Machines is your guarantee of a square deal.

ATTENTION! SLOT OPERATORS!

ELIMINATE SLUGS

Increase your profits with the National Escalator Attachment, made to fit any Mills Bull's-Eye Bell 5c play. Write for full particulars.



IMMEDIATE DELIVERY

Price \$8.50

NATIONAL COIN MACHINE EXCHANGE
2137 Tryon Lane, Toledo, O.

BASEBALL! BASEBALL! BASEBALL!

PLAY BALL — OPERATORS — PLAY BALL!

The Season is here—clean up. We manufacture and have in stock Daily and Weekly Baseball Sales Tally Cards and Series and Coupons of all kinds and description for Operators: for all Leagues; 2 way; 3 way and 4 way. Weekly or Daily—Lightning, Moon, Fair Play, Twenty Grand, Jumbo, etc.; also Seven Lucky Numbers, Economy Play, Newspaper Headlines, Bingo Cards, Weather, Tip Cards, Triple Actions, etc. Weekly or Daily Series, 3 ways in 3 Leagues (National, American and American Association), 2024 Coupons, 40 Coupons to Card, \$8.00 per series; 12 Series, \$72.00, plus 10% tax. 2 Clubs, 2 Leagues, 120 Coupons to Card, Ovens, \$24.00, plus tax. 4 Way—3 Leagues, 10,026 Coupons, \$36.00 series and tax. 42 Series, \$360.00. Prices much lower in large quantities. Order direct from this advertisement and receive FREE \$5.00 worth assorted samples of our complete line, catalog and particulars. Otherwise send \$2.00 for assorted samples, etc., by express prepaid; refunded first order. Positively no samples, catalog or particulars sent to anyone without remittance of \$2.00. Established 1919. Will give you a square deal. Reference: Dun & Bradstreet. Order Now! WIRE—will ship C. O. D. Address: FERROUS MANUFACTURING CO., 322 N. Senate Ave., Indianapolis, Ind.

MARVEL CANDY GIVE-AWAY PACKAGES

WE MANUFACTURE BOXED CANDIES FROM 1c UP SUITABLE FOR ANY KIND OF GAME.



Dolly Dimples

A Very Classy Package. Contains Nut Chocolate Caramels.
Packed 100 Pkgs. to Carton... \$2.00
500 Packages... \$10.00



OUR CANDY

Is Guaranteed to Stand up in all Weather.

MARVELS GIVE-AWAY
Packed 200 Per to Carton... \$2.00
1,000 Packages \$10.00

25% deposit with all orders, bal. C. O. D. Send for FREE ILLUSTRATED 1935 CATALOG. MARVEL CANDY COMPANY, Inc., 101-103 Wooster Street, New York City

SEASON OPENING SPECIAL!!



OLD FASHIONED SET — Consists of 6 Enameled Striped Glasses with Mixers and Chrome Tray. Set to Box.

Doz. Sets
90c Each

Sample Set, \$1.00.

Deposit 25% with Orders, Balance C. O. D. We have our Jay Holtz Special Catalog just off the press—chock full of Hot Buys. Send for it.

JACOB HOLTZ 889 Broadway NEW YORK CITY

OPERATORS — WHAT ARE YOU WAITING FOR?

WE KNOW YOUR ANSWER: "A WINNER."

To prove to you we have them, just give us your order for one each of

NEONACT — ROTOLITE — TIME — BABY LITE-A-LINE

"STUFF'S IN THE BAG FROM THEN ON"

Write or wire and phone us collect, boys! No time to lose.

PACIFIC AMUSEMENT DISTRIBUTING CO.

4402 OLIVE ST., (Phone: Newstead 0349) ST. LOUIS, MO.

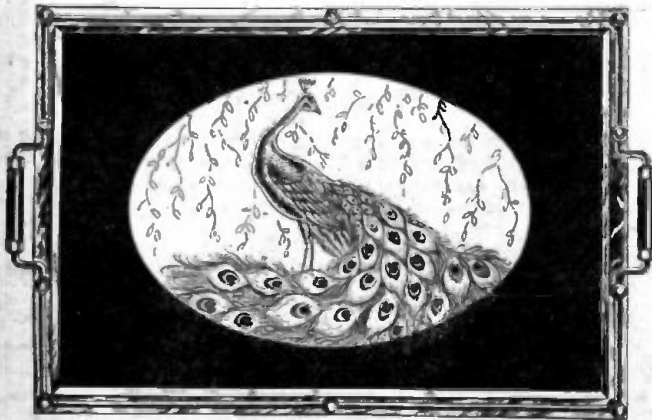
EASTERN DISTRIBUTORS

JACK POT BELLS, O. T. BELLS, JACK POT VENDERS, CANNON FIRE, BLACK JACK,	MILLS EQUITY, CLASSIC, TICKETTE, DIAL, IMPACT,	QUICK SILVER, TIME, TURNTABLE, ARMY AND NAVY, HOLD AND DRAW.
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KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

JOBBER: Write us immediately! Complete your line with these sensational new serving trays. **AMAZINGLY LOW PRICED.**

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



MARVEL SERVING TRAY ASSORTMENT

New art pictures oil-painted on glass. New construction features, including wood grip, flexible handles; lustré plated metal trim; solid, heavy, bright metal rails, rubber bumpers. Size 12"x18". Attractive, Desirable, Useful!

THE GREATEST PREMIUM TRAY VALUE IN YEARS FOR CONCESSIONAIRES, PIN GAME, SALESBOARD AND SPORTLAND OPERATORS.

Order from your jobber. The price is so low it will surprise you. Write us today for name of jobbers and distributors nearest you.

HENRY FINGOLD CO., 144 WEST 27th STREET, NEW YORK, N. Y.

CASH IN ON A LIVE ONE

BASEBALL
Home Run Board Form 3490 GETS THE PLAY

Takes in (1000 holes at 5c) \$50.00
Pays out (Average) - - - \$26.00
Average Profit - - - - - \$24.00

Price \$2.30 With Escal Plus 10% Federal Tax.

CHAS. A. BREWER & SONS

Largest Board & Card House in the World.
6326-32 Harvard Ave., Chicago, U. S. A.

GET A HOME RUN WITH \$10

100% OF PROFITS ON INCREASED AND LOTTERY PLAY ON

LAST PLAY IN EACH SECTION RECEIVES ONE PRIZE OR MORE FOR BASEBALL

Law Displaces Many Employees

CHARLOTTE, N. C., April 6.—The effects of the recent coin-machine legislation on employment was given publicity in *The Charlotte News*, which published interviews with merchants and operators by a staff writer. The new law aimed at chance devices is so broad in its provisions as to be variously interpreted by public officials. Pinball games generally are being allowed to continue under State license until May 1. Merchants told the news reporter that the banning of pinball games would mean that employees must be released; operators also reported that one or more helpers in each case would be thrown out of work.

It was also disclosed that thrown out of employment as of May 1 will be some 30 service men, now located in Charlotte and employed by the various companies whose assorted devices are operating in Charlotte and contiguous territory. All operate cars, it was said, in their task of maintaining the various machines in workable condition and in collecting the intake from the devices. This force is largely busied with the operations in Mecklenburg County alone, with dozens of others engaged in similar work throughout the State.

"My 50 per cent portion of the take," stated one of the operators, "was never large. It has meant, however, since its abolition the discharge of one white and one colored employee, with the subsequent working of additionally long hours by myself.

"See that little restaurant across the street?" he added, pointing to a building whose unwashed windows plainly indicated vacancy. "Three people there are out of employment as the result of the new law. The restaurant was closed almost immediately.

"What I consider would have been the fair thing for the Legislature to have done would have been the adoption of our suggestion that fines of the heaviest nature and revocation of license would have followed any conviction where it was shown that an operator allowed play by anyone under 18 years of age. Heaven knows I don't want any bunch of kids pushing the levers in my place. On the other hand I feel that any full-grown man who operates a slot machine does so with the same knowledge which is available when he bets on the horses or engages in any other game of chance.

"They informed us in Raleigh that the State's portion of the license revenue from this source was only \$56,000. Those figures seem unbelievable to me, but regardless of that fact, I feel that the return of a great many people to idleness constitutes the most serious results in viewing the matter from a State-wide viewpoint.

Mayor Invites Ops' Convention

ATLANTIC CITY, April 6.—Mayor Harry Bacharach has recently invited the coin-machine trade to avail itself of the facilities of Atlantic City in holding a convention here. The invitation was addressed to Murray Goldstein, business manager of the Amusement Men's Association in New York, as follows:

"I have just heard that in the near future there probably will be held a large meeting of vending-machine operators. Therefore I hasten to write to ask for your support of Atlantic City as the most logical place for such an important meeting to convene.

"Atlantic City is convenient to the great centers of population, and by reason of its popular appeal with everybody the proposed convention would undoubtedly draw a large attendance if held here.

"It occurs to me that there quite probably should be a large exhibit in connection with this convention, and this prompts me to remind you that Atlantic City has the largest convention and exposition hall in the world.

"I bespeak your support of this movement, and I will appreciate it if you will write me concerning your attitude on this matter. Also please let me have any suggestions that you have regarding the matter of securing favorable action on Atlantic City's invitation."

HARRY BACHARACH, Mayor.

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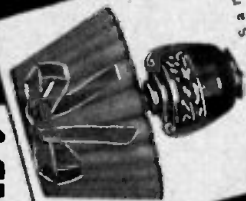
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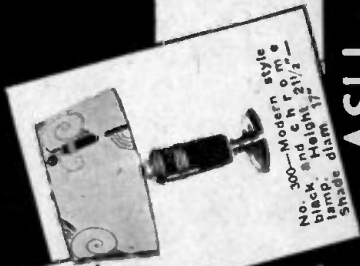
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LOOK AT OUR PRICES.



INGRAMM New Model Men's Wrist Watch. Fancy New Luminous Type Dial. Complete with link band. Each **\$1.59**

JOBBERS IN CONNECTICUT, NEW YORK STATE AND NEW JERSEY — RUSH YOUR ORDERS

2 BIG HITS

Beam-Lite and Builder-Upper

NOW READY

SUPREME VENDING COMPANY, INC.

557 Rogers Ave., Brooklyn, N. Y. 922 8th Ave., New York City 1416 Webster Ave., Bronx, N. Y. C.

101 "HARBRO" Gold-Plated Pocket Watch

American Made. Fully Guaranteed. Fancy Dial, Railroad Plate. Specially Low Priced. Each **.82c**

B READY FOR B DELIVERY

CHICAGO EXPRESS.....	\$44.50
SCORE-A-LITE.....	44.50
OYLOM.....	72.50
KINGS OF THE TURF.....	43.50
ROOK-ELITE.....	39.50
HOLD AND DRAW.....	29.50
KELLY POOL, JR.....	39.50
ONEKERS.....	44.50

Write for Our New List No. 170, which contains information and prices on New and Used Pin Games, Counter Games and Slot Machines.

BESSER NOVELTY CO.
3977 Delmar Blvd., St. Louis, Mo.

Be Wise!
BUY YOUR GAMES FROM

Reconditioned Bargains

Spark Plug.....	\$22.50	Blue Dart.....	\$10.00
Cannon Fire.....	28.50	Chicago Club House.....	8.95
Mills Equity.....	17.50	Barrel Roll.....	8.95
Mills Ticketta.....	17.50	21 Venders.....	8.95
Q. T. Venders (5c).....	18.50	Booster, 33.33; Base, 33.33	
Q. T. Venders (1c).....	49.50		
Mills Impact.....	29.50		
Put 'n' Take.....	87.50		
Gold Rush (Rock-Old).....	67.50		
Red Arrows.....	69.50		

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O. 1410-12 CENTRAL PARKWAY CINCINNATI, O.

"MATCH KING"

Genuine \$1.00 Model Match King Lighters. Black, Red and Green. Beautiful Color Sprayed Metal. Packed 1 Doz. to a Display Box. Each **12 1/2c**



MILLS SILENT GODSENECK JACKPOT BELLS, \$40.00; Rebuilt, \$37.50; Mills Escalator Jack Pot Bells, \$55.00; Golden Bells, \$80.00; Mystery Bells, \$65.00; Q. T. Balls or Venders, \$40.00; Waiting 1c and 5c Twin Jack Pot Bells or Venders, \$35.00; One-Third Deposit. Get our Prices on Brand-New Machines.

KINZER NOVELTY CO., 1619 E. 60th St., Chicago, Ill.

DEAL WITH CARL - - ALWAYS A SQUARE DEAL

"MIDWEST HEADQUARTERS FOR THE BALLY AND MILLS LINE"

Traffic (A Model).....	\$49.50	Cannon Fire.....	\$42.50	Auto Dart.....	\$95.00
Traffic (B Model).....	94.50	Mills Equity.....	39.50	Bracon.....	39.50
Traffic (C Model).....	99.50	Mills Ticketta.....	17.50	Starlite.....	49.50
Rockalite.....	39.50	Q. T. Venders (5c).....	87.50	Barrel Roll.....	89.50
Slyscoper.....	37.50	Q. T. Venders (1c).....	49.50	Castle Lite.....	39.50
Ball Circle.....	39.50	Mills Impact.....	29.50	Army and Navy.....	
Rockets, Champions.....		Put 'n' Take.....	87.50	(Newest Model).....	44.50
		Gold Rush (Rock-Old).....	67.50	Quick Silver.....	87.50
		Red Arrows.....	69.50		

IMMEDIATE SHIPMENTS ON ALL ABOVE MACHINES. 1/3 DEPOSIT. BALANCE C. O. D.

UNITED AMUSEMENT CO. 2411-15 Main Street, KANSAS CITY, MO.

727-GENUINE PARKER \$4.50 DUOFOLD MODEL PEN & PENCIL SET, beautiful colors. Pen Set, \$1.50. Pen Only, \$1.00.

WRITE FOR OUR NEW CATALOG.

THE HARRIS COMPANY
519 W. Madison St., CHICAGO.

YOU PICK A WINNER WHEN YOU BUY
STONER'S NEW
Cavalcade



SPEEDING-LIGHTING-WINNING

ITS WAY AS AMERICA'S MOST THRILLING GAME OF SKILL!

CAVALCADE is "the proven thoroughbred of big profits!" New and entirely different in its fascinating play, CAVALCADE is ACTION all the way. A double action rapid fire mechanism that alternately shoots balls out in opposite directions, at the same time lighting a red light and a green light . . . another lightning-like ball dispatcher that flashes a light and rings a bell . . . an automatic anti-tilt that closes the HOME STRETCH when the machine has been tilted . . . an adjustable pay-out percentage feature. To really appreciate CAVALCADE see it at your local dealer's - today!

\$39⁵⁰

TAX PAID
F. O. B.
 AURORA, ILL.



READY FOR IMMEDIATE DELIVERY

BEACON

THE ORIGINAL *FLASHING LIGHT* GAME THAT'S SHOWING OPERATORS THE WAY TO LONG TIME BIG PROFITS!

ORDER THIS STONER SENSATION TODAY!

\$39⁵⁰

TAX PAID
F. O. B.
 AURORA, ILL.



STONER CORPORATION 328 GALE STREET
 AURORA, ILL.

ATTENTION!! - - SALESBOARD OPERATORS

Just ready for delivery, a 2,000-hole Penny Cigarette Board, complete with five Beautiful Premiums. Nets \$13.80 after awards are paid. Order as No. 2,000 H. A. S.

NEW AND HOT

Best set-up yet. Jobber's prices. Sample, \$3.00; Lots of Five, \$2.75; Lots of Ten, \$2.50. Order from this ad and be first.

H. G. PAYNE COMPANY
 312-314 Broadway NASHVILLE, TENN.



Salesboard Operators

We offer you a sensational seller in this 2,000-Hole Penny Cigarette Board with 8 valuable premiums featuring an Elgin or Waltham Pocket Watch for only

\$5.00 Complete

This assortment can also be had with an American-made Pocket Watch for only

\$4.00 Complete

Takes in \$20.00 and pays out 24 Packs Cigarettes. May be had at 1c, 2c or 3c per sale.

TERMS: 25% DEPOSIT, BALANCE C. O. D.

NOVELTY SALES CO.
 808 WALNUT STREET, PHILADELPHIA, PENNSYLVANIA
 WRITE FOR OUR ILLUSTRATED CATALOGUE

ARCADES, PARKS AND OPERATORS NOTICE

Radio Rifles . . . \$85.00	K. O. Fighters . . . \$75.00	Mutoscope Traveling Cranes . . . \$150.00
Model G Claws . . . 75.00	Model F Claws . . . 65.00	20th Century Dipper . . . 35.00
Model E Claws . . . 40.00	Erie Diggers . . . 15.00	Seeburg's Peppit Sweepstakes . . . 45.00
8c Pool Tables . . . 10.00	Mills Escalators . . . 35.00	Job Pot Slot Machines . . . 10.00
Alarm all of the Latest Pin Games, new and used, in stock. Write to the	MJ Score Pool Tables . . . 22.50	

LEHIGH SPECIALTY CO. 155 GREEN ST., PHILADELPHIA, PA.

MILLS CANNON FIRE LARGE SIZE \$35⁰⁰

All New Coin Chutes - New Cannons - New Marbles
 JENNINGS FOOTBALL, \$25.00 FORWARD PASS, \$11.50 SEEBURG HOOKEY, \$18.00

Terms: 1/3 Deposit, Balance C. O. D.
 All of the above Need Games have been originated from top to bottom. The cabinets are washed and polished. All batteries have been overhauled from top to bottom. Playing fields are trim and clean. No dirt rings around the runways. No bent pins. Legs are strong and firm—the coin chutes smooth. IT PAYS TO BUY GOOD USED GAMES

MILLER SALES CO., 4404 MANCHESTER AVE., ST. LOUIS, MO.

ECKHART PRESENTS -

HOLE IN ONE

A NEW PRINCIPLE 1 BALL AUTOMATIC
PAY-OUT PIN GAME
SENSATION

Look at these

OUTSTANDING FEATURES

- BEAUTIFULLY DESIGNED MIRRORED GLASS
- BUILD-UP FOR JACKPOT
- AUTOMATIC PAY-OUT INDICATOR
- AUTOMATIC CHEAT PROOF ANTI-TILT
- PAY-OUT LEVER
- IMPROVED BALL LIFT LEVER
- ACE PICK-PROOF LOCKS (FRONT AND REAR)
- A. B. T. COIN CHUTE
- ESCALATOR LAST 8 COINS VISIBLE
- GUM VENDOR
- EXPOSED OR CONCEALED JACKPOT (AS ORDERED)
- CONCEALED PAY-OUT DRAWER



37"x18"

\$87.50
F. O. B.
Chicago

New • Thrilling • Exciting • Hole-in-One Is a Sure Drive Into Big Money!

A powerful . . . consistent money maker . . . that's HOLE IN ONE . . . the dynamic one ball automatic pay-out pin game sensation! Mechanically perfect, HOLE IN ONE is thrilling and exciting in its unusual play. It is the apparent ease of winning that fascinates and holds the player's interest. The big jackpot . . . the 12 winning holes . . . only 8 losing holes . . . what a "come on" . . . and how the players go for it! HOLE IN ONE is unusually beautiful with its designed mirrored glass, attractive playing field and ultra modern cabinet design.

ONE-THIRD DEPOSIT WITH ORDER, BALANCE C. O. D.

DON'T DELAY • WIRE, WRITE, PHONE TODAY!

C. F. ECKHART & CO., Inc.

1250 W. FULLERTON AVE.
CHICAGO, ILL.

READY FOR IMMEDIATE DELIVERY!

NOW!
OBTAINABLE
AT ALL
**LEADING
JOBBER!**

**5 MONEY MAKING
OPPORTUNITIES**
You Can't Afford to Miss!



Size
20"
x
40"



Size
20"
x
40"

SYNCHRO - A Star Performer!

Another Pacific Winner—"SYNCHRO"—A New and Unique All-Mechanical Game LOUDLY ACCLAIMED by Players Everywhere. Balls progress in GRACEFUL CURVES—then FLOURISH to FOUR TIMES their original value. Nothing like it ever before! SEE "SYNCHRO"—PLAY "SYNCHRO"—You'll take it for RICH RETURNS — and At **\$39.50** Only



**BABY
LITE
A
LINE**
• 16"x24"
Counter
Size

The FIRST COUNTER SUCCESS in YEARS! It's the New BABY LITE-A-LINE! The GREATEST OPERATORS' GAME of 1935 takes after the Larger LITE-A-LINE with a WEALTH of EARNING POWER you'll WELCOME in DAILY COLLECTIONS. Single Scoreboard—One Coin Chute—A Genuine Value at **\$32.50**

ROTO-LITE - A Revolutionary Light-Up Idea!

Light Animation in Sparkling Colors—A Whirl of Fiery Action when a ball engages the "Spinner" Hole—Winning Scoring Arrangements that LINE UP in Straight Diameters—A "Kicker" too! Twin Discs—Two Coin Chutes for DOUBLE PROFITS! Choose ROTO-LITE—A Beautiful De Luxe Game. Don't Miss It! Price..... **\$68.50**

Operate for BIG INCOMES-- TIME!
Meet the Player DEMAND for TIME!

Now Reaping a Harvest of Steady Money for Operators and Locations throughout the Entire Nation. "TIME" is a Logical Selection to make. Its Magnetic Appeal—Its TWO-WAY System of Scoring—brings a Natural Heavy Demand that is FORCING PRODUCTION TO FULL CAPACITY. Take "TIME" today for a LONG RUN into STEADY REVENUES. Reasonably Priced at.... **\$42.50**

Size
20"
x
40"



NEONTACT - The NEW NATION-WIDE CRAZE—A WINNER!

A Value You Can't Overlook! Imagine—NEON LIGHTS that actually SPELL—TWO—FIVE—TEN—and TWENTY! Think what FOUR Optional SKILL Routes mean to Players—Consider the BIG AWARDS—the Tremendous Reception "NEONTACT" is being accorded—Then place "NEONTACT" in EVERY Location for HEAVY LASTING RETURNS —at an investment as low as **\$62.50**

Size
20"
x
40"

**It Will PAY to ACT
QUICK on these BIG
OPPORTUNITIES!
ORDER TODAY!!!**

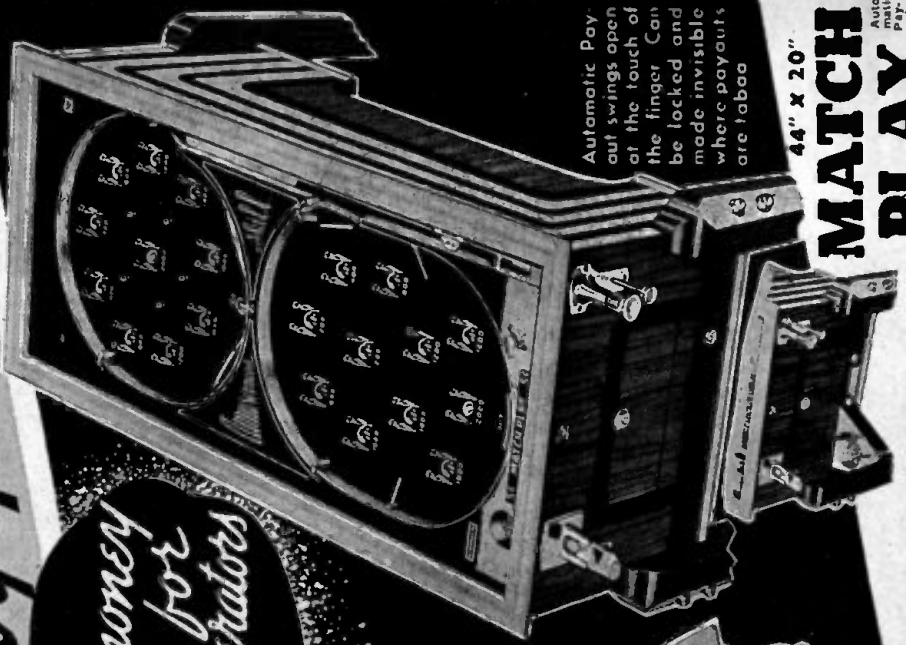


PACIFIC AMUSEMENT MANUFACTURING CO.
4223 W. Lake St. Chicago, Illinois
1320 S. Hope Street, Los Angeles, Calif.

KELLY POOL

Another Hit by Gottlieb!

3 money makers for smart operators

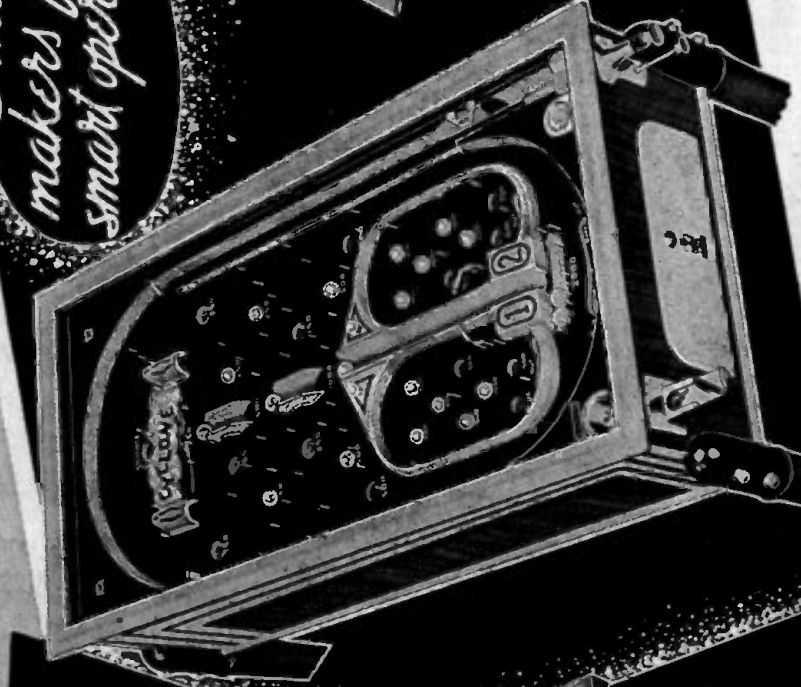


Automatic Pay-out swings open at the touch of the finger. Can be locked and made invisible where pay-outs are taboo.

44" X 20"
MATCH PLAY
Auto-Pay-out
\$87.50

THE ultimate in coin machines! The peer of all payout machines that MATCH PLAY offers. The score of the lower field with that of the upper. If matched score is 200, automatic payout dispenses 2 coins; if 400, 4 coins, and so on up to 20 coins for a matched score of 2,000. Two balls are used; or pay-out may be "controlled" by adding a 100 or adjusting top-edge spring. Extra ball for "top-edge" pay-out, \$3.00 additional. Ebony Black or Chicago Red baritone finish net.

Immediate Delivery on All Games
—See Your Jobber Today



44" X 24"
CYCLONE

A MAJING action action around and the most interesting PLUS A SENSATIONAL (optional) ELECTRO BALL LIGHT that eliminates all fumbling and waste of time. Ball is always ready for the next shot. Cyclone FID balls are ejected into action when any of the other FID balls pass through the two tunnels. Lights flash! Balls advance! (Electric Light optional.)

All Prices for Lots of 1 to 100, F. O. B., Chicago
SENIOR \$62.50

WITH UNIQUE LIGHT UP FRAME
\$39.50

THE new idea in Pin Games! All the skill, tactics and fascination of the famous old game, Kelly Pool in a different playing action! The object in KELLY POOL is to win by shooting and pocketing colored numbered balls with corresponding numbers and colors. Awards are based on successfully matched pockets and sets. No balls have been scratched. Cards for opportunity to win even on the last ball played, providing the player has a double chance to win. Lower field is supplied with "relaxer" to lend a hand to the player who is behind in the game. When coin is inserted, frame lights up for two minutes. The action mechanism is so simple that it can be seen to be fully appreciated. Be among the first to offer this game of real fun. Junior size.

TWO MODELS
Junior
40" LONG
21" WIDE
Senior
44" LONG
24" WIDE

D. GOTTLIB & CO.
2736-42 N. Paulina St. Chicago Illinois
Sole European Distributors-Burrows Automatic Supply Co. 78-81 Fetter Lane London Ene
New York-American Vending Co 773 Coney Island Ave Brooklyn 45 Elizabeth Ave Newark N. J.

Bally's COMBINATION **TICKET AND PAYOUT** GAME **TRAFFIC**

14 Different Color
LIGHTS
On Playing Field
5-BALL PLAY
1-INCH GLASS MARBLES
Out-Ball Return

ANOTHER GREAT DESIGN
By HARRY WILLIAMS



WHAT a setup for live-wire operators! **AUTOMATIC PAYOUT AND TICKET VENDING UNIT COMBINED IN ONE MACHINE!** Operate either as a Payout or Ticket game, depending on requirements of each location—and get the same huge profits either way! **Change can be made in 2 or 3 minutes!** Simply lock payout door and throw a pack of tickets in the machine and your Payout game becomes a Ticket game — automatically awarding skillful player with Tickets good for 2 to 20 Free Games!

TAKING IN \$150.00 TO \$250.00 A WEEK!

TRAFFIC has all the features that insure sensational profits month after month! **FAST 5-BALL PLAY! 14 DIFFERENT COLOR LIGHTS ON PLAYFIELD! OUT-BALL RETURN! PROGRESSIVE SCORING! NEW LIVELY "IVORY-TYPE" PINS! SMOOTH 1-INCH GLASS MARBLES! RICH BEAUTY! TANALIZING SKILL APPEAL!** No wonder machines on location are taking in \$150.00 to \$250.00 a week! **TRAFFIC**—in all 3 models—has the most irresistible combination of **EYE-APPEAL** and **REPEAT PLAY-APPEAL** ever placed on the market!

NO TIME WASTED COUNTING TICKETS
When operated as a Ticket game, TRAFFIC automatically settles up with location owner for all awards made! Every Time a Ticket is issued, 2 nickels drop into payout compartment. Merchant simply unlocks payout door and pays himself back for all Tickets redeemed. When collecting, operator merely divides contents of cash-box. No time wasted fussing over a pile of Tickets! No chance for misunderstandings! This **EXCLUSIVE** feature alone makes TRAFFIC the greatest, most practical Ticket game ever built! And remember—**TRAFFIC'S** famous Rocket Payout Principle—proven positively "bugless" by thousands of machines on location 12 to 18 months!

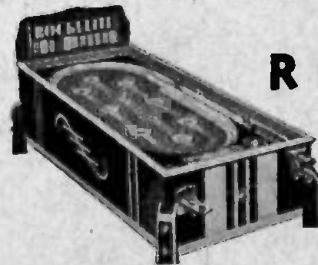
Be first in your territory! Tie up locations now—and TRAFFIC will give you a monopoly for a solid year or more of the biggest money you've ever made in this business! Get in on the ground floor by ordering TRAFFIC from your jobber today!

- Model A** TICKET UNIT AND AUTOMATIC PAYOUT \$99.50
- Model B** AUTOMATIC PAYOUT BUT NO TICKET UNIT \$94.50
Check Separator on Models A and B, \$5.00 Extra.
- Model C** NO PAYOUT, NO TICKET UNIT HAS LIGHT-UP ANTI-TILT \$49.50
One-third with order, balance C. O. D., f. o. b. Chicago.

•New Improved NATURAL

\$14.50

Complete with accessories for 3 DIFFERENT INTERCHANGEABLE DICE GAMES. Also 5 different cards for CIGARETTE, BEER and TRADE awards. With Universal motor, operating on A.C. and D.C. current, \$1.50 EXTRA. (Standard model operates on A.C. only.) 1/8 with order, balance C. O. D., f. o. b. Chicago.



ROCKELITE

with LIGHT-UP ANTI-TILT

Light-up Totalizer and LIGHT-UP ANTI-TILT on backboard—both visible clear across the store—save time and trouble for the merchant—and INCREASE YOUR NET PROFIT by eliminating payouts on tilted machines. And you'll be tickled stiff with the way ROCKELITE takes in the money!

ORDER FROM YOUR JOBBER TODAY! Price Only **\$39.50**

BALLY MANUFACTURING COMPANY
2642 BELMONT AVENUE CHICAGO, ILLINOIS

3

MUTOSCOPE PRODUCTS

That will make History in the operating world

Once more Mutoscope steps forward with three leaders that merit the patronage of coin machine operators throughout the world.

- ① The *Electric Traveling Crane* is conceded to be the greatest money maker ever offered to digger operators.
- ② The *MAGIC FINGER* is an entirely new idea in automatic merchandisers and is already receiving the enthusiastic praise of operators, location owners and the public.
- ③ *CHECKERS*—the new pin game with *Upright Registrar Score Board*. No batteries, no electricity, no upkeep cost. It's clicking with operators because it's clicking for operators!

Each of these exclusive Mutoscope Products is built with the mechanical perfection resulting from our 40 years of manufacturing experience.

MAGIC FINGER
AUTOMATIC MERCHANDISER
The New Whirlwind Money Maker!



Similar in size and construction to our Crane with the same outward beauty and the same inward mechanical perfection this new "Magic Finger" merchandiser makes a perfect companion to the Crane.

A new type of Fascinating action! Vends the same type of merchandise as the Crane but instead of a digger descending and *lifting* the merchandise, the *MAGIC FINGER* actually moves forward and *pushes* the merchandise down the vending chute.

Write for Illustrated Folder and Complete Details

THE FINEST LOCATIONS DEMAND QUALITY MUTOSCOPE PRODUCTS

MUTOSCOPE

Sets the pace for 1935

MUTOSCOPE

ELECTRIC TRAVELING CRANE
MERCHANDISE VENDOR
The Finest Digger ever Built



The *only Crane* with automatic Candy Vendor that delivers a specified purchase of candy for every nickel—and rejects the nickel automatically if candy supply is exhausted. Shatter-proof Glass throat.

These are only two of its 20 points of superiority that make the Mutoscope Crane welcome in the finest, best paying locations.

Exquisite walnut cabinet with fluted trims and imported zebra wood inlays.

Write for Illustrated Folder and Complete Details of how others are making big profits with Cranes

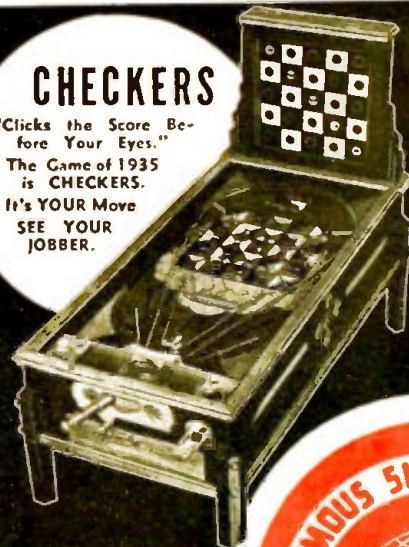
LOOK AHEAD 5 YEARS—AND YOU WILL BUY MUTOSCOPE CRANES

CHECKERS

"Clicks the Score Before Your Eyes."

The Game of 1935 is CHECKERS.

It's YOUR Move SEE YOUR JOBBER.



NO BATTERIES
NO ELECTRICAL CONNECTIONS



OPERATORS' PRICE
\$44.50 FOB NEW YORK

COMPLETE
WITH THREE INTERCHANGEABLE SCORE BOARD PANELS
1 - CHECKERS
2 - FORM-A-WORD
3 - POKER

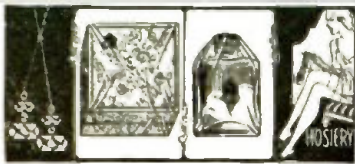
WORLD FAMOUS SINCE 1895



516-20 W. 34TH ST
NEW YORK

INTERNATIONAL MUTOSCOPE REEL CO. INC.
MANUFACTURERS

3000 fast **SELLERS** top-notch **PRIZES** and flashy **PREMIUMS**



5-PIECE DEAL

No. D49—Deal consisting of Two Pairs of Ladies High Quality Hoop, Perfume and Face Powder and 1 Genuine Rock Crystal Costume Necklace. A very fast seller at 90c.
SAMPLE DEAL, 60c, DOZ., 59c Each GR. 58c Each Deal

ALL PURPOSE CEMENT

No. T9—Cement sold under a money-back guarantee. Will cement together Glass, Celluloid, Porcelain, China, Pottery, Metal, Leather, Fabrics, etc. Invaluable for home, office or work shop. Sells for 10c.
SAMPLE 6c, DOZ., 59c, GR. \$6.60



3-PIECE SET
 No. D21—Set consists of high quality Face Powder, Enchanting Perfume and a beautiful reproduction Pearl Necklace. All wrapped together to make a very attractive package. Sells for 39c.
Sample 15c Doz., \$1.56, Gr., \$17.28

INHALANT



No. T123—A nature remedy recommended for relief of Headaches, Croup, Asthma, Sinus and similar Nasal complaints. Satisfaction guaranteed. Sells for 25c.
SAMPLE 12c, DOZEN, 98c, GROSS, \$9.96



SEWING KIT
 No. N127—Kit contains Gilt Thimble, Brass Case with one spool each of Black and White Thread, Sewing Needles and Pins. Sells for 10c.
Sample 5c, Doz., 45c, Gr., \$4.95

Pot and Pan Cleaner



No. N55—Made of Flexible Woven Metal. Cleans and Scours Pans Quickly. A useful household item. Sells for 10c.
SAMPLE 3c, DOZEN, 30c, GROSS, \$2.98



VEST POCKET KNIFE

No. M610—Knife, with Two Blades. Fancy Engraved Chrome Plated Handle. An outstanding bargain. Sells for 19c.
SAMPLE 8c, DOZEN 79c, GROSS, \$8.95

Cigarette Lighter



No. M243—Octagon shaped Cigarette Lighter. Dependable, nothing to get out of order. Nickel plated. Sells for 15c.
SAMPLE 6c, DOZEN 65c, GROSS \$5.50



NECKLACES

No. 70—Reproduction Pearl Necklace. An exceptional bargain and a wonderful premium item. Sells for 10c.
Sample 3c, Doz., 33c, Gr., \$3.48

No. 126K—Costume Necklace, large size reproduction Crystal Drop on fine quality Chain with Double Safety Clasp. Sells for 10c.
Sample 6c, Doz., 55c, Gr., \$6.58



Palm and Olive Shaving Cream
 No. T197—Shaving Cream, contains Palm and Olive Oils which provides greater shaving and skin comfort than ever before attained. Rich cream lather softens toughest beard. Sells for 19c.
SAMPLE 8c, DOZ., 65c, GR., \$7.65

CLIP COMB

No. M285—Patented Gilt on Comb presents itself. Can be attached to dress, vest or shirt. May be used as a tie clasp. Sells for 10c.
Sample 6c Doz. 45c, Gr., \$4.98



STOP LOSING YOUR COMB
 No. 285 CLIP COMB



BUBBLE PIPE SET
 No. J394—Set consists of a Wooden Pipe with Metal Stem and Wooden Mouth Piece. Metal Dish and a Bar of Soap. Provides loads of fun. Sells for 10c.
SAMPLE 5c Doz. 48c; Gross \$4.98

PILL PUZZLE



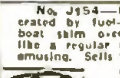
No. J148—Puzzles made of Cardboard with Gilt Top. The object is to place the two metal balls in the eyes. Sells for 5c.
Dozen 9c Gross 69c



RUBBER TULIP

No. J82—Novelty Tulip made of Rubber. When flower is being admired—press the bulb and out jumps a snake. Retail for 15c.
Sample 8c; Doz. 85c; Gross \$9.50

Pon Pon Boat



No. J954—Boat, Steam operated by fuel—makes this toy boat sail over the water just like a regular speed boat. Very amusing. Sells for 10c.
SAMPLE 8c Dozen 65c GROSS \$5.95

WATER FLOWERS



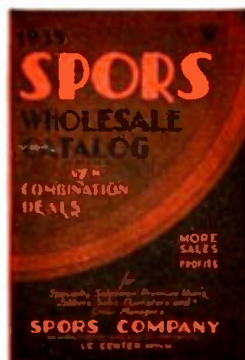
No. K90—Water Flowers, when placed in water, the shell unfolds and releases the flower and flag, with the result shown in illustration. Sells for 8c.
Dozen 8c Gross 78c



MAGIC BOAT

No. J152—Boat. Place a piece of white paper, as supplied, into stern of the boat and place it in bowl filled with water—the boat will skim over the water as if by magic.
Doz. 15c, Gr. \$1.45

FREE



SEND FOR YOUR COPY TODAY

BILLFOLDS

No. M207—Billfold to fit new style currency. Strongly stitched. Has pocket for loose change and one window pocket with identification card. Made of genuine leather. Selling price 25c.
Sample 9c, Doz., 95c, Gr., \$9.60



PEN and PENCIL SET

No. 31—Set. Pen is fitted with the New Improved Durlum Point. Pencil to match has eraser and impel movement. Each set in a box. Sells for 59c.
SAMPLE SET 35c Dozen 29c each set GROSS 28c each set



RAZOR BLADES
 M30—Twentieth Century Blades, packed five blades to a package, 20 packages in a carton. (For Gillette type razors.)
Sample pkg. 7c; 1 carton 75c 1000 Blades \$6.90

No. M204—New London Blue Steel Blades to fit Gillette Type Razors. Packed 5 blades in a package, 20 packages in a carton. 1 carton of 100 blades 45c; 1000 blades \$4.00

3000 ITEMS

For salesmen, operators, etc. Ideal Prizes, Premiums and Fast Sellers are shown in our Catalog. Send for a copy today.

TERMS

All prices here are F. O. B. Le Center, Minn. Please send cash with order or 20% down with C. O. D. order.



WRIST WATCH

No. V290—A practical watch in a size suitable for ladies or men. Tonneau shaped. Chromium finished case and adjustable wrist band. Has Non-Breakable Crystal. Guaranteed for 3 years. Sells for \$3.75.
SAMPLE \$1.98 Doz. \$1.59 each

SUGAR AND CREAMER SET



No. V192—Set. Beautiful silver finish with elaborate raised floral designs. Consists of Sugar, Creamer and Oval Tray to match. Very attractive. Sells for 70c.
SAMPLE 39c DOZEN SETS \$3.95

TOOTH BRUSH AND DENTAL CREAM

No. D77—Deal consists of One Tube of finest quality Toothpaste and One Toothbrush. Looks like a 50c value. Sell the toothpaste for 25c and give the toothbrush free.
SAMPLE DEAL 19c Doz. 11c Each Deal Gr. 10c Deal



SCISSOR SHARPENER

No. K33—Sharpens Dull Shears in 2 or 3 Strokes. A great demonstrator. Each on a card. Sells for 10c.
SAMPLE 4c, DOZ. 30c, GR. \$3.00



TIE SET

No. C128 1/2—Consists of Three Rayon Silk Ties in a Beautiful Box, including a Smart Looking Tie Clasp and Collar Holder. Each box has three different colored ties in the very latest patterns. Sells for 50c.
SAMPLE 35c DOZ. \$3.95



PERFUME

No. T200—A high quality Perfume sold at a low price. Ordinarily you would pay five times more than price asked. Each bottle cellophane wrapped. Sells for 19c.
SAMPLE 5c, DOZ. 48c, GR. \$3.98



NEEDLE BOOK

No. N384—League of Needle Book, contains an assortment of 60 Oil-Tempered Steel Needles, highly polished and perfectly tapered, with large improved eyes, so they may be easily threaded. Sells for 20c.
Sample 4c, Doz. 39c, Gr., \$3.95

NEEDLE THREADER

No. N341—Threads Needles, easily and quickly. Sells for 5c.



DOZEN 8c, GROSS 72c

CERTIFIED ASPIRIN TABLETS

No. T169—Certified pure and made of best quality ingredients. Packed 12 Tablets in a Tin Box, 12 Tins in Display Carton. Sells for 5c.
SAMPLE 3c DOZ. 21c, GR., \$2.35



BLANKETS

No. C345—Indian Design Blanket, size 64x78. Stitched all around with silk thread. Comes in bright, attractive color combinations. Sells for \$1.95.
SAMPLE \$1.99 Case Lots of 30 Blankets \$1.27 Ea.



THREE-PIECE SET

No. D80—Set consists of One Cigarette Case which will hold 10 Cigarettes. One Fancy Cigarette Holder. One Small Pocket Lighter with Clip. Each set in a box. Sells for 30c.
SAMPLE 17c Doz., \$1.98, Gr., \$21.00



SPORS CO. 3-35 CYPRESS ST. LE CENTER, MINN.