

## 15 CENTS *

APR 81936

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# BETTER OUTDOOR BIZ SEEN 

## NVA San Goes To Rogers Fund

## Is officially turned overcirlis promise $\$ 100,000$ a year for five years

NFW YORK. April 0 -The denl by Which the NVA Fund turned ovor tho NVA Sarannc Lake lodgo to the Will
Rogers Memortal Pund ns a gift han nonaly been closed. The new name of the sin-the will Rogera Memorinl Hos. plend-Will be celebrated with as
week: drive for funds next month. According to the denl. the major circite gunrantee 100,000 a yenr the next
five sears for the fan under the Rogers five sears for the gan under the Rogers
Fund operntion. The alrcuits are not pating this money out of their pocketa, hotwever, but are once more going to the
public with appeals for contributions The circult have not committed them. The circuitm have not committed themenive to support after the ave yenrs.
leavine this groblem to the Rogers Finand. Aceordinf to omcinl announcement Irom the Motion Picture Producera and
Distritutors of America, the drive fundm Distritintors of Amcrica. the drive fundm
will "be used for the mainteranco of the Will Rogers Memoriml Hospital nind for the Rencral purpores of the will Rogers Joncs is treasurer. The commission dedirates its runch to "the nid and es-
inblishment of undul agencles by ess thblishment of unoful agencles by as-
Msting handicapped ohildren." Not only mating handicapped ohildiren." Not only
that, but mongys nirendy collected by that. but moness nirendy collected by
the Rogery Commtaston will not be used The Roger: Commtsston
tor the Saranno lodge.
will R. Hays, head of the MPPDA anmounces Mryor L. E. Thompson, prentthat of Keth JAlboe-Orpheum, will be tee, which will onlint ald of mnjor and This is the tinnl to
(See NVA SAN Dh to the passing
Miss. Anusement Tax Cut Jackeson, Mlas., April /4,-The Asts. Hissippl state Senate last week com
phetely reversed inuel? from a recent rul Inip and the state amusement thax of 10 per ecnt will bo out npproximately 80 populition. The now rate in the smalles intion. In 13 of the towns of the state Where the population to over 10,000 ex fibitors will be forced to continue under

## Striking Features Of Mars, New Chi <br> ohicago. Apris 4.-Marein .J. arecn,

 lect for Cily or Mara, the now the mite of old white ciry, sald todny hat construction will start not later an September. 1936.IH? added that Dr. Forest Ray MoulJo the is Reneral conceasion ndviser for the city of Mars, has decided to Century of Propress which proved hat sucresaful and incorpornte them
the general plan of the new park. Mr. Groen sald that the connitruction Find from the bane to the top of the Wh-foot the bane to the top of the Mora. Thls ride will be in the form af sertes of rocket cars which Fill

Beosley Wins on Appeal In Taronto Games Case
TORONTO. April 4.-Court of Appenis herg on Tuenduy quakhod a conviction of Whllam Beasley. the Beasicy midway havin' been oloned at the Royal Winter Falr here lagt fall by local police. oper-
ntor inter belne convicted on $n$ chargo ntor inter belnk convicted on n chnrgo
of operuting games of chance. Mr. or operutins grmes of chance. Mr. Beasley appeaied, contending that con-
cexkions involved were games of wkill Justice Mnsten, who dellvered the gudsment, polnted out that the defendant had leased from the Royni Winter Fuir. which, he кald. in an agricultural fair. in place to conduct games.

Question nrace ne to whether the co
(Sce BEASLEY WINS on pagc 7)
State Aid for N. Y. World Fair Rests With a Joint Committee NEW YORK. Aprli 4, Governor Her- tee will havo until Apri 20 in collect F. H. La cuardin. fair omplala nnd legistative loaders, cailed in Albany carly thls woek in an attempt to mavo New York'n 1838 World's Fnir from politien bnttoring. rewtiled in betup of n joint legialative commision whioh an to intlon. finnnelal and otherwise. Commit-
dita and upon its recommondation will probnbly rest tho inte of the Pair. polltical ntudentm belng agreed that fant
cannot succed without coneributions camnot succeed
from the state.
Governor Lehman omerged from the huddle telling reportern that the com(See STATE AID on page 14)

## WPA's First Road Show Folds After Half Route

## "Jeff Davis" closes after 29 of scheduled 44 stards"Cathedral" still in smash rating—relief activity concinued in many widespread sections of the country

NEVV YORK, Aprli 4 -WPA's nrst road tour folded this weok when memberk of theacast of Jefferson Dayls returned after pinying only 29 daten on a projected tour of 44 cities. whliam $J$. Relly. manager of the company, snys he regneded the tour as in fuccess. insiating it had covered all expenses. He olaims the khow Wra too big for proper rond operntlons, Show was aponnored by the United Daughtors of the Confcderacy nid played a throo-dny tryout engagement ht the Bllemore Theater here in Februnry. Thle nop may nfect plans for sending out more dramn
Meanwhile the locnl project has been ignoring continued Hearat edilorist attacks and 18 conlinuing ita production chodule. Whe blg hit, Murder ${ }^{\text {(ni }}$
(Sec WPA'S FIRST on page

## Will Mark City Amusement Park

towor in dizay fandion. From the peak of the tower pansengers will bo carried in rocket cars thru n serlen of towers approprintely named after the various members of the constellation. kuch as Saturn, Venuk, Mercury. Mars, Jupiter, Urinus and Neptune. Phasmengers will end of the miduray
nd of the midxay
See stiticina

## The Index

## and additional lato CENERAL INDOOR NEWS will be found on page 39

 This fusing of heretofore aeparate entitics is the realiration of in action hoped for by the individual organivastions and roprosenta in no why a coercive force. Aocording to Mnro Connoily, president of tho League, negative hallots were cnst by only 17 out of a voting 2,000.Owing to the overlapping phasen of authorshlp, Whereby n writer may have

## Writers All in One Group as <br> Three Separate <br> NEW YORE. Aprll 4.-Members of tho Guilds Merge <br> the new setup han obviotis ndinntages.

 Authors' Lengue of Americn, at a meetadopted plins for merging the Dramatimen' Gulld, the Authors' Gulld and the Ecreen Writers Gulla under the governilak hody of the Lengue"m council.
## Bright Outlook Shown for Fairs, Parks, Circuses and Carnivals <br> Improved conditions are noted by ooners and operators in many sections-bonts payments anticipated as big factor in evident upswing-flood damage spotty

OINCINNATT, April 4.-Onledoor showdom enters the season of 1036 with more conflence and oplimism than have bcon displayed in mumber of yoars. Not $n$ note of fear or doubt has been sounded. In a survey of the feld, in which owncrs and operators nad lenders and emaller momhers have been contacted. The EhWborrd. has been told that prospects are exceptionally bright for falre, amumement park of circusea nnd carnivaln. Among the encournging factors obverved by those who of industrial conditions and the apparent effect that pnyment of the veterans* of ourrency. currency
Fair und park manacers have csut oft any gloomy torehodinge wbich many bave onveloped thern of inte mind in
grent degree are preparing. Witin improved grent degree are preparing. Whta improver plantm nind modernized methodis, to hanmince pre-depression days.
Altho recent floods in the Enst miny delay the appenrince of aircuses in thit delay the appentince of aircuses in bisiterritory for a time, the blg-top busipromining. Due to high water, many ghow lots that hnve been nftected may not be put in slape for ongngoments no early as usuni. Moxded roads munt be repaired nind construction work is ex-
pected to somewhat delay motorized pected to somewhat delay motorized shows in reaching territo
have intended showing.

Falrs Oheh, Saya Lee
"Judging by the signal nuccess of Mimnesota State Fritr and county fairs last yent and the improvement sinco then in the oconomic aiturtion, the outbright," declared Raymond $A$. Lee. prestdent of the Intermitional Associntion of Fairs and Expositions and necretary of Minnesota state Fuir. St. Paul.

Molsture from heavy winter snows Inmarek the best crop prospect in yerrs. The recent spurt in prices of live stock ind other farm protucts ind the tncroame in sales of firm lands nind anrlcultural mnchinery indicate that farmors more (See BETTER OUTDOOR on page 8)

A fec of sio covera membership, thus dues to ench of the nssoctations. Another factor precipating the combine 15 the present inability of the Dramatists Guild nnd lecit minngern to sctile thelr differencea reintive to movte righta. insofar ns the uitimate nimus of nil writers are very slmallar, it is hoped that future difficuitten will be more easily sottled by rranoll or a united stand. embodied in the new conatitution drawn up. which calls for $n$ councll of 12 trom enoh unit or 36 in alh. Whome purpose it is to "promote and protect tho genof ifterary, dramatio or musjcal maof ifternry, dramatio or mundical coma right legLalation and establish and enforce atandard minimum contrncts.
Efforta are beling made to orranize radso writers with a view so ndding the associntion an another unit.
paper Culld, nn associntion of DowsFaper men already operating, is niso

## Final Trump Played in Effort To Compel Use of Manager Forms

## Managers take initiative in forcing orm protective measures nfter Guild makes, then repulintes, sfep tomard megotiation - managers' agreement has 61 signctures

 NEW YORK, April 4.-With thetr backs to the wall and with, all nttempts atarbitation met with nai refuant from the Dramnelste Gulld, the managers late todry decided to embnrk on the last step of linclr program to bring about chnnged
 ments noceskary to blad inclividunl froducerm and force them to use only the manngerlal contracts ini dealing with pla
member of the Dramatisis Cuifd will be produced by $n$ mannger slgning tho
agreement with tbe Lenguto of New york Thenters, with dramntides aroese when the intter in thelr new contract gave themselven control of nimp righth and cut
down the producors. share in pleture down the proviucors share in pleture
dough. Mnnagers asked negotiation or arbitration. but Gisld inninted that it
would not do business with the Lengue would not do business with the Lengue
of New. York Theaters, but only with the of New York Theaters, Individual managers.
Gutud backed down minagers a llightly larger bhare of the mim rights and agreelng to meeet $n$ comrepudinted itm atep towurd negotiation. and the manngers were forcon to take thetr own protoctive monsures.
Menbers of the Lengue. by mpining the
ngrement drawn up this afternoon. bind ngreement drawn up this afternoon. bind
themselves to use only the contract themselves to use only the contract
drawn up by the Lienpue when contracting for now pings by Amerlean nuthors, injunctive proceedings in case nny manager tries to break ranks. By this evo (See MANAGERS FORCE on page 12)

## Pro Pay Rule for

Coast Tyro Spots
HOLLYWOOD, April 4.-SSixty-five
Ittile theater spots here. ranging from revamped garagen to elnbornie housen recelved notices this week from locni
Equitey hradquarters that ti thoy wished Equity hrsedquarters that if thoy wished
to omploy profesional thicnt in thest to employ profesmional tnicnt in their
productions in tho future thoy inust pay the minimum Equity whge of 40
Tho the edict urent into iminerlinte force, exemption was nllowed for all Littie thenter productions now in re-
hearsal and alated for early openings. henrsal and alated for eariy opentngs,
hiardent hit of the locnl hounes is Fiardent hit of the locnl houres is Pasndenn Community Playhouse. Which
usen profesmionn tniont stearify. The usan profean fonn the the Playhouse here-
after elther to lay it on the line or
after abnndon pians for using akilled players
in tits mumer revivnl memmon of shakesin its mummer revtival senmon of shakesIn nanouncing the nese rule Chnrlo Miler, local Fiquity representative, sald:
Many so-cnlled ittilo thenters nre noth "Mnny so-cnlled lttile thenters nre noth-
Ing more than rneketeerinp, onterprimen of zmart manngera who extract feca from
nctora for the privilege of appenring In nctors for the privilege of appenring In
the play along with one or two protessionn! Expulty members:

## AFM Detroit Elections

DETROIT. April 4. - The Detrolt brnnch of American Foderation of Mu flelana held ita olection of ofticers Sun-
day. March 15 . The following were Unanimousiy olected: Albert Eucomil Georke $v$ Olnncy. secretary. The rolrectora: Ralph Jowell. Jnck Welck. Ficrbectors Ediv, Murdock AfreDonnld. Arthur Blnok.
Brown.
N. Y. Concession

Mgrs. Reorganize
NEW YORK, April 4. - Theatricnl Concession Manarerg Absocintlon has the Cayety Thenter. promtiont: Morris Posner, vice-president: Donnla jiolt, sec-
retary; Jullus Retws, ireasurer, nad Leo retary: Jullus Retns, tr
Stern, sergennt at nrm

Organirntion was formed in 1020 nad comprised 105 members connected with pletire burlearive nind legit hotisen is this oity, It broke up ewo yenra ngo. Hotel vilison. With a dinner planned for nent future. Mnx Shirp. Mecenty back is one of the londers in the rearganie zation. Meyer Hamburg is director of publicity.
Organtization hopea to promote gond rollowshtp, air now idens on salas mothods and in generni look out for the we
fare and betterment of its mombers.

## Kochersperger Recitals

MERCHANTVILLE N. J.. Aprij 4. Mism aladys Kochernperger. director of her own dancing achool. Will preaent 75 cttal will be given in the women's 20 in Century Club. Landsdotino. Pa.. for her sperger Ballet nnd Revue will be held nt the Pennsauken Junior Hlah Echool Miny 16.

## Ziegfeld Film for Erlanger

CHICAGO. Aprll 4.-Arter meveral
weeks darknecs the Ertanger Thenter will reopen Sunday cvening. April 12, witil the roadsilowing of MCiM's film Tha Great Zlegfeld. Which will be ahown twice dally thercafter with all meata reserved. Fox Erianger.

NEW YORK. Aprll 4, With Enstor
Week nnd Passover coming up, BrondWeek and passover coming up. Brond-
wny businges, with the exception of burwny busincss, with the exception of bur-
leaque, connot see fts wny out of the doldrums. The outlook for night clubs in particuinrly binck: the Now Montmartre han nirendy choned and the prospect of wnrm wenther. Bummer showr and a curt in pricea. Motion pictures nnd legit plod nlong.
with but one opening in the intter cntegory nna that. Bitter Stream, not clolng an well as past shows of the
Theater unlon. Picture houses held Theater Unlon. Picture houses held

## Ansimer

NEW YORK. Apill 4, Bobby Clazk ann into one of the old 1 mers at the Fwaral
Club the other diy, with the latcer revealclub the other iny. with the lortion recoanaffer a vacstion in florids. The atdilimer
next plped to bobby: "How about mo And you doink "Well, I cee you haven't lm-

## Twas a Great Racket

 While It Worked!!CHICAGO. April $4,-$ A perfectly good check got threc men in troublo nhad on thenter manngers in connection with the $S$ weepstakes prizes in nelphborhood housca.
At the sheridnn Theater, an Eisatiness housc. the other nifit tho sweepstakes prize hnd grown to \$330. Whon the winning number was announced n volce shonted. "TVe got tt." The tacket wns
dellvered to Farry wren. mannger of the dellvered to Harry wren, mannker of the
house. who gnve the holder 930 in enah nouse. Who gave tho hoider a30 in chan the check was presented at the bank for pnymeat the holder wne told he would have to hrave it countorflened nt the AVren had compared the ticket with the stitb and saw the printing on the ticket wan different. so whon the holder of the check nppearcd he was taken in custody. He confersed that he and two other men were "in cahoots." Thelr
plnn wns to fo to $n$ thenter where the plan wns to go to $n$ theater where the
gweepstakea hind reached acyornl hungweepstakes ind reached sevorni hun-
dred dollnrs. When $n$ winning tickot dred dollars. When $n$ winning tickot
was nnnounced one of the mon, prowas announced one of the mon, prothe tickets used by tire theater but Without $n$ number. got busy with $n$ the winning number on the ticket Then one of the confederntes, niter Waiting two minutes to make sure no one else bad the vinner, wor contederato. Who had a good stinge prescnce. would then so forward.
The vigilnaco of Mnnager Wren put n stop to the racket and how other thea ter managers nec scrutinizing winning

## Two Guild Elections

HOLLYwOOD. Aprit 4.-Two nnnunt gulld elections will be hold bere thls month, with screen Writers and Junior Actors groups ench voting on new elates Approving new scale of dues and obs approving new seale of dues nind obbe asked to ratily proposal for closer tloup of tho guild under the bannor of Authors League of America.

## Broadway in Spring Doldrums; Burlesque Is Only Bright Spot

## Tryarmisili

cause the fims brought any undue
nmount of coin to the coffers. but rnther on the supposition that introduction of new pictures of questionable mert would result in henvier losses in the long run.

Little Lord Fauntlerow openod very well Thuradny at the Music Mall; the of a Thousama Candles: the Roxy Jouse way Danerng Feet made wriy ror the alightly better Taughing Irish Eyes: the Cnpitol, alter Petticoat frever. Sreme in for woc with Jolson nt the strand had n Holly wood opening Fridny.
The contlaued sucecss in both mintinee nind ovening shows of the
Apollo, repubilc, Fatingo nnd Cnyety. Apollo. Republic, Fitinge nnd Gnyety.
four burly houses in the Times Square district. remnina the one connintentlv hripht fentire of the languld whole. and and a policy of more carelul production embraced recontly.

## 10 Musicians AreSuspended

## Action taken by AFM for license rule violations-wwill ughener reitan on membent

NEW YORFS. Aprll ©.-Ten union mu. alclans bavo been suspended for vlolating the Asnerican Federation of
Mistcians
new $11 c e n s e ~ s y s t e m . ~ A d m i t . ~$ ting it has been goling easy on lis own membern becnuso it takes nome time for the new incense byatemi to become gencrally understood, the ArMi indicnter it is now tightenling up diactpllnary netion agninst both mombers and incensed agents. Eaght "special inveatigntors afo nirondy in tho held checking up and ducs, nind denlings with ilcensed and unlicemsed agents.

A pogers. local agent, has been reomeer still revoked: batir Bempon Tommy Currnin. Charlen K. Davig. Nick Emllott: George A. Ilnmid. Inc.: Jack Hart. King \& King. Exiward Newnimb, Ifarry Penri. Harry Stono nind Univernal
Ainusement Enterprises. Ten outhofAmusement Enterprises. Ten out-ottovm incens
The AFM reveals it hns been getting n lot of roriuestn from agonts risking io exclusive ncenses. Such requests ate agents applying. It is not permittine agents applying. It is not permittiog as their exclusive booking nren, and it
fsee 10 MUSTCIANS on page 18,

## Approves White Collar Picketing

NEW YORK, Apill 4, Aotors. Writers, mumicinng and other, "highly sklled carty on otlier trndo-union netivilies in an interpretntion nind decision handed Bown this week in tho Euprome Comit. fudgoin deciaton will. it whs tithted in judko'm declston will. it was circles, not ns a precedent in gud. ing future declistons. The caso involted Hotel Bossert secking an infunction restraining Lneni 802 . Amerienn Fiederntion
of Muatcinns. from pieketing the hotel of Musicinns. from picketing the
The Injunction was donied.
保 Cisaries Boskert and Frederick Ray. the hotel manarors, maintained that the unton wan not a trade unton within the
meaning of the civil practicem Act, slnce
 involved and sirce no standard could be lixed. The judge held that the term sive. Hotel hnn been plcketed alnce pecember. Mnglatrato Kozlck, Ciates Avenu on diforderly conduct chnrges.

## New CAPA Officers

CHICACO. April if At the regille meeting of the Chicngo Amusernent Publtelists Araociation (CAPA) held int to serve for the three-month term bo glaning April innd nind hermer in the now pronsdedi Whinm F . Crouch. vice-prestident, and Jnck McPhermon, sergeant nt armi Louls L. Abramaon and C. E. Deanind

## Writers' Meeting Held

P.OB ANGEtES. April 4,-secret closed meeting of bonrd of directorg of Screes Writera Guild was ileld hore this mbes. Plans were discumed for full member of Ahlp vote May ${ }^{3}$ on roarganizntion Gulto and other meribe groups. It th unda atood. Guidia nnnunl dection will also be held then.

# city of intis 

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[^0]
## Broadway Blaze Ties Up Traffic; Palace Cashier in Ladder Rescue

NFW YORK. April 4. - Southbound is thought to have started among the traffic on upper Times square was disrupted for three-ruarters of an hour
Tuesday when a two -alarm blate, reTuesday when a two-alarm blate e, reported about 5 pam. sent 12 plecen of
clanging firefighting machinery to exclanging firefighting machinery to ex Linguini o conflagration in the Jane
Grey Dance Studios, 200 west $48 t h$ Grey Dance Studios, 200 Went 48 th street, and offect a romantic reacue of ace Thenter. Miss Shugert, clad in the flimsy dancing costume tie was wearing when the flames interrupted her lesson with Instructor The Creon, of 454 West 17 th street. met her man (her fireman) informally on the ledge of $n$ fourthstory window and was led down the ladder to safety, plenty of publlelly and possibly $n$ contract. The fireman in Edwin Elolmek. Hook and Landor Compang t, not bad looking, but married find the father of two children. Queried by the dive Miss shugert as to whether he really saved her. Holmes countered with, "I was on the indict. Wasn't I?" buildings between 5 and $0: 45$ pom. caused a crush neccestinting the presene of a police refund. and fire lines cloned Broadway from 47th mereet to $n$ little wry beyond 48 th siret. Four other girls on the same floor managed to get out via tho stairs Cree endenvored to make hin pupil go out the sure way, but her hesitancy, owing to the moke Impossible

Emile Fagaglta, elevator operator. stuck to his post End removed about 30 mon nad women from the reninining Boors. Sam Tuck's Orchestra trouped out unnjded and without the loss of instruments.

Tho no meriolls damage Was done to the building. the studios suffered conalderable loss in equipment. Water alien Hoortod the premlnen of Pavis Wertphas. manufacturer of briber supplies, and Washed out the kitchen of the Cafe Venezia on the ground for. The cause

Is thought to have started among the
drapes used in the studios. Werncsiay. the day after the blare on west 48 th street. the grease on the machinery in the elevator shaft of the cravat fire a mulling umaccountmbiy caught irc, a cardesnly dropped claret orators extinguished the hammer which ind spread three or four floors. Mise Shugert dented rumors that she lad carried the spark.

Cindy Federal Theater Gets Under Way April 14
CINCINNATI. April 4.-Local Fecieral Thenter will officially open April 14 on Temple, First production to be rendered under the direction of Donald FI. Helm Will be Adam and Epa, by Guy Bolton nod Cioorge Middleton. Tho three -act comedy will be enint with is people.
Stage settings and art work are being exectited by Scott Herfurth, for many years with the Zoo Opera Company here Stake setting were designed by Helm Theater will accommodate 380 people Adam and Eta will be followed by such well-remembered tuccessos ins Treasure Island and The Spider:

## Houses Socked by Flood

WHEELINC, W, Va... AprIl 4. -It ss estimated that whocling district Indoor and outdoor amusement men took it million dollars. Five downtown theateas and three netrhborthood houmen buffered damnere catimnted in excess of \$40,000. Until today only three of the eight had reopened. but plans ire under why to get several more open by nightfall. Still closed this morning were the Liberty, Rialto, Colonial and New Rex nad Alpine in Wellsbilig. The later wo were in process of remodeling and about to be ope

## Personality

## $\mathscr{R e r f u m e s}$

Your personality is expressed in your perfume. as wall as in, the clothes melic you and the cos Make the most Make that most of your dividually compounded "Personality Perfume" monde especially for you. Not sold in stores. you save 510 to $\$ 20$ an ounce. Send $\$ 1.00$ for dram $\$ 7.50$ for an ounce. Write for 11 st of other
PERSONALITY PERFUMES 3214 N. CALIFORNIA CHICAGO


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60 DAY TRIAL





"On Bank Nights PITTBBURGF. Aprll 4. - As Aoon ns normal conditions. turned topsy turvy since Che flood dhaster, return the Hutr-
rif Amusemont Comprng wil unher

# Gives conditions under 

 trhich it is legal-idea may go into stores in Hul spotsLINCOLN, Nob.. Aprll 4. - The gtate In the ilrst opinion over husided down operntors in the stnte nre handisag it
In violation to the supreme court's deflnition of a lottery. The opinton was
reut by Arsimemal Aitorney-Generni raul onaney and to C. F. Nyo. Omnhn nttorney. The oplaton:
"You advimo that some thenters mie
requirlsig a peraon demirlng to remister requirlsig a person demiring to remistor
to firse purchase a ticket to the thenter: that others nre requiring a permon to be
In the thenter by right of a purchnsed iferot in ordor to partielpu the drawing: that othern make tile anrequite the winner if outmide to buy a clalm luls winninge, and that others condisct the drawing trom ticket atubs collected the nipht of the show. In su ducth bnnk night under nny of the mothods outlineri immeantely nbore, the operator is awbject to stntutory penalttes for such offesme
Those uaine the copyrighted plan which has been offered by Associated
Distributorg, an A. II. Blank onterprime. aro belifered in the clear in most lisatancem. but there nre a great number of
by-products oonked up by individual exhibs to get out of paying for use Which are over the line. A Remeral witch of Laction ls expected with this nnnouncement

BOSTON. April 4. -The use of Bunk Nisht in theups with morchants nnd when foy Heffner, New England alstributor for Bank Night. returned from wilmington. Del., where ho closed it deal with a group of stores. Idea is to at-
tract people to the shopping centers on inactive dnya. Newapaper He-1n boosts the Brak Nieht crmpalgn.

Plans are now in progress to put Bank Night in a kroup of riores in a city nenr t clicks Brak Nipht will be promoted in placea other than thenters.

LOS ANOELES, Aprit A. - C. K. Fyankiln, managing director of Theacer Bnnk Night Guarnntce Compang. Will tace tral here April 7 on tive misdeserted bank nifht insurance racket. Franklin pleaded not cullty this weok in municjpal court and demanciod a jury

## Marco Reveals F. \& M. Plans To Produce 4 Films and 12 Units

NEW YORK, April 4.-Mike Marco.
whe arrived here from the Coast Who nrrlved here from the Count
Wedneminy afternoon. revealed many of the Fanchon \& Mareo plans Fridny the Fnnchon \& Mareo plans. Fridny
arternoon prior to aytag to St. Loula,
but returning here ln about n weck, but returning here in about $n$ wock.
On information pleaned from Marco. Fion Acld, with $a$ schedule of four pletures: plans to provizion 12 box office
valude unlts on $n$ month. next senton. and Marco hlimelf hms been nuthorized by the California Pacinc International Exponition In San Dlero to nttempt to
get the Joe Louls-Mrx Gchmellng fight, get the Joe Louls-Mrx gchmeling fight. na well wiother ntiractions.
F. E M. currentry has a dersl on for
the distribution of the $F$ di si pic. tive distribtition of the F. A. M. pictidres. Which will be minte by the F. \& M tlon. Two pletures utve to be made for fill relense nind will be made in nator will be musicala. Walle Kino. by pilly Wilder nind Ai Riligin. nnd Dance Con-
oresm, by Alinn Rivkith. About gioo 000 gress, by Alinn Rivkith. Abmut $8,100,000$

## picture.

Marco rovealed that the 12 unita con
templated for next senson $w 111$ be pro-

Dhak Night into Its ofx theaters in this Dank Night into its slik theatery in this nowry Friday night. Once a customer Hisn no maticr what thenter ho htitendis
that mint. Resules will be brondenst iram the stige of the Alvin Thieater into all the other houmes. The chmin formerly tricd to booat buslnems with n weekly cur glveaway, but gnve up after a few wrecks, th
added expenve not paylng for thelf.

ATLANTA, Ga., Aprli 4.-Bank Night Roberts in chare in thits territory. Dan Robrrts, in charge of Atianta division, eln has ronowed its contracts for the third year. which indudes as theaters. The sudickrim-Creacent Amusement Compony. operator of theaters in now havine Bank Night in 45 of its theatera. which. ts obout 80 per cent Guitis apaingt infringers of the Bank Niglit rights aro belng flled wherever
vinlators have been noted.

## N. Y. Film Trial Not Held Up

NEW YORK Apret 4.-Federnl Judge Charles P. Dnvis rulisig in st, Louls granting perminsion to RKMo, Whrnera with consplrisey notd restralint of trude apond Jucley Molynemix's rlecree which disminand the cane withowt prejudice Jnnuary 29. Is monsidered unlibely to af fect. the progreaf of thr bew trlal in
New Yrik. It was thourht earlion in the New Yrik. It won thounht enrlimy it the
werk that thala new angle. which wlll werk that this new angle, which will be taken under considerntion by the
United Btatea supreme Court, automafically involves cessation of litiration hare until the polnt in pettied. Tins is not until the point is rettied. proceedings in New York may be carrled on nornially: but in the event that the appeal is succeasiul, Whatever trinnspired subsequent to the
St. Lolifs action will be declared invaild. In biling the petition for append tho clefendants listed 21 errors in Molyneallx.s rullinge, besties contending that the lesues were Bettled favorably in a preploln criminnl tribl when $n$ jury ren a verdict of acqultel.
Dance Congress in N. Y.
NEW YORK. April 4.-New Dince
Lenguc, Dancers. Associntion and the Lenguc, Dancers Associntion and the
Dnnce Gulld hnve combined to promoto Dance Gulld hnve comblned to promoto
a Dance Congress nnd Festivnl to be A Dance Congress nad Festival to be
ield in this olty May $20-27$. Hopo to form a dancets organiznetion on a na-tion-ulde scale nnd almo to hold con-crom-section of the dance in presenting a States."
duced here for the most part, the units beink buile around "names." The unit Behcelule calls for nn Olen nnd John-
son show, $n$ follywood show, n Texny Centenaini Folltes to be done in conJunction with the Centennial. fenturin Trene Bessley. the Texas Mustangs and in Al-rexam citt. Also. $n$ untt nfound Al Pearce and His Gank. one for Pinky Tomlin, and $n$ Mickey Mouse cireus
On the Schmeling-T, otsls neht for gnn inrt. Mamazing director of the falr aut thorlzed him to guarnntee ni figh ns $81.000,000$ to get the naght, the fatr to bulla atndium of 85.000 senting capaclis If it enn be procured. However ranged. Ainrco has nlao been asked to try to get the St. Louls Munleipni Opera is interested in all sorta of nitrnetiona especinily unce the $\mathcal{F}$. \& $\mathrm{M}_{\mathrm{i}}$ booking of the Al G. Barnes Circus proved 50 pront. able. The fulr hooked tise clrcus for a
Saturday and gunday stand. tering 12.000 , and in the two dnys the Lering 12.00 , and in
show groseed 322.500 .

## WPA Protest Meeting Off

NEW YORK, April 4. -Idea of a
Madison Square mase moeting by the Madison Square mass mocting by the-
atrical unlona proteating threatenca atrical union protesting threatencd A committee representing the unions and sympathetic groups conferred with officiala of the central Trades and Labor Conncil inkt week and osked the councll to eponsor the meoting
The central Trades roflised its okeh clisming milch demonitrations would link the American Federntion of Labo unions have temporarily dropped th masa meeting idea and are sending wires to fedural officinim instend.
At last woek's Central Traden moetlng a resolution introduced by Ralph Whitehead. AFA execilive aecretary to protent WPA cuta and urge work for nil unemployed was passed. At the same meeting Mnthew avoll. vico-press dent of the AFI, Announced the ArL Labor Ches and hold is meeting nnd bencfit minw isi Madieon Square OArcien victima of Finropean fasclam Ara and Equity are slated to co-opernte on the talent nugle, while Local 16 of the Hotel And Restaurnat Workers will supply Hiuor and food for entertainers oon

## Film Exchange

 Strike Ended
## NEW YORK, April \&-Repmblic Pic

 tures nad Film Exchnnee Emplosees Unton Iocal 20,043 Abcred a strike fet thernent last. Week, settiement preserve the open sloop. in opposition to union miniluum and minimum and n maximum ${ }^{\text {dity }}$ woek. Contrnet nogotinted by Her. man Giluciman, head of Repilbilic and Louls Nizer, nttorney for the nlin in Louls Nizer, nttorney for he filmini in lins and Witliam Mnhones. repreaenting the American Federation of Labor, OD the otherEloven employees had walked out Jnnungy I when the employer refuaed to recorntre the union. Bince then they had been pleketing the Filin Exchange Bullding and also theaters showing Re public pictures. The union 18 under change employeas nirendy aigned as members.

| TAP mat PRPING SALE <br>  <br> Btson putami Leminer airit 'Tóp shoos. 1.0 <br> White Enelin Muateat Comedy Tio ghoes. 82.85 <br> Slim monali Wios. nil tylas and ontors OE OE <br> Amstoverakowp Klt" (opecffy Ladot or <br>  <br> White of fed silk Flat Crepe. 40.1 (rcon 45 <br>  <br>  <br> Eech additional Articto. <br>  |
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## WANTED

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## THE FILM WEEKLY AUSTRALIA



## Paine and 802 Officials Expect

 Amicable Settlement of StrikeNEW YORK. Aprll 4.- Both the of-
fichals of Local 802 of the AFM and Jnhn
(hatne, chairman of the hourd of the ficiais of paine, chnimmnn of the hourd of the Mpra. are contindent malc publlabera will called ngainkt wettied whis the coming week under conditions satisinctory more or less to both sldes. girlke has been in progpianists in the professional departmenta of the publishers as well an thel Tangers. copyista and proofreadora.
From the AFM mide comes word that 38 publishers who aro not members of the MPPA have sifned with tho union. Thining organlzations. Plcketa are being linhing organiantions, and matsletinn be.
ured by the unton used by to the AFM are not allowed into
longing the mustc pubisier oflecs. mpent publithers by orchestrn leaders playing sumtaining portocis in oharacterized by the music men rus mostly a whispering campaikn and posilbly a fow trarelling orcheatras mikht be induced to use other musio. For the most part Ernst Luy, who hra been handllng some of the negotiations nionk with a commatice of musto publishers, has give
en way to John $G$. Paine. who hns Just en way to John G. Paine, Who hns just returned from copyright hearinge. Acwar attending to the MPPA. the origlnal desires of the AFM, lirst demanded five and canmot be met by the publishers. inowever. $n$ compromiso ts being worked out and on far nelther side has revealed nny unfriendly feeling.
In the oplnion of Mr. Palne. the plana br the $A F M$ are funtastio if they belleve they can fo no far as to interfere with bwhershli of copyrights and dleposition ond handllng of name. Mnny writers Will alpays do as they please with thelr copyrighted materlal and every weliknown orcherstra leader who kas n come put on the spot nnd jeopardize his conpreto invoiving advertising ngenclea and thelr diente. Also. from the viewpoint of the ble conductors, they have expenave arrangementa which they are not in ponition to scrap unlesis they wish to Boko. Publishers state thes can
Eeep golng indefinitely with plenty of

## BEASLEY WINS

(Conlinued from page 3)
Fiction wan proper. In view of section ngainst lottertes could not apply to oppratora of such games nt an agricultaral fintr. Majority of the court held that the was a specinc provision overridiag the genernl provision in regard to a disoraerly house.
Mr. Beisley. following the dectaton.
arid that he would arain have all his fald that he would again have nll his conctaions at the Canndian National Fintbition licre. operating under an eficet that childien under 18 will be barred inom playing coin-opernted maehinea. The playing coin-opernted maDominion fatr managers of ind concesloners, as they now know where they stand on the cotn minching question.

## STRIKING FEATURES

(Contfnued from page 3)
temeral liat of novelties is a parachute jumplng platiorm. Whereby the general public will be trained to jump from the the base. towts into adjoining nots at cr-rperation with iending officers of the T:ilted Stantea Army in Ohicago to make It is also denigned to train the publio in use of parachutes for mallitary and civilian purposes.


ARRANJAY'S
WIGS

 \%Antrint
ROSEN \& JACOBY, Inc.
songh in the aafe. both arranged and otherwise.
It is concerled that nobody has been hurt 50 far and that an amicable adJustment will be reached long before it hits the hurting stage.

## WPA'S FIRST

$\qquad$
(Conlinued from page 3)
Cathedral. has only one weet to go and must get another extension permit
from Ashley Dukes, London protiucer from Ashley Dukes. London proctiver Who owns the show. If it is to continue.
Grosmes at the Bultmore. Dnly's nnd Grosses at the Biltinore. Daly's and the Lafayette theaters continued to inCrense thtr wook. putting the Feacrng Thenter Project in the position of bely that is briaging back at least some money to the government.

BYRACUSE, Aptil 4.-Georgo M. Gatts. Federal Thenter State director reporti Thenter playcd to capaclity two days out of tis three-clay run. House seats 1.800 and played to 4,200 admissions the three days.
WHITF: PLAINS. April 4.-WPA will present Rebound at the Ridgcway Friday, following Criminal at Laroe. It baged beneft performnnces of the latter for the Fied Crosk last week. Bernard
Steele is manantag dircctor, his Almirlet covering Weatchester. Putnam. Dutchess Fockiand and Oranke countles.

DETROIT. Aprll 4-WPA Theater Projoct will open April 13 with a benetit for the Dictims of the flood. to be handied thrit the Red Croes. Presentation will be Llliom
WPA Thenter in belnR aponisored by the women's committce of the Bonatelle Thenter. Incem ansoclate group of representative citizens of Detrolt and of Michikan: the Department of Recreacion of the city of Detroit and the Detroit Muslc by Detroit WPA Orchentra Unhers provided by the National Youth Adminfstration
Jack Martin is supervisor, anslated by $I$ Confcss, will open Aprll 27.
BRIDGEPORT. April 4.-Because Jewish leaders in New Britain. Conn. thought a production of Merchant of Ventee would not contribuit to good feeling botween Christhum nnd Jew., the New Britain Littie Theater Lorarue Gulld
will not be allowed to prefent the play Wlll not be allowed to preatent the play thens been rehearalng for many wecks.
The Gulld, now financed by WPA. was to sive the nret of its performances the past week.

BOSTON. April 4.-Federal Thenter Project has 18 untts rendy for the road or in preparation. Project's newest pfoduction. The Campus Widow, 65-people show, had itn premlore at a CCC camp near Fhall Rlver. Mnss., last week and will play othor camps in Massachusetts until the middle of May. When it will play coth crmpr. and town hnils, Show inand 25 principals seven nets of vaudo alno travel with the troupe. Federal Thenter of Mismachusetts avernup 73 how weekly. A new bllibllly
show is now in rohorsmi. Units now show is now in roherrmis. troupe, is 40 -peoplo colored show and 14 stralght vaude untes.
HoUBTON, April 4.-Federal Thenter Projoct here is moving along in a satisfactory manner.' according to Cyrli Delevanti. producing maneger. Opening play is Ploncer Texas, written orjeclally in ilne with centonnial activities. Ches ter Snowden in the playwright. Produc tion bringe out historical lncidents in Texas history that hive not becn towental upon by any other group or cyril belevanti ls production man unit. Cyri Delevanti is production manaid Eronson C. MeDonald is handing publicity.

TAMPA. April 4.-Federal Theater Project presented its second show to Tampa andiences last Wedineaday. Thurnding and Fitday nights, when the American drnmatle troupe appeared in As Husbands Go at the Centro Asturiano.
FHet show was given by the Cuban comsFlise show was given by the Cuban come
pany several weeks aRo. Local director pany Charles Hopkink Jr. Dorothen Thomas in Charles HopkinkJr. Dorothen Thomas
Lynch fe State dircctar.

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# WPA's 'Faust' Poorly Done 

Federal Thenter unit's praduction directed by Robert Breus pioves sorry shoio

Cmiloacio. April 4i-A jnzyod-up verslor of Faust grected a mmall and
bewndered hatlence nt tho opming. of the second production of the Frderal Thenter this weok. The ecript insed wins
very freely adnpted from Fanst nud Urjanst of Goethe nnd others by Justus
Bchimeres nncl Roliert Breen nind was Schiferes nnd Roliert Breen nind was
nn oxccssively mioppy plece of playwriting. Breen also directod the pro
duction and played the leading role of Mephisto. The result wna $n$ khoddy and
nagitious experimental efrort nt the exhagitious experimental efrort nt the ex-
pense of WPA fundr. If the jronueers of this opus are harboring any thoughts
of thin belng a fnnncini or artastio muce
cess they will foon be diapelled by the ndverne word-of-mouth crithelsm going
about from those who witnesed the opening perfomances.

Breen, the triple-threat man of the spring whon he brought a group known As the Amurionn Art Theater from Min. noapolitand announced that thoy would
open in a yoop ifienter. After being open in a zoop ihenter. After being
stopped by managerial interesta nnd Equity from golng thru with the plans.
the group Iny dormnnt. npparently Atronded until inte Enimmer whels the
Obicngo park District established them tit the Hamilton Park Pyeld House Fhere they presented mind were closod whilc dolng Innguare used, in the pliny. During this park ofeen mrouked the censorghip of nuthority. they matit, that tlie group whs moving downtown to the Illinots Thenter
under the auspleef of the park board. under the ausiplee of the park board.
Lator the group was ahmorbod hy the WPA Federal Thenter units here.
Fathat begnn with $n$ knwiry secne Inia In a theatrical producer's office in which publle understood n play the better they Ifked it. From the commenta in the rirst
nirht awalience the only thing thoy coulrint understand wat why the play
wne evpr put on in the nret place. wres ever put on in the frat place.
In the iending role Breen wai at first
likable but boon made one srow weary chittering being reminiscent of puek John Connor, ws the young fanst. prored a hnnctsome young actor with a mplindedid rpeaking volce sind probnbly made the best Impression of nnyone in lise crit. Olya Romenovs miond out
among the women. cven tho she played
n premilum modey, Committecs nee booking agencles are blgning contrnct well in ndvance of the umal thme. Small fairs are stendily incrensing. Fiood dame age on Northampton Filr grounds is serlous; fenced and cattie sheds have
been destroyed and bulldigs were under ten feet of wnter for several daym. Clean. ung up and repalrs are now under way."

## Parks Spending Money

 Dayls was a bit too coy ns Mrargaret. nnd Robert Shrewrid whe $n$ capnble old roust. Berliners. Thome cast inciuded Mon George. Alfred Clarke. Oharles O'Neal Whiter Krouse. Arihur Peterson, Robert Haran sad scorcs of others.The masy eplaodes of the play. which was ontirely too long. Were enncted on trablues separnting the scenes. the production wra shabby, with a couple of scencs. The Collar and The Emperor's tnking on
$n$ high-school frolic.

When the thing was over Fawst had been conypletely damned not only by

## BETTER OUTTDOOR

## (Continued from nage 3)

gencroissly nnd the competitive nnd commerclal exhibits will bo larger nnd more numerous. Wo anticipato for 1836 the greatest
prat decade

## prat decade

is highig encouraging: the Mridle Wost Jencis encouraging." natc Maurlce W Jencks, vice-president of tho Internna
thannl Assochation of Fairs and Exposi thons and manager of Fnizans Free Fils thons and manager of Raizas Frco Fils
Topeka. "The agricultural and live stock outlook so the bekt in several Years, Given molsture, Knnwas will top aged by last year*s successes, sre work ing hardor and necomplishing more to the inst two yeans during the terribly dintreasing conditions in this mection people genorally have come to recognizo the grent vutstanding bonefits which Inirs render to the communities and to
boym nind girla on farma who become 4 -H Cluls members and our future farmers. Kansas fair organtzations are in excel-

## Better in Southeast

"Prospecta for falrs in southenstorn Benton. prealdent of the Assoclation of Apriculeural sind Industrial Fairs of tho Southeast and presinent of southenstern Fhir. Atlanta. "Brsed on $n$ Eteady in. crease since 1033 las both park nind fais
"Hnving returned from an extensive
trip. I found that opimism provalls thruout the Enstern Btates, and I am very much enthumed by the activity in Baker. Nationn! Asgociation of Amuse ment Priss, Pools nnd Beaches, nnd president of Ilarry 0. Baker. Inc., New York. "Rcasons for optiminin nev many. paymonts starting on Junc 10 will give nted by the to the epirit niready cles acrin placing moncy in the noncle of the avorage clizen, Fark operators visuillize the prosiblities nnd are makPark. Pensumblie. N. J. 1 a spending moro than 80,000 ; Plessure Beach. Bridge-
port, Conn.. $\$ 40,000$; Crescont Park. 820 . port. Conn. S40.000: Crescent Park, 825, ooo. Progressive operntors are confident:
1936 possibillties are a sthulus to the 1936 possibilitles are a stmulus to the
cntire indurtry."
"Repnrding the outlook for amusement business, our lino of ondeavor is
certaln to refoct improvement." sald certaln to refoct improvement." sald Amorge H. Cramer. presldont or Arsocintion, amilated the National Associn
tion of Amusement Parks. Pools and tion of Amusement Parks. Pools and Beaches, and president of the spilman ment park businces 15 here to mtay. Ideas that werc preaented several yoars ngo are not in keeping with the minds of prese ent-dny amukement neekers, Now ldeas
must be presented. The year 1033 showed must be presented. The yenr 1033 showod resorts. New rides nre being purchancd and moro expenalve devices are being installed this spring. Optimism and an influx of new business have mado it pos: lots." "It is my belief that prospects for park budiness in New England this year are. Ahs a whole, aomewhnt bolter:" ansd Dan:
tel E. Bauer. president of Now England Bection. National Assoclation of Amusement Parks. Pools nnd Beaches, nnd general manager of Acushnet Pnrk, New
Beciord. Mas. Mnnufncturing plants. outside of texthes, nre sloowing improvement. Textlle centors show no improvoment. its mills are still liquidating or
moving south. Flood conditions in moving south. Flood conditions in
Western Mnsachusetts and Now Hamp= Whire should mo doubt niteot conditions in those localltien. Payment of the bonus in thould help greatly, giving work on a hoould help greatiy, giving work on a errculntion and thercfore creating better

## Carnival Reports Better

twoept in territory where climatic conditions are usually favorable during the carly apring months, the traveling carnlval season hns not yot opencd. State-
menta from managcmonts of organizamenta from managemonts of organizarelntlve to this yenr, so far, as compared with early 1035, and opinion

- Busincse incrense over last year about mer cent no rar. With avcrabo werther conditions, oxpect nn increake of at least
20 per cent over last year,"-Hennies 20 per cent over last yoar, "-Henmes
Bros, Shows, th Texhs und Arknnsas. 20 and 25 per cent increnme over last year, and we look ror still better results
when we hls our reRular summor mene
eon."-Crafts 20 Bip Ehows, in Callfornin.
"Have encountered vory fnolement
ller than trat year. However. bu:slpess
has been falr; doubtless would hrve been
good with invornble wenther."-Zelger
United Bhow. in Arizonn.
"Oross busineas no frir 40 per cent
better than last year for same period. Expect best senson in yenrs."- Breater
Unjted sliows, in Texns. eriplod mame of lnst yent, altho had had year. With pood wenther, bustnese thls eer than Inst benmon."-Dec Lang Famous sliows, St. Lanuth.
"Increase 27 per cent over last gear so
far: wenthor idenl. We oxpect 35 per cent Incrense on easion over last yenr. - L. J. Hoth Shows. Alisbumn.

Weather in this territory, our gross at


Loadn Tomit MhANTED attendance, our records show 50 per cont
increnso two yenra in succession nind 25 increnso two yenra in succession and 25 25 per cent norease this ycar becnuse of probnble
markets.

## markets

prevalls goncrally among Minsachusotts fair omelals," snid L. B. Boston, State commissloner of agriculture, Boston.
"Morn falrs than usual are belng planned for thite yenr. Two innjor falra are come Ing back aftor two yenrs suapension.
There aro new applications for state ald

1035. We nnticipate nn increase of to per cent over lust year in our kross bustness for summer nenson."-Royal Amer an Showe.
"Unfavornble wenther cut down r ccipts but there is a wight increase no
far over last senson. Contident the mea. par over last senson. Contitient the mea.
aon. as a whole will top 1035."- Mohawis Valley Shows. in Fortan. - Smnil unit playing in Fiorida en weanther unusunlly cold nid rain valled, nt intervain, buainess compared avorable with or exceedod last yoar Optimistic about now season ns m whole as indications are that penernl bualnes condltions are contlnuing an upward nd. -Barfeld's Cosmopolitan Bhowa Hinve had bad woather, rain and cold. but tho three nights open showed 50 per cent incronse over serson's opening last year. Season as a whole looke ver promising."-J. J. Prge Shows, in South ${ }^{4}$ Handicapped by some rala. the regu lar-senson opening week's business was Just falr. The show's winter unit in
Foridn whs staccesitul. Expect to hove blggeat scrson."-Blue Ribbon Shows. in South Cnrolina.
It looks like an excoptional serson for carnival people in New England. accord ing to Paul Denthh, of the Coorge Hamld monton omee. Acts nre belng booked farther in adonace than In season and more carnivals are in plep aration chan in past yenrs.
astrous noods last month in New Ein land, general outlook ts very bright, h

## Circuses Opening Well

Roports have been recelved on severa are pery optimistic ovor tho 1938 senson Judging from carly-вeason recelpta.
Businesf with the Al G. Barnes Circus thus far has been blg: in fnct, bette: than expectad, Tho opening datem were sold to Callfornia Pinelfie International Expnsition Enn Diego. for Eve perforinances. Four of them wore strnw houses at the usual prices. Santa Ana, in rain. Was botter than lnst ycar, niso Riverside and Alhambra, both showing an increase
over 1035. Lons Bench was the blgest over 1935 . Lonk Bench was the blggest
for the show there in elght years-two for the show there in elght years-two traw housos. The show operzed in io Angelea April 3 for a week's engngemens by raln. The Barnes performance th con gran. The barnes performance ts com and the publle's rosponse to date look 1ke a prosperous seatan.
D. E. rusney. manngor of the Tam Mix Circus, sintes that business for the Mrnt two weeks is on about a par with last scruson. "From Indications." con tinues Turney.
much better sonson thnn last.
oo far and were ralned out at San Fran faco April 3 miverably cold wentherw Clrcium reports recelved, Balley Brns Clicus has had good bustness in Ters

## Predict Monster Gross

Piccedcd by the usual conerul of put Helty matter. the Ringling-Barnu: circus will open lts lase season in Mad Ison Square Garden, New Yo
Wodmesdny nfternoon. April B, hoplng Wodnesdny afternoon. April s, hopling reach a grosm-take of throo-quarters a million dollars on its $25-d a y$ and 50 performnnce run ending with Baturdm evening. May 2. Thls Won't surpris those who in convinced the ourson Thow biz is in circus setting the pace 10 Thoy sce
industry.
Wiates who are cautious in tholr esk mintes nre neverthcless freely prodictin hant the show will nttaln that fabulou Aguro. Tho Jowinh passover holidaya (Che festival pights. that 1s) will be over with as the show prepares for th initinl performance. Commenclap wil next Saturday, April 11. thousnilde school kidk will we let loose for th Easter Ewing until Apmi 20, bellevo 15.000 per performance will
the average that will yicld the tremendous box-omee gross. On Wednesday, April 1, the ticke wied buslnewa cterted briskly. simulta neousty duents were placed on sule to Macy's dopartment store and tick. agencles.
Preparations for the opening of Col Bros-Clyde Bentty Clircus in tho St dium. Chicago. on Aprit 11 , are going on apace. and J. D. Newmann, gene arent, states that indications whll be much larger than that last year at the Collseum, Newnan states, and will have a number of ou states, and will ha
standing features.

## Freeman Heads South on Units

## To see Publix partmersplans 20 weefis ut $\$ 175$ a day-to be gone 3 weeks

NEW YORK. April 6.-Charles Freeman. now with the Paramount booking thia week for about a three-week tour of the South in an citort of PnrnmolintPublix nmllated theators in that territhme. and it is his opinion that it can be done. Ho will contact many of the also seo some of the Chaliman Circuit
units playing in that territory. Freeman ngures that thero is $n$ poserblisty
of finging up nibout 30 weeles for $\$ 175$ a dny units.

Among the Parnmount partners Free man will vinit on his Southern tour will be Wiby-Fincey, M. A. Lightman, Lueas
\& Jenktins and E. Jparks. Ho elalins his trip is more or less in the he will definitely contact the portners on the unit plan. Inramuch as he is his plan. Mnay of the tiventers in the Eouth piny units. the Cushinan oircuit Aervictilg quite a few
Frecman revealed that many stanclard not "naties." have approsolied him on the Iden of unit-touring. Wille most of the southern units now get nt the
rato of alinn a dny. Freeman pointa out thut he will aak for \$175. The plan
does not call for production by the does not call for production by the
Parmmontint omce. but instend booking n stundard not to head a show and letting that net look nfter the produc-
tlon. Ftranian ngures, irom the many that there nre anould nets to go around to take care of a posinble 20 -week tour. tire unlt consecutive hooking to make

## Peggy Taylor Recovers

IONDON, Mareh 23.-Peggy Traylor. The American adagio dancer, of fitchen from the bid leg injury whe mustalned Irom the bnd leg injury whe nustalned worting thls month at the ronacher. coen to the Wintergarten. Beriln, with Fingllixh dates to rollow.

## New Haven's Show Diet

NEW HAVEN, Conn.. April 4.-The fendy run of stage here is getting on New york booking omice of Puramount niready buylng threc hown tm play hers The Count Bernlvicl unit opens Apry 24. nend Cab Colloway and ork open May a.
"Folies" 21 Grand on
Second Boston Week
BOSTON, Aprll 4.-Folles Comiques, tris accond week production. wound up here Wedneading with close to theater liere Wednesiny with close to 21.000
in the box office. The show moved on in the box office. The show moved on
to the palace, Cleveland, for a two-weck to the
On the first week here the unit groksed 8100 under 828.000 .

## Dickie Moore, Edmund Lowe

 And Guy Robertson for Det.NEW YORE, Aprll 4.-The Loew bookfor the fox has hooked n trio of "names" 24. They are Dickie Moore kid of April performer: Eximund Lowe, niso of the Govlen, and Guy Robertion. of The Great Waltz.
Loew has also booked the kla performer for the week of May 8 at the


## Palace, Chicago, To Get Its Shows Back

## NFW YORR Aprit 4 .-The Palace. Chicago, will deninitely resunse with

 Vaune agaln. the decislon being madeyeaterdny by Nate Blumberg. RKO yeaterdny by Nate Blumberg, RKO
thenter executive. If an attraction enn thenter executive. If an attraction enn
be obtained the vaude will return to phathoy will not he restored untll April pollo
17.
The thenter's brict run with a straichet pleture polley proved very unsuccessilul tie nelghiorhood eataing too much flesh

## Harry Russell Office Moves

DETROTT, April i,-The Harty Russell offlce has moved to quarterm adjoining the rehenrsill hall and clubrooms of the Amertcan Federation of Actorn. Jnek Miller, formerly with the Frank Bea-
minger Pasing Solig Company, bns Jolnger Passing Song Compnay, has Russell is producinp the Detroit Beef Trust, un not using four girlis in n mierle of novelty dance routines, ndvertised as Fenuty." Vhournnd Pounck of Gitin. Velma Owborne Ennly Smili and Dirina Lopez are in bo routines.

## Benson, Clark Open Offices

OHIOAGO. Aprit 4-John Benson, as boclated for some time atth the Metropollinn Vatideville Agency, and Harry caly minda thas lieadquartera in the Metropolitan oflice, have takan space of thelr own in the Woods Thenter Building. Benson books the
Arcade Thentcr, St. Ohrules, nind seceral Arcade Then
nikht spots,

## Boston AFA Active

BOSTON, April 4.-The AFA of Bopcon is preparing ita annual benelit show. yent the AFA's nffair was held nt the Bonton Opera Trounc. Locmi AFA alm In organizing its socond bageball team.
First cnll for materlal went out last Saturday and the term will be whipped into shmpe to plny CCO teams and semipro ovitflis.

## Battle Between Paris Houses Sees Scarcity of Good Acts

PARIS, March 30.-With the entrance Into the local vaude ficld of the dircua
proprtetors. the Amar Brothers, who prook over the Empire Music Hall Inst week, a seal battle is on for businers groups. All the houses, with the oxcep: ion of the Cirque dirliver. put on
now bllis last Frictay, and practically all now bllls last Frictay, and practically all
were making lnat-minute errorta to and were making innt-minute efrorta to and a drawing card, Whlle most of the blits appeared intr. the bookers were apparently inable to land nay inter-
national "names"-unless ono excepta the Alhambrs, which ham Larry Acler, Ford and keveral other blg time acts. Ford and keveral other big time acta. fook suitable taiont in London. but opening program Feveala only a good blll minus riyy real sock neta.
In any case the town now has three big-time vaude houses, the Alhnmbrn (Robltichek-Bizon group) the minpine
(Amarr) und the ABC (RottenbourgIden and reportediy passing it up arter bnnds, and Intends running thruout
theater was going back to minge shows.

## Edwards Completes "Sho-Window" Cast

New YORK, April 4.-Gus Edwards" vaude revue, opening n week from to morrow aleht nt the Broadwny shom in prneticaliy complete in cast. As it standa now. fibe enst includes Ammita, ton Lowty, Mark Pimnt, Milo Bnlley and Dendridge. joe Dorrin. toe Cook Jr. Larry Rich Jr. Janec Rich. Myra Lott,
DeBnid Twins. Connte Lusby Jonn DeBnid Twins, Connte Liusby, Jonn
Aloxander, if sweet Sixteens, Singing Urohins nind the Gloriotts Eipht. Phill Frabello will lead the plt orehestra
Pollicy cnills for two-n-dny at popu50 and 75 conts and evenings nt 25 , 50 and 75 cents and
50.75 and 90 conts.

## Knight, Tomlin Join Pearce

NEW YORE April 4.-AI Penrce and Onny. radlo show now touring theaterm under the sponsorship of Fanchon is
Marco. his been mado bipker for its tour, with Juno Enipht and Pinky trmin foining the omon the unit open for RKO inls Friclay at the Down town Detzoit After a wock inyort whleh may be filled in with Orpheum pots in tiat territory. the unit goes to the Mainstrect. Kansis City.

New Rrunswick Almost Out NEW YORK, April 4.-RKO planned
to drop the two-ding vaude poltey, efrective toduy. ne the state. New Bruns-
 Crehan, doubling from handling transportation matters, books the house.

## "Waltz" Trio for Chicago

CHiCAGO. April 4,-With the cloaing office has looked tirce of its princlpal for the local Chlcago Theater. Guy Robertson. Marion Cinite and Vivinn Fuy will open at the thenter April 17

Goldin). The two olrouses. oirque Metrnino nind Cirque dFilver, in renllty portion of their bills is qevoted to portion of their bills is aevoted to atnindard nota, In addition, here nelghborinood hotuses. the Bobino (rottembourg-Goldin) Europeen, nnd Petil-Cnsino
A scarcity of sultable acts exists at present. Most of the good netn here hive played everything in town. Oasino de Parls is scouting for a sock comedy been unable to nind one. Low snlary offera nnd lack of connecutive dates aro largely rosponible ror the shortuke of clusk netm here. As all houres, excepting position. nets landing daten at any houme nre pronibtied from playing other houses, Even the clrcusen stipulate that nete booked must rot makie prior nppearnnoe at nny other spot herc. but pearing under a phoney name and blightly uitering thoir act.

# N. Y. Para's Band Success Luring Other Rialto Spots 

## Cemter Theater toys with iden to opert Enster Wrohunsuccessfully uppronches Vallee and Loppz - Paramoumt has more to offer-State boolss "name" bands

NEW YORK, APRII 4,-The suceess of the local Paramount Theater with ita ple bnind prebentation, uslng "nnme" bands, Is entling other thenters in the Brondwry area. the Center Theater in Riadio City, now in ntraight pictures, toying witb the
Iden and reportediy pasaing it up after nepotating win a couple of binda, und


#### Abstract

Center mny nanin plek ioport that the


 can gel bands, and tio state Intends "names" aro unnvallnble. Attompta by other thenters to corval bands unually inds them inandicapped in view of the constdernbly more time the Paramount hns to offer.The Centor was offered the "nnme" band polley before the Paramount got Aiter many. unsuccenarul wecks with $B$. A. Rolfe's Orclieatra as the pit uttractlon the house went siraight picturcs and has been in the red ever Atnce. It in ubilerstoorl that John Hyntt, managing cirector of the house, whel inclined to tise bandis Ftarting off with Eister Week. rpproncling Rucly Vallee nind Vincent Lopez. Valler is understood to hinve turnod tt dowis. while Lopez could not Ret his price. While $n$ Oenter Theater executive claims the plan has bren dropped, it may be
terini sobtalanble.
therin state gets itsell into the band meture the Weeks or April 17 and 24. when Buddy Rocers and Crb Callowny
play the house. Rogers will do the play the nouse Rngers will do the way whil have three neta niong with hle ork. Notbing definite as to other bands booked for the house.
The Paramount, booked by Harry Knlcheim. continues to buy ita band far In ndvance, revenilit that the house ns long as the hnind wipply policy out. which can be for geveral years, rigurang on the braik of 26 lmnds $n$ yenr. Today Johnny orecn nnd ork opencd for $H$ two-week stay, to be lollowed by mbe Little Jnck Little-Ethel $17-\mathrm{dny}$ run. Booked to follow are Guy Lombardo for two weoks and Pht Gpitniny for two weeks nlen. The hous se atll dlekering with Ray Noble.

## Attempts by other Brondway thea-

 ters to play "name" lyands do zot the paramount offers two weeks at ths jceal houno nnd then has other wecke like Baston. Detrolt and Ohicago. However. most bands prefer to stay in town In view of broadcasts, nnd thoy lean to

## Gerber Unit Renamed "Music Hall Follies"

NEW YORK, April 4.-Arter conforting With nttorneys for Radio City Corpora tion. Alex Gerber ha* ohanged the name
of his ualt from fadio Cify follies to of his ualt from Radio City rollies to Mrustc Fall Folles. The unit, under the new titie, will play Pay's. Philadelphia
week of April 10: Fny'A, Providence, wreok week of April 10: Fny'A, providonce, weo of Ajril 17, and will pollow with Bas atao on for the show
city June 8.
Unit's cast comprises the troxy singing Ensemble, with Olark Krnmer, Hayes Halk and Howc. Rumkin and Normny. Jnck Blekel, Donothy Holbrook, Hio
Olsen, Nickolas nad a une of to girla.

## Pennsy's Secend WPA Unit

## PTITBBUROH, April $1 .-T h e$ sccond

 WPA vaude unit opened at the $X$. Mn W. If. A. Auditorsum Wednesanyfessionsily known as Jimmy
show lists a cant of 31 people.
avera average rour performances a week 10 As is the case With tho first unit. whioh is now in lits second nonth. the mhow will tour Allegheny County and pla unge. No admisalon is belag charged.

,
URN bnck the vaindowillo clock 10 years, shift the locale from Amerlica to Enirope, nnd you whll reatiee why mo inany American acts coday. more, than over, nere looking neross Coday, more than over, nere looking nerass
tho Big Fond ror brokingn. Vaudevile in Europe is in its heydily, Etralghe vaudoville with no picturcs. 12 acts to a bill; two shows dally. and crowds of people waithng around stage doors for autographs. Europe is vaudeville conselous to much
an extent that Amertean acts going over for the an extent that Amerlean acts
frat time are ammed at its hold on the people.

The past rew years have many acta to forcign mareat American nete hive come to the realization that domplie tho distance handicap forelgn bookngs are continuous and jumps inga are continuous towns mueh amaller. The biggest Jumps in Englinnil The biggest Jumps in Erom London to Glasgow, a distance of 402 miles covered in elght hours by tratn, nind from Lontion to Dubliti. 335
miles apnrt. necessilating $n$ miles apnit. necessilating in
combined train and boat trip of nine and ono-half hisurs. The absence of Eunday shows in Pagland makes it unnecessary to go by sleepers.

New York City, with a population of approximately $7,000.000$ people. hasn't one straight viudevillo theater, while London proper and ita whbisibs support at least a dozen music hnils, In tho provinces citice with populations under boo.000, such ns Brighton, Lelconter. Portamouth, Swansea, etc. Mnintan nt
leant one straght vaudevtle thenter. These towna leant one atraight vaudevile thenter. These towna are comparmble to Alba

Compare the amount of playing time avalinble to an net in America with that of Furope. NKO, Fnnchon E Marco have a combined playing time of ebout 22 weeka. There are, of course. a certnin number of ingependent dites, but let his inke just these alx major arculta. In Enkinnd the Genernl Theaters Corporntion alone has more thnn that mumber of thenters playing straight vaudevile and unit sew years in importing Amerionn acts, playing the sew ycars in importing Amerionn acta, playing the
nverage vaudevilie act and the biggest stars. There average vaudeville act and the biggest starm Circuit. along with a good many other ammiler circuits nind indopendeht theaters, mil playlng atralght vnudeville blin, twice inghtly. On the Continent the chiler buyers of American acts have boen the Scaia Theater,
Berlin, which niso has n booking nsiangement for Berlin. Which nino has $n$ booklnk norangement for the UPA Pnlast. Hamburg, and the Alhambra and the
A. B, O. theaters in Parla. The Cirque Medrano and the Paramount. Prifi, as well as tho Apolto Theater, Dusseldorf, niso use quite $n$ good mnny Amerlcan acte nre airendy in Europe before booting them for their establisioments.

In Amerlce vnudevillo conslata of weekly stands. Whereas in Europe, cepechally on the Continont, engrgementa are for extencled pertodn. A contract with the Scala. Berlin, calls for one month at that theater, while tho Alhnmbra nnd A. B. O. the-
aters. Paris: the UFA Patast. lamburg. and the Apollo. Dumaldorf, nte nll two-week stands.

The shows at the Prlladium, London: the Alham bra. Parts, and the Bcaln in Berlln are belng run as well is were the vaudeville bills at the two-n-day
Palace. New York. George Binck and Val Parnell have brought the Pnlladium hown to a apeed and smoobhness that astound the American pertormer. who bas to ndmit that he has not scen byything like it ance the days that American vaudevilte was nt its peak. Kurt Robitsehek, of tho Alhambra,
Paris, and prdle Dulmberg, of the Scaln in Berlin Paris, and brale Dulaberg, of the scala in Berinn. hnve nimo been very tuc
ning of thels programs.
south Americn and Augtrailin hnve also, in the last few years, como to the fore in the buying of Amomean acts. Andre Trillas, of the Lombartour Tour in Buenos Alrom, and Frank Nell, of Aluatralla both invor the weo of Amerienn acts in their theaters nnd as a rekult $n$ grent mang acts have snlled and will sull for those parta of thel globo. The warm reception accorded American ructs in theso forcipn countries is vindicating the judigment of these men in importing Amerient turns.

A good many Americun acts are arranging their bookinge so an to play the greater part of the yent in foretgn countries, returning to America for fow manths to play whint little time there la left. then going bnck to Europe. Eouth Amertca or Australs for n new reason, Naturally, with ruudoville cond thona sas poor as thoy are in this oountry, these nets prefer to remain away for as tong as they possibly can. American ngents are dally cabling thelr ach In forelgn countries offerinu them vaudeville ongagementa, radio progrnma, night club apots nad even pictures. The mafortly of ansucrs are the amme

The actis advine thit untess something out of the ordinnry presente ltaelf for them here in America they would much rather stay where they are for the time belng, working ateadsly and with much enater work
 for American bookern. At then circuits here were looking for comedy writen for the follow:llp week and a unit producer was frantically searching for acta thmi had not been secn Irantically senrching for acts thmt had not been secn
nround too much. $A$ glatice thru a lut of American

Europe for nbout alx months. The reports wore an terrinc and the publicity she recetved wrm wh great that she was cabled nu offer from one of the major circuits for atring of dates at a salnry much more Wiun she had bcon osking Junt before she left for bigger lift than over before.
As ls the chae nll over the worlet, when an nct platat to make about buen hess methods th the other platat to mako about buenmess methods th the other
lamds. The majority of Amerlamds. The majority of Amerlcan nctashnve comp back wit?
the kick thut witer playlug the the kick thut witer playing the
guarantocd number of weekis guarantocd number of week/s they hud when thoy went over
they were asked by the management of the circuit for which thoy were brought over to necept a reduced sulary for
further datea. In n pood innmy To Europe By Anonymous
acts nbroad would revenl at lenst a meore of such acts. and any one of them. by cabling thoir ngent notice of their return to Americn, would be booked immediately for the varlous circults for whatever time they have on their boots.

Thore is no incentive todiy. witn vaudevilie as it is In America, for our producers to develop new net: and new talent, expeclaily novelty and comedy nuaterlal. nind this denth is beling sorely felt in vaude ville circles. As a result aeveral of the major cir cults aro renilping this and aro bringing over European actis sutuble for chis country. A good many of these Furopenn reta are finding profitable engagements in Amerlca. for the arrival of onch new act brinps offers: not only from the other circults but from night clubs and hoteln. which have for the last fow ycare taken the mijorily of their acte from tho vaudeville Acld. tho mnjority of thelr acte from tho vandevile feld. They, too, are leeling tho nect for new makitia. new idena and novcitien. American producers are gradually boginning to ralize that thes will havo to look to Europe for new acts as well as for most of the rood Americnn acts, Just a ew yeark agn lice
Shubert, durlng one of na European trips. snw $\Omega$ Whow nt the Ambaseadeurg in Parls and signed Ave nets for his revue in Amorica, Three of these five
aots were Amerlcan turns that had arrived in Paris

## $\square$ WHY ANONYMOUS? <br> The author of the article on this Pago liz one of the most successul) of so-called European agenta. When this article was proiectred The Billboard had the choice of obtaining a signed article that would call a spade a shovol from persons hardiy in position to onsage in stralght-trom-the shoulder discussion or this article from th pen of, man who knows his business but who. for obvious reasons. could not sign solvable puzxle to those who know at least a little somethins about the European situour dufy and moral obligation is to dise.

## L

from New York neveral weeks before. One of tho netis had all it could do to convince Mr. Shubert thint it whi American and that th had played the Parnmount Thenter. New Yo:k. the week prior to parnmount then

Vnudeville in Europe. with its apeed and its enthualism, aeems to tnspire the Amoricnn act to better work, and in many cases personnlitien that have been dormant due to the Jnck of menna for outlet have come to the forc. With that thought in mind and whth the present demand for new laces and noveltiex in picture mualcals. Amorican pleture companies would do well to have thelr forelpin offecs cover all Amertenn acts playing in their cowntries.

For mevern Americran vnucleville stars who woro more or leas on the downgrade here Europe scems to have been just what the doctor orderod to brlak them back on thoir leet and to headilne prominence gaining eonndence and thelr personallties. Only regaining conntence and thelr personallties. Only reeently a well-known singer was boing ofrored to tho
vertolus circults at a much smaller galary than mhe "arious circuits rt a much amaller Ralary than fhe
han been recetving a few years ago, but will there had beon recelving as few years ago, but will there
wero no takers. She was offered Eiropean bookings whien she hnd invortinbly turned down year after whieh she hnd invirinbly turned down year after
year. At last her agent jernuaded lier to sccept elie year. At lust her ugcat jeraliadiod liter to nccept the
forclgn dutes, with the result that when she went forelgn dates, With tho result that when she went
over bhe was a tromondous success and staycd in

Iorcign engagementa the ncta
include in thetr quotations the
mount of thelr round-trip ernnsportation prornted over the guaranteed number of weoks. Neturally, at the complotion of their originni bookings thin trans. portntion cost is covered and then want to continue paying the oxtrn sninry towards thede farem, especially in the manller towns hat connot pay os much ns the bigger houses. There in plenty of conseeutive nind prontable work in orelgn countries for acts that understand this situation and ndapt themmeivea accordingly.

Fich country has its likes nnd dislikes, and cere tain types of acts will be enthusiastionlly recelved in one country and completely ignorcd in others. it is here in Amerlen, yet Frnnco nnd Germany are countries to be nvolded by nets specializang in this type of dancing. A few yenis ngo one of the best American of dancing. A sew yenis ago one of the best American Parla, which at that time was the ace viudevillo Parls, which at that time was the ace vindevllo for the boys. who did the same net that they did in for the boys, who did the anme nct that they did in Fingland. Where they had figurntively "torn the house
dow'n." Triple tnpw, trenches, over-the-tops, etc, cown." Triple tnpw, trenches, over-the-tops, elc,
meant nothing to nn auclence which knew nothing of the tntricacles of the tap dance. Fortunately, they chninged their act for the second show, and the begt part of the revised act wes the guitar playlng of one of the boys who had been playing the finstrument more for his own amusement than for profesaional purpokes. France is also a place to be avolded by pinglig acts that ennnot put their bongs over in French. Let no American or English singer start his progrom with an Englith song and you will bear cries of, "En Francaleol" coming from the gallery. French musio halls. in well as those in Germany, French musio halls. ns well as those in Germamy, much of it as possivie tranalated into the languase much of it as possible tranalated into the languano of the country, Audiences in France und oermanj will lorgive a forelnn aecent. nft they realize that the performer ta at lenst trying to adapt his act to thelr country.

England naturally uses $a$ pood many American falking scts, but even then suoh ncts ghould first ncelimate themselves and make such chnnges sis wre necemary to put their acta across. An Engltan andience cannot understand the becond chorus dramert. They prefer tho ktruight singing of a song wert. They profer tho rirnight singing of is soms of mentimental and heart-rending iswithout a lot of mentimental and heart-renaing la
torpolations. Furthermore. English audiences are none too iriendly to Amoricnn comedinne with aggresFive perwonalities. Their term for it it "oheeky,"
Another thing thoy cannot grisp is the "eurtain Another thing thoy cannot griasp is the "eurtaid buziness of "Im so find you have taken me. A forelpacer, to your hearts" and "I'm thrilled at your murvolous npplause." etc.. means noxt to nothing to them nind in mnst casen acts are asked to

Knockabout acrobntic comedy nets and pantomiond novelties nre untwermally understood and can play in any theater from Rin de Janciro to Dibbin. France any Germany, eapecially, go for the slapstick type of comerly knockabout nnd prntt fall is grees With howls of lnughter, Beautirul girk (Cond bleas them), especifily acrobatic
ficld in forelan bookinga.

The vaudeville fleld has contributed to matio. pletures. legitimnte stage, nifht olubs. etc., und these helds will. In a fow years, linve to look to Europe for the better American vaudeville acts, because scores of theme acta are being kept workins and in the busincss by thelr forcipin bookings, whereas without this feld most of then would be forced into other lines of work nnd their talents forgotten. Even now
rorelgn bookers are beginning to worry about new rorelgn bookers are beglnaling to worry
(See Vaudeville Looks on opposite page)

\section*{WPA Vaude, Minstrel Units To Tour Non-Competitive Theaters

## NEW YORK, ADril 4.-Porsiblity of locally produced VPA vaude and clitlew <br> surt of tour in the East and ext <br> surt of tour in the East and ext ruout the country if mucceser

 ntrel unite touring town and and competition is where therc in no vade Philp Barber, Netod the plan ndvanced by the Amerdworking nn goting nn olich from Wabh infton to permit une of busses to trainaprederal Thenter director. is niso behand the planRalph whitchendis plan in to book theso unita into towns ndjacent to CCC campes on a percentage bnsts nind include - provino thnt cnmp bnya be ndmltited free. Thesc bookings will be interorlums liat nre not compelitive to spoti already ualnp vaude. formers and musictans will got 103.40 a month, plus sis a day for expense.
Units will comprise the ropular acts, an Unlts will coinprise tise rofular acks, an archea stage crew of threc, Angle ia to

## New Chorus Equity Standard Contract

NWW YORF. Aprll i-Chmrus Equity putilig finishine touchea on phat ple in presentation houmen. Oricinni contract when a Surn Mildred Strauss troupe alkned up more than a year mace. It provilied for a Chorus Equity oloned than and spoolfied th
The new contract includet mast of
the code provilions and aeta up the the coto provisions and seta up the for pormanent troupen in pornsinent
houmes, $\$ 30$ a week for pernsen hotises, ${ }^{\text {b }} 30$ a ${ }^{\text {a }}$ week in claks $A$ houses and $\$ 38$ n clask house. Theme ficures may be ralked, however. before the contract is
lesued, as the Ctiortis Equity minimum in chorus people in legit showa is 30 a week for elght bhown.


## REPR Rootiophorions

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## WIGS ${ }^{\text {BEARROS }}$




## PHOTOGRAPHS



Whitehend, who is nationsi gdviser on innye the problems is to reatore vaude to communitice nand nit tho same time avold competiss with establishod vnutio npota WPA unlts would be withdrawn whon a community becomes sumerently vaude coribclous

Pittshurgh Casino's Twin Pix PITTSBURGH, April 4.-Georgo Jaffe dropped hla valude policy nt the Casino Theater here and rexpened last sinurdue followin oight din double ferturen due to the food. with doubler, who booked tho howe reporta that Jarre may bring in flesh igain jate this month
Schultz and Kemp to Coast NFW YORE, April 4-John schultz. head of the F. \& M. Agency, left here yesierday for the who whll name chnrge of the Kemp. Wilo whl nakume charge of the bad nylng weather, they entrained to Chicago. where they will pick up n plane to the const. Schultiz will return hero noxt week

## Vaudeville Notes

Vaude for Sycamore, Ill.
CFICAGO, April 1.-The Firgo Theaer, 8ycamore. H1., will inaugurate Ftago ahows Sunday with Exinn Alee and he policy clicks. iternate vaude shows and unlts will be made a regular sunday attrac

## VAUDEVILLE LOOKS

American talent They nnve practicnily cxhmusted the vaudevilie acts suitable for bookings in thoir ticaters, and very oon it will be a question of re-ebpisge nf must of tao ark that hat preaden played there $日 e v e r n l$ times. At premen there are tonking for tilent. One of them is ica lonking for tilent. oroducer of pantomime in Einglane and producer of pantomime good many Amorican sets int him shows. The othor is a producer of land Botis of them are having tilcir troubles finding talent that has not been coen in burope. and they deplore the America

## $\mathcal{A}$ Hotel OF HOMES <br> A Hotel OF HOMES <br> -not mere rooms people rored Ey show people . . combining room, urvilly $13=20$ with large foyer and complete serving panonly Accessibly located Brosdway, block frem from the noise and Do rourself a good tromsin Ooublity poom 7 it BELVEDERE today.

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 turcs and more vaudo nit Orphoum in Wolf ns embee nt J. J. Franklin's Took with lifm a now inne of F. Ni M. girls and acvoran spechat returned to the Sentes after 16 wecis.


## LARYNGITIS, BRONCHITIS, COUGHS and COLDS



## New Acts

## Jackie Coogan and Betty Grable

Reviciped at the Roxy, Nero York Style-Talk. singing and rancing. Set ting-Ir one and frih

Bncked by plenty of publicity ns a omantio term. the grown-up "Kid" nnd

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## 

han girl frlend. Miss Grable. provide nice entertamment. Featured in the F. A M. Hollyroond scerets unit. ehey get in gond chonce to mhow thelr inlenta.

Altho Mirs Grable is more talented, it If Coogan. of courbc, who getn the mont attention. Now krown up. Cookan is a tall and pleasant-faced young tellow permonality. Did emsee hero nind then Joinod Mins Grable in mame tap rou-
inee, Ife aiso worked in the brtef tines, Ife also worked int the bri
cramatic scenc.
Mise Grablo is nice looker. Mise Crable is n nice looker. A
slanpely piatinum blonde. she sning a shinpely piatinum blonde. ahe sana $\frac{1}{}$
couple of pop numbers, displnying moro permonality than volce. Ifer dancing With Coog
lifaty nicoly

They mise n nico tenm, mainly beraume they actually ahow aome taleat
rather than depend on throwine the Father than depend on throwing the follywood bull about "my dear publid.
Got ovar nloely here.

## Nina Olivette

Absisted by murray and kina
Revtewed at Lores's State. Nexp Yoric. style -Comedy. uaneing and singing. Serting-in one and three. Time-
Fleven minutes.
After heading 10 and 13 -people firsh nets. Ninn Olfictte is doing n ehrecpeople turn. nn net thnt's thoroly et.
fectively and bure to enteh on with foctively and bure to cntch on with
nudiences. Murtay and King asinst tise blond. epergetlo and thlentid coinedinind it is routinoel and striged very well. nind it la routinou and stnged very well. showing
ducer.
Lucerds off with the two boys doing $n$ hoofing routine. with Miss Olivette breakinp in in an attempt to join up cinyton-Jackion-Durante number. Nisa Olfrette very cloverly taking the Durante part in dolng th tune. I'm a Lady. Next aprung guddenly. something like tho Rity Brothers do. Finiali is burlestue brllroom cinnetar a In Gine. DeQuincey
find Lewte, Lawo. Burnoff niad Wenslay find Lerta, Lnwo Burnoff nad Wenaley
et nl., and that trio really do it very et ni., and thin trio really do it very
well.
wille the act may be questioned on Whalle the act may be quostioned on
itn originnility. atill it'a all done very cleveriy and rated tho heavy applause recelved hero in the trey poaition of the
five-nct show.
S . H .

## Frank and Vilma Revue

Replesed at the Grand Opera Housc. New York. Style-Dance fash. Setting Three firls and a mixed team comprime the actup for thil flash. Pace is rapld, act runs along anoothly, and is pleasing in lts modest wing Balloom
ifam opena with a walte, wind later clicks with The Continental. a Bhowy number. One of the firts. flling in nt the plano. alngs One Nipht in Montr Cario, and the other two ofier neparately an norobatic with the intter dremaid nicely in $n$ red und white rlaing habit. Fecelved a falt hand.

## Terry and Tully

Replcued at the Grand Opera fouse, New York. Style-Dancing.
In one. Time-Nine minutes.
A nice malo team of boofera oftering an ualsunl nsinntment of strnight, cecentric and comeds tnpplig. supported by n girl ztoore who crosesp the stare n fow etmes in conntc postures und invokun couple of knign. Cloalng turn is formed with a lot of nonsense by all three. Malastny of the act. hovevor,
ts the miepping of the boys. Clicked to tho tepping
here very well.

## Roger Pryor

Revicure at Locw's Siatc. Ner York. style-Singtng and comicdy salk. Set-ting-In one. Time-Nine minutes. Pryor, now a fenturod film player, is a setup. for he has $n$ legit background and furthermpre inlieltus lats fod for an auditace from his framed bandleading pergonality. Pryor mikes an outstand-
act. ile kot hupe hnnds coming and Of course, he tien his act in with Hollywood, telling cute storios of nicker Mnc west. It nitorde him an oppor= tunaty to tell of the fllms in which be sppenred. Iflm Roceo Ates atuttering gag is really Benny Rubin's old reltable. At Singing. Pryor Is mwell. rattling off Fent. Weent. Miney. Mo. No Other One Ire ntted beaucirully into the trey
S. 11.

## MANAGERS FORCE

## (Continued from page 1)

ngreement. including almost all producers of nrme rank. thus enabling the League. for the firat time in managerinal front to to present $n$ practicnlly united

As a result of todey' netion
Ar a result of today a nction producers can go nhond with the businesh of procuring new playg for produotion under their own frinted contract which was drawn up for them by Philip Vittenattorneys. It will now he jomelble for producers to acquire nnd produce plays Without regerd to the Drnmithats. Oulld for the nrat time in 10 yeare American play produced here his been under the Ouild contrnot. Mrasagers took the pasition that. having opernted under nego= tiated agreements for 10 yomrs.
fused co work under any ofher.
Dr, Henry Moskowitz, adviser to the Lonkue, who has been largely responslble for this Arst victorg in ininif up League membern into n nilitant rand solidident Whole, Botined Sinney Hownrd. promident
of the Dramathets Ginlld. of the man agers action in the following letter:
"On numeroua ocensions the Lengue of New York Thacalcrs has requested tho Dramnlitnts Oulld to negotinte a conPlred February 29 last.
-Your commiltie war asked in the conference preceding that dale to extend the old baslo ngreement untll $n$ new one cotald be megotiatcd, nnci our request waf donied. On March fintinto wrote offering to segotiate or arbitate to do elthor wo wlred you Mnrch 20 ngilin oferlag arbitration. On Mnreh 23 fony agater we agnin ainked for negotiatlon. Your nnkwer to this request contalned this statement: 'We nre nsked to continue a correxpondeace which we wante of your time and ours." Despite this robuft we continued our ofrort. Via tho tclephone. but this method proved even less successitul for the reason that of megotiation over the phone wne never borne out in your covering letters of March 26 and 30 and Aprli 1
We have operated for the past 10 we do not now cnre to conduct our buld We do noty now carc to conciuct our bunl February ag you released us from any obllentions to you by refusing to extend the exlatiag agrecment. In view of your consistent refuaal to nopotinte we feel the busineps interests of our members would bo serlously antected if they were to delay longer in prixenring plays for production Accordingly we have deeided arreement niopted by our members.
"II sut any time the Dramalists Guild Wishes to nerolinto n contract with the Lenglie of New York Thentors we will be
happy to onter into such nerptiations. tion $a$ copy of an agreement binding our members to our bralc ngreement and the namen of the producers who have Rlgned it. Wo wiah to ndivise the Dramatists Culld that any ittempt to inter and such leynl netion taken at may bo accesnary to enforce it.
According to the apreoment, managers Egning it bind thempelves to make no contracta for plays to be produecd ta tho United Stateb except mubject to the form ndopted by the Lengue or until n minimum basle agreement with the Dra matists" Ciulld is negotimted and approved by the Lengue. The contract is blnding whether the stgning managera produce indlidiually, ma meniber of partnershlp, or by any, corpmrntion of or whin whiseli they have any coanection or whin whin they have any comnection,
direct or indircei. In the cvent of breach of the agreement the Incague breach of the rigreement the league Joinink and remtrainins the violation of

Whith the League or other signatorles may suifor becalise of the breach. The en by fordin autiors. The arrcement ten binding upon the pritics, thelr helrg. executors. ndminlatrators, 5 uccessors und Mralgras.
The 61 mannger who migned tho agrece ment yeaterday are Chnrle II. AbramTheron Barg Aidrich, Lyle D. Andrewa, Blau Gustav Blam. Ben 4 Boyar, Wil Ham A. Braciy, Leo Bulgukov, Leblle Casey and James W. Liddic. Inc:: Delos Chnppell. Inc.; Samuel M. Charterock, Altred de Lingre Jr.. Henry Forbes. Vin. ton Freedley. Inc Crokby Gasge. A. Ray. mond Gallo. Normnn-Bel Goddes. Morrs Gest. Michael Goldreyer, Max Gordon, Luther Gicenc, Sim If. Grisman. Sidney Harmon, Jed Itarris, Weinan. Theresa Helbum. Richard Ferndon Barney K. Lawans, Georpe Keendolf Lawrence Langner. Mekenne Mnyer and Miliziner Ine. Jerome Mayc* Guthrle Mccintic. Frank Merlin, Gilbert Miller, Robert Militon. Malcolmi L. Penr. on. Brock Pemberton, Antolnette Perry, slaney Pnilip. Norman C. Pincus: Play Producing syndicates. Inc.. Murray Jny Quecn, Laurence Rivers, Inc.: Al Romen, Lee Shubert. Milton J. Shubert. Bmith Byron Totten. Jnmen R. Ullman. Lodtwick Vroom, L. Lawrence Weber, Jiscob Wiman. A. Woods and Alex Yokel.

NEW TORK, Aprll 4 -Whtle man. agers and dramatiats battied this week over the Dramatiets Gulld new batio agreement. Actors equity infected now note into the itay by .suggesting tha actors als
Thents. Buggestion wam mnde by Framit Gllimore. Exulty prenident. and will allimore. Exulity prenident. be broukht up before the coun. al at that body's meeting on Tucsedsp. In the midst of ntl this dimentimion between the Dramatsts. Gulld and the produaing managera." mald Gillmore, "as to the relative preceninge each shoun recelve from the bale of pinya to motion pletures. the Actors Equity hasoch the would like to go on fand necounting declarntion that in the fini nceoles As far as the genern! publle is concerned lat as the getor is the expert anlesman whose work oontributes in no small measu:e to the success of a play.
-If. as a reaule of that work. a den is mncie for the play th whloh he han ippeared. it secina part of that compenanton should be patd the actor.

Broadway in general wam inclined to mile at the riadical surgestion. but fi inay smile out of the other side of lts mouth if the councit teels inclined to net upon it. The managers have ho minlmum contract with Equity, wal leaves the retors orknnigistion a cie fheld to put thry whatever leghan. If was predicted in some guarters that If the actors demand a split of the fise dough the scene designcts would hare equal riehts io a sharc. Agured in as naother remote the generil Onbilc which contributen in moro tan pible ways than any of the atage work gible ways than any of the stage work too. With a fraction of onc per cent af the show"a fim righte golng with each ticket sold.
Brock Pemberton. When told of cill hore"s suggestion. snid. "I'tl glve mil thare of the movie money to the crltes who give me good motices." Slince the eritics is a major share in the wo guise melling plays to jletures under the fulse of Broadway muccesser. Pombertors wart. ment was dramatic departmonta.

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## Loew's State, New York

## (Reniewed Friday Afternoon, Aprll 3)

 Stute has $n$ box-ottice combo thit week, Charlle Chaplin on the sereen in woiren Timess nidi NTG on the athgo with hon radio girl rovue. Clasplin nnd Notr, but Granny 1 sint koing in for undraper thla week somothers needn't coupte of thinfs may not be kid entertrinment but the manapement willprobably get niound 10 it. tho. Granny probably get around 10 it . tho. Granay
does nn hour and $16-m i n u t o ~ k h o w . ~$ typleal cabaret entertulmment, without the chorus, but a steady parado of spectater and eld
shownouring. Eet. with Ruby zwerling nad the pit Eet. with Ruby zwering nnd the pit Rubf nid his hoys do n stering joh of
plaving this mhow. Aside from the fiock of Epecinlty people. NTC line in his ehow and rubyatte Plenty of show-loud and nolsy. often hitarious (thanks to
the sinten), cotted by frequent applause nvations, and all goin'-to-town rtupr.
Granny carrics on in his ununl wny. throwing the clappers the folks, clowning moce, mingling introductions, and in kenspal making it get ant for thelr net. doing thelr knoknbouts, tho song nlout the sotth and dnucing. nind go over with the show in $n$ very nmusing Pnshion. Huniling the Rity boys on nonsenme nind
effectiveness. Ritn Rio is a definite soric. with her untiring and energetic pertormance. A prood performance, too She, hi-tife-hars gniore. dinnces nnd
mukses up Ruby. Shos plenty hot and musses up Ruby. Shos plenty hot and
Thifr
the show-Ntop the nudionce handed her. Hechee nind Rulhyntte. Arnbinn sextet, aro in the clofing iramo. rining thele grand tumblias nmat pyrnmid
atunt stinting. Which is in good rinisher, and mppectally
of Granny's specinity people, the bigacst punel, in sure enough show-stop. ton, an Astrite-Rogers нort of team who hate plenty on the ball. They're clean workors, doing tap-dinnce routine of unuelin merlt. Ahowing the couplo ns excelknt stylists. They hid to do three numbera before they could rot aving. Other big lands nre tendored Glorin Dny Fay Carmin, who dia a crand singing joh pay Carroll, who dia a grand singlag joh elever nerobitito dancer. Claire powell is the exotic dancer of the show, in revenisis clothes: Beveriy Britton dopa mildiy in her ainging akalgnment; sonyn Racatiol Delmonte geth by nicely enotir $h$ with her Stboney aonk. and the Three Takísintera are a novelty. a Japanese Soneand-dance trio. sIDNEY FARRIS.

## Radio City Music Fall, N. Y.

(Revtewea Thursday Evening. April 2) The Musle Hall leadn the Fhister Paradte with ecombination show that's
certist and play to hold for a eouple of weeks Myedtic Bartholomew starring in 2 trite I. ord Fauntleros and second is a colorful A comblnat employing nbout 200 peoplo. can handle, ancl the capacity house at meris of such sin stempt.
Fiblowing the brief organ playting by duction agnin enilsta the services of its annual Easter mpectacle. It is The Giory of Faster. to Rubinstein' Kamenot ossrow Terturing the benutiful contrnito
singing of Eitwina Eushn. Alno, calling upon nil the Music Hall ensembles. the nigcrs. ballet. Rockrttew. etc. parnding in the annuni chureh sot. And ngnin the nudience pald it off with much apprecintive npplaume.
The Easter parade stngo show gets the granal night of kcelng the 95 or so boy inombera of the Jollot (III.) High School mand. $n$ brass aggregation tourtng the country Hend employed by the Musio Hall, th the traller reatis, in the 1n-
tereat of inisical education. A. R. McAlliter directs the boys thra Do Nardis. Shiversal Judgment and Goldmnn's talnily entertalning-a colorful novelty andy entertaining-a renl novelty.
Next is a singing apectaclo. The

Refratn, by ritiz Kretuler, and niphin Mise must is nice enough number, but no world benter.
no whtitary watiz.
crowalne the men in $n$ hurrah number, and male dancers. who tho ballet corps $n$ fan routine (not the Sully rand varlety). Not as colorfui costuming ng
it might bnve been, but the set ta flashy enough. Leads inio the finie, the reml flag-wnima tysc. It which tia Jollet onnd returns and does stars and siripes.
which $i s \mathrm{nn}$ npplause getter even with n Whach 3 an npplause geter even with n
Music Hall nudience. Éntire company is on, and the Rockettea have the fintshing spot, dolag a routing thnt embracea the Roone ntep and a hell snlute, whicls minght have secounted for the smalle than untas hand the girta usunlly get. The Easter opening rubis 10 minutes at at minutes. SIDNFY HARRIB.

## State-Lake, Chicago

(Rnwewed Saturday Afternoon, Apris) The Three Knnos. two men and a
woman. opellex whth nn excellent linc of woman, openex with in excellent line of
voinncing work. Tricks included the Uninncing work. Tricks included the
balancing of $n$ perch on the foreliead balancing of $n$ berch on the forer bal-
of one of the men whlle the other anced upslde down on the top of it; one of them revolving on the top of a lidder balanced by the other nind an swell polebilaneling trick for the finiah. Oood hand.
Exigar Bergen. In deuce npot. gave a clover line of veritrioquiatic turn plenty of laughe. Berson an $n$ doctor goinf thiru the routine of operating on Charlie McCnriny. hils boy duminy, has one of the most cntertaining acts of the kind Gonel hand
Joinny Boyle, nonlsted by his son nnd dnughter, Jack and Juno. offrred n varl ety of dancing. Ehe only thing outataing n humnn puppet bit in which he ued his handm in ahoes for severni dineing numbera. A novelty ohnir routinc closed. Threc bows.
Chio Thomas. Rs a comerty inlsfit aoldier. related is humorous volis his experiesioes in the lnte wir and proved that he has no superior on the stngo to-
day with inls type of comedy monolog. dny with this type of comedy monolog. He kept them inuphing continually nind
loft arter minging We won tho war to $n$ loft arter hingin
very good hand.
The revue portion of the bill wns The revue portion of the blll wns had Vorme Buck's boys grouped hefore swecthcarts wont thru a routine cireksed in crinelinem. The show nugged grently then when Al wilson, a colored boy. vocalized in a stratned effort thru ole Man Rtuer and Shortnin' Bread. Lydi duncer, did a routino that included nerobatick. bnok hend kioks. nerinis nad unhinual twinta nind drow a big hand. Rosm Plerre and schuster thed up the show in the next-to-closing spot with their $\operatorname{sig}$ Bradocast of 1936 , during which they
contributed reveral types of radio contributed reveral types of radio
mimicry. fleavy applaune. Aht. The State-Lnke swoetherte and Verne Buck closed the show with a novelty routine called Follow the leader.

## Fox, Philadelphia

(Revteved Friday A/ternoon. Aphil 3) Topping the Fox bill thla week in favorite. who braupit out a good hoube considering tho proximity to Holy Weok Band has gond routines and it in hncked by $n$ colorful showi.
Opening, number presents Little and his orehestra of 12 in a medley of "requeat"o nurmbors followed by a tricEy nrrangement of Chinatoron. sty Ohina-
pounn, with Little dolng his erooning and foun, with Little doing his can
tricky plano nirnngementa. Delmar and Firat net 1A that of the Delmal and
Redmayor Twind. two boyn nnd two Redmayor Twins. two boym $n$ nid two
girls, who do a gerics of
spantiki giris, who do a serics of spanas attrnetively staged nad cos-
tumed. attractively staged nad Thition of zosf, featuring Liticie' singing nind pinno work. A genuine novelty in puppet mantpuhis marlonetter. Simpron and hil feminine ald work in view of the customers, mhowing, the handling of tho dolla. The net-representing a vaude tho puppeteers. who make tho dolls perform welra acrobatic fents and ond doll magteinn. It in a yood, out-oftho benten-track puppet act.
The Littlo orchestra then follows with
domonstrations of the style of Ral Kemp. Benny Goodman, prdile Duchin. noted ork foaricrs in an interenting novelty. and Latte follows with his clever impersonntion of nn old-time maloon pinnist.
The Delmar-Redmnyer outat returns In at dince number called "Deep Purple." an evolution which combines As the orrhestra swings into Somebolo Npot of the Litle then with bpot of thene stunts. por ningule $n$ medtey of 171 s. sing compositions. Inoluding fold Me. Jealoms of the moon nnd Shanty in Old Shanty Town. L played.
The fim la Song and Dance Man.

## Chicago, Chicago <br> (Revictoed Frtilay Evening. April 3)

 Nams bandes and orcheatres have beon the stage wedk, with Xavier cupnt nind his Waldorf-Astorta niguregation currently holding the buards. Some unusually attractive settings havo been furnlshed by the Balaban \& Katz production dopartment for these bande. Last week Leo Stahr and lige art dopartment de signea $\mathfrak{n}$ Colonial mankion for the conceived a mond-looking venetinn concelved at whem-large cactus bnckdrop. The Jightras was excellent thruout.Cugnt and his orchestrn (11s) opened with the playing of Jealousy and then Went into rosite, tro intier paturing and muted trumpets. The Two Maring Mexlenn cirls with one of them necom panying on the fultar, gang two Mexi can enwbay melodier and were followed
Cugnt and the bnad then played $n$ medioy comprising Capioca. Continental and Isic of Capri, niter which Georges and Jaina, one of the finest danco lenmas ever to appent hore. did at beautifulys
impressive wate to the atralns of Beremsere from Jocelyn. They followed with a novelly. ayncopated number and then encored with a rumbin. At the coneluaton of whent work the nudisence reave an enat drawn by veloz and Yolanda on $n$ recent platt. Cnimen Tell That You zowe Me, Tonight and then tonmed with Chnrita in minging Clellto Linfo and garnered ab mioe hand.

Paul Duke, working before the travler. proved an oxcellent trickster, start. flovo atid then working the clgaret-out-of-the-atr trick in a arferent mannor ehan it is ausunlly tone. His show manalilp 18 zomething to mention and his musical necomprimenth adaer Greatly hand. Cugnt's brind then played smothor medley, closing with arama ince, Which and GOody GOOdy. GANODON MORGAN.

125th St. Apollo, New York (Remfened Monday Eventing, March 30) This nhow reprenented $n$ conibination fied la any number of callegorien. plua
$n$ hybrid contribution of vaude nind a hybrid contribution of vaude and Lunceford and his orcliestrn nnd pporinilsts: the wecont from the line of hoofers at the Apollo and the commdy of Pif Neat. This comedy Ls manimy for the Harlemiten and alonk burly Negro touch. In sddition to the dnncers: whose work is lisckndnimical and uninspired. otitside nets included n erio of NoETO hoofera. the Throc Sams and production number, with the girli sineproduction mumber, with the gria sing a Pullmint train ect. opened. Fig Mont back for naother mketch or two fluring
Orehentra, working behind n recimior the opener, is horalifed by the theme and $n$ erniler of the Lunceford bum
driving up to tho houme. Lumcerord'e contribution ran nbout 45 minutem. broken up a littio. In a $75-m$ inute show. Londer unveltu a vnriety of en everianment that is misinly in the sock class nad thore wan no integing of time The heat was wisely maved up for the Inst 15 minutem or so. Had it been dithed up before that. it would made chetra has 14 men. six in the bruss nitd five in the max sections. Lunceford takes the lend th one number presentins the orask and sax aextets, loactor playing the $s$ x.
Arrnngements are worthy of noto. aspecially thow numbers which when plnyed really anawred a demand from tie nudience which had becomo prelincefordin mecords them irom hord has more than kept pace with the ronern improvement in the qualley of sides

# LOIS and JEAN 

Delinentors of the Dance

Salling April il for an extensive European tour

Opening ALIIAMBRA THLATER, Paris, Frornce, April 24
Thanks to Dick Honry and Max Roth

## ENTERTAINMENT

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## THEATBE

1270 Sixth Ave.
now belng cut. His uso of instrumente real individunt atandont of the evening wrig Ertate Durhum. gultarlat ctoubling Trom erombone, who maloed n eliorun on
the atring box of Sfardus? and who the string box of Slardust and who
coulldn't get oft etare. Him fingering in something to zece. It was one of the Vocnlista nre ECldic Tompkina, Acnt:
Dan Grlsmen, high tenor, nnd Willic Dan Gismen, lagh tenor, nind Willie Pailine bidwardis, Lntter has n thin
voice. pletsing but nothsig wonderfus, Mlise Scoth ham to be geen sund ean't a way, usid chances, also in a wiy, but inga, plus hent. that entertain. Bhe's n
bet ior a legit mumical. Tunceford alaso prements his glee dub. the misicinns
inning up for n bit of winging somewhnt ta the wrring etyle. Band, nil told. populnr music any emporium using
Heaten nnd Starduse. pius wh Blue Heaken nnd Stardust, plus n swing
number, excellent excopt for mn inclination to so too much on a ceilling trumpet. Three Enma nvormge. Ray and Trent good in band-to-hnind nnd muscular
work. They look like $n$ veteran team. but Elipped once or twice.
JERRRY FRANKEN.

## Grand Opera House, N. Y,

A nice llttle bllt this woek. with is Frur Fobwe. three men nnd one girl. in bnlan routinon, This is a awell net of its tnineously on varlous parts of the stage. ring circus. dition. halls, plates, and plenty of props. Tho every member ls an asset. the Riri pullz down the greatest hnnd with her
conrdinated fuggling and bolnacing bits. A sure-firo opener. $\quad$ Deuce spot to Terry nad Tully, a male team of hoofern with straight. eccentrio nad lioke fritines. A sirl btooge nit: acrost the stage from time to time cullink forth in the clasing turn. a dsnce
nppers ing on the Great Waltz, performed
sntire on

## YYONNE <br> 2.

RIMAC'S ".mombien
Muchachos


## Elenore Wood






With much merriment by nit three Unuavul stepping of the boym. however, mmatrs the
good hand.
Dora Maugizin. a clever comedienne ellckel tremendousty in the ihird with in veries of mosologs, most of them anomo In verre.
Mauplan
aplel spoken by the wife of in sulesmian or women underwoar and a version of
 buriempue. Audience Immedlately sensed her nitistry, calling hor out nt the con-
clualon of her act for an after-curtain мреech.
Frank and Vilma Revua, in modest nind well-paced dance nash with threo plrts ind a mixet team, presented a orfer $n$ whitz and the Continental. the Inteer a fant, hisoty number, Other bits tumea in a rea nand whitte vidmg babit. n vigorous ncro turn hy a second brumet. nnd One Night th Monte Carlo. rendored vocalct by a girl Alinn int nt the plano. mount). nad bouse niccly flles. PAUL ACKETMAN.

## Paris Bills

All quitet before the "zero hour" Fridny wher nll the vaucto spots clear thelr bnttle instignted by the Amur opening nt the Empire.
held over Mlating chanped its mind and held over Minelnguett revue for nh ad-
ditional weok, but sinored in several now neta hended by the rany American Comedian. Chas. Chase, who scores a rent
hit. Another soek net on the blll in the hit. Anothor sook net on the blll the the muperb dance number of the Harlis numberk on elle program nre Depso Ret-
ter and polly Day and ceorgel. pop alnger. polly Day nind ceorgel. pop Mraspacher. is doubling. between the Bobino nnd the Europeen. Bobino bui features Treki. nut comedinn. Good hand-to-hand balancers: Marion and Irma. cute contortlonistg. and Man and Thit. comedy nerobnts.
Rribert do Vnkeoncelios and his high
school horses: D'Aneelmi. vontriloquint. and Andre Reshaud, planist, are at the Rex. The Mancinis. ace cquilibrints:
Dldinma and Partar, novelty balancing Didinma and Partingr, novelty balancing
nct. nind the Five Tartires, Russian Clancerf, aro at the Cinumont Palace. Chrysls de

## 

## Ort the Kiviern

Howard Nichols, Americnn hoop Jugplor: Maric Duban, pop singer, and the Nouvenu Camino. Nico. Ralph Oisen and Jnne. American nero dancers, are at The Penrl Twins. American dance team.
nnd Tommy Dale, sylophonlat. are nt tho Internationn! gporting Oluib, Monte
Car!n. Iris dancer: Four Kemmyn, nerobnta. and Zibinl, nut comedin
Municipal. Cnnaca.

## London Bills

Neweomers thls week nre Roy Tincey.
 daneling and comedy melinge wiltic daneing and comedy melinnge with
pinnty of ane nts. Tincey opens at the pinnty of hine hita, Tracey opens at the
Pavilion. chaspow, winle the trio. with Boyce formerly of the not of Frits. Reanling ami Boyce, make thelr clobut at
the Savor here.
Holborn Emplre. still the lending
Holborn Empire. still the lending
traight vaude irouse in town. has two straight vaude house in town, has two
succenful American nternotions in the Two Vnlors, with $n$ pench of sin equallit "s clever. and Page, Powell nnd Nonn. in smartly routined and excellonty neudime honore ntericen acts share
 Doruthy eteventivho niGs mnterially in Benty, dnurfy monologist and comedinn. regliterca at thim thonter for many morns.
A1 Trahan. with the personable and

Rnoppliced Yukona comeron, Is a showwhere the Four Ortons lay whem in the analem with thelr sighe comedy and rlsky
wire feats. Other American acts making notable auccenses bere this weok include the Genn Girls, Will Manoney, Kirk and Armati. Pegey and Ready: Wglsoli. KepBrothers.

## Paramoint, New York

(Revicued Sinturday Aftermoon. Aprit 4)
(First Shoto)
This time Johnny Green and his or chestrn, plus vocalists sind a young harmonica player continulif: the Parapoltcy seems to be lliling the house policy seems bonnt weak pletures and is niso crowdIng tha front row
lold seldom cloes.
Creen puts on a pretty entertalnang
anow nicely paced hind mustally good. Armakemonto ndhore mainily to simplselty except in the numbers when the lender is tht the plnino. There aren't
enough of theae. which should be a enough of livese. which should be a
compliment. One sigging spot is the number introctuced as a swing medley, which mhould prove once and for all that Gwing is nothing but bot inusic, Eenfo Mecnie Mince Aro. It's Jumt a fast tempo. Iorte. Severni of the tunes plnyed By the orchestra wore previous onake rare really entertaintng Duplicntion of tuncs will probnbly be changed inter on,
Slingers include Howard Phililpa, a better than arerage baritono froun radio:
Jov Ignne. Terry Arlen sand Dave Wade Jov I.gnne. Terry Arlen sind Dave Wade. lntter two irom the band. Phimpa is
renlly gowl. but needs more stage experlence in sellink his whres. Mise Lrone, n plensink rhythm chacallet with Don Hestor, whom Green suecrended on Dhe Jnck Bensy commercinl. Use of the choral chant ns Green's theme sone. as Is done on the ether show. Is no good Whilipa doek two solon, one of which is does a pulr of rinjum nimbers. Sho mukge nind twlstes too smuch.
er. follows bis brother's beps and is blowing into a mouth orgin and real well, too. Grcen. who self-conselouaty Annoumoes nil the numhers, mald that
young Adler is only 10 . but he cer ninly plays him inklrument like n true veterni. Third nimber, $n$ sliplatiy forced encore, few comile tune internolntions.
Closing in the expected, $n$ kerien of cunce written by the leader and npLant one was Green's best to date, Laft one was Green's bemt to date pate is unimpresalve. to any the mont As noted before. the arrangemontit awny from this is whin Ctreen lends at the keyboard and usen varioun sectlon stand out. eapectnily thrit one in which the qunctet of cl
Thoupht of Yon
Busincss capacity on the bargnit prices. spotty niter the matinee pric
was upped. Pix. Give Us Thin Night. JFRRT FFRANKFEN

[^1]ments helping to sock them acroga,
Thoy shape up deflattely ns of pro Thoy shape up definitoly nt of pro breaky the monotony of the sll-mita prorram with mome not and fast tappar. lookn as tho be can beceveloped lads who imitite musical instrumonta. and aleo impress is sometistig to be deveioped into an excolient turn.
The units are evidently bullt along a intic pretern: ne least both caught by imp reviewer hnd n whistler and sin The impernonator this time is Vivinn Barlowe. who is almost as pood sis the around. wiblie the whistling is done by Mcyer Goldberg. a lad who can mpenk and whisile at the mume time. it is amazing but hardly ninuslag
Novelty is injected by Rhodn Chase. a pretity and personahle lask whin mints In a deep bartoonc. It is atrange that so cute in kla ahould have n barizone. socks across nicely. More novelty : offered by Harvey Mearma, who playm an aftortment of strange munichi enntrnp atngs nicely. thn whe seems to bave bit of trouble with the hish ones. The Jermey Happy Rangers, flve lnds. Offer a brlef hilibilly Inatrumental bit, and Thalinn songs in a volce that sounds of tho it were a good one. tho you can really tell because of the
Ecwple and his guitar and Bob Eadle Fort ncted as master of ceremonlea, spreading personulity thickly all over the large Roxy ktage.
The Gne Fonter Girlm, introduced by Fredal Mnck. open the ehow the band outatinaling nerohntic novelty
\[

$$
\begin{aligned}
& \text { The amnieur unlt was even mom } \\
& \text { deadly than the previous one to play }
\end{aligned}
$$
\] dcadly than the previous one to play the house, since it lacked oven predecesenrs litte bit of comedy, ine profersional performers who have been done out of jobs by it

Attendance wns average the supper

## STATE AID

pared by the falr corporation, atudy the project from the state's point of viea and fix the amount of State particips. tion it any. Fair bory needs a lith more than $4,000.000$ from the state to Ins Meado

## appronches.

John J. Dunnlgra. majority lender. George $R$. Fearon, minority leader, and and Axwemblymen Irwin Stelngut und A. L. Moffatt. A rewolutson providem by the majority lender and three sho. sembiymen by the rpenker. Resolution
dives committec wide probina powers and provides that it determine the mmount of state money to bo appro hiblts, redvianbility of sention of hishways, bridges and othor transportation incilities to improve nccesalbuity: from ang source to be apent in entablishing a sultable site, and inquire into the organization. personnel and Pactliticis fair 1030. Ino.

## NVA SAN

rontinued from page 3)
of the million-doller san out of to serve the whole imusement indurto whereas the wan orlgin.
,




## PHOTO REPRODUCTIONS

## Canadian Quiz Now Under Way

## Parliamentary commikee to dik deoply into commission attitudes

TORONTO, April 4,-The Parliamonry radio commited is not to have patid of Cnndian brondess.1.1ng, but it \#il Arthur Slnght. K. O., M. P, Mr. commiksion chirman. gnve indications of his ,ntention to dig deeply into the dio ns well an the presont commission's
activitics. Mr, slapht's questioning was along the linc of eatabliahlng that the Bennett Government hnd not niopted recommendations of a mitlee. Mr. Charlesworth wns lorced by Mr. Slaght'g queations into the position of coftleizing the linte ndministration and generally he was mato lecthation
on the defegalve.
The commission chairman said he did not sce the neceanity for a genernl manaper, Mr. Oharlesworth confegsed that
he comaders himself and the other comhe comalders himself and the other com-
missioner quite able to do the work.

Mr, Charleswarth anid the compinints of racio broadcasting amotint to only
 French lanatuage on the nit, The onily
organized attack on the commission occurred in 1982 and 1033 becnuse wo were enrying Prewch procrinna. Mnny proind Quebec, and one radio nuthority Mr. Ahhernft. Rot out a manifesto kny-
ing we of French wna nn nffront to creryone elne in Candadn." Before Mr,
Charlesworth wing quentioned. Vincent Dupuss (Llbersi Chambly - Rouvillo) Chich had eirctalnted nmong momberm of the Folise. urging thnt use of Fronch
Inneuage on the alr be nbolished.
The third panlamentnry committee on tadio in the last four years commenced ment an to where it should berin. Mr. Charleaworth's lirst worda were to the
effect that the Bonnctt Government'
1932 Radto Act wns contradiotory both in its financinl provisions and methods of appointment, Mr. Charlesworth complained that the oommiraton had been se a consequence the broadensting aurve
Jon wot as good ns it might havo
 pointments were to be made by the Fith provincini governmenta. Owing to the chanre in the onmplexion of the provincin] ndministrationa hotween 1932 teen mnde.
"It wnsa't a pood syaten, anyway:" re-
narked Mr, Charlesworth. The 1934 committce reoommended
that the rules respecting ndvertiaing on that the rules respecting ndivertiting on that time ndvertising was limited to
three minutos th nn hour. Mr. Chnrles. hree minutos th nin hour. Mr. Chnrles. trictly npplying the regulation: but
inter he used hls discretion in llberalletine st. Fon. C. H. Cahan, who was the ment, explained that it wna the Gov-
elhment's rexponsiblity nad not the cnmmisalon's in implementing the 1934
recommendintions. recommenditions. "The committee
thould not place Mr. Chinlesworth in
Die pestion of criticining Government he ponttion of criticizing chovernment
fiction of which he colld liave no
nowiedee. suld Mr cnhan who explowided then snid Mr. Cnhan, who axphaned that the late government had for more money for crpital expenctitures, tay finsed them because of present-
der ordered n subminasion of conmitplaluta nbout the commisaton since 1034 . The local commisston office has been
strtpped to a akeleton staff, and many of the programs have been pulled, Give
ing a morgue-like atmosphore to the

Former Musician Joins
Cops and Gets on Air LINCOLN. Neb., Aprif 4.-What may smount to a lifetime coniract on hare bast week by lulius iudiam, one. fime orehestra lesder, Proviso for poema-
nence ls that he keep out of pollick.
Ludiam, who used to have a name dance band In this erc.s, gave up recently and
lolined the police torce. Me broadeasts dally over the police radio station KCZU and uswally stants off "Cafling All Cats."
Hen the operafor.

## Feb. Biz Showed Slight Increase



## "Midnight Flyers" Quits

CHTCAOO. April 4,-The Midnight Fivers profram from the Binckhawk
Crife, orlginatea three years nro nes $n$ World's Fhir fenture, will be dikconClnued niter Mondny night. Program.
which has been henrd over waN, wime originnily intended to run for durition of the fair but became immoneoly poptint and mode his senastionel come baick in the Bincthewt will be on the band stand for the closing show Mon day. So also will plerre Andre, who was cmsee there for two yenrk. He will share the bo
Elison.

Opposition of certain intercsits is satd to have been responmi

## Van Auken-Ragland Moving

CHIOAGO, Aprll 4-TTo provido more apaclots inalities for their expanding vertiaing nonenoy. will move into iarmer quarters on May 1 In the Oivic Opern Building.

## Hearst Relents as Some Columns Gradually Ease Back in Papers

NEW YORK, April t-First of the discontinued radio columns of Honrs Neto Yorth American's alr columin, written by Louls Reid. Reld, who wha one of the in in the wholicsnle dropplng of radio columna by Hearst. started afnin wednesday (1), This wns followed by n rosumption of $\mathrm{Th}^{\text {ch}}$

Mennwhile no ordera have come thru trom the Fienrst headquarters concerning the other columniaka thruout the country. Thas includes Mnrtin J. Porter, Journal. However, it is tnelty vanderJournal, However, back columnlzing soon, possibly within the next 10 dnys. All of them havo given to underntand they will have thelr apace bnele by Apris 15, or April 20 the Intest
The report that ordera have boen
diven that the stylc of writing insofar as

## Hollywond SPA Decides <br> "Hands-Off" on Warners

HOLLYWOOD, Aprll 4.-A "hands-off" polloy in the present Wriners-ABCAP muste fight was unanimously ngreed Const branch of the Sonkwritera' Pro tective Aspociation. 8igmund Romberk. presidiont, presiding.
At present SPA has no side to chonge until rirhts ns authors and composers are infringed, altho tt hum leaned to ward AsCAP, The association nt pres cnt. It wins decided, will nit on the side-
Innes nad wnit developments. However chourd anything nrtse where opposition may devolop into A detriment with
ASCAP. it was gald, BPA whil Aght the Asçue.

## Hershfield and Flamm <br> Sail for California

NEW YORK, April 4.-Harry Herah. freld. noted Brondwny columniat and huinorist. silled Loday for Californin os dent of WMCA. nccompanicd him.

## WFIL Joins Mutual

As a Supplementary

 station. WFIL will take both com morelars nnd sustalncre from Mutual. former less the cuntomary MBS commis-日lon. Philly atation ts the second bngte atation of thls NBC network to tie in with MBS; WBAL. Hearnt atation in Bal-
timore, having been the frat. WOAE, pimore, having been the first. Rlso now with Mutumi and in.
Red station on the NBC chain,
will ktarta off with several Mutual accounta. Onc mearting Thuraday is tho Lit Brothers etore, tnking the onrly morning department store prok atation. Brothers pnit owners of on wpil are Feenamint. Whelan Btorcs, Lndy Esther cosmetics.
those owned by Frearst bo ohnnped is untrue. according to informition obtnined in Now York. Rald'm columne were maninly in the thyle he has used since the has bnd the column. There was a rnp rt anothor station, however, Eiven $n$ decided break, more ao thinn it columns represented nn experiment to columns reprosented the Henrst colummita would ndopt upon resumption. Publinhed reports wrre that they would all be bnek and slnm

Nick Kenny, radio mnn of the New York Datly Mfrror, has had a column in nil the tince other lientst papore were afthout them, but the bulk of it han plus a few radio notes. These intter plue a ew been predominatoly WINS copy. Lately, however, the amount of radio Lately, however, increasing alowly.

# CBS Gives Up Band Policy; BookingDeal Made With MCA 

## Agrecment made on heels of new NBC bmad department and word from AFM that netionks toere offering unfair competition in booking with sustaining vires

NEW YORK. April 4.-Columbla Brondenating System is giving up the bandbooking deparament of tts Arlists Burenu, nhnouncing thint a deal han been oonthe orchestra booking nctivities of CBS. This deal will go thru at the explrntion of present contracts between CBS nnd its lemders. These contracts are not assignnble without the consent of the leaders. No reawin nnnounoed for this decision on the part of the New York onfice. Report wne that the AFM, thru Joseph Weber,
prraident, had advised CBS ehat it would
have to give up its booking nctivities with orchestrus duc to the unfintr come petition offerod by the network being junction with bands booked into nigh Junction with bands booked into gight stated today that no one there knew been tnken it was between Weber nad CBB. Waber wnsn't in. There wne nin sumilnrly advised within two weekn Altho the NBC sotup is now different than in the pant. bnving bolsght out Consoll Charle. E, Oreen.
abandonine lta band de partmont enme nn a surprise, Even the cording to the ninnouncemont. One re netion was that CBS had never yot givo up n depnrtment that was nnanclally
productive. Meanwhlle, thanctal ngreeproductive. Meanthile. nnancial ngree-
ment winm not disclosed, but belleved to bo $n$ percentnge nrrangement glving CBS a ploce of any income accruing to MCA from bands going to MOA from Co
lumbin, Iumbin, Peppe, Midwestern promoter, brought in recently by ciss to head no band-booking department. mald that no doctajon had been made as what the might be given other pasitlonis in tho Artists' Burenu. which will "concentrnto on Individunl artists." Bookers are Harry Moss, Norman Campbell, Arthur Michnud Mnd Bruce Powell.

## Postal Clerks' Program

SHREVEPORT, La, Aprll 4,-Mucl valuable triormation nbout the malls is diaseminated ench Wedncsany ovening
over KRMD, shreveport inidle ptation. over KRMD, shreveport indle station, eponsored by Local No, 418. National pederation of Pont Office Clorka. Bronde cant are in interest of postal mervice editor of postal odilletes. Trapp rocentiy recelved $n$ congratulntory letter from Postmaster-Generid Parley on "fine ree better focling and uncterstanding betwoen the postal employecs and the patrons." Hundreds of letters have poured in from buslness men and vomen approving
atred $7: 45$ p.m.

## Another Fox Campaign

NEW YORK. April 4,-I. J. Fry, local rarrier, 18 stnrting a whopper to 50
adio minuten dally on three locnl ntations:
Firm is golyg on WMCA, New York: FiNEw, Newnrk. and WHOM, Jersey City, tnking from neven to ten livemimute spots oneminute nonouncementa tion, 10 one-minute nnnouncemonta
havo been booked for WAAT, Jersey Clty. been booked lor Wait. Account, which has been ot steady radio user, in

## Dun Ams Again

DETROIT. Aprit 4.- The R. G. Dun Clignr Company is bringing tik amatour
hour back to the atr on Saturdny, April 11. opaning for $n$ hall hour on station 11. opaning for n haif hith Larry vin mniter of ceremonlen. ghor wlit broncicact for 13 weeks, according to the meliminary contract. coming from the RKO Down town Thenter. This in the Arst stage show of nny type to ea into the bern in geveral weoks. Dun hour wha presented lant year
from the Fox Theater. Hios, horsk atmosphor

## Shepard Station Movements Indicate New "Yankee" Setup

## Tico more ouflets reported going to $N B C$, revulting in entirely new setul, if any, for Yankee met-mostly CBS now, but fall may see complete cleange in New England

on dally newa broadcumts on Weaf and <br> \section*{\section*{New York}} <br> \section*{\section*{New York}}

GENERAI ELECTRIC CO.. direct
 Mitche

REMINGTON RAND, direct, Monday
and Friany, 8:15-8:30 pm.. Sunday.
LEVER BROTITETRS' CO. (Bpry). UITU Ruthrauff \& Rynn. nnnouncements on

NEW YORK. Apill 4.-Transfor of WNAC to the NBC Red network awny Prom the Columbla chain 1 i resnrded in marking the ond of the Fankee Network of
 Bridgeport from CBS to NBC's Blue nctwork. Thus the ehtire NCw Enginnd radio shepard nre now tryimg to arrange a thr Boston, will hecome efrective october of thim year. OBE will hnve WEEI ne tee
Boston outiot Imstead. Regnrdca ns sure
of approval of tho Fedcral Communicaof approval of tho Fedcral Communica turns down leasing applientions to reAponible leaseca. Ounerbhip. such as involved in the CBS buy of KNX. Folly-
wond. th not so ensy. RenBon for the deal is that otherwiso WNAC will re. man witn CBS until Jamuary, 1937 , While the Yankee network might bo continued. the trade believes that sueh costinuance will wee it considerably
changed. Renson is that tho Yankee the cross mixture of NBC nind CBS mikes such $n$ setup impossible. In ndellion, lts stations to cease Yankce nce tivities on the ground that to so con-
timue will bo to play both aldea of tho ience. And with Mutual Brondernting complicnting angle making dissocintion
required. Unclerstod that John ghepard required. Understod that John Bhepard has no inteation of giving up the wNAO tations will chnnge nllegtnace in 1937 whon the CBs contrnct expiree.
prtment atore owners of WPRO Webb, do parthent store owners of WPRO. Provi
deace. were to buy WTIC. Ifartiord depce. were to buy io Bose. It if such it is sald. Btore was neting on bohal of Chs in ordar for CBE to get in station necemary. Travelers Insurnnce Com pany, however. is still sald to bo look ing for $n$ new owner of its statlon, nsk
ing price quoted at ing price quoted at sono,000, high lovel, stntion secking to combnt opposition metwork proxtimm with its own amd the ring

## Conlter To Join CBS

NEW YORK, April 4-Douglaas Coulter, vlee-president. In claarge of rndio at N. W. Aver di Son. Inc., will Joln
the Columbin Brondcastimg Syrtem on director of bromdengts under W. $B$ Lewla, ooulter has becn with
Agepey for tho part il years.

## West Coast Notes; <br> "Kay Matinee" Set

EAN FRANCISCO, Aprll 4.-Kay Jev olry company: n oonsisteat user of Eponsorink a new type of progrimm on NBC's KPO. tt's called The Kay Sratinee and conalstr of $n$ serice of original plays submitted by nmbitioun dramnilsts Whang are presented by the univeraity of Onlifornia Little Tineater Playera un-
der direction of Fdwin Duerr. Program is henrd Bundnys nt $2: 30$ p.m. and
weekly prizem nre funrded for ench play weekly prizem nre aknrded for ench play
brondcast. At comelusion of tho first serles of 13 weeks a grand prize-chest
of silver-will bo giten for tho play judpred
John Nesbittis Passing Paraic, apoineored by Dunrt Silen Company, Iut (onsmetics). nad n thirice-woekly KFFRC
fenturo for tho pnot sovernl weeks. ienturo for the part Beveral weeks. in
nlated for the columbla-Don Lee net mated for 12 etntions. starting April 12
work of 12
progrnm will continue to eover the Progrnin will continuo to eover the
unual routine, that of the rambligg zounual routine. that of the rambliag zo-
porter who plnnees at the romantic. himoroum nnd mertous aldes of tho dny's Calif
Californta Melndies, a OBS-Don Lee (Sed WEST COAST NOTES on page 17)

## New Biz, Renewals

NEW YORES. Aprll 4 -New nccount and renewnis on tho National Broact casting Compnay:
ETUDETBAKER SALES CORP. OF AMFIRTCA, thru Roche, Willinms \& Cunnynglum. wtarts May 1 on WEAF and 41 stntions. Friciny. $10-10: 30$ p.m. rebroadcast untll September
1:30 a.m. Himber orchentra.

STANDARD BRANDS, thru J. Walter Thompson Co., New York. atnrts April 18 on WEAF nnd 27 stations. Bnturdny,
$0-n: 30$ p.m. Finnk Finy nind Eddle Kiay O-n :30 p.m
Orcheatra.

BENFFTCIAL MANAGEMENT COTP. thru Birmingham, Cnatlemna \& Piorce.
renew, offective April 14, on WJZ renews, offective Aprit 14 , on wind Fis. BTANDARD OTL CO. OF NEW JER-
SEY, thru Marachalk \& Pratt, regews.

## Cleveland

HEMPITLLL DIESEL SCHOOL, thru $R$. . Alber Co.. ivve minute spots. WhE. OLIVGLO CO. 12 spot nnnounce-
ments. WHK. ments. WHK. HEATTNG DEVICES, INC. thru Baylese Kerr Co.. nnnouncements. WhK. nouncement: WIME. thru Ruthraupf LEVER BROB. CO. thru Ruthrau
Ryan. 300 announcenents, WHK. R. HRTIBS WRTGHT INSTITUTE. thru R. H. Alber Co. announcements. Whik
NASH MOTORS. thru J. Walter:

Thompson Co. Chlongo. announcements.
WHE. L . KAURMAN \& SONS. INC. one
C. L. KAUPMAN \& SONS. INC. One
weckly $15-m i m u t e ~ m u s i c a l ~ s h o w . ~ W H K . ~$ weckiy $15-m i n u t e$ musical show. Whis.
I. J. Fox, thru Staniey Knyo. 300
nnpouncements. WHiK.

## Weat Coast

HELM'S BAKERIES, thru Mritla Allen Akency, partscipation. KKNX, Hollywood. Glasser Advertising Agency, partielpaGlasser Advertising Ag
tion KNX. Hollywood.
ROMAN MEAL CO., thru Milne de Co. participntion. KNX. ITollywood. prticipation MNXUMACTURING CO. thru Mitchell-Pnust, Saturdiny, 7:15-
$7: 50 \mathrm{p} . \mathrm{m}$. Cowboy songs. KNX. Holly'-
$\qquad$
HELMS BAKERIFS, thru Martin Ailen Ageney. Los Angeles. particlpating in

## Station Notes

WTr, Ratelgh, N. O., has startod a
dnily morntigg serles glving gossip about daly morntur serles giving gossip WDNO. Durham. N. C. celebrnces ita sece
ond nniveranry April 15 . An elnborate ond nniniversmry April 15. An elnborate
studio party is in the making, inient to studio party is in the making, inient to
Include Al Proyor's Orchestra, Ben Thaxton. Chodrich, and Plyler and Les Brown's Orchestra. Willo. Dayton,
O. has started $a$ remoto serics from Montgomery County courthousen. a dif Montgomery County courthounen, a differfnt ono per diny. Mike pleks up n
diferent function on ench brondemst coolov. of its Hewwood, is sencilng Lee to act as a forelgn correapondent for the station, Busi Lawreace, who used to hnve the Goxsip Olub on KNK, is fllings
in turing Cooley's absence. Igoo in turing Cooley's absence. Ing Igoo nna Jerry on KMOX, St. Louls. David Ponn. WHiO, Dnytom. baritone, is playing vaudeville locally.

W GST, Atinntn, hos signed a contract
with Atianta Coco-Cola Botilng Co. With Atlanta Coco-Cola Botuling Co. for bronclemsting of Atlanta Briuth play whon the gnmes aro apny from At: Jantn. to ingouncing stal? of hns heen nddod tenng. Ricaug is making a dally $15-\mathrm{min}$ tenna R Ricau is making a dally $\quad 15-\mathrm{min}-$
ute appenrance. Imitatinf Amos in Andy ute appenrance, imitatimy, Amos
Lynn Morrow, formor press reoresentamotod to the post of salea promotion motod to the post of anlea promotion
manager for tho snme station. Kny Barr is now hnndling the press duties, Ted Epsteln, roteran announcer at
WCAE, Pittaburgh, resigned Inet week to go into tho lnw businesa.
J. E. (DINTY) DOYLE for the past chentra and prior to that radio cditor of The Oahtand post-Enquirer and fer. ture writer for Henrut nownpapera, has been placod in charge of tho radio department of The san Francisco Chronicle. Yorle Alter a trip to Chicago and New Yorle, where he conferped with ex-
ecutvers of his orgnnizntion. $R$. Fumbenu. Fnetfic Coast managor of the Willinm Cadio Rambenu Company, nntional to his post in gan Franeleco lumt week.

## OFEN REILLY, former

Wrcc. Bridgeport. Conn.. ning of tate chlef engineer nt WMIFF, Pinttaburgh, has restgned to becomo chief omitincor at
WELI, New Fiven. Conn. Fe relleven WELT. Now Fiven. Conin He relleven
At Mcainn. Who goes in the game caAl Mcity nt WEAN, Providence. . WEME WEA. New Hiven. Conn.. geti a hearing on Mny 13 beiore the Federal Communicafull the on tile alr. At present the station hat to aign off at 6.30 , After 26 Wenk: the Amateur hour from Conn.. over wicC. ts off the nit. The Outlet Clothing Compnny, of Bridgeport,
was the sponsor, and Ted Clare, vnedewns the aponsor, and Ted Cline vnete-
ville m. c. came up from Now York ville m. c.. came up from
weekly to cmace the show.

K
IT DyL. Snit Lake City, has a geriea prestonal. fiving lemons in tho golf proiesthe air bing lemons in tho knmo over "John McDuffor." Mis Ntooge is mamed Wive kilowaten dnytime. Twlec maost to hive before. ding Dime. Twlee ns much known as the Internntonnla on WUAC Nashville. are atarting $a$ permonal up pearnnce tour. Mabel Bradley. Anncer and B. B, Wesloy, accordionist, hirve been added to the act. jit Fred Hrorthe recent inther of $n$ boy. The Ynakee Network hopins its nnnual base hall service on April 10 when pred Hocy bareball nnnouncer of WNAO. Inaugu rates the 1 ins meason with a dcecription of the exilfition game between tho Red Eox anet the Beer. It whll be froy's ilth consecutive year at tho brsebnll mike Brondcasts this year whe sponsored on niternative days by the Wnshburn Cronby Company nixd socony Vactum hast yoar keatucky, Whnors elgaret aers. however. will sponsor bnsebnil resume. pore then atenty en union orchostras have beon audi tioning at WELI in preparation for tho hew studio band which is to for the effect in tho noar future. A working Mrale of Etudio offlefints and the local thur J. Eherhnit, secretary of the union the orchestra when chosen would work
an average of about five hours dally.

Housewives Protective Period for tlv
weeks. KNX. Hollywood, $3.30-4$ m ceks. KNX. Hollywood, 3:30-4 p.m.
IRONIZED YEABT CO., Engu RuthIRONIZED YEABT CO., thyu Ruth-
Guff \& Rynn, unnouncemonts. KNX, raulf sollywood.
Aollywood.
AEINA LIFE INSURANCE CO.. thru
Glaser Advertising Co.. Los Angolen participnting, in Irousewives Protective PerIod. KNX. Holly wood, $3: 30-4$ p.m.
MISS SAYLOR'S CHOCOLATES thiru Doremus \& Oo. Sna Franclaco, partiel-
pnting in Ten O'Clock Fimmily. Kivx. THollywond 10-10:20 n.m.
POWER sEAI, CO. thru Jetrerson Wood. Los Angeles. Vnriety nhow. Tuca day ind Thursday, $9: 15-9: 30$ p.m... and 8:45-R p.m. for ono 3 .
24. KNX. Hollywond.
24. KNX. FIOllywond OHUROR BROTH. ERHOOD, thru $R$. IT. Alber \& Co., Los
Ansoles. sundny.
A:15-9:4s. rellgious Andoles, for three months. stniting Apry talkk, for three mon
15. kNX. Hollywood
 vood J. Robinson. Los Angelek. Alier Thursdny, Snturday, for four weekr. KNX, Hollywood. starting April 17.
IRONTZED YEAST CO. thru Rut rnuff \& Ryan. New York. five fulnute month. Started Mnreh 30 . KNX. Holy.

## Chicago

station wLS reports the followink
EISICAN: Advertininf Arency. two-minute dap. tmo ninnouncements nix days a week,
FFATURF, FOODS. INC., thru Mithell. Faust Co.. continuntion order for 78 minute diytime progranis.
minul minute daytime prngrama
OHAPPFL BROS INC
\& Bmith two-minuto thru Roger Nouncernont.

GII.LFFTTE ROPBRR CO. EHru Carmer is Krarselt Co.. continuation ordor for programp
MrOMRMMA. DFALERS OF OHICAGO, thrt
FORD DFAL McCenn-Erickson. Ino., alx
tIme announcementh. ILLTNOTS BMIL TELEPHONE CO., d.
ect. 10 one-minute sunday moralng announcement.
ALTORFFER BROS. CO.. tioru Lamport,
FOX \& CO.. continuntion ordor for 32 16. Fox \& Co.. continuntion ordor for 30 lo
minuto morning programs. GARDNER NTVRERY CO.. thru North. west Radio Advertisind Co three flve
minuto tranacriptions weekly. COUNTRF LTFW INSURANOF CO.
thru Critchfleld is Co.. Inerented sehed ule for 90 five-minute daytime tniks. ic for 30 five-minute daytime taike
HOOVER LTNTMIENT CO., thru Wrade Advertising Co.
RHOUMCEMCNTS, MFCB CO. thru Mitched.

$$
\text { Faunt Advertialng Co. } 13 \text { quarter-hou }
$$

National Barn Dnince programs.

HARRY ALTIER OO.. direct. T8 two
inute Homemnkers Hour nnnouncements.
FInNTED DRUG CO. thru street Finney. 10 is-minute dnytimo programa
AMEFTCAN $P$ OTA
IN INO. diroct, 24 oneminute early morm ing announcementa.
AMETICAN OAS MACHINE, thru Grove Advertisink Agency, 15 one-min Mte dnytimennorn LABORATORTES.
MLLES LABORATORTERS, INO thro Wado Advertising Akency, oontinuatiow
order for $1318-m i n u t e$
dayelme proorder for 13 (8-minute daytime pio-
grams.
THOMAS $P$. GUNNINO. thril Commet ning talks and one so-minute evenjn tnik.
TRAOK COUNTY DEMOCRATTC CEN. minute talks and one so-minute talk. LFN BMALL FOR GOVERNOR, thru Eniks.

ORVILLE TAYLOR, thru McJunkin Apency. four $15-m i n u t e$ night-time talks.

REPURKICAN CAMPAICN COMMTT. TEE, thru McJunkin

WaN reporta the following business: Ruehrnuep e Ryan mich com Ruthrnurf de Rynn, Inc. nn MBS com:
mercin!, The Cood win Court, originating nt wor and taking $\rho$ to oinonn 52 Tumsday, beginning June 2, 1936, for weeke to and including Mny 25.1937.
WAtarFFFN CO. nll home gnmes of the Chicago Cubs and white gox. a locil commorcini. Eingle Games at $3: 45$ pm except Cubs Snturdny pames, which whes
stnrt at $1: 48$ p.m. Double-hender granes nt 1:30 p.m. If no commercinl preceding schedule nt $1: 15$ pan.
(SEe NEW BIZ, RENEWALS On page 18)

## Program Reviews

(EST Unicss Otherwise Indicated)

Pittsburgh Symphony Oreh.
 Spympropyltsourgh riate Glas
Spation-KDKA (NBC network).

Driven by the urge to arrord a well deaerved symphony orchestra some na-tion-wide famo an well ns to nell morc
of lis products, the rittsburgli plate of Its products, the rittsburgli Plate
Giass company. a lender in ita line.
has added another network prosram has acided nnother network prokram
from Pittsburgh thru the Weatinghouse from Pittsbir
Station Pittsburgh Symphony Orcheatra.
fentured on thethe weckly programs. is a sentured on these weckly prostams. is a
welliknown outhitin this territory which, for some reason or other. has propram will undoubtedly add to ite repulation. Conducted in able manner
by tho veteran Antonlo Mrodarelll. the orchestra is a standout with fis olarsio
selections and rates high in accompanyIng the weekly Guest artists. At this
nenring Efrem Zimbalist. world-fanioua violinist, Wha tho guest solotst. He offerci Wingner"s Prize Soligs from "Dito
Mcintersinger." Brah in's Ifungarian Dance and the finalo from Mendels. boln's volln concerto. Thero is no necessity of going into detall of the arteay that he Etirred the crowded nuditorlthese programs are brondcalt.
The orchentrn premented Figar's Pomp and Ciroumstance: The Dance of the
Tumblers. from Rimaky-Kormakoff:s The Snovo Minifen, Habanera, from Victor
Hetbert' Nafifma, nnd the Rnkoczy Hetbert's Nafifma, and the Rakoczy
Mareh by Berlioz, Modinellis men aro an food ns many of the widely known
aymphony outrits and they aelcion fall to plesse their type of nudtences.
brlef and clear. the anononor fully aware that his astas talkk rench the better Clnss of Histenors. Im most nanounce-
ments the mponeor attempes to sell tho tdea of moclernlzation both in tho hom the firin ts on hand to serve with th Slated to nppeni on coming programs worta. This Thuradny, Pescha Kagan Pltisbu
tured.

## "Answer Me This'

Rcviewed Monday, 6:35-6:A5 p.m. Stube
-Talk: Sustaning on WEAF (NBC net--Talk
Trice weekly fonture put forth by tho Trederal Pducational Radio projoct of
the United Statea Feducational Orfice of the United States Fiducntional Orfice of wordis. "On tho cusf." Program orlai-
nites in Wrahington and studio nurilence nppears to lre of the community
type geteing off with a bit of minging
by all by iff ling off with a bit of elnging
pyncrm mentions conductor of the gungram mentions thi ndivantage of
guling nad thia is one of the repeons for the program. A dineen ques.
tions are asked find it is stated thes college undergradunteg uaunily average keven out of tho 13 nnuwers correctly, This soems to be somewhant bolow the junging by thas prent many listeners slnce nny school boy or girt who had
any history or geography at all should any history or geography at all khould ming but 10 minuten, bowever, the pro fram ta quite entertaining and th dirswers.

## Sromeations submitted were on Alaska; minel, It the Khonalke in Canada or

 Alarka, Where what the greateat flood conditionan conductivo to Name man-made of the Anerican Rued Cross? Wis it Morence Nightingnleetc? Why wan 8 witz
olven peacn conferences? Country in Wolved with Paraguny in leugthy war recently settied? Oficem held by Benjnmin covered Americalico of U. S.? Who allsColumbus? Ts Alnska binger than Texunanimousildes clected President? Final quastion is why whs other President Fo
one exception. This ts to be given on
the mext program and niso nvallable in the mext program and alko avallable in
mome Hterature that may bo nent for.
Next program was scheduled to provide Next program was schedule

Typo of program bort of helps tho hatener entertain himsoli and ls not a por dapted in some way as an educatlonal Peature by some mponsor socking an
autience of youngisters. M. H. S.

## Benny Rubin's Whirligig Revie <br> \section*{Reviczed Wcdnestay, 8:30-9 p.m.}

 Siylc-Comedy revuc. Sustainfng onWJZ (NBC network). Benny Rubin, comedlan. ta Ientured. Others include the showmen Quarlet.
Harold Anderson Orcheatra and varlous Harold Anderson Orcheatra and varlous artists, not all of them blled. Dobut of success that so clever a comedian as Benny Rubin deserves or is capable of port and grving him a good sendoff. Edport and giving him a good sendors. Rawords of grectinga and hoped that the and onk some welloknown programs (pronumably under an allas) ghould xtand hin in good sterd, Rubin is mas-
ter of many dislecta and on the stage ter of many dislecta and on the stage
at least is innown to thls roviower as $\pi$ plrst-rnte laugh getter. Bomehow the show doveloped into a mad jumbled reries of skits that seemen to have one was inipashillic to tell what wrs what. Whether the rault wam in writing. production or both. Inct 15 that the propman sounded fust nh a binured out-or-rocus pelp a clonk-cut edige on hla work find present himhelf and hls comedy so that

## Disk Makers and Pop Music Men Have Inning at Copyright Talk

## WASHINGTON March 31--With two <br> amendmont one suggestion wan of

 weeks yot to go an to hearings on copy-Might billa berore it. the Foune Commit. tee on patents is cvidencing of sire to get information from witnekses Whlen would be of value to it in efforts to be mindo in executive gesnions to Inind common or middic Rround upon which
to write $a$ bill that would be ralr. and to wiste a bill that would be falr, and
do justice to all interests affected by Hearinge were started this, week with H. A. Hucbnor for the Brunswick record and Isniselle Marks for Record Compnay and Imnieclic Marks for Columbin, Thrm that uscd by committee members in the nuking of questlons and comments, and formation ty Gene Buck nnd E. C. Mills. on Monday. The ngehda for the rest of the weck. according to Acting Chairman Sirovich, who is th, called for the appoarance of repreatatatives of
A looker-on. Monday, was Gicneral Shmuel T. Ansell, coungel for AFM, who Enid he whis not cortain whether the or gnniged mumiclank would offor testi-
nony. mony, Witncases for tho phonogrnph record interests told the committeo of
tho hard fight which is necesmary to the end makkers of records have to keep things roing in themo dayn of intensivo eom furnishimp musle, the radto and much. and that they were matnly inceratied in the preserving of property rights o tlon whith maight be enacted. Advent results of it. no regard effect on the old cinie phonograph record. which latter Congressman Dily ndmitied he likod reven yet. the extent to which conyright
is granted records in Englnad. and Inis granted records in Enalnndi, and In-
fringement provision of Engish Iawa were gone into ta detall.
Retention of the statutory license Retention of the statutory licensc
provisions as at present wra, asked. and Daly binl. ns to the making of to neet nceds of record manulacturers. Thero nessen for record makers an to comparatho returns to authors and composers on one hnnd, nad makers of records on former. as muck contended. Summed up brieny, nttitudo of the witnesser for up brieny, attitudo of the witnesses for
the ords in the United states nre entitlod to proteotion, ngid thint the only way retention in copyright law of the stntuing of the right of copyright in the record. During the hearings tho gungnam an to whether phonograph records rhould not be proteoted under patent rather than copyright liaw.
Chatrman John G. Paine, of tho Mrusic tho committee he felt he was justificd an $n$ represontative of tho publimhers in
opposing the bill becaume of the view it opposing the bill becaute of the view it Would limit the ripht of the compromer Whioh it was designed to take tho United States Into the Internntionn Copyrigh
 cusaion of radio and thought the latter had friled to furnish some observations have. Rndio the sald. dependa upon what is croated by miny men and women who had been in washington liam Arms Fisher. presictent of Boston Music Publiahers' Ahsocintion. Who dis cusked in considernblo detnil the differ ent bills before tho onimmittee. He nald hts conclusion was no ono of the bils composers. auliotrs and publishers: Also factory and in need of revision. and Copyright union should only be made copyright Union should only be
upon a bista of fun reciprocity.
garales of who wha playing who or listener. Who recclved the same impresof ho would when reading Into a mess camment as to slaging zand the orchestra, but that is of amall matter cornand Rublin fawarting hise chances with n

## Unele WIP's Round Table

## Rovicued Saturday. 10:30-11 a.m. styte

 Wppakers ant mEvery Saturday mornine Uacle wir (James A Willard). Atation's go-lbetween
for the kiddies. presides and introduces for the klddies. prosides and introduces the speakers at the "round tnble" in a
program patterned after a colleg!ato seminar sesialon Subject mater is of
esjecinily intense interest for the younrumb and makes for sure-inc ine adug attention all around should
Johnny Aurustine. physical od tutor ing for stnmor Mchinn gehool. aubcommentator. fed the strairht sturf on athletlos dovoloping the studen plyyslcally. mentally nnd soclally. Armand Spes comes on for the science in crimo. Detection demonstration nt the Frankiln Institure. Tniks on the coot of crime and the number of criminals without becoming boringly atalisticnl. Then
jump: to fingor printing. a cincli for the Jumps to fingor printing. n cincli for the Juves, invithg them to tho in:ititite nna Thatis a himd one for the paronis to
Risty nnd ainger. the only young aters in the studio, whoto mpecinity is
maysie and such. tell how to make a tele phono from old tin cins and a plece of and have plenty of enr appeni to carry on these old boynood woodshed ndven-
turcs. Cosmo Errant comes in for short tale about his travels around tho far-flung cornors of the flobe. Herb Blintr. mogul ninong locni btamp collectora. does a fimely blt on tho use of
atampm for chnrita
ly for flood relles.
Speeches nre brokon up by unclo he Wrasind Interluding with rop Tom Tom the fiper'e Sorl and the like. Band is ant orid combination of Instrumentitists from the houke crow led by
Clarence Fuhrman and sounds yippy nough to please everylxoty. Altho the Etation carriew this one fis a suatalning.
Uncle wir plugs the shildren's merchandising snle int Ginisel Brothers. derers to play the role of an Bastor Santa rera to play the role of an Brater Santa.
Ktis writing in what iney would itko in the way of Euster incry gettine progrnm im well constructed and runs
smoothly for the half lour. ORO.

## WEST COAST NOTES

## (Contthued. from prage 16

trom killj. Los Angeles. Lu melieduled to Clatude swecten's mualcal fenture. Saior Moifrne, which goes transcontinontal from KIPRO on Aprll 11
Roy Burkliead. baritone nnd University of Snn Franctsco student, has boon Glven $n$ weekly upot on KGGO, winning The borth in a recent amatour contest. Arnold Oren planist and well known and hls Arlanin ERange Ridicrs, who are
Johnny Dives nad Bla Aublin. are hillJohnny Dives and BiA Auting over that bention on Thurschay bllying over
Ted Maxwell. NBC dramatle genr. who has been written out of Girl Alowe nind other network offeringn orlginating in
Chicago isecauso of iliness, is in towu visitine his wife, Bobbe Denno. a member of the web's local dramntio staft.
Lucllte Kirtley. former NBC moprano. has it twice-weekiy mpot on KYA. She' nlehes and is also heard on the situr dny night Organ Moode brondenmes.
Meredth Willmon. NBC Weatern diVonch musical director, will be the guest coneluctor with the Snn Franclsco Sym-
phony Orchostra at a speclal aftornoon concert in the war Memorin Mouno here April Ig. Tho well known to ratho insteners the country over. tho Suest with tlie San Frainclaco Symphony Orcliestra will be his firit appeninnce of a full symphony.

Feature of the program to be given
will be the world premlore playine of his Gwn nymphony-symploony No. in in

## Los Angeles

LOS ANGELES, April 1.-Now that tho pudden eliange of ownership of KNX has been affected. reporta arc making tho rounds of locnl radio circles that Guy
Enrl. who mold KNX to CBS for 82000 , Bon lagt week. will buy into KMPO, is undiaratood that Farl in Interented with Dick Richnreds. Detrott and Cleveand operator. in a partnerslipp
Richarda holds sn option on REMPO. Which explres in July. snd Earl in rald to be talkink turkey with him with tho object of using the Beverly milis ntation mis koy in $n$ notwork
fornla indepentents.
KMPC is a part time outlet. opernting on 500 wntts nind shares time with
wor. Newnek. Columble made a bld for the atation when initial negotistlons with EIrl for KNX list year fell thra
F. W. Thring. operntor of $3 X Y$ and hend of Eritec Frim Productions. Melbourno. Auntralin, in in town ranking the locat radio rounds for posmible business and talent.

Kay Van Fiper. continuity writer. Is suing for 818.000 or damages surtained as result of an automobic necident and microphone.
Bob Sherwood rcturns to tho air this Week with his Vores of the Globe com-
ment on KKHJ. Prulino Holden back On local alrwaven via KEHE. Lasllo
Hewott. formor chief enplnoer at KKWWB ham returned a after eession as eound mixer in pix
ntudion, Ornco Boy Freddle Siogel at KNX lias been promoted. Now car rics titio of Junio Armaouncor. Whatever that might be. inkes on Bame atation Cooley wille Cooley vacntion in Fua
rope. Dnughter born to Mr. and rope. Owen Dreaghtor born to Mr. nad beca named Patricta Marguorito.

## Clir Briefs <br> BY JERRY FRANKEN

## STGNiNG to n four-year contract of with an similar fenl for the writers of bertsona, is taken ak a rood sifn for the developiment of raclio tislent und by the thagent umers-advertisers. It murras is succesilul and is bult into a headilne name aras, the agency and sponsors will have made n real bar galn buy. On the othor hand. if the bulldup for the consedian falla. then there atill is no real loss with no offense mennt to Murrny. Agents consider thit pollcy. if extended at all, $n$ dectded pollcy. if extended at nll, $n$ dectded brenk for them. It will menn that it will no longer be neceasary to have only nemes inder tow-that ins sgent wit bo maving to go thru t. <br> Another Important fnctor 1 A thnt in selling a product this wny, the larget three quirters of the radio jistoning minket. jocated on farnas and in winall millaget. hacated on forched jushi ns and if octively ns Withrea is ropr. for it in these mnrkets that prinolpally comblae to ermate the ntar, as to actual population mize and as to establahing a seller, This, it fr nd Blackett - Snmple - Jummert. Lntte agency, now placine more buminess than any other, bulld comparatively inex penalve shows, but establiwher the titles of them. such si sfelodfan, Lavender ard Old Lace, American Album of pop. wot oven inte in the commercini radio ratinge of ahown. but reach the farm markets and wali plenty of products. rinis, if a set of

## nre esturb effeckive.


#### Abstract

Ann Honeycutt renigned from the CRS program ciopartment. ns nssimeant ing in European vacation ind may ope her own production ollice when return  WMicA. bert hebhar, sales innnuger of becord of the sute of Marelt of Time last week whon ha wh told ut 5 p.m. that the Cariadlan riahts to the hookey memp-rtnals had been sold nad that his gtation hnd to sell tho American rikhts or camcel their sehect Old cold cipples before an bour hid elnpmed. Nice work. Ravelli. Jimmy Fidier factes from the nir thee end of Aprul. to CVennan Bakertea, Charics Windaor Clinrics sedrewiok on the the program was out last wak with a dinkil conte Mack Millnr back from the Coast poley McClintock added to the inmlly last weok. A boy. Mhlllipa has left WMCA to become ak sistint continulty director nt KMOX the tribute series. Acored very woll. The shiff of WNEW now setting The shifs of wew now fetting pep talks by way of weekly meetings. Aprli 11. Benton \& Bowles niready Apring the indio columblate what guest stars they want to write the sumnie vacition columas. . Frect Allen ha been selectod by stage magazine as the oventanding radio comedtan of the ser ent. Motion honrtly ecconded.


- Chi Cliz Notes

Jnck Hylton will branncant the Renl
silk program onls four times from Chicngo. . Ho thon moves into a Now
York hotel and will carry on from there York hotel and will carry on from there WBRM'A "Twin Winners" in the inknown singirn content. found thembelvea
starred in thelr own CBS network sertes tharred in their own CiBs network sertes
just $a$ week nfter they won contrncta. MLN sturman is heard thrice weetily over ${ }^{n}$ WBBM-CBS West-
ern network: Cranc four times a weok. ern network: Crane four times a weok. changed from $4: 15$ over nn NBC-W.I hookup to 12 noon over NBC-WEAF.
atarting March
so. atarting March so. months, has cllclicd $n$ tremiendous responsc. Gee nid Molly nre planning a personct in April and Mny. bis orchertra open thelr new berlen of comnerclal programm ovel WaN and
Mutunt April 12. carried by WBAL, Baltimore. nnd War Burfalo, in nddition to the regular MBE ktations. Trine Tumble Werd hum ter he'r now a binging gulde in Crand

Rumell Pratt and Don MeNell. radio comics. Who 10 wieks nioo Innugurated the team of Prntt and MoNelli. Ua-
Ilmited. over WMAQ. are to he henrd over an NBC rer network nightly exrept Bnturday and Sundny, etarting Aprti 6,
under sponsorship of the A. $H$. Lewta under sponsorship of the A. H. Lewth Merloipe Company the Jnek Arnold of Nyrt and Marge, nni
Mre. Haworth plan to lenve for : Western Mrs. Haworth plinn to lenve for a Western
trip in June in $a$ hrand-new travel conch they purchnsod Jast woek
Myrt and Marge, by the way. leave the alr late in April for the summer months bairball campa. in hill wet to Part hia ninkh consecutive erenon of broadcasting baxebril knmox over WRBM boid Be-
fore he starta his baeball broadicanta Pnt will on Aprit 9 give WBBM listener some intimnte lidelinhtm of hm decarle before the mike. Ah Rroadicay Cinflerella nir how tolding for Mar and
June nind The Worry Clinfe will move to ith time- $11: 45 \mathrm{~h}$ h. M Monday thru Friday. $\because$ Both shows have the anme
Eponsor. $\because$ It is rumored Broaduay

Cincerella will reaume for the summer over Wigin, lenver lor Now York thl week for an audition with the Metro molitan Opera Company used to be a wrestler, actod as judg In the tryouth Snturday for the Oiympic wreatling team at De Faul 0 .
Kinta E. Knecht will nginh be edu entionsi director on the Cole Bras -Clya ture radto tnike. She will have a lengeny schedule for mest of the Chlcafo Fidio stations. On sunday nsght. Mirch 29. Misk Preymes prograin on WCPT.
wnrd wood Jr., siles manager of woN is in a locni honplini recovering from injuriea sustnined in nn nuto nccident April 24. The Nitahter lenvox the nit Campana will be out of the alr for th limt rime in many yearm, wood-vash Crand raplds. hns been soleced to nct ak emsee nt the Blosmon Fentival queen wood-WABif. spent lant week in Chilcago. Wasti prot 10 clocke of a new lerible ntivlo devaloped from designs by Loluls McC, Young, sasistant elifef en RIncer of WBBM, hnve been pinced in
nervice in the CBS atualos. Kirbery, known as the "Dream singme. ta folng to Hollywood to make platire for Paranoount as sonn as his radio contrrets explre.

Jack Hylton and his Continental Re vue made thelr Inaugural Conat-to-Coast NBC brondenst Aprll 5 . Guin Ryan's annced to $n$ half-hour fhow heard on prnded to n half-liour Fhow heard on is minutts three tiniea a weok.
Relnhnid Behmidt. bumeo of the NBC Coinmedoren quartet. Im to be honrd in NAC, blize metmork. gtprilng Aprll 10 be nired from Chicago the week of Aprl 10 while he's pinving the Orientnl Then ter. Morgan Fantman had auch rourh flying trip to Floridi inft week that he hin beon convalenclng over wince
for New York, but won't commit himself. io inke the Blaine. Mrary Marlin star this week. . Insull chnin expect to ko rendy to gtart broacleastling nbout the middle of Aprs.. . When Jease Grawtord goes to Okiahomis city to pin at the dedtration of the new atudlos and plpe orfan of WKXX. Mrs. Crawford will plach hit for bim on lis regulnr net-
work recitnla from Cha. . Kay Chase. wathted Dreamm nuthor nind nctress. back from $n$ vncrtion in the wemt Indies. Oy WBBM thle summer will iv orranmed for an audience of 300... CBS has the " "cx" on brondcastlng the Kentucky
Derby Mry 2 for the aninc cts xponsor As Inst yerir.

## NEW BIZ, RENEWALS

## PConfinued From groge 16 INC. thrin Bntten. Barton, Durstine $N$ <br> INC. thrty Bntien. Barton, Durstine N

 Ohborn. New Yoik. The bupont pain transeription. takink 8:18 to a 30 p.m. Theadny and Thursday. bekinning Abri 7. $163 \%$, for eNay 28, 1030

## Salt Lroke City

AUERBACH CO., pive 15 -minute primis. KDY
PRESTONE thru J. M. Mathen, Inc. nnouncemente. KDYL,
FOME APPLIANCE CO.. Tour ovening GFiNFRAL MOTORS CORP., announce ents. KOYL
BLECTRICAL LEACUE OF UTATE thF Ad Cr.

## South

LOUIGIANA BEED CO.. Inc.. diroct. 15 minute program. Bundny, 1:30 p.m., be gan Mnrch 22. Fcaturing Robert Mo KALB. Alexancirin, Lasting Scedman. DODGE BROS. MOTOR CORP.. De trolt 15 -minute trinicriptions. Dodo All-Star feviat. bintled March 10. WDBU New Orlerns

CHEVROLET MOTORS. thru World Brosdenating System. three 15 -minuie wanecrpuona weekl. Nisical Momenta CARTER'S LITTLE LIVER PILLB, renews for ona yenr. one-minute npot anmouncernonts six तitiyn $n$ week excep Sunday. WDSt, New Orleans.

## Philudelphia

INDEAINITY INS, CO. OF N. A. thru Geare-Marston Agency, starts April 14 enda May 26. 1836 . Tuesday and Thars
ony. $7: 45-8$ pm. Dramatic skotehers diny. $7: 45-8$ p.m. Dramntic sketchers
WIP. GIMBEL BROG. (department atore) plareh 28 ditly pirticipatian in Trinn March 2B, dntly pl
rndio New, wip.
TYDOL OIL CO - started March 30 for 18 weoks, dally oxcept Sundiny, three pertods dally. WFIL
CREW-LEVICK CORP. (motor Oll) Shru Cox A Tane Agency, renewnl except sunday. 6-6:18 p.m. Sports tnlk WFIL.
VALLEY FORGE MEMORIAL CO (cemetery), started March 22 for 13
weeks. sunday, l-1 so p.m. "Sunday Plnyers.

## Grraril Rrapids

OMNERAL ELECTRIC sUPPLY $C O$ direct. 13 q

VANDEN berge ciciar co. direct. opot announcements six cays n wees RETD. MURDOCH \& CO. thru Rogers * Binlth, announcements six days woek 158 timen
minderson shoe co.. direct, 13 five minute programk. two inga a week.
WEBT MTCIIIRAN DIST, CO. direct 20 tive-minute programs inreo days week.

LABAN SMMPLE PIIRNTTURE CO. dIrect. announcementh three days a weel 180 ttmes.
SUN RA
minut RAY PRODUCTS CO.. drect. 13 minute proerams (rurnl schools), tw

## West Const

MTLES LABORATORIES. Inc. (Alka Ancoles. starta April 18 for 13 w... Angeles, Etarts Aprit 18 for 13 Wreks
Moring; thra Fridng. A:15-8:30. p.m (PETV NBC.KGO, KGA. KJR KEX KFYD. KTAR. KECA and KLO. Promntic merlal. Tilont, Edward J. Holden as Frank watanabe, and Cnmeron

Prud'homme, an Whllam, fetired bardware merchant.
WESBON OIL s SNOWDRIPT SALES CO., inc. (Wembon Sifna Oil ninc Show drift Shortenink). Chru Fizgerala Adv Agency. New Orlenss, renows April 27 io 13 week, Monalay, 8-8:30 p.m. (PST) NBC-KPO, KFI, KGW, KOMO. KilQ and KDYL. Prosrnm. Hawthorne House drumatiantion of boarding-house llfe Ollve weat ring Trobicrank Provo aik John Plotnta HAB
Pood Pros.. Esn Franclaco (Trupat Food Products), Ehru Emili Brsanoher $\mathcal{S}$ for 13 weeks. Wednetulay, 3:15-5:30 p.m (PST) NBC-KPO. Prokrnm. Woman Afagaztue of the Air, nftermonn varlet Bhow. ralent. Bennie Walkor, emsee Joser Hornlk's Orchestra and gucst arkses.

TILLAMOOK CO. CRFAMFRY ASSN Thllnmook, Ore. (checse). thru Bataford Congtantine \& Onrdner, Portiand. Ore renews Anrit 3 for 13 week. Frsdny, $3: 15$ 3:30 p.m. (PST). NBC-KPO, KFI. KHQ.
KOMO nnd KCW. Frogram. Woman's KOMO and KGW. Frogram, Woman Alagastine of the Atr, artermonn vartet
show. Talent. Bennie Walker, earee Jonef Hornik's Orcliestra and guest ertlats. JAMES GRAHAM MFG. CO. (Wedgo san Franclaco started Mnrch 33 io cight weoks, nighely one-minute wenthe report almouncementa. NBC-KGO.

WESTERN WOMEN'S CLUB (club) thril Eirgene I. Hintitigion Adv. Agenc San franciaco, started March 17 for weeks. Tuesdny, 7-7:05 p.m. (PST). NBC KGO. Progrnm, Western Wonncr. tilk of interest to women. Talent, guest

GALLENKAMP STORES CO. San Franctico (slioes), placed djrect: started 11 p.m. KGGC. San Franclsco. Prosrnm 11 p.m. KGGC. San Franclsco. Prosram, Georke Thlin, emsee

CRAZY WATER CRYBTAL CO., Sun Franctsco (mineral water). thru Vandc vort Auv. Agency, Ban rrincisco, atart day. 10.18 -10.45 em. craco. Program Home and stule forum TASTE GOOD BAKFARIES, San Franolven (bikery) placed direct gtart April 5 for 82 weoks, Sundig, 3-4 pm

## Srorifh

GODCHAUX EUGARS, INC.. New or lenna. thru Fitzgerald Adv. Agoncy, Ncw Orleama. welvo one-minute spota, beginning April 3 to April 20. WwL.
ROLLS RAZOR CO.. New York, thm Kimbell, Hubbeli \& Powell. New Tork bepins April 5. six one-minute spots

GENFRAL MOTORS CORP. plinced thru locnl ngencies, anmateur programs show here. wsMB New orleans Ah LIBBY, MCNEIL \& LIBBY, Chicaro. minu. Whice sily except sunday be gan Minch 20 WWI DUPONT DE NFMOURS CO. $15-m 1 / 2$ ute transcription Fridny at $8: 15$ p.m. WSMB, NrW OTlenns. ROOSEVEIT HOTEL. direct. six 15 -minute proginm Weokly remoted from Blale Room. Clyde Lueas and ork and nct, beginning Aprit a. and two $18-m \ln$ uts weekiy program
from finintaln Room, Albert kirmt nid from Fhionta
ork. WSME.

## 10 MUSICIANS

is not netempting to limit the number Itcensed apenta in the country benn extended to canada, whtch hasn much night club life due to sirtot isquor lawk. Mrest hotel spotis book hands rgencies in all Cannda. concentrate mnitly in Montrenl. Toronto and Van couver. C. B. Henderson. ArM offin In charge of the license nywtem. says sepnrato myatrat for licensing Cnnimbin Canadian musicians. locals nak for it al Canacian musicians locain nak for Dotrol
 to The Arsing.
Wingy mannome


## ED W E E MS <br> AMERICA'S MOST VERSATILE <br> Now Playing <br> EMPIRE ROOM <br> tine PALMER HOUSE <br> CHICACO. <br> HENRY HALSTEAD <br> COLUMBIA BROADCASTING ORCHESTRA <br> DHIL HARRIS <br> AND MIS ORCHESTRA.

 WIH LEAM RAY. Netherland Plazs. CiOuring April
HERMAN NOW ON TOUR

10 A.M.-WWVA-4 P.M.
ERNIE BRODERICK. Personsi Representative.

| The Ornwon Primet of Rhythim $\qquad$ <br> FAST 日EOOMIN One of Amesicio Care The Glilbeard, OInclnneti. O. |
| :---: |
|  |  |


\section*{© FLETCHER ANO HIS HENDERSON orchestra. <br> CRAND TERRACE, Chicago. <br> |  |
| :---: |}

PRANK $\begin{aligned} & \text { anita } \\ & \text { ROSS - PIERRE } \\ & \text { - SCHUSTER }\end{aligned}$

## NOW ON TOUR



| DON |  |
| :--- | :--- |
| RICHARDS |  |
| AND |  |
| HIS |  |
| MUSIC |  |

red
$Y_{\text {Ankee mis }}$
SOCLETY SWING ORCHESTRA Mdity Yopho N, West End Ave.

## 



Smart Rhythm for the Smapt Set

Astina co.

## 20 Stations Sign New Warner Pacts

NEW YORK April 4,-Approximately. contracts on the recently orfored flo year bails, with many more agreemonta ready to bo signntured. Altho thore are nbout 250 outleta holding Warner Brothern' music ficenses on tho ompornry three-month bakle of January 1 . the date tine for those seeking to coinc in on the new doal In April
fuhh is anticlpated.
fit is understood that Herman Btarr linntling tho Warner muslo Interents. In entiafled that an many ilve-yenr apree-
ments will be signed ns there nro now temporary ltcenses; in fact. he expect. more eventually, In many csaes minor liems arc bolng wriked out with the
broadcasters who have already etpnified n willngnems to extend the ilicense for Ah Hillingneas to extend the licenar for the Music Publighers frolding corporatho Musle publighera Frolding Corporahousing the various Warner subsidinty misje hotses. Ind in whose nnmo tho will not narre the stations which havo algnect for tive years. Within a week. however, n complete signed list will be given out.

## Associated Oil

Sports Program
Ing AN FRANCISCO. Apri Paciric North west in the schedulo. the Associnted of Company whl broadenst more thnn 25 important Pactic Conent track and nold meoth this neason, whioh opened inst Snturday. Stations to be used for the Sportscasts includo RWSC. Pullman Wamh.: KGA. Spoknne. Wainh.. KIRO Keattle. Wash.: KEX. portinnd. Ore. Angeles. Eports announcers will include Angeles. Sports announcers will include ington: Rollie truitt Oregon: Frenk Bull. Los Anrelos. and Doug Montell San Francisco.

## More News on WFIL

PIILADELPHIA. Aptil 1. - WIMI. in fast becoming the nowalest strition in town. Starting the 3oth station will have elght dally news periods, a hours
and 10 minutes in toto. Tydol oll Comand 10 minutes in toto. Tydol Oll Compnny buys three $5-m i n u t e$ and one 15 . minute news ahot dally for 13 Wooks
starting tho 30 th . Station has nially fiarting tho 3oth, Station has ne dally has threc so-minuto Clameined News. sections with apots. recordinga nnd news. WFTL was the nret Philly station to break the presw-radio pact and buy Internationn Newa service.

Phila. Station Ratings
Being Readied by WCAU
PEBTADELPITIA. April 4. WCAD. locm CBS station. expects to publish the rating of Philindelphin stations record-
ing to a popularity survey recently com ind to a populinity sirvey rocenty com. pleted. Station onistad the services of the boy scolits in maring saik in gearchinga for the j18toners* Hatening lendérn. And WCAU rnted number ono.
Romults after WCAU ns first were KRN. WJZ (Now York). WIP. WFIL

## Network <br> S <br> ong <br> Census

Reucrion Frworable ons. Drletion of Crime Items SAN FRANCISCO. Aprll 4.-Detotion of thas resulfed in KCCC. local 100 watier, recolving on svalanche of tovarablo comment from individuals and indorsement
Sar Francisco bey resion.
All storife of criminal acis that might lead to the glorificsition of crime in tho minds
of youthtul dialers aro ellminstcd. accord. of youthtul dialers are ellminatca. accord-
ing to W. N. McCil. menaser.

## Big Regional Chain

For Pepper-Uppers
SITREVERORT. Ln.. April 4.-Severtoen of the infyer fudto riations mouth KTBS Ahroveport, will be addert withe Texas. Qunlity Group, bebinning April 5 . to enrry Dr. Pepper's Poppor-Uupers. The progrsin. a comedy-inumical khow htarring Sugah and lier Boy Friendm, has becn fenturedi on the. Texns network for the pait year.
The new radio ohaln. Inrgest commerStatos regional hookup in the United Dixlo Network. with brondcnstin Popper uled for 26 weeks. Dallus exposition center $\mathrm{x}-\mathrm{lli}$ bo the point of origin for the serien.
The Papper-Uppers program recently ranked will up among the londors in a regional radio poll, which included tho NBO and CBS renturea. proving tho popularity it has won in the yoar ai-
rendy on the air. wugnh ta arilated by rendy on the atr. "Sugnh" is aphlated by Jimms, rotund comic: Roy. the muclihockled heckler: Butch, tho soundeffect impresirio, nind many others. the Pepper-0ppers Band. Thero are niso a harmony trio and varlety of aolor. Lust of mintions to nir program. has not List of mintions to nir program. has no centers of the south will be included an omicia here stated.

## General Motors Renews Sunday Night Concerts

NEW YORK. April 4.-Ceneral Motors Corporation's sunday night concerts havo been renewed ror another $13-w e e k$ inatitutionni comtract han gone boyond the 20 -week 11 mlt . usunlig onding at this time of the jerir. game sundaynifht periort on NBC-WFAF metwork is ratalned. nad Erno Rapee will conduot the symphony orchostra, and suewt sololeta will be booked for each week.

## Coast Ad Club Starts

## Educational Campaign

8AN FRANCISCO. April 4,-An intenhive campaign to celucatic nil forms of businese which have nover used ndvesbs the Sin Franolico Advertising Olub.

All media are belng stressed. Campaign ls under dircction of the Non-Adveraker. anics manarer Mncaregor \& Bollse. me.. transcription producer. is ohairman. Otlaers on the committee aro Wilmot Rogers. ndvortining manager Callfornla Packiag Corporntion: Jiarolk R-Denl, advertising manager Associated Oil Company, asid Walter Held. advertising executive Stnndard Oil Company

Pettey Joins WHN; Heads Sales Force

NEW YORK. April t-llerbert $z$. mettey. Eecrotnry of the Fcacral Conion munientions Commimion. hing realgued that post, eflcceive Mny 1 . to become a
vice-prestdent of WIIN. Lewowned New Yoris shation. Petery will be in Philpp Whitten, present emics mannker. vill remain on the station's staff. Preriously the station had no onies promo-
tion min, this being handied mainily by tor minn, thss being handied mainily by
whiten.

Pettey was previlowaly with Loovris by Way of Metro-Cloldwyn-Mayer. He left
MCM to go with RCA-Photophono. liter Kolng to ROA-Victor and the F'CC in 1033.

Slince Louls K. Sidney wna sot as general manager of WHN the station has expanded considerably nad is now cutting a good-sized Awath in the com-
JAYSNOFF SISTERS
The Leading International Duo Pianists Radio - Concert - Slage

## VICTDIR

AL JOLSON
Y(1)UNC

## BLANCHE <br> HETRA <br>  <br> ELLIOTT

Harmy A. Nomm. Fepretentative.

## charles carlile

Now Pleying De Luxe Loew Thestres.

## ${ }^{\text {d }}$ HEALY "The Chorus Girls' Boy Friend" 

## DONALD BAIN




IMMIE
LUNCEFORD
 RECOROING FOR DECCA.
HAROLO OXLEY. 17 Oirecilion Bih Bi., Now Yorle, M. Y

## JUDY CONRAD

AND HIS OROHESTRA TOWER THEATHE, KANBAS OITY. MO.

## AVAILABLE <br> ROSELAND ACES <br> - <br> 

PPROXIMATELY 12 years ago radio hopped out of the basminet，donned kniekors mind with the brazen braggacloclo of youth ramp ant rolled up its sleoves to displny an arrmy of sclilng muscles whioh．In short order，com－ Conngling，awikward，w trine solf－conscious at frat． radio atoot alternately prniwed and dammed．but donntely progressive．For even during the cleprension， When wollmg merlums wero beln
than the usuns care，the swing than the usung care，the swing
wow，diny after diny．to this new Whs，dny after diny．to this new
and amazingly active madistry．

Thear came theareckoning．．．
Uned haphnznrdiy in the be－ ginning：conslalered a novelty． porhaps．whon compared with
naedin which had barved nB the medin which had warved ns the
basid of resultrubadvertistag for more than a century．it was soon discovered to be n new sell－ ing force to bo serloualy reck－ oned with．

## Ermer the Seasomal Prowluce

Mukers of seasonu products becarne gradualy consclous or the welling power of this precocious child of big bust－ ness．Long used to the seasomal decltne nffecting other advertining mediums，they found in radio now selling power anjable of carrying on seamon after scason will but a sught dccreame in the vast nudience it hud bulst and to whicin ti was raplaly adding．

Later，in nn nnalysis made by Professors Hettinger and Wacle，of the Wharton Bchool of Bualness and Finance of the Undversity of Pennsylvanta，it wns dia－


Euperse S．Thomas ach sponso during months in解 thow a steady decline．Btrongest，perhaps，is the fact that radio，bnsically a purveyor of ontertalament， offers for tho nret time something that cinn be en－ joyed with a minimum of plyyblcal effort

This renain grows in strength when we consider the inhabitanta of thowe mections of the country where heat，humidit；and gonarally varinble climatio condi－ tions have a deeffed innuence on humsin reaction．It can be readily underatood that the ordinary permon is more npt to turn on tho radio with a twirk of the
Anger during a lethargic summer dey than go to the Anger during a lethargic sumamer dey than go to the effort of concentrating on a page of text or indulging
in the phyaical activity reguired to reach his fuvorite in the phyaics
movie house．

Time and dimennce，too．mean nothing to tho ever lengthening centaclenfor the radio industry，wherens theso olemente net ns uncontrollnble retards to the
newapapera and magazinea，ns woll as the theatrical sewnpapera aid magazinear，ns ur
industry and outdoor advertalng．

## Vrecritionixin Trerra to Rrulio

It ss a known fict that vaentionista bound for thono practically inaccessiblo spots in the mountning and desert lnnds will kindly contend with the Inck of the more generally accepted mediums of ontortalnment． but that each yenr nn increasingly greater number so easeatial to long vacntion nights and the flow of so easeatial to long vacntion nights nnd the flow of
spot news which kerps thom in constant touoh wifn spot news which keeps ti
nn ever－changing world．

Also，when constctering ractio ns a geasonal mollor，it abould be remenibered that visentions create grod moodn：gond moods make good buyers，ergo，it would be allmeult to And n more susceptlble tarrot for your product or mervice during the summer months of sen－
Bonal dechne than the vnat nudience which looks to sonal dechne than the vast nudience which looks to
the radio for the neww and entercalnment usually sup－ plied bs the newspupers，magazinem and mavies．

Space limitations forbid the listing of the many seasonal proiucts that inve been sold successfully in off semmons over WORt．The two cases that follow wull． however，show that the seaponal product．when bup－ ported by planned radio ndvertising．meets with an enthumbstic public responke．

Sevsormal Prodiucts Sitceessfrally Sold
Horton＇s Mel－O－Rol．for instance．a decidedly ser． sonml product，began its prorram callod The Pusaler
over wof durlng the first week of March，1035．No great response was expected during thls particular period when the days were ithll short and there was a
denato winter tung to the elty winds．But no nooner had the program been released and an offer mado than replies began to pour in．So grent wis the response replies began to pour in．So grent wis the response
that when compared with the repiles recelved during that when compared aith the repines recelved during
the month of July fobvioualy the peak month for lce－ che：month of July（obviousty tho penk month for lce－ croamsales It whe lound that Merch livteners topped
the midsummer renponse by sipproximntely 1.100 the mid
replies．

July．oddly．showed the lowent response to The Puzaler durting tho entire tume tht show wra on the

# Radio and the Seasonal 

## $\rho_{\text {roduct }}$

## By Eugene S．Thomas

air．March．April．October and November，Nowever． were month：during which the popularity of the pro－ Bram was donnitely registered by the reaponses ro－ ceived und the correnponding offescason increaso in salcs of Mel－O－Rol．

One intorcmelng phase in the responses recelved in answer to the Mel－O－Rol offer wns the type of Hsteners from whom they were recelved．A survey revenled that
75 per cent of the returns came from lietencrs of high． 75 per cent of the re
school age or older．

Interesting，too，were the extraordinary results obtained by the International Vitamin Corporation． maker of I．V．C，Pearls，a vitamin concontrate．

This program，a participating show．Incidentally． and worked into the regular Unele Don Hour．a con－ sistently populnr WOR fenture，proved agaln that a seasonal product nnds in unuslially receptive nu－ difance among radio listenors．

I．V．O．Pearls are primarily intended for winter consumption and net as a reslstinnce bullder for the physically run－down．However，thin product not only bucks the genernlly accepted sensonal dimeultics，but the price． 60 contis to 11 n botile．Ifts it out of tho class of low－priced products．and，at the anme itmo，decreases the chances that it wili bo bought on the spur of the mament．
『


## 号

Tho it wan quite npparcnt to WOR and the manu－ facturers of I．V．C．Pearls that the eventual purchase would bo made by the parent，the program was def－ initely slanted for the child audience．

The I．V．C．program，which has been on wor for the part fve yenra．proves quite definitely once ngain that radio has the bdvantage when it comes to selling the sensonnl product，for it bogins ench new schedule of shows year after yoar carly in September，a time when most winter produots nre merely preparing for the cold clays ahcad．and then carrles the ahow on Into the late dnys of April．

If salce results alone are an indication of how suc－ cesnful radio ta ns a geller of scasonn！products cturing timen when most seasonhl products fall to be bought． timen when most seasonnl productn fnil to be bought， it should be of interemt to know that
a stemiy increame yoar after year．

An a menns of nssuring advertisers that their in－ veatments in radio time ure not wasted there ia no Ereater selling nrpument than the storles of seasonal producter that have boen sold during times when all other medtuns evoke little or no responme from the market they endeavor to nell．

Altho，paychologically，the znans puying publio wha alurays be a more or less indecerminable wudience． radio．thru constant research and delving inco the buying kustes of the publie it endeavors to ploasc．is rapidly bullding up an appronch that．in time，way become loolproof．

For instance，not so long ago it wis thought that certain days of the week were more lavorable than others for appenilng to the vast number of listeners raclo entertalns．Now th is fencrnily npreod that al dnys are good dnys．providing the program oftered contains thnt required showmnnkhlp and basic trait of entertalnment without which radio would be rather ineffectual weapon with which to isteack a
public that inatinctively saym＂no＂even when it in． public that inatinctive
varlably means＂yes．＂

FTx

## Summer Biz Optimian

ROBABLS the greatcat ald to chasing the once verf weather decline of advertisera －is the stenduy inercasing ngures which prove that the bogey in question has no cause for existence and that he is on a tobrorian eventually deatinca to tnke him out of the lives of true that optiminm jrevalle in mational and regional networks and local accounts．it behooves the respective aries and ates promotion de－ partmenta to keep on their toos．But they sit least hare more nmmunition to night with as the battic goe along and thus it in deftintely $n$ winning one．

It la hardiy necemenry any more to point out the Vnet number of recelving sets in cars．the portablo set in nearly every summer camp or bungelow nind the increased number of sets gemerally thruout the coun－ try．With the avernge laking good care of the non urban localitien that cannot bc accused of beln̄g away on intermittent vacations．Nost peopla have forgotien to talk about ummer wiatle men the advertiser no lonker is conscioun of it except perhnp：when an elec－ trical etorm is nctually overhend．

## Discounts as an Aid

To some extent the major webs mnagage to tate care of themselves in consiatont monner，one aid being the discounta attachcd to consecutive buying of time， also．there is the feasible plan of retaining a clealrable hour and hookup by boiding on to it thrnout the summer．Cllente with more than one product have no dimiculty making $n$ suitable nwitch if necestary．This season Columbia Broadcesting system，for instance． gets away to an encouraging hot wenther start with tis newest Cineral Milis contract．And it has others． National Brondengting Company includes ndditiona business from Sterling Products and others．Each bummer seek nccounts continuing stralght thru that heretofore wore known ns atriculy fall nad winter cus tomers．Then there is the inevitable newcomer one times undecided on lits length of stay who gets taste of rosulta and then becins to talk shout adti tionel time And asiet as pointed out by Oen Thomis of wor it isain．ar polned out by Oen Thoming of wor，it is not aimays a question of ac horing only to such proclucts ns arc deomed searona for summor sales；many aponsors have learned that a stralght winter product can pile
and good win thruout the summor．

## July，1935，Tells Tale

Actually．it was the ngures for July，1935．trat dofnitely rovented the fact that radio had made the grentent gring of uny medium since the depression． An to be expected．July itaelf may be somewhat lower than June；but when July consiatently tops tho rame montin for the year before it is ith own best salesman

Gross time sales for Juity，1935，over indie stations and notworks were 32.3 per cent greater than for the samo month in 1034．and 40.5 per cont greator to 1934 thnn for the same month in 1033.

July，1035．Nhowed mitional networke haming a gross revenue of $33,175.042$ ；thc regional webs ald 802．102；national non－network ndvertisers gave ene stations h1．207．005．while local businees totneed \＄1，283．705．

## Big Grins Shozor By All

Comparison with provious yenra shows that as tionnt network advertising durlng lat July whs 27.2 per cent grenter than the same period in 1834 and no e8s than 88 per cent greater than July．1033．Regionn notwork buniness wnsthrea times the July，1934．ngure nnd nve times that of 1933 perfod．National non－net－ work advertising revealed a galn of 68.6 per echt over work advertising revenled a gatil of 68.6 per cclt ond
1034 and an increase of 75.8 per cent over July， 1939. 1034 and an increase of 76.8 per cent over July， 18 pe Local brondenkting hind $n$ galn inat July of 18.8 pe cent over 1934．Electrical tranacriptions atso showed big gains while live talent more than held tus own

It is conceded that July．1036．will show a ghid over July， 1036.

## Big Summer For Cleveland

## Njght clubs and hotels planning to nse plenty of entertainment

CLEVELAND, April 4.- Within the next few wreks mont local night club will begln an extenslve scarch for kuit able tloor show and orchestra talome to
be used during the appronching summer senwon. Numerous onventions are
bilied for this city in the next six blled for this clty in the next six
months. besides the Nntionn Repubilmonthn. besidcs the Nntionnl Repubilthe 100 -day Grent Lakes Exposition.
opening Jume 27 . Several million opening June 27 , Several million
noneypreted.
oplaion that high quandity talent whil bave to bo used by many of the betterclass spots in order to cash in on the
andilpated heavy humbiness. Mike spoclale, prominent booker. has aiready completed several onstern trips in the
quent of talont, in an nttempt to be quent of talent, In an attempt to be
one jump ahead of him competitors when the rush for "repeat blz" nets begitn Practienily nil spots, whether they bo
hotel dining room, alght elub or out-in. the-open beer karden nre planaing to light the predictod keen competition ment. The Cleveland. Statler. Hollenden. Carter, Gilisy, Alierton and Auattorium hotels have expressed their in chestras thruout the usually dull sum mer monthe.

## London Night Spots

LONDON, April 2,-Prince Edwnrd CaParkiente floor show, previously shown
Rt the Fronch Cmino, New York, and at
Chleago and Milnm! and featuring Chicago and Minmt, and Reaturing
Georges Campo. Renc. Rich nnd Artint. Fisle Rny. Glorin Gibbert. Lainge and
Folly Frank, opened in London April 2, Folly Prank, opened in London April 2.
Cover charge together wilh entertainment will be
Wilibur Hall.
Wiljbur Hall. late solo musteal come-
dian with Paul Whiteman's outfit. mnke his cahnret debut at the care do Thrls where he registers sensationally ments. rinil hiks both na $n$ comic and ns held over nt this apot indefinitely. Same hops for George Beatty. American comedian and monologht. who ropente nt the swanky Ritz.
Vic Oliver. American nut comedian. is n holdover at the Mayfalr whoro they
go for his cragy monologs and eccentrio go for his crasy monologs and eccentrio
musical bits on piano and violin in a me way.
Savoy Ho can actr in Mall, Rending and Boyce a swell acrobntte nind dancling trio with a splash of comediy, the internationally Immoun Armatut Brothers with thelr mit-
fical clowning and whisting, ngd Mary beal clowning and whlsting, and Mary
Raye and Mario Naldi. rhythmio and bles into the Berkeley wher Gnaton Palmer. w.-k. comedy juggler. providen
further sockso further sockso entertainmont. leld romalna as sentatonal Ott. Old cature at the Dorchester Hotel. Here's a mirth-provoking "hoke" ret that can truthfully be termed "clnssy."

## Shribman's Southern Bookings

RICHMOND. Vn. Aprll 4.-Bob Bundy Ilce's sor of tho Charle Shribman Of booked Mal Hallett nid hand to play touthern colleges and apecini events, of April. Also has Boyd Gaylord routed thru Virginin on $n$ month of one-night ers. Hollywood Debs sct for the Ohnrlesmie Lunceford and Jan Garber for gingle dites, in Rtchmond on Aprll 20th and 27th, respectively.

## Sheet Music Dealers <br> Meet in Chi July 27

NEW YORK. Aprit 4- The $23 a$ annual convention of that National whil bo hald in chicago july 27 to 29. Inclusive. it the Stevens Hotell Meeting will be
held in confunction with the National Amocintion of Mullo Merchante and hat NaLional Retail Musical Instrumont Dealers' Associntion.
The discuassions thit year will center around the nccomplishmonts and alms committree has been co-oporating with simhnr committees of tho Mulic publinhers Associntion of the United States
and other organizetions. All musio and other organdemtions. All musio
Gealera are invited to attend the convention and present thelr problems.

## After 25 Years

NEW YORK April 4. - Monte Rosa Reataurant bs colobrating it 25 th nin booked by Tony Shayne. Show comgrises and the Dick Pccoraro Orchestra.

## More Bands-Night Club Acts For Michigan This Summer

DEIROTT, April 4-A recent aurvey of the leading Michiran booking offices
nid nieht club operntors dearly indicater that the appronching spring and Eummer scason should be one of the bost in several years. Deapite n more than usual eariy spring hesitation in signed contrncts, which can probsbly be ateributed to the severe winter benther.
bookers and oporators are extremely opbookers and operators are extremely op-
timlate over the prospects of a season with plenty of money in circulation. algned as yet. nitho rumors Inst week had it that Sammy Krye und bnad had been engnged to play thru tha summer the other hand, hookern may Inquirlem have been more numerous than unual
for this time of the year. New hotels City Benton Harbor. Charlevolx and Bay City and several other now loentiona are roported to be in the markot for nets nnd bnncts. Paradisc-on-the-Lake, houis not expected to rcopen and the fuis not expected to rcopen and the ru is uneertain. due to tho recent death is uneertain, due to tho

Many cubaret and nieht dub operatorm who usually close thelr spots during the warm months, are planning to continue operations thruaut the sumer thls year. nnd whll continuc to ure regular floor shows. One ork agency
hes reported a lot of additional club dates on the fire for bands poseensing some degree of reputation.

## Night Clut Reviews

## Alpine Village, Cleveland

This popular downtown dine-nind ennce spot may be truthifully tormed ns being "distinctively different." witin and panolod background deplctin and panolod background deplcting soenes of Apline and Ravariap life. Pic
tureaque inlaid glass panela geattored turebque inlaid glass pancia the hugs celling effectively portray old world fables of yenteryenr.
Otto Thurn's Band is a real raset nind
fond by Chef steve schuckert is okeh. it'a a really cory ppot. innasting an atmosphere innt is dolightfully refreshipg of 600 pertons and balcony will secom modnte some 300 more. Two bnrs capre bly hapdie mormal bualness, while an
other npecial service located the the ren other npeclal service located the the rea
of main floor serves apecial parties. of main floor serves apecial parties.
The floor show is annppy, tuneful and plenty entcrtaining. Herman Pirchner. co-owner-minager, officintes as emsee bealdes doing a nest job of yodeling numerous Tyrol rolk mongs. Show is oponed with a colorrul parade thru the nudience by Otto Thurn and bandsmen attired in Alpine contumes. Singers. dincers and yorleling artists follow. alnging folk songs. A Bavarlan dance hy four fant steppling ind.x, comes next Thcy 80 about thar work with an en ular. Tony Cirin. singing bus boy. has nimost pleasing tenor voice. nan justly
natisfles in the deuco spot. Tad nnd Eally. a clever palr of baliroom dancers. posecsaed with personallty and charm plua, follow Tony-
ging is the vocallzing of of youthful
quartet composed of Diek Moormend,
Frank Ames. Fred Lanstnger and Devere Engelbach. The lads sliould renlly go Places and thelr rendition of SioutHearted Mfen just nbout sitops the show.
Spot No. 7 finds Hermnn Pirchnor doing Spot No. 7 Inds Hermin Plrchnor doing bantomime and
Margarethe and Otto Plrchner. Tyrolean dancers. plandits 1 or dancer find charactorlstio old world interpretations of Alpine jife. Emil Reunser then yod
A big reature of the evening it the carrying of 38 Bavarian beer stelna, plled three high and wetghing 112 pounds. thise high ind, nccompliahed by pirchner. Wha recentiy motion platured for Bob Bteve Tums nnd Paul Klatt, a tunetul trio. preaent popular songs with plens-
ing effect, show closea with a pagennt and parado of the floor nind tables. somewhint similar to the opening,

Reed.

[^2]
## Bookers Expect the Best Summer Season in the Last Five Years

## Improvement in general conditions one reason-public

 interest in dancing another-spots spreading for expected competition-offars uay above those last year NEW YOFRE, April 4-Band nnd orchestra bookere and dance promotera Are Faiting for the aummer sunrise in anticipation of what is oxpoctcd to bo the best ing from trips thruout the country llaing up dates. as well ax promoters coming Into New York looking for box-omce orchestras, exprens the opinion that itin in the attractions is selting a bigher level than over briore. Spots that in the pastNew Texas Ork Ageney
Droducis. Tex. Aprin "- Territorial Producing Corporation, with prinelpal
omice in Dalins. hus been chatered to omact in Dniliss, has been chartered etc. handle orchestras. theatricul aets, etc. corporators nre Francts F. Bokern. M. L. Callender and Don $R$. Cnllencer.
ased enmil outnta for littie money hava dennitely sultched to a policy of bls time sure awing on the part of theaters in the de Iuxe category to make in semi-roturn to vaudcville by ustnk orcherirae.

There are numerous reasons for the expected improvoments. In the arst
place. there is the busliness upswing noplace, there ts the bualness upawing no-
tieable nll ever. Tho smaller towns and clities have felt this long before the larger more in the fight for burincess than over before. That's $\Omega$ break for orchestras.
eecondily. the pubilc hns evidenced a Eecondily. the pubme hns evidenced a
dennite urge to get out fon $a$ bit of hoot ing. Chirdiy. Inrger hotels in New Fork and Chlcago are in a competitlve spot
with the resorts and are putelng on With the resorts and are putting on blgger attractions in order to keep part
of the tradu at icast. Thus Chicago hosteirles are going tho gun on pianning summer hookinge. Demand la prine
Demand is principally for mame bnnde, an it does the orchestra leaders. Understoond that the Texne Centenninl lisa already come thru witb whopper onters for top outfits. Texas is one of the leading Slater in financlal upswing, and a fock of bands, booked out of New York, have been there intely and are still on the
way there. Bob Snndera, band booker of Way there. Bob Snnders, band booker of Milis Artinks, mentioned wowns that nover sefore paid more than $\$ 700$ for a hand Pubilatty lately fitendant
nusio has siso helped Nut to swing musio har niso heiped. Numorous New bind sellers for orchestras listed under the swing category. Thit is gnited aus
wure-fre neuf for the younger ollentolea
1,000 N. Y. Night

## Spots Fire Traps

NEW YORK. April 4,-Loenl Fire Department has discovered IIre haznrds in 1.005 of the city's 1.832 cabareta and drace halls. In most inktances, draperies and decorations hid not been fire-
proofod. proofod.
Alrendy
Alrendy 210 spots have cloaed down. prohably becauke the cost of cireprooiing wra t
Of the 1.832 spots. 1.028 are located in Mnnhnttan. Bronx and Riohmond, and eot in Brooklyn nod Queens.
Twonty-flve men under Cnpealn Gcorge J. Ponter. in oharge of the DHvalon of Licenzed Placen of Publle Araembly. inspected the enpots under the su-
pervislon of Fire Commissioner McElilgott.
stimination of fire hazards in night spotit has beet one of tho demands
the American Pederation of Actors.

## Windsor's Dallas Agency

DALLAB, April 4 Whiter Windear. Who han been on the Went Coast for the past fow ycara and han produced night
ciub revuea in prominent New York nighterica, has opened a thentrical nighterica, has opened a hire. under his own clirection A apeclal night club booking depsrt mont will be conducted with Abe Berger
former Dallas newapaperman. In elarge Now in prepnrntion.
Windmor. is the world's Palrest Beauty Congress $n$ trade revue of cosmetica ete. and mponsored by national advertisers. Negotiations are niso under way with e mnjor oll company to sponsor $n$ one-hali hour radio program. featuring one-half hour radio
a well-known ork.

VEN canunl observers who bave been trequeating the better ciance emportuns for the pint itve yonrs or to are notlelsak the the bond stand who Emilingly directes his 10 or 12 pleces thru thelr uightly paces for the plensure of alscriminnting enthuminnts of urbun dance musle is certainty enjoying a ruddy glow, the unt
miatakable symptom of $n$ inenithler life. When he tta down nt your inble during intermatation he mirgt tell you, in explanation. that rresh nir is romponviblegood, clomn. unaduiterated. ood oxcen with a low car bon monoxide conlent: Exer lan mas hive something to do with it. too, for runnting to make uncompromising trust pind bum achedules improves the leert bent and increases the maxophone section's wind. For the country's better dance bands. now hatving eliscovered hast there is gold in the rura hilts, have bave found there. If not as more. then surely an equally abundnat lifc.

The orchetirn world, in syinpathy with Now Deal phllosophy. has dieclded in favor of interstate commerce, rccent Suprome Ccurt dectsions notwithatand with any hard-beaded musty-thinking showmun who Etill fatists, as inded cverionc clse with dolizg three or toir yenrn back, that ble mamee and betice muklc belong to Brondway and Bollywood boulevard and belons our what mue of tug of erenter dance popurarity than the Liray. Yon can triumphantly point to the stcrn recorda or the past few aeasom which, upon investigations, yous will find nicely dotted with sharply necending comprontwe gtaphtand prosperously annotated with wellמourlshed trial balances.

Specinlists in enuke-nnd-erect reanoning nttribute the now situation. which tirentens to be of considere able mignincance to all phases of the profesalon. to one primnry influence-radio. As in everything elac. Mnrconi's brainatorm bas succeected in equmbizing the nation's thstes in muste. Now that IIram. his
 Into setivity, cun chuckie at Fred Allon's parodies of rusto community life and is ablo. Immedistely there. arter. to be nudience to muslo emamating from the thilteman or Lomberuo direction, it is Emnll wonder local string ensembler even ino Zeke proudly an. nouncod that he neded a jex's-harp virtiloso to the combo thim week for the lodge's brin dinnce. Once introduced to better mivaic. Hiram is anxiotia to continue the nequalntanceship and will, it necessary, continue the nequalntanceship and will, is mocessary. contribute a dollar to soc
lombnrdo perform in pernon.
ombardo perform in lernon. Interented, 10 the-has heard of Oazle Nelson, and the thought of being mble to cinnce to nud sifh nt his mupertor nuelodies. even ponsibly fot him autograph. aeems Ilttle short of heaven ons earth. When it is calculneed that there are thousands of Hirams find Mandles within every rustic radinm of 100 milea. it ahould require no sllde rule to conntim the cxistence of $n$ rosoltrceiul patronage marlict.

Such a market was, of courae not in existence $n$ rew years ako, becnuse if ratio is now atiler prom mentioned. Becaune radio's innucnec js so obviously in fact and so casily compreliensilile, further verblage in establishing an aireadr won argimont would ceem superfuous. It miould be added, however. that the new trend produced by radio's arcendinney has been now trend produced by radion ancendancy bas been considerabiy abetted by the takies by vory mich the for tes talented personalition the movtes posens for ta talented personalitien the movies pomens. Since musical talent in radio and motion pictures Is froquentiy anc and the snme, the combination of radlo's ablity to present its talent consistently before the public nind the alms. faculty for dolfylas the very name performers into nationnl idols or emsesarles of Cupid would Eerm to bo Invinelble in building onthusiastic followinga univeranlly.

The now market thus cleveloped produces increas. g arachon botwcon ourdoor and maoor amusemert fields. Enpectally in the case of latrs. where live talent is alincat untrormily used in one form or astother, is this axiomatic. for it sinnds to resson that If orchestrus onn swell recelpts the general pay roll is ebabled the parndoxicnl sitimeton whereln radio and arises the parntoxicnl situnton wheroin radio and all corpuacle tnlent. act ns match-makers in this all corpuacle talent, act ns match-makora in this

Mout revealing of all the recent experiences ist the orchestris suburbin tavasions is thrt of the Canndian Nationa! Exhlbltion held last summer in Toronto. Rudy Vallec. Who contrncted to nppear
for the two week duration of the cient. wns soon
halled me the mowt algnally aucceasful fenture of the entire proceedings. The manafoment conadenuly attributed lize fair"f record-ahatitering nttendinnco to the big-time hatid innovntion. During the 14 tian that he wras broked, 75.000 people danced to his music in the spaclotis baltronm, admission to whlch averaged 61 a person. In aldition to tinis. fcveral thonsmnal witmemed his two weekty commmelnil brond.
 82. Vallee's ratalier was $\$ 40.000$. In nddition to

Canadan. and the very unme-Lombardo's Royat Canadiane-was an attractive one to forontomans and wll Camadian people, I nm convisced that big. anme orchestras will prove to be an attraction on any falrgratunds whore a propor setting wotsld permit them to work under gooti conditionito an ex. hibltion grounds who gerhages would not otherwhe be interested in the regular commerchal exhubits or ontertainment fonturca usually found ntya falr.

Hamid, witione views, by viro Fumbld, wilione views, by viro tue of uns long fammitarity with
outdoor entermbinment. can be outdoor enterthinment, can be
commered authoritative, lookn comaldered authoritative, lookn
for continued expanision slong the limtleated irend. "On tho basls of the Toronto expertcned." lie states. "I predict thut in nve yenta the majarlis of fair organizatlons will construct balirooma farpe cnough to ac* commodate practlcally in un-
limited mumber of pationn nad limited number of pationim nad
which will be equipped for broadcasting. motion pleture prolection and, possibly, oven televikion."

80 per cent cut in the net pront realised on the matince performances. Wsally calculnted ngures riow that pront exceectist e20,000 wat erronod by the manakenment on the bilroom. hat check and other conceskona, and the aceompanying fracensed attendance at other features of the fars. the ageregated inerement can bo safcly termed considernble.

It 18. of comirse, difirult to detcrinline whit measure of this ruccens can be laid elirectly to Vallee, but free irom prectse computation, it is rouphly com puted by Ceorge A. Iramja, who booked the Vagabone Lover into Turonto, at 65 per cent of the increased busincss over the preceding year.

It is not to be thought that the booking of the magic namc of Vallee wns radical experiment on the part of Toronto, howevor. The year beiore $a$ trio of big timers were bought. Duke Ellington ape penred on the two opentag days. Abe Lyman from Monday thru Prtday and Guy Lombardo from Sntur day thru Eaturday.

Elwood Hughes, the exposition's penernl manager. sums up his viewa on name band bookings in the following munner:

All three orcheatras were excellent atractions. Ellingion did extromely good busincas as an open Ing feature and Lombardois auccess Wha outstanding of courme be had the bencfit of being a nutive-born

CEORGE A. HAMID<br>President of Ceorge A. Hamid, Ine, and one door amusements.



LOOKS for continued expansion of opheatra bowhing activit! in fairs and other outdoor promotions.

Hnmid does mot clelude lam.
if into thanking that the entero outtoor feld can be invaried by the orchestran und muintaln equal footholds. The fair and the independent baltroom would be more sympathetio to the new infux simp by virtue of their chnarncter. The sliea of hnoing. like npprears likily improbable to thoms who are nuthoritatively familiar with the respective nituations Hamla doprccates thla possibility as imprncticabie and polats to Paul Wistemnin's nppearnace in the and poimut to Prul whitemanis nppearnice in the mrcusilke gesta Jumbo, now playing in Now York. man's ability ns a mustefan." Hamud explains, "it te
 obvious that lisk cosily apponrance in Jumbo adds
Ilte, if anything. to the production. Clreug bands Httie, if anything. to the production cirelss band
will aiwnys be apnrt from the danoe band in nature Will aiwnys be apart from the danoe band in natire ancl. For that reason, the loud quality band. not the bik name band. Will continue to be supreme in the
circuas neld." Much the same sentiment wats implied in regard to carntwals.

Clowoly axnoclated with the new trend, Hamud belleves. th the 1 miminent rise of commerelally sponbored orchestras on tour in behalf of a specific inbored orchestras on in firmindis opinion, current theatrienl eventespoint to the adoption of the bund atrien eventa moint to the adoption of the bund
tour by mercantle outnts just as radio talent ts tour by mercantlie outnts just as rnatio talent is
now explolted in their interest over the air. In the now explolted in their interest over the nir. In the recent standard Oll-xpon ored tour of Ouy Lomburdo
the band played to an estinnted 150,000 prople in the band played to an estimnted 150,000 prople in
two weeks. If these commevcinlly pponamed units were booked into tho filrs themectves, Hamid be: Heves the audilence would be clover to $n$ million in the case of luspe falrs enan to the recently reported 150.000 in the wamd length of timc.

As much as ractio has incroased general public appetito for big name bands. it ts not to be assumed that the fild is yet ready for unything but occmanal ontrance into the outdoor market. The blg reason is, of course, the price demnnds of tise big-time unita is, of course, the price demnnds of the big-time unita ticularly true with reapect to parks ind ballroome ticularly true with reapect to parks nndi batirooms
if not so cogent in the ense of the ining, whieh seetn If not eo cogent in the onse of the fining whioh reem better equipped thru their inirequency and general
character to draw heavy patronage. There are two character to draw lieavy phtronage, There are two
solutions to the quostion from the bnllroons operntor's atandpoint. One-strongly navocatod by Hamid is betng the most cienlrable-provides for co-operntare orghiniantion botween competitors in the same ger eral nrea and between ballroom operntork mationally The way things operate now necesaltaten long leap by orchestras, with the result that they are obliged to zigozag expenalvely thru all geographical acctore If. thim co-oporation. sane and sclentinc routing could be agreed upon. thereby obvlating costly travel ing expense nind its nitenunnt lnyofts, orehestrat would be in a better position to discuss prices in rench of the ballroom proprictors, to the netvantuge of all concerncd. This co-operation would also preclude culthroat competition between over-zeatous operator, ellninating such common practices as playing tize *amo orcliestrn the next night within the name peneral resion. price alnshing and the lito Hannal also eugceata the purging of unscrupulous Hannd also auggeats the purging of unscrupuion in promoters who or other questionabie methods.
second altormative open to the ballroom operator is his opportunity of continuing the stctu quo and maklog use of blg name bandin for purely ndvertising purposen. Thiss in the idea ndwanced by Charles E. Greon, manager of the NBC Artints. Burenur orchestra departmont. who contend that topnoti numes have never pioduced prontable recelptas at the gate, and the blg money for ballroonss nud dunce pa whions lles in supertor moderate-priced outfits. Green concedes that the musical taste of the country has been improved by radio and nims, but waserts that con (SEe OROHESTRAS on page 24)


## RED McKENZIE AND HIS ORCHESTRA

 $\mathfrak{c}$
## HARRY RESER <br> ano wis cllover cutu takuos main <br> Esc Mat. NBC mRtists BeRVIOE.

## DOLLY BELL

onncen Extraondinanv.

## *LE PAUL* <br> 

## YLVITA FINA

## race morgan msencisuris At GRITIBH OOLONIAL HOTEL. Nmzang Eahamas.

D
DICK BUCKLEY (me)
now on tour
EDWARD K. BICKFORD ALYCE CRANDALL intermational on no bill


Roadhouses, Sidewalk Cafes, Roof Spots; Spring Is Here!

NEW YORK, April A-Spilnk bringrs
with it the closing of downstnirs botel With it the closing of downstnits hotel Gardens, Alrcady the Waldort-Astoria announces it will reopen Itm Starlight
Roof Gnrdep Mny 7. with Orvile Knapp'a orchestra in until June i, when Hotel BHItmore's Moonllt Terraco resumes soon. with Russ Norgan'e band fentured. The Montclair Hotel will moon shut its Casino to reopen itis roof rese taurant.
Not only that, but spring mearn the sprouting of slaewalk carea and the Brevoort has already anhounced it will rerume its open-nit dinory. The Giny Ninetles wilt have a summer garden. too.
And all thls ntao mears that tive

## New Show Printing Honse

WINONA. Minn.. April \&. - Jullue Kramer, for governl yeark operator of the Kramer Misic Service. Iocal orchestria that bis ofew connection with the Lelcht Sho print Conipnny. Just orpmalized here. Will have no efrect on the operation of the ork sifenoy.

The new printing firmit a Aubuldiary of the Lelcht presen, nationally known publinhing astablishment. is Epectalizsides dolng work for all types of nmuke. ment enterprises.
ASCAP Sues Clifl Owner
GT, LOUIS, April 4. - Sulta by
ASCAP. Irving Berlin. Inc.. nnd Shaplro. ASCAP. Irving Berlin. Inc.e nad Shaplro.
Bernstein \& Company havo been filed agninat, irtwil Carl, night dub ownor. charging ineriagement of copyright on
two popular songa. Plalntifn nak eboo,
mustalank better dust of tho whito unl forms nud performers get out tholr kurmmery costumes. Not only that, but hud developed sertous performers who hud developed serlous cases of nikht will pallor durnitg the winter neabon lean alr againa
In additica, nisht spot owners, wait ork, mustelans and periormers are alnummor spote that crop thp along the roncls away from the big citles. The Long Ishand spota. Ben Mirdent. Rivier at Ehellewood and the Athantic City aighterlea are among theac already get ting thelr first dustling off for the sum mer. Enring ta omelnlly bere.

Liquor Board Nixes
Hostesses in New Jerscy
nlivark. N. J. April 1-New Jersey aight spot operntors omployine hostwill to lanhle to to purchase drimkn lquor jicenses eccordine to D. Hfecter th Burncit: State Alcoholso Beverage Commissloner
The conmishioner approved the action proceedimgen in inglifutirif revocution the ground that Fjlrich ham canployed the groutd thostesses. paylag them 20 por cont commifrion on drinks they induced customers to buy.

Sharlie's in Trouble
NEW YORK. April 4.-Shar 1le' $h$, Ine which operated so night spot in Janinicn petition aled against teceiverbbip upon petition nled against tt by creditorn pot wne managed by Cilir Hall. forme tralght man to Jack Pearl.


* NoVello
$\qquad$


## BETTY and

The New Band Sensationt


## OPEN FOR OFFERS

 ANTONIO ARRIENDAFILIPINO SWING ORCHESTRA
 taurant: and Ball Roome. Room 905 Palace Thestre Bullding.

## RAYE, PRIUIWCE \& CLARK

## th weck-cocoANUTCROVE

HELD OVER AGAIN!!!

##  <br>  <br> Marie <br> Almonte <br> THE SMART SET'S BAVORITE SONGSTRESS NBC ARTIST <br> BRENTI <br> at the <br> CLUB

MRS. CHARLES J. GRUNDMANN. IEOMARd Jans and Donsid Mack. oneacd mampor of Crundmana's Attractions. New Orleans night club bookling agency. nnnounced the following booklags last Week: Nugle and Marglo, novelty dance
teani: Sterbenz nnd Ganzales, adafio teani: Sterbenz nnd Grnzates, adario into the Hotel Frances, Monroo. La: Dnve and June Roberts. Elton and Maric dofinitely at Bat Gormier a Club in Lake Chez Parce, Now Orieana, and Mnrco andi Roniko at the Nut Club. Now Orleana. . . Tonya and Emmett. dancers. formorly known as Thelma Flowers nind Hymie Goldsteln it the Russian olub Troykn. New York. . . De Bnld Twina. elever young song-and-dance arlints. Fe-
cegtly closed at Dan Hesly's. Brondway Room and are now in rehearsal for aus Edwarlin new vehiclo. Sho Window. Fcheduled to open April 12 . show ant tho Frotel shorehnm. Wnahington.
Charlie Rlchards, erxtwhile endurnine show contestant is singing nigatly he the Bowery Club in st, Lluis. itwo-week ensagement at the Colontal village in peorla. ille coming in from the Fronch Cabino, st. Louls. Others on the Coloninl bill this weok are Earl Massman. emsee; Jean Manders, minger; June Hnrt: fem band.
WOODS AND BRAY, unusuml ballmonn dance team. have been held over
for anothor thrce weeks at tho notel for anothor three weeks at the ITotel
Syrncusc, 8yracuae, N. Y. . Ethel Rlohardson. banjoint and dnnecr. has joined allbert and vicky reaye, currently Paul Fagano clalms to the the first Paul pagano cialms to the first sinfinto the smart oriolo Terrnce in Detroit. Is set for two weekn at the apot, coning Is set for two weekn attlac apot, Andits in from the book-Cadiliac. appenting at tha Cluh El Toreador. New York City. sterts on a plx short soon with Don AlDerto and Bind. Mi Merry Pcekford closed last week at Kecnanis Reatallrant
in Chestor. Pn., and moved to Baltiin Chestor. Pabund moved to Baltul conslisting of Carl Clewin, Kenn LnRun
antinunday at tho Derby Club in Ho Springs. Ark

WELICIA AND DEL REY Aro offering a जniled routine of ballroom dances at tho Club Avaion in Olevelnad. Engagemen olty dnnce ioam, Cook nnd King. noen the Blakeland Inn and the Brown Palace Hotel in Denver. . . Panl nad Renec are louring indinnn nisht clubs. nppenring currently with the World Cruise rerue at the Club showbont in south Benct. Oharifo Curlisle, comediati has rejolnod Marle Purl's Say It With Larifes unit, working southern thenters.

$$
\begin{aligned}
& \text { Allen and Parker have been spotted } \\
& \text { ie Mounds Country Club in st. Lous }
\end{aligned}
$$ for a couple of weeks. Rudy Bell and hili band of impersonators are work Ing San Antonio (Trex.) night spots and theaterm, Recentily appeared nt the Interstate Theator and tho Twin Palms nughterie, Rita Zanc is prementing

her deep-sea fantasy dance routino, "Mermaid Prineess." in nnd around smart new studebaker for transports. tton.

## $A Y$ <br> Nos Featured at the

## FREDDIE

CREATOR OF JUCGLING ON A 12-FOOT UNICYCLE
$\star$ FRENCH CASINO . New York

- FOLLOWING A TEN-WEEK SUCCESSFUL HEADLINE encacement at the palmer house. chicaco.
Direction-LOU WOLFSON. WILLIAM MORRIS ACENCY. NOTE-Do not confuse this act with others using similar billing.


T WAs recontly while having lunchoon with an observant hymnn friend that he sald: notel mo, pomeroy. how do you necount ror hotel and care ghows almant takin
of our vaudevillo shows today?
Well. to befla with, people profer to patronizo cales and hotels becsuso they seem to feol they get more for thelr money.

At ar monper olub, a person can have a completo dinner for an avernge of $\quad$ i.50, sce an ontortaining foor show and dance to good music afterwarda. Patrons also have the opportunity of somothmes beling neated elong to nonic celobrity. Which is a great thrill
to the average permon not in to the average
show businems.

Whon it comen to endatruetfing a how for cafes and hotels tho producer th up mgalnst an entirely diferent altuation than when workink on Ehows for thenters. For instance, a vaudevillo unit can often be booked to play almost every reallable theater in the country if it is a good show.

A cnso show is a diftorent proposition, howover. I find it $\%$ quite necessary to study the itze ind shape of the particular room ta study the size and shape of the particular room
which the show ta to be presented nad to notice the type of pooplo the ngot caters $w$ and cvon the menu type of pooplo the nfot cators ho and cvon the menu general ntmompliero of the room. the service and tho menu.
such spots as the Hotel Roosevelt Orill and the Park Contral llotel Roos in New York. the Rilis Cariton in Atinntic city. or Ben Marden's Riviera in Fort Led. N. Jan where we have had the pleasure of producing ahovis, cater to people of the upper strata. waually in ovoning attire. In such places artstocratic looking firls are very ersentlal to the noor show. It in also umportant that tho girls aro contumed in good taste. proferably in long nad sinart-looking clothen. carryling out lines in the drapink and neting to mold hensuously to tho body. Clasateal musio ta ipprcetated more thani jazz in such an atmosphore. Hve end somctmen it is clever to use an act of tho ristuo type, but one must avold an out-and-out suggestivo act. There ist a differoncc, you know.

In tho typicnl night club, however, we tind ournelves in an entirely difevent, atmonphere. A Irst nhow, what wo term the "hotchn" type, is usually preferted. "Suoh un atmosphore calls for dazzling girle. abbrevinted costumes. fast music. scrisational acts, etc. Usually, in such places. the lighting effecte aro poor and the producer orten ands himself have ing to set up a sybeem of lightiag for the management.
routining enuemble numbers for a fleror firow is entrely dirforent than for a stage. of course. On a stare you work to the front all the time. On n
floor much depends upon floor much depends upon and the formations. No that all girla may be meen from varlous magles, ma the cuntomers may be sented all nround the noor and in far-ofl cornera.

Conditions are a lot aner for cafe performers today than formerly. During the Prohthitlo: erugirls working in floor showts were often forced to mix with the patrons; in other words. net ns hontensem betwect showing in the girla becoming intoxiented. The girla would not work in precision and would often be criticized by some of the patrons.

Todny we do not run into that sort of ching. Tho hotels will not tolarate glr's maxing with

# Producing Night Club Floor Shows 

guesta. as it
"One more question." enid my friend. "How do you turn out so many shown and handle mo many places? Orgmilyation and good buninrow, whether it be assential.

Our organdzation colmints of varsous departmonta. such as our cnsting nati bnoking copartment. Which is inanaged by Bamuel Co. Harris. absloted by Marty
people, but thero are thmes when wo havo as many as 20 people working on tho show at once. We urc all asembled under one roof, having our own rehenraint departments together and each working in conjunction with one nnother.

Before we nctunlly start on tbe casting or rehonrals Miss Enrl and I thrst construct our whows theoretheully. of tho show. We niko time cach number, Hguring out lue formations, oto. This avotds having to cut down the num-
bern after thoy aro once roubined.

Elther I uketch a design for tho costuming or wo have our artlat sketch the type of cos tume that will it with the par.
thatar aumber. Our ahoppers tlcular number. Our shoppers then bring snmples of matorials and colors. When they are purchased our costume depart ment starts on the cutting.

Next, our call for gitrs. Wo often havo an many as 100 girls nnawer the call. We tnke then thru a two-hour prellminary re-

Kubin. With Eddio Howard In charge of the dub department and Herb Rubin of the motion pleture department. Our orchestration department. pundios the Hahn. With Horbert Baurne absistige hut $a$ coatume department, wih Julin McGaliran and Marle Ludwig in charge. And then, of course, my partner.

$\sqrt{\square}$

Jack Pomeroy is onc of the succossful members of the younger set in the night club producing business in Now York. He toured vaude for quite a few seasons In ifs botter days as a dancer and co-produeer of the "Pomeroy-Brewster Revue." About cight yoars aro he retired from the staso to try out his production ideas in night elubs. He has met with encouraging success and during his staging corcer h.ss puf on shows for clubs and hotel dining rooms and grills of the key cities in the East and in important South American spors. He and losprise known as Jack Pomeroy Productions, Ine.


Josephtno Earl, and myself create the Ideas, write lyrica, design costumes, hande the finnices nind ontire busincss, benjdes teaching the routines and supervising the entire kliow.

With the increase in businear cach dopartment takes on as many iusslatants as it may need fo completo ita partiouhar work. We have a basic stan of 11
homral and cen fudge in thes short line whether or not cach firl is adapted to the work. We then select owr groups, for very often cast and produce an many as four shown'at n that

The easting dopartment is instructed ns to the nets to purchaso for the various spectalty places and the monega allotted to thom.
"What is the average ablary for a chorus girl" is a typical question.
It varion in the caie business. Wo have tried to keep a standurd price of $\$ 35$, bilt with compctilion to keen many places have rorced it down to 225 , and 1 enn only binme the sirle for this. For instance. a cer. taln hotel in the midtown mection of New York whe:e we had a show and our pirla wero keting 335 told mb that they were not golng to pay more than 25 , is Cother producers wero oflering girls at that price. I told the manager the type of girin we were ualng could not be bought for that prico and rofusod to conulder the cut. Which, inctdentally, meant not a penny in thy poeket. Irowever, thru my trying to hold up chorus giris salsrics I lost tho apot. The ingratirying part giris salsrics I lost tho apot. Tho ingratirying part
of tt. however, was that geven of these Rirlw. whomi of it. however, was that geven of these kirin. whom hnd been payling 635 for n olx-day wool and nnexther
whb for doubling at nother hotel for one numuer bis for doubing at anothor hotel for one numuer Into this hotel for nnother producer for 26 a wock.

There are many problems in this humincsm, not only In trying to keep the salarles up. but in somo cases collecting aniaries for performens.

This last fis sometiling that I have not run into airace Probibition mide, to my good fortune, only ran Into once during that time. In that instance I pald all salaries mynelf to uphold tho standing of our omee; but from then on. If I havo been the loast bit skeptical of a place not paying off. I have iniainted on ono week's snlary in adrance to bo held until the last werk, thus assuring payment for both the cast and mysolf.

ORCHESTRAS(Continued from page 22) ditiona make it uniwise for ballroom owners to book exorbltant - priced bands when the same tasto nscondnncy can be satlaned with accome plished. If leas menowned. musiclans.

Regardiess of tho dlvergent vlewpolat on de. talls. however. the pria. cipal lasue finda ald the euthoritises united in opinton. National mielcal taste hum been tus. prover thru the varlety prover thru the variet cusised. Whether the ensphasis is on blg nnmes or not is open to conjecture. but the fact that puble appreclation of better musle has been produced is impoasible of disarite ment. The road has been peved-only the qualty of its travelers is yet to be determined.

## Bands and Orchestras

COTINENTAL Orehestra Corpornilon, handing the bookings ror Freddy Kaing. currently on tour thru New York. Jnn for COC. playling Dartmouth, Col gate and Val Jenn. under the same bnn Fngland for a one-nlythter aerles, beslaning Aprit and were the reclpients of plenty of off in Alva, Okla.. Ken's home town, for home Moyor hum made stince lenving 16 continue to play thru the gouthwest for several more wooks and then lead for bla Loulsvillinns continue to play club end privat
Loulavile.

LON CHASSY opened at the Green Springa, N. Y. April 8. Al Nnvirro Springs ${ }^{\text {N. Y }}$, Aelvedero Hotel, Bnitlmore. chemtra not at the Whinam Penn. PitesOrchestra. After a New England infohtppot tour. is at the Allyn Hotise. Hart-
ford ballroom. Band has saded Bernie Melhmm. tromitone. nisking an oven dosen mon. Tom Sarcse nnd Mike Mal-
ley are on the voeala. Joe Uricchio in S
 begin next week. Armong the fratern combos scheduled to hit Frisco tery Bernic, Eddle Duchin. Freddy Martin Fing. Exidie Fitzpatriek and hia 11 : plece band bow out of the Club Denu. ville April D. Ran Wildo roplacing. Paul Pendervis la noxt to leave. pulling out of the Maluce Hotel Apill 12 . Whil travel foes west to 1111 Pendarvis shoes at the
ralace. George Hinmiton's Band and

M $\overline{A K E}$ OLD $\overline{\text { COSTUMES AND }}$ DRAPES NEWAGAIN!
 Sparkle Cralt, Inc. ${ }^{12 \theta}$ W. fieto st.
ORCHESTRATIONS

## 

 SHiERWOOD MUSIC SERVICEWANTED

MRS.J.D.HARDY
WINPOM GARDS
To bpectalize in them: in fact nech.
Writo for Bick Berfice. Low Prices
SOVERA handred stock inatacie in color.


Hamm ugbreguthon at the Mark Hopkins
Hotel April 23. Henry King follow Hotel April 23. Henry Klng follows
Hnmilton Mny i1. Whllams one-nlghts castward. arriving in Chicago in time to fill, a lengthy engagement at the Tamoun Aragon. Tom Coakley.
went into the
st. Francis Fotel four-woek enkngoment and remalned 12. Fis: had his contract there extended
agntn nnd wili continue until June.
$\mathbf{W}^{\text {tray Mandiche playn at tho }}$ Hickory House, New York. in now the stork Ciub. Since Wingy went into the Hlekory Housc on a return bookling business has gone up. Ho nlso start
recording for RCA-Victor April 10 Henry King and his orchestra left New York aftor doing a commerctal Thirs-
day on Miutual to open at the Mark Hopkins Hotel, San Princlsco. . Jay Mills and his orchestra set for the sum-
mer season at the Piplnp Rock. Saratuga mer season at the Piping Rock, Saratoga
Springs. N. $Y$. Jacques Lubo and hle orchestrn nro in thelr second yerr nt the Princess Hotol. Bermuda. Lube, formerly $n$ concert violiniet and
concert orchestra leader. pllled in one oroning whes the regular dance outfit was delayod, Elnce then he has been
held over seendily. Meyer Davts held over keendily. to morlda lasi weck to omer Davts musically at mocioty affalr. Nick Incua nnd his orohestra opened April 6 at the Hollywoort. New York. It'筑 the
firnt New York engarement for inls recently organlzed and up and coming
group.
© ID FRANKLIN. Who has gono into the Yncht Club, New York, is dolng hin own arranging. Dornberger Band. Lloyd Fiuntley and orchentra have completed their aec ond Feraon at the ilotel Buifalo. Bui-
falo. Hove been offered palo. Hove been orfered a thira season Orcheatra Bureau. Hannibnl. Mo.. placed Joe williama and band in tise Mark four week. Unit ls tusing 12 men for Dlanne Livine. vocslimt. formerly on the WBBM-WIND Evening Melodieg proRram. Frankle Mastera leaves tho begtn a threc-week Balaban o Kat? thentor tour. Opens Mny I at the Edgewnter Beach Hotel, Chilengo.
Word comes from Alcoonn. Pa., that i new 21-plece dance band is being orEnnized there. if Al Bannen'r Vor-
antilans have moved from the Hotel Rntilians have moved from the Hotel
Carter. Cleveland. to the Mayfiower in $P$ OB FOSTFAR and bnind, featuring OR FOSTFR and bngd, Teaturing
Evelyn Phippa and FMo Carlenn: Joe Rovishnux, Marahall Van Fool and Bud Scott are bome of the banda playlng Barrie opened April spring. nt the Dotel Jeffermon in st. Louls with a mew combo. Unit is compowed largely of members of Cieorge Kirkin band out of Bait Lake Ctty. . Foward Lefoy, musical direc-
tor of the Van Orman Hotol chain and tor of the Van Orman Hotel chain, and
hta neheatra concluded a 15 -week enGagement at the Trotel Shnwnee, Springfeld, O.. Aprll 4 nnd returned to the Evansville. Ind., for a long Etay.
-11e Dtek Mewniner band dedicated He Dtok Mensiser band dedicated
tta April 3 Mutual Network brosdYork. Proginm wins the fourth of that type. othor schoola being covered in-
cluding NYU. Columbin and Manhatenn. cluding NYU. Columbla and Manhutenn. Gngement lant week at the Sheraton
Hotel in High Point. N. C. . Arato Leipold and band will continue indefinitely at the Pnradise showbont in Troy. N. Y. . Carl Diesenberg"s aggregation.
(See Bands and Orchestras on prage 26)

## NIGHT CLUB

tress of ceremonles. She is now in her thitd yoar hore. She varies the prorram With ming rendered in $n$ pleasing con-
tralto. nnd keepg customers interested hefore and nfter shows by ocemslonally doubling in tire role of a circus candy butcher.
exotic dnnce numbers on this week's blli. Opening the nhow with $n$ ballroom waltz characterlzed by unusual thming.
they reappear several etmes with vuried routinea, including an impressionism ber done with modernistic accents, and a
sinuous Cucarnchn thrt closes the show. alnuous Cucarnehn thrt closes the show.
The Dancing Sweethearta. Burt and Courtngy. do $n$ serles of novelty and tumbers. the firmt belng a chavis dances. With their fect Ehacklod together.
nehieving perfect rhythm nnd an eftect of enormous speed. This offect. perhaps the highlight of the show. is inkeepind up the snme swift pace. tho keeping up th
tesm mensational.
Ken Conroy, tenor, gives n maving ina Dime? nind other eonks, and Jowephine Cumpbell. "Detrolt's only alncing checkroom girl.: sinks Eome spectaltiek. Art
Mooncy nind his band fuxnish mualc. with At Mall of the bind doing an accordion solo from the floor.
The Dasls-whtch desorves a snluto as Detrolt's first "legitimate" nlght spot. opening in Mny, 1932, has juxt been rem palm style, enhanced by a merry-gopound revolving bar. The spot is under the management of the All M. 1 . Loyds. father and son. All acts arc Sun Eooking Offeo.

## Cocoanui Grove, Park Central Hotel, New York

George Libby"s current show. Pooh
pook Paree. 15 among his vory bert here. It has a liberni sprinkiling of comedy, it is tastefully dressed and it presents acts not famlllar around bere.
Idea $t s$ a sntire on the French Crsino type of show, having the girin on "scarlot women of history" and ane coy seml nudes, While the boy trlo slnge ditter
poking fun at the Pronch. It's a good poking fun at the Fronoh its a good continuity and to mine it a little differont from the ususl atur.
Elght girls in the line are young and spry innd work hard in four snappy numbers. Jean McCully, a shapely and bers and aloo solos with 5well tap dinc. tng, Fier imitintlons of Well-known ping sure something worth meelng. Outstandinp act ts the Don Raye, Fugble Prince nind Lan Clark combo, Three youths fulf of exuberant. fast. hoteha inging and dnncing. Thetr forto pinno Did $1 \pi{ }^{\prime} f^{\circ}$. Coustn Fanty, Harry the Jiophead nnd Cowna Clap My Hands in dynamia style. brightening up tho bits
Alao standing out are Jinelte Vallon and Doloren and Pedro. Miss Vallon 18 of Petite comoly bruset who does a bit an unusual leg control routine. A poltshod performer. she murie quito an mpreasion. hand, are aulto the most senmations! apache ceam this reporter has cver meen. Pedro is a tough tooking guy who flings his timy blond partiser around with amazing abrincion. His best is the shoulder routine.
B111 Wynnns, a handsome young barltone, rang n couple of pop numbers in nine volce. but weems to lack somothing in delivery. Noed of showmanship is obvious. And the same is true with fhose work is technically okon but didn't seem able to mell itselr. The girl is a gorgeous statuesque blonde and ehe boy also has anc appearnnce. but they lack that
Tho Mesnner orcbestra features the four Messner brothern, who ntep out for vocal and instrumental numbers, with John Messner as mololat. Band, in its ninth week here. is a thoroly plessing combo. dishing out dwncenble tunes and relleving the monotony with thetr own lovely blonde is the new vocallet pleas. ant volce nnd dellvery
A male violintst and firl accordionist provide awell intimate table-to-table tentertainment during intermissions.


NOVELTIES


## Talent For All Occasions

## RICHARDS \& GOLFORB

##  AUDITIONS EVERY TRPNPEDDY $21 \%$ M.

DANCEPOSTERS ony Oriduct showlal $\$ 130.00$ per
W.

[^3]
## Music News

## (Communications to New York Office)

An earment kpring campaign in the Interent of the catalog of E. 33. Mniks hat been slarted by that rirns. The latent numbers include Spending Your
Vaoation in Maine. by J. Nioburg and Jerry Levinson: There's No Subsflitufe for You, credited to Al $5 t$ ilmana. Lee
Gordon and Nelson Inpram. nnd foode Went Up ime Smoke, a cubun fox-trot by Erncmto Lecuons: with Englinh lyrice by Mensz' Nioburg and Levinson. These Aongs are to recelve preferential att
thon by tho entre competont stiff.
That hearty porennial, Every Day is Mother's Day, n Clarence Williama produet. Is ngaln to the lore as a best peller. in clemnad $n$ on the date of its initial appourance, Echoes of Spring, anothor unusual composition. is linding new converts with roquest for coples coming from over tho sons. As to Sugar Blines. Whioh ls cnjoying ita third Bront success bince it was originally thrown upon the market in i914. is being played and hummed all over tho country. tlons is that it actunity plugs itself. tomething to boast nbout in theso dnys of nuctuating fushions in Tin Pan Alley.

Eurene West, now in the munic publimhing busimers, is onthusiastic over what he considers a great discovery. He proudiy rofers to Russell Dunn. who has been nitracting conslderable attca tion becnuae of hls novol arrangement of The Mator Rings the Gong, which West is fnonsoring. Dunn was only ro-

Floridn. He is sporting one of the fise cst tans seen on Brotedwy this spring went away for a reat and got it.

Jerry Vogel Music Compnay hns releared a now swiag tuno entilled Take Your rime. by Oncnr Levine and Joe cateng. composition on Priday of lne week over an NBC network.

A1 Bellin, manager of the T. B. Farme Chicago office: hus reajened to take charroo of the Chnppell. Inc.. Chicaro office, effective April 16 . Bis new duties will inclave suporvision over mint.

That irrespresatble duo of songamitina. Hnryy Warren and Al Dubln, who have been fomewhat inactive lately. have five numbers for the new Minrlon Davies flicker. Caft and Mable, to be produced by tue Varners.

## BANDS AND ORCHESTRAS

## (Contirued from paga 25)

Out of Cleveland. Iasa been contracted to furnisiz the siturdisy nigint music for the Trinmon Ballroom, Toledo, for the durstion of the menson. . . Jerry Monroce has Opened in the dining room of the n 10 .week stay at tho Vnraity Cnsino in Now Yoik. Herble Willis and lats Ilve-ploce nwing band are on localion at Kibby Klub in Jnckson. Midh. Avter a 1088 of two week clue to food waters, Aco Brigode and His Virainlans open thia week on the Island Qucen. Oincinnati oxcurslon bont, for the bainnce of the
contraet which terminates Mny 2 . On
dance bands - orchestras
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## Sheet-7 Rusic Seaders

Based on roporta from leading dobbers and rofill musle oufteft tram Cosst to Coasi, the songs Heted below are a consensus of musie aetualiy moving off the shelvey trom week to weck

Salos of music by the Maurteo Alichmond Muste Corporstion, Ine., sre not Included. due to the erelusive eelling sgreement with number of publlshars. Acknowledse mont fs msde to Maycr Music Corporation. Music Ssies Copparaiton and Ashley Music Supply Company, of New Yark; Lyan O Hesly: Carl Fischer. Ine.t Camble Hinged Musie Company and Westarn Book and Staflonory Company, of Chlesgo

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1. Puttins All My Eggs in Ono Buskef
2. Lost
    Besuplful Lady m, Blue
    Lighis Out
    %. Il's Been So Lone
    7. Let Yourself Co
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Liberty Poster Co., Inc.




contly an obscure momber of a incal band, dabbling occastonally in fillisg eongs with the proper musical trimo mings. Blace the muccesa of his work in the West composition other
Snmmy Faln has gone to tho Pacilic Const to rosumo composing for the fllms. 110 was accompanaled by Lew Brown, who will furaish the text to beveral songs beside participating as asso-
elate producer. The twin have been aseigned to evolvo a cellulota miviten for REO.

Arthur Piantadosi. Inmalliar with Coast conditions as far ns the musle publishing industry is concernod, is rep. resenting th

One of the outatanding firms cater. Ing exciunvely to popular music is goIng to try out n now tiden in spurring the efforts of the concern's contrict men to knin plugz. As nn incentive thero to be a substantini bxinus at fine ena of tho yenr for the indiviual mat montr With certain oxelusive tertitorles allot ted to tho ynrloux members of the star By aclecting certain sections to work on the professional manager responsible any chnnce of the contnctor treading on his collencues tocs or innaing a pros on his colleaguea tocs or handing ne pros peet nt the last moment solicited nnd on whom one of the "boys" miglat have been lnboring fo an arduous epell.
F. H. Morpin. general manager of the Musto Publisher \& Holding Company. Lo

```
9. What's the Name of Thal Sonet
11. Wace tho Musle and Oanco
12. Weat WInd
13. Alano Minule of the Hour
15. Molody from the Sky
```

May 15 Brigodo begins an Indefinlto ongrgement at the Lake Worth Castuo.

Reopening Saratora Springs is closing his local might Apot May 15, current show staying on until closing spot tho piplne Rock Club suminor N. X.. which uees "names" durlng the orth. Tex.
(

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\section*{ACTS, UNITS AND

\section*{ATTRACTIONS

## ATTRACTIONS <br> Ader \& Taubman Ambatador) NYO, I. <br> Adjer, Jerry (Parmmounti NYO 6-P, \& , nc. Adreon, em \&s Eadjes NYO. Do. Noungtown, O.,   <br> Alv, Colest (Orientil) Ohi, Ames Arno (AMarbro) Chi, t.  Andrews. Ted (Jimmy Oetherino (Enctizon-Piana) Anger, Hariy, Oirla (Hipp.) Toronto g-9, \& Arden, Doroth


 olls,
Arery.
Avery
Dande
 Hacon. Fulth tCulosimo's) Oh1, no.
Eudue. Ray (Now Yoricr NyO, Gduc, May (New YorEcr NY, NYO,

 Ballelf. Nedte (Ola Rumenan) NYO, Cb. Wakh. Baptie * Lumb (College Inn) Ohlotaro, ne
Earber, Hal (Parody Olub) Ohl no, Barber, Mal Derfidas (Tap House) Eumira,




 me. SL . Doys (Brondway Roam) NYO. na,
Benojena, Pierre (Muckinghaminyo h.



 Andy



 Blanchara, Edde (Olub Elegante) NYC, ne
Banchurd. Terry Normandie) New York. ne
Blane, Nose (Holly wood) New York. re. Blanchard. Terf (Normande) Now York.
Blane, Hose (Hollywood) New York. Fe.
Elue. Jack (alnkeland Inn) Denver. nc.




 Royer. Martha (Lyrte) Indlanapolla,
Hoyt, Johany. Jnck \& Juna (Slato-Lake)
Chi,





 urowning, Aftechell \& Wilson (Loon ki tedidie's)
SFC. nc. Mrydon, Loulse (Hickory House) N. Y, C., ne
 Burna, Dave (Wyndham's) London $1-30$, t,
Burzage, Aluce Ifathaway (Chateay Moderne)
Now Yort Burkes Biaters, Three (Rarle) Phila $0-9$,
Bussey of Hifpor (Orand) Bt. Loula, in

## Route Department

Following oach listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears ymbol. Thosc consulting the aforementioned sections aro advised to fill
in tho dasignstion corresponding to the symbol when addressing organizse tione or individuals listed.

## EXPLANATION OF SYMBOLS

## club; h-audiorium; b-ballsoom; e-cafe; eb-cabaret; ce-country club; h-hotcli; mh-music hatl: ne-nigh




## Oytatn © Orane (Larue's) NYO. <br> Gastien Buy rohatenu Modarnel N. Y. O., no

 Ontalinis. Rose ( 608 olub) Ohn noCusicsde of Lotis (Roxy' Colfux, Wash., 10-


Cherio di Joe (French Casino) NYC. Bo.
Ohte (Anna Fieldis) NYO, re, NYO, h.
Night Club, Vaude and Orchestra Routes must be reecived at the Cincinnati offices not later than Friday to insure publication.


Fry. Bob de Virctile amna about Towni New Furman \& Lorratao (any Nineties) NYC. nc. abby, prank, Co. (Eazle) washington, D. C., Oationill (Radio outy Runbow Orus NYC. OAlvin, Don (Pavillon) Olastow, Scuthad,

 Gardner, Joan: (Collrainn In, Pmindoppot, no.




Dimelichael. John (Casino Venextal N.Y.O., me.





 Dova, Ben (Goosennor House) London 1-30. \& Dove, Rvelya (Connte Inn) NYO. ne. (ivmiva,

 Drex, Che. Chy (Number ane Bari, NYO, ne
 Du Yoin, Geinger (Olub Bernard) Cht, no.






 allien (Demonico Gllbert Eihel (Gay Ninetles) NYO, nc.
Gilbert, Olorja (Prince Elward Oasino, Lon-


 (Rogent) Keokuk, Jif) 12; (Btrand) Ores Olory, Camille (Broadnay Room) NYO. ne.
Olover, Allce. © Walter Lo Nay (Park Cen Glynn. Donild iPark Onfe) Burlington, Vt. E.
 Oordon, Fid (Coloninis Dayton. O., t.

## Oray Family Coriental Chs, Oray, Ftank (Club taty Oht, Oray. Helen

 Gras, Maxine iPennsylvanai New. York, h . Orecors, 1Say (Morsluon) Oht. 12.
Oreen. Johning, \& Oron. (Paramount) NYO

 Gyldemkon. Baron Ebbe (SVIvel's) NY.C., re

 NYO, ne. (Aorrison) Onl, M,
Hailmilion. Rutn (Rembert) i
Raminond'a Pets (RIversldo) Mulwnutioc, $t$




 Healy, Onuok TToreh Olub) Canton, O., ne.


 Holly, EdH, Mae (Ubang Olub) New York, no Ta.' 8-9, Boulevardicrs (Rex) Beattle,
Wash. B. Hollywood Honday (Cecil) Mazon City. In. R-9, t. Helen (Earle) Pblin G-9. t
Hnnan. wood Horbe (Wivel's) NYC.


 Hunt. Pee weo (Radio City Ralnbow Rooms)
 Jack \& Jill (Trado Oity Fainbor OrIm) NYO, Jackkon, Lawrence (Pressenct) New York, $\frac{h}{\text { Jeokson. Joe (EIolborn Emplre) London 13- }}$ Jomeson, Dixie (Olub silhouette) OMI, ne.


Johnson. Jay (Bliver Invern) Ohi, nc.
Johnson, May (Klt Kal Olub) NYO, ne.
Jones, Dick \& Dotty (Delmonico-a) NYo, re.

Johnny \&o Oeorge (Commodore) NYO ${ }^{\mathrm{n}}$.


Ealser \& Nockemaa (Kroultes) Nugara Fallis,











 Sprines, Ark nc.
Laverne, Jean (Junic tan) Young town, $O$. Zubuto, Piddy (Barton's Paradise Club)
 Latellas, Aerial (Shrino Cirous) Des Molmes. Lambert Edide, Co. (Plymouth) worcenter.


 Lodjensks, General (Eherry - Netherland)
Nolfu. h , Prody Club) Chi, ne.
Long Jr.. Nick Adelphis London 1-30, t.

 Lubin. Ana (Jat. Morlizi New Yoric. h.
Lydin. Joresco (Plaza) NYO. Ih.
Lynah. Loulse Dudley (Btork Clib) NYO. se.
 Niew Yorix ne, Wonder Bar) Owisso, Meh.,







 Mariy \& Draso (Pulmer Hourd) CAl no.

 Monle. Rosc (Oriental) Cht. ${ }^{\text {B }}$.

 Marsh, Carolyn (Palladumb London i-30.

 Marthn, Tornmy, (Vershlles) NYO, ne,
Martinat \& Crow (Ornsvenor House) London

 Naurlce se Cordoba ishvoy-Phazab NYC. hi,
Mauman, Dore: (Thra the Looking




 Millurd \& Anta (Monte Carloy New York,




 Moreno, Oonsuelo (El Claico) New York, ne

 Mrura, Cormne (Waldorf-Astorla NYO, $h$.
Murloh. Mimi (Areurice) NYO re. York, h.
 Murray A Alam (Del Monico's) NYO, re.
Murray, Arthur, Dancers (Vanderbili NYO,
Murrey, Retty
Mimmy Kelly's Village Ren-

 Mrya (Thilez chicken Grill) New York, ac.



| N |
| :--- |
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| N |

 Nexdah, Clifiord (Olub Normandie) NYC

 Noland. Nancy
Norman. Karyl (Oase La Rouge) Drooklyn Norton.in Bpmedrter Revue (Chateau) RochellNovos. Nanifnie (El Toreador) NYO. nc.



 Orimal Rhythm Boye (weylln) NYO. h ,
Ortons. Four (Palladium) London. \&

Fady Twinn (Tap House) Eimira, NiY. No.



 Paul, Danny \& Gene (Howard) Boston, $t$


## 

## Quecme. The (Colonfal) Dayton, O., \&

Radio Aces (Morrlsonl Chl, ho
Rafael (Sherry-Netherland) NYO, h.
Ralph te Tcady (Rembert) Long view, Wanh.
Ramage, Oladys ©lager Gart sheboygan. Rnmon, \& Lucinda (EA Toreador) NYO. uc.
 Ray, Fredidic (Rembert) Lougview, Wash.. Rayc, Gilbert at Vicky (Club Madrid) BusRaymond, Loi (Vibage Nut Olub) NYO, ne.
Raymonds Three (Jimmy Keny $n$ ) NiY. Rred K Bianc rwainalion NYOC h.
Renaull. Francla (Troltas) Washington,
 Rhodes, Dorls (Paradiel NYC. re.
Rhythm Boys (WeyHn Hotol) NYO.
Rach, Jack innar Held's) NYC. ne.
 Rlmecs, Ciro Adelphit London ${ }^{\text {R-30, }} \mathrm{i}$. ${ }^{\text {ne }}$ Roarli, Edith iYacht Club) NYO. ne, Robblis Family (Paradisel NYO, re.






Roi
Ro
Ros
Ra
Ros


Roth, Lultan (Boston) boalon G-9, ${ }^{2}$. Orut
Noyd. nc.
Royal Hawalians (Dlzzy Orub) NYO. ne.
Ru: ifin Cholr AGherry-Netherland NYO. h.
Ryan. Roay (Black Dlamond) Seranton, Pan.

## Sadovakeja, Laln (Bherry - Netherland)


 Sally, Joe \& Bobo 1Ronsevelt New Orionns, $h$,
 Ganlon\& Elvira flmmy Kellysi N. Y̌. C.inc, NYQ, ne.
Savaze, Jann (Solltharn) Balitmore, $h$
Gawyer, Hoby (Gabrict s) NYO
Eawyer, Hobby (Gabricts) NYO. Be.
Suxe, Ruy Himebury Park Empire) London





 Sildmore, Kay (Hotel Piccialiny NYO, ha Bmall, Frank, Revue (Now Yorker) N.Y.O. $h$.
Gumat Get four iRadio Gity Ralnbow Oribi
 Bmilh, Oiubby (swanee dlub NYO. Ne
Bmler. Suly (blazy Olubi NYO, nc. Smith, \& Buty (Bizzy Olubl NYO, ne

NYO, se. strollert (Arter the ghowl Oh,
sputh Sea
speclal. Johnny (Tower) Kunsa City,










seone, Harold tChatenu Monernel NYO, ne
Stone, Nell fifowdy Olub NYO. De.


 Buter, Ann Amarican Muspe Hilis NYO. men gwtion, R. Yotrick (ikex) geatlie, Wath. L
Table Toonera (Chntean Moderne) NYO, ne.
Tanner Slsters (Chez Parce) New Orlcans, Tanner Sbters (Ohez Parce) New Orleans, bc
Tanya Emmett Club Traykal NYC. nc.

 Tennill, Hank (New Yorker) NYO, ho, Terris, Norma (Veranilles) NYO, sc.
 Theodoret. The (Chez Parce) Chi



 Tranger, Don (Olaridge) St Loula, h.
 Treyes de Violeta (El Toreadorl NYO, no.
Tripps, Buy (Parody Clubl Cha, ne.
Tropical Tunesters, Thee (OUumwa) Otum. Trucicin" (Choy Josephine Haker) NYO, ne.


 Yaldn Cllub de Lieas Chi, ne New York ne. Yalerle, Arimatid Town Cesino NYO, nc,
Vafley. Ninn folub Normandie, NYC, nc.
 Yelas. Ester (Roosevelt) NYC, h.

 N. Y. nc.
Finiegre. Pern (En Toreador) NYC, nc.
Vorhas. Jullan \& Lcon (Lido) Montreal. ne Wages, Johnny (Ambassador) Cleveland, Le
 Waluron, Jack (Hollywood) NYO, re, Ausiris. Walker, Euddy (Club sharons NYC. ne.
Walker, Ktrby (1lekory House) NYC. ne.
Whalker. Mildred (Colony Club) Chi nc. Walker, Mudred (Colony Club) Chi nc,
Walace, Frank iButlere Thp Room NYC,



## w

Wayne. Carlyle (Rex) Beatie, Whilh ${ }^{2}$,

Webb. Nella (Normmade) New Yorkine.
Webatir. Mazol (Number One bar) NYC. ne
Weak. Ken. Band (Rembert) Longlew.


Whirlxinds, Mour (Ahninbra) London 1-30,
White, Jack Brondwhy Roomi NYC, ne

Whtt, Paul (Connie's Inty New York, ne.

 (Boulas ara tor current week when no dates
 Ao., re. sugar: (Cotton olub) cleveland. Mimbe: hack: (Yorktown Tnv, Ekins Fark.










 gringe. Lou: (Rouse of Morgan) Now York. ne,
Brook, Blly: (Hul Top Olub) San Antonto,





 chatt, h. Lom: (areenbrier) white Bulphur
springs, w. va. ec.


 Compton, Helen, \& Bryn Mawr Oreb: (Btate)
 Conthental Oyphles: L.Asrlom) Oniceso, c.




मic.
Dubrow Art: (Ohop House) Bartford,
Conn., ne.



 Yarmer, wilte: (Leon and Eadie'i) New York, Fridimando, Angelo; (Oreat Northern) NYC. D .





 Fulchor. Challie: ficuub castnet areenvul.


 Ondifun. Heary: (Ouyon's Patadige), Cht, D.





 Green, Johmay: (Noble) Blythevilie. Ark., me
Hageiston, oharles: (Pot Lodge) Larchmont.




 Hacris, Claude: (Joeys stables) Detrott, ne.


 Mownid, Ben: (Sllver Tavera) Ohi, ne.
Mudzan-DeLinge: (Coronado) Houston, ne.
 Rock, Pa,
Hylton, Jeck: (Drezel Chicago,
h.

 Kane Allan: (Erevoort) Ohlesgo. h.
Kaye. Bammy: (Oabin Olub) Clevoisnd, no.
Kelior Jmek: (Wenthester Biltmoros Rya,
N. Yn ea.




## Kyér. Kay: (Trienon) Chl, $h$.




Lombardo Ouy: Roosey ily New York, ho


 McGarn. Orace: (Ohlnese T Gardens) Delrolt.









Marsin, Teor chiraf Prapmount Nyó ro

Meadow. Fiank: (Barrel of Fum New York,
ned



Mra.: hob: (Deauvilue Olub) Sante Monlea,
Monr, Bobs. ce.


 Murphy. Dlek: (Columbus) Miam, 'h.
Narel. Marold: (Ralabow Roomy) Nem York.


 ne.
Norris, Joe: (Festern Gtar) Detrolt. nc.
Norvo, Red: (Dempeey"s) NYC, re.
Ohmed, Fralik V.: (Favtuon Club) Nama Otmon. walter: (New Jullus) Oerdenville. N. Ollver. Eddio: (Remo) Reno, Nev., co.
Pablo, Don: (Atery-Go-Round) Akron, O.
macho: (Plerre) NYC, h.

Parnam. Tiny: (Club Havanal Chi, nc.
Puryer. Johnay: (Kniekerboekcr) Ohicaso, ne.
Parry. Red: (Terraco Oardeas) Fremome.




Findit. ${ }^{\text {TC. }}$ Emil: (Oh, Henry) Whllow Springs.
Primin b. Louls: (Pemous Door) Hollymood.


Ramos, Ramon: (Porge Olub) Miaml. nc.
Rendai, Jay: (Palm Inlimd Caslno) Miaml.




Rien
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mubion Jen: (Palm Inland Casino) Palm IRund. Fia. (Melody, Mny) Chicago, b,
gabin, Paut: TTown Cesinol Mimmi, Ma, ne.
Saobs, Coleman: Club Rexi Blrminghan Ala, ne. (Club minuet) Chicaca, na
gales. Lewis (Chateau) Ohicago, b.


Schnolder, gol: (COld Rumanidn New York,
Beholl Jack: Bcholl, Jack: (Coronados tit, Loult, h, Oors, schulmin. Jullus: (Veney Parkl Bt. Petert







 Terry, Ron: (Rt, Morica) New Tork, h.
Thurn, Otto: (Nipine Vilage Holbsnu) Olove-

 Toscune ciydemg (All Btares NYC, nc. Travers, Vincent: (French Cesinat NYO nc.
Trewnelle. Paul: (Olorte Fatnot) New York. Turmer. Als (Bachelor's Oluni Pittsburgh. nc Van Duzer, Roger: (Larehmont Oasino) Larch Vell. Tubby: (Bruns' Falm Garden) Ohs a Wainer, Ruddy: (Ira*) Mism, Finaine ne whe, Kenny: (Dicky Whlle) Hirlem, New Werk, ne. Anion: (Collete Inn) Chi, no
 Wecka, Kandy: (Oocoanut Orove) Boston, re,
Werms. Ted: (Plmer House) Chicago.

 White, Dave: Coana arilly Now York Cleg, re Whamer. Bus: (Alle-Away) Grand Junction willico. himerblo: (Kibby Klubl Jeckson

 Young, Sterling: (Misaion Beach) Loe An Yehasi, Johmny: (Durant) Fint. Mieh, h.



## INDEPENDENT BURLESK

## Beauty Farade: (Howhrd) Bonton 6-11: (W

 Flying Migh (Emplre) Newark. Nimo. s-12,
 Hifh Jlakaty (Werba) Brooklyn 6-11: (ke





## dramatic and musical



## MISCELLANEOUS

Birch, Magletan: Coobran. Fin, 8; VLana,



# Summer Stock Rules Made; Spots Cut in Two Classes 

## Class A spots pay minimum, can try out neio shows and get protection-others can deduct room and board from salaries, but must stick to revivals-other rules

## 

 Paul Dullzell, Equity executicic socre-tary. eited instances thkon from last summerts record whereln the thenter hnd for romm nad board, deducting it from the "salnties.
Non-pro supers can stlll bo engaged spot is not within commutiag distance of New York, If non-pros are hlred, they
cannot play for more than two week in wuccession nor more than three woekn during the entiro season, must become more than that they must become wing. one-week engagomente nre to got free
board and lodging for the week of rchenranls preceding the week of the ongagement.
Mnnngements will bc required to make applications and to nill out extenstve questionnatres, and will then be crisof courec, pull out its members in conditions ara above in

About suo Equity members played 42 summer spote last year, This ycar, nocording to mintoriny reduced, with the cowbarm theaters seemingly on the whne. was entirely lackinf this yorr. Few beyond the well establinhed apota hrve alg-
nificd their intention of operating, whereas during the summer thenter peak
there were long lista alrendy in by this there
time.

## Ten-Dollar Angels <br> Finance New Plays

CHICAOO. April 4,-The studebaker Theater will be rellghted Enster night with Prom Out of the Darkness, now known dramntle stock director and by a local iathor. Paul Snlvatori. who hns financed the production by selling quaintnaces. Leads will be played by Jay Romamo, and Jolieta Mcoready and
the cost comprises Jnck Grimth, Antolnette rochte, Jimmy worsloy, Gylin Hiokman and Harry buchanan. Bond has alrendy been posted at the local
Equity ofnce.

## 'Co-Respondent' Plagiary Snit

NEW YORK, April 4.-Thomms Del Vecohlo, court reporter for the New York
City Newa Assoctation, last week entcred at plagiarism ault againat Harold Goldman nnd Mildired Firriz, nuthors of Co. Respondont Unknown, on the ground enat sequencen and aituntions in the
play wore Jifed from a script of his own play wore Hifted Yrom a script
entitlod Tonighe fill Dream.

Kane Signed by U. of Mich.
ANN ARBOR, Mich. April 4.-Whitford Kane has boen sinnea by the dill guest director of the Michlian Repertory the school. Fie has been associnted with the New York Thenter ciulld and the Goodman Theater in Chicago and has bron prominent in work for the Now
Iork Untversity and the Univeralty of Washington.
special advanced and intermediate work in stakecraft is another courac of study to be glven by Alexnnder Wyckofl, of New York, who hns been art diroctor of the Playerg for acveral aensons. Evelyn
Cohon agaln will net ni contume diroctor,

WI'G Biz Inıproves $\mathbf{2 5 0}$ \%
Since Split With CBS
ATLANTIO OITY. Apris A. - Proof that Rndto stintion Wr'e 18 a valuable
publicuty nset to the resort ts ahown publicity neset to the resort is shoun over from Columbin Broadcasting Sy3agement bushacse has increased 3 mo per cent.
In report complted by Gcnernl Manger Norman reed it was pointed out made itself aelt-tustrining, it is nearer
 tory. He adiciod whe next alx months nt Anme rate hs Inst siz, the station will
come inco its own. Fuinca for operation come into its own. Functa for operation eral advortsting and publicity nccount. Wpar will use wor and the Mutual syatem during the summer to

## "Horse" Clicks Down Under

 MELBOURNE Australun, April 4.Alex Yokols Three inen on a Horse, produced in arsoctation with J, C. Williamson, opencd to encouraging press noticesin Melbourne March 21. Five American in Melbourne March 21. Five American notors, mncluding ony schbrook and Jonassured of financial success. Tho some of the of financial oblected to a few of the oftuntions. the men from down under srently

## From Out Front <br> By EUGENE BURR

The Dramatiata Gulld has for a lonk whlle now seemed both aristocratie and autocrnetic in its dealings with other brumehem of the thenter. The occastons upon Which the playwrighte have refuned to join thair brethron in canses for the common good have beon legion. The arst to domoto mind-and one of the mont sorship of the stage. The theater, at lat galvnniged into netion by auch $n$ thrent
 plan so thoro and workable that it staved off bll threats or outside interforence, nt icant for the time belng. And even now. wisen autatde censorship is threategen,


All groups of the thenter united is the formulntion and parage of that planexcept the playwrights. Actors, manngora. ntagehands. musicians, evoryong cons nocted ofth the theater supported it- in in angt centorehip in any form. cven geli-censorship, so in rightoots indlgnation they withheld their support. It wan a perfcct oxnmple of the tratiderheaded intellectuallam that has inctualimm and intelligence. If that plan had not been presented and passed, the chances are thnt an outkide censorship would have been finposed. The theater's plan mide provibion for judgment by an lmpartial and intelligont jury; the oflecth of outside censorship are too well known to meed discuusen. to compromise. it la not thelr fault that their plays are bonrd parnassus, refusd to compromise, it is not thelr foult that their plays are
chino.
Muich the same attitude, it seems to this oorncr. IA rhown in the new contract Which thoy drew up and expected the managers to algn. That contract reduced the managerial ohare in pleturc rifhts to a fraction of its former amount, and it

Without doubt the playwriahks were. In the nbsernct, right: the playa are their own brn!nchlidren: the managers merety furnish physical production: surely the writers are entitied to the major share of secondary rightr. But. an akual the
dramatiste went about blimatully bugd to the world around them. Whilo it in perfectly inue that they are tho crentors of thelr plnya, it is niso true that the proclacer very often ts the direct cisume of mare than hali of the amount of the Nim orfers. Tt 1s, in many cases, his productions which bring the tremendous plass, offored smanl nmountis in thelr pre-productlon dayt, which brought young Portuncs from nims arter they wore produoed
And in certatn cases the mnnager ndds more to the plny than doos the euthor. Tuke the exnmple of Dead End, a primitive. nalve. cheap and childiah melodinma, which recelved so magniacent a production that it actunlly, for a moment or two. nppenred to be an important play. Or take the cases of nie phays which dermand
oourage and honest from thelr producers. Winterset, for example. demanded a oourage and honesty from their producers. Winterset, for example. demandrd a
great deal of bellef, brnvery and outonblout idenimm from Cuthrle McCllatle, who great deal of bellef, brnvery and out-nbd out idenimm from Curthrle MeClintle, who presented it-yot Winterset, produced, was worth many tlmes wht it would have been if it had forever remained in manuscript. Surely Mr. Mccintic 18 entitied and courage.

Phywrights, by killing of produccrs-or midcliemen, as they are sometimes onled-hre killing, liternily. n phurce of great income to themselvcs, oven at the

The Ono oncourngink tinigg nbout their recent demand has been that it a strong nnd uniftcd mnnakerial body. If the mnnakers could ret together, once and for nil, in $n$ powertul group, ntrong enough to keep mombers rikidly in line, it
would be one of the beat thing that has happened in many years, both for the would be one of the beat thinge that has happened in many years, both for tho
Robert Gnrinnd, of The Worid-Tnlegram, recently contrinuted one of the funnleat critical coinments on recnrd. He ohjected to the nwird of the critics palm
to Wintersct, and aatd that his brethren had voted rither for Burgess Afercdith's to Wintersct, and Fatd that his brethren had voted rither for Burgess Mercdith's
performnnce thnn for Mnxwel Andorson's play Mr. Gnrlnnd himsels hnal voted for Idfot's Delight. Robert E. Bherwood's confusen end Inerective setting for a for diot belight. Robert E, Bherwood's

Nominees Set For AEA Slate

## Committee picks adminis.

 tration ticket for council -opposilion, maybeNEW YORK, April 4.-The nominating committeo which wha elocted at tho last to draw general meeting met thit week dater for elcction to councll ports, the elections to be held at the annual meeting, which will take place inte in May
or early in June since the adminis tration manared to eloct the nominating committee, the regular ticket is aruin tho ndministration slnte. Whether or
not a rival set of nominces will be not a rival set of nominces will be
onfered by the oppoation him not as yet been
The nombniting committoe choso tho following to run for the regular counct postr, 10 of the 50 councilors being Beverly Bayno, E. J. Blunkhli, Robert T, Halnes, Manda Reade, J. Matcolin Dunn, Brown Jr., Robert Kelth and Brotnleno Wrown Jr.e Robert Kelen and Brotnigno As alternates the committee chomo Kntherine Warren, Dudley Clements. Richard Whort and Lily Cahlll,
Since oppasition slates have in the past beon dofcated by administration an opposition list enters the seld the regular nominecs will bo elected, At tho election of tho noininating commitice there war a bitter fikht. witll the administration beoplc winning out. the nimmer of namintitration candicietes those invoring the opposition were not hose invoring the opposilion to speak. Frank allinere, Equity president, replled that names of oppoaftlon candidntios hnd been handod out dlacussion, basing hla declation oñ procedent.

Ancient English Play Given LONDON, Aprtl 4. - Henry Modwell's Fulgens and Lucrece, first pertormed in 1407 before a groujs of Flemish smbas students am the first Engliwh comedy. was proctuced in London Murct 23 by the Croup Thenter. The manuacript, Inst lor about 400 yonra, Wan found in in the hidcien away in a rilemroom. It in the property of line H

## Threc Theaters on Block

NEW YORE, Aprll 4, — A forcalasure action calling for the sale. some timo in Apris, of the Bljou, Astor and Morasco way whs okehod March 26 by Phillp J. McCook. Justice of the New York Supreme Onurt, Clty Investing Company, Which holds a necond mortgage of the 250.000 on the three houscs, ontered the proceedinga. Mretropolitan Life Inaut ance Compnny holds the firat mortging is of el. 000,000 . Change of owncrshlp not expected to inconvenionco nny shows
which might be playing the theaters Which might be playing the theated anta are the Astor, Bijou, Moranco Realty Corporation. Walter mande, Cora Fiaro rys and the 245 Weat 45 th strect cor. poration.

## "Road" Plays Utica Date

UTICA, N. Y. April 4.-On the ndriee of Corporation Counsol Bartle J, Gorman, city offichs of Utica, inciuding mistsloner Harry $R$. Beebe, agreed to let Tobaom Romi be ahown Tuchalay at the Majestio Theater. Corrou's hevitancies were based on protestations muste by
religlous orgnizntions, whereas those of Gorman bind to do with inllure on the part of the theater manarement to take corniza
thons.

## Critics Present "Winterset" Prize

Nf:W YORK. Aprit 4.-Presentation of Drama Crilficn' Circlo will be made to morrow night nt the Hotol Algonquin perat. will be given the milver piaque that roprasents the honor which the critlce voted to confer on his play
Asso present will be Guthrie McClintio. Also preaent will be Guthrie McClintio producer of Winterset: Jo Miclziner Who did the sets: Burgess Meredith snd shargo. Who play the lefds, and Henty
Varnum Poor, deajgner of the platue. After the dituner, which will open the estlvittes. the proceedings will go on the fir. hoing broadcast atarting nt $10: 30$ over the taking part in the brondenst Fill be Anderson, the two players (who whll
do severnl feenes from the play) and
Brook Atkimson. Tincs critic who will preseat the plaque.

OUT-OF-TOWN OPENINGS

## 'On Your Toes'

Musteni comedy by Rodzers and Hnrt and Ceorge Abbott. Froduced by Dwipht Doedre wimn and Hart. Staged by worth Ingion Miner. Choreorraphy by Gearre Contumes desianed by Irene sbaraff. opened nt ghubert Thenter Marah 21, Cast: Ray Bolger. Luelln Crenr, Ta-
marn Cleva, Dotls Onrson. Monty Wooley anal others
anema to poesess ball the qualltiea that go into succesaful prociuctionm. Here to be pollahed up before making its
New York debut. the new Winan mutical is cuckling to good bustness and the cuatomerm like it. Approxi-
mntely four scencs have been oul from elimiontiong in no wny detrnct from thor enjoyable hokum. Ferhnps is is to early to fuedge the Ondy one necmed tho reglater ntronkly with the nrat-week nudiences and ehat waA Small Hotel. Others that may
epring to popularlty arc It's Got ro Be Love. On Your Toes nnd Qutet Night. Werk spot in entire sbow it lack of autable volces to put over the songs. who never worked harder. Ifis rennition af slaughter on Tently Avenue could med
fermance Gent dolivered a nuperb perfermance as the promoter of $n$ wPA dleked from her first appearance and the had the audlence with her ehruout. queen in the princess zenobia scone is ont of the highlight of a show packed Monty woilley. Additionat honors po to ane plece of work as the Ratesinn bnilet director. Sergel AlexnAdrovitoh. Doris Carson Eupplies the romnatic interest Story concerna Phil Dolan, the Srd, Whase mother and diat were hoofers Whan the Kelth clrcuit was in tits hey-
diy. Ma and Pa Dolan decide thelr boy
 finde shifts from 1000 to 1036 , which Univernity W WPA extenslon. He iA dragred quite innocently into the britet materlay for hilarioise katire on the
business of producing ballet. It hokimm of protiro and the audionce goes for It in big way.
The sets are alnborate but not too
gatury. costumes destrned with care to Galudy, costumes destrned with care to
nt the altuntions and dance routines produced with skili and dance routines 8how touch

## Snlmaggi Opern Again

NEXY YORK. Aprll 4.-Alfredo Sal ebern at the warner pop-priced grand dier not the Warner Thenter recently Academy of Nrusic week of Aprillis. Aricemy of Munge is 24 to week of April is.
be the lowts, elnimed to op in the world. Lust sen for franceschat (Lovise Prances Bickford) makes her Amertean debut April 15 in macta.

## The New Plays on Broadway

## CIVIC REPEIRTORY

## BITTER STREAM


the world today. Above all-and this
 ter Onlon production-it sings no
obvious puean in pralte of this or that obvious paeann in prale of this or that
parturunr foftowing movement. content-
 condition and sketepining in juse kerrible
 desappointing . Tho netion ooncerns ztwelr with the Hittle farnis by the Fasclut tdea of ef ficiency nnd strongly contralized control Thatr plight is piriful. ond it 18 mande even more so when the rovernnent de-
eldea to ehange the course of the ittio elded to change the course of the littie natram which waters the few remaining garcionf. They fo in protast to the
town and are unero shunica about untit tnva nid are thero ghunted about unth
thes become unvilling and unknowing participants in a demonstration to II particepants in a demonstration to Il Later an agitntor for an "underground some tracte. whith are later found by recalcterant farmer. Berarto nnd the ngifator go to jall, and uliere the orGinizer tells the simple persent abut
the union. and flls his head full of the the union and fllts his hend sull or the
things thit he must do when he gets things that he must do when he gets deciden that the acitneor can do more than he, to he miker n false confucsion. oleninf the other man and implicating himzeir. He almost breaks under tho
serain of repeated torturing, but whon serain or repeated torturink. but when
government offtetal show him nnothor Jenflet. henderl ...Bravo Berardo he gock bravely to hts death.
The final acene shows the people of Fontnmarn preparing leafleta of their own.
Thit phould, without doube, be excitin part. Chenaterial, but it is ro only that Mr. Wolfson has disregarded tho theater's dernning for fleah -and-blood prople ne the plyoty of emotional renc-
tiop. Berardo emernes only in the last net $n n^{n}$ strong and interenting figuroand by then it is too Inte. Previously. inctdente, mast of them coo dizconnectrad to olitaln full theatrical efrect. Tho piny switchee sharply in mildcenceer from the story of the diverted strenm to the story of Bernroo's herotam, and the fracgimpy log
Also, denplte the interest in the plight of uneducated pensanta an they nre n.s. \#progreas. taking place nround them. the thentrical Lerms used are both almple and nave. Mr. Wolifon minking his

Thie direction of Jacob Ben-Amı does ntethe or nothing to help. turning the aecond act into something thit meens ntrn thely he tis helped by Mr. Wolfnon,

## "Fencing Master"Gets Brace Of Trial Showings at Jolson

## NEV YORK. ApHil A Reginald de

 Kovens The Fencing Master. a relic of was presiented for two performances thla wock at the Jolson Theater by the New York Lisht Opera Gulld, under the direc-tlon of John Find. to five $n$ chance 0 cunt want to be heard, with the ndditional hope that its productions inay go in for hope that its productions may go in for
runa if the retirma on the original performnnces warrant. Chances of a fenofing Master run are sllght.
Music ts pretty and luting, but rem partlcularly goverat in the gavay serte The plot li nll nbout in lans who mwashto be revenled sus a gal when she swooted In the last not. It', to be noted that tights, in most light opera instnnces. do more to reveal than
gender of the wearer
pleasant surprise. fome nice volces and pleanant surprise. some nice volces and mome excellent atnge permonallites belag unenrthed for ruture reference. An a matter of fact. the three companiles which are at present announcing Gillivan repertoirea for ine near future (with the same singers belng announced for cad company) could do

## tniont that appeared at the of tho

 That would nt jeant prevent tho some. What starting spectacle of tho someWaterous heavme his bulk into the part of Pooh-Brh in three aoparate theaters ulle Trave eveningJulle Traveran playod the be-tighted heroine pleasantly. giving ap uneven performance. but one that was in gen-
oral quite charming. Daniel Harris oral quite charming. Dantel Harris Robert Phullps did well in the topor Robert Phulips did well in the tonor
role. Renee Norton. in adition to possersing an excellent and well handled merzo-soprano. also pozsceses a canny stafe sense nind $n$ grent deal of permonallty.

John Finnd conducted the oroheatra. Performances were given Tuesday and
Wednesdny nixhts. EUCENE BURR.

## BROADWAY RUNS



Who has rurnished a series of eplacdea chat cnn be neatly diviled "nto tenor and quartot. in the bent orls interlude and quartets in the bent opern tradition signer. who has fuintished a villago gquare that fo unfortunately a villago cont of Cavallerfa Rusteana at the Mot in the acting, too, is somewhat expaurtve Albert Van Dekker, ne Bernrdo. Inying it on a bit thick. Lill Eiseniohr Valenty Wha whe dilven from Clermany by the Nazt horror, plays the submerred heroln with erent attention to detall. thereby appearing an actress who is quito obviourly trying to be nn layrtculate peasant. The remult is that the chnr neter emergea as noe entrely distinct
from Hatele, the villare cal whone mind nom Hater quite grew up. Some of the others never quite prew up. Some of the others
give excellent porformances. nimong Rlve excellent pertormances nimong John Boruff, Manart Kippen. Frank Conlan nud Francen Bnvier. The Thea ter Union. however, has indulged in the of the worst makeup set seen on whiskers betng plasterod on so thickly and obvioumty that the procemitars take on occhionat tinges of Murder af the
of Red Barn.
Alviene


##  <br> Terhine nimecine sul deneral Cul


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## SAMUEL FRENCH

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## Exhibitors' Organizations

Eome time nround Mny I MPTOA will choose representalives of the organirathon to meet allstributor men in New hork for a aiscusmion of trade practices made Monday. Mareh 30 . Among pointa alnted to come up In tho coninb are the petting up of local nuthorities with power to alr complniats; nin incronse in film cancellation privileges from 10 to 20 per ceat: soning and clerrance polldies: unethical tracle practices such as harmiul low admiselon charges and overbuyingi the tendency to force acceptance on exinbitors of shorts toBothor with fontures, etc. Expected to
tale a part fin the pownow are wid Kuykeadall. president of MPTOA: Morris Kuykendill. president of MPTOA: Mortis Rome. Car Willams, Oinnha, and Jack Chnrles E. Will

Euykendnil rocently returned to has home at Columbun, Mikna. Iron Washwith the Pettengill Blli. It ts expected that le will attend the TTI-State Exhibitors Convention at Memplis. Tenn., April 5 and 6. in whteh croe he will not come to New York hefore the latter
part of the rmonth. part of the montr.

Altho members of ITOA's board of dlrectorn nt a meoting recently held in the Hotel Astor electod Barry Brandt
to run for predident onco more. he hin to rin for predident once more. he him stated ehat he will not do sonot Acoording the fact that alatributors, producers and exhibltors bomehow cinnot get together and recognite the wort done by ITOA.

A campnign ngatrist collection of score charges ham been initinted by MPTO of Pastern Peansylvantu. Southern New Jorsey nind Deinware Fith a lntter to
George J. Bchaefer, United Artists ex. George J. Schaefer, United Artista ex*
ecutive. In which the practice in pro* ecutive, in which the practice th protested nind inbeled ats a polley of retroEression. Askinty them to co-operate by protesting to $\mathbf{U}$. $A$.

ITOA. thit ith legal counsel, Mextre. Weleman, Quinn, Allep \& Spett, has begrnctice of forcing exintbitors to confent to take shorth in order to secure fenpures. The case which brouglit mntters to a hend nan preclplitated the Equabble involved a claim of abt brougint by REO Distributing Corporntion against the Ridgewood Amumement Company, operator of the gtar Theater. Brookiyn. The defenciant, in filing ita answer, nileged that it hrd been obinged to take the ahort as the only method of securing eatures, and iurther comarged that other major companies, notnbly
MaM, Fox. Parnmount, Warnerm. UniMom, Fox. Parmmount, Warnerm. Unitican According to ITOA counsel. violntion of the state anti-trust and monopoly laws is involved. It is naticipated that proceedings agninst major exhibtors witl
court action.

MOM's request that 10 of the 111 ma in. eludud in the 1935-36 program be canceled from the coatract in return for ofght others has been olkehed by NorthWest Allied. Most exhibitors around
Minneapolls and gt. Pau have nlrendy Afinneapolis and gt. Paul have nirendy
acknowledsed their willignese to coacknowledked $\quad$ operate. S. G. Lobederf. vice-president, operate. Es. G. Lobedeff. vice-president. stated that tho quality of the nubsti* tuted rims would probnbiy be ag good
or better than those withdrawn. Among the lattor la included The Great Ztcofeld.
Northweet's convention to scheduled for April 20 at Minneapolis.



## "MOONLIGHT MURDER"

## (MOM)

## TIME-68 minutes. <br> RELEASE BATE-March 27

PLOT-A Inmoun Italsan tenor singing fir the Follywood Bowl dics in the midst of a performance. A brnsh young detective, with the ald of the aicco of tho doctor. who has been the tepor's best friond. solves the cnse eventually thru practicnily no fault of his own. Many people. ns uaual. nre implicaled thru varlots powsible motives for the crime, Before the solution the dancer who hus becn the tenor'm inamornta, is nito killed. No falr printing molution,
but it may be remmrkod that opern the the Hollywood Bowl is evideatly aupg but it may be remmrkod that oporn th the
thru a mike-nad they henll chil it opora.

CAST-Chester Morris, Mndge Evnas, Leo Cnrillo, Prank Mchugh, Bealta Tume, Girnat Mitchell Katherlae Alexander. H. B. Warner. J. Carroll Nalsh. Duacan Renaldo, Leonard Ceeloy and Robert McWinde. All okeh.

DIRECTOR-EXwin L. Marin. Lacks pace.
AUTRORS-Gcreen play by Flovence Ryorson End Edgar Allen Woolf. from
an
COMMENT-A slow-pace niciser for n mystery meller, denulte the neediess crowring of factdent injected in order to keep amatelur aleutha ofl the track. Solution diaappotating. A minor mystery ticm.

APPEAL-Mystery addicto.
REPPOITATION-The central atuneton.

## "SNOWED UNDER" <br> (WARENER)

TIME-60 minutes
RELEASE DATE-March 20.
PLOT-George Brent, a playwright, is working on a third act of a show and must get ehe script in on tinc. Hiding away in his Connecticut home, the pence he noode so much is disturbed by the unoxpected arrivals of his arst whif. his current allmony-seeking wife ama a young girl netghbor. The sberlit
 up nnally with the lawyer and the girl in ench otiverin nrms

CAsT-Qeorge Brent. who is okeh. Chancvieve Tobla, who atenls the show with her well characterization of the first wife. Glenda Finrell and Frank Mchugh are good at comedy rolief, of course. Pntricia Ellis, Jolin Eidiage, Porter Hall nad Helen Lowell are okeh.

DIRECTOR-Rnymond Enright. Did a nice job with light matertul.
AUTHORB-F. Mugh Herbert nnd Brown Holmes. adapted Irom The Liberty Magazine serln].

COMMENT--Very Hight farce. Unpretentious, but mmusing right along. Your custamers won't rave about il. but polther will, they denand thels money bnck

APPEAL-Genernl.
EXPLOFTATION-Liberty Mingazine ts the onfy apecial exploitation angle.

## Film Consensus

Belono are listed the flims revewed in lest week's tasue of The Billboard, together with a tabulatom of the crifical wote. Papers used in the tabulathon World-Telegram and Journat among Now York dalles, and Film Dally, Notion Picture Dally, Metion Pioture feraid, follmaond Reporter Picture Busivess, Box Onfe, Harrison's Reports. Dally Variety, New York State Es hibitor, Film Curb, Showman's Round Tabic. Vartety and The Billbaard among srade papers. Not all of the papers are uned fre each enbulation. becarbse of early trade hhowings, conflicttig publication dates. eto.


## News of the Week

Officers of MPPDA. Without exception, were re-elected March 30 at the orran, Irniton's yenrly mectinp in Now York It Was expected that aome ohabgen Would rexult owing to the recont shake. up in the executive department of tho be Will H. Hays, prealdeat: Frederlck it Ferron, ereasurer; Carl E. Mslliken, aec retnry. and Cieorge Borthwick. asalatant secretary.
Hnys. In his nnnual addrcss, roported very favorably on the talent and kinnd
arde of the motion pleture industry.

Before Nat Levine, president of Ro. public Prod., Inc.. left for vacation at ilonolulu last week he scotched rumore to the offoct that he contennplated reelening from the company. This ts pare ticularly 60 . he enid. in view of the fact thnt he owns a 50 per cent interest in the organization. Alic is very gratified over recent progreks in loth production nind salcs.

The Ambnsendor Theater in st. Zouk a nouse which sigured prominontly in the recent 8t. Louls imbrorilo involving a charge of restraint of trace by the hoverament Epainst major compantes howse after having been shut for two days. Funchon A Mareo interests dethe ontrolitng property intereata uni unless operation was reaumed the lease On tho Ambnssador and the New Orand Central, also an F. \& M. house. would be declared iavnlid.
A mecting nt the waldort-A.atorla Hotel. New York, March 30, nttended by Nnt Lovine. W. Ray Johmeon and other executives of Ropublio Fitms, elicited the information that 26 featurea are planned for noxt season. Oiner netivica pring nad a lookout for new storles.

Now that Joc E. Brown, of Warners. Will be able to work for Loew fome time around tho end of the summer. Darid from Hollywood will conclude plars for distribution of thote featurea which whi aistribution of thone reaturen whioh wal ments call for a series of atx productons to be fintahed in two years.

The 8444.000 conspiracy action
 Warners. Paramount, RKO, United Art. lata. Twentieth Century-Fox nind Lincoln Theaters Corporation will open April 27 in the Lincoln Federal Court The IItigation waf begun by $O$. I
fooper. who to the chief stockholder of Hooper, who ts the elitef stockholder of
tho plaintirf company. and the Mon:oo tho plaintiff company, nnd the Mon: is innilly. managers of the house. of Independent Thenters, Inc. who wais responalble for produeling much of the evidence in the case. will tile n guit on defendnnts aome time after the present tangle is onded.

By a vote of 32 to 26. fine New Jerser Legialnture defeated the tax bill provid. ing for n 4 per cont lovy on gross recelpts of theaters and other places of amuse. meat. The blif has come up four times in variolls forms and in prock on the hend for good.

Spyros skouras, of Fox Theaters, has comploted a contract with Paramount whereby product of the latter conspang Will be relensed thru skouras houses
the scasong of $1030-37$ nnd $1037-38$.

> Last week at Albnng three measurat of interest to the motion bloture in of Interest to the motion ploture in dustry falled to get out of commitied to plice a tax or one mili on cuch foa of fllm: the Orews Bull, whith prowidet for a rest dny for firemen and engincers in theater heuses. and the Dix Abscmbly Bill, calling for a hali-minute
showing the location of fire exits.

Wait Dianey, with Singer's midgets 25 characters for Mickey Mouse cartcond. Will begin $n$ two-week tour for Fanchon A Minrco, beginning about the mida
April. Current plana call for 3 two Aprit. Current plang call for a the the tour to begin on the coast.

## "BOULDER DAM"

TIME- 70 minutes
TLOE- 70 minutes (WARNER) RELEASE DATE-March 7. and eacnplns. soes west. Whale ho ts atarving ne limp Veguk, he is befriended. by Ann Vangarlek. a night club ainger, who takes him home to her family. by Ann hankarlck. a night home Hinger, who takes him home to her family. Fusty, under an assumod name. tries to get a job there. it seems. tho, that the employment window in alwnys closed in his sace: he revolvos not to ery again. but glves in because of Ann. which person he would like to marry. Boon after he does get a job he saves 100 men and conalderable work by saving a runaway dynnmite truck. Later he reseucs a rival for Ann'a hand who had previously conironted Runty with his past and threatened cxposure. Togetber they tell the construction chief of the murder and all ends happlly as lawyers are brought up from the rear
ONelli. Fzon Brecher, Eleanor Wesselhoert. Joseph Crelsen Oiln Heuff. Ifenry ONelli, Fzon Brecher, Eleanor Wesselhoeft, Jobeph Crelasn, Olin Howland.
Ronnle Cosby, Willnm Pawleg. Georse Brenkiton Alexander miscagt is the Ronnle Cosby. Willim Pawley, George Brenkiton. Alexander miscast us the DIRECTOR-FYnnk McDonald. Average job. Direction didn't do anyihing to stop the wory from sending a telegram after the first is minutes. Boulder Dam shots couldn't help but be Imprensive. Ecreen play by Sy Burtlott
AUTHORS.From it ary by Dan Tomplin. Ecren and Ralpli Block, Pormula stutp.
of it aldn't work this time. t didn't work this time.
EXPLOITATION-The Dam

## "SONG OF THE SADDLE"

## (PIRET NATIONAL)

## TIMF- 58 minutes. RELEABE DATE-PEBTUATS 29.

PLOT-Seens the boys in Follywood nrc unable to conjure up anything new in Western ynrns. This one th another tate of revenge whereln Frank the villitin who killed his father some 30 yeara back. The stituntions nre the ved out well with plenty or good bandite, action and a few songa aung by Foran thrown in.

CABT-Dick Fornn. Alma Lloyd, Charles Middleton, Addicon Richards, Dadie Shubert Monte Montague, Vtetor Potel. Kennoth Harian, Myrtie Sted man, Crorge bancst.

DIRECTOR-Louk King. Thoroly adequate.
AUTHORS- Atory and ndaptation by Wlliam Jacobs. A few pleasligg tuncs by Jack Echoll and M K Jerome

COMMENT-A Rood one of sta kind.
APPEAI-Surente for the lans, and possibly some outalde draw.
EXPLOITATION-DImeult in that a routine job will not do it justicc.

## "COMIN' 'ROUND THE MOUNTAIN"

TIME-55 minutes. (REPUBLIO) REI.EASE DAT not given. PLOT-Gene Autrcy, pony express rider, carrylag mones needed by Dolore Moreno to pay takes on her ranch. Ls krocked out end robbed by bnndita Autrey suspects the men to be cohorts of Matt Ford. breeder of thorobred
horses and suttor for the hand of Dolores. Ford. making is deal with Cald horses and suitor for the hand af Dolores. Ford. making as deal with Cald prevented from consummeting the contruct when Autrey oftera to prove ine puperlortty of the wild mustangs on Dolores' ranch to find's horges. Drove the crooked tactics on the part of the Ford ridera. Autrey whin the race with E Diablo. a mistang repukad to be a kller, but tractable when ridden by Autrey who had once knved the anlmal from wolven. The stolen money is recovered when one of Ford's men falls during the runaing. Dolorcs gets the contrict for supplying the oxpress with asilmals, Ford gocs to jall and the princtpais arry

CAST-Gene Autry. Ann Rutherford, Smiley Burnette, Roy Mnson and DIIRECTOR Minck Wright. The horse yarn and other elements of the ot never fuse well. but nccent on the anlmal sequences easlly lifte the pro uction out of the usual rin of Weaterns. Inal story by Oliver Drake. COMMFNT-Mim contains one of the beat horse ruces you are likely to Ior a long time
APPEAL- Properiy explolted ahould draw considerable nverake irade in
dispLotTATION-racink shota

## "LUCKY TERROR" <br> (DIVERSION)

## TTME- 61 minuter.

(Lucky Carson meots an itinerant nieciline khow and is persuaded to join the troupe nif marksman. When he learns that Mam Thornton, one of the membera. is nbout to run into foul play in her effort.s to secure a mine and pold left by her brother. Lucky is accused of various crimes. Including the murder of Tliornton, and breake jall before the court paxses sentence. He learins of his acquittal in teme to circumvent the criminal netivitien of the rilains. With n posse m back of him lending nothing buit moral support. Lucky ars the bandta nul and void one by one. Uusual ending.

CAST-Hoot CHbson, Lona Andre, Charles Hill. Art Mix and Wally Wales.
DIRECTOR-Alun James. Spotty, but a rew eequencea nicely donc, par ticularly those in which the medictine show spleler figuren.

AUTHORS-Screen play by Alan James and Roger Allman.
COMMENT-Contains the average amount of nonsonse. but in enlivened here and there with touches of humor more gonuine than that geen in moat
fim of the type. films of the type.

APPEAL-Horae-opera devotecs.
EXPLOITATION-Mod show angle mny help regular routine.

## (EMPIKE)

TIME-60 minutes

## "FIRE TRAP"

LCO-Young Farnswoth bullaline inspector dask DAT not given. pany, notices while looking over hle reports that hia employer. Mr. Mcintyre hna Ralsely nppralsed a warchouse-jncking up the previous yenr's report hy
 of perfume and fneher of Botty, whose dog Farnsworth has saved from denth
in burning bulldiag. Merntyre, nensing that Farnsworth Ls awre of hia in n burning bullding. Mrintyre. sensing that Farnsworth 18 aware of hia
llegal operations, is persunded by Markhall to treat the young follow with great coperations, 18 persunded by Marinall to treat the young follow with
gition. He Ls invited to partics and spends a few days with the Mcintyre-Marshall circie at a country eatate, Finnoworth rebuffs all enorts to lull ble conselenco into asquiegcence, and further complicatem matters by falling in love with Betty, to the annoyance of McIntyre. Latter finally sets are to the warehouse. nnd ts purgued by Betty and Farnsworth. who aro nenrly burned to death in attempting eo prevent the confagrntion. Molntyre ta ap-
prehended by the police. thus removing the lamt obstacie in the way of tho poving couple. The plot, howover, forgets nbout Betty's father, who is im-
 dog. Fhir. DIRECTOR-Burt Lynwood. Exclelng fire sequencea toward end.

AuTHOR-Screen play by Charlen F. Royal. What'n happened to fatherp
COMMENT-ROutinc effort.
APPEAL-GEDORAL.
EXPLORTATION-Fyre-bug angle supported with the better shots.

## "THE JESTER KING"

## (CAPTEANI)

## TTME—65 minutes.

RELEASE DATE not given.
PLOT-A hintorical bit Rhowing Ferdinand II as a jocular 10th-century King of Ilaly. Por some reason not very clear. In viow of the eminble char cteristics invested in the gcreen version of the monarch. the Carbonari of Naples declde to dethrone him. Foremost among the ploters is the benutiful diughter of a man killed yesrs ago by order of the King. Ferdinand discovers plot bring him to $n$ realization of the future greatness of Italy. (Musolinit then bow a inovie magnate.)

CAst-Armando Faleoni, a gond comedy nctor, as King Ferdinand. Luima Ferida, Dinne Jante nirid Mirin Dents, three attractive Lating, as the women cenapiratora; and Mario Plsu Lulg1 Pavest and Luigi Cimara.

DRRECTOR-Enrico Gunzont. Light touch, and better techaique than usual in Italinn nlms.
COMMENT-FAIr entortalnment. Production is supposed to have cost
1.000,000
APPFal-English tities should account far some American draw.
EXPLOITATION-TOuted as the frst of a serles of pletures intended to estabilsh Jtaly mo signiacant motion picture producing entity.

## "THE MYSTIC MOUNTAIN"

(LEinauer)
THME-79 minutes.
RELEASE DATE not glven.
PLOT-In the Alps a German kilis a FTenchmanis dok, so the Frenchman, In revenge, abducts a German girl nind enrrics hor to hit village. Thorc he falla
 nnding her in her captor's arms, locks the door, sets the building anre and aves them to burn.

CABT-Ditn Parlo. G. Fitnl, N. Giblrskiln, Luctas Cridaix, A. Boverid and others. In Reneral the minor characters do betenr than the two lends, tho tter are okeh. too.
DIRECTOR-Dimitri Kirsanof. More interested in pictorial beanty than in devclopment of plot.

AUTHOR-Screen play by Benfamine Fondans. Could have been a polg nant peashnt traredy, but lacks nil decper mplitationa, sticking only to surface

COMMFENT-One of those forelgn efforts in the "nimzost" category, Junt misses artistic success, party becnuse of its overwhelming intorest in the pte torial. Never had a chance for popular apponl, particularly on this side. Dialog

APPEAL-Litle or none for American nudiencea, An ta-and-outer for scattered forelgn art spots.
ExploItation-some of the beautiful anota.

[^4]U-Notes
By UNO
ESTA ALJA. now nt the chayety. Detrolt, next to guffulo nnd then to New
York, wns not forgotton by Detroit bur. leaque fans. Pirst time buek there lis Loop. the venue and the dayety. the
 week of stay.
BETTY BROWN of formor burlosqua
 the Lamily name. Unity Ledhetter.
BORDINE AND OAROL dance team.
 ater, Burralo where George Pronnth. ox-burly producor. Is putting on atige
presentations.
They are held over four more wecks.
DIANE JOHNSON onjoying one of thoge held-over record ataya at Minoky's
Cotham. New York.
marian baums, mother of the Lee Slisters (Jonn and Marjorie), partnered on the columbla wheel. in a rettaurant concreassion on West 45 h strect. New
York Clty. .
MVEL.YN MYERS returned to the fortnight's engagement in Burrnio, and Mae Brown lert for her summer home DANNV MURPMT

DANNY MURPHY in Snranac Lake for a long spell, back to New York look-
ing ilne nad fit. Whispers of a pomstble racto engagement. Flis 20 -year-old
daughter 18 R model and Mrs. Murphy daughter is R model sund Mrs. Nurphy

BORBIF MASON and Marcelle Lordan, Inte of the Edtinge stock. New York, now
dolaf drnoe opocinltion at the Green Gnbles Cafe. Druina. Pa.

MIKE SACHS in rcceipt of $n$ wire from his daughter. Bella. Informaing him of a
ono-yenr martige innlversnry celebrat tion vin $n$ tecond honermoon in Ber. and Bernoy Giuner.

SAM PUTERAN, ork leader at the Apollo. New York. dulfered thew hunho sound his rar. parked outstde. stripped of all accegsories.

JFAN DFIMAR, of the People"s, New York. twice giflod by ndinirere last weelk nowers.

DAILEY TWINS. Engente and Evelyn. doing double atrips and danco rpectaltes
In a downtown Now York stock thenteg.

PAULA LIND or Mrs. Thomas, tempo. (Stily of atage and at her home in
$U$-NOTES on opposite page)


## Tab Tattles

(IIARWES (IKID) KOG TKR, Whn has - Juat concluded h 28 weeks scmanan Walter Hunton, ciljoyed uf wift from Bob (I'tl Get it for You Wholesnic) Shat and Ous gun Jro of the sun oftice. dur

 kicklink in the merry-inerry with Jaok
Kanris troupe at the Finpreks. Oineln
 yenr of inactivity due to the lilness of
her daunhter. Dolly. Marcus show is alated to satl for South
Amerlea some tine in May for an excondicion of Mrs. Owen Bennett, whn presenter he bubby with a daughter at
the Baptist Hokplink, Memphis. Tenm. eard nr letter will do much to hnsten



## Old Heldelberg Cafo in the wame uelghe borhnod. <br> Paul reno ta bagls at him head-

 whl agaln put on the nho revue. Roun Wllgus nt the tather's voorken Shoo might club on malisn Iake nt Russella Foint this aummer, opening May 22.Reno will une 20 cirle to line. a $12-$ plece bnad nnd from five to meven nete erve week. hosteas ato the spot; Pnill wall hive charge of production nnd the band, mid Dotty Strickinnd will produce the burgh hinck to a tempmrary polloy of double fenturna. Charles $V$. Turner has realgnadi ns house manager and plans to this meamon. . Qliver Ktpht and wifr. Stolla Fayes, retirncd to Cinciamatl last Week nfter a six-month solourn in st. of the timo pinging or the they will remintious in clubs and beer emporiums. the nighe Bee" Haywnrth and wfe, Mnition Anwith Biabee's Comedians. who open the Eeaman nt Parsons. Tenn.. April 9. reatly working theaters thrit tnilina, is
sintod to move under conving in n few weekn. Boebe formerly had gut Bccbo's Comedtans tent outfit. His presen

## U-NOTES

Continued from opposite page) Youngatown. O. nwaiting the nrrival

BILLIE BIRD's Iads hetween shows at
he Etni. Brooklyn, are the movtes and the Breedinp of Persinn cats. DTOK RTRSCEBAUM.
esque press agent and advance man now conduoting an avilation column fo The Nemoark Evenfig News when he is
not mit lis alty or countiy home plnylag not at his oity or coun
sith his twin juniors.

ERMA VOGEL.ERE trlpllng at Minaky's aotham, New York. In strips. nero BILLTF: BFRNARD, CNAtumer in chief tor the Minsky houses tn New York nud her seleotion in $n$ horse race recently.

Marian beil. chorine nt the Galety New York, and Lou Mannes. movie mn-
onine operator nt the Riviera. further uptown. lucky aweepetako ticket holders. with a conaliation priso money ( 43.600 ) going to the former and a rirst cholce
money (828,000 net) for a fourth part of a tloket to the latter. a tiaket to the latter.
WILLIAM (BIFF) CLARK old-time burinumly ill at the Eotel van Cortiandt New York.

BRITY BHARON, recently a now Philly-Bijou stock stripper, made her debut in Now York nt the People's Maroh

## BURLY BRIEFS

(Contimued from opposte page) ro Hallo nad Harry Bentley at the Btar.
Brooliyn. Brooklyin. Cindadge Carmyle switched
from the Cist to the Apollo. New from the Antet, to the Apollo. New

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## STOCK rickets WELDON, WILLIAMS \& LICK <br> FORT SMITH, ARK.

## Billy Young Launching Two



Avon Players in Middle West KANBAg CITY. Mo.. Aprll 4 - Avon
pluyerm. shnkempentean repertnry comapany under the direction of Joseph Selman. Who have been plaving colleges
and univeraitien in the Eaist. lave invaded the Midwest for a tour of ectur cationnl inmtitutionk, in the cast nre At proment the compang is offerlng Rorren and fullet. Hamiet and Dihello and ia meeting with nilcceak. roster incluces Joweph seiman, manager-rirector: Vinson. Willinm Henderson. Ann Firuzler. Roberts and Frerierlek Holm.


## Rep Ripples

ThE PELLETTES, Chio and batolle, Will br back with the Frank Smich ppending the winter at hia home in Laske Helen. Fif... will jotn the hhow in Tonneskee Extelle to at present in gittending $\qquad$
ROY BETT.ER poatchydm Irom Holns* ton under date of March 28: "Junt missed w. 1. Swaln but hope to mee hinl fonn. Say a grent show and a beatu-
tiful outit herenthe Monroe Iropkina Players - and another real rep-the Jimmie Hill know $\rightarrow$ In Humbie. Tox. Both Ahovys dolng great businesh. We are headink enstward nid hope to siee the Mill Tolbert, Billroy, Heffner-Vinsoon.'
F. D. WIIETTEN and Mcli Post. vet eran rep managern, will open their kiddite circus under canvak at Leesbirg. Ind.. Aprlt 14 . Outfit ts being repalated tuarters in syracuse. Ind.

NORMA OINNTVAN left her hoine in Dhytn. O.. last wewk for the Ginnivint she joined her son and his wite to beson. A new tent and new scenery hrvo beca purchuked. Miks Cinnivans reporta. Many of the people wbo were with thr
sliow last scason will ho bnek this year.

DYHE FAVORITE PLAVERB, opernled paring ind Mrw. Hollngaworth. are pre plnylne the swing thru Ehey have made In the past the Favorite personnel thim menson und new caravas ts belng bullt for the khow
nt the O. Fenry Tent Company. Chifagn. A new semifitallor has been added to the notor fleet. Arp. and Mrs. Holling in in paleatine been operuting a sweet alnop cle stock in Enstern Illinola

RUSTY AND DOT WILEIAMS RAD their two daurhtork. Wimma nind Binle. Rhows Runty is doling nicely nfter hla recent illness.
ROSA AND EDDIE PFILLIPS are nt
 minge debut thls semson with hls inp dancing. The Philips will bit the rond MRE. RAYMOND BIIORT reporth that out the short pinyers thls \&eason. she ing wardrobe. scenery. seate trunks. trucky. ernt. and 11 ght plant. 20 Ell1s of 1336. in clited to move from theaters co tent nоод.

Skip Dean Back With M. © M. LINCOLN. Neb.. April B.-After laying out of the blz for a verr skip Dean. that he will atart hif 20th reamon with thon when it leavea the south Sloux Cly The M. \& M. show whil make its usini tour of south Dakota. Wyoming and ing the whow's principal comic. handica in the hotel bualness bere.

 what better time to muse? When better to give oneaelf up to unchecked ro.
flection. effortlesu wonl ginthering. Playing with the strnnds of memois and dinagination as $n$ child with has obodient blacks. Bullding empires that din-
 some plory of indestructablity. How clenriy the images reveni thamatives un one jles awike. reconched to tho olisiveness of sleep; how gently they fade arris, movod out of focus by new. Intriguing pleturcs as the aeconds race by to the grotemquely busy, bustling day, tolls the hours ns nn onninous hernld of the morn to come, Such o night was a few hours prant. When the mind wns stimulated to scem-
tngly ondless wakefulncss by a zesthil day's netivity. A not unpleanant experience. ingly onclless wakefulneksby a zestrul day"a activity, A not unpleakint experience. a rare glimpse into a world of strange ahapes and shadowes: an latercating. stimulat-
ing world that $-1 l k e$ the streete of Alglers-ono longs to viait but dreads to inhabit ing world that-llke th

We riminated about chings,
In the eavernous depths of momory the bulky. dreadful and strange zhipes that dissolved in the morn leit tineir impress on a
columnizer shopplng around in the etalls of Retrospect, for na idea inat would mako columnizer shopplng around in the atalls of Retrompect,
this ono column ameswhat in drendful. octopus-like inatitution llke Minjor Bowes. Aranteur hour and his units an ovorwhelming force for the acod. Not as Chase s sinionrn paint
it for tho beneft of usr aucliences and potential consumers who road national magazines nnd dally nowspmpers. Not ns $n$ beneficent power. Eupplylng thiu ground coffer in dated bngh, nlleged opinortunlties for succesm to moronic amateurs. Surdy not that. Wesnw instend an effort iresnrdioss of the motiven auining ti) to revive towns. elties and hamlets ihat cas support but one show onc nipht a week getting the feel of stage shows. We saw enmanating from this. increnaing in volume and
force as nn undammed fond. n recoptivity to atage shows manned by proferalonalm force as nn undammed fond, n recoptlwity to atage show's manned by profesalonalm
and kweeplng over the length and brealth of the land. A something, rozardless of

 lamebe of terman and trade-marked rinmes deacribing thm samo thing but catering to the neurotic ciesire of unnerved America constantly secking change.

Wo saw saw the scroen tied up as cloaely to tho stago us a trottor to a two-wheeler moontens tilght, we maw radto harnessed securely to a progrnm of conservation: radlo aparing the patience of lis aluditences by reguintion of adverising potiser radio leantigg on the stage for tniont and the reverani of the procek, too. We sim radlo, too, as a force working for tho exploltation of the stage: the stage, us of the
days of ridlo's emergence from the chrysalis of experimentation, supplying radio days of rindo's emergence from
with ita enduring personalities.
We snw. tho. thrit tho strands of effortiesaly Rathered wool. A solld Pront of the theater's creative workerm and craitamen. Marchinc together exuitantly with firm. thady troan. Woiking for the sdvancement of thelr stopup unhampered by internal gavie and meeting the men fino financo, project and executo entarprises on an We siw mannigers. nlso combined in a brotherliood for the wejrnro of tholr calling Mnnugers who respect the nrtistes and ernithmen for thetr power and nbllity: man agers who repard their calling with pride. who seek a falr pront but have left be-
hind them without regrets the days when thelr businoss was shirewd gambie at heat Anst we niso $\begin{gathered}\text { An, In more revealing form than when the light of reality shines }\end{gathered}$ on them, Agures of todny's news.
The lllogical man of anng who. on the eve of one of the most phenomenal comebacks in stnge history. besmirches a name he has spent yeara to build up by
blding urnder the ignominious oloak of bankruptcy. $A$ few months of bla carnings bl his new stntus would have cleared him before tho xorld as a man who holds an obligition as Encred an iffe ltsolr. Ho chose instead, this well-meaning child of emotion. tho path ruggested by his shallow-bralned advlsers. To whom bankruptcy actunlly represents n dope-ladon beadache powder. Thla man of the mour, once a cowardice. coo. to a pitfful specimen of stale ham.
 bleked by noture with the tajent that would. it properis npplled. make of him n Rossin columinst panoplied with trappings to make the others dwindle into inan bale prattier by the fetid air of a street gelli called grondwity but perhnns only an moking jest, With the memories of yesteryenr as the butt. The most In. an gent, reaourcoful and talented of the oolumnistm hlindod by the chorp fill of imbued with tho Brondway aplrit that this sould come under the heading of $a$ ferk stlekn of publicity. Publicify. Indeed! The drug on which Brondwny feeds: the thot in the arm that kecps the wild-ayed denizena going. Tho commodity prectons cup of coffec. We have hopes for our favorita reporter on the sing for a front, in whom we see a pokelble Moses to lead Broadway sospiping out of $n$ windifnes of 111 humor, poor sportamanghip. pregnancy syndicated in oagerly-buying hick papera, divorces and cheating and touting of personalities that are as crooked as a corkscrew and an narrow in heart and outlook ns Brondway tleket
ome. some day he will ree the light. And when he does he will moar nioft by orice, some day he will reo the light. And when he doea he will aoar niort by nurket that dinappenred ns wholly fas Atinntis.

Ab we gave up toxaing and resigned our corpus to the long wnit for sleep that comen necr whon you summon it but-like a moccosined Indian-steals up on comehaok. We thought or the dayb when he unded to be dragged out of a drunken ctapor to make a date on which dopended a season's work. Of the man who built him up inom a whecracking nobory to one of the bigucst nimes in the business. Of the ungraterul protego's gradual breaking $n$ why from the ties that bound him to the past. Of his repid fail and the rebound. Now back on hiss feet again with membring the man who dragged himm from the gutter; one man he hus forcotten plodding awny lin the silcks to keep hody and soul and home fne hist forgottens while hls ittie whito-halrea bov soars igerin. Sntisfied with himself and tho porld after n spring housecleaning of which the most mmportant chore was sweepling nway the

Pat, And then came dawn. Without the deflant call of tho chanticleer but with neleep acamp of a wire-halred fox terricr. Jumping up to Itck his manter who tell neleep at the switeh with two appolntments thint were already cancelled by "Jinx."

## The Broadway Beat <br> By CEORGE SPEIVIN

THE WPA employces ate honding merehants slips whioh rend: "This Roosev whs elrmed on whe fore wite to froaldent Georke $H$ Maines who has enterod the IIndber expand tho WPA. prominent in the circile field. and ho owins his own calllope. used to bor Larry Taylor is courting Jariett wells. daugliter of the vice-president of Bnmberger.s. the Newnrk department siore. Mr. Spelvin's Lee. of Joe and Betty Lee. is getting a Fox screen test. Mr. Spolvin's nfth rambenitit stoogo potts curatos of the aquarjum tho bought himsols swo fonppointed chici petts curatos of the aquarium (he bought himself two goldfinh) when 's honorod by the opening of a millloin-dollar electric sign on Broadway. mikgion to the General Motors concert hroudcast, where Yehudi Menuint held forth, drew an up-to-the-rafters crowd. the prodigy playing a ferw pleces with his hat over his oyes. . But derpite thr efithusinsm of the to his hair. which was then smoothly plastered down in meticulous fashion. foinething in th nt that. couldnt play nnother tunc? R Theto may bo a wedding annivernnry-so they vlated Sing Sing. in . Tho recont sonovnused to make uielr ofliees in the lebby. of chalis has beon reduced: the othor that the boys can't get uaed to anything modern. Grent Ziogicid got nll tho bllung plased the Astor Theater last week, The Grent Ziagfeld got all the bllung.

Broadway's new Wrigley electric sign, mentloned abovo, which occuples the whole block between $41 / \mathrm{h}$ nisd 48 th streets on tho cust Ado of Times Square. atarted nashlng troptcai ngh at exactly 8:i7 pan. March 28. The cluded a apeech by Dr. Jolin A. Zarrike, prestdent of the Broadway Asaoclation, and the blowing of trumpets by four girls. For thone who like statistica, the sign whs buitt at a reputed cost of wl,000,000; is welgha ilo tois and care of the needa of tho Unfted States for two houra. Tho deslgner is Dorothy Shopard.

There's talk that Abert Banalster may abandon the now Leonore Urio play, nitor having afgned onc of tho Dinmatiats Oulld'a new contracts in orcier why that the Jumborarim dickering with Texnco for a new pire Chiof whife Cargo, at the Galcty burlecuo. has sminc "real inside sturf on the sltuathon. . At the vory tlme that the nausic publishers had thelr offinis in Washington belling to the Hows Prients Committec about the Dufy bill and how buancess is on the fritz, the AirM local threw a nice new union Into their midst. kiking In arrongers and copylsts. . Years ago the songWriers stnredin untom. but the hetter paid guys falled to worry noput thin Frinberg has acted mi clanlrmans of the meetinge of ilse New York Joint Aetion Conmmittee for Socini Insurance. She The IIne girls at the Nut Club have n number in which they krnb inc ncarest eustomner and roll him all over gals pici on Ell Doll, the spot'g press ngent. . Doll has been averaging inree drubbings a week. Willimm Kernimod nill not bo neandidale for e-election nk ecermary of the AFM. Kernerod nill not bo n candldale for

## Chicago Chat

## By NAT GREEN

PROSPERITTY NOTE: One of the big mall-order houses whose catalogs are to be found in every villngo find amnll town has been making a As mennlt of the survoy they havo clecided the timn in ripe for no oxiensive aderting campnicn by meana of exhlblt int leating fabs. They are of the fall man nodvertising metium. . Tise old aubmaring that ham latn at the Michigan avemue bridge alnct clome of the Woride Fhir has lert ita Ohlcugo raver moorlags and is on the way to Clevalnind, where it will be ono of the attractions at the Orent Inkes Expotition. . Adolph Zukor. chatrman of the board of Paramount, Hpent kome time here conferring with the his why to Mcxico City, whore Aho Mincicu opens his revue shorthy.
Alarry Baugh writes irom the Circua Room of the Cumberland in New York:
oA line in your Chicago. Clire asks what became of mird Miliman. of hore indirectly thlengo, Chint asks what became of Bird Miniman. I heard Cityer Colo. You are rinht-she was in frand wire-wniker... Iving in Canon Cowna, well-k mown publicits man. has opened offcea in winoughby Tower.

When Phil Wrigley took over tise Afarch of Time nit progrnm Inst week he dropped the news fashes thint have been heard on WBBM. It. It whs a wise bove, for the advertaing coupled with raports of important. often Ink up toop stroets get plenty monotonous when one happana to be so located that he"s 1 n the center of the racket district all day, but at loast they furalsis temporary emplorment to several meore mualoinns.
Guest. who in supporting the Cf-mon compaign to persusde law-nblang citizenk to be inger-printed an mater of record. had his own finger print recorded the other dny. . . Loulse Bonnett, who waed to be heurd singing over waN took a screcn test recently at the auggestion of Harold Lioyd and Lewis Milestone, motte alrector, and has been signod by Pnramount Louse. who is 22 and prety. hat her nume chnnged co Loulao stanluy for entertainment mar in perb hos. cdior or fau - Leah Ray, whom we uscd to hear warbling with Phil Farris orcheatra of the ingptrations for the nowegt boot of pocms by Phit Deyt Acid and Honcy-Phil being one of thone feltows who require a lot of inspirntion

From inquitica belng made by the legal deparbment of a big food manu factufting concern there aecms to be soine question an to who can use the nume "Aunt Jemima.". . We haven't any idoa just bow lonk it has been ufed in vnudeville, but Tess Gardella has had that ing for masy yeare. Discreet inquiries also are belng made na to literature pertaining to Litile Exypt as the time drawn nent for the local abowink of The Great zfogleld. Falr character at iltie information ivainble on the Samounong Orcheatra will be one of the fenture nitractions at tho Women's Pageant of Proarans On the Naty Pler Aprll 18-20... Ann Preston (Shaindel Kalishi) and Henry Hunter (Arthur Jncobnon). both former Cht rado players, have the leads th
Universal's what Price Parole?

## Billroy Show On 12th Tour

Weather bad, but business okeh at opesing - show misses Cordele tioister

 Comedinns, Bully Wello, manager Weanemday night in whit is probably the largest and mont modernly oquipped tent theriter in the country.
Intital perrormance drow a comfortably illed house in the fioe of inclem
(See BlLLROY SHOW on pape 41)
Stagehand for Bunk Night los ANOELHS Apral 4-Wernands chan here by atagehnida* loent 38, Instage Employeea. that n unlon stapehand chac employeaircutt hource within the |urlsaliction whenever Bank Nisht or jofler civeawry stunt is staped Carl Croper. buiners hend for unton. and Charlee $p$. skouras., of the chnin. have been trying to work out a dieal are affected yarns terma will be afked of Whrrier houses nncl indio thonters an
soon as $F$-WC artinngements are comaon as f-WC arrangements are completed.

## Hostesses 1st on NBC Personnel Cut List

NERW YORF. ApIII G.-In keeping Whth the retrenohment polloy instituted Broaricnating Company hak Nispolared tith tibe ars vices of 18 hotesaes mind reception clerks. The girts averamed ses per wrek nnd will be replacrat by page bove at lower salnilem. Sohn Carey. hiran of the NBG service department. has been glven n threo months leave of Lefout of the hostossea har bean in ittonal personnel cuta are expected bero nd there.

## Fire Injures Three At Louisville House

 LOUISVILLE, Ky, Apris O. - Gnyaty Theater here, housing Fred Hurieyin saturding night neriousiy injuring by fire performern nis. aeriousily injuring three buckstage nreas frime five rowa of the auditntum were almo damaged. Loss in entimated at 480.000 .Joriously Kileh, straight mas. war most botut the face and arma. Danny Jncolsm, proclucer, nuffared brutses and rbonb) Reed, comedinn, stistnined burna Fire Arm
Flice is nlleged to have started from the ilash of n prop plstol. which ignited all the chorus whrdiob total lome nad oumed by tho flames.


## WANTED QUICK


 HIGH-CLASS STANDARD ACTS WANTED


## WANTED




Chi Opera Season Set
OHICAGO. Apris -Jumin whit ney. presidiont of the Ohleago dity Opera
Company. and puul Longone, zoneral mandiger, have been in sosw york ur ranging for the appearmice of sevverul noted stars for next scanom.

The compnny has apnousiced that the will be performance of the 1936 senson the season will run mix wecks.
Robert Hall MeCormick has been Anna mitau fs mecrelnry and charles $B$

## GTE Hearing Date Is Set

WILMINGTON. Del.. April 4.-Chan Court hoslah O Wolcott in Chnncery ns the date for Weanaminy mot April 2 A of the reorgranization committee of oonernl Thenters Equipment. Ino., anktng an order for the sale of asmels and prop. fy of the company nad rocetvershlp.
The reorgnnignilion comnilteee. the peilitioners. fro acting undor the plan of agreement and reorganization of Augroperty of the company and of and property of the company and ot the recolvorshlp eatate mhould be ordered and orfered in such parcels an may np-
pear approprlate nfter tho honring. they
United Statea Senntor Dnniel O. under the committeo racep propant. would mnder the commitco a proposil. would court. whereupon the action would be comrt. Whereupon tha action would be conirt mient determine all further matters relnting to the conmummation of the anle, termination of the recelver ship. diecharge of the recelver nind conof reorganization.

Chancellor Wolcott approved the aotion tnken by the, dementure holders commititee constttuted under a depmsit aproement. dated Pebruary 10. 18a2, reJatlng to tho 10 -vear 6 per cent con vertible gold dobentures of GTE and bv ber reorcantzation commilier on Notember 20. 1835. In decinitig the plan op-

## Rip Van Winklers Set

NFW YORK, Aprll 4 - The Eomorsot Players, a group affllated with the Reperlory Pinyers, operntors of the Rip Vna Winkle Thenter in the Ontakilla, plan a stock tour for the coinlng silm: Denne. who directed the Broadwisy play Few Are Chosen, opportunity will be given to new playork by intting them Wurk with profeastonn sctors. plays by authore not yet proriuced will be given Prosdwny.

## Lambert Resigns As KAO Counsel

NEW YิORK. April 4.-Major I. E Lambert has resigned na counsel for It is inderstood that he will ve April 10. Iy engage in cnmpaicn wort for Gov Alf Lnntion of Knnasa, potental Republican nominer for the presideney.
IAmbert. Jolned KAO nhmit two yenre
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## HARRY IRVINE

RRE Y Thenls the Critics for these" Rave Revicw:


OOURTE YY...

- maxnix s-8non

COMFORT.
CONTENAENCE
ALA Hopes Blasted By Split in Ranks

HOLLYWOOD. April t. A bombphell rias thrown into the intense campuign to unionize all writing orkmilgaAmorica here late last week when 64 ton acreen writers dispatched $n$. Celegrain to the chalrman of the patenti committer of the House of Reprementntives, in When they blasted apoleamen of the Leaguic for statements made at the Durfy oopyright hearingk in Washington
In the messages the writers atated they repurinte John Hownrd Lawnon Pormor president of the Screen Writers Gulld) As $n$ mpokesman and his atntomenta concerning oonditions in Hollywood. At the same thme it was lefirned inates of the writerm cunld. Atinting makes of the Writers a bulld. ethring
more thnn a ycar aro between the somore thnn a ycar aro between the so-
called 'onnkervatives. and galacd impatue rocently thru the action gai iln prequeating mombers not to ationd the Aenderny awarcls banquet.
It th underatoon thit the conservative (See ALA MOPES on page 41)

## Hedgerow's 13 Years

PHIL,ADELPFHIA, APHI 1, -For lin thirteenth nnniveranry play tho Hedgerow Thoater in Rose Valley will presntire by Richerd Houghton Mepburn brother of Katharina Hophurn burn. play if the 115 th in Hedgerow's pepertory
Pipes

## GROSSMAN'S <br> Thealrical <br> Theo TAP SHOES <br> avaliable in ALL COLORS SATIN and PATENT LEATHER <br>  <br> INCLUDED <br> \$2.95 <br> SIZES WIDTHS <br> GROSSMAN'S ${ }^{187}$ CHICACMATEST

| 1 WANTED |  |
| :---: | :---: |
|  ahange for two macke Profor thim who dorabte <br>  art min sing. Tell all, tiating lowert. |  |
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|  |  |
| MIND READING AND ASTROLOGY AGT |  |
|  |  |
| - 1 - D |  |
| Munt bo ilimh Clama Rend Protom. |  |
|  | APOLLO CAFE. INO. |
|  | 8th. Inalienapolle, |

Original Floating Theater


## AT LIBERTY, AGENT

Magic and Magicians
By BILL SACHS
(Communications to Cincinnati Office)
 - Doctor of Deception, who recontly Pnince Hotel. Denver. Opened Mareh 28
at the Continentrl Roin. Hotol Stevent. At the continentri roin. Hotol for nn Indefinjte stay. He if heaclining
magic bar.
ROY HoWARD AND COMPANY are entured in the sccond in pltsburgh. Which opened thero last weok. The show will tour Allegheny
Countyo for the next four months. WVALLACE TTF Macician of Dur-
ham. N. C ham, N. C., Le keepling his not booked
thosen dive, making up for time last during the recont cold weather. The
imparable rondm had whllace marooned in Durham for more than $n$ month.
LESTER LAKE (The Great Marvelo) week to do a monod turn tor his friend Calvert the Mnglcinn. The latter was booked with his migic ahow nt thm hew
opera house in the elty bulling nt
Lebnnon 0 Tuesday Lebnnon. O. Monday and Tuesdny
nightes. Fie worked the apnt with his highnotio turn to half $n$ house Mondny nlent. A few hours before the ahow on return in his home in innrison. O., ns
hite wife whs nhout to present him with a "bundle from henven-: Cnivert contacted iake. "intier immediately hrgan the dash to Lebanon- 36 milea distnnt.
Altho totally unprepared. Lake gave $n$ dellghtrill it/ -hour prorimm of magic to a capacity house of 840 peoplc.
ANNUAL NTGHT OF MACIC. PreAlpin Hotel. New York. Iast week drex more than 400 people. Thase who enCooper. Al Baler. Mntin Barmett. Charlle Poter Birch nind Helen Luther: Grace Androws. Pro Ling You nnd Compnny:
Jean Parker nind Mnx Holden. Come mitiee in charge comprisid Murry Berke president, Jess B. TIrah, vice-presideat tary villing s. Cacsar was plano nccompnitment. John Mullotar whs nmong those prement.

PRAN-KLINT is preaentiag hls elgnret tricks it the Petit Cnsino in Parls. ERNEETO. mugleinn. has a show at BEVERAL NEF TVRINKLES In magio Were worked out recently in Loulsvin Ky when did in ruental set in vauclevillo and Harry Biackstone got together fov elapsed since the two. who aro filends of long standing, hive had .

AMAZE andMYSTIFY YOUR FRIENDS!

$\qquad$ PRODUOTION OF MPLATED MALLOONS Mpr olion inw
$\qquad$ CLEVAH:
$\qquad$
BE A MAGICIAN

Large Professional Magic Catalogue, 25c
tunity to visit with each other. Packed formanioe at Rhe National. Loutuville. March 20 to 28, Inclusive. The propers the roviows wero ionad in their praisc. Armaid. Who had nameve henre mitack
last November. wam contined in Et. Joseph's Infirminy. Louteville. for more
ins two montha. He ls now in Loutwo ville recuperating. and has mpent much of him lesure time in perfecting severit thr running of the Kentucky Derby
and whll probnbly mpond the sumacr at one of the remorta on the Atlantic Const.
LBONARD KINOATON hag been workIng in and out of Delroit for the last
five ureek. Among the spots pinyed by him are the Book-Cndilluc Hotel. Hotel
Webster Hall. Detrolt Leland Hotel utrd the Onsis Club Ho hum been working recently with paul orjge. Terfuce, Detroit. - Ifad the pleature of mecting Don Corst": Klnguton pens. "He ts provinge
his unique manipulntive ability in the class spots here. $\qquad$
MAGRUM, youthinl magio worker, has movered 25,000 miles In the list is Katar, Nebraska, Kanabs. Mismouri. Ho played schools. clubs nind audltoriums. $\qquad$
HADJI BABA (Lcomard) if aloing an olghtominute pantomime in Mardi Gras With two girl nasiatanta, in Mard
Nighes.
THORNTON CLARK is with Hal
skelly untt working the Cushom Skelly unit. working the cusimant
time out of Dnilam. He it dolng his time out of Dnilam, He is doing hia
clever watch routine, asalsted by ht wife.

DR. HOFFMAN, West Ooast magus, is curtently holding forth nt the gtevons Hotel. Chlcago. $\qquad$
GIOVANNI. plok-pocket entertalner. fa at the Palmer House in the Windy City.

LE PAOL opens this week nt the Bismarck Hotel, Chicago.
W. C. (DORNY) DORNFIELD is work the the food shows in springfield. Ill: Omaha nred Tulga.

JACK GWYNNE AND COMPANY. $M P-$ pearing thls week mit the Marbro Thea-
cer. Chicago. open April 10 me the Mnyfair Cnsino. Cleveland. for a fortnight"a Lave. Chwange. week of April 25 nand the Tower Theater, Knnsne City, Mo. week and his halpers expect to rothirn to the Morrianon flotel. Chicage, for a ran prior to plekink up his init datem for the take in both the IBM and SAM conven THE FFRENCH ASSOCIATION OF MA Artisten Prestidialinteurs. hnm moved into new quarters at $4 \%$ Rue Suint An-
tolne. puris. and "has plected the following officers: Prealdent, Henri
Maurlor; vice-premident. Abel Blanche: oncratary. Plerre Tessler: Ashintant eac Albert: nsistant treasurer. Ceorge GallMAX TERFUNE, the well-known magleinn minite find vent nriat, pencils
from Bault ste. Mnrie. Mifh., under from Bault gte. Mnrie. Mich in Mricier tral Mlabouri: Lhls woek just acroas nod in Misaonit the pardens ware hefil
plaptod. Great time with mnglelans in St. Louls nnd others along the route. Wére poo milot
plnyed last werk."
RUBSELL SWANN. who opened recently st the Now Moncmartre cluh Newere extended indefinilely. Ite ts appearing nighty Edate Girr nnd Ewn
Maxwdilare on the sime bill.


The purpose of this department ix to benetit producers, tookers. agenis and others
wethed with the explitilation of talant int the mojor fradoor fietds thru The Billbourd's coverage of every branch of the show busines..
The "possibilities" krouned below are contrituted weakly by members of the sistt

For RADIO
DOROTIIY THONPSON - lewepa. per womnn and foretgh conrespondent, on various programs as n gucst a Ehow ploneerlna with n worman commentator Oll medr of the dus-n SIDNEY MARION-vel vaudo comedinn. beme known for hise dislect work
but equally good on stralght lligo clellvery. Serms the type of funny experlence nnd Iresh mulevial. Bultable elther as comic on $n$ varlety
Ehow or ru the lead in quetches.

For VAUDE
DAVE TOUGH-tympanist (drumFamoun Door. New York. Wlimere he plasted ur guest. assisting Rod No-
Kenzie mand his bnnel. Can jugglo the

Minstrelsy
By BOB EMMET
(CIncinnati Office)
DOC EAMEON. the minstrel vet. type.
writee srom his quarters in Richmond. Ind.: "Contimental fientia has just flimter here. Jack suoelinan and Dell
smith. ex-minatrel inds. nre atill witb Smith, ox ominatrel lads. Rre kill witb his uile. They'ra till making it on the
bicyclen. Hnven't heard nnytiligg frnin Kld Long recently, Bnndy Morrinon In front of the Woods Buildink. Chicago. Just recelved a card fromi Fxille Shore. He's on tittle Iarm nenr Wrat
fle!d. Ind. Snyg he't going to have a rood band jumt aa soon na the chickerns learn thofr sotes. Come on. Fing: jet'g
hear from you. Gamaon mayk he has mome bookings in oblo for one of the better known mingleiants, stimitng
month. with other time to follow.
$\qquad$ from Loulavile: "Looks liko l"here will bo
geternl minatrels on the rond next seagon. I hear regularly from Nax Irout,
He has plans for a big one In the fall. Ho has plans for bigle one in the iall. 40-people inlt. I nover hear the Al
Tint-5nm cill controversy nny nore. Mnvbe they rrally got tegether on that
double act ines menthonad." JOHN (JACK) KANE formerig a
well-kmown minatrel man. is now $s$ mali carrier in Eridgeport, Conn. MTNBTREL. MEN-Shoot in the newr
on gouracif. ISet your old minatrel friends know whint you aro doing and how you are fartng.
T'HE CUVTET PRESS CLUB, Cincin-
matt. loas organized R minutrel compmny comprised exclusively of elub membere.
Doe frownrd, former Cinclnnati booker ls directine the graup. Whlch makes its
debut at the cuvier Prems audsorium debut at the Cuvier Prem a aucisorium
April 16 . Those who witl take part in 11se nhow fre Olle Crimm Rodney Nay-
thin Charlse D. Clemons. Louls Echwartz. Prink Cowperthwnite, Babe
Frimaman. Beorge Wuent. Tommy Gristith, Fred Reinere. Valter Bridge.
Harry Niemeser, Cecil Hall, waliam

Hymain Nick Cimuglla. Ralph Cupt. Harold Masnn, Ciff Brennan. George F.
Conver. and joaeph $F$. Welss. interlocu-
tor tor- A number of the members h
nppeared on the profestonal stage.

AL elty under diete of April i: "Artived in Columbus March yo. Saw msiny ming Bobby Gobsans. Frirry Freeman. Jnhn W.
Fogel and otherk. Whatia the matter With snm (Flgh) out of materinl nad poetal carvia. or did Come on. Fishe sund int of Billboards.
my lagt onc. my lagt onc. $\qquad$
PROF AND MRB, WALTER BROWN LPONARD are buck home in Glens Fillm whict took them thru 23 Stntes, and lenve Gnm Gririn

WALTER REDH1LL. of the former parinershtp of atanched the AI Ficld Minatrel. five yenta ago. which folded niter only
fow weeks tour, is now working on the
PWA theatrical projeat in ctmelnant.



## The 7orum

## 


#### Abstract

Borton. For the better interente of show buale new and for the snke of the performers in the in thetr professton, i am writhing Ciles Tyise of that the wisl find Act That Hurts

\section*{Show Business}

\section*{Beantown" and the pertenced nround} that are hurling the bustness in gen. eral Commencing March 23 nn act warked $n$ local rostaurant under an thes made itame. Whalle playlng itheir butiness to contact other neta around town for a "Thentricnl Nlght* held cvery Thursday at hotel (In reality an audition). nind at the Eame timp atnted that they were work- jug that hotel the following week and were dolng it for thelr room and board only, That weer. incidentally. had alwhen the managor of the hotel found out that he could book in act for thelr room and board, he immodintely can- celed the original act booked in. In celed the original act booked in. In a salary nnyway, thla fnme net had apot. thereby working one dnto nnd gettheir room and bonra nind putting one net out in the cold.: If it werent for nets of this type ahow buslnest syould nets of this type nhow business would be where ti originnlly was It is such ects that are putting performers on wpa projects. it is hoped thene fnetim will find room in The silliboard nind shaw up nets of this kind to the other members of the, profeksion. And at the Eame time let the local booking offices know why it in an hard for them to put nete tato the local spota. JACK MACOMBER


## Thnve Fonjoyod the Endurance Depart ment of The Bthboard for the last two yenst ind I would like to continue en boving it. but right now it looks no if it

## Endurance Fan

 Urgee Action To Save WalkathonWelkrthons will be don't operntors get together up, Why lan fingeated? The only way to Kape the game fo for the rellable operatora
to do thin. The preaent walknthon conto clo this. Tho preaent walkithon con-
Alton is not duo entirely to the operstork. The mineea, trulners, Judres nad tomal Endurance Amabsements AssociaAometaelion would be powerful today. buch as I Iiving in Statem that have bren cloard to walkathoma hoping that something will be done so that they will he able to soe a good wniknthon ngnin,
In Wieconaln 1 nm eure there nre many town whore a goond promoter could mike a profit operating a show. So haw abowt gettink torether for nnother
meeting. Mr. Rosh. Leo Soltzer. Hugh Talhott. Daddy Fox. Charley Fayrien and the rest of you leritimate promoters?
 Kame from dying to creep the walknthon
gamor MII.Lipr.

## Altho it is mome montha Mincerpolle.

 mean thit The Forum, this does not regularly nor have not benn reading it mean that ithave
## Data Lacking

 Ahout Benders, Author Reports or photographs sue any insormation der If any renders cancerned. I wonmade wondertul hintory in the contor-and Alexta, Amazon and Nile, Grent Norman, Athol, Bornal Brothers, Carl
Charles, Minish Crajg. Don Fabinn. Charles, Minsh Craig. Don Fabinn.
Dracula, Will Ferry, Tom Genaro. Dracula, Will Ferry, Tomn Genaro. Clarles Inrman, Robe and Martin Julang, photos, as well an Albert syiventer and photos, an well am Albert syiventer and of our beloved Dad whitlark. ved Dnd Whitlark.
BURS M. RATTENBERG.

I ngree with Thaddeus H. Geris etint Wilise gells wfus the greutest promoter that the olrcua world has ever known. hopire to know how good a promoter

In "Good Old
Days" Wilson

## Was With 'Em

 unexpectedly in Morgan City. Ln., that fnula ard the performers were led io boe Ilcve thnt the whow was to play New Orlenna the following day and instead Ratlmad. The train was ctopped about 10 malles north of New Orlennu und every mnn that wna not needed to put the show away was red-lighted. Then the show wns shipped to Carthngo. O.. Whero Winter quarters whs set up on Carthage
Fangrounds. In 1 R98 the show opened under the tilic of the John F. Hummell Colosmil shows. Chnrles Arnold and Rud K. Fynioka were the owners. with alosed in Hummell manager. That show enrly. I was with to two senaons, one cnme lucky oncs, When the show aent me on to the Cooper Circun, $X$. $Y$. Z. Ifennesey. owner, with Bnbe, the ale phant. and a resin-back thnt Alex nla took four young llons to the Cuoper
show with me. The next apring the bhow with me. The next spring the Colseum and left nll the people in thelr rome of the thingt that happened in CAPT. OURLEY WILSON.

Thero have been govornl Andm, Callf. Forum concerning the old Norris Rowe Clrcius, and 1 can ndd that Tom ticket wngon on the Sells-ryoto Show

## He Was in at

The Finish of Norris \& Rowe
of Hurry Tummen
bought the Majestio Theater Jude webber rado Springa nnd Myers and I had popitions in the thenter for the winter. apring folind the Norrle \& Rowe nex in Los Angelem for an engagemennt nnd in. S. Rowe wired for Myers to come on Myera had worked for Rowe before, so wns well noguninted with the show. After be arrived he found nn opening for me in tho tickot wagon: I joined in wnoon for the remainger of the senmoh. which hnppened to bo the last tuli meamon that Norrif \& Rowe wero on the
road. For at the end of that seann we road. For at the end of that seamon we
wound up, in the fnir grounds nbout $n$ Wound up in the fnir grounds about in inmily. We winfered thoro rind had many fine menim over at the Rowes, Mr
Fiowe had iwo lovely stoptaunthters, Filzabern and Amella. nbout 17 yearn old at that time, which I think was
in 1908 or 1009 . ARw there girts many in imes in los Angrien nfter I quit the road in 1914 . When thelr mother wims
married to Mr. Rowo the girls took the married to Mr. Rowe the Eirls took the
name of Rowe. Waltor ghannon was the atde show mnnager and it was decided that he would finance the mow thiru the winter nnd put it in shape for the coming epring. provided his nnme would go on the paper as general mnnager, which was done. That Ansi
scamon lngted about ave weeks. I think. as it was found imposaible to go nny
furtior, there belng dally attachmenta and no puydny for anyone. A puper And entire show wal moved to Prim, irncks. Thla left minny people firanded In Port. Including performers, muand I Ifved in the alenpers for about a weok, wben he went woxt for phitapes Forum of harch as in Cansian In the Wrrying canvns that Jnit $n$ full benson. to the wagon and look nt the ticket rnck quite often; he alwing julfied tho house by the ticket rack nind not by folng lnto the big top and looking nt took any port in tio ahow, nitho thoy sonr. Mr. Rowe had $n$ wonderfil personality, a erinny quiet disposition and wns a fine man to work for desplte the burdena he had on his ahoulders. For a the Norris \& nowe whe bif n bhow an understand he dled in ohicaro several years ngo, Tom Myers has had the
omee wngon on Crafts 20 Bis shows for he past 日evernl sensons. Rowe nit Gliannan did ercrythin blz to make tt go, but to no nvalt.
HARRY MOORE

## BILLROY SHOW

ent wenther. Onnvas. stage nettinga and costurnes are remplendently new and glve the show a striking appeniance. Opening show went thra without
hitch. the Hillbilly Trio scoring the bige geat
The Billroy orgnalyation fust missed the bla twigter which wrecked Cordele. on. Thursday morning, caualng numerFortunately, the Blliroy truoks had not yet nirived in Cordele, the Thursdny The ghow suffered no damage whitho. ever, but Mnnnger Wehle cancelca the dnte. Tho roster thif geason includes the followling: Exccutive etaff-Bllly Wehle, owner-manager; Harry R. Perkina, Ba* satant munnper: Datsy Murphy. socree Voll, Betty Rawlinson. Irls. Hurley. tlekets: Amos Meffenry. Chnrles Patter: pon. front door; Faye Crider. Wardrobe: Red Enrly, propa; Roy Heavy atnre carpenterf Exdie Mellon. Jot Euperintendchanie: falph voode, eloctrlcisa, mod Mayo folland. bus driver. On the netvance are Don nnd Dolln Palmor, contracting agenta; sid Lovet. Gowash, Tom cunnels and Roy stevens ne nlds: Edytho Fsrloy, 48 -hour ngent. and Toin Futchimon. hernled.
In the cost are Farry Rollins, producer and emme: Marion Roberts (ark.
Billy Wehle). fen leada: Ray King. Johnny Finch. Oarl Brown, Rhody Jor: dinn. Cai Wert, Bonnte Mack, Mary Rol Inns. Jenn Eving and
Chorines are Beth
ner. Lillian Chaplin. Helen Fing Mare Cretchen Nicholson. Cora Mny Dnvis. Romaline Mnrco, Edith Tvey, Jiclen gwnin Comprising tha Poinin Royale orcheatra are Gus Schulte, pinno lender: Glenn FHeldelberkh, nlto ERx: Rny Werner, third six: Archo parley, drums; Russell Dunand Bob Wendy. Buitar
Spocialtica are prosented by the Fick ville Trio, Rollina and Wigner. Mavion Roberts. Tohmny Finch. Cal Went, Bonnie Mack. Lillinn Chnplln, Fielen Reed, Gretchen Nieholson and Wendy. Russel are the concert patures, asslated bs all nembere of tho company.
Stage and the tent interior are bril. inntig nind offectively Ilghteci. Two public-addresa sybtema are used, maernj bettering the nitural ncoustice

## ala hopes

element will ro into the gulid'a Mny 3 annual meebing to demand "complete new setup. armed with prepared Jestg in tion. And will leave the orgnnization In a body unlean anaured of a new executlve arrangement nid method of opern-
tion. The 64 who algned telegrama eseh tlon. The 64 who algned telegrama eseh
roferred to two rocent pleture for which he had written scripts to establish their bona ifdas.
The telegrams read, in part: "Not ono

## Billitboard <br> Founded by W. H. DONALDSON

The Largest Circulation of Any Anm
ment Weekly in the World

## Audir Buresu of Circulation

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 0 路
Vol XLVIII. APRIL ,11, $1936 . \mathrm{Na} 15$
of $u$ hak ever beon asked to writo a word of smut for the screen Mr. Laive office boys is absura.
In hatr tewtimony recently John HowDramntints Guild, wan quman for tho mportant writers were treated like ofnce bove in Hollywood acualow nad that motion picture producers are to blame for indecetacy in rims. As $n$ result of Law. monis statements before the House committee the chances of the merger of citers from the gereen Writers. Coulld nre now from the sereen Writera Culld
Fifty-elght of the 64 signers of wire aent House commilete last week repudlating John Hownrd Lawinhis Etatements this week.
Wre read: "Nothlag in our previous on's remarka about conditions in liolly. wood is to to construed ng our mupport of the Durfy Copyright Bhi to which are unalterabiy opposed.
Copy of the meange waH nent to board of directors of the Bereen Writers' Gulld son. John Lee Mahin nnd Jninem Mo. ington wirc. ington wire.

## Chicago Lodge No. 4, TMA

OHICACO. Aprat The TMA Oht cago Lodge No. 4. announcen tis removn to new quarters in Frnteralty Hinlls, 19 At the reaular 25. the following omelnte of the Mrobs cago Moving Plcture Operatoris Union Goro initinted: Poter Shayne, prosidont Bten Suceney, Viec-proaldent: Neal ford, business maniger. Among othert initiated ware Martin Johmon. O. RobThomas Renteknn. Eo. a member in rood ntanding for 51 yours, gnve the candie dinten mpeech of welcoine. A tund
wns served under the direction of sintar was served un
Pestl Darling.

Thru the untiring efrorts of the mem bernhip committec. Composed of Broth Lubin, the memberahip drive is fant Assuming large proportions. Acting Prestdent FI. W. Shraut, who toll in the speoduray grospltal. stated nt the last meeting that due to the co-operntion nnd artorta of the members, it is con-
ndently expected that 300 new eandi-
dates wil be enrolled


DE HALI-Candis. R7, once known a/s vate lirg the wife of Percy L. Stovens. Coney Iking (N. Y.) strong man. in
Now York Minch ©. Do Hall had a varted carear in enrintvals nnt elrcuses.
EDWARDS-Hula, 02 , former dancer and contortionlst, of spinal meningitis March 22 he Cook Coniney Hospital. Chicago. Burlal wan in Oak Clen Ceme-
tery. Chicago. Mre. Edvards only livtery. Chicago. Mrs. Edwards only inving relative is on winter resifing in Fond PELLMAN-Mrs. Holen, WJfe of Harold ceatinner, in that dity Marcb 23. Surviverl by her humband mad a olnughter. Catholic Clsurch, Philadelphia.
Clazounow - alexandre. 71. celeornted Rusalan Composer anel mustelan.
in Parts March 21. GUENBTE-FP. F., 74. motion pleture uctor, in Clendale, Collf March 28.
Mr. Guenate had been in finm for 18 years and was known as the "arand old buticr.". Ho went into plethres rrom
the New Yor: nnd plitsburgh wtages to appear with the inte rudolph Valontino in the Four Horsemen, His latest film
w
Hit A Night at the Opera.
HALTSTROM Carl K. K . Tr., S5, stage mnnager of the Orphorm Theater, Bnit
Lake Clty. Mareh 20 nt him home in that elty of pheumonta. He wain fin notive member of local No. DD. TATRE SurvivIng are his father: two sons. Carl Jr. and Mrs. Gwendolyn Rovell, of Ogclen, ttah Frunerni servicen in the Liberty ward of the Mormon Churoh. Mareh 20 . unde the difection of Blshop A. B. Kenler. HILBERT-ROBert. II-rinorth-old son at Ohlldren's Hownitnl. Detrolt of ctouble pherimonin.
HOWARD-Otto, a7, many yeurm active for the Champuign (O.) County Fulr and tion, nt hts home in Urbanh. O.. March 24. He wna county commisstoner nt time of denth. Vincent. 47. acreen and Action writer, Mrrch 26 in Beverly Eillis. KANE-James P., 65. in Bridgoport. Cona., March 28 niter n short she the father of John (Jnok) Kanc. He whe the father of John (Jnok) Kanc carrior in Bridgeport. Conn.
KFitis Mris. FTnnk, "Hodow of FTnnt m. Knilis. Veteran thenter of North Adams. Mnas. Marcis 1 at the Albany 1 Hospltal, Albany, N. Y.
of preumonia
which whe contracted while nttonding her husband's funernl n few days before. Burviver by two brothers. Cran 0 . Dondn. Schenectndy.
N. Y., and Mloyd I. Fonda. Hudson. N. Y. Burlal in Albany cometery. Al
bniv. N. N KELLY-John Frandis. 40 , of Corning Hinea. Thl.: rocently aftor a lingering
ilincas. He was finge carpentar for Illncas. He Wan ftnge carpental for when vartoum attractiona over tha old Mannhelm burlesque elrcult. Decenacd wan the owner of Kelly Ficid. the lot Uned by carnlvala and circumos in Corn-
ing. and he had a host of frients Among outdoor Ahowmen. He was n member of the Elks nnd Amertenn
Rerton. Burlat in corning. N. Y.. March 31. surviving are him fainer and one brother.
$\underset{\text { Ketrerina - Mrs. }}{\text { Of }}$ Oorn If. ${ }^{76}$. wricht and former thentrical manager and prorlucer. April 2 at her hoins in
Chilengo. 8 he was the widow of Fercllmand Kettering. Surviving her are her Mon nidd inister, KINCAID-Thomas I., pather of Perle Kincald, at the Santa Fo Hospltnl,
Topeka, Knn., Mareh io. Interment nt Sterilng. Kan. nit hand leador. at one time with the Yankee Roblnknt Clrolik. Mhrch Re wios
 In vaucievtile. Burlal wra made in the
Old Soldiers Home plot nt Leavenworth. Old Soldiers' Home plot nt Leavenworth.
Kan., Mareh ao. Burvived by him drugh-
rouper
LAWTER-Fred. tcelsaician for Paranount Pictures. March al in Hollywood. LKNNON-Bcrt, 66, Who loured the major vaude clrcuith for 10 years as $n$
charncter Impersonator. in Chicago charncter Impermonator. in Chtengo
Msrch 20. Lenmon, whose right name Msrch 20, Leninon, whoke right name
was Filjah it. Bowen, retirce from the stage elght yoars ngo. He mide his linima fll ciscrigo for the last 25 sears
and previous to that residod in Now York. Decensed was a member of the NVA nnd the Fagles. Body was shipped to liamilton. Ont.. for buring in the Inmily plot in Hamilton Cemetery
March 23. Survived by his witow, Vnlbotirg Jncobsion. Chicrigo, nndi two sisant Mrs. Fiwnid Carroll, of Toledo. O.,

LOYAE-Albelt. member of one of the beet known circus familter of Europe
 28 nt Nashville. Tenn.. rus a result of Infurics wustalised in an automoble nccident, Body wna bent to hlos former home in Orlando. Fla.

MAHAN-John B.. 35, accounkant for Paramount Publis Corporntion. at his home in Jersey Oity March 28. Survived
by hita widow. father. two children and tivo slsters.
MAITIAND-J. A. Puller, 79, music critic on The London Times and interMntlonally noted ns a musid scholar. Minreh 30 in london. Mnitiand, whoso job on The Pall sail Gazetce, odited the feennd edition of Grove"s Dictionary fliown as the definitive etmidara reforenco work in Eniglith demilng with misio find inualating Fie is aiso crealitrat with playing a inrge pirt in the revival of the Eridlah folk mong. Among his published books are works on Bchumantin. Brahma nind a translution of Epitta "s Li/e of Bach. Hie wrok a member of the counoll NELBON in Conke E., 47. musicinn. Mrich 27 in Holliswood. Ho had becn a miember of the Los Angelen sympliony
Orclimetra for the lamt 10 years nind a Orchabra for the lat io years and member of American

RACTCOT-Henry E.. 71. employed for many years with the Triren \& Voughu Organ Comprny, Northville. Mich. March 30. Profemor 'Ractcot studied inllald in Boston nnct wns for 38 yenrs Pator and Paul Cathedral cholr there. Ho was an organizer of the Cnthollo Olinani Olub, one of Drtrott'a R1uat clioral socletles. of wisleh he was directo
severnl yeara. Surnived by a son.
RAMSAY- Cromwell J.. 87, retired rallway conductor and inthor of Enrl H. nt his home in Greenville. Pn.. March teg, READY-MIchael H.. 80. nim actor. in os Angeles March $26, ~ 20$, vnudeviluo
ROBINSON-Dnvid. convedian of Providence. R. I.. In Ditien. Conn" Aprll
ROONEY - Annie, 30, noted Englthh from the profostion some 20 gionrs aco nt Manchester. Enk. March 17 give marsted to Jack Congrove, of the Eng:
lish vaudeville team of Congrovg and
Wentwond
ROSS-Don $W_{\text {.a }}$ 34. In recont senrs mnnnger of $n$ Loew theater in Bridgeport, Conn. nind formerly manager of Loew's Regent Theater. Harrisburd. Pa..
at Brlalgeport March 15 . After leaving Harrishiurg Rnas mannged a Warner boike in Philindelphia for a time. surviving nre ble widow and son. Don
SAMPRON—Dnvid L. B!, secrethry of Hamllton County Agrictilturnl Soclety.
xponeor of Carthage Palr. Cinclinnatl. for in Vears. In Bethencin Iioapital. Clincinstruck by an automobile on Aintech Ampulation of his right leg below the kilee hati bern llecessary because of $n$ rally He fracture, and the railed the oleleat infr mecretary, in age nand polat of service. th Obio ind probably
to the hospital wuifering anook after the Jicws of the ecaident.
ECHENK-Winifred. 18.

Rochester. N. Y. Mnrehallet dancer stiCII-llerbert Granville, 00. Who had nppeared in America with the liolman
Opera Company nnd many mukical comOpera Company nind many minsical com-
ady and minstrel ahows and whose edy and minstrol ahows and whose
Englush carcer included appearances With his father nind inother ut Suddier
Welue and Imperial thosters and the Drury Lane Theater. in Now York March lately connected with the piano indusary in Now York, gurvived by n dinuth. er and mon. Burini In Fernoliff Cembtery, New York.
gulaw York.
d concert ninger, who had. operatic with varlous puropenn opera compantes. whth tho Chicaro Osern Compnoy and on concert tourn in the United Stntes, at nospitnl in London March 30. She hid gonc to the hospltal expecting the band. Ben Rubensletn

WELD-J, ECward. 76. retired rit torney. Whote studio nt 85 Erst $89 t h$ keret. New York. whs $n$ renciezvous for in Belleque Hospital Now York. Services wore held Aprll 4.
WOODYATT一Albert O.. 77. ploneer motion pleture operator, in Moline. Ilf recesitiy. He wha for years with Hornce Herbert's road shows and was also
known as compoker and bind leader.

## MARRIAGES

DANGERFIELD-SEMMENS - BENFM. min Manncre Disigerfield nnd Alle Wollaburg. W. Va. March 21

DAVIE-SI.FSINQER-FInNk DaviA. nsa socints film proclucer wilh MGM. and at Yuma. Arlo. March 29 by Justioe of the Pence Earl A. Freemnn. EL.LINCMR-BINOEAR - Bagnr Elinge NBC non-professtonal, and Snity Sinke FOLK-sTOUOH - Col. Plummor D Folk, inathager of Marguls the Mnyldai vance clepartment, nt rock Ealand. ILI Vance lep
Minch 28.
GREEN-PRIDDY-Doyle Cireen. mem ber of the orchestrn nt the Oinln Club rrididy JANNDY Mich 28 .
JANNEX-PEPPER - Leon Jnnney, movie juventle, and Jossice Peppic LOWE - KAUPMAN - EXImund Lovie movic nelor, and Mra. Rita Augusta monk. N. Yonpro.

LUTZINCFR-WARD-F. R. Lutaliger nonpro. and Nindge Ward. secretary to And Central Stntes Thentera, Aprll I in Des Molnes

MORTIMER-WHITNEY - LeC Mortl ger Brondwny reporter, and Patrich Whitnoy, chotik girl nt tho Paradise Rog November 27 in Jersey City. MULLINS-9BERTOLI-Henry Multin known on tho stage and Hite, and Anta ghertoll. of Clisago. at springlield, Mo. Mulins 22 yenrs old, is scven foet nine inches tall, whild his brity is five feet thice RAMSAY-LLOYD - FTMnk Ramay. hort subjects producer, nnd Notm Lloyd. sereen actress, in Riverstde. Callf March 28.
RICH-MITOHPLI_-_Freddie rich. Or chestrn leader, and Ula Marlene Mitchell of Chlcago. by Justice of Pence Jullus Ravon nt Armonk. N. Y., March 28.
WARD-CLEMONE-EXI Wird. Owner and manigger of the princoss siock and Lucule clomons. his leading the Fev Mr. Hubley of tie First Bupta the rev. Mr. Husley, of tite First gmpela Church. J. Rlanmond Roy ncted ian of han and Ida Mny Roy as mutso You Mr. Ward hus owned and operated the Pliceme Stock Company in Missourt and

## COMING MARRIAGES

Bert (Bud) Barnce, former burlesque radio announcar and now a member of port conrl to projcct nt arks of Stamford. Conn.. sormer dircetor of the Heckncher Players. New York, and now project in Bridgeport Mnrgate Layton. radio Elnger at
KMTR Hollywood. and exlwrd L.
mezarty. nonprofegsional. in sarita Monicn. Calli. May 16.
Rimn Jnugs. RKO Bernartat. to Ann
Andre. English gercen actrems. In Reno Andre. English sercen actrems. In Reno April 18.
Mel Venter minouncer it station
KFRC. Sun prabelgco. to Bety KFRC. Bin Princigco, to Betty Lou Duvis. nonprofentionul, of Honolulu. In
Gacramento. Cullf. next frill. Gacrimento. Cair. Cole-Bontiy, HehogrnBoch. Find.. daneing melsool instructor. April 14 . coffeen. first trumper playet With Hnrry I FHils oreliestrat hit the
 itmo in June.

## BIRTHS

 outdoor shows.
To Mr. and Mrw. Owen Renncte at
Baplice Hospltnl. Memphts, $n$ geverBaptist Hospitni. Memphts. n even-
jound daughter Aprll 2 . Finther in owner-manager of the vanities of posf cordionist with the company.
A $7 / /$-pound daughter. Madren Ann to Eibern nind Dollse Calvert at Harrisoll ajonally as Calvert the Magician. Mother thrkg ns an askistant. In the show.
\& ain and three-quatter pound girl.
Alexundm Jennnette. to Mr. nnd Mrk. Kip Frazer in Travera Cilty. Mich. March 21. Fnther ls an orchostrn leader An elght-pmusid hoy to Mr. and Mra.
Mal Weltrer in liollwwond March ab. Pial Weiner in liollfwond
foather is a nim publiciat.
To Mr. and Mra, Raymond C. Prrnthrom ant elkht rnd one-hall pound boy
In Hollywood. Finther in research expert in Hollywood.

## DIVORCES

Mary Manley Colby from George Colby dancer An
Hestionnthy Agesw tho dancer. known protostonnty as Vazal Wripht. from silchio Ito, anpanese dnincer. In Ior Angale: *lonalty as Rainon. of tine dance team of Romon nnt Renith. in Minmi recently from louiss Hnnrict: Reaclis. Ilierl buit Against Ailen wintix, trom
bone pliver. In pitteburgis March 28 ,

Ford ennceasioner recentl 28 . Amn Finrel at Benton. Ark:
Marla Sheltora. fllm nctieks. riled Bult Rent. ith Los Angeles Dorothy Lebairo Bering flled bult
March 26 in fos Angeles againat Mareh 26 in Los Angeles againat
Mfrion $M$ oering. Aereen director.

## Jones Show Leaves For Opening Stand

 rain nearing reling und decornting proI, Ionew fring complon felton. prepurthe toh leave Winter Tuarters here prepuring te lemve
feve dise for Charlote. N . O .. where it
will start it Will Etart Itm nesi menson on Aprlj 111 .
From Chirlotte the mhow will move sllrect to Wasington for its anaual on
 visen that Manomger the individual atitrao Iog: Rajah Rabotd. Carj J. Iailither. R B iRubel Nixon. Lillan Numray ShepMrs. D. CAqNr Lewik. Mnx Rimminerer. Harry. Wilaon and son. Ilurvay; Dr. Jack
Witson. Arthur Atherton Walter oftice wayon as acretary nind


## April Shoreshop

AOVERTISEMENT. ThtR Way to tha Show. the lifc o viking prens May \&o. Mr. Fellowis lui been on the publictiy shafi of the Bye show (Burnum \& Dalloy, then Fingling-
Barnum) gince 1006 . His book tellm all Barnum) since 1006 . His book tella all
about tho pcople he ham inet. including about tho pcople the ham inet. Including
$n$ procematonal of tha great names in new'spaperdom. Thousnitis of the atuthor'm rrbends
srrival of it.

Manhatian Trans/er: After heving minntisined 4 ctowntown New York ad aneamin dealer nind importer. hus jolreal Frank Buok's zoo out on Long Inland Arr. Burtels makem nnimnige regret that they were brought back nllve. E. Ort. Newark N. J. whioh from Joseph donce. is stili the country" callope center. Orl clatime the air calliope an hit invention. Origimally, nn nrecordion
player with side shows, he naw low eum bergome the atenm calltopes were ane docticted to toy with a compact nit in kirlment. He toyed so muels and woll


HISTORY RFPEATS: In 1022 Dnd by the late Wilfur Chorry. mande by the inte Wilbur Cherry made
Its ifrst invaflon of the East. Mr, Cherry
had been with Rubin die Ohery before had been with Rubin is Oherry before
pand since. but tho 1022 geanon found jilm with a terrific mad akninast his partner. Rubin arsberg. The sithation wina llxed, bist that is nelther herc nor there The Invasion of the effete Erst met With results thnt may immediately be
described as disantrous. Tho records described as disantrons. Tho records the mason by wintering in the Baltimore hlpyardn
In in23
In 1923 the Dodson ahow hnd an enrlu opening in Bnitimore. being intent on Into Wamhington before trekkins Middle west. whore it remalned until last summer. Mr. Jones ind alwnys played the lot on 1 bth and $H$ atreets. none other then Lawrence Philifps. known ne the human trumpeter or nomething like that. for the aontloman Uned to tom hia volce all over tho base
tenll ground of the Wnahtarton gena. toll grounds of the Wnshington Bena.
Cors as offiolator on hnme plate. Mr.
Philitip was ontitled to the rank of Philisp was ontitled to the rank of
front man becauac the nowspapar ade themsolvoa read "E. L.awrenoe Philltps presentr the J. .J. Jones Exposition."
in addition en prnctlonlly dominntng the Jones outfit. Mr. Phlifipm indulged in the nneiont military hnbit of tying up 1 phillips was trylng to protect the good permitting shows into town which in his judgment were not worthy of blotthag D. C.s escutcheon. in elnort, if fors
wanted co play the cown. Mi. Phalips wan the mas to see.
Mr. Finllitps did not flgure on the
OBrten boyb. who are from Baltimore.
and therniore practically native D. Cerm
The O'Erten buys were composed of Whil mer Jay. Mack Brancton and Willam Jenningm O'Brien. Belng nomewhat partial to the Dodson show. they descended on Wushington end discovorod a lot (nn run lastendedi whieh Mr. Phillpw fabhuoriable nelghborianod and fanded committee und ntarted a promotion
oumpuign. including bighly remumern tive coltiost.
Mr. Jonm. winterink in Oriando. Fin got wind of nll thla and jurued hls celp brated ultimatum to the erfect that Jones follows nobody into Wriblington-
they follow Jomes instend. He sent in they follow Jones instenal. He sent In
to Mr. Phillps such men an Alonzo Hugh Burliles, generat agent: the fate grand oid Mccurren. second man. and grand old one at that: Charley Beasley tho late abe Jones lot man win rume in to try to lieal tise breacla Abe Jone always looked nicturesque as he se Jone off lot spaces wifle mounted on lila trusty mule. Abe Jones did not have
A flock of promotern are in town slt-
 firlng the cannon balla numplosinn Jonme in pullfrg his hair and cracking something about letting "ithome pugks put it over on his aupreme staif and Mr. Jones becomes very upset when about it. He in In Oninesvilic, fis. in D. C. Is Inttored with ‥Tolnniny Im Com bog papcr. He thell makes a inomper
tous declaion which meant in cffoct thit if ho coclsion which mieant in cfioct that O'Briens he would nt least the em. ny Rolly What does he do but cnncel his
next tivo towne. Charlotte, N. C.. and Richmond. Va where paper is aiready hanglng. find makes a rablrond thove. Wronhington. thur dry and datlne the Dodisons.

You turn to 1936 or thts current yent of trace and find that Dodwon th aguln being reopened for them by the aame bumplices they had 13 yenrs before. two of the sanue promotlon Ntaff mitting on and a content campalgn bullding the in. tercst an
ciressling
Of courso you know the flatsh. Mr Ho has tho same lot, at 16 th and If, with Mel Dodson alteling tight on anotiler
'lise repetition of warfine is notiling if
not intercsting nad I fincerely hope that both organizations gather in n lot of cotin. It woult be criot indeed if they did not make money fifter golng to the get in first.

## Dixie Exposition <br> Is Again En Tour


#### Abstract

ARAGON. Gn.. April 4.-Dixie ExposiMonday able wohther for Monday and Tuenday ntghts and business was sntisfactory Wednesulay had rain alt diay and at night there was hillstorm, which did some dimmae to tente and in some plincen on tise midway water was more than a foot deep. Thuraday. with th

Stnit: C. D. Scott and Joe Hampton, osners: Bob Fage, ndwance: George Conns, mecond agent: W. Fr. (Buddy) Conis. Second agent: W, Fr. (Buddy, Braden. legni miljunter; Mra, B. M. Beott, F. B. Bcott. superintondent: the writer. Mrs. F. B. Bcott mall and The Bitltion: shorty MeCnmpbell, electrician. Free acts. DiValle Attractions. Shows: O. K. Kelley'n Century of Prog reas, Billy Arnte's Minstrel Bhow. Allown nd Bubyo Kolamo guilivan'e Athletle show. Rides: Fervit Whenl. Mirup. Rockot. Kidde Ride.


Concessioners: Earl Olligan, Ave: B Coldie Bucishnnon, one R Richardson one: A, C. Scott, one: Dinny Mioore. One: W. 8. Jorell. one; Clayton Downes. one: M. S. Earl. One: Tonis Ke Lone. One.

Gooding Interests' Dites
Columbus. O., Aprll 4.-The Pres Cooding Anuseinellt Co. has beon No, 10 Eit Wireel. Lume Auto skooter and Heyday ridos at the Great Lankos
Exponition at Cloveland. whiloh ovont is schecluled so rur 100 dnys staiting Juna Gonding Creater shows have contracts for falry this yeny at the tollowilly ford ajad Conterville. Mich.: Tri-County Falr. Deiphos. O.: Connoraville Free Fatr. Waraaw Free Fulr. Firusilsiln pree Fatr. Glbagn County Fhir (Frinceton). DenrHorn County Palr (Lawrenceburg), and
Hartord City Fhall Pestival, all Indianh
Sterling With Warld Mirth OINCINNATI. Aprll 4.-Frasik gtorling miforms that repert in lust issue that He woulel have three attractlons with
Westis Vorld's woncler Shows was orroneous. States that he will be with World of Mirth Shown nad is feaving lhat organization. for wiater quarters of

## ROUTES

(Contisued from page 29)
Dremen de Pureell Ciraus: Poktn. Tll. 8-8: Cispton 10.11 ,
Hofin Nsed. Biow: Rramign. O. G-t1




## REPERTOIRE



 Princese slack Co.: Creenwood. Ark. ©-11.
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## CIRCUS AND WILD WEST

## 






## CARNIVAL COMPANIES



## Barnes More Spectacular Than in Previous Years

## Program one of best ever offered by management-Bert Nelson, Cristianis, Mabeh Starh among features - Hus fine tieup wilh exposition at San Diego, Calif.

$$
\begin{aligned}
& \text { san derco Chir, April th-The Al. }
\end{aligned}
$$

> Out at ndyancod prlece,
> $\begin{aligned} & \text { This year the ahow is more apectaculap } \\ & \text { new specs with lavish displays of }\end{aligned}$ fembine beativy and all new wardiobe. trapplnge for elephants. horsas and lead George Cunaligham. Hollywood ballet musio score for singers and interpolnet annce numberz. The sololats are Char$\begin{aligned} & \text { lotte Horminn. soprano: Dovid Crnig. } \\ & \text { tenor, nind Dcl Puge, baritone. More }\end{aligned}$ $\begin{aligned} & \text { thing } 500 \text { people are in opening spec. } \\ & \text { which is a rot of color. Mounted corpa }\end{aligned}$ of women trumpetern head the pageant. then syivin Welse, the "Golden Girl", on $\begin{aligned} & \text { an olephant. Girks are beautifully cos- } \\ & \text { tumed. There are } 20 \text { elophunts all in }\end{aligned}$ tumed. There are 20 elephants, sht in of Eddite Woeckencr. March 28. sdeal weather previlled and $\begin{aligned} & \text { there was a atyaw house. Strnu alfo } \\ & \text { whs used at night. Occupylug }\end{aligned}$ parts of two אections of the stay$\begin{aligned} & \text { funtor and sentor bends, } 245 \text { men, under } \\ & \text { direction of Jules Jacquem. They aplit }\end{aligned}$ the one-hour concert preceding the per$\begin{aligned} & \text { formance with the band of Wonckoner. } \\ & \text { Bert Nolwon conred a erensendous hit }\end{aligned}$ with him iarge mixed group oil lions aud angers. The crocpling nnd rolloover tigers tured. Ho eclln hing ret In finowmanilke mannerge audience nlert every moment applauding this romarknble number. fast working: the time consunied for (Sec BARNES MORE on page 19) anuld be newer nind grentenr. The then or




## Bockus-Kilonis Open April 30 <br> \section*{MANCHESTPRR. N. H. Aprll $4-A$ Pril}

 30 has been aet as the opcning date of the Bockus \& Filonis Wild Anlmal Cir-cus Bhergement will bo for three days cus, Engrgement will bo for thrte
under nuspices of the Milk Find. Under nusplees of the Milk Find.
Thrce press agents will be in ndvance. Geonge Atkinson, Harold Rodman and Louls Gnmp. With tr. Percy Molency bnek
with the show. It his been dennitely vith the show. It has been delnnitely decided
son the entir a season.
Among scts whll be Captain Willam
 Knowlton. Wino will be bined at Lady lette. Raymond and Lifrance. Freeborn Trio and Ted Merehant, cowisoy ecreen
ter with 10 people and etght head of the
Bockus ancive Atan inclucics Curtis L. manngera: John D. Kilonin. Ownersagent. Fen R. Jones, secretury-trensurer; All ingocy bandmester. aheater. lot buperincondent: George Atkinson, genernl prems agent: Hownra Mitchell. In charge of No. I OAr: Sllin fum, alectrician.
Jim Londos. wrestler, telephoned from New York that he was salling for Greece to be gone three montha.
The new trucks bought hunt week will be delfvered Apill B. Visitors thla seq. Mr, and Mrs. Swafford. Mr, and
Mir. Rodmam, Doctor Olzendam. Jin Polluos, Nate Watorman, Sam Applebaum Blll Wilcox. Willam Book nad
Doctor Ellote.

## No Menagerie, Side Show At Cole Chi Engagement

CHICAOO. April 4.-There will be no menagerle and no gide Show at the
Chicago engagement of the Cole Bros.Clyde Bentty Circus. These fontures will be plcked up when the show leaves for 23 daya, cloaing May 3 .

Blling was started Monday. Wallam Backoll boing in charge of the advertisHickes. Floyd Eing and Ora O. Parkm. hnve been at work tor a week and the dallies have alrcady cortiod a number of storles. Hickey has some nice shots est for on
thons.
Fenture of the show will be Clyde Beatty and his "cats." He whll work one
group of 34 . Fis wife, Harrier, also whl presont an antmal act. A mew riding act direct from Europe, the Zavatta Troupe, 18 announced, also a Eitrojenn acrobatio nct. the Zoeppe Famsly. Com prate program has not beca announced. but nmong the acts to appear will be
the Imperial Illingtons. Bob Eugene Troupo. Florescu, hingh pole asct: che Gretonas, the Clarionians, Albert Eowall. sisters tsts: the Belfords. the Reynolds-Donegan roller skating girls, Denale and Ddinu Curts, the Dobank. the Ernestos, tho Clarks, and a number of others. Jumbo I. African efephant. also will be one of the attractions at the stadium.

## Tom Mix Honored <br> By Taft Kiwanis

TAFF. Oallf. April 4-When the Tom M1x Clictus was here March 26 the KI-
whals Club gave a Huncheon at Hotel Fox in honor of Tom Mix. with Arthur vau prllier, officlatios as hont. At the guest cable were E. O. Emmons. mayo of Taft: Fred Mitcholl, Mis. Kacene; Robert A. Shelbourzie. prestdent of the Ki-
wanls Club: Dr. Al Burgeols, Jack Munds. Who as mayor of Dewey. Okla. appointed Mix chier of police in 1900: Hinry A Hopkina, chalrman of the CallPeterson. pait president of Kiwanis club.

The Fighting "Colonel"
is a young crippled boy. "Coloncl" Linard lones, who loves the circus and likes to heat
Prom thowfolk. He is suftering from tuber-
culosis of tho sping ind has been bedfast culosis of tho sping and has been bedfast
most of the time for nine vears. He ts 12 veare old, but one would judge him to be. about seven.
I. Tracy Hager, of Eustis, fla., lis one of
those very much interested in the chap. He says that if one had asked Ed Baker, apper-
tnfendent of the home, on Aukust i, 1935, whether younk Jones haid a chance to attatin
manhood. Baker would have posifively an. manhood, Bather would have oositlively an-
iwernd no. When Bakes went to the home. Ewerad no. When Eaket went to the homy. "Colonal." However, to send hlm from the home and give his bed to a hid who could "desth warrant" for him.
In The Elliboard of August 24, 1935, umn give quite in bit in tho Open cal"Colonelore which resulfed in space flood of let ters, all kind and encouraking. One from a
woman well known in ctreus busincss fold how Interested she is in titlle boys, havine no childran of her own. And that she would
semember htm in her prayers each night. remember him in her prayery esch night. membering him. Several other women also wrote stimilar letters. In nesrly every tittle fellow and in effort will be made to teach him to walk. Dr. Fort is of the uler triend of the boy Is Ccorge Lux. of the Erle Lithographink Company. Erle, Pa,

## Fine Opening For Harry Haag

MOBILE Ala.. April 4.-Harry Hangs three-ring clrcus organised here at the
old Arlington fair grounds, with Mohile conjtal with Hirry Harg as general manager, opened here Mruchi 30. Show Was aiven on Bradiord avenue and Government atreet lot under ansplces of Mnple cemp. Woodmen of the World. Tent was three-quarters alled ne mathThe show opened with a pagennt componed of the performers, pontes dogs, a trick hure and clowns headed by a 10 -pleco band. Dosg and ponles opening the circus had Mnxine. ele opening the circus had Mnxine. ele-
phant, owned by W . C. Rlchards. He and his wife nre operating a tourist camp notr Pensacoln, Fla. The elephant
(See FINE OPENING ON page 49)
Three R-B Pygmy Elephants Arrive; Pub. Campaign Starts

NEW YORK. April 4., A princlpal fenture of the Ringling-Barnum Circus Irom which much ts expected 15 three pyrmy olephants brought over from Nifice by Howard Bary, Ringllng scoul Who introduced the lons-neck women from Burma two bersonk ago. Bary nr:
rived with his toutod charges on the (Sec THREE R-B PYGMY on page 50)

## Rail Show <br> For Jones

## Quarters estublished at North IVarren, Pa.-mpen. ing latter part of April

NORTH WARREN. Pa... Aprl1 1.-8. H Jones. of thit elty, has estiblished win ter quarters hare and will thunclo a rinl ${ }_{25}$ rond circuls. opening approximntely April 25. He ta a brother or the lat.e Auguntus
Jones and ts a veceran nt hnading ratl shones
shows. hns not yet been decided on how many cars the thow swill move. Jone th buying all finds of circus property elophnnts. wild and domestio trained antimale. camels and other lend stock Bangage and aleeping cars are belng whipped into shape by experienced de partment bosses.
D. O. Havn
D. O. Hawn. who wis general maent of the Cole \& Rogers Circles for Jones, hns benn stgned and is lining up his de

Wheeling Lots

## In Bad Condition

WrEaFtina. w, Va.. Aprll 4-Ctrcus the old spots on whewling Inlnind this year
Several clrcusos were here lant apring If they return this year they will have
to swlag their tents on a hillion; that is to swlag their tents on h hllltog; that
If they want an early Whecling date.
They want an early Whecling dato parking grounds north of the West Virginia state Fair park now has the nppentance of "No matis
fand." it strewn with tons upon tons
of debris. formerly are other spots, but none as large its
these two. The state fatr ussociation is in recelvership nind unles. the WPA clenns up the spots in the noxt tro weeks they will be $n$. g. for the bis tops.

## K. C. Advance Guests of

## Show Cluth in Ruchester

ROOHESTER. N. Y. April 4imperformers Club of Rochester. composed of clreus. waude nad other olditme kinkera last week entertalned Joo Sleartist and other minembers of forthooning Kinghts If Columbus Clreus. acheduled for the K. Auclltorium. Purty. hald in thoo people. many of whom entertalued. top ped by excerpts from oldtime vaudevile sketches and characterizations. Club wis orknnized in 1931 by Hank Adams, Jugsler. and whis originally called Adam and Enm Kellar, another oldle chapgod the club to sta prosent name. Object to to further the intereste of entertalners. One of the most active members th Ruth Hnnwon. Who was known in Vaude fas Jolly Ruth. Max Cohen, loval
amusemone atornoy. 18 elubis counsel.

## Denver Shrine Show

## Best in Four Years

DENVER, April' 4.-The fourth annual Shrinc circus, presonted in the city auditorium by the sol jobl ghriac.
grossed iseavier than any of the previous three. Mnnabor Lew S. Pnrsone sald the Sirinc would put hise khow on agate nexpensive seata more freely than any expensive
other year $\qquad$
Harry Sella With Eddy Show
OXFORD. PA.. Aprll 4,-Harry Sells, veteran boss ciavasman. Inkt scason with the Hunt Circus. Wlll again be under the Hunt banner as supertntendent as He la now at quartere at Trenton, N. J.

## Monroe Witlr Lewis Bros.

wifl be bons canvasman with Lewis brod circun. He served in the samc capact With the show during the fag end of last geason. He came here this week to Asuist with


With the Circus Fans We're tinding ofice msiket for Used LET'S TRADE BAKER-LOCKWOOD 17th and Ceniral, KANSAS CITY, MO. America's Big Tent House CAMBFEAM, AEPAESENTATIVEM. A. EZ:

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[^5]By THE RINGMASTER

 Burt L. Wulson. Circus Fan or Ohicago and eashanint editor of While Taps, toBnd Harry Atwoll, circum photographer. vasted the Cole-Bentey quarters at rocbester. Ind., March 28. Atwell and Wisson took a number of pletires of acts in rehonreal. Floyd King was hort to the party and served a spiendid lunch. The following sundiy whson drovo to Westnont, Mi., and spent about an hour with Dennle and Exina Curth nind Was ahowis over their new home. ring bnra nind fnrm. and states thoy havo Harper Joy and
Harper Joy and party arrived in San Frnnctsco from Honolulu March 26 nind after spending two days thore startad
for thelr home In Spoknne of Ifonolulu, ronewed acqunintances. with Joy nnd Jarry Goctz. Derg is an old-time Circus Pron and trouped with Norris \& Lowe and other elrcusea. Mr and Mrs. Joy nad Mr. and Mrs. Goetz had eeverni walta with Captain and Mrh. W. W. Webstor. Mra. Wehster is a daughter of Col. C. O. sturtevant. nationim htstorian of the OPA, and they are located at Schodeld Barracks near Honolulu.
CFA Brace A. Helfrich and wife, of Wichita, Kane stopped off in Galnesvilln. Tex.. recently and were entertalned at almaer ind a fisit to training quarters of the Grinesville Community
Circun by CPA A. Morton and wife Circun by CFA Aa Morton and wife. About 150 people, Inoluding the olrcus Fans of the Aircedo Codons Tent. Sin Antonlo, were Invited to witness a Whess rehersal of the Flying Codonas. Who have been practiolng since the cloce of Hipenbeck-Wallace Clrcua at
Sh. Marys Unlveralty gym under dirccSh. Mary's Univeraity gym under dirce ager of the act. Tlie flyers are olayton agor of the act. The fyers are Olayton
Behee and Foge gulliran. Abrcua Circus Band furninhod tho muste. Rehenrsal wns afternoon of March 20 .
Among those witnessing the perParmance were Father, Rabe, president
of the univeralty: Fred Eeckmann and Teddy Wobb, of the Beckmann and Gerety sliows: Fred Glusscock, old alrcu: performer. nind the fallowing fans Harry fiertaberg, Lewis Kayton. Porter Loring. WValter Loughridge. Jnck Pitluck Colonei Sturtevrnt, Frost Woodhun, Tom nnd Pasco Scaperlanda and Mrs. Frank Hartlens.
Circus Frana of Petersburg. Va. enter tatned the ntnfl and performers of Kay Brne. Circus it Mnx's Banquet Hall night of March 27. Sam Dock, of Sllver Bros. ghow and board of dircetors of the falr assoctation also were present. Brom. Tont. Willinm getrow gave an intereating talk on his expericnces ind severnt other members of Kisy Bros made brfef tnikn. Tho prans have been regular visitors to the Kay quartera. $B$ Thomas M. Smith, State chalrman of the Tent presided. I. T. Towisend was clected president. The Tont han planned to have regular meetinga for the purpose of entertaining circus people when playing in that vioinity.

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SPANGLES

## Wild Animal Biz <br> In Terrific Boom

NEW YORN: Aprll 4,-Practically overy animal dealer in the metropolitan dise tice is importing, more wild sheck than circuses. carshlvala, lobby ballyacos and brokers belng tremondous,
Winter piopnrations for coming season have shown that a rocord numbor of carnivila aro going in tor animal shows of the trained and untialised varlety. About half $n$ clozen accredited camivals have elthor converted thetnselvea into val, which ropresents a moders trend. Denlere and importers elnewhere, notably the West Congt, Contral gtatea, various mountaln districts. Midsouth animal centers, nre getting ateady calle for nntmal kingdom sturn. There ure more than 150 so-cailed Indie people all over who are marking up their benl pre-
seanon snles in yonrs. Thome henr of beakon snies in yonrs. Thome henr of buys elther thru importers or denlers or wint to give up their oharges for unmediate cash. up their onarges for tmEven mome parks nro golng in for the Jungle items.

## Riddle Opens April 11

POPLAR BLUFFP Mo April 4.JJCk Riddle'a gociloty Circus will opon nexi Saturday, A merv loudgpeaker unit has
just been recelved, also all new rop: Just been received, also all new rope Riddle troupe. fontiming Matorino Roylsia, Mght-wire number, will close nct with a blindiold jump of tive peet without umbrella. Leo Ballimn han nrived, roplacing nro having specini oxnminntions nt school as regular term is not ovar until last of Aprif. Lols Fuddic has made all new contumea for wire nct. L. E, Colisns, Woodrow Dnllers and Jorome Poe are working on down numbers. Norial Smiths stopped off en route to St. Louls. Chtef Rolling Cloud and wifo had Mn Ridde, 70 . at their qunrters for dinner. Riddlo mot Mr. and Mrs. Bonn, of hifh had $n$ nice day, collecting :a double mas buak.

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## Bill I'ollack Real Fan

BUFFALO, Apth1 4.-H. Wllliam Bolll Pollack, ownet of the Pollisk Show Phit Company, has "purchased" Tuesdar night Shrine Tomple durlan the week of tho Shrine femple during the week of the
show hose. If ts the first time Bob Mopton can esmember that the owner of A show primi company ha
Pollack brousht the first Indoor clrcus to this elty for tho Shrine duting the timo ho was Patentete and AMoflon had the plossure of having his show under hts di*
roction in 1934 . it hat since become a rection in 1934 . It hat since become a
permanont instifution and it is an annual pormanont instifution and it is an annual
event for Morton durlng Ensior Week. The cvent for Morfon durlng Eissior Week. The
advance ealo ts so liarge that it sppears as If extra shows will hove to be stisged.

## Peru Pickups

PERU, Ind. April 4.-Mrs. Bessle Heisor dardner, viatting aon in Chicasio. recelved a telephono enll at 10 m . m. inpontes here. Sho made 180 -mile trip to inrm in little over two houra. Was givon blg hand for woriding several groups. Chnrles Young has been purthnsing agent for number of largo show the traeted with Cole-Bentty show.
Howpitai patienta nre Calvin Blankenunlp. recovering from amputateal leg. and Oharles (Getz) Wellbrooke, bedfest he inat atx weeks. inteatinnl nilment
Big ntiendance nt firm innt sundiny. Animala and troupes. worked by ashistants past wecks, wero put thru paces
by veteran trainers. Ohniles Brown, aoal by veteran trainers. Ohniles Brown, aoal tmanor, was back. Concestion winndi: door unit in charige of Eddlo Babel, and outside. Una Miertel. Among viators were Ernie Clark nnd troupo. en routo to Rochester. Ind.. to foin cold Bros. Victor. Alico nnd son Chestor, hipiros, one of the biggete petrott farm. wore lonsed to Detrolt zoo for one
Jess Kink has becn hnndinf publicity Mrs. Pnuline will be operntina cnlliope at future datea. Stated that John ral (Dnd) Copeland is in inenngerto dopartmont of Jnmes $M$. Colo Olrcus at Penn Yan. N. $Y$.
PFarnent White arrived from Chattanooga. Tenn, and renowed ncqualnrancex given a party at Youngen Jockey wra gi
Olub.
Macon, Ga., Jottings
MACON. Cia., April 4,-Willio Wilken, btory man with Downle Bros. Clreus is buay retting hip material rendy, Jimmy
Theresa Mornios nind bushand. Jimmen Baker, have teft to Join tho Setls-Ster 11 ng show at Mincon Mo.
Dinty Moore. with hoadquartor: in Mioon. has sent mont of his units. Oold Diggerm, to their starting points. He will leave approximately April 5 .
Joe Gllligan and wifo have returnod from a tikhing trip in Florida, Joe is manter of transportation and wife. Ienbelle, is still connected with the George finnneford riding not with tho Downie show.

The Oeorge Hanneford family arrived With n now houme car nnd new ntock. pected from the Brokon Arrow Ranch in Arlzona next week. The Butters Troupe of wirc artista wall arrive noon ms they havo Milahed thelr western Cour. Carlob Carron. Bert Wallace and Irvin Arnold have done fine work wilth the
Downie horso acta. Marion Ehurord aisd Downie horse acta. Marion Ehuford and tho othor meango riders nre rehearging
dally. Act $w i l l$
conslat of 18 hormen and dally. Act w-ill consist of 18 homen nnd
VIders. The wardrobe for the opening number
hns becn okayod by Mrs. Charles Eparks hins been okayod by Mrs. Charles Bparks
nnd she suys lts the fncse the show has nnd she suys

## John Helliott Improving

PEIRU. Ind., April 4.-John Holliote. vetornn wild nnimal tralner it improving Was ruinished by circus mnnagoment With a pair of crutchea and it was
stated by Dr. S. D. Malouf that all traces of pasturella, had atuaided and that the phtiont will be conpacd to hospital several weeks uroro. under obs
ervallon
Helliot was brenicing a boar set for Fesular Sunday Iarm matimeea when at-

Canton Shrine Show
Has Fair Opening
CANTON, $O_{3}$, Aprti 4,-The third annual Crinton Shrine Indoot Cirour opened Mondny night io tho Oity Nudi-
torinm to farr business. Promotion was in charge of Poul M. Lewin, ownermnnager of Lewls Bros. Ctrcus, nnd it ts the first tim that tho how nppears to be n winver, Two hundred nnd mixty. one banners were hung in the bullding. Advance tleket anle wan reported double hnt or former yearm
The opening performance when caught by tho Billmonta roprekentintive ran lesa than two hours. Altizo not as pretentoues an some indonr nhowh here in re. oont years. the performance an $n$ whole offerect plenty of ctrcus and acored with the rudiencea
The prograin: Tournament: comedy acrobntm, Dnrdonollo Trio: ponim. dogn and monkeys, Mae lewis: Texus Joe and ders. Cora Oraybor and Phylls gtanway 12 trained dogs in a anappy routine. Dorothy Tevis: Suvers Johnson and tils elowns: Romun Hngs. Gruhama nnd Mat. loys: small ponies, three. Mme Levils: Purnoy Aronsen on balianolng wire; clowns: alngle trapa, Fred Wilbur. Nancy Darmell, closing with muscle grinds, and Fidie Morrin: nix Liberty ponles, Map Levit: Carmen and Cowley, oomedy ncrobats: orndle parch, the Wllburs: trained gonte. Willinm Onvald; double balanelng traps. Mao and Bddle Marlie: Jungle beaste in stoel arons. Jernme raper phyllis stanway olephants bap bara Onmpbell: tneter-bonrd Morree troupe. Jerome smith wna oquestrisn director.
The band of 18 was undor firection of Lendied the banner promolion. Newe. handled the banner promolion. Newe prew Philadelphin nind Allinince pave plenty of stortem. especialty at Masillon, where K. O. DeLong. Circtis fun, amstated with the publiolty.

## Finishing Touches

## To Cole-Beatty Show

## ROOHESTERR. Ind.. April 4,-The nn-

 shing whehes are now boing fivel. of props. prepaiatory to movement Aprit 7 of the Cole-Bentty nhow to Chicago. Bapgage and ring atock are in prime onndition.Grent propnrations are being made for maliana Press Day, Aprll e. when pibUshers and reprenentatives of the Hoos: ler Dally List. Ohlcago newepaper repreeentativem and newsreel mon wif bo age. Liberty and olephant acts
se, Liberty and olephan
Newarcol mon representing Univarial, Hearft-Metrotone. Fox-Movlotone and Paramount wore on hand at quar net. presented in outslde nrenn. Mrs. Beatty whs glven muoh fim, working the ents in alf paoes, with and without Renistance from her hueband
Harry Atwetl. Chicago photographer, ave the audience $n$ blt of comedy when ho consented to enter the arona for shota. but developed a nervous tempers* ment when "Bruno." Beatty"a new anale lion.: leth the pedostal and movod abs uptly in Aswellк direction.
Pleasant weathcr the Jast fow wreeks bas brourht many out-of-town viators to quarters.
The new eleplant-lton-theor act, to be worked by Mrs. Beatty, hna been whipped into shape With absigtnnce of It. Fill procede the Beatty aot in tho arena.

## Cireus Acts in "Jombo"

EAST LIVERPOOL. O. Aprll 4.-TDO new Jombo etaro unit show, premiered here. is made up largely of standaith Charloy Roonoy ioting ais equestrian diCharloy Roonoy lictung as equed of the rector durimy the prcsentation fentures: Fellx Morales. hend sltde; Violetus Rooks, Iron jawt Senorits Conchita, aerialist: Toto Ivy on the silver loop: Emanuel. tight wiro: Lo vernw Sinterw, doublo trnps. and Pape and Conchits.

## SPANGLES <br> J. J. WYLE \& BROS., Ino. <br> W. W. WRLE \& BRS. Ino.



## SEILS-STERLING CIRCUS WANTS

COPLE IN ALL DEPAATMENTS Costs and Walters, Bite Whity Cerrofl Workinp




## ACTS WANTED

 Malison Sa. Garden RooeoClve complete Informetion and shosos<br>

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## Dexter Fellows (cessea) <br> Tent Tattles Br FRED PITZER

NBW YORK, Aprit 4.- $r$, Darlus Ben ham, who celebristed his ith birthous snuiversary April 1. Was nil a-twitter asked him to bomeone telephoned and anite over one of the pomilar site olrcus alt over one of the popular stathons. informed is being rended to the pre informed. in being readed co inake its annisal trip north with Capt. Bob Bart. or completing preparations for a wortd flight and will tako the Tent's nap with him to be cold to the hichest bidder when tt In returned. . Dexter Pellows. new book is to be colled This Way to the Big Show, and talking about Dexter he displayed real enthustasm recenty phen talktng about meeting the boat the other dawning that whi docking with ita load of minjature elephints for Cho Garden opening. Bren this press agent coutda't hide his boylsh fervor over tho recelpt In New York city of these pocket edition pachydermites.
Ae this is being read the Dexter Feltow citizens are preparing for thelr gnle alghe to the Garten when the Big show thros's open tis doora for the 1836 sed. mon. The Tent has tisken most of the
box seata and after the show has box seata and after the show has planned a hot-dog beet party to eliter* tain the artista and executives of the circus. And this whil be done in the dance on the two trges and beer will bo served There sill almo be pretzels In the ahape of some of the worting acrobats and potato ehlpa, All of these goodies are to be provided by Preddle Kanen, who has chatre of the ooncescommittec in charge of Carden. The committce in eharge of the alfatr is heaned by Ray Schindier and the printed matter, oonsisting of f inappy born and printed by Charley Parkes: print shop.

## Al H. Oake Ill

At Clovis, N. M.
CLOVIS. N. M.. ApHI 4.-A E. Oske general director of Batley Bros." Clreus, Fe Fred Harvey Hotel here. He tant trended by a nurse for an allmont which attendnate have been unable to dinenose C. A. (Dud) Lawrence and Cash wiltale are doing the contracting and general arent's work untal Oake is able to re. sume his dutics. Lawrence wes penaral agent and Oake contracting agent on the Tom Mix Circus last keason
The show, which opened at Bna Astonio tve weeks ago. in clicking, and businear ha been good. Has loet two dajs occestoned by terrific New Mexten wind storms. Show tratela on 26 truck aeven new Chevrolets having been deiverod recentiy
Ben Mouton is oxner and doos bish Are-tive an free attraction. George DuFan fore general nianager: Cash wiltate hnd Kinam Snider, lepal adjunters: Howard King. banner soliclior: Whllam Antmals include mnnager,
Animals include elephante, tigers, bears, monkoys, apea, horses. dons and pontes.

## Happy Hunt's Party

BI,OOMINGTON. Il. April 4.- $\AA$ group of aerin periormers who have been tained in the Green Room of Tisden IIall by Hinppy fiunt of that hotel. A serenguests apent nas everving of diancine A 0-pleco orcheatra turntishtag the music. Those present were Arthur Concello. Antolnette Concello and Eddte Ward of the Ftylng Doncellos: Wague Inrey. Robert Porter, Everett White. Harold Gepders, Orayce Onders, Marion Bordner and Lavon Bonhnuter, of the Firing Cometa, Who lort to joln Ringling. barnum Ctrcus. Eadon Diy, of the Pear. less Flyers-Rusell Bros. Circus: Bille and Virgima ward, Fyying lllaptons: Harold Voice, Encen Larry of the Fiying loy, Colo Bros. Clrcun: Ulatne Malloy, who whit parks and fairs, Those From the clty were Mr, and Mrz, Bropin, Waichinak!. Walter Hill and al M Witt


## "m"unu

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# Under the Marquee <br> By CIRCUS SOLLY 

FAROLD HUNTER WH11 have charge
LLOYD SENTHE atict Wobb"s CIrcuas Revite nre phaving thentorf and promo

DALE BOTT will join Rice Bros: Circuse re a
department.
MCCUNE GRANT TRIO. comedy hori. zontal
D. H. (BERT) DORS, of Bloomungton. taken over the numarement of Bhinlain Park in that oley.
HEREBERT A. DOUGLAS Of W. ChOMter. Pa.. recently bisited winter cyartera
of Fco Brom. Circua and met his old friend, Walter Roo
J. (GPUD) SLOVFNSKY advises that he will be with tridy Brok. circus tha Band lead.
A. H. WESTFALL. former contracting agent of the Walter L. Main Clrcus, ta
located on Ban Fernando road. Los Angeles.
BILL HILLIAR hat obtniped 500 Inches of free publlitty for Ray Marsh Brydon's
Ruce Brob. Cyreirs in Jwek dallies this spring

JIMMIE CAMPBELL'S Olengarry Lus. sies. Scotch entertainers, will be with
Al Fi. Whecler in the Annox with Eddy Bros: Circus.
Walter z. Main circua will open at

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MARTIN BROS. CIRCUS WANTS


Rock HIIt. 8. C., whore it has winfollowhilg day. Will bo under American Lcgion ausplces.
JAMRS l.IVINGSTON vecoran clroun performer of wagon-show days. ts pre-
kenting $n$ muasal program-violln solos kenting n muaical progrnm-vioin sondnnd songe
sylvanla and New Yohoilh

TAD TOSKY pnid his Anal spring vinit to the Chicngo oflice of The Billoowd n fow dnys iko before leaving for
Now York foin the Ringling-Enruum Cireus.
THE LeVINES (Harry and Charlotte) will be one of the feature aerlal numbors at the Tull Cedars of Lichnion Circus. double-trapeze acta.
AERIAL LazELI,AS, after $n$ winter of night club nid theater dates around De-
trole, were at shrine Circus, Canton, 0 . troit. were at shrine Circus cancon, Des Moine.. In., nnd ge Lollik Pollce Olroua. will again be at falrs this
MARTY VILLEEPONTEAUX, aerinlist and contorlionite with the purcell stage Clrcius. Will do a toop-wniking act, alao
parnehive jump from n bailoom thls pararhute Jumpe from in balloon thls
Eeron.
THE BHIP. $n$ club situnted penr tho Wharf and headquartern for the Circus practenlly "אank" in the nood, but bns prachenity

The Oreat Kozak (the Man trom Moncour), Who han completed 24 weeks in vaudevilie, will be with Rice Bros. Circus He apent a work dacation in in Northeren Wisconsin.

PAT VALDO of Runging-tsarnum Clreus, hat bought or residence at snra*
 and performern in making Barnsota their permanent address.
There will be another antrosd show in the Hold this season. that of E. H. lones, who bs
orgsnizinge st Noth Wseren. Pa., glory of which npDenrs in another cotumn. The other
yall organizatlons for the 1936 four Aro Ringysil orgsnixatlone for the 1936 tour are Ring-
Un⿷ Bres and Enrnum $G$ Balloy, Cole Bros.WILLIAM PURTILL poatcards that the
old Noyea avenue circus lot in Westerly. old Noyes avenue circus lot in Westerly. R. I... It agnin nvallable for circubes.
part of it was occupiod by an oll compart of was occlipiod by an oll com-
pany, ite lemae buving explreal Lot is in
conter of town. Wosterly did not have n ctrous liate year.

A LARCE "Anger ring" mensuring about two inches in circumierence whs recuntly dug up in Snvannah, On. The ring. and in the oval provided for int.
tlala ia the nume of J . Tarvor. Texas glant. Tarver has boen a oircus side show fenture for years.

The Labelle-RAY Troupe will be With Eddy Bros. Carcua. presenting ring and acrobatice acte, and Morwin Ray nilThey open with the prody unil nt tho Tall J .

TOMMY BUTLER, olectriotan. last Eeason with Lexile Bron. Circun, inros
that he will not be with mow thite seagon. He Ls an operator at Strand
Theater, Battle Creek. Mich a
W. Theater, Battle Creek, Rach a Wi. S. IATBE card, Locnl No. 172, Jackson.

DRESEEN \& PURCELL CIrCus will close winter tour ht Canton. Ih., April
15. Dressen ta at Chillicothe. Mi. Getting ready to open outcoors Apr11. 25 . The thew had the best winter soason in four
yeare. Fiying Howarda will arrive from Florida approximately april 21 .
FLORESCU and H. G. Spinks. his property man, aro back in Chicago after playing the Denver incoor circus.
Floreacu will play the stadum eagageFlorescu will Play the Stachum engage-

prop. AGNEw. who has petrified man oxhtbit, nirived at Rochester. Ind last week from Florida. He had 2 detour
moro thnn 700 milies necount of nood waters.
JOHN P. DUECH. band leader, who has been ubsent from the white tops for nine yenrs. 18 back in the afme nad will lond the bind of Rice Bros. Circus. En he stopped of at Oinoinnati ond visited The Billooard

HENRY T. ZAENOER, veteran mall arrier at Perryavilic. O., retired March 31. Prior to carrying mall he was the His hobby is the circus nnd theatricnl buaineks.
MUBTOAL JOHNBONE Will conclude their indoor tour with the ongagement Trenton, $\mathrm{N}, \mathrm{J}$. nfter which they join Al F. Wheeler: Annex with Eridy Bros. Circus.

CLIFP MeDOUGALL enught the Barnes how nt Bnin Diogo. Caill. Says thit on Minreh 28 show had the rolka on strusw to ringe in afternoon and nitalght on lecoivod a benuliful horkestion of white gardentas, five feet laph. from Yacopl
troupe ta New York roupe in New York
KETTH AND LOUISE BUCKINGHAM, of EImirn. $\mathrm{N}^{\text {. Y M recently visited the }}$ quarters of the Jomes M. Cole Circus they were much impressed with the layout of the new show. Kelth adds that Ben Holmes will be ahead of the Blehop show.
J. WARD CLATKEE visited Balley Bros. Circus. Ben Mouton, owner, at Giovls, N. $\mathrm{Mm}_{\mathrm{m}}$ blz belng good. Among those Sam Joncs. pitchmnn: Oeorgc Duvall. and Miry Anyder. Connore Trio, Rober MeCue: Lawrence Cross, prinespal alown.
FRANK WALTER. Houston circub Bhetland pony, dog and llon. in the banquet room of $n$ Waco. Tex hotel There was a slight mishap when the
lion lenped un top of the pony. clawing and chewing it. Walter, however, managod to got the lion nway before it could do eny real damage.
ChARLES BERRARD'S circue history research. Ahe size or his collection and hns juatined the erection of a new bulld ing nnd grounds of his Rivernide home
 thon and stuck carrted. It is nearing
completion, will be equlpped and Charloy expects to occupy it in the near fisture.

AORTION or the long-pending logal battlo concerning tnxistion of paintinge In the John and Mabel Ringling Mumcum 28. when the Stnto Suprome Court binded down a decision aftrming and cuit Court in bolding that the pnint taga and objecte of art housed in the Rungung museum were not subject to

HY NICHCLS, returning from England in charge of two troupes of Chinese per ormers, mot three Binghalese elophant men aboard thlp who presented the stntess that they aoted ns if thoy hnd papers for Manchester. N. H... nnd apoke that point. (EAITOr's note-The Bockus \& Kilonis oircus is in quarters at Man ohester).
BILLY LORETTE clown cop, con Hospital Chicngo. Mrs. Lorette asks that it he miade pliin that Billy wis not int the indoor circus in Denver a couplo circuese nigo. An item concerning the but this ovidently was an error. He will be in the honpital for some tima. but
Mrs. Lorette saye she expect him to bo Mrs. Lorette saye she expecti him to bo
bnck in the gnme by enris fall

UNDER THE ZEADERSHIP of TOA Gmith, CIrcini Fana of Petersburg, Va. entortalned the Ketrow Family at an
has wintered at Peterabura and is pro-
puring for the commoncement of the purlng for the commencement of the lins year will be ilternily, bigger nnd better thmin ever. The lamilp bas endearod itacif to the people of Petersburs
nnd ts highly regarded by the leading
clefrens.

DURINA TAE ENGAOMMENT of the elrcua at the Ghorehnm Hotel. Winh-
Ington. D. O- Dr, Willam M. Manh. diIngton. D. O. Dr, William M. Mann di the following perforiners at luncheon liarold Powers nind wife, wire net: Mr and Mra. Fandl Pallenverg. bear and dog tralners: Bubbies Ricardo, ningle trapere Kninros. Risley: Charlle Young, rocking of Hill Randow, clowns, nnd wirk the groilp on an inspection tour of the 200 followtng runcheon.

## LIPPINCOTT, the magician. Writo

 from "Thetditn switch, Tenn,:" "I see In The billboard that the One, Horse \& UPP ahov rollower me inte a certaln with youl southora senter nnd diankre at the one hotel there. It'm one dolla per day single, 1 do a one-mull khow and in order to minke the nativer think 1 had a lnrxo troupe while bllling tho hown. I engaged all the roms in the cost. me two dollars more than I took in to settle the ronm rent."NORE THAN 20.000 nitended tho Lom Angeles Department of Water and Power Carnival in Pan-Ameilenn Build-
ing night of March 21 . Only depart ing night of March 21. Onlv depart adimitted by tlaket. alrcus whe theld in couth end of the bullding under al rection of Bill Hoffman former trouper Eddie Gamble booked the nete, and also did the. Announcing. Due to larke crowds, fout performances were neces fimily: Wally, Jugeler: Snooky, tralned chtmp; clowns. Blmbo. the trimp on tablea: Phil Fscalante. Wire act: Marte
and ber pote; Fscalante trapoze act.

## RECFNT VTBITORS at Circus Room,

 Fiotel Cumberinnd, New Yovk, were: Iawley Oenmger, CFA, W. I. Hudson Josle Laftanco, Emma Ruymond, Casey Mabelle Kidder, Stanley Frnes, West.Novik, Jnck V. Lylow, Frnnk, John
Frank Stering, Tex Sherman, Frank Sterling, Tex Sherman, John
T. Miller, E, E. Meridy. Baitzer
Biaters, Cleorgo Philipa. Pete Borrymint, Frankic Pneknrd. I. Raymond Morrte, John J Cousing, H. M, Kil patrick, Jnne Bolnod. Cora Whism. Oseap Doc Cann, Miex Linderman, Hal Corbett. Jack McDonough, Normang the Frolt
Man: Ave Actelman. Mr. and Mrs. H. V. Man: Abe Actelman. Mr. And mpd Anno Bodnar.
Bang
EHOWMEN'B LEACUE circua noles: Lurry Benner, side show mant, lecturer. magician, and nimast anything elme use. ful around n circus, could not with Reand the charm of the American circus. with one, or the other, of two shows with which lie has been in former yenre Larry ended a ave months" "vacntion" it the Finwalinn Islands when he droppd In at a recent meeting night to "mitt" the boys around tho Lengue. He red ported a fine outing. sald that lie has grand trentment, but in the Ifland hos return to the Reld of the Americna Big Rag Worla, . Al Fiumke. Lioket seller. etcichor the ciroum vorld, ecema for the time beling. He at anchored for the time belng, He la San Dlego with eho Fxposition, way not enory him this ecnuon unlean it bo abcut the time the boys in clown nlley begta to say "a cold winter is in prospeni" and look forward to eaving the kopeks of the late months to combut King Boreas is Rex Inglm moven aouthwrard. .. Kennet in to the League rooms to meet ald triends. thusly mixing plessure with

## Everette to Haag Show

HOUSTON, Aprli 4.-T. F. Everette. who has owned end mannged cafes here alnce leaving the white tops soveral yenrs ngo, is oinaing out his interests
and will be with the Haag show this serson.

Fint of the Christy Bros. Olreus units Whl Jeave here shortly for Des Molnea town. O. W. Chrdsty returned front fort Worth. where he was in $n$ huddie wilh Billy Roxe. Moser Schlom was a racent
Fintor at quartere.

## FINE OPENING

tsikg or gruntin Fiophint is handied by zinder T. Thgram. Arter the Moblle performance. to Barney $B$
truck for the meanon.
Acta nre: nerialista, Alatm Brooks
Rogaz duo. Silverlake duo; Olle B Rogas who does single iron juw; Bel
tembl Bros. horlyontal bara: doga and
lentl ponles, "alinger" diving dog
The sige ghow opened in full niter the mhow reached Biloxl, Mins.. Aprll 1
and if In chnrge of IIArry IItryln. Attractlons nre Mrs. Hurris and Ethel
Moris. matics: Bobby, Kentucky MinMorris. mnates: Bobby, Kentucky Min-
sirelk-seven colored performers. Hi
 Hunch iront. The kid
lis-plece colored band.
The circus morea on 25 trucks and Tenmewe and Inciana show in operated by a company beadied by Robert
C. Schwara, prealdent: Sum Sehwarz. secretary-trensurer Harry Tragg. genternl
manager: $R$. Chwarz Jr. oftice and tickels: Bert Bchwarz. electrlcal Illumi-
nalione nnd trucks: Gienn H. Ingle. gencrat agent with two advertalng cars Wulle Clark: concessions. Hirry B hed clowns. \&ig Bonhomme. Brownle
life, Eiverlake. Charles Frnest, Jr.. Raymond Duke: asisstant electricinn, More FTank: tleketa and banners. Dlek Keno With
four asistantas band leader. Weatley
Flovd with following miuctains: Floyd With following masicians: Dave
gelbert. Pudfon Craham. Joe Ewton. cornets: Mnnifrod Hanghton, trombone:
Domlnanes Cueto. barltone; Tom Vat. Domlnalies Clieto. barltone: Tom Watmer: Bob White, caltope: J, T. Kile,
French horns J, F. Gavin. clartnet: with ndditions to be made later: bons
canvainan. Harry Bender: publicity.
Terry Marahall: cookinouse. Joo Ewiton: Mit Hudion, chicf of ringmasters. with George W. Mashall. announcer . Prest-
dent $R$. Schwnrz announced that the
show would employ go people. The blg thow would employ 90 peop
top 1s $80 \times 40$ with two 30 s .
Thin is the lintri nenson thnt schwarza
Bras. have taken out show orlatnating in Moblle, the othera fenturing

## BARNES MORE

sin minutes Mabel gtark. with her
tirera. recelved her usual big round or
 act is in all ringm, with to-horec tabchamy, reccived a blit hund. The per:
formance. an a whole, ta one of the beat ever pracned by a Barnes whow snd re-
ferts eriat rredt on Mansper Cionin: Bob Tharntois, equestrian director, and
him asmatint. ped ledgett.

## The Program

Inauxumal pagentit titled The Spirit of
No. 2-On trnck, hlshly talted anddice
bred horsca: the fiders Ovin Thornton Alma Taylor, Dinne Mhite. Marfuerite
Gnrmar-n clasmy Ginm:ar-a clasmy number. Lotua, bli
blp. to florni car, driven by Mary St.
John. orang-utan. leading futh. huge pachs. term, both playing mouth harpa. Trained
 Englith artisi. Juspiling and equestrlan Ring onter. Jncbon and his lion group:
back of galloping Canestrelli, jugging on back of galleping borse.
No, 4-Epectul unnoun
Aml. carrled in mouth of elophint Ben No. B-Ring 1, irene Ledget und shet. ther group; Ring 3, Maxino Woeckener Working pony Eroup.
trulied horse, pony and White, with tns: center. Ja Verne McCintn. Benga
 No, 7 -Bpecial annowncement by Mel Sintith-Bert Nelson and 28 Noms and Nots: a bla hit.
No g-Rhir 1.
and sinalt objects. Comedy jughling, hats
ter, Che Crimy; cent rut, the Cristlanis, ncrobatic number trouje from teeterboard co chair catch on pole bulanced by one of the troupe Fing 3. Rons Bron: Trlo. comedy equillbrgat on toppling tribles.
No.
 Ledrott and John White. No. 10-Novel hasiding of serlat num ber, slinglug firlg on pwinglng Indctors Rling I. Indders. Hazel Mass. Ooldn Fhig
 Bube Thomansep. Magme Ward. On IndWright, Doily Jucons. Marle Wolr, Bertic
Youden. Vernla Mitchall. La Verme Mc Youden. Vernik Mitchall. La Verne McWelta. Glovant Cancstrelth. Marguerlte Gormar. Dinne White, Betty Baker
 Cosette: Ring 2. primcipal act. A. Bell-
monte; Rinf 3. Ladire prisclpal. Milas
Machaquita Machaquita. Concert announcement by
Mel Bmith. appoarance of concert proMel Emith, appoarance of concert pro19.26 flollyroood Retue
 Drirbank, excellent juprilligi Ring 3 menlis, by Lartalne Wells. Morenz troune
No. 13 - Ring i. tho Morenz Hght wire: center, the Wehbor Trio.
dapciag acrobats os tight wre; Ring 3 . danciag acrobats on thent whe: Ring
 trapeze
Hazel
No. $15-$ Big clown number
No, 1 ertack. Tiree groups of posing White horges and cogs. presented by Mayme Ward. In center, all in bronze: Bhtrley Baron. Helen White. PPaline
Hntl. Nyrtie Etanley. Cookic Hinmin. Hnll. Myrtle Etanley, Cxokic Hamlin.
Sarion Bendixen, Kuth Paulette. Falza hoth lawhon, Gene stamord, Bylvia Grace Ahher. Mirguerite Gormar. Golds Higdon. Marcelle Le
No, 17 On track, leaping greyhounde and rneing Finglish whippeth, with serles Anna White.
No. 16 -gyecial announcement of the eaturing iroupe, in prent horsomanship rider, somerseultu from horse to horge and twlstery thru hoop, horse to horse, nind the four men jumplas simultane-
ousty from ground to back of raplaly runaing horke. nitghting standing. were
mpmini features in an nct that received npmeini foaturea in an
tremendous applanme.

No. $19-$ Clowns on track.
No. $20-$ Big herd of elephants. trained by Walter AlcCiain and presented by rreme Ledgett in Ring 1: La Verme Me.
cinin. in ring 2 , nind Shirlcy Baron cining. in Fang 2 , ind shirlcy Baron. now tricks in routineng
No. 2l-Ring I. Andelo Troupe, ncro-
batic fegts: center the Canertreinle on batic feats: center. the Cninentrollis on
masupported ladders; Fing 3. nret ap-
pearance in Untted gintes of the Welrs. Mearance min United states of the Welrs. Tungrimn ncrobatic net of great merit
No. 22 - This is a very prenming num.
ber. himhechool horseg ridden by Ova Thornton, Alma Taylor. Dolly Jncobs. Thora hilinn. Constance Dunn, Giovani Wright. Bertie Youden. Diane White.
Myrtle Willama. Golda Figcton, Dixie Myrtle Williams Golda Filgton, Dixte
Dunbir, Georgla OTpell. Peggy Marshall, Hazel Mosa, Lorralne Wells. Vernla
 McClnin, Irene Ledgett. Marle wolf, J
Moran. Alredn Ames, Trible Peters,
No. 23-Clowns in novelty display.

No. $24-$ Special announcernent. the Waltiers on hieh aurlal bars, dexterov
leata, with mome rery clover clowning. feats. with mome very clover clowning.
No. 25-Hppodrome, Roman standing. gentlemen's jockey, tandem racma, racing greghounds, pony races with monk rido
ors.
Tise clocer, The First Americams, In all rings and on trnok, all Indian dress. Jndinit munioni numbers arranged by Eddle Woeckener.
The clowna nre Fry Wolcott. Frank MeCoy, Ralph Muler, Homer Coddard. Fred and Doodlek De Marrs. George Rearick. Mike Carner. Sam Kins. Billy De Voe. Toota Marion, Otiavio Canestrelli,
Arthur Burson. Chick Dale, Ross Eros." Arthur Burson, Chick Dule, Rosk Bros.'
Trio, Mist Taylor, Boppo, Red Kilk, Harry
Martin Ricardo Canogt Trio, Mist Taylor, Boppo, Red Ral King.
Martin, Ricardo Cancotroll, Pat
Frank Cherry. Ioby Tyler, Bill Kling. Frank Cherry. Toby Tyler, Bill Kling.
Lefty ONeal. Toots Papke nnd Harry Adsit concert will- be covered in the

## The Staff

B. Z. Cronin is general manager; Arthur Hopper, genernl agent: Theo Foratall
Leasurer; Jack youden, necretary: $W$. H.

Colp. legul ndjustor: Lee MoDomald, lot
adjuser: Exl F. Mazwell, locar contractor: adostr; Exl F. Maxwell, locar contractor:
John J. Bramy. mannger Car No. 1; Frany
Mahery. manaper Carin 2. Mahery. manaper Car No. 2: Bernie Fend Eurl De Glopper: contracting press ngent: Allon J. Lesper, checkerup: Georgs Lowe,
boss billinster: Peryy Plank. banmer
puller: J. W. Pottereon puller: J. W. Potwerson mas Din Dix. $24-$
hour men. Beonsud Kirsh. Auditor. Iront




 Tschuay. besf hostler: inald Pullock triclan: Fidfe 'Treen, Auperintendent
mienugerte: Walter Aiccintn. clephantat Merte Ritconour ring stock: Goorge Kipg wnrdrobe; Margaret Grahinuh. wardrobe miatreas: IFonard (Winnie) Wnkellng. head porter and muperintendent dining
cars: Jirk Fenclon, special omicer: Rulph Cars: Jurk Fencton, apecial oficer: Rulph
Carton. bueksard oftee: Jersey Bchanck superintendent slde slrow canvan: George
Tipton, atowayd: J. (Red) Forbes, chiof thechanis: Charles (Waxey) Olmen, har nekurnaker: Peto Bert, blacksmith: Thomassen. chanier cundy stande: Mol H . Smith. ninuomncer, presm ugent back
radio and director public relations: Blli Bush and Percy Merrell, in. charge of tractors: Al Weir, ometnil chaftour, Mark Klrkendall, in white wagon: Dan Parker,
uptown ticketw Itoward $Y$. Bars, adver lising bannors: Jake Poey. fornge
agent: Harry Levy. namisalon inxos: agent: Harry Levy, ndmission inxer:
Harry Bort, superinteindest Inside tickets: Al Mast, chice wher: Joo Brown nnd men: Genrge Pring

## The Sinle Shesto

Bterling (Duke) Drukentroa 10 mannger: Jack Elking on Box No. 1: Cleorge
White. Box No. 2 Art Chency. Box No. a beautiful narh, with tis new rull-sige bnnaerws $12 \times 10$. Doe Campbell is inside lecturer and nthractions ine Capt. Gane Small. midget man: Duau. icopard inan: Chet Cain, tattooed man: Virginin Butterneld, montallat; Doris nind Thelma
Abino twina: Cisef Keyen sund conipany Albino twina: Clifer LSeyer and Conipany,
Indinn knife throwers: Mahouf and Yil of. HIndu wonder workers: Kisuala Trouse, Oriental ontertainers: Monyn very corpulent inchantreas; Jolly Joble. wallower: H. Alan Browne's Harlem tre:
vue. In band. H. A. Browne, trombone: Cech Carpenter. Arombone: Pete Me Crine and Eaw Thompson. trumpete: and sad: Will Brown Reld, clarision Charlcy Johnson. brows drum: Richned Rideout, tiaps And anare drum; Etiza:
beth Robinnon, Guynelle Roblmon. Mary Lee Devis. Giten Carsion. Dixie Warren Mnry Liee Wumbington and Billic Davis entertainers. It ts very pleaining enter tninment. Dukc and hls boys are tire-
leas workera. Busincas bas been very The Big Show Band-Edale Woeckener, leacier: Elil Zoe, Leon Darrow. Tonit Bal
Eon. Hary Bhell. trumpels: Antono Tonar. Framk Tonnr. clarinet and Bax Harry Fhirbankb, Andy Grnngor, Fred Fiore, barltencs: Harry Cutting, Dalla
Dnvis, bmats; Albert Yoder. basi drum: Ray Brownell. snare drum nand trapa Lew Friobe, nir callope. The band, re. aplendent in matty
The Concessions-Chester PAlice, auperintendent: Arthur Etahlman assistant canhier: movelty department. Shermun Cowen. Charles Johnson. Hinrry Cormack:
No. 1 istand. Homer Coddard in charge: homburger stand. Murdoch Cook: No. stand. Kimneth Mapea in charge: meat
asiesmen. Agee, Corleas. Clements. Calasiesmen. Agee, Corlcas Clements. Cal-
hour. Dnrt, Dodd. Eckidelt. Fiank Huyms. hour. Darr. Dodd. Eckieldt. Frank
Dinlng Department-Georze Tipton. stexiard: Pat Parent. Mushatant: Herman
Valther. chef: Tom Longthorpe, quecond cook: Charloy Cadern, Lhapd cook, Tommy Thoma, baker: John Murphy, Harry
Eaders and Jnmen (Red) Morgan cooks: Baders and Jnmen (Redi Morgan, cooks Micointy, "pearl diver." Charley Land. pramear at miteam wngon: Forrest Van mhasary wagon clerk; hort-side walters Coy. Jamea Russell. George Moaroe. Fred

Junes Auburn. Roy Bentley, Lloyd Trit
irn: lopg-side wnitern. trn: long-side witern. Joe Karpis. Jamen
Hyden. Bert perkins. Joe Dixon. Hirold Kirk. John Kobzan Whllinm Mechkott
R. Mchuld. rishurd Grace. Clauds Bau dhinchat. Izshnd Grace. Clauds Bau White stone. Jammes Leo. Ton McKenzle Ired Cutam. Dan Hince. New dinang top is $50 \times 130$ and dive
showed 597 bring fed.

The Front Dowr-heonard Karmh, audidoormen. Arthur Millor, willarnime desk; ford. Ssek P. Robinson. Clinton E Owon However, for the gan Dieco datas, door-
man were supplited by the expoaltion, with Karmh In charge
Ticket Department-Hnsty Bert. superIntendent inimde tickets: Al Mows. Euper. boxea. J. A. lomers. Bill moneroc. Eiddie Crady Framk Bcoth. Oharley Cunnlng hame kimar Myerk, The usiners, J. Bell Blmhop, IR. Copeland, 8 , W, Furmer, E Grelasm. R. Hunt, W, ITuntley, J, Ladd, $\mathbb{R}$. Moorc. F C Osen D Pintilimer Rick. M. Btnnneld. F. Thompaon. F. Wag-
ner. M. Witeor. Tex Wilson.

Horme Department-Mike TMchudy, boss hostler: M. Warner, first asabstant: Jnck Malone, mecond absintant: Inke Poney muperintendent of forsge: Jimms Gould medicitrs chest: Vinton Femphlll. In Charge of retd plle: alghinolse drivers,
Rau Eidredge. John gmithy. Nelmon Rau Eldredge John Smltivy. Nelmon the. Baldy Brown, Flin Hall and "Mare Leuis: on pullover, Joe Gannon. J. Hill fatward Engle; on pullup. Forest Blakesof bargnie stock. On miock Mcrle Rea notur, superintendent, with J. B. Fetters ansyman
stock.

On Prope-B, H, (Blnckie) whliamson, muperintendent: Whitey RIng. Aswistant,
With 33 men; Goorge MeDermott, elilef of riggers

## Noptes of the Opening

At the promiere. night of March 27 . International Exponition. Prniak $a$ Belcher, Mrenlelent: Wayne $w$. Dallard exocutive manager; Elwood T. Batley, executive vice-prestient; Frank Drusan.
oxecutive mecretnry; Fred Masters, pub oxecutive mecretnry: Fred Masters, pub-
llelty director; Owcar Kuntner. кuper lleity director: Oucar Kintmer, Euper
visor of publicity and special activitien: Fred W. Pox. specini publicity man publlolty for circhs, rodeo and inldway तlt a mand-out job. witer Bernie Head on publicizing the Barnes tleup. The
 The setup on the lot made it tough to Cutis did the job the show tn part dit slde of exposition groundm. with purt of Ontelals of the exponstion were pleasod and exposition will Jnve n hne pront Beeryong thome preaent were Wallace Beery: Charley Murray, Ruent of the Melene Bertell. Witilam Melnnis, Loutm Kelso: M. D. (Doc) Howe of Fanchon Marco:
Blly mit. Morms Berly Bemple. Feter the hox Horton. Ectile Bherman and famtly George McCarthy. Charles Dodson. Joe Glacey, scotty Thomas: Nardonl, eacup Brtint, ine renture of the John fix Girl From Toronto. mentallat of aame handied 2.000 orphans. Who attended ns guests of the exposition omicials

IN THE 50 Yenth Ago column, Las An getes Herald and Express lasue of March
27 , appeared ths paragraph: frost \& Co "s Van Ambers Clrcus in mnounced for the rem inder of he warch and tent will be pleched on Main street.

## HORSE AND PONY PLUMES  는․ <br> JOE B. WEBB CIRCUS wans ouck <br> 

## The Coiral

 BV ROWDY WADDYPOOG HORN CLANGY:
guensing the winners" and other comgucesing the whiners" hat other compaper. Mort Worth. Tex. was mome novel mented it. Accordlng to report. Frog
Honn batted ubuit 75 per cent in his
guases. gucasce.
of Manny. N. Y.-The National Rodico, ano.oon. has beell lucurporated to con-
duct fmusement fentures. Tise stockduct nmusement fentures. Tine stock-
holdera siclude Carton. Solomon.
Abratam Sperber and J. Stiney BernAbraham Sperber and
stela of New York Clisy
AT Prick Utain, the hecal Anerlcan
Legloa poat recentiy docided co orgatize



DAKOTA BED AND SALLY BOWMAN
 ting. Bowmars lafas that they will be
with McMinlan Bros. Circus thim scuson trick rlaing added to their stunts.
BAN DIBXiO. Culls-FTontier Duys and Internitional Redeo belng Btaged Exponition (Aprit 3, And 5), whth Hugh

 Irvin Collina Fox OCallahna, Leonard Whrd, Everett Bowman. Robert Bowne,
Homer Holcomb, Andy Jaurezu! nid Losel Saunderm. Abe Lorton, announcer.


Latest Western Styles MoneySaving Prices!
New motels mudbig siluts in


-
STOCKMAM FARMER CO.
nud mack furnlithed by curt Burrell.
Reaults in a
Reaules in a later lasue.
NEW YOARK-Herb Maddy, of Hartin-
Wikow hodeve. Wine was here on businema (not in The corral columna) before last pany's Ahow at Duquenne Carden. Plethisbeometres of the floorl. Matedy hates show
 mbidin of this month. Tex Sherman. Chreum preas stan, hum been ongnged au publlesty director. Sherman reentiy dinse in New York, inclualing visuta with Frank Moore. managor locnt Gincten man and ex-bronk fider, nind othere.
SAN FRANOISCO, Belection of ywo Rodeo Aspoclation of America, what mide here recemtyy nt: a meeting In tho whithe held this year were also elscumsed. Charles H. Bory. San Franclsco nitorney
Had prestont Cirand Natlonal Wivestock and prexdont Cirand National Livestock
nnd
torbe Show, und Roy Hubbell. gecretary of the San Bonito County Rnden nnel Horse bhow Anammiatiost, were olectod ber to be namined by these two. Mreting whe attencerl by in representatives of Cnllforilin rodecm. and was presided nver by Judge Maxwell MoNutt. presidont of tho raA, nleo attencleat the meetag.
THE MUSKOGEE DAILY PHOENIX recently carried cuth of the three hlyhest ranking omelals (on horseback), of the Mounted Treops of America, hesdquar
ters of which him heen moved froun Tulan Lo Muakogec, Okln. They inre Alrred C Compuny), president: Jolun A. Guthric re-elected national secretnry, and rayInctdontally. Cook founded the youngaters orsanizntion in March, 1827, Thie boys nre scheduted to mingo n number of shows in the Soutbwest this yenr. By
the way, such promineat prersons rin the
late Will Rogera. Maj. Gpidon w. Lillo (Pnwnce Bull anci Ken Maynurd have aponsored their whows in pillit years.
Many of thase boys whit inter become
"PICKUPS" FROM HOLLYWOODTritz Truans, $n$ ton bronk rider of Holly-
wood, recelved a broken leg at a recent wood, recelved a broken leg at recent
roxleo in Arfzonn when a horre foll on roxim in Arfzoln, when on horse fell on and system on his now Cndilliac enr. ande nid Ret Subletto will make rodeom. beginning it Dallas and on up to Ciandis. . Pteture oompulites nre muking so inu ny of the cowlooys nre workling And new butos are common around the
"Water Hole." Hank Darnell has "Water Mole" ; Majch Hank Darnell has lis two nufty homes. and $\mathrm{It}^{\prime \prime}$ a darblanterns. prub box in wall, maddie rioks

## MADISON SQUARE GARDEN

CORPORATION

## Prespnts the

# 11th Annual World's Championship RODEO 

at MADISON SQUARE GARDEN, New York City
Under Direction of Colonel W. T. Johnson
OCTOBER 7 to 25, Inclusive

19 Days . . . . . 26 Performances

fior Prize List, Write to Frumk Moura
MANACER RODEO DEPT.. MADISON SQUARE GAROEN. NEW YORK

Ancly Jurcrut have twn of the bost rophak horaes extunt, Cunnda Kid's fanous buhdogelng horme. .. Junck Ircland th ciriving of truck in Mavnard, Catallna islanel. .. Bull MeFrarfane is in thg thi making of the Under Two Flags ming the making of the Under Two Flags
pictire.
JUST SO there utll the no misuncier. manding: The Alloocard a a weekly magazme fowspaler and trate paper proresaional eniartannment-incloor and outdoor. As pertalinis to The Cormal decauas of the vast mope atid circulation of tho paper-ts not confineel to Mry
one or more clumsifcatione or cowboyg one or more classitications of cowboys Whether rodeo, one-alght-stand wild plising inclependentiy at filrs and other "wextorns" bave a per any with 20 yeare, rodecos und inolr participante have been to tha fore (Inclitalve of for niany yenri, urging-veritably begeingfor an anactition to govern fuch standing. Many rodeo poople and wild Weat show performern play vaudeville. indoor circusek. Ratra. parks and other cagagements. independently or $t \mathrm{hru}$
bookers: all of whicli brnachex of enter tainment aro contnined the the news und ndvertising columns or The Bitiboard hence The Corrial could not colifined to

## Los ANOELES.-There

Radtury around tho hendquartors of the entriolis quarters on sunth Monla Boulevard, of which E. F. (Buck) Mout ton lis prestlent, fand Bock Bureko, Vice presicient: f.en Sownids, treasurer nnd Hnrry D. Aze, secretary Buck told a
tepresentative or The Bllborard that ho impresentative or the silibonta that ho when he whe with the Chnriey Tompnt the heaciquartera were: Joe ( $\$ 1 / \mathrm{m}$ ) Baleh. Sld Jordna. Bilver rip Bnker nad the intsaus. and Ken Maynard. Jems klown sted rocteos welth hat contricted mule. W, W, Osten in breaking in new stece, called Red Cloud. Jolinnle Judd ham purwood Booger MeCarthy fund Vern Coodrich left to Join the Ringling-Bar num circus, Tim Mecoy la finlehing a pheture fand somm leaves to joln the ble Wlll koon be rendy for worls. Stnted to puillmh hls Imtest poetle. hupulse. dubbed "Bronk Rive of Life." Ocorgo Whllian ham jolned the Ken Maynurd forcen. breaking thrce yoke of oxen for pietures nny playing dates with lits
knife act. There ure n number of the well known members of Riding Actore Assoclation worklne Arounct the atudios.
amolag them. Sam Vess Pceg. Vern Tant. amolig them. Sam Vess Perg. Vern Tant-
IInger. Shm Qarrett. Ben Corbett fict linger. Bam Garrett. Ben Corbett and Chicaro. It's reported that Rowe Smith nnd Nick Niooll will join the Tom Mix buck fromn $n$ tour of tho Antiposef. cell of having had a succesatw erip, and nio wood. Hank Durbell satet ho was in tho old rocklng chair. but would make some
of the Ehows this kummor. Exldie Cobb ill mmilea, buny at the studias.

Poorlles Hammeforil To Play In Detroit for J. M. Cole

DETROIT, April 4.-Poodles Hanneford and hls troupe will coine here for
the Detrolt engneement of the Janness M. Cole CIrcus, ztirthig Aprh 17,
The Ahowis witl open ABy,
The shows will open May ${ }^{1}$ at the under auspices of the Civil gervice Ein-
 Innd habding ndvance urrangements.
Rooney Stock at Canton
OANTON, O. Aprill t-Clariten Rooney. Who is with the Jombo ntape unit, haid
here this week that his riding arli. wan out of tho show temporarily and the
sook nid props. cogechar with the truok lisert ho move the act has been quarin in Columbus. Where she expecta to Rabage a womnin rider for the act, Mr,
Rooney continuing with the show:

## Rooney sald him plung for summer season arc indonitie as yet. The stock ton Hhowman. who maintains a ring barn here. <br> Tuirnesville Acts "Sinot" <br> GAINEHVILLE Tex.. April 4 --For nve hours perlormers of the anlnesvithe Community Circus worked berore is batcery of cimpraw ghiliny, nha practicalty all anglem for publicity purpomen nud for the souventr program. 50,000 coples of which will be printed buxt month. Fecent vlsitors to quartera include Dallas, anel Jolinny Jordan, brone rider, Wha formerly had tho Wild West cotcort on Ceolge Olinisty-s-Lee Bros.

## THREE R-B PYCMY

Excnlibur, but trakedy manked when it
devcloped that two of an orlgisal hord developed that two of an orlginal hond died. Another highty promlalng attrne. tiois i. in in importid wire-walkins quintet composed entirely of fommiem firth whom work on ono wire and the wiro nbove
Rolana Butler, general presm repre centative, and Dexter fellows and prnnk Braden, mbory men. Inunchert tho publicity campalgn early tiala week undes the hif haadicaps, the frrintest belng execution and the Vern stratz murcier case but they nevertiteleas recelved thetr utrinal. ©hare of the sprece An inttinche of the mhow fisid that the B1g One will play many more East. ern stantis this yenr. pleking up s good many played by the shelved Hasonbeck. Wailnce Olfetim, in nddition, thare'tl be an extra weok in Texns. Which will be October; highislited by an appcarance on the scone of the Dillina expmaition. a finct which is prominently noted on s full page in the colored magnaine throwas the expo a new dircetor of radlo activitten has been algoed in Ralpls A. Gram, the orta. inal globe eroter of Herrses aretro. Fres Movietone Neqps. Gram is from Wheconsin but kot his rindio blart on a smali station in Waterloo. In. litc will may teal his lungs on the Ourden run. charing that function with Clyde in. zalls. skipper of the side Show. Will kiccoy will bo in charge of the Wild Wast ghow. beitig new at the Oarden. as the joined on the rond las sorson
mayor Fis. Heing bilted in the adk.
Furdin leaped inte of pioture mide by member of hit abbinet. License comminioner paul Moss. who milfor that the show could not bo granted a IIconso to appear in Bronkity becuve of complaints by many luncheons of the Cireus Bainta and Sinners Ciub and not long mgo wan initiated an a member under the club's famots "Phll Cuy" method. dirreted
pernit
show train met out from Sarmota uinter quarters on Thurmday and ts achecluted to arrive in the Mott Hiven eral mangaper; Pat Valdo. personnel chlef. nind most of the other back-withhow executiver ware on it an forms. auperintencent and his erew whll etaft from Floridn fuarterk in time to set up which aterts on May ll following a weet 1 Berston.

## ACTS WANTED!

Must be Neno and Sensntionnl for
MADISON SQUARE GARDEN RODEO

## October 7 to 25

Cive complete information and photos in first letter.

期HO will "glorify" tho stars of the circuas? gnyly decorgted shelvend - upon its enyly decorated shelves, bright with "inn magazinen, glowisym, Yes, almost eulogiz-
hag the stiris of frollywond, of the networks and of the legitimate stage

Hillions of fans read ench month of the explotits of Joan Crawforc. Clark Cable. Rudy Vallee. Bing crosby. Oreta Clarbo. yes, ovell of Tiny Twlukiatoes. batest semintlon from Copenhagen-Utnh or lowato hit the silver sereen with a amnil or to crash ehru one of Major Dowes programs lito tho nmelighe of radlo publicity.

But ery to find $\pi$ magnzino dealing with circus stars. Thunt
in waln for neway article in vala for daring young men ans women of the white topn. Certainly it is not that the prese departments of the screca, the hir and tho stage are nore emelent or of greater pous. for thore exist nowhere todiay tho sumeriors in the art of publicizing to 日uob mon ass Dexter Fellowi, Roland Bualer.

## Hail

 fong Sive the Circus!
## Circus Has Aderntuges

But dud ever one sen a pago devoted sundry after Sunday to chrcus stars? And yet thementars of the olrciss attract each year inllitons of perpone ho ko to noplaud and remain to wornhip.
Trio cnough a clrcus his mo muthen more to offer than has any other form of entortalnment. There's the sinmour and the luse of tho circum itself, nnatmonphere to bo found nowhere olse th the world. The
were surrounded with $n$ bit more pinmour ard colot and given the individual publicity they daserve! prean agenta havo themaelves been bampered by the otd unwritten law of the circus that indivictunin must always be suborifnated and kept well in the back. eround. Perhaps tho circus mugnates, grent as thelr -uccoss has been in mont Inatances, have been forgetful of tho fact that willhout these suars thelr shows would become droary. monotonous nffalra
it wocome droary, monotonous nffalra,
it we Just as posalbio. and Just as prontable. to make mational and intermationini aguren of the circul stars us it has been of radio and screen kitars. Thero are no more clever shovpinen in the
world than ine clrcus munngers. If they cannot bring their miars nto Just as great prominenoe as hrs been plven tisere other atars. then truly there must bo something wrong with the syuem swhich has wept concented che personill pubitcity built personis ony publicity and

## By Floyd $\mathcal{L}$. Bell

Frank Braden, Dob Hickoy and the other pross anents of the circusca. Columbis upran columan are written of and about the circus 1taelf. No theatrical attracthon, no "million-dioliar" sercen spectacle. even when benting the magic name of Do Millio. hase ever been alle to obtain one-tonth the amount of publicity given the clrcus upon tis arrival in town or in ndvance of that artival. For tho clrcus is news and most managing and etty cditors are clrcus fans.
Dexterously and cleverty the circus publteity pryers


Floyd L. Bell
nnimale of tho menagerse form of themselvea subjects for long and interesting atorles. The very arrival of the circum, the unloading. the setting up of the vart array of white tops. the thrilis and oven the nolse of a circus provide In themselves storles whilen nre different from those which may be written of any other stylo or form of entertainment.

But, we relterate, the circus atar himself, or herself. har zover been properly publtclzed. Or course every clrelas fan knows well the Colleanos, tho Codolins, the Benttys, the Rooneys, the Bradnme, the Yacopla, the Feiffenactim, the wirths, the wallendas sind so on nd infnitum. But whit fan knowis ninything of interent about any one of thesc stars? And set every one of them, we are very certain, could tell fales, and trise once, which would miake the storles written of fudio and mercen Etars seem like kindergarten rhymes. And beat of all there would be no


## Field Is Wide Open

fint the fleld for glorifying the individual star is Wido open, Some dmy, somewhere, someone will create in the inlnde of the rending public just as grata a destre for and ontlyunfusm nhout stare of the turdust olrcle na is now given the stars and alleged of those other forms of entertainment
What a fund of material to at handi Could anyonf be more interenting than a Dorothy Herbort. a Con Colleano, a Mabel stark, an Altretio Coclona, a Jennio Rooncy, $n$ thousand other atars of tollay nind jexterdas? Certainly the Interesting lives they lend the Elghte they have seen and atili gee. the expers races of thelr earlter days in loarning: to become tho stard they now aro, the very rostine, if routine it may ever be termed, of their dally liven, onn be made Just as interesting na what sort of bath alta $\pi$ Holly Cond star umes or what type of shaving cronm Bing osby ures-when and if he ahaves.
Radio, quick to learn. Wam oven more alert than the pleture magnates and withlin a vory mhort ttric efter our cara had frst been assalled. then attuneci to the programs of the air. we began to learn muon fotbles hablts complexioing, hoblios. follles and bes of ractio nemre
Page upon pago has been written of the stars of the stage and screen and when all of it was bolled doxn a good etty editor might havo found room for anpse of nintorial in some small part of it. tho perfoupd the greater part of the stuff would hnvo mpeedily beximaper way to the wusto basket. Every metropolitnn paber lap today has tia movic phises, each Eunday paler la miled with storles of the screen stars, while on other pages appear claptrap and hoooy about
fadio stars.
scandal, no wild stories of divorce and diasenslop nothing but clean, wholemome materini nnd would make eplendid reading for circua fans of whntever age.

World travclers, these circus atarg. Cluldren of many iands and many tongues. With an expertonce Which maices the life of the sverage man soem hardiy worth the living, with actual exporiences whioh would make the tales told by returning South pole ex plorers ecem like a trip from Boston out to Concora and return

Sit down is the backyard of the circus, any cir. cus, at the tent of onc of the atnrs, or porch yoursels upon a trunk in clown alley and justiliten, tbit's all. Without bombratic speech, without egotjem and with $n$ direct simplicity them ofrcus stars will tell In crsual congormation of happeninge in every climo atories which, woven into belng around thetr own perfonallties, would be ns interesting compared to tho innae thinge written of movie atars ns would a true Jifo detective story be as compared with one of the dime nlleged thrillers of youthful days.

What $n$ fund of atories could bo written nbout much $n$ star ns Con Collonno or hia pretty wife, Win. nle: about May Wirth atd her expericncea in every clvillzed land! And thesc are not alngled out-they nierely como to mind as one writes. There nre at least 100 such stars of toduy whome lives and expertences would furnish materimi for as intereating ntories ns cuer wore written.

## Press Men Hampered

Of couske, therc has been a remson. The circus folks havo been taught from earlient infancy that "the show"s the thing"-and ao it la. But how much greatar it would become if itw atars and its near etars

## some diny a circus

 Flnc will be Jnunched just as screen magasines are now radio magazinos greet one on evory side. And with lta storles of thio stars. a glinpese into their own llves. ta shes of tho chars. 1 glimpee into their own lives. n cale of their own expertences, auch a magazlno will not only sell but it will actunlly aid the clreus itself. Some day, llkewlic., when the elreus comes to town, there will be lans stamding outaide the docrs awnit Iny the appenrance of tuese stars, eager to obtain a glimp:o of them, secking theit autorrapliw just nss the fipnatures of tho Hollywood pseudo stars are now sought.
## A Conirnst

Not so lonk ago we witncseed n scene in Boston When ono Buddy Rogers camo to a thenter there for a "persomal nppenrince." The street at the 5tazo door was so Jummed with lans that it was necesanry to route tramc the other why, around the block shouting at the toph of thelr voicea, them frns., and they were of all nges, clamored for n view of chalr pet. Here wns a young man, freall nlmost from the Wheat ficlas of Knnkns, who had come Into prominence matniy becauke of his widely press-agented personality; certainis not ovon Buddy would olum it was because of unusual histrionic abilty. That sume beculne of unusual histrionic ablity. That sume Feek the circus played in the Boston Crarden. It
did $n$ capncity bualness. its wnils were crummed with enper circius fans. But did nnyone among them seek enper clrcus fans. But did anyone among them seek
a view of Lillian Leltuel as ahe loft the Gnrdenp Did Wiyew of Lillinn Leltuel as ahe loft the Gardenp Did anyone seek tho nutogrnph of Con Collonno or Alfredo
Codona? These menrs of the circua world. far greater Codona? These menrs of the circus world. far greates hs performers and inr superior ns showmen to tho ompana ging. came nnd went, nte fi reatnurnnta Walked thru notel lobbles without attracting atton ton. But a restaurant in which young Rogers sough to cat $n$ atenk wha moblicd and ho whs hurriedly es corted to safety. snatelied from the very arms of reminine-nnd borne male-Bdmlrers.

Why? Lillian Lettzel wan tho greateat of all circiss ars. Thore probably never again will be a Latizel Among real drcus tans lier name remalne forevor enahrined as the acme of eircus grentness. Ye Leltzel In nll her glory never wus obllged to seek police protection from admiring crawds nor battio ter way thru fammed traffo chumed by refual of her public to "move on." Yet Leitizel-nnd all other circus ctare-gave much more to the art of attalning her degree of perfection than any movic or radió ntar over dreamed of gleing

## Circrus Star's Day Coming

Perling it's becausc circus rolks are such "regular Polks." They Live and love their work. their net. but It becomos so routho to them that they lnugh nway nttempts to actually glortty theni has individual binrs. Yet somo dny that process of glorincation whll work lts winy to success and one will bo nble to find data and storles of his favorite dircits herdilnors and to hent them spoken of th the same awemome, worshipful terms as aro these overnight stars of other estertainment branches.

Tho bhow to etill the thing, the eireus itself is grenter than may individual, it will live forever and will forever hold ita nppeal to old and young, but sonic timo we will hear the starn of the big top and read of thetr explolta juat an now we hear and read of Franchot Tone or Fred Antaire'a Intest model car or the fort of food with which these stars natinfy thelr palates in ansly life.

Hall the elrcus atar-long live tho circus

# PRICE RISE TO BE GRADUAL 

## Any Sudden Boosts in Charges Frowned on by President Baker

## Head of the NAAP'PB forcensts a stemaly incrense in feps in keeping with improved facilities and better timeszoarning is against quick raise to former levels

NEW YORE. Aprll 4 -Drastic cuts in ndmisston prices during the depression period aid how they will nflect the futire of the park business depend entirely on Baker. prestdent of the Nrutionnl Associntion of Ansusement Parks, Fools and Benches, Brackethg types of achmimion deerciume into groups, Mr. Baker aingled out the parks which bavic eut prlces to new iow levris ror specinl dnyt. Every merchant. from the mmallest
menta to stimulate tride.
"menta to stimulate trade." he sald, "This is, of course, in the nature of pricn cutting. Likewine, during the perlod of and has had to resort to methola whereby hat margin of proft wita
President Bnker belleves that the merchant, in oftering to nis public a rean ever-ready perfunsion that it has been done at grent macritice to himaelf and hls budnesi, but he makes It known
tins hia offer 1 one of apprectation for tins hia offer is one or npp
prevtola buainess relntions.

Some Will Need Tnef

- In returning to haher prices ho does so gracefully nind without a show
of foar for the outcome. IIIA actions
(See PRICE RISF on page 68)
Atlanta's Lakewood To Open Season With Spring Festival ATLLANTA. April A.-Lakewood Purk Will open with Sin Spring Femtivnt on April 19-26 in conjunction with irge nn-
nund Atlanta Dogwood Pestival. Lucky Teter and his Fell Drivers will nppear on the two Sunday6, with a gate chargo on those days: rembinder of weck in ree
gato. Rubin \& Cherry Exposition will be the midway nitraction. show opening its season here, where it has been in
never quartern
Plank are on for a bls ecason in the park. with Fonter stewnit in charge of
pronsotions and with new ricies belng engaged for summer. Casino has been leased to Morris Jsrael, operator of
Teenie Weonic lunchrooms. who will Teenie Weonic lunchrooms. Who w
huvo nighty dnnees mal ferve meath.

Preadent Mike Benton and Secretnry Virgil Melgs are readying a schedulo for the season.
Name Bands at Euclid
CLEVELAND. April 4.-Puelle Bench Park willireturn to its rormer polley of
playina name bnade. Park will be open playink name bnnds Thurnday, ERturdiny nnd Sundiny even. lags during April. Renovinting mine re: modeling will be compieted beiore official openifd. New amusoment devicen hnd season and executives prediet a bnnner season and executives prediet helnaner
yenr. Specinl school daya are belng arranged, augmenting induntring. business and Irnternal orkanization days. Summer camp and cottage area hus been increascet.
Pierre Venner Working On Woodeliff Excursions

## NEW YORX, April 4 .--Pierre Venner.

 Who recently took a two-year lense of irom Nicholas Dyruif. Brookiyn inwyer Who opernted the spot two yenrs, hok ong plenices nind excursions. with n dozen alrendy closed. he stated.Mr . Venner is operating uncler Vemner Holding compnny. Inc.. and has been connected in nn executive capreity With Fitchburg, Massas Atlantle Bcnch, Athan: tic IIIghinds. N, J. and other placem.
He's nt the park on sundays superviang activities now, with four men nsslaned on ropainting.

## Wheeling Island Picture of Ruin

## Flood loss heavy in State Frir Pari-\$100.ono Sta. dium is to be rebuilt

WHEPR ING. W. Va.. April 4.-Wheeling siuma, cnlted the hrgest Inlinateed river 1 islnnd
poputation. in the world. with
and
west
virginla
Eitate Pair prounds. onee known no 'the garden spot or Wheeline," now nre the, butt of nirnay ne. The Inle
Damage to State Falr Pa
rark amuse ment erfuiphient has been cstimnted nt place the park probably wnuld cont $\$ 50$. ooo. Damnge to groulvds is estimated it 255.000. Dairce hall, spaclous second foor of the aion.000 exponitlon baill. is ruined. Race track is stili difficult to locate nnd the huge grand wtand fa badily dumaged. Former Conuresmman Carl 0 Bachmann, fecleral recelver for the State Fair grounds. is in tho Fonst and PSee WHEELING ISLAND on page 60)

## New Road to Pontchartrain

NFW ORLFANS. April 4.-With 168, 000 leet of new lumber in the boaratsalk Batt. operator of Pontchartiann Beach ts rendy for opening on May 3. He will present acts nad $n$ inn ind in the casino. A new lukealde concrete highway opened Will greatly ald tranaportation to tho
bench. A viatior last week why Richard bench. A Viattor last
J. Lussc. Phindelphin.

## Gravatt Readies Record Steel Pier Program, Seeing Better Conditions

## ATLANTIC CTFY. Aprit 4.-With <br> keveral thoumand dollass wit be spent

 more ambitiolls program planned than efer berore in its history, enlargements of Ocean Stadium. a submarine deck and additional thouminds of feet of floor mpace, not to mention nn entire new "rront" and lobby for its block-long entrance. Steel Pier this weck went into the business of sumamer preparation Preadent Frank P. Gravatt ts on the gcenc, permonally directing netivity ns he gets ready for what he termed the preatest season Aliantic City has ex perienced in jears. Bnsing his predic.tions on hotel and comventlon bookings payment of the bonus and mans otbe pnyment of the bonus and many ohser fecls that the amumement industry is in for a very proftable ecnson.
He announced signing of the Ford Notor Conipany cxhiblt for the entirc design by Writer Teasue, architect, one of the priselpai attractions of which vill be the dizappenrlig of a girl and automoblle tllusion.


HFNRY WAGNER, shown above in hits Iatest photo, peneral manager of
Eastuood Park, has been in amuse Rastuood Park, has been 't amuse
ment busincss in Detroit so years ment busincss in Detroit 30 years:
This marks the ninth season of EasiThis marks the ninth neason of East-
wood Partic at Eight-Mile and Gratiot wood Paric at Eight-Mile and Gration
avenues. Nany changes hnve been avenues. Nany changes have fanmade, with a neid wor, neup foating foor and moderntstic pyloms in-
stide the ballroom. The fanfront is side the ballroom. The fantront strips.

## Locations at Coney Are Selling Rapidly

## CONFYY ISLAND, N. Y.. Aprll 4 -

 Cholce and lesser epote here nro belng grabbed at n frat clip. Boardwalk ls practically all gold out. With shownen, conceastoners amd commerclal ngencies now eoncentrating thelr orbs on sur alloys. Reaort experts ngure this as in alleys. Reaort experts ng a boom senson.Another harisinger of the good old drys io come is the finct that at least spot Dive Romell bas tisken over the spot. Dave Romen has Hander the Boston Hotel. Surf and 12 th. for in mide hhow. retalning hia loNathon at the hot dog king. Buster Castie will masigt Mr. Romen sit the latter emporlum. Another double-producer ls Frod Stndell. Mr. Rosen"e brother-in-inw and competitor. Who has lemed bive surf avenue sitos. one to be blled
World's Fhir side show rind the other Park Circas Side Show, With Sam Wage park Circua side ghow. tran bing (See LOCATIONS AT on page 60) modern trons, completely gtreamilned Occan Stadium. neatict more thmn 8,000 , nt extreme end of the pler. mom than quilter of mile out over the ocenn. with bookinge for this anot 10 per cent. of last gerson Mr Gratote plans preat entation of cin entire circus performanco in thts watilum, with high wire and grownd acts from this country and ground acts from Rilis country and ing Horses, High Diving Colleglans send Hawallan divers, with comedy end bandled by Charlem IIare and a now troupe of players. All routines of return nets will be new, including the high

Center of the stadlum atage will be occupiod by Captain Proske and $n$ new lion rand thger net. his second weason for this spot, having been a hit here two yenrs ngo. Great Oyro. Upalde-Down glrl: Three Prwinfos and $\Omega$ water clretis arc
nmong other acts aiready signed. with (See GRAVATT READIES On page G8)

## Rush on Risk Extends Force

Applications for NAAPPB's liabiligy insurance cause inspection staff expatnsion chicnao. Apri 4.-John Logan Campbell. Who is liandilng public thabllity insurance covernpe rinder the new pinn sponsored by the National Associstlion of Amumement Parks. Phols and

Beaches, reporta that applications for Beaches, report that applications for
linbility coverne cluring the 1936 semson linbility covernpe cluring the 1936 sereon congtitute a directory of leaders of the emaller operators of pools nnd berchen
thriout the country are falling into line. according to Secretary $\Lambda$. R. Hodge of tive NAAPPB.

Pool opersitors who nt Irst were slom In responding duc perhaps to the fact that tholr opening dintes fall later that do those of most nabusoment resorte nre now

## Newo Onps Coming In

tremon In all, the response has been wo tremendolis from nll sourcen nis to neccekitate sin exprision of the inspection
force so ns to asaure all operators clenrance in time for openings.'

$$
\begin{aligned}
& \text { Secretnry Hodge sald that parks, poots } \\
& \text { nd indlyidual concermioners who never }
\end{aligned}
$$ and individual concernionerk who never berore hnd manifeated an interest in the Risociation, dexpite countiese eforis now npplying for tho Inmurance bellefit. Almost without exception, applicenta for this new economicnl insurnince in outntanding company declare that thlik opportinitis nfforied by the NAAPPB mirks its grentent achievement in its ervice to the incluntry

## May 1 Now Deadline

In the last issue of Tha Billboard April 18 was given ins the tentrilite tlons around April innd expansion of the inspection star the time has now been extonded until May 1 and shou.
sand of letters wore malled by tbo PSce RUSH ON RISK on page 60)

# Ohio Beach Sold by Sheriff 

 RUCKEYE LAKE. O.. April t.-Millers port Bank Compuny. An truster for Thornville and Perry A.Bowers, has pur chased Summeriand Bench at Buckeye Lake Purchose price convtitutes two thircis of nppraisul of the property, eet at s.s5.000. It was sold in fancaster, 0 . by Eherift in $n$ mortgage lorectan pany, former owner. Iroperty involted troludes in 40-room botol, dancing pavilion, dormitory, bathiouse, scveral ridil bathing benoh andconcesston buildinga.

## Disagreement Over 'Walk Games for Atantic City

## ATLANTIC CITY, April 4.-Word fram

 the prosecutorn office is that Prosotu tor Altman will "censor" nll Boardwalk games. Tive Boardwaik has been the bone of contention botween the eltypolice department and the prosecutor's police dejartment and the proserutnise otmee for some time, with a comproming beling agreed upon inst meason. the city police in rull charge of now has docided to tnke a band. and the ety pollce, according to the "grapevine." atc soro and wis "nght it out." In othes wordm, an operntor whin an oken by elty pollce nad vice vorsn. Several opernta who dropped in from Minam hive clded to locate in ndjolning resorts are Onme on the Bonrdwnik now
Rndio nnd fortune, in uddition to the Rndio nnd Fortune, in uddition to mincs.



## 1936 WATER-SKOOTER BOAT

Smart, speedy and beautiful lines, sturdy con-struction-stronger than many boats several times its size. The hull is constructed so that it will withstand hard abuse, yet glide with the utmost ease, giving the appearance of a sleek speedster. It will give many years of dependable and carefree service. All boat fittings are of brass and chromium plated.

## Some-INSTALLATIONS

west view park, pittsburch, pa. WESLEY LAKE, ASBURY PARK, N. I. WILLOW GROVE PARK, PHILADELPHIA. PA. JANTZEN BEACH, PORTLAND. ORE, WOODSIDE PARK, PHILADELPHIA, PA. bear mt. park, bear mt., N. Y.
AND MANY, MANY OTHERS

A BOLD but truthful statementfounded upon the fact that LUSSE SKOOTER installations will bo found in every part of the world. 800 Auto Skooter cars slone were sold in 1935-decisivoly outclassing any similar device and exceeding by far any other ride offered the Amusement industry. WHEN YOU INSTALL THE AUTO AND WATER SKOOTER YOU ARE ASSURED OF IMMEDIATE AND LASTING
THEY ARE the two superior DRIVE-ITYOURSELF Rides that patrons cannot resist.
THEY ARE tho LEADERS of ALL REPEAT RIDES.
THEY ARE the first rides in any location to open and the last to close.
THEY ARE the recognixed champions in appoarance and performance.
THEY ARE the two depression-tostod rides which have made their patrons SMILE and REAPED PROFITS for the
OPERATORS. OPERATORS.
THEY ARE tho two popular sttractions which pay BIC DIVIDENDS on a SMALL INVESTMENT.
THE WATER-SKOOTER HAS BEEN INSTALLED IN VARIOUS BODIES OF WATER, SUCH AS LAKES, BAYS, LA COONS, RIVERS: WINDING CANALS AND ARTIFICIAL CONCRETE POOLS AND OWNERS WERE REWARDED WITH HANDSOME PROFITS.
We ean convince the most SKEPTICAL that the Auto - Skootor and WaterSkooter are by far the most modern. practical, attractive and profitable devices that are possible for you to fin vices
stall.
SEND FOR ILLUSTRATED CATALOCUE, PRICES AND PARTICULARS. NO OB. LIGATION.


1936 AUTO-SKOOTER CAR
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.
The only Car which can rightfully boast of all these EXCLUSIVE FEATURES.

IN 1936 LUSSE AUTO SKOOTERS WILL BE FOUND OPERATINC EXCLUSIVELY AT BOTH THE DALLAS CENTENNIAL CENTRAL EXPOSITION AND CLEVELAND CREAT LAKES EXPOSITION.

wIEN THE PROFITS RON OUT THE FROPH ETS WALK IN. Years of depreanion with Income more thin cut in ball and no cor reaponding reduction in fixed charges-on every band new competitorm bldaling more or lens succesmfully for popular favor- $n$ fanter and fanter change in the stricture of society as a reault or the quickening of our invontive haponuity-hiese are the conditiona we have recentig llved with. If it aurprising that many a paris manan.
for the doctrine of calamity and. is only for a moment, believed the fimbllar prisciples overthrown. the amuse
purk in thing, of the past?
Things have not worked out serording to these gloomy predictions. In the world nt large a majority of business concernm heve survived the depremblon and a minjority of insdividuals retuined their ponomic independence. The princtples upon pendence. The princtples upon founded have not been changed by depreselon and those parks Whinctple. Intelligently niert in the fashions of the clay have as rood a chance of Eurvival as ham nay other bualc enterpitse.

## Primciples of tho Amusemment Park <br> Romance and surroundings of natural benuty

 thrilis nind novolty, danclig anet twimming, enrefrec tun and convivinilty-thene needs are un ngeless as bumnnity. In overy era there have been spectnc responses to them. In our day. the world over. peoplo have found relreahing fun in ammement parks

Harvey J. Humphrey Not every park has rightis sensed the principlea upon whleh tits appeni is founded. Not every park lime dentine tiself with the life of its communtty Conserpienty some proks havo been prssed hy and
forgoten because thelr offerink was tame nind orerink was tame nine thaey played to the nctio they played to the nckic minorlty neeking rowdy off color entertainment, shop. Ficisd Bench it the park I knowd Bench is tho park iknow. I have grown
up with it. Iived with it cvery step of the way since 1 th foumding nearly 40 yenry ago. At Eisclid Eeach we were priviloged to prove up certals of the princtples of park manuse. ment now genernily ecepted. At all thmes wo have been in the enme up to our omrs, experimenting. venturiog. making mistakes, often langhable onew as the venturesome do. getting the common experience In which tho modern park has teveloped Let me Coll What I buve seen at Eucllal Beach. We cannot
any of us have been long in the park biamasa without boting the unlty which unctorlies all our experlences. The fanhlons in ontertalnment grow not in one locality or in one institution. but in the common consclousnere of the pooble, vary much in the manconsclousnese of the poople, vary much in the manner of folk aongs und folk-tales. So anstling I suy of Elichid beach might. with minor var
sald of any of the large, nucceasful parks

At the turn of the century Enclyd Deach Park was dragiging to the end of a precarions extatonce unter the old policy of operntion. Our frmsly. leaded nfter the wherift had aold us ofl our Huron Connts firm in the local depreswion of shon. Fitrnt we took the pop-corn concesulon ut the phrk. Everytibing scemed to fnvor the locntion. It was a cholce und ample property with a beautirul boach lylng within
the alty limits, inverything meensed to be wrong with the city limits, inverything meensed to be wrong with
the mangement. Wben we armased on a shoethe maingement. Wben we armased on a shocwirlng to take ovel the park wo set mbout entabisin
ing a raclically new polley. Down cane the old board ing a raclically new pollcy. Down cance bit old drinking and wambling. sicm-games and fakes, Formerly it had cost $n$ double fare to ride out from downtown. In consicteration of the free toto the rallway company ngreed to lusul passengers to the park for 5 cents.

Those were colorful duys. rull of nction. At nist 1t was not enky to convince the drunka and roughneckes that they were not wninted nt Buclid Bench. They"d show us, they suld, that this was enee coutitry and that no olie bad any right to keop them
out. A saloon opencal across the street. We mounted out. A maloon opencif across the street. We mounted a searchallint on the mulin gate. Anyone seen coming
out of the suloon stayed out of the pars or wran thrown out. Mans were the pitched bittles, more than $n$ few belng carred to the courts. We were upheld in our contention that thi wras a public purk and thay we had a right to make the rulen under which to bhould run. Lots or our sparring purthers camo back to slake hunds. Tho great majortty of

Clevelander were glad to rovise theis notion of an mmusement park. Already loalng bustneax wis headed for success.

## Development of the Modern Purk

On this foundrtion and with the slognn. "One fare, free gate, no beer.: we went to work-and I menn work. We gindod and dralned the purk, plunted sod. for ahado. krass nad the lake wero the prime
time it beemed to be just $n$ casual experiment. In 1013 crme the Racing Conster. Our first bif ride, With tis fremendous capacity it did more businesa or elnce.

The enny-money days immediately following the wir anw the park dolng an incredtble volume of busjnese whin only a fruction of the prement amumements ibree new riden, the Mill Chute. Amertenn Runciug Derby and Dexigem, followed in 1922 by the Thrtliet, the im nediate and long-lived success of which seeming to metiente thut people don't got th
fnst, smooth riclo
with this oquipmen
With this oquipment we went thru the Coolldge boom Eyending wne wild. Wage and
prices were hiph. Economy prices were lilph Economy Wha looked upon as treason. We earsed with tho ins. plowed In the pronts and. Ilke the rest, borrowed on the golden future. The ensulug dethation found

## By Harvey f. Humphrey

ettractigna. The old ennee hall was too small. Wo cut it in guarters, moved the ends apnirt and thed In a large eection in the midale. At first thore were not musy umusments-the bathnouse and thenter. one of the ordpinal wwitchbacks, a pony tra
Merry-Co-Round and a few small concenslons.

In 1807 we bought the Lof Cabin, then the Forestry Buililing at the Pan-American Exjosition at Eurfalo, Buililing at the find deamernbled it. lonk by log. at the beach. Ever since it has beens the herkimarkers and private ciance hall for the intre organtaation plenics. probably uccommodating more partles than nny othor building in Clevcinnd. We set out to give the orpapilations thr kind of acrvice they wanted-n priuate headquarters, plenty of npace for their gampa and races, tables in shncied groves for thelr picnic meals. Clovelanders knew that no drinking or rowdylam was allowed in the park. that liselr wives aid chilidren were as Enfc there un they were at home. They were perfecty willing to allow them to to to the pirk in the afternoon. uneacorted. while they joined them at supper time. Thle policy nocounta for the fact rhat

any niternoon
aticlid Berch.
One by one the varlous amuscments were addedlae siwltchback-"nll the way over and ull the way back for sonte"-wan repliaced by ther first of our confinumss Coasters. the Figure Elght. In 1002 the Aerial Bwing war added and moon fitter the roller rink In toog the Scentc Rallway, coble driven, a mileolong ride. Was the inst word in siced. it is
atill dolng wervice todny. Ten inilion kjelm must atill dolng wervice todisy. Ten inlliton kjelm must
bire had $f$ thrill out of what seem to us now to be hare had $s$ thrill ou
ils very gentle dips.

The worle theater (moved. lhe the Log Cnblin. from the Buffalo Fixposilion) burnod to the kround in 1007. After emergency performances in a tent pnlisted black. mbowing of vaudowille and 111 ustons was moved to the old thenter bulldirsk. Which in the menntimo hud housed n caroumel. In the ansmo thenter a rudical experiment had been made, Spoor nind Anderson. plonecrs in the motion pleture industry. were producing their first ninns in Cleveland. Strangs and wonderrul they were. We showed them. I bee lieve it whs the first time a complete show exciuslvely
of movicl buct even been publicly given. At the
bit like ourmelves and fneed with the problem of paying oll n ciear dollars debta contructed in chenp dollars. If was a toing experience ror us and all our astoelntes. We nll lived thru it and paid of. We malntained our safcty standerds and thruout the depression yenrs kept the park out in front of the rapid technical advances being made in the world of smusement. aelding in 1930 the first of the ble Fiying Turns. In 1932 the Laff in the Dark and last year the wnik-thru surpr!re मouse.

## Camping an Help to Park

Today there are the lake ntiraotions-bathing. boating, fishing, sier and water front promennde. ample ballroom. roller wink and fret-clnsm restaurant ovrrlooking the lakc. All kints of Aholesome rerreahments are scrved in various partm of the ground nind there is table space under cover nind in the groves for 10,000 pieniekera. The largest crowds can find blielter in a shower. There nre a moore of major ah tractonk-coasters of all kinds, sound risien, dark ridek. a wajk-thru funizouse. Ridtlex nave choser of n pony track. weven miniature repllicas of the lurge ridon and a reallatic mininture rallway whose uppeal Is an much to krownupg ns to youngaters. For large erganizations the headquarters huildings are provirid, also platforma for sponking end conteste, runnisg couraes and ball diumond.

Frisentinl to auccess of the park la the more than 50 acres of phrking mpace rar 10.000 eurg, On big dinge me need overy inch of it. The gate ls irce. All thenc peari we lave kent parking and pienle tables free. The reintively incrensed burcten of taxation may force us to nake a parking charife. We hope not.

A camp fround wan part of the original park. Familles from the Cleveland area nnd near-ly suter. tourlma from nll over the Union would come back summer arter summer. It was always n ploasnnt place. the camp, with a relaxed social life of its own. Virithrs could have all the prlvicy and aectusion could enjoy the lake with lis bathing bonting and finhing or, when they chose they could bonting and finhing or. then they chose. thes within a short a short run by anto or street car from the renter at
town. Toalny's enmp ctoes not look muen like tho camp of 30 years ago. Gione are the great canias camp of 30 years ago. Gone ara thent pers and ropm. Gone the hectle rush and fles, tent pegs and ropme. Gonr the hectic rugh and
bustle overy time a squall of wind came up. Todsy bustio ovory time $n$ kquail of wind came up.
the camp cottnges lune permbnent rools, scress, gas and electricty. Modern securlty and consentence have moved in und settled down on goort terms with the old carefree informality. In midanmmer the loags thru camp are as pretty a alght as one would Wish to ace. Fnch family has lta own Itca of heaulfention. By day flowers briahten the sunny xpols In the well-shaded lawns. In the long evenimgs there is warin lamplight on the screened front porches. Tho summer camp colong and the courlst camp ar very much n part of present-diy llfe. Theirs wh no mualiroom growth. We have aeen and peranpm asd a part in guisding the alow steps of development is a certainiy true that no harm has been done to the park by having 1,000 to 2,000 frlendly vialtors lting inslde the frounda.

## Neic Conditions Bring Faced

I hrve spoken in detall of the devoloprient of tise park and cataloged in some delall the universnl fea tures of the present-any big amusement paric ans think this is easential if we art to rorecant whe fes. cerininty the ruture of the park busincss. theit appeal is deep in the heart of the people. Bonic. their appeal is deep in the heart of the people. Bonc. tike einneing, bathing, camping, plenicking wathsfed Ing. are in thomselves unlversni interesia, satish allke inside and outaide omusement parks, some of tho most famillar nmusamonts in the park ratins univeran desires which In ovorydny life the avil, the individual bat no chanch to gratily. She inrill, the (Sce THS GOOD PARK on page 56)

## TOPS THEM ALL



ELI BRIDGE COMPANY
ce Case Avenve. Jackionville.

## Lakeside Park

 Dayton, Ohio Game concessions available for season 1936. Reasonable rents. WritoGERALD NIERMANN Box 554, Dayton, 0. Opening date, Saturday, April 11


[^6] WhanEh a 80 N . Plainficld, ili.. U. B. A.

## WHITE CITY WANTS CONCESSIONAIRES


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## LOOP-O-PLANE <br> MECHANICAL PITS and OISPLAYS <br> HAVE POP CORN CONFECTION STAND ancor knirâ! lake will treale syracuse, ind. PARIS Exposition, 1937 For Amusement 34 Boulevard Bonne Nouvelle. Parls.

American Recreational Equipment Clssociation By R. S. UZZELL

Jumbo, which will close a month care Her than was intended nt the Hippodrome in New York City, was $n$ bold ugnia. A comblnation of musical come edy, circus nind extravegatisen under a marical name. we omphasize the principle of it and recommend it to pasks Which want to atiruct attention ugrin. to pass editorial biue pencils Buck hod it when he put the iftere red hen in the lion's case with the big cat. She wtayed all night unchaperoned nnd tho biz male wain not "hempecked." When tho IIumane socloty protested he removed the little red hen. When that wig crowd of the curious ntopped at the about the little reci hen was in the Hon's cage but he wirs gone, satd to have died of a broken heart ins ho could not live without the little hen. Marvelous

publicity that got resuits! Why? Buek is a live wire.

## Park Color Changes

Park mon can do sometining ns good haste for hem this epring. One man has $n$ goot one. Wateh for it. We can not name him now. That would be to the break without it having bead unod clewhere. Exitors read the papers too, and have clfppinga from them Don't try to lool them. Thoy have memories. too. Just ret a new one if you would please them and get tho space.
As thas column roaches the renders will beg Brow.-Barnum \& Balley Circus Garden. New York at Madison Bquare that apring in herc. Cold weather and hoods havo retarded mining cleaning. palnting, repnirs nod new ingtaliations. but soon the bound of the hammer will be heard in the parks and the change is color whe is going to be sprend thla year than in parke will repaint ince loze. Fooded ty, but an excellent time to change tho whole color acheme time to change tho

## Pittsburgh Digging Out

Among other lowsen this upring wo munt note the demotion of 17.000 Kenthit a Colonel is guch only during the administration of the governor making the appolntment. The present governor has made no wuch mppolatmonts since he took oflice. Perlhapy he exliausted himself in making 700 appointments While serving nt lieutemunt-governor Finch eovernor could nnd $n$ way out by renppointing the 17.000 Colonels who have bcen demoted. It would give presit could use so mong "mllitary" men it cound ube so mang "military" men. honor will be found. We may be nhy on colonels in the amusement business. For genuinc herotnm, wntch pittsburgh dig out of the mud and кllt. They candics when the electric ligints fallod. Under grent handicaps and hardshtps. they carried on. They mantiest tho spirit which made Pittsbursh great. Thes do honor to thelr ancestors. inoluding that youthrul Ceorgo Washing ton who anrrited on arter General Braddock's defeat and anved the outpost Fort Durtuesne, the humble beginning

## Retargr of Catrasma

Andrew J. Chsasba. formerly mayor of Revere, Mass. and president of a bank. when he mado tt Koow on Snturday, ing brack fnto the amusoment business, Ing hack into the amusement businea Revere Beach which he thinks of operwifig on his own account unless the finds is dearrable connat. He will become a bank president ngisin and expectim to run agala for mayor of Revere. He han been in the mternal revenue dopartmont in Wrahington, He wha the Arst president of the New England Prik Men's Agsoctation. This Harsard luwyer is un nisect to the annusement profession.
Frank De Rtce, the hot-dog king of Canada. Was in New York to inform us thant he udded skee-Rolls to hbs whyFide stand at a fine material advantage. He is now planning larger amusement
devices for the same locaton.

## ThiODGMAN $1 O A F T$ <br>  <br> A WINNING ATTRACTION FOR BEACHES, POOLS AND PARKS <br> H ERE'S fun for <br> for <br> enough to float on, there is a ready <br> demand for these water-riding a rafts that bring new thrills to chlldren and adults altke. <br> Ocean, lake, swimming poos everywhere and  They binis new itrills to the thous ands that love water-sports and they bring new protits to <br> CONSTRUCTION <br> - Nowit trow rivi   <br> Displayed at Our New Vork Showroom, 201 Fifth A <br>  <br> 



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## OLYMPIC PARK

IRVINGTON, N. J.
Good location for new Ride. Mave scueral good spofz for Cames of Skill
Apply at Office any day, or wrifc.

電ARK owners and manngers have been reading articles for sevorul years telling how to make parks more prontable．It is only thriz the exchange of tdens that we can rapidyy
increase our knowledge of efficlent methode of operntion．If we had to experiment nill the time nind try out every thought we would and it woo expensive．By an exchsnge of idens we emn proft by the experience of others nind put tried and proven ldeas into operation．You go to
tlan of the NAAPPB for this vory purpose．to exchange proven tidenk and kuln new n few surnestion gained from my assoctation witb the amuse－ ment park buninens during the pant 48 years．Any idens I mny be able to guggent will have to do malniy with amusement rides，and some of them măy prove of benent．

Courtery and ritondifneas aro two great asscts in niny the of buglness，and they are espe－
elnlly important in the opera－ cinlly important in the opera－
tion of na amusement park． No business comes in more dif rect oontnct with the public than an amusement park．personal contact that enn be enpltaized upon．
I have ta maind everal park owners I have th malnd geveral park owners who know most
of their patrons not only by sight but niso by nume of their patrons not only by slght but also by name and who are alwaya ready to btop along the midwiny and extend a welcome hand and $n$ friendiy smite It may take a 1 ittle more time away from the ome but it will pay blg dividends in the end．Children eapecially react to this permonal interest，and chil dren are the ones whose whisem are given firt con－


Join Wendier slderation If a chlld nker your park you can be surp you hnve a real booster in to in decision as to whero the rnmily will go for nn hifernoon thit boostor may decido a family to so take an auto ride．
Featuring Appeal to Kiddics
A rew years ago a frm－
ny would ro to a park nand they might have BS to spend．Last year that bame fnmlly had from 81 to 83 avallable．These ngures have been proved by several different park owners Inst yenr．When the fnmily had 85 to spend n part of it whs spent for hot dogs，soft drinkk，bniloons percentage loft for amusement fides：During the percentage loft for nmurement tides：During the pnat few jeark n reduction of apencisng money has mennt a much larger proportionate drop in the recelpts of amtimement rides．It is very moticenble that adults today will give the ehlldron a few rides and deny themselves，and this tos largely responatble for the increnme in popusinrity of kiddie rides．Some parkn which formerly sound kiddie rider unproftnble are tortay establishing a proup of two or three kiddio rides entirely meparaie from the targer nelut rides． Many of these purkm have found it ndvinable to place theno kiddle rides near the plenio grove．

This netitude of courtery and friendilmens can be most prontably extended to overy employee of the park．especinlly to rlde operators and tloket sellerk． A park catcrs to the same pcople wook arter week nid any little courtesy on the part of nn operator， no mitter how trivial，is remembered，and a $800 d$
patron may easily be lout．Neatness of permonal nps pearance is ohsental．An operator may be courteous and friendly．but the publle liken to see him neatly shaven arid attired in a clean uniform．Peopie de－ mand clennliness in a restnurant or onting place
and they appreclate ft just as much in the perfonal and they apprectate it Just ns much in the personal
appearance of the operatorn with whom they come in contact．

A ride operator can make or brenk a ridc．He can make it a success or a inllure．Amusement rides represent mnny thousands of dohars of casll Invested．and to prociuce a pront they must bo run to capacity．A ride operntor should be paltia rea． sonable wage，a wage large enough to attract the
type of man who bis both a skilled mechanto and a courteous operator．Every riac requires $n$ certaln amount of maintonance．but that maintethance may be kept to $n$ low point by an emetent operator who In a good mechnaic and who takes nn interent in keeping the ride in first－class condition．A good op－ erntor can apend meveral hours every morning going over his ride and keep it free from un nccumulniton of grease．A grcaso spot on n new drems can over－ come the efrects of good impression otherevise gained．Ricies that are kept in nrst－elims mochanicul shape and present an netructive nppearance are the

## Bonses System for Operntors

There ehould be mome incentive for nn ofincutor to mnke nn ellort to therense the busluefs of bla partloutar ride．There are many ways that $n$ bonua cystem could be put Into operntion，but and operator ahould be remimernted nccording to his ubisty to mike snonsey．I sam persomally convinced that you
will and it proftable to ofrer your rito operatora will and it proftabic wo orier your ride operations

## Doa of Opeaction of $\rho_{\text {ath }}$ Rides

## By John Wender

ocintive to do the best work posalble．Tists bonus can be mgured in severnl direrent ways，but I would can be thgured in bevernl direrent ways，but I would
sugger：t that it be percentage over nad above a suggert that it be a percentage over nnd above a
日tipulated avernge gross．The average gross could be atipulated avernge gross．The average gross could be doterminod by thking nin nvorarge lor thint perlod frons the pretious yont．thing dennite to work townds，would incrense tbe thang dennite to work townads，would incrense tbe
recelpts of the ride and would stimulate a much recelpts of the ride and would stimulate m much greater iniercst on the pnrt of the operator lin his
alde and in hit trentinent of the public．He would ride and in hts trentinent of the publie．He would
put forth in mueh greator offort to keep the ride put forth m much groator offort to keep the ride in order to attract more riciers and thus get a larger bonus．

We nll know that empty rides linve no nppeni． but that $\Omega$ ride ruaning at good capacity nttrncts crowds．There is a certain psychology in meelng a witing line．For some reanon people would prefer to thad in line and watt to get on than to walk up to a empty ride where they can not immedinto nervice． Another suggertion I might muke would be in re－ gard to grouping of itcies．Severnl rides might be grouped together and $a^{\circ}$ strlp ticket sold at a re－ duced rate，which would nllow the purchaser to ride on each one of the rides in that group for loss money than he would pay ti he rorle ebeh one individuadly，
People todig are looking for bargains，espectully

## 『

John Wendler says he has been＂going


## $\leftrightarrows$

women，and they can be induced to buy a strip ticket for．bay．blx rides at the prico of four or nve single rides simply becaume of the bargain it ofrers．Out of the auggested group of elx rides that same person might not ride more than one or two if purchasing individual tickels．In thia way you can include somo of the poor producing rides with the better producers and increase the recoipte on the pror producers．The
number I suggent is an nriturary number．A part number I suggent is an arbitrary number，A park
having a larger number of rides could group them in having a larger number of rides could group them in
diferent ways；jlikewise the park with a small num－ difterent waysi likewise the park with in smali num－
ber of rides couth jossibly put them all in one group． ber of rides could yonslbly put them all in one group．
The point ta that the etrip－tieket isea will build up recelpte of a werak ride without eutting recelpts of the pood producer und the totnl on all rides in the group

## lil ve very greatly increased．

## Locution and Modernizuhion Stressed

Loention of a ride is very important．Perhaps your rides have boen in thols present localions for a number of yenrs．It may be a pook iden to chuuge some or these rides，puting them in different lo－ cations and possibly clanging the appearance of the front．One rido may do well in $n$ certain location． another may do vory little in that same spot．This appllea to both adult isnd kiddio rides．I know of ono particular instance where a klddie rido wis
placed in a certain part of the kiddle plde aection amd did only fair busineas the first year．The scoond year It whs moved out where it could be seen more plainly and bualneas was nimoost triple that of the first yeur． In this day nud age we secm to krow tired of the In this day and age we secm to arow tred of tho ＊amo thing vary quickl；，and it ower to remenber this and give patrons something oviber to romcmber this and give patrons something
difterent from time to time．Sometimes a little shift． diftoront from time to thme．Sometimes a lit．
ing around will give min entirely new erect．

There aro whys in which an old ride naty be modernived nad made more at－ tractive．Ponalbly your present
ride not well thumanated． ride＂A not well tllumanated． can improve its appearance： new typers of nood lights will modcrnize it．Other ldeas can be worked out to increase tho appeal．I have in mind par． ticulurly obe owner in a park In the Middle Went who was fincling increased competition from anotizer Merry－Go－Round locnted in a newer park leas than $n$ mile distnint on the same lnke．Both Merry－Go－ Rounds were pructically the Rame nipe nind atyle．This Morry－ Co－Round had used $n$ oommon ringecntcher nind given iree rides to the one who caught the brass fing but had abnndoned this Itien is number of yoart bock．When fuced with the compettion of the ne＇d Merry－Go－Round he developed the iden of making n inew－type attrnctive ring－catcher，and I designed a fion which was plivect on $n$ pedestal．croweting ready to gipring．This lion had the ring dilde bullt inside the body．The rings were fod in from the middle of the back and the riders grabbed them from the open mouth of the lion In the hollow intertor of the llon there was mounted a Klaxon horn and the current supply to this horn was lnterruptod by a fash button in the light socket．The lion thum emitted loud growls which wore very realistle．This one little Idea provided no entlrely new apponi for that man＇s Merry－Go－Found and incrensed his re． celpts greatly．

## Ride Tickets and Mdvertising

Advertising may be acoompliahed in many ways． Money can be mpent in nex＇spaper acls or in hand－ blls，ench of whitch has its place．Rond stging dfrect people to the park，but I find from experlenco that many owners hnve found none of these methods as effective wh the use of a quantity of free tlekets properly placed in the right spots．On avtrip to the pacino coast a number of years ngo I talked with a man whove park whs especlally well patronized and Who whs personaliy known thruout the entire section from which the drew．He cold me that he कpent prace tically nothing for nownpnper ndverthank or hand－ blls，but that he would give nway a conalderable number of froe ride tickete each day．These tickets were placed with lodges，Sundiny schools nind any rellable organization where they did good．By giving a few tickets nwny ho brought members of those or－ a fow tickets nway ho brought members of those or－ ganizations and their familles to his park and ac－ Analnted them with the inclitica he had to olfor． As a result h
ror his park．

In order to nttract people and keop them in－ terested it is also mecospnry to ndd monetining siex and novel as often ns ponnble．I realize that in the past three or four years it has been impossible for a great many parks even to constder the purchase of bew ride equipment，but conditions have improven grently and every Indicntion in that this year will see a further decided improvement．Every park goes to constierable expense in the epring to paint up and make nccestary repatrs，but people look for more than just that when they come to your park in the Eprink．They look nround to soe what is now and If they do not lind something thoy are disappolnted Now is a good time to add in new ride，somethlag new，up－to－dnte and thriling that will appesi io both young and old．not forgetting the smaller chll dren．Ponsibly your park has well－developed pienic grounds where the addition of $n$ new kidalle ride would prove most proneable．I know of many in＝ stinnees where a good kiddie ride hus made mora
money in proportion to the amount invested than money in proportion to the amount invested than any other ride on the midway．

## THE GOOD PARK

（Continued from page 54）
spect of consting everyone enjoys them，but not everyone can go to Lake placid nor even inke a trip on the now popular snow traing．For a niekel． o dime or 15 cents in a parik you can const dowi breath－taking dips and around hair－pin banked thrn comparable to the Intermationally famous bob rurbs On elty strect you can＇t crash into your neighbor car or tell tise trame sop what you think of him， but on the Dodgem or scooter jrou can do nill the crazy uriving you llke；it＇s all in fun，but matisiying （Sce THE GOOD PARK on page 6i）


## WOODCLIFF PARK

Poughkeepsie, N. Y., Opens May 23

 Communicato st once with PIERRE VENNER Mansser. at Papk or New Tork Office,

## LAST CHANCE 1936 SEASON

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To dissolve partnership. Covors 29 mercs, coment pool. larse dance hall auditorjum scats 2.000 . 4 rides. inc. coaster: beer garden. 12 concession build-
ings, rimk. operates 7 days, on main highway. cost over $\$ 200,000,00$, bup $\$ 20,000$ rakes it debt free, no strings. Ready to open. Write BOX 156 , Pottsville. Ps.

The $\rho_{o o l}$. Whirl
By NAT A. TOR
All communications to Nat A. Tor, oar
of New York OMoc. The Buboard.)

## Sprirg Beaver

There ts nnother thing idd uke to pre racokn, and the spring special sente most nppropinto place for such aeenis a most approprinto place for sucli outdoor pools to get Retarted now for tho kenmon. Tbo mamy outcloor poot men walt untll the first weok of May to redecornte the tank or to do other thinge prelimanary to opening the scason. The entire month of April meems to mean nothing to them.
There ta a class of pool ownera, how ever. Who from the very first day of spring work like beavers to got thelr pools opened properly. and, ns might bo expectod, this group hinoor hiwnyn han n succeartul season. Evon now, as you read these lines, thene wise pool operators aro nround their open-air tankn every day getting things in shape so off on the right foot.
The others are still vacntloaing. They don't atart thinking of theif pools unty May 1: some even not untu the middle of May. Thin class won't soe snammen or anybody concerning pool business until that time. All of which. of course, weeks in Mry thit they alimost niways open lite. and when they do it usunly takes them until the Fourth of July to got their ntarfs into the swing of things. Be a spring benver if you aren't one already and get started on that outdoor pool. Don't walt untll 1t's too late and don't try to crnm things all in two week. which shnuid take ive to six weeks. I you do don't expect any sympnthy from at loast one prol obscrver when you can't open on time.

## Help Wanted

Many more life guards than were employed last year on the beach at Far Rockaway, L . I., aro wanted by the pool Harvey of queens has becn petitioned ta provide more ufe gumrde nnd to clenn up the beach front. The ostond Civle Aesoclation. the local pool org, neserts A prent deat of refuse was dumpod on
vacant lots during the winter and is begtaning to constituto a henth menace.

## Hi-Di-High Diving

The following hish divers have writeen n requesting entry blanks for the rorth comink world's championship contest blanks. Ciptan return their figned rax. Coptax Dad Cherry. Pampa. Tox: Harald Arias, Germany Captaln G. E., Craig. Miami; R. (Buddy) Slogel.
Wichitn. Kin.: Ray Wichitn. Kan.: Ray woods, St. Louis, soDowell philadelphas: w weeker st. Louit: Vayne Andrews. Wichita, Khn. Bill MeNulty, Boston: Bob rodgers. Pmiladelphla, and J. B. Spencor Corfeytille. Kin.
Many entries have already becn received. but to mako this competition a real world's champlonihip rid like most there will bo no klek coming after the competition huss been held. Whoover wins will be the offictal world's chanplon. Everyone has the snme opportunity to compete and there's no ontry ree, so there's no reason why everyone shouldn't enter. I dislike, too, to neo well-known high divers who would have a ohnace for rirat prize kept out of the competition because of the olosing date. There's only a month left to send in ntrics. so if you hnve, already recoivod your blank wend back. shed lmme diately. H goten your ontry sond for it today.

## Crying for Astoria

Olympio wryouts this summer, which paturally will get carloads of publiotty munletpal tank in Astorin. mammoth tank hasn't opened yot, but they tell me it's a beauty. nnd from tho plans I'vo scen competing commercisl pools have plenty about which to cry. It'a $n$ shame that the AAU, which gets most of its кupport from commercial natatoriumb, pave a competitive city-owncd tank the valunble champa almost for a tong But then. I long ago stopped worrying

STRATOSPHERE MAN
WORLD'S MIGMEST YRAPEZE AND SWAT



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## fnicusperfor SEE INSIDE BACK COVER

PARK MEN ATTENTION

 LOOP-O-PLANE


```
    \square~OOK己
            in the wholesale
            MERCMANDISE SECTION
    latest NOVELTIES, pRIZES
premiUMS AND SPECIALTIES
```

about the AAD and the things it ofnclals do.

## Lost and Found

vill Vvalter Codona, Jossup. Md. olerse communicnte with the writer Im medfately, giving his complete atree mediately, giving his complets as there is soma correspondence on hand to forwnrd to hlm?

Al Ooldberg has been migned to handic Aublucity agaln this summer for jo Day's Manhattan Borch. New York. which fontures thrce pools. And they sey Al mgned the national outdoos: champlonships for hie swin project- this year for hall of what ho paid last atimmer.
PITTSBURGH-Amos and Andy, two black bear culas, have been nodded to Highland Park Zoo, coming from Phila desphia

## Pong $\mathrm{D}_{\text {sland }}$ <br> By ALFRED FRIEDMAN

FROM ALE AROUND: Real nice weather, with remaknbly heavy trame on Looks like five-cent beer $1 s$ not 11 kely to be an popular mrousd Iniand as it Nrat nppeared. from the retnilers' standpoint. $\cdots$ Too high a tax to make it pront. able. Nickle hot doss scems to be olseh. tho.
Pavillon Royal hits its real spring stride soon. Laying out summer plans. watmruay in local arram, hit new peak in bigh water rising so hich it imporiled near-by bathing apots.... Seems to bo a lmok of enthualasm on part of publio otacials on the 38 World's Falr, set for Flukhing. Tbe never-to-be-discouraged Mr. McAneay, falt generallssimo, is ploukhing right anend. obstncles or not. city inil in their promise to give pledfed support. he will munter up private interesta to put across the expo. It must be said that with all the bank the projected falr. it will not be want ing for nnancial support.
Max Rosner 18 golng ahend with nomo enterprtsing piniss for Dexter Park, Rlehmond Hill. Bpot is the largeat Island assembling location, outaide of Maditon Sfunro Girden Bowl. Robner is niming to smash the place nerors thru the unc of brseball, but he will use other menna of promotion 200 , he hiss indicated. . Speaking of Long Istand Clity Bown. more popularly Mndison Square Garden plans announced be a aurprine to heas
ROCRAWAT BEACH: Local gng of th
icek is about the beachcomber here rbouts, who is rupposed to have found algnet ring and khrown it awny bocmuse it didn't have his inltials. Frozen custard"ll vic with hot doge for popularlty on Boardwalk, Be. Cinney, Seaside artist, is dolng plenty signsbellackls, restaurant morpe, .ं. Gus Chrystal in ehip-shape for sepion his Bidncy welss pla-geme giant ir


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FOR SALE -:- TILT-A-WHIRL
 FOR SALPINEIIURST PARK Thuelic. Thowill LEAEE- Phesuifiul Pine Grova
 WANTED sis feet of wouse tor Hist cered


[^7]his Arverne spot up for Decorntion Day opening. . . Tom Thumb, miniature kidate purk. wia be the only ppot of its kind in Edgemere region.... Al Michnels is prepping for the season's otnrt and hla place behlnd the bar. . Cornnga apace nt $n$ premium every nieht.
LONG BEACH: IFd. Calnein old school teacher was on a recent Major powe program, and to hear the populnt Long Beach concessioner tell about the surprise to hear her bing, is a treat. They'll be working on Long Benchi Boardwalk right thru mummer, and to think that everyone was talking about how sonns it would be completed Most of the concesstons are ronted, but thlngs haventt been too good with other real eatnco thus far.... Most humiltating of all tho experlences that Lomg Beach has had in recent ycars was tho move on tha part of tho Queenaboro Ehectric Company in ahutting of onein arrears payments. -
Singing Tower To Center Brondensting in Eastwood
DFPROTE, Aprll 4.-Erection of ainging towor in Enatwood Amusement Park will allow brondcasting of musse to all parts of the purk, being piped to kiddtie auto ride is nearing completion and monkeys have been ordered for Monkey InInnct. Workmen have boen engaged for week. in putting on gallons of patint. eninging rides and rendying the prik for omelal opening on April 17 . Weather permitting. an Enster Sunciay proview will bo held.
Coconnut Gurdens has boen turned into a year-round spot with a henting and coolng systcm. and east end of the garden has been raised to allow patrons noor as patrove at ring dance and strge

## Doss Takes Spot in Illinqis

BLOOMINGTON, IIl. Aprif 4.-Ber Doss. Widely known as member of a olr cus fying net. has taken over mbnaremont of Blastuin Park. Just outside the $1 t$ comprisen 33 ncren. hit home town. It comprisen 33 ncren with a four-acre
swimming Inke. $A$ dince pavilion, 100
 tractions will be used on week-ends.

## Prospects Bright

For Park Island
LARE ORION, Mich., ApH1 4.-Based precedentions in the territory and unDouglas Glazier. preatient and general munager of Pirti Isiand Aminoment Fark. Which will open on May 29 , is conflent of th good seavon. Crews havo been repaineing and sheking up: some featuren will be open before the formal opening and specinl plenics linve been booked by some schools which close early. Induntrin outing are to the fore (Sce PROSPECTS BRIGHT on page 99)


LEFT TO RIGHT: Morris Apner Mrs. Simon B, Green, Mrs. Apmer and Mr. Green. concessioners in Dreamlana Park, Nemark, $N, J .$, and Olymon serandis of the home near Lated wond, N. J. presented by Mr, and Mrs. Grecn to the newlynieds. their daughter. Herrictia, and Mr. Apner.

## 3 MEN FOR 1

With on RCA Victor Saund System, every musician can be heard in three places af ance - ar as many mare as you have RCA Victar laud-speakers. Rich, mellaw praduction draws and halds the public ta the park. System can be used far recards, radio, ballyhaa. Availablo for permanent installation, or partable. Casts na mare than haywire apparatus. Write far infarmation.

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## Citlantic City

By WILLIAM H. McMAHON
ATLANTIC CITY, April $4,-$ Warm weather greeted week-esters and ns re cult band concerts on wnlk, awistang o includtrig blg flesh show by steel pler are to go on at full specd and amuse. ment interests look for goorl grosses. Ifotel reservations are on the up, nccording to a checkup. Scale men came out of nowhere suddenly and now gbout fivo are scattored over the lower "Wal
(See ATLANTJC CITY on pmge 101)
Kennywood Makes Some Staff Changes

PITTBBURCH, April 4.-Kennywood Park, opening for week-ends on April 18, ghould havo $n$ highly succeskful menaon. antd Manager A. B. Meswirna. kxder way for weoks George Bnker conmerveted $n$ Nonh's Ark, and $n$ Loop-oPlane rlde has been added. Danco floora havo been remorteled nnd there will be (Sou RENNYWOOD MAKES prge 101)

## Dayton's Lakeside

Makes Big Outlay
DAYTON, O. Aprill 4-Lakonide Prrk will open on April 11, with Tommy Tucker occupylnk the bnind stand in
the brllroom. Following Tucker will be the brliroom. Fbllowing Tucker will be Jeks Hawking and arter Inhwims comes
Isham Jones for one night on April 32. Many improvements have beer made thit yenr. The compuny is operntink practicaly everything and new ent nad sheds with many stumts have been added to the Old Milt. Bonts have been ree decornted. A new Mangela shooting fallery ts being inctilled. Fight new stunts have been added to the Fretzel ride nad new skee Roll nlloys will be one of the foatures in the new skee Foll bullding. Front of Filarily Hall wns lowored nnd a new scene put on. Ballicom fa belag redecornted and in now band shell is boligg buit. color Bchenie in bilue and being instinlied on the plnysroundn.
"Some big radso attractionn have bee booked, and we expect tho largest meabooked, and we expect the jargest men-
son in the history of the ballroom. Repairs and improvements will rin to
nbout 860,000 . We are looking for the beat beason since 1928 rind, if wo get a hreak in wenther, this should be our banner year." suld Gerald T. Nterman. president and general manager of Lake side Park Company, Inc.
Fred Pouty Eying Spot
In Saratoga Springs, N. Y.
NEW YORK, April 4.-FTed II. Ponty
eporta from Minml Bench. Fin., where he is fintshing as manager of the Miami Million-Dollnr Pler. that he has dectded to come north and is interested in a rpot in Enratoga Springs, N. Y. on Saratoga IAke, formerly known ns Kaydoross
Park. Park.
Mr. Ponty tintca hc is nssociating himand thin an opontas brs beep peperty and that an oponing has been set for
May 30 , May 30
RUSH ON RISK
continued from page 5
Eecretary lnst week announcing this to the industry
of the not nequalnted with the detalis of the new publle labsilty insurance plan should communicats immedintely W. Fiodizo, Hocretnry, Nntional Associntion. of Amurement Perky, Pools ind Bcachos Sutce 317. Hotol Shorman, Chicago, and ho will giadly forward particulars without delny, it was announced.

RACINE, Wls.-A red mecoon has been presented to Rencine Zoo by Paul to sdd in pair of black coons shortly.

WHEELING ISLAND
(Conlfnued (rom page 52)
could not bo renched for a staternent nom to rehabilltation of the summer spot and cost of eloo ruin. Gi00.000. is a pleture of ancient collaper gantio stono mat brick wall 000 nind and it will cost between 25. be acca $\$ 50.000$ to rostoro it. Thira in to tlon accomplished by the bonrd of oducn when wra funds.

Waier Is Doron ins Cincy
CINCINNATI. April A.-Cessntion of the Ohlo Eivor food hore was manked by unnouncement of Coney Iflnad, Inc. that ita steamer. Isinnd Queen, Will begin its metnon of "moonilte" dance cxcursions tonlght and Sunding gight,
weok sooner than ordginally scheduled. weok sooner than originaliy scheduted.
An afternoon aight-scolng oxcursion Also will be given Sundiny nitternoon. Dectsion to put on these "pre-scason" bont rider, am Edwnrd L. Schott, president of the company. stylem them, was reached nfter assurninces were recelved from the weather bureatl and rivermen that the Ohio River is now agaln on the food bohavior. Because of the food the down-river trip of the Isinnd Qucon had to be cancolcd, thus making the steame, nvainble nt Cinclnnati at Eiging ande with Ace Brigode and hin Rhodes as fontured vocnt sololst, will provicle dance music and hoor show or the excursions. sumanay alhance to inspoct the erfects of the flood along the Ohlo River.

## locations at

Continued from para
Worid Circus Side show, Island will have at tenst Ive freakorics. Fen shows are commenolng wi

Commenoling with the Faster season a sood many opots will operate wenk-ends inct oft on Decorntion Day.


## BALLROOM LIGHTING <br> - eer Garderim. Danoo Halts, <br> Shating Rinka. <br> CRYBTAL SHOWFHS. SPOTLIGHTS, <br>  <br> CARROUSEL ORGANS  B. A. B. ORGAN CD. 340 WATER ST. <br> SHALAIN PARK

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## THE GOOD PARK

(Continted from page 36) tun. Not everyone can own a plane or tide the Nervil Swing and get pome thing of the experience of fying in the various trniner planes to be found in the park. Noveltics , long as we rewus. On this silitting quickunnd the walk-thru and ride-thru funhouses ar Hkely to support a pretty long wife
In tho past 30 ycars we have seen
adical changen take place in our world. radieal changen take place in our world. mont park. Thirty years nso the streot in the city. Wo have meen tho nutomobile catch up with the atrect car and pass way beyond it as the conveyance of amusemont seekers. How much more opportunlty the public has for education
todny: hotw much prenter la tho cholce of recreation. Whether or not he in able to ashimilato it. cvery citisen is
plven in sehool an introduction to culgiven in school an introduction to cul-
turn vilues: the movies and newnturil vilues: the movies and newin magnines bring the wild into lin home commumity. With a litie ingonuity and pimaing ne may use the new facinties of travel and him -
acll go out into the worid.
Within ensy reach of home are baseball grmes, a good muntcipally opernted
swimming pool, pny-an-you-go golf swimming pool, pay-hreyou-go golf ture tralla, puble benches and picale groulinds.
Consequenty it is to a vastly more in formed and expertenced public that the amusement park hat to nppeal codny. Any old thlog won't cio. That's what makes the preaent challenge such an interssting. such an oxnoting one to meat,
The present park won't stand stili. It The prement park won't mand stili. It
has to grow in responso to chanping dohas to grow in responso to chanping do-
mands and it will continue to do so. The Intelligent park man will have to be a better guesser than he has beon. quick to detact a rem now ntirnction, quiok scicnce In the morvico of run.
Lafesf Thing Is Demmeded This polnt is worth stressing. The purjose of the park is not to educate but to amuse, but where the ahowmanship is wrirk mas have a real educational value. I think the people should rightly expect to nimel jit the nmumement park the lateat dovolopments of lively interost in the benumuity, Park men have sometimes shaping the prement voguo of expositions kharted by the world's Fatr. We did foresee it. In 1030 all plans were made
for $n$ Fall Fntr at Eurid Bench to exhiblt a great vnricty of locnl products to \& large crowd of poople. The hmos were then mpldiy getting bad and we had to abandon the project. The park man who
pays hite taxes nad meets his obligntions pavs hot in taxes postidion to put on anything groups feel they hive a freer swing. Of thant more later.
At present a number of sultable projects auggent thombelves. For exwhere the struggle for oxistonce is very hard hes made a couple of scale models, one of the district sus tit is, the other with the ald of $a$ ctvic-minded architect of the dintrict as it might be. I hope the board of education will allow us to glve
three models the prominence they decrve
Beauty is one of the maln appeals of The park, We do not noed to stress the elimculty of ambitious architectural cianges in these times but cortainly thin
can be done. We are expanding as fast as posslble the use of modern design and moxern lighting with good reatults. The year. What betto. place could be found matering, to jatcst and well-proven techblque of kardea denign and maintebance, nll this in co-operation with tho sarden clubs?

## WANTED RIDES

lakewood park, atlanta, ga.

## 



comprehensive use of ultra-violet light and with luminous paints obtinined very good effects in the Laff-in-tho-Dark. Laat year we noole a march on the electrical indurtry by introduelng in the new Eurpriso Houme a control device which relled On no pliyalcal contact or lifht beam. The publice enjoyed belng mystificd by the gew invisibie operntion. The comof the fundamental pollcies of the good park-the polley of catoring only to the clean-cut majority. making it plaln thnt the drunks and the rowdies are not wanted.

Safety is assential first, last and alwnys. We have invarlably found it necessary to bulld or robulld our ampusementa doubly strong for saiety and dependable operation. Every wintar the whole plant is overhnuled nad every day during the operating scason experlencod men Inapect
every inch of the coaster tracks. Goodevery inch of the coaster tracks. Coodportant part that makes plays an imnmusemont park a pleasnant oxpertence. People can be mifity unreasonable nnd exanperatlaf. but our park pernoanel has to be abie to handle every bltuation. In the kcy prastions seasoned men contribite their judigment and oxperience. The rent of the fore is made up mostly of students just out of mehool or in collcre, young people of Inteliggence and character. The money they enra in tho largely be complled from the park alumni.

More than ever. careful managoment and sound salesmanahlp are needed th the park business as they aro in all time. Thero aress in this competitivo prospoct. The park has something to lenrn from the present succens of the nutomotive industry. radio induetry and motion pleture indintry and from retall trarie. Our values must bo comparable with tholrs. No amount of organization can compenaste for lack of responsive industry from oblivion.

## ndustiry from obllvion <br> Croup Outing amd Forvm

 Now and for Yenrs to come the nmuseof group is the ideal place for al hinds gathertngs of Jews and Gentllen. CathoIIcs and Protestante, sorvice clubs, patriotic and fraternal orders, Commerclal and industrial organizations. The social vaiue of theso outings, with their opportunity for carefreo good-fcllowship cannot be exafgerntod. The growth in popularity of the commerctral and indusand underitandable trends of our diny The amusement merk, with its facilitiee for competently handilng every kind of crowd, is naturally to be looked upon as the open forum of the communlity in which every ahnde of opinion may be expremsed. subject to the rules of good order an̂d conalderation.I would like to strese one point of great importance, one which is not always recognized, the common interest of the amusemont park and the communtty at large in soclal bottorment. Whather or not the park has a free kate, the park
has a stake in a has a stake im $n$ general high atandard
of tiving, a high gtandard of education. of behavior and tarte. No park ever prose pered as a result of gensernil ignorance or lack of opportuntity. It is very muth a part of our businent ns purk mon to oooperate with the civio groups in proin our localities to do sound socing lire power to meot tho problen of employment pastively by increased omployment in. stend of nopatively by increasing debts and the dole.
On the other hand, the communlty should recognize the socinl value of a rood park. The rood park provides servicen which no other agency can provide. There is a tendency at the moment for
promoters to fot the city into the purk promoters to sot the city into the parkbusiness in connection with civic expo-
sitions. Expositions are in Ane thing. A proper standard of recreation is a fine thing. Nelther is uniair competition park amusemente it is golag into deatructive compotition with tax-paylng enterprise. For n momentary nnd in most casas illusory gala it is belling out its own people to outstaers.
In this article I have spoken of tho chinge in my direct experience. Ehcifa bnow of soveral quite digerent types of parks, well founded and ably managed. Which have overy bit ns firm n popular stranding ns the very large park, As far nhead ns wo noert try to sce. all good purks may look forward to usofulnexs
and prooperity.


## 

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# CLEVELAND BACKING HEAVY 

Business and Trades Pledging Support for Great Lakes Expo

## Publication heads uhtend booster mueting as. Chamber of Commerce-lighting aill be emphasized, virh motalskes engineers as conspltants-ambspmene men seek locatioths

OLEVEIAND, APril 4, Mocting 112 the Ohamber of Commerce. representative
 arent Laken Expabilon hero on, Stark, prexident of peintan pubilshing compmyy meetingi promacd ver hit C. Dickey. Reneral manager of the expoiltion. were Emorson Findiey, fron Ape: J. C. Chntheld. National Petroleum Nems: E. O. Bur: ringer, editor: E: F. Ross, putoclinte edit
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Journat: Henry Zwirner. Fairenild pubilcationg: Whmon B. Frike. Advertising Age: Leonard H. Church. Mcarar- Fermy. editor: Marold B. Avery, olitor: F. C. Stelnbach man aging ectitor. Foundry, Willinm M. Rooney. munaging editor, Datly Hetal Trade tive Time: $\mathbb{R}$. $F$ Kelney. managing editor, The ohifo farmer: F. V. Cble. publisher: Pomer Anating: C. J, Btark
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Amuspmenf Zone Bigger
Frank R. Innes. director of entertanment, allnounced July 18 and 19 as
Grent Luken Exposition Regatta Dnym. Grent tuken Exposition Regatea Dayh (Sce OLEV゙RLAND BACKJNG on page 65)

## Tri-Connty Cirenit Formed

By Enstern Pcinisy Aminals
PuILADELPHTA. Aprll f.-TTi-County vania has boen formed by Flourtowin Spring Mill, Barren Hill and Kimberton, In previous yenra ench town han hela $n$ Inir. but datem have clanhed. To over.
come thin tho new clrcuit has been come thin tho new circtit hamed. booked
forming net. hnve been bowind Tha following nets hnve been booked. thru the Chorge Hnimid omce: Barfen Racos songnion: Circhey's Water Fiourtown. Ritchey's Cimse Sonation

Michigan Anminl Comes Back LTDINGTON, Mileh. April 4-Manon County Fair Associntion will revive the annual inir bere, dropped soine yenrm hat becomo too nmall. New groupds. 185 neren about a mile from the elty. Iundis and local contributions. gnid
Seoretary Fied $O$ Ligesen. It is to be finf yrounda and alrport combined bulldings and mid?ing for a fair in
August to be centered between a halsAugust to bo centered between a balf-
male regulation race track and a inndmale regu.
ing nold.

ATEXANDRIA. Minne-Scoretary R. S. Thornton, with Douglas Cotnty Falr more than 18 Yenrs. nind Nop-president of Minneanti proterntion of Counsty Fuirs. thes hig prospecto for the Allgust fair
thlar, nt which will he fentired live stock and 1 н H Club exhibits, horse racIng and etreus nets.

EL REY BISTERE, who were nt Dunvitle (Vn,) Legion and Merchants* Auto Show ind tspostlion. directed by George 8. Mirr, report having been contracted
for Illnoia State Fisir. gpringfid.

## Chapman Is Made Reformatory Head

## IONIA. Mich.. April 4.-Fred A. Chap-

 man, wecretary of Ioma friee Fair Asso-elntion, has ineen nppolnted wirtien of clation, bas been appolnted wiricen of
Michigan Reformatory hero by Coov. Michigan Reformatory here by Chov.
Finnk Fitegerald. The progent warelen has boen mamed to Southorn Michigan prison in Jackaon. Mr. Chapman ta businest partner of Former Gov. Fred W. Green. formerly Was manager of Milchiging state Fair and Assoctation of Fairs and Expostelons.
suggention ifst reserve tundish and a vingention posnt reserve fundis be sme up address oy stite Commifisioner of Agriculture Olcott F. King before the 1936 conmention of the Association of Connecticut fairs in Hartford, cxeerpta from which follow:
"In nttesting nany of your fatra nnd appraving your financial statements I
lave had occusion during tho pant three yentes to note what weems to bo in henlthy situktion. When your strite appropriation was reduced in 1033 many of you made a clnmer study of your antivities With an alm to reducing expenaes, but
very few cut premiuna to mny materina

What! No String-Savers?
STOCKHOLM, March 30.-Clity of Yetad is propating a noval enposition for this Which every eort of habley or pastime will to send inee. Thumb.iwid of the favoriso pastime. she space beserved for gosslp.

## Rochester's Midway Only Pay Attraction


 35 contw and no other charge inside the grounds except for midway abows. All
grand-atand ments will be freo dny and gight. with fireworks displaya nightiy. nifht, With freworks displaya nightiy. whll be enlarged, says Ceneral Manager Willinm B. Boothby, as it has outgrown the quarters formerly occupied. Slsow has been askigned Induatriul Bullding No. ${ }^{4}$ Dodmon's

Dodson's World's Fuir ghow's have been booked on the mildway. Event is dated Labor Dny weck.

SOMERSAULTINO with $n$ atock auto is one of the wethationil milute per: formed by the "Hollywood stunt Qirl." Devils, booked for Tinrill Day nt Illinots siate Fuir. Epringfield. and Ionis (Mich.) Free Frir by Barnes-Carruthers.

fAIR OFFICIALS, ATTRACTIONS MEN AND CARNIVAL MANAGERS at he recent forida fair. Timpa. Lefk to right, front row: P. T. Siriener, gen. oral manager. Fioricia Fatr: J. Alex Sloan, auto races: Charles A. Nash. general
manager, Eastern Stafes Expmsition, Springfielul. Mnss. Elwood A. Hughes, general munager, Canadian National Exhtbition, Toronto: Lee Warner. Minne. sota State foart J. W. (Patty) Conkitn, Cunliin's Au-Canadian Shoves rear rov: Nax Linderman. Worle of ifirth Shows: Chorles W. Green, secretary, Missourt Statc Fair. Sednlia; Weiman Bovle; E. Latorence fhllips, Johnny Raymond Aposition. Frank P. Dupled. Thearle-Dujeia. Fireworks Comparty: secretary Brookton Masy, Fafr. Jipt Malonc, publictly director Florita Fatr

## High Premiums, Reserve Funds Put Up to Connecticut Managers <br> nium renic againat ilatritaining pre- <br> extent. In 103328 or all the finfr re-

cotaing si3.582.25. As patd premimbursement from tise sinte thece faira recelved irom . The shate wha the first rear that the rediced stinte nppropriation vent the efrect and if your retmbursement trom the state had been figured on the former basls of 50 per cent of the preminms you would have recelved 55.008 .82 . In other words. the reduction of the stnte nppropmation mernt $n$
total pet lops to 28 fnirs of less than total
$\$ 1,000$.
-In 703427 fnith recelved Binte Rid. phing $n$ total of $\$ 12.982 .65$. for which (See IIGGM PREAJUMS On page G9)

## Beat Schedule On Dallas Job

## Early visifing crmods ansgur mell for allendancerumors of '37 show denied

 DALLAS. April 4~Texas Centennial -ith 10 days to two weeks ${ }^{\circ}$ lead on all construction, on April 1. On Sundar March 20. 80,000 people vislted the rounds sis the expe helat last "ope house" untsl the khow opens on June 6 Rnpld improvernent of the last month in all plaseres of building won ndmitution of croweds which sitherod from Dallas, many other parta of the state and Okla. net concessioners checking crower wor plensed ns present interest indicat pood pria attendance Wire earサices chalning publicatlos. chnin papers and leadare taking copv and pletures onl th $828.000,000$ nhow to a prenter extent than rom previous expositions, accorcitng to experts who have been checking for the management. Thomas Wood stever huthority on Elizabethan dramn, arrived an Thuraday to okeh plana for the old alobe Theator and Englisb Village ath o nddreks Dallin Shakespeare Club Which sill sponsor players at the ex pasition.
Another $\$ 100.000$ has been made avalt able for The Cavalcale of Texas to to alire perfection of the production, mak
inf. the show one of the costilest ever rtaged with 250.000 capltal. Cant will number 800 to 700 whth nearly 300 horses. mul

## Plat" Only One Period

W. A. Webb, managing director, dented nimors that the expon will be continued In 1937. Polnting out that remson for the oxpostition is celcbration of a cen ury of freedom in Texns, he declared (See BEAT SCIIEDULE OT PAgE 69)

## More Cash for Paris Expo

PARIS, Mnreb 30.-Chamber of Depu. thes hna voted un additioninl credit of
22.000 .000 francs ( 1.468 .660 ) for the 22,000.000 francs ( $\$ 1.468 .663$ ) for thi
Prists Exposition of 1937 of this $18,000,000$ france ( $\$ 1,200.000$ ) will be for construction of a permanent Priace of Discoveries for scientific exhiblts and balance for construction of a model fnrm bind an exponition of tourist promotion mind an explas. Planm are belng drawn for a mermanent Rudio Pisluce. to be cort pleted for the opening

Brown on Ft. Worth Job
FORT WORTH, Tex.. April 4.-3. Ed Brown. uppointed lant week manager of Brown, appointed lant week manager Contennial Colebration to be held her for 15 weeks. opening on July 1, hatul come from San Dtero, where he had th anme post at Callfornfa Pacific Inter mutional Exjumation bas eatablishe ofnces and staited booking attractions in the hriaf perlod left to nccompliab ,

## Secretaries in Mississippi

Not To Meet Till Next Year
COLUMBUS, Mism., Aprit 4-Misstasippl Asmocistion of Fraits did not hold a 1936 meeting of secretarles becanine the stat nobile nccldent sald Henry M. Pratt Columbus. president of the association "However." he ndded. "the nysocin ion in still nctive and o meeting will br held carly next year. due notice of whleh will be piven."

ITABTINGB. MICh.-L. Fe. Barnett, gen ral chairman of Contennial Corpon tion, minounced that thore will be activities in fiasting centenn
bration until the last of July.

# Booker for All Outdoors 

Hamid Supplies Anything from a Circus to a Freak

This is the fifth of a sertes of storics abourt thase figures of American life who unile artist and audience to their ourn proftt.

## By DOUGLAS GILBERT

World-Telegram Staff Wriler
If you want anything from a Hottentot war chief with ninety dagger-dancing wives to a full two-act musical for outdoor entertainment George A. Hamid is your dish. Mr. Hamid, known from here to Tokio as the top "outdoor" man of the world, controls more freak and novelty acts than any other agency.

Give Mr. Hamid a fortnight and he'd put on a World's Fair. Last year his agency booked more than 300 fairs, 200 celebrations, 35 amusement parks, together with homecomings, civic carnivals and circuses, for a total estimated audlence of $30,000,000$ people.

The outdoor season is just ahead and right now Mr. Hamid and his office staff at 1560 Broadway are busier than the Republican National Campaign Committee. (To carry on the political note-local organizations of both parties are negotiating with him now
for elephant and donkey acts.I Our own World's Fair committee is in conference with him, and currently he's messing around with Pittsburgh's coming Jubilee.

Mr. Hamid digs up acts from all over, has representatives throughout Continental centers who in turn have their agents in the interior. Some guy out in Kamchatka, say, can run seven at three-cushion billiards with his nose instead of a cue. Presto! Mr. Hamid's agent hears of it, takes a look at him, and presently the billiard wonder is playing Mr. Hamid's fair circuit.

Incidentally, he says European talent is pretty scarce now: The good acts won't come over because of the 59. cent dollar. This, and other factors, have stimulated American talent in this unusual line. Developed by the Hamid agency are Helen Reynolds and her roller skating wonders. He says he'll match Reynolds against Sonia Henie. who, by the way, he booked at Playland, Rye, before the little blonde grace of the ace ever heard of M-G-M.

The Hamid office last year booked the Canadian National Exposition. the largest annual outdoor affalr in the world. As a new stunt he induced Rudy Vallee to appear at this festival, and, Rudy, skeptical, went. Rudy liked it so much he has signed up with Hamid for outdoor booking this summer. Other major attractions Mr. Hamid has recently undertaken are the United States Marine Band, Coldman's band and a portable stage show unique of its kind.

[^8]- after five months of conscientious endeavor-or the period between the closing of fairs and current preparations at amusement parks-george a, hamid, incorporated, is. pleased to announce a rosy-looking set of books on its contract shelf
- as a matter of fact, these books reveal a record number of contracts negotiated, but it is not in a spirit of boastfulness that we point, with pardonable pride, to our achievements in the direction of talent purveying
- indeed, if acknowledgments are in order. they belong. with deep appreciation, to the enterprises which have shown practical confidence in george a. hamid, incorporated. by arranging for what we honestly bclieve are the best buys on the entertainment market
- did we hear someone say that we are bound to be prejudiced in our own favor? - to be quite frank, we like our own stuff tremendously - it would be a very sad state of affairs if this house were to descend to that awful level known as loss of enthusiasm for and excitement about its own affairs, which, in a direct way, are the amusement affairs of the north american continent - it would be a very sad state of affairs if the enterprises which do business with us were to diminish their enthusiasm and excitement
- it is enthusiasm, ardor, excitement and conscientlous endeavor, exerted in kind by those to whom we cater. which make it a pleasure to continue, thru the years, to do our utmost in scouting and furnishing the most gilt-edged and magic-touched acts, units. troupes, productions and attrac-tions-domestic and imported-available throughout the globe-we mean the western and the eastern hemispheres and we don't mean maybe
- based on facts in our records, we sincerely believe-and this is a prophecy-that the 1936 outdoor season will approach the boom days so closely-for everyone in the amusement business-that the difference will be too slight to be visible.
- secretly, we think this current year of grace will not only put up a good, clean fight but will probably kayo what an eminent journalist has termed the "era of wonderful nonsense" - no doubt you have all heard that kid depression is not even on his last legs - he has, as a matter of fact. taken a good sock on the law, is down for the count, and his manager. known in boxing circles as "squawk till it hurts," has been merciful enough to throw in the sponge, thus permitting his charge to leave the ring without prolonging the brutal struggle and adding to the disgrace of both of them

$$
\text { George } \mathscr{A} \text {. Hamid }
$$

粦EPORE discunstag night falrs. I feel that crodit should be given to The Billboard for Its continued aupport of soirn everywhere.
To continue to give more free space in the To continue to sive more sree space in the
Fair Nows Section than the advertisiog recelved justines certainly places a burden on fair men everywhere to co-operate with their only publication. Any falr man who atudies its columne over $n$ period of time and follows thit up with correspondence and persona! visitn to the limited number of falru which he cnn nitend is giving himelf the best inls education possible. These col-
umns are practically a textumins

I belleve that too many ralr men overlook or incorrectly evaluate funclamentals, and before wo cen discuss in night falr we must prove that ther is a reason for having one.

It is very unfortumnte that the falrs on this continent do tion with $n$ full-time Etnf, whose duties would inclucte the compiling of datn. Fairs very unse with their Legisiatures. ns: well as; to use in testing thit own pollctes. 8tatements in this article ing their own poicies. Btatements in thas article mble.

It in a trulam in business that $n$ true statement or nill of the facts gencrally points to one decision I belleve that practically all large fratrs can operate a succonful night falr. Most large falrs have a. night
falr nt present and from tho stitements in our fle. falr at present and from the stateme
practically all of them nic successful.

Because of insumelent evidence. I would hesitate to rocommend that all shows. except that the princtiples underlying the prineiples underiting of allats are operntion of and fars are the nome. jund isment is exernised. I can see no reason clsed. 1 can see no reason
why they should not be why they

## Some Reasons for <br> Nighi Success

There are n number of reasons why a night fals Nhould bo held and why it

## Prank H. Kingman

 First. the attendance prob. should be auccessful. First. the attendance probley of our incgent fatra many pntrons attend nit night only, und I think this is espectally truc of those who live in the city or suburb of the efty in which the lave is held. Attendanee ngures nt minny falre show that n larger percentage of pntrons who attond it night will pay again nt the grand mennd thin thoae Who nttend during the day. I premume thin ts naturnl because those nttending during the day have so many more things to see that many of them never get ns fir ns the grand stand. If this ts true it places $n$ grenter burden on falr managements to produce a top-notch ohow at night bocause the night patrons nttend mostly for that show. Thome who attend during the day in nill probability will soe something at the futr which pleases thom, and, if the management doen fall down on tes grand-atand show. they will probably atill feol that they recolved thetr monoy's worth. To expreas it another way, our patrons who nttend only nt night nre our most critient nearly perfect as wo can make it.There is also the extra revenue derived from the day pitrons who, to a very large extent. Will stay to see the nisht oventa if they are sumctently direrent to attract them. I bolleve that one reason why we don't recelve $n$ inrger percentage of our phitrons
at the evening grand ntand is because they feel that the show is the same. and in a lorge number of cases I Chink this is a falr critictam and is one place where we nre wenk. I realize that a totally difercat show at night is probably tmpossible. even at our arentest fatrs, but we can present some ncw thinga and very fatrs, but we can present some new thinge and with often it is some over the best. Fortunately for us, up to a certafn polat the public cannot compare valuen between. for instance. a Ionture which costs 8150 and one which costs 4.450 . In other words. it is not nlways necessary to spend a largo sum to got something entertulaing.

Also. from the nttendanco angle, we must conAlder the working man who a few years ato wha making suffelent money so that ho could tnke one or two dnyse off to nttend the fair but who now be eble to work overy diay in the wicek, he will probubly do so und ut the best attoud our fair at pight.

## Extra Costs and Incrensed Receipts

Second, the expento of the night galr. In constdering the cost of operating a night fair we must analyze two groups of expense thems, those of over-
head and ntimetions. Practicnlly an of our overhead and attructions. Practicnlly all of our overhead is labor and in a great miny cases this does
not menn large increnses, becnuse many persons are paid on a weekly babis. Gcuernly, acts nre pald for

## the w'eek. so thit the evening grand-stand show <br> Cttractions Make <br> a Night 7air

## By Frank H. Kingman

extra cost wonnd he for musie. areworks and electric current.

I am Armly convincod thnt these extra costs can be more than met by the increased recelpte. In addltion to the revenue at tho outside gates. some of Which ubuld nevor be received during the day, there colptg from the miduwny. which can run lito a subatioitini mum with a good carnivnl. Third. exclusive night attraetions. Fortunately. for those fairs that have a night show, there nre at lenst two important restures which cnn be hold only at night. Areworks and revues. I belleve that $n$ good freworks show has more universal nypend than ray one other thing seen nt inght filrw. Practienily wil of the serial part of it appeara und disappears so rapidly that it is impositble to remember from one fatr to another what they looked uke and the patron retnins his general impression only. if I had money enough for only one aight nttriction I would place fireworks at the top of the list.

During the lnnt few years a lnrxer number of the bigger fairs bave been playing rovues at the eveninit grand stand and, judping trom the ninancial statements ins $n$ whole, they have been successful. Onc big sdvantuge of having $n$ revile ts the setting it offers. The best act in the world without proper setting and proper likhting ss handleapped. In the Jabticw yeurtione huve been numerous spectacuar
mutcal pictures and a revue at least offers the on-
$\sqrt{5}$ endancc aro the netual the evening grand-stand aternational Assoclation of Firalrs and Expositions. Wo submlt typleal cxnmplen. Practienlly every larke fatr last year had an increased attendance at outside gates. and sootice the ngures for the grand atund:

Kndars Free Fatr.
North Dakotr Beale
South Dakota State
Kansan State
Nebraske
Jowa state
Minnesota stnte
Indinno Stnte
Cimberlana. Md
and notice what the nverapes dimelomed-
Average nttendance nt 38 filrs Increamed 23.0 per cent over ycar 1034

Afternoon grand stand at 28 fairs facreaserl 2Ro per cent over the year 1034 .

Evening grand stand at 29 falrs increswed 37.0 per cent over year 1034.

At the Brockton Fair we bellove that good ettractions and a nipht inis havo causod winitever succens we have had. The most defarite way to prove this wtatennent is to five you our תimures before and after introduction of whe night show in 1019:


## Gomi Aets mud Pubfic Thesponse

Theme attractions were supplamented by ruphtag races. whippet races. balloon uscenaton. track nad fleld meet, pony polo and others.

Brockton Fair from the beginning has had nttrac foms In the infleld which could be meen from the rand stand. The poltcy has been to prement thes rand atnna. The policy has been to preme different things betng on at the same time. This ta an ex hinge being on at fine same time. hast three rends we have ponsive metup and for the last three sens se repro had to curtall. but for 1938 we shall try to reproduce our previous shows. A descrlption of our physical setup may help to crento the pleture. We have had two large atnges opponite our grand stand in the infleld: at the outer side of each itage we have had two horse-show rings: at the back hall of the lnteld our cinder track is usct for the track and held meet, footbnll gemex, etc., sind the zorth end of metd is used for horseohoe-pitching courtw anc balloon nscenslons.
(Sed GOOD ATTRACTIONS on page 72 )

## PTTRCKC \& FRACCISCO



A SURE CURE FOR THE BLUES. Tou Cam Only Fiald Yor sidenind Lamet.


## PORTABLE

## BLEACHERS

TO RENT OR SELL
All sizes from 2 to 33 tiers high
Many slzes for rent in large and small quantities. writc or wire
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## ANNOUNCING the OWOSSO CEDTENNIAL CELEBRATION

Mardl Cras on 7 Downtown Bualness Block: Free Entertainment-2 25000 to draw trom OWOSSO CHAMBER of COMMERCE Owosso, Mich.

EASTERN COLORADO ROUND-UP WASHINGTON COUNTY FAIR Kituty chit LE. FAASLER. $\qquad$

## 'SFREE

ARMBRUSTER TENTS ABOVE EVERY
R. H. ARMBRUSTER CO.
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## RIDES WANTED <br> TREMPEALEAU COUNTY FAIR <br> Galcsullle, Whan.. Seplember 4-5-6-7 <br> Address ALFRED N. SACEN. Secy.

## WANTED POCAHONTAS COUNTY FAIR

 LUCILE ANDERSON


CARNIVAL WANTED
 RED BRADY and JOAN


WANTED SHOWS


Ionia 1935 Profit \$5,302; Assets Placed at \$215,412
IONIA, Mich. April 4.-Ionir Ften Falr Ampoclation had a proat on ita 1935
falr of 5.802 .28 . The angociation had only three dencits in tits 21 ycars of operntion.
Totnl ussets nro placed at e215.412.76, which includes $\$ 1372751$ on deposit in bank ns working capltal for the mext ranual.
Recelpts were 25.097 .15 from prandstand ndmistions: 88.780 . concessions: 2.201 exhlbition space rentals; funs mlumas: $\$ 7,796.64$ from advertising space and in percentages from shows and rldes; \$1.pan was distributed in the cattle department, whero the largest premiums were given.

## Seek Uniformity in Illinois

KEWANEE. Ill.. April 4.-Central Illimols Trottlng nad Paclag Assoclntion Fnyette. Morrison and Knox Inlry, han adopted uniform rulen governing man nrement of member foirs. Rulen whil apply to racting progrnma and draft of premium books to avold conflicts of other yeare. Errorts will be made for satiafactory dates and a more prosperous yens if nnticipated. All of the nuembers weathered deprossion in fair wero prnetically wiped out tast year.

## CTEVEIAAN 3ACKINC

(Conthued from mape 62)
bont froes and races for crulsers and run-abouts. A feature will be an cvent for hyciroplanes with ongine displace-
ment of zas cubic inches, nist time ment of 225 cubic inches, nist ifme such nn event has been run in Cleve tract lendling drlverz, Mr, Hines sald.

Commodore Fe E. Noblo lieads the Conmittee of yacht clubs in this district modore wilbur $J$ wrtuht Commodore II. D. Hendrlekn, A. J. Olfver, Commodore L. W. Ureve and Artinur Hieks. Event committec includos E. A. Brooker, D. C. Butler, Alexander Winton Jr., and Com modores Ollver and Wright.
Almon R. Shatier, assoclate cllrector in charge of amusements nind concesslons. to the amusement rone, bringing the cotal nrea up to 42 neres. not inciuding the nrea surrounding the municipal au ditorium, underground expoaltion hish and odjacent territory. Mr. Bhafer reported showmen enger to secure preferred lochtions Shiffer statiod. Several nmusement and concersion contracta havo awiting ninal slignntures. he seid

## Tickes Goal $1,000,000$

Streets of the World. to house somo 30 nationality groups. will preaent typienl old world cnfes, beor gardens, gift shopa, restaurnates and other colorful fentures. United sintes postare stampm and specially-designed allver hulf dollars. commamorntive of the exposition and Clevelnnd Centonnial are mon to bo Iseued, United States Senator Robert J. Buckley, Cleveland, being instrumen Ceneral manger the iasues
General Manager Diekey decinres the exponition will be the best lighted in the world. in Cleveland has long been a center of the olectric liphting induatry. cst cfrects in lighting sclence. Current will be of sumeient capacity for normal use of a clty of 80,000 , Mr. Dickey suld. Axsocinted with Expo Lighting Engineers A. H. Heldenreleh and F. R. Ritehte will be enplneers of Nela Park and Gencral plectrio company as consuitants

Harry P. Harrison, director of special theket sales. and his teammate, George C. Whilehead. have gone into action, the apeclar ticket balos promotional gonl havlak been tet nt $1.000,000$ before opening on June 27. Peg Willn Fumphrey. as has returned from a nyling trip to Et has re
Louls.

OWOSSO, Mlh-Owosso, home of the ace James Olver Curwood, fimolth nov. clist and conservationset. Will celebrate lis iooth annlversnry in July with a Mistorlcal parnde, prgennt of progress. Mardi Gras on elght business blocks. contume ball, mports. rural participation program and other rentures, che ovent being part of Michigan Centennial Calcbrucion.

\section*{STREETS op mul Nations TEXAS CENTENNIAL EXPOSITION Dallas, Texas, June 6---Nov. 29, 1936 <br> THE LARGEST CONCESSION <br> IN THE HEART OF THE MIDWAY <br> NOW LEASING. <br> PRICES RIGHT. <br> The Village will represent The Streets of the World-French, English. Gorman. Holland, Russian, Roumanian, Greceo, Swoden, Norway, <br> | SHOPS | SHOWS | BARS |  |
| :--- | :--- | :--- | :--- |
| STORES | RESTAURANTS | SOFT DRINKS | ORIENTAL THEATRE |
| STANDS | CRILLS |  |  |
|  |  | ALMISTRY |  |
|  |  | SKETCH ARTIUES | NOVELTIES |
|  |  |  |  |}

The Streets of All Nations Will Present A Beautiful Frec Show With Feature Drawing Personalitios The Only Space Now Available on the Exposition Crounds. There Is No More. We Have All That Is Left 2,000,000 ADVANCE TICKET SALE
$10,000,000$ ATTENDANCE

## STREETS OF ALL NATIONS

Suite 307 Southwestern Life Bldg.
Dallas, Texas

## NAT D. RODGERS, Managing Director



## NOTICE TO EASTERN FAIR SECRETARIES!



BOOKINC MY EASTERN REVUE OR ACTS.
I HAVE A FEW WEEKS OPEN IN THE EAST:
P. S.-My New 1936 Revue has been contracted for the 6th consecutive year at the York Fair, York ${ }^{n}$ Pa.
ERNIE YOUNG,
162 N. State St., Chicaso

INDEPENDENT RIDES, SHOWS AND CONCESSIONS.
 Average Attendance Enceeds 250,000
BARREN HILL FAIR . . . . . . JUNE 19-27 SPRINC MILL FAIR ....... JUir JULY 10-18 KIMBERTON FAIR
juLr 24-AUC. 1 NO PUNKS WANTED
Write S. M. CLASS, Scey.. Conshohocken, Pa.. R. D. 2
Tri-County Fair Association of Eastern Pennsylvania

SHOWS A NONCESSIONS FRE ACT
Goodings Rldcs Booked
SEPTEMBER $15-19$
FREE FALL FAIR-HARTFORD CITY, IND.
IIM WILLMAN. PRES. ROSS DAUGHERTY. SECY.

## WANTED ¿VARIETY CLUB'S ANNUAL BANQUET <br> Freaks. Side Show Pcople or Completo Museum. Ono night only. Sunday. April

 19. Deshler Hotel. Quality attractions only. Sond complete qualifications, photo (which will bo returned) and lewest salary. Working time 7 to 8 p.m. Address ROBERT NELSON. 198 S. Third St.. Columbus. $O$.ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS

5resVERY bubiners, if it Lr succeantul. has adapted staelf to serving ita community and patrons in a sitiafnctory manmer. Its shecras in proof of thim, and fatia are no cxcepthen to this ruse. Lake any other busincss. a tair lo prosper must bave matiafled pritrons. exisithtors and concossloners because it ta fundamontuly in
 indivicuils. This meana that all of these eleindividuals. This meana th
menta that have a part in the falr must feel repald for their contribution, whatever it mny huve beels. Favorabte ac. commodatlons for exhibles and competent judping ure um impporiant to oximitors as prizo mone a chance to make money umblent to pay them for thet outlay and oftorta and, in addition, fintr treastment, it they in tion, nre expected to trene vialturn are expecten courteoualy
tora honestly and The patron who provider the "sinews of war" must feel re paid in enjoyment and cnter tifnment for his expenditure of mones and time and leave the fair a boomtar. is he is to be R reml shatet. When all of these clements pull together for n falr, it muxt and whin be success.

Falre need not and should not be all cut to onc pattern. The type of ngrjeulture and industry nnd to the home territory of the fulr should govern its development. The mnnagement of ench lins ample opportunity for individunilty and initintive.
present-day fairs may be consldered as the modorn

W. A. Linklater devolopment of the eurly trado faira sad murket days of Europe and Asla. One of their mowe insportant runctions is in thia freld. A wide vartety of productx can be auccess-
fully actverthed and sold fully advertaned and sold
it fulro. The ummedinte and related sales of purebred stock, machimery und merchandise may total impresente figuren and have a dofinite relation to the income of a fair.

It is quite proper io stress the educationnd value of salre, but the entertainment fenturen are fundamental. Clean, high-clask mmusements, Well presented, will draw attendance. Is advertised. The
combination of atractive. clean grounds, bullagas comblnation of attractive. clean grounds. bulldings and exhibits. good entertainment nnd courteous
treatment will make boosters nid repeatera out of vieltors.

The fatr editor of The Billonard has asked this writer to give a brief ncernint of the clevelopment of a Fuccensful fritr it Puyallup, a town of 6,000 people. In the State of Washington. This firs is Bomewhat unique in that it has been conducted and expanded Without the ald of pubtic approprtations. It has had to opernte strictiy on ina own it is not the thought that the plana and policics of Weatern Wanlaminther that perhaps the story may be foteresting and some parts of it weful to readers who are identifled with falrs.
some racts and apures must be given to provide n background and understanding of the plams and policics of the management of this institution. Agripolicics of products of Western Washington are largely marketed by producer-owned eo-operative organizations. The argt of theso co-operatives was catabished in the Puyallup Valley 45 yenrs ago to markel berries, and the lenders in this berry. shipping askoctation were the prime organtse in 1000 of the fily.

This falr anvociation is and alwnys has been $n$ privately owned, non-chivi-dend-pnying institution. The oorpora. lion incluces about 100 stockholders: total outstinding stock, $\mathbf{3 , 6 0 0}$ ohares at par whe fir fith a full etime ing three-year terma, with a fullotime This falr essoclation pnys taxes ilke This falr rasociation piys laxes like any other businems. It ls out of debt owns 55 acres of land, hins reasonably adequito but cheap woocten bulldinks having a combined area of about eight acres, a grand stand seating $\mathbf{1 0 , 0 0 0}$ and total property rated by public appraiser at $\$ 300,000$. Attendance In 1035 wris 255.000 in seven days, the income 1163,000 . This fatr has been con. slatently operated at a profit except
in 1033. when the weather man moted out four dayss of rain during falr week, reauling in a deficit of $\$ 3.500$.

Sum of 8105.000 of the 1935 income came from gencral admiswlans, grand stand and nuto parking: $\$ 11.775$ from mpace rentaln, $.12,50$ from concessions and s3,8b0 from mincellaneous sources. Administrative and reluted expenses nmounted to 117.000 : fuaintenance and preparation of falr plant.

## Making a Fair $\rho_{a y}$ Out Without the Cid of $\rho_{u}$ blic Clppropriations

There is no excuse and mone ia accopted for not keep lag the alry, white barns clean and bright. Extru men are hired to assist in having thls done. Fail trucks bugin haulling litter from the bartis at $5 \mathrm{n} . \mathrm{m}$. and must be Antshed by 9 sam.. whon the olltatie katea are ahul fur tie day against all auto and truck traific. thru any of the other departmente of the fair and. as a consequence, thoy do so there.

Departments: This falr cmbracen all of the ustaal departmentes, Including the best art extilbit in the pacific Northwest. an outstanding flower show. wild game and fish demplay and juniora' hobby fair. the whole of sumicient runge und varlety to offor many things of interest to old and young. whether from city or farm.

Camival-Falrway: AA the fatr opens the third Monday in september, rides and conces. sions from parks are nunllable. Many permanent rides have

By W. C. Rinklater

depnitment expenses 23.000 ; amusements, 23,000 : publictiy, $\$ 15.000$. And taxen and insurance. si.000. Puynllup, home town of thts fnlr, is 10 mlles from Tacoma, population 100,000: 35 miles from Senttic. population 400,000 , and some 780,000 people lite with $=$ in a radius of 75 miles of the falrigrounds. The radius of attendunce. however, extends over 150 mlles. At least haif of the annual visitors nre residenta of cities and towns nnd thts fact is fully recognized in organiz. ing the exhibits and entertainment features.

## The Selitp

Grounds and Bulldings: Thie grounds are small. really overcrowded by 56.000 people who attended on

$$
\begin{aligned}
& \sqrt{\square} \\
& \text { W. A. Linklater, president and man } \\
& \text { ager of Western Washington Fair. Puyallup } \\
& \text { whe has made a netable suceess of that } \\
& \text { annual district event. spent the first } 23 \\
& \begin{array}{l}
\text { years of his p } \\
\text { cellege work }
\end{array} \\
& \text { He was dean of arriculture and pro- } \\
& \text { fessor of animal husbandry at the A. } \\
& \text { served as superintendent of the Western } \\
& \text { Washingten Experiment Station. Puyallup. } \\
& \text { in } 1913-{ }^{\circ} 26 \text {. Since } 1926 \text { he has given his } \\
& \text { fair in Puyallup. werking up extensive ex- } \\
& \text { hibits, developing a creditable imusemen } \\
& \text { policy. }
\end{aligned}
$$

## $\square$

one day the past beason. Most of the buildings are connectod, so thnt vimitora can move about comiort. ably even in raing weather. All bullings. excopt barma, have concroto Noorm, and all are whttewushed Inside and out, annualiy if necessary, and trimmed in red. Well-kept lawns sind flower beds occupy nit avallable open space, Including the neld inside the third-mile tract. All walki, including the alslewnys in the barna, are coverod with bright fir whavings, with fresh upplications every night. Everything lí as fresh and clens-looking the last morning ns on tho firmt morming of fair week. Bright straw for bedding is furnished free for nll live mtock, including race horscs


THEY LIKE THEIR grand-stand oftractions at the Western Washington
Fair puyatlup
beon installed oy concossioners,
Imeluding Roller Conster. Old Mill. Tumble Bug, also Fun House, Red Bug nid Skooter. but portable rides and shows are niso contracted, Al gnmes and similar concessions are in bulldings erected by the concesaloners. Thie basic rate charged is 30 per cent of the grost. Miscellancous concesslone, such as pennuts, pop corn, drinks, otc., pay 30 to 40 per cent, reatnuranta from 15 to 20 per cent. The Fastway hes been entirely matiafactory to the management, conceraloners and the public. It is highly popular ald profltable.

Public and Concessioners: The Muhts, convenience and comfort of the pulite are combidered paramount. All concessionors must keep within the booths ansigned to them. Sellers of balloons and novelties and himilar salesmen cannot ect their shands in the niale. wnys to obstruct the movement of fair visitors.

80 tar ns posstble, exclustve concessions are contrnetod. Thits fixen reaponalbility and reduces come plaluta and annoytag rivalries. The interest of the
concessioner ts conserved by limiting the number of concessioner ts conserved by limiting the numiber of conergsions. Such legitimate busincmessare fiven to operation and protection. The ofi-color operator is
considered a inabilty and an efiort is mado to exclude consid
him.

Amusements: The location of this Piff. distant from major nmusement contors nnd in n diatrict wieh. out in well-organized fisir clrcuit, hay nande it nocesaary to utllize and develop locnl ontertainment fee. tircs but of profoxsional callber, such as log-rolling nind ofher moodsmen contests and Indinn parades. dances and shows. At lenst 60 per cent of the grande dancea and showd At loast bo per ce ore are and alon beceuse they cun be put on in the poln and alsn because they can be put on in the rain. The fair advertiscs rain or shind and has not canceled program in 10 yenrb, Running horne races. using of flclalk from standard tracks, but without pari-mutuet betting. altho legal, are fentured afternoon and ajghl Natil or military drilla and exhibitions are niwn Included. A group of high-class circus or free ncth In Intermpersed. the whole giving a three-hour afternoon and a two-sind-n-hnif-12our night fast-moving. di. versified entertainment, supported nad carried alons by a competent show bund.

## Publicity

Thin fair spende about 10 per cent of its prons income on advertising and uses all standard mediumsbillbordis, nexsprpers, a hnil - dornn radlo stations, tire covers, counter-cards, otc. In this connec tion competent publicity mon who can prowiuce storles that newspapera will print are alwny woith what they cost.

Advance tleket salea have an important adverim ing-publicify value. They are wold for wo weeks immediavely preceding open ing of the fair and thruout the "trade tertitory. Six 25 -cent coupona, ex territory. Six 2.5 -cent coupona, changenble for car parking, ndminston and grand stand. are sold for 81. Thiry: three thounand dollars worth were sold In 1035 and 0 f jer cent wore rectocaled For 20 yeare genoral admismion hak buco 50 cents: grand stand, 50 cents, and
cents for reserved sents.

Representatives of local nervice clubs viat other clubs in the interest of the fair for a raclitus of 50 to 75 milles. The majority of nelghboring cities and towns doclare holldnys and send cara. varus to the fintr. This indicates gencral good will and co-operation. Tucoma and Senttle compete annunliy for an attendance prize based on total pnid ad miselons on Tacoma Day and on seaut Duy. In additlon there are other com munsty uttendnnce contests.

## Passes

Weekly passes are lesurd to en ployces. exhlbitors and concessiones (See MAKING A FAIR on page 72) By felix bley. Office Press Building. Residence. Rivicra Apartment Hotal,

## Barnes Show

 Has SelloutsCircus turns 'em anay as threedtry fenture-better gate changes exhib hours
tenannce recorde in the nistory of the
Fircus.
Fbllowing the ctrctas performances, the throngs entered the oxposition run zone to tike part in many gala events and placos on the grounde. It wing various placos on the grounde. It wis n recordprosltion on the fun zone pallsades exand playm nnd one of the ballsades aren ding turnoutm of visitors ange best satur sition openod. It was $n$ signal sticcesm and $n$ brilliant augury of the many big attractions belng planned for the exposltion during the meanon by General Masager Wayne W. Dallard.

## Pagenme Is Colerfint

Spccial events over last weck-end in cluded Encondido Day, National Crlme Prevention Dey, Southern Counties Choclal Workers' Day nad Chllimen's Day. Contestan and events included harmonien contestanna a kid chumplon burker contest. Frrat place and a gold trophy were snles talk of talkers nt the Midget oire cus. Strange As It Seems and Finchon \& Marco Revuc. He wrs melected by tho judgex. Johanle Meyers, talker for the Midget Circus: Whitio Woods. Zoro Gardens. nnd Al frumke, Days of 40 .
A colorful pageant. A Night In old Miexico. wis premented at the Organ ainphitheator, Jose Arlns and his troubaled $i$ gay parade of costumed younce and led g gay parade of costumed youncstern. Merkley Musleal Mateis gnvo a progratm the Ter Hoggens presented the evening dnncing in the Howse of Hoapliallity nus. ditorium. U, S. Marine Band pinging a concert and retreat ceremony. with a concert by the Marimbn Fand in the patio of the Palace of Transportation
Fridny'自 feature included a serien of *pectaculnr muaical programa dedicated in honor of NBC.KFPSD Day, Don Pedro and his orchestra played for 18 minutes over NBC notwork. with public addreas syatem reproducing the music. IItgh light of the day whs Dorothy Lamour. radio star. Presenting $n$ i6-minuten prowhich way broadenat ion redio studios NBC. Niky Limour was aitionally over KFPGD Day and also rotpned as gucen of Al G. Barnes Circus Day preslallng of the cala soctety nieht prempre ehowing Fred Wiring and hin Pennsylvaniang prosented a half-hour program over
NBC.

## Bank Nighe a Ferilure

More Thin 10.000 WPA. MVA and BFRA workets and families wore rueata wpa WPA-Federal Muslo project Day, Members of reliof groups were admitted on by musical organizations included the pedernl Civic Band under included the L. F Stodalaid nind Finder direction of cert Orchestra nnd Federal Ctwic Negto Drace Band. A program of Fugosinv music and enBunday nfternoon nt the of a reception in the ifowe of Pinclice Relations. Enter tainment was by Antoinetty and Dor ofhy Petrnsich. Guest of honor whe Frank Drugan, executive secretary of the expoastion and director of the House of Pactinc Relations.
A new fenture. Expoultion Bnnk Night, Will be introrluced every Thursiny night. Duplicate ticketr will be given nt gntes, and winning ticket hnider will be given en nward of 8000 .
prorment realgned and ieft orenth de partment. realgned nnd left for Dallam. Whare he has been ofrered a port in the olcket antea and promotional department Hocige, the last two years director of tho rarlio dopartment of mox Weat Const theaters, in new hend of the apectal ovonte department Jack Wright began dutle in charge of the United Btaten Department of Lubor Gexilibit in the Frdernl Building. He sum mppolinted to rerve for the duration of the exporition by Francif Perkina. secretary of Labor. Increasing netendance has rewilted in n change of sohedules for nil exhibie dlately. all buildings will open at il am. and closc at $\theta$ p-m.. adding two

## 

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RAYMOND MELZORA
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one and only act to do thil triek. one and only aet to do thil trick. considered imcossible.
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Daring and Dainty Miss CALVEREYTA on the flying Trapeze. Now Combined in one ble disCALVERT, 164 Averth Ave., Rochester, N. Y.
hours to the dally behedule. These hourn do not affoct the amuxement aren or cafcs and restnturnnin. Which uhi remain open unill midnight on weok nighta except Sarurday. when they remalin open tho ho

## Dicker for Missicnls

Clobe Theater Players gnve thoir nset of Windsor on April 1 with Mery Wives ton Reld in the role of Falstaff. Other bills in the week's schedule: As You Like it. The Taming of the Shrew. Macbeth. The Comedy of Errors nnd $A$ Winter's tale.

General Manager Dallard amnounoed
(See BARVES SHOW on page 98)

Flfth Annual Leglon Races

## It you bave as furge catinitis. it wal lay

YOU TAKE ALL ON FBOWRAND HIOES
Wanted-Carnival-Rodeo

## 

 Eech Morning: Larye Crowdichowemmerl. Wha
## Stale Methods Of Exhibiting

## "Muse Vary the Acts"

I could give clozens of other quotaagers, ngrlcultural workers, farm nagaztne editors and from hunctreds of fair patrons. cetup is that we all realize that our be done nbout it or we are going to sust anything nbout it. olther because wo don't know what to do. or perhnps a capacities in secretary of a falr and of


## DOUGLAS COUNTY FAIR

## 



## IoHARentm, storer. misoalc, mich.



## WANTED



A chamber of comnerce and perhaps
many more jobs or trakmanters. many more jobs or trakmankers.
But we are fnoling s serious problem. perhapa nore serious that beter of us may realize nna wo had better begin Ting circuse. but go had better paint up the front and clange the name nand vary the neth a 1 Ittle or wo mire golng to wake
the one of these days to the finet that our
 fars that haver rallen hy the wayald.
that have hane out of existence ycar by hnt have mone out of existence year by
year shoula eonvince us that old ago and death may bo oreeping up on us.
That to
the "fear psychology" nnd it beThat is the "Year peychology" nnd st behooves us

## New Ideas Demanded

But we whould also consider the wonne our falrs of more real value to more people; of asauring thelr future sucoers assd contininnnce, and of fetting more money as a result to help ua do a wrirth-
while job in $n$ worth-while way. The sitWhile job in a worth-whlle way. The sit-
uakon ought to make us stop, think andion ought to make us I am tremendounly interested in more caure the more and better fair 1 can have. I cap got better exhibite, atitrace tions nud concesslons nind a betzer carbival, the more nnti better fatrs there nre over the country. The big thing his problem and bettor thic situation by ndopting now methods, wnys and means of exhiblting.

## 7air Elections

FrinNKi.IN. Ky.-Simpson County Palr Aroorlation olectod Judge J. W. James,
prortdent: T. L. Neelsy, ereanurer: Cyril prordent: T. L. Neelgy, treast

WARTRACE, Tenn.-Wartrace Fair Asocintion ro-elected T. Lynn Davis, pres Bramblette, Eecrefary-treasurer.

## MCMINNVILLE Tenn.-Warren County

 Fair Assoclation. Which ham named a mpecial committee to supervise robulldstorm, re-elected E. W. Walling president. Other omcers are J. D. Eikins,Billomt Brown. viceprestienta: John $\mathbf{w}$ Bllioat Brown, vice-presidents: John W,
Nelms, secrotary: E. S. Walling, trens Nelme
urer.
ESGEX JUNCIION, Vt. C. H. Mower was re-elected manager of Champlain
Valley Expomltion. Prcsident Paul $D$ Valley Exponition. Prcsident Pau D Ratne nnmed these committeen: Exccutive. Paul Rainc, H. A. Thompwon, H. I.
Stanhope. Dr. J. A. Rust. H. J. Mercure.
Clark E. Brigham: entertainmene. H. I Stanhope. H. J. Mercure. J. S. Grow
O. E. Brigham. P. D. Raine: budget C. E. Brigham, P. D. Raine: budget
Thompson, E. H. Drury. Crow: grounds
Drurr, Mercure, E. M. Foas: ndverilalng
Thompson, Drury. Dan M. Johnont nd Thompson. Drury. Dan M. Johnwon: nd exhibits, Drurry. Miercure. B. C. Hawley:
racing. Frank Pine, R. C. Milea, Dr. Fumt

WEST POINT. Miss. Clas County Fair Asmoclation re-elected Bccretary
Mnnager John Crawiord Jr.. and named Mnnager John Crawiord Jron and named
T. E. Douglas, president: Sam Dexter T. E. Douglas, prosident: Sam Dexter, vice-prasid
necretary.

HAZLEHURST. Miss-Copish County Fair Aasoclation voted to finerense premitums and olected C. A. Roper, chatr-
 prives: J. L. Wrinon premilums: J. D
Wime. advertithg: Willam A. Long Wine, advertitung:

LUDLNGTON, Mich.-Mason County Fidr Aseaclation clected A. E. Houk president: T. IT, Fisher. E M, Brigge, vica-praskents: Fred O. Lageson, secro-
tary; Frod Schoenherr. treasurer, and tary; Fred Schoenhorr. Ereasurer, and
25 directors.
ANN ARBOR. Mich. - Washtenaw Modane, prestident: $C$. $D$. Finkbeiner. George Cooper, vice-probidonts: $R$. H.
Aber, secretary; B, E.Pryer, treasurer.

OIL CITY Ln, Omcers of Cnddo Farish Finf Ansocintion, which melected On City as site for the 1936 minnual. president: Earl Wiblamson. last yenris
president, vice-prosident: Mrs. Pugh

Wilkinson, secrotary-treaburor, managor, re-elected.

## PRICE RISE

VANCOUVER, B, O.-Cyril RobertB Snreits. was elected restcient of Chill wack Agriculturn! Amoclation nt the an nunl theeting and dimnor in Chlliwnck succeeding Guy curwen. president Knlrht, Arthur Menzles, A. Fr. MacDon Vurwon. C. A Barber. Iorne Malcolm Mra. George Maurer, Mrs. Arthur Gra W. S. Annis, J. J. Androw, II. W, Ger. man, H. G. FitzHorbert, Inn Hepburn, McKenzle, Mrs. Erd Chadsey, Statement howed a balance of 31.151 .

## Fair Grounds

KINGSTON. R. I.-A. N. Pecklam han En made genoral manager of Kingaton Frit by Woahlngton County Agriculthal s more than 65 years old and rocently menibers of the society paid of all intarted with a clenn blate

OIL OTTY, La,-Caddo Partsh Mait Asociation directors have selecteci Oll City an alte for 1036 fatr. Trcasurer's report on hand than in 1935. Assoclation deelined to necept $n$ r
Douglas ns director,

CLARRCSDAI.E Miss.-Exchnnke Club. Cleveland. Miss. hus jolned with Bolivar Courty board of eupervisors in plans for Cleveland. porilbly in July. Numerous other North Mississippl countles havo algnined that they will join in a celemiany yoars, ts expected to be ticd in.

EAN DIBGO, Calif-Liberal cash awards to attract exhibitors to the 22d Agrleultural District Fair in Del Mar in October are contenmplated by w. Mitchell Frank G. Forward and Robort Ornhain. Frank G, Forward and Robarte displays of overy product in San Diezo County are being collected, said Premld

PREMONT. O.-Auto madng will bc here for tho first time in many years Enid Secretary Rusaell S. Ifull.

ANN ARBOR, Mich.-Directors of Washtenaw County Filr Soclety nannounced in iree ialr here in September amo time, A ree fals bien are bers tried hore, but airectora are impressed

LrWISTON. Me.-Firty horses are Alrendy in sping state Falrgrounds here and applif catlone for barn space come dally Jiminy Jordan. Illinole relnsman, in
tatent arrival. Indications are that Intent arrival. Indications are tha
Mantine will have the greateat semon of Matne will have the greateat seanon of hecretaries are hichly optimistic that нecretaries aro highly optimis
1036 will aniply replenish coffers.

HARLINGEN, Tex. - Pendink further atudy of flnanicing the project, action on recommendations for improvement of on recommendations ior waps doferred by directors of the Chamber of Connmerce and Mnyor Sam Botts and D. F. Ewink
were named to study condstion of bulldings in the park and report

## Jackson, Miss., Enlarging

JACKSON. Miss., April 4.-T2aru under w'ay on Mississippi State Fhir enlargement and modernizing of tho midway, belng constructed in the form of a loop with a much wider street. buildings are being anlarged and vated. driniting fountains ingtalled. parking grounds enlarged and clectric ilghting modernized.
GRFAT CALVERT Will have a partuer tilus season. Miss Calveretta, making a early in May undier the George Hanud banyer. Dolng bnek drops and zwingling oe-hangs ou nying trapeze, she witl
have the appearnice of belne 53) "The park manager who has follnwed this mothod of price cutting has noth. the to fwar from the ruture. Iorebigh hase had the foreatht to isualize the future when prices were cut on specins days." President Baker frowns on the prac cent and 10 -oent rjdes to 5 cents and ven 3 conts.
-lleve it never npproved of this and and diplomecy require constderable tact 'In the frst to overcome. lee declared. nore people place. purks We all know rom pnst experiences that a crowl will pond more mones per capita than just a spend more money per caplta than just a cow stragericre. Cow that crowd to belleve we cnn operate with pront at a smaller price of
ndmisalon. The fact that we hnve sur. ived is evidence in ltself. The publle ood times will bring larger erowds into our parks: Jmrger crowas will Incroase carnings. no why the Increate in prices The public docs not know or the struk-

## When Public Won's Argue

 Don't be too quick to ralse prices to old levols, Mr. Baker warns, fikuring that depression prices to inorcnsed attend-"That in itwelf will bring ndditional recelpts. Then, whon the opportunlty prenents itscli wherein you crn renovat your park or paint it or change some etup on a ride, then and only thea Will the time be logical to incrense, it may oven be neceraary. in extremo cases. to adverthe a new or rebulit park in order convincingly to give a reason "One thing in eertaln. When Mr. John Q. Publio once again enrmin u decent pay. be is golng to become nmusementminded. guing over prices

## GRAVATT READIES

## more (Continucd from page s2)

more to bo signed what week.

## prosident olso revealed that ho

algned the areatest arrny of orchestria ever to appenr in the remort for the
room, which will be redecorated ocean ond last serum was crected
model bungalow, completo with gurage. Mor. Gravalt plans to double it this year and work hims arremdy started on a tro atory model home planned by Ar
Willinm $F$ B. Koolle, Plilladelphla.

## Nero Submarine Deck

## One of the greatest changes will bo the submarine deck, under the sambit

 deck of the pler and extendink will be mosted to include a big array of mechantcal shows. Including Capt. Thompson's now dhows, inciuding eap exhibit, with a killer whale. North Fole exhibit. Jurnic show, new haunted custle nnd aoveral other attraction not yet entirety set.On the upper decic the Jarret war ex hiblit. Which has been removed, will be
replaced with a bistorical exhibit nud replaced with a blstorical exhiblt ano a special collection of hats of all natlona Three thenters will be rum on the pier adth special shows for ohlldren it ndalitional
week-ond
one garden will be planted on one slde of the pler with a fountain and troplcal sish. where all kind roll troplend plants will grow over th
Lng waves benenth. Several well plant authorities nre arranglpg Baby animal zoo will alno be ret
Frank Rallott' $k$ Ninstrels. with fraces and routliges, will return to tho Mualo Hall for the 37th yenr. stare are kisci to have been signed.
-I think ahow bustaess in genern :ill make a decided comebnck thle Eensop. with plenty of work around. Theuser and amusement manngerm should fo ahead nud see the tiver lintug. As it Were." astd Premident Gravatt.
here I expect $a$ big seanon and I paring blg. practleally doubling thing 1 ever attempted befors. I ree the country in a vhoie is decidedy on ness should keep in step."

LES CATTIERB, acrlalists: Regnall and Curver, double Aro dive, nind radio name (Pa.) have beon booked for Gelinagrove. (Pai.
Free Carntval and Night frir in Juls


# MARCHING ALONG TOGETHER 

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Cumhman Shows for Fairs
LINCOLN, Neb.. April -Wilbur Cushthe Orpheum hore for the vaude from but his generni representntives. Vince Markee, shld the circuit intends to koep the mhown thenct as much as posstbie for falt dates thru summer and fill. Pirve acta nnd lincs of glris willi be addeतt to the shows. Several Cumhman the shows moriced last Iall thru Bnrnes. Carruthers.
Texas Dita for Arkansias
LITTLF: ROCK.. Ark., April 4 - Gert. Gilbert Lelkh, vlce-chatrman of Arkansas Centennial Commission. returning from Texas Centenntal omelais in Dallas, sald
Dallas is ready to turn over 300,000 Dalias is ready to turn over 300,000 worth of research work complled by the
Texas group for use of Arknnata officista, thru group for use of Arknnats officisis, licity an interchnage of meaearch, pubstatcs.

## BEAT SCHEDULE

(Continued from page 63)
that 1087 would be Just nother year litionnl run. All contracts are for ade Initial periori only denpite suggeutlone of a second edition. Ground was broken on wednesdiny for Byrd's Little Amerten show, backed by
Harold Byrd. Dallas all nuan and fit colisin of the ndmatril ninn and firat colisin of the ndmirul, George Black, bunjnes akocinte of the backer nand
momber of severni of Byrdis expeditions member of severnl of Byrd's expeditions
IE on the tochnical mnnagement end. Vhitors to the expo will find nil build ints 10 or 12 degreos cooler than the ontslde and many apota will keep tem conditioning all buliding expo is alrvetump exhibit halls are planning tho Bamo why.

To Start Crime Show
Dastd \&. French, Chrymior executive expects inatellation to start soon find lot, and the Motors peoplo nre on the wetiedul the thow is 100 per cent on fendy for with many structures now culde boot installations.
rulde book for the oxporition, to be
wold tat 25 conts, is now in process of compllation. Clinton Bolton. of the expomition publicity department. is editor, Gold Guich, ta to arrive aoon to mupor visc construction of Stanley Coraham's showbont music hall. Durour and Rocrers will start building the now big Warden Iawes Crime Show shortly nad John Siriko is rendying for the Animal Stars of Hollywood net he will import. To dnte no denl has been concluded between the expasitton and John H. McMnhon in Chicago butrects of Parts setup. He is in Chicago but will retura shortily.

## HIGH PREMIUMS

## (Continued from page 62)

the 8 trate. This made a totnl reduction in premlums over the preceding year ceiving state nid patd $818,345.38$, for which they recelved from the gtate equal shares of $\$ 5.000$. This meant that last yent your promiums were incrensed over 1034 by \$282.73.
Connecticut it is a wonderful record for Connecticut fatrs to gothril the depression andi, in spite of decreased state np. proprintions, continue to pay premiums certainly mpeak:s well of better days. It mont and concluslvels proves managethe interest of four communities no heart hy offering promiuma on n cale that will bring out the best in your community.

## Question of Aroctris

Itun ampecially kiad to know that this sltuntion prevnils in connecticut due to a near-by state know of a mituntion in local indrs in the pastter of premiums had renched the molnt where they are no loneer jealous of thelr local individuality the stato shoulder practically allint to let stbllity for furntishing promblum responI know that all of you promium money. of you need all of you snat and most from the state but it is encournaing get know that you who are ruantag the falra of today hive the samo cournie fairs backbone as those who organized tha fairs and hended them townrd thotr century mark of continuous service in Connecticut.
"It La perfoctly proper to continue paying high premilums if you are makyog sumcient money, but the queation you nre bound to lace somoner or later La to mether it is prasible or sood business analymis of your financial istotements hows that the 30 frire drawing state nid this past year simowed a total net pront of oniy $\$ 120.57$. in other words, after all obligations have been taken care of. including donntions to specinc orgnintzitions. your cash on hand wis only silghtiy greater than at the end of 1934.
"The reports also show that thoan falrs which lost modey are somewhat grenter in number innn those which mnde a profit. This Inat yenr, figured strictly from the cosh on hand. khows that 16 filirs loat money. 12 made $n$ bubstantial grin over 1931 and two donated all pronts to Grange bullding funds with the result that the falr assoclation never han any cash balanco on hand. Consequently. While 16 raiss other 14 mide a pront arenter that the losses incurred by the rimet 16 fnlen

## Consialer Leart Years

"You fair officials realize that the nnnncind success of your fairs depends tions and so nre bound to have a certain amount of fluctuation in weather whim atrects individunl fatre. Those who made money thls year may lowe it next and likewise who last money ilits yenr on and count of poor weather conditions can be hopeful that the Jnw of avernges will Give them a goorl break in 193日. Witlo this condition repenting lhelf from year to year. it mifht be well for local fatr akabenations to consider setting up motlent reservo funds to tnice care of lend years.

In the final namysto the success of your Inir depents unon whether the publio in intending and benefing from the exhibitis for which you nre offering infRe premiums. The only fgures wo have wourdie us are thore submitted in your nasnoin! statemeats nnd from these It would eeem that the 16 fairs nince 1030 have pot only boen holding their own but in fact. making alluhe gairo in attendance.

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# NEWSPAPER HITS OPPOSITION 

## DefendsShowing At Florida City

## Lake Worth Leader praises cork of carnival in raise funds for victims of flood

 LAKE WORTIE Fla.. April A.-Relntive committee nad its local coworkers nad the producers of the Elks Fromtival held here lat week. procrects to go to theAmmelean Red Crows to old retie f of flood Amafiean Red Crows to bid relief of come pay. Metropoltinn slows, management of Bim Lawrence. furnished amuse-
months. The Lake Worth Leader on montes. The Lake Worth tender on
Wednesday had $n$ fontured article on its Wednesday
front page.
front page. The heading to the article wins "raki ${ }^{\text {on }}$ Festival To Ald Flood Victims- Expect
To Secure City Quota Fund Thru Car: nival-Tonlght will Be Newsboys' Night Grounds it Corner Lucerne and $\mathrm{J}:$ Rides Fren-Picture Theater Minn Is Having Fit' Over Carnival AttractionSparks Theater Doing Nothing ThenOthers." The article follows:

## (See NEWSPAPRR HITS on page 86)

## Foster Bell Special Agent Striates Shows

CINCINNATI. April 4.-Fonter Bell. of this city, Was engaged this week to be special agent nne probably miso corporapublicity with striates showngeorparat. stinter to report it portsmouth. Va.. April o to take up his duties.
winter of 1034-38 Bell did press work With the Thurston (mangielan) show. Also for a row week lat fill, until the sudden innose of Thurston. fifer which Bell
went with the Sally Rand fond glows. went with the Sally Rand fond the the Early last season he was and was
Johnny J. Jonen Exposition and was formerly with various outdoor show
Winchell With Motels Chain
TAMPA. Fla, April 4 , Frank Winchell
recently resigned his portion ns pres is recently resigned hits portion is press
ropresontalive for Rubin \& Cherry Exporepresentative for Rubin \& Cherry Expo-
sition. with which he was employed several outdoor show reason, to accept a year-round boaliton as publicity dost Hotel, with hits headquarters nt the Tampa Terrace hotel in this city. During the in publicity work for the hotel chain. a part of the time located nt st. Petersburg.

## Hennies Bros. in Mississippi

MERTDIAN, Miss.. April 4--Honnice 1036 fails here, Al H. Yeomans, general manager of the fair, announced this manager This is Monies' first Missiamippl appearance, and show will miso play dates nt Tupelo and Laurel, with Merledian sandwiched.

## Carleton Collins to Marks

CINCINNATI, April 4-A communicaLion from Carleton Collins, well-knowin prem representative, informs that he wilrector of publicity and genorni an-
distant to john H. Marks. Collin plane to join the show at Richmond Va.. planing its ongagement there but probnobly not in time to be nt it opening on April 11 .
RICHMOND, MO., Apr ll 4. -Roy Gold stone, who owned ind operates 25 cones-
sons with Crowley's United Shows. Which he transports on four motor trucks and one nemi-tratler, hat placed An order for new tents with the Fulton Bug and Cotton Mills. This will be Coldntone'e fourth sean on to have con-
cestons with Crowley's Snows.


TWAS A "HAPPY BIRTHDAY" for Clio harmi-Fat Show with United Shows of America. On his om wotal day Mra. Karma. the sining hittite fir woman abed. presented hims with a Ane girt, whom he in prouditer of Mr. int his arms. Tors. Kans. Two nurses are also in the picture.

## 3 Shows Make Season's Bow

## Went Coast at

Oakland, Calif.
LOB ANGELES, April 4.-According to Information received here. the West Coast Amuserient Company had a good
opening engagement at Oakland, Calls opening
For transportation the show ham three Fatirond baggage care nad 12 truck and genultrathers. There are $\theta$ rides. 6 shows and 33 concessions.
Shows: Circus side Show-Frank Forrest, manager Lu verne, in annex; Hal Whims. armient wonder Human Hort Brice; Dainty Marie, human corkscrew; Mitzie Fills. Iron-tonguo first; Fa Diabolo. mestolan: an electrical setup hind impson and A1 Kntanzer, tickets. "Rare Facts of inuring Faff (Rose Wentinke): Wallace Reese in charge. assisted by Wallace thrum and sally Keith: Curley Willie spirum and Sally Kotlin: Curies White, manager: asstated by George Lewis. Girls of the Moulin RougeJimmy Hurd, manager: the girts, Marion Roberts. Julie wood. AlicIa Akee, Gloria May OBrien. Rosette DArcy, Flaming Moulinetux: Ray Thorpe White Terrell and Margaret selirem. musiciatix; Joe Adge. front: John Deedus. ticket taker, Athletic Arema-A. D. Herman and Louth Andros in charge: Joe Weber, boyer Ale Turley, wrestlers: Mrs, A. Martin. tickets.
Riches:
Racier: Ferris Wheel - Mra inn
(See WRST COAST on page 85)

## Ballyhoo Bros.' Circulating Expo.

 a Century of Profit ShowBy STARR DeBELLE
HAWK RYE E N. C.
Dear Charlie:
The greatest show publlosty ever given a slow viatica the this blot. Altho not an airplane in the entire county. Then municipal deport hid been blat it. Thanking that it mich athanct plane sp passing modern.
General Agent Lem Trucklow contacted the airport promoters and con-

Wallace Bros.' Shows At Covington, Tenn.

Milan, Tenn, April 4, -Wallace Bros. prontable opening enpagement at Govproton. Tenn.. tho some Inclement weather was encountered. sind many loads of adult were required to place the midway in invariable shape.
All Fides and other paraphermatla were giver a thor overhauling and Start: E. Fe Frow, owner-manager: Jack Oliver, bushacss manager; Margaret M. Miller, secretary: A. R. (Rube) Wadcoy, general agent: Charles Noel. ajpectal
rise wallace bros: on page 85)

## Reyes Joyland at

South Hill, Va.
south hill. Va.. April 4,-Keyes Joyland Shows started their season here Monday, the week's engagement under huspiecs of mire on Man street. The opening wu s originally scheduled for last Saturday, but Manger Keyed was delayed a couple of dayan because of a food in Maryland. which did gretit damage to his home.
The midway has a tree gate, and with mostly favorable wonther, business has averaged fall
Mike Zelgler recentig arrived from his home in Pennsylvania with ah ll his riding devices repainted and looking neat. All (SEO KEYES JOYZAND on page R5)
vince them that it should have a dod cation clay and the show to furnish the midway. When signing contracts he promiser them every kind of a plane and dying doves ever invented. All to be furnished by the show. Even left his imagination 80 so fir t as to promise them a dying army tank. Almost everyone being alt nad war minded at the lime. paper read. "The Greatest Invention or (See ballyhoo on page 86)

## Sol Quarters <br> A Busy Scene

## Preparation of two organszatious lis been under way at Carithersville, Mo.

OARUTHERSVILLE MO. April 4.-The winker quarters of solsizntion, imperia nt wow n, has also been under process of bullying nina nssembilns. hus been a scene of intense activity. expeciully the h nt few. weeks.
The work is fast nearing completion. only the fishing touches to be applied. Manager Sum solomon in optimistic regarding thin yeur'n tour.
A show ethereal shows appears elsewhere in this issue. Sol's
Liberty show are scheduled to leave Liberty Show are scheduled to Ienve. mont at Cape Girardeau. Mo., which starts April 11.
Mr. Solomon informed that nil new show tents and other canvass was ordered for both units and quite a number of additional motor triseks for tinnkportas ion has been purchased. The imperial Shows will be partly motorized and part railroad
Many of the booked attractions have arrived at winter quarters. othors to join

## Allen With Gold Medal

FAST ST. LOUIS. Ill.. April 4 -DB. (Doc) Allen. Who recently signed ha Medal representative for Bloom' Gold to Mush in $\mathrm{St}_{\text {. Lola }}$ from n successful booking trip thru Illinois. While here Allen gur chased from Charles Com, of shandurd Chevrolet Company, a 1036-model Cherrole nèlan.

## Fred Sims Adds Ride

HAMILTON. Ont., April A.-Pred W. finn, owner-gencral manager Sims Combined. has added another riding device to his equipment, "THE-E-Whiri. The winter quarters of the show ha scene of activity, Frank W. RHine. manger, having the crow busily preparing equipment for opening on April 25 a Windsor.
Mr. and Mrs. Wright ont Trip Thru Central States OINCLNNATT. April 4--Mr. and Mrs. J. D. (Jack) Wright Jr. spent $n$ of hours hare early this week cities in tho Central States. Trip to cities in tho Central Tie hustling veteran general agent nad his competent special promotion h co-worker tho minkus-are bisk in the native late year in their own special. event promotions. in witch they for. marly occupied themselves for some consecutive years. They are looking forward to 1925 being b boom year for outdoor nmusernents.

## Changes Opening y Stand

Greater sori Ky. April 4.-Kelliey's Greater shows have olninge that. to this lang stand from Evansville, ind... city. J. Weaver has been appointed legal Hajustos with the show.

PARIS, April 4. -Tho neat Important
 recently along the Boulevard e Pasteur. Garibaldi and Grenclle. At least 30 t showa. rides and concessions spread our. along tho midway. Ideal weather ing week brought out big crowds.

PETRRSBURG, VA.. April 4.-KRuß EXposition shown. Inc.. maximum eapial of $\$ 10.000$, was recently chartered $C$. Lnuterbach. of Petersburg. Is prosideat.

# FHESMEN UP ANT DTLL <br> U1P: '36 Will Be A Perfect'36 

# ETITS' SUPER ATTRACTIONS Now the the time to get all sen for a buenner Don't pake chances, Depond on year. Evans' mete-fire attractions will help year. Evans your concession THE live spot! Muery! boys. Sit ptght down and write for in. formation and prices. 

## FREE CATALOG

Evans" latest PARK and CAR NIVAL Catalog coneains a complete line of Amusement Equipment for Parks. Beaches. Fairs. Carnivals, Picnics, Homecomings. efc. All kinds of Wheels. Shooting Galleries, Sets. Crecpers. Grind Stores. P. C.s and Cases. Paris and Supplies-in fact everything for the Midway. This 80-page. fully illustrated catalog is yours for the asking. Write for lisoday!


## GIRL IN BED

Sonsation of the Strects of Paris at the Chicigo World's Fair
Step right up, boys, and toss the liftle girl right out of bed. Looks like a einch ...just hil the spor and see her surnble. Yes, sir: here's the attraction that packed 'em in at the Sireets of Paris at the Chicago World's Fair and will be the big feature on the Midways. Don't let anyone olse beat you to it. Write ioday for full details about GIRL IN BED. the most sensational attraction on the lot.


EVANS' SHOOTING GALLERY
Evans' Long Range Shooting Gallery is constructed of steel throughoup. Thoroughly iested and inspected beffore shipment. Easlly and quickly assembled. See catalog for complete lline of Shooting Callertos, supolios and parts. Stock for immodtate shipment.

## EVANS' CORNO

The old favorite is erlll tops In popularity. Evans' Corno as illustrated is one of the most practical and complete games on the market. Consists of a nickelopleted Corno Clobe. 120 spectal Corno Cards. a Corno Ball Board. 90 numbered Balls and - Tally Chari. Players stay and play. A real aflemetion for a real spor. Order vours today!


IF IT'S MADE BY EVANS YOU KNOW IT'S GOOD



Evans' Country Store Wheel An unfailing wurcess and always a good momey Ansker. The Wheet has extra doep pockeis, a hish fence so protect the merchandius and is equipeed with oup spectal muliti-indicator cups. Aceommodares 8 players. Insuring ample earning eas paciry. Can be mado in any slec up to 10 feat in diameier. Write for information.


EVANS' COUNTER HORSE RACE WHEEL

## deauiffully decorated in colors showing 8 popular horses. Front of wheel is R1, Rss

 covered. Equipped with Pari-Mutuel De: vice with chamkinge, odds. Junior size: $32^{\circ}$ in diameter, $50^{\circ}$ high, Carnlval size: $60^{4}$ in diametor mounied on post 8 ft . high. Always a winner!
## EVANS' PORTABLE CANDY RACE TRACK

## The most practical race track ever produced.

 An exceptionally afrective concesston for the disposal of eandy and other merchandise. Has disposal wortul llash and can be depended upon for a wood "take". Complete detalls upon requesf.

AM not dictntorial and have no axes to grtra. but I have been in the indar had and if in ang wry I ean be of help to advance it it would afford me grent pleamure I have scen them come and I have meen them ko. They nll had different methods. All were not succeshm.
 but there are just as good dayn now as there were then. I have been trunght their backwnrd. They had their now.

## An important quartion to- 18: Shall wo play under

 uspicen or nelli?In the old dayn. no the den brothers may. "We got n 'bonus to play towns." whith wai nll ing amusement show came into beling you coukl do thone things with suth companies as Graskell \& Msundy, Seeman-Militcran. Din R. Roblnion. J. Frank Hateh and others. Now you have trouble keeping out business has moved forwnit in eome respects. Where there were $n$ few hundred poople then there ine depend on this branch of khow business. Some departments hre still back in the "good old days."

Let'A look back-oven not very long ago-just to 1010-what with nergo and perseverance onc could do. I $w t h$ relate $n$ true story: $A$ certnin frlend of


Harry Dunkel hearted. A party sald to blim: "There is a little can't move." My friend said, Let'H go and buy it.". The other lellow sale. "I hnve no money. to which my irtend repued. "You have as much ns i

In some manner they bolh went to the lutte town. My frlend bought the nhow for \$200, gave notes for same. employed the former owner nnd boked everyone with it to go with him. They were all to ko. Now, he had the show. Night camo nind he hud no room. He stnyed with n couple of concesof the largest shows fa the busineas. He left the of the largest shown fin the buslnes. He left the cookhouse up until everything clse wnstaken down, File eredit was goond there, as he was the new owner.
He went to the agent of the raliroad and ordered In went to the agent of the raliroad and ordered
in three baggage cars and one conch. In came the cars and soon they were being londod. Everything 1s the enrm-nnd no money to telephonel He went to the ngent and asked. Do you have telephone connections with the main offce?" The agent sald. "Yes, sir." The showman anld. "Got me Colonel--" "Why." asked the agent. "do yot know Colonel-p" "Personni friend of minc." was the answer, find the
tee of the agent tmmediately gtarted to melts "Yea, eir. I will get him nt once for you." My iriend satd, "Hello. Colonel, how are you? I have my show here -Wiso in thile talking? This is ..." Then followed - long story and pagment of the rallrond move was n long story and payment of the rallrond move was to get of the vilre untu he told the nacme to give him the tickets. All the people were told. "Don" lenve the station in the town that we are going to. When the train arrived he went uptown to book it, nad camo back nnd katd "Okeh." None of the people had a dime. My friond coutd not pay the transfor man in the last town, $\theta$ he brought him nlong. A the news-ntand te met an old "pal" in the lobby of the hotel und borrowed $\$ 10$ from him. Now he felt better-he had $n$ "rawbuck." He opened up on Sntur diny nisht. for seven diys. under the ausplces of the nre department. On the following Tuesdny he paid of nil of his debts. including rallrond. sent the trans for man home nad had money in his pocket. But if he had not played under the auspices and had not hove gotten to first base. But that was yenrs ago

## Auspices Lack Interest

Cetting to the mein subject matter of thim article. during inte years there has been outhtandingly noticenble. relative to minny carnivni ongngements during shows dates other than inirs, $n$ inck of advance in-
terest and aotivity on the part of ausplees nmong thetr townspeoplc. purticularly the whole or a majority of the momberahips of sponsoring organizationa. As we nul know, even committeas (esprecially when times been "lukewarm" instead of doing thetr utmost
to Inapire theit follow towinspeople to look forward to a "week of festivity" Instend of Just "another show coming to town." The exceptions have been llkewine conspicuous and gratirying.

What a prent pleamuro to showfolks when thoy arrive in a town nind nad that members of aponnorIng organizations have themkelves entered Into the Immediately there is a revival of intercst amony the Ehowfolks. One finds them linbued with new life.

Intimate that they "have the blarent show in the country." Then in comes the show-three bnggage cars. One commatteemain sntd. "I thought you traveled on sour own train?" sind came the anmwer, "Thant is our train-we lesse the cars." I have dono the same thing mymelf, years ago, but I have found a new wrinkle I tell them the truth. In fact. many committeen hnve come to inc and said "You told the tuth." You know and I know, generally epeaking. commititcemen are mostly local buslness men. nnd many of them do not know the wnys of the show business, and few unctorstand the contract. But some of them are "harper thnn mteel trapm." Expiain it to them elenrly and you will hnve $n$ thetter forilng. They are our partners for the weck (we are playing thetr town). so let's trent thiem ns such. In ing opinion. we ahould always have committees. Minny times they do not give any holp, but it is somotimes our own fault. We should put ourselvas in their place and try to think as they do. Maybe we would get in different light on this impor-

Everywhore, on the lot during the erection of atractions. in hotels. restauranla and other local business establishments there nre mmiles prior to the showings. Mulfitudes of people llock to the "amuscment zone" (they have been inmpired by their follow townmfolk, the ausplces) and with the grantly augmented encoutagement ahow, rido nind concession

## 『 <br> Harry W. Dunkel, thru his confacts and assochations during many years in thow business, has becomo known to thousands people. He was born at Beaver Falls, boih indoor and outdoor branches of tho profossion. <br> Dunkel started as a billposper with John Elister at the Opera. House, Pittsburgh. on September 1. 1884. He has operated his Harry Copping Shows. Of late years he has been seneral repres Ceflin $G$ Wilson Shows.

## 凹


vigor. All is for mutual benefit-to the nirpicea, to the show company and indivtdunl showfolks, and. in the show compriny and individun! showroiks, and. in fact. the masees have $n$ week or merriment, $h$.

Now for the contrast: A show arrives in a town (for a week's engagement) where several members of a sponmoring organization "not" (that word quoted intentionaliy-lt should niso bive a "po") as a com mittee. The committeemen nind their co-workere have done practically nothing townrd local-interest nid in nitivnce of the show's nirtival. The cilutelis, hnving noticed the alugglihness and absence of in terest of the local committee and other members of auspteces, aro found in the same mood-rlugglah.

While the attractions are being orected tho nttnches do not work with feellings of encourngement. There is n lack of spirited preparation for the weck's showing. On opening nikht there is likely to be a "Just-looking-around" majority of visitors to the midwny (granting that there are excoptions). Whercas had there been wholehearted aupport and actictica of had there been wholehearted aupport nind weoks they the nuspices memberb during preceding weeks they would be. peychologicnily. oxpecting merriment and be in a mood to patronize the nttractions, really en-
joy themselves and become enthuslastic word-ofJoy themselves and
mouth advertisers.

Using an imperative phrase, there ls now a cry Ing need" for better advance promotions, particularly local-ntmonphere interest; a stiming up of numplecm (not just the committeemen) to grenter. more energetio netion among thels townspoople. Committeomen should be insplred and they in turn pep up their follow organization members to

Any lack of local-ntmosphere promotions during ate years could not be Inid solely to seneral agenta. second ngents, epectal-evcnt promotern or show managomonis. Instend, it has been a kort of combined lnxity. The urgent need now ha bygtemnile co-operation by and botwoen managers and advance executives of companies.

With properly promoted ongngements. In advance. there will not only be leas "bloomers" but a notable revivat of interest and progressiveness in the traveling collective-amusements neld.

## Overselling Shows

Some agents and promoters, too. overbell thelr hows and orcate dissension amoug committces. They
tant subject. Many $n$ good committee hak been rulned by nomeohe who does not know enough to "come in out of the rain." It 1 s up to the owner and managera of shows to instruct their agenta and promoters on theac important mntters.

Agents and promoters get blamed for all the "bum" towns. The same old cry as many yeara ago A minn once chme to the ofree wagon and sald be on the Ferris wheel and I cant find it anywhere, be on the We don't have to.do that, to do it. It is rulning to nhything untess we intend to do it. it is ulning to nomeone else that comek to the same town. Remens. ber, you nre not the only one in the hhow busmes Thore are others and they. too. want to iv.
atead of kiling it let us all try to uplift it.

My oplnion ta not nlways correct. I can be an wrong ins nuybody else. I am giving my opinion. I nm not alming nt anyone, and I do not wint to hurt anyone in thls bualness. But wie. aro in a bust-nems-nmuwements-that goes back farther in the history of the world than the great Wnil of Onina or the Romnn Emplre. The nmusement neld that we are in is a wonderful bualneas. It is to chasc dull gloom-make people amile, forget care and be happy. When we do that our miskion to fulalied It !n the life's work of nll of us. There are miltions of dollars invested to the carnival builness and theie are many very brillinnt and ane people in it.

In my opinton, committecs nro needed by all ahows in playing cities and towns. Generat ngents. special arenta, promotern. press agenta. cto... are ens sentinl. In inct, overyone around $\Omega$ show ts neces andy. otherwise should not be there. We must re member that we cater to the menergetio support of our auspices.

## MAKING A FAIR

and about (Continued from page 66) 5.000 mingle admissions, in pairs, to clty and nbout 5.000 hingle admissions, in pairs, to cte. but there are no passes to the grand ntand. Schoot chilidren and thetr teachers are admitled tree each school day during falr weck. Thote in tho locnl county are sdmitted free on Monday withou ickets. During tho remainder of the bchool wee ree tickots nre lenued to nil teachers nnd puplls of chooli thnt olose to come to the fatri 75.000 pupll and tenchers attended lnat year.

This is rood business from the standpolnt of tho Inlr. It meana that from 10.000 to 20.000 Founr peo ple of school rae attended each ciny to give support o the fnirway or carnival scction. Blnce school chil. aren in sueh Inrpe numbern nre guests of the firf o beer or liquor of an kind is made to krounds, and in all other ways merything wholesome nnd clenn.
A non-pront-making. privately owned and oper tod nox cun acquire more free-pulll service und co pperntion than a public-owned and supported insti tution. Also its management has frenter freodor of action. For these and other rearonm the plans aud collotes cinat have made it posaible for Western Wasb inpton Falr to prosper may not be npplienble falrs in general. On the other hand. the privitely owned falr is by necesatty compeller to br up dato In ita buniness mothode. must antiary itx cus tomers and maintain the good will nind kupport
the communities and individuals of its tetritors

## GOOD ATTRACTIONS

## Continved rom pane 6ه)

Thie menne that our krand stand patron is pro mented $n$ spectacle which is bigger than the bigecst cireus, coverlag an area 1,000 feet long and soo fect wide, with $n$ viriety program made up of attraction which. in the mnin. he cnnmot see nt nny other place and in such volume. To keep up-to-dnho we a:e adding a thrill, show ench day. nnd the blgaest ind most apectacular revue over prosented to feel con night. We belicre in gonk attraction
ficient that the publio will rowjond.

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 Cowt of Oil ..............................8.597 Fuel and Oil (ront jee milo). 1.016 Averoro root per tum mile.......... 00328 Water Cansumpition.............. 1 gallest No mosilanieal failuron
Enitre rene evoriducted undor superElation of A.A.A. Contons Bucerd -Sarretion No. 3300.


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lo-in-1. Snake Show. Penny Arcade, Bowling Alley, Fishpond. Pitch-Till-U. Win. Bumper, Scales and Merchandise. Whecls (all ex.l. Murfrcesboro, this weck; Old Hickory weok April 13: Cookeville, 20; Lobanon, 27; all Tennessce
T. L. DEDRICK, Gen. Mgr.

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 $\rho_{\text {acific }}$ Coast Showmen's $a_{\text {ssn }}$ 816 New Orpheum Bidg., Los Angeles 1.08 ANOELES, Aprll 4.-Mondry night 26 members braved $n$ ralinstorm
to attend tho weokly meeting. Asotioer remson for there not being n inrgor attesidance tho Al $C$. Barnes Circus la agaln entour and many with that slow have been "regularn" in attendance. Dr Rriph E: Smith, stand-in for Presitient Foretall. premided. Aud Secretary Beckmainn wris aleo present-
The routine wing gone thru raplaly there beling only the matt
furniture up for discussion.
furniture up for discussion.
letters from severnl blows relative to the drive for cemetery funds Indicate most hearty co-operntion of owners, managera and the genernl personnel Finamelal statement keeps grining micad-
ily. wire rrom Nognies, Aris., expressing Whanks for recelving the minutem of the meotinge that now go to ahowe, that all may know derinitely just whit in golng on In PCSA nffair. Lctier from Chief BEy Pagle, consined in Aihambrn Honpltul. Was gerick by an auto-broken ribe and other injuries-will be lnid up two more speeks. Chiof was with Tom Mite Cirous. fentured in the conorrt. I etter trom Ln Motte podson. Who will bave two attractions with sol's Liberty Shows. Texns Frontier Centenninl at Fort Worth. whare he is to be director of shows and concesslons. Rence ogilvie wrote of belng net with zelger United Shnws. Virgie and Nelle MHiler n note thanting whe organization for kindises shern st tine of burini of the tate Glen Miller. Letirr from Will Wright, man
ager Golden Etate Shows
There were two new memberm. Ken Maynard, owner Dinnond $K$ Ranch Wild Went Circlus and Indian Congrens. crecitted to Hinry B. Clilpman, find Leo Iraggerty: Louls 8 . Keller, credited to John T. Brakman.

Account of members to be guests of Al G. Bnrnes Circus there will be no meeting on April 6.
Sick reporta: Menry Emgnrd. at Aneclope Vnlley Ganntorium. reported ta not improving rapidiy. John Stinley Lyons condilion reportod $a s$ improving. J. $D$. (Jack) Rellit recovering after nn operAtion in a locnl hompltal. Dr. Ralph E. Smith to examine Chlef sky Eugle and If necessary hnvo him removed to Gieneral Hocplital and. incidentally, a vote of thanke was aiven to Dr. Harold Ferty in chnrge of Unit 20 at crenern hompltino meny kindmeasen to showiolk who had to have hospital treatment. Dor Mall bnck is town for General Hompitnil clinio-condition favorable-left for Wilmat. Cnlif.., and will go north to handio some contracts.
Thomas J. Fuzzy) Fitghes dropped in from the San Dlego exposition. Will go to Dallas for that affair.
Nearly "ll owers of olrcuses and chi nivala on the Weat Const are members of PCEA.
There not belng any special busineman, this week's moeting ndjourned early. nfter which che usual limoh nnd refreshmeats were served by Bd Nagle and Ohet Bactgalupl.

Cunningham's Expo. Shows
NEW MATAMORAS. O. April 4, Things nro minrting to hum nround
winter quarters, altho the preat food winter quarters. altho the preat good
wntors nlong, tho Ohio Vnlley bave gomeWhat hampered activities. Mr. Cunningham has just retuimed from New York, Where he took his Merry-Cio-Round to be repainted. The show is schoduled to open Mny 2. With not less than ${ }^{2}$ rides. S Shows, 30 concesslons, and the Flifher
S. Grahnm fres net. and will onter the so Graham irce nct, ancl win onter then Thew soason larger than in past years fied thelr intentlons of belng with the show: Joe trumphrey, Itarry Ifumman. Austin Wimmes, Mr, and Mrs. Bpote Jolly. Mr. and Mrs Doe stantor. Mr. nnd Mrs
L. L. Nichols and dauplater. Dlorla Nichols: Mr, and Mrs. W, H. White, Mr and Mra. Charles Larbon. Mr and Mrs Alferd Thylor. W. H. Huycook, nnd Bis John, who kent information that they Whe have all thelr oquipment ready fo the opening dinte.

DOROTHY CUNNINGHAN

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FRISK GREATER SHOWS

## PEARSON'S SHOWS WANT



WANTED ORER GMOW. RLARs RLMW show. nat do. Srandin, minn. NEW Mooth

LOOP-O-PLANE

B. 8 V. Opontro Wallizzon, N. J. But sad

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Mighty Shecsley Midway
SALIBBURY. N. C.. April 4.-Some "plckups" Prom the Mirhty Sheesley working at quarters and everyone is stepping on it to get all in rendiness for the opening. April 11. On Wearesday of the opening enpagement (aust pleem American Legion) Capt. John Sheesley will give a percentage of the gnte and the shown and rides in bene-
fit of a new hospltal. Howard Incram. P1t of new hospltal. Howard Ingram. trainmaiter, has tho trnin paintod and and has been booking after the wagons and show fronts, directing bulldern and painters. Wniter Crowell, billposter for Phillpp-managed thenters here, has put up stind paper. Window 11thos, etc., for
the onening enkapment, P. O. Johnson, nuperintenclent the Waltzer and Oaterplitar, has both the ridce ready to go. and Foreman Crowe has the Heyday looking finc. Mr. and Mrs. Henry T. Curtin have thelr concessions nimast rendy. George Blrdiey and wife nad hon are on from Codar Koys. MFa, hnd getting the barber ehop and laundry outilt in shape. Mra, Jeanne Williams. the grand old lady of the maldway. is Hownrd Ingram. who visited her brother in 5 it. Louls n few weekn, th back nnd getting the Blaby Bhow rendy. J. Jackmon. blacksmith. ts bury at the forge on iron and other equipiment for wagons, cta Niek Derose. top man for kny Weiss. has the Giri gliow outrit all in shnpe from front to back. Louic and Kay Wetge nro rehearalng their iwo ehows. Don Phillipm, callopist. is helpIng them. Eddle Lipmnn nand wire were recent viaitorn, art Sinith has the Flyer ride overhauled and painted. Mniter Mechanic Fowng is attending to work on
enginea Adolph Watson ta paralng out enginea Adolph Watson la paraling out for to tho hoys ht the cookhounci R. is getting his departiment in nemalines. Bennie Welss Le here and with his agents is getting his concestions rondy. Frank Tezezno. who has the Hawallan khow for Loule and Kay Wetss, 2 B busy with the front and staro. Hilton Hodges Bir Python stios th ready. Charlen H . Pounds has been retting the office wngon reudy for the feason. WARD (DAD) DUNBAR.
 4 PHOTOS FOR A DIME

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ASTRO FORECASTS AND ANALYSES


## ASTRO FORECASTS

## An wis




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## Midway Confab

## By THE MIXER

Leter Liat Keep fab (weekjy) on the

SO FAR it's a "warmer apring
Ol Jup. PIuv, just behaves!
conanars to thome dandy sat folks, Mr, nad Mrs. Clif Kirnen-nnother baby
$\qquad$
W. E. BATLEY (Rattlesmake Bill) ndvises that he will have his own attrachon new cop and banners, and plenty of flash.
B. H. (BILL) NYF (agent) after nbout 10 months with Nohawk Valley Shows has restined the spring tand summer months.

Duo of Detrolters, John Viznis and Bill Degiey, have gigned cookhouae. pop corn and photogallery with rosco Wade's Joyland Shows


JACK DADSWELL, veteran newspaper man. who ts cuterng his third scason as director of pubitiny for and mag circles Jack is known as -Nortman Frazter.
J. A, HAWKINS. Pormeriy with Bunts Oreater Shows (Arcado). is at his Pnther's home nt Sutheriand Springs. Tho frst he has miksed in nine years.
WORD FRROM Dr. R. Girfeld that ho nind Trm Beully hind contractod their Flall of Sclence with Mighty gheesloy
Midwny. Sayn will have a 20 by 100 top. Midwny. Sayn will have a 20 by 100 top.
with a $130-$ root bannor line.

AMONG RECFNT VISITORS to winter quarters of United Showia of America. Dave Stevens and Mr. and Mrs. Tony Murtone, of Kansas City.

Hirry Dunkel wrofe some clackerfack pro-
restive points info his special arficie tr fhis

## MR. AND MRS. TONY MARTONE and

Mr. and Mrs, Dnvo stevens are in Hot Springs. Atr... where they oxpect to stay for another sovernl weeks before returning to Kanama City.

MR. AND MRS. W. D. DURHAM, who had shooung killery with McClellan ghowr hut season, bave purchased n now' ing of toxna in Oxlahoma.

KRAUSE GREATER SHOWS has the midway contrnot for Kingdom of the Sun Finir, mponzored by American LeOcala. Fia.

DOC SCANT.ON, herpetologist. Will re-
tura this semen to Verno gonle's roptite attraction with Beckmann \& Gerety's

Shows. for which n novel bamboo front
has boen constructed. Soanlon spent the winter at Mtaml.
FHOM JACKEONVITIE Ma.. came brief report that Mro. Pred J. Thomas, formerly of Mighty Shechley Mitawhy, Whas in su, Like's Hospitnl nt that elty for
an appendix operation and was sald an appendix operation and was said to he doing nicely.
WILBUR PLUMHOFF, humnn pin-
cushion. who spent nereat part of the cushion. Who npent ngreat part of the winter in Detrolt, left that olty lant Rubin \& Cherty Exposition. his third season there.

PRINCE ELMETE Infos that he han changed his plans from belng with Barney Bros. Circus, an an executive for Tom Alkinmon's intererta, to he emuee nnd do hle turns in Topsy Gooding's Midget hillage with C. F. Zelecr Onited
Shows. shows.

VAN VALKBNBURG and the miksus whim soon slart heir ant year In concesston business. Bonkne with prop corn and country store. Mrs. JJ. be with them on corn game.
THE JOHN R. WARD SHOWS aro slnted to play two weeks on lota at Memphis. Tenn... before taking the road.


DICK O'BRIEN. formerly with vaHous amusement organtzations, Latc of Dorisons worla's Falr shonos. thets season is general agent anna seroing in other ateral Smapp Greater Shozos.

While but at bast remort wan nble to get nround. Secreuarner turned over to H. G. starbuck

JOHNNY RISIII, whistier and sketch artist with Rubin \& Cherry Exponition. received some good newspaper publicity infe sind alto his finding his mothor while showing in Columbirs. On., after a soparntion of 25 geare.
OEORGE CONRAD SEITEERT. concessloner with the Rubin \& Cherry lati renson, 18 out of the American Thentricessfully ofsiated on by Dr, Max Thorek for gall blacder trouble. Wo ts resting at present but expects to get back into harness nhout the madde of the summer.




 Oircus to tho monitor pechydorm, mationally

WHEN LAET IHEARD FROM James 0 . (Jimmle) Simpson (Eenernl agent). Who trouble. was getting along nicely. Whas


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RITA AND DUNN Advise that they wee act with Grenter Exposition Show on May ll.
FRANCIS M, MCFARLAND, a purt of
inst EEASOn on front of Dlusion Show last Eeason on front of Hlusion Show merly with Marks Showh. rocently ended $n$ stay of several monthe in Marlne Hos-
pital at Loulevilie. Ky.. nnd socepted $n$ prattion with a bont itne on the Ohio River, Was in Cincy lint woek nidd
finted that he would retura to the hosstated that he would return to the hos-
pital for turther freatment.

## Hold It Down

## By Roll Doon Shorty

Wece come to the end of the winter The sun's on both sldes of the rence Is fuet anout die Northe carin

## You've dectaed to stny fo this memmon.

For yoll "canit make a dime at the Yourre nil washed up with the bukinoks. But $1 t^{\prime \prime}$ 's really yourselr who's to blame. if you rolst jill those high-powered agente
Sho conszantly page Mr, Long Thid lay off that groceeds will show nnd gouging
Play the ice to those wise-cracking They don't pet you ninything but grief: The best you net grabbligg and snateh Is one long. continuous beef.
Now that's the whole thing in a nutAnd you know in your heart that it: Don't trye. to depend on the bualness.
HOUBTON PICRETPS-BIg Btate Ehow, time and also makinc "hiving a good time and also making $a$ hittie money" on ward lota here. Including the Wash
Ington avenue lot. Ira Burdick: 5 Al Texas shows contimue their Houston phaying to "satiofnctory business, on waddell arrlved recently and took dilies with Big state shows. What a breakt On March 31, on a day read fand mith sreatly sugmented Intepast chuse of the hauptmann cisic, nowspaports, beRubin 8 Cherry Expostition hither and ron Cherry Empostition was accorded
oliong wheluding in The CIncinnati Batiey With Ringling Brothers and Som W. Cumpertz quoted, and

Sparks quoted, "s syine that ho looked for an
"prost senson. But, about Rubin $o$ ehery: Prevident Rubin Cruberk was quited enten:
sively. The ifory. festured with bozed heading, was relative to the show mentioned and their
Walter 0 . Noalland inmestiatcly got busy on his arrivat to take up his duties as prots repre. sentative for Rubin of Cherry, in Ccorkis.

BOTII The shreweport Times and Journal carricd iront purse four-column plctures of Mrs. Gertrude (Bis) Karms. gave blrth to $A$ girl in the Trisestate Hospltal, Shreveport. Prems ayndicate nexgpapers, and walter winchell mentioned it in his Bundiy evening radio
BEFORE RETURNING to winter quarters of Johnny J. Jones Exponsilion nt Augunta. Cn.. to overseo petting her Rocky Road to Dublla and Arcade ready For the scrson. Mrs. Berthr (Gyp) MeDaniel vialted with many nequanintances in the North and nt Oibsomion her Visits in the North and nt Gibsonton. Mn.. which visitis jncluded: With Tom and Belle Martin, nt Mayport, Fla.; Mr, and Mra, Markn, at Mayport, Fia.: Mr, And Mra, Bartlett. at Miaml: Bryan artid Bulic. Woods. Doc and Bee Ramilion, nind Mr. and Mis. S. W. Brindage. During her
stay nt Anami tha Bartletta entertasned a number of nequaintances at thelr palatial home, One of the runetions Max Shafer (slster of Mins Barlett). The attendance, bestden Buns and Ruby Band inciuded: Dorothe Bartlete. Broun and Bitle woods. "Mother Mee Bertha McDanlel. Frunk and Anno Reld, After nnd others folned the party, nmones them, Pope aud Anve Iudins. Max and Eudl Gooriman, Hazel (Rocco) Ford. Elsle Clevenger (slister of Mrs. Ford). Minnle Simmonds, Curly and Delorin Jnmes. Jack and Lottle Qubert. Mae Barrett.
Ernie and Jean Delabatte. Mhilip Moreno.

## World's Exposition Shows

ROXBORO. N, O. ApFll 4,-work nt morer quarters is in high speed, with more thun 80 men ketting the blggest for its opening engngement at Greensboro. N. C. April 18 . The management ts pleased with tive routc of dites that Gepmral Asent Percy Martin has con tracted. Annarer Max Cruberg also recently returned from a fuccessful booking trip.
Tho khows will thave new fronts. de signed by Whitey Hewitt nad mainted by Robert Wleks, E, B. Bracten and the miakus have arrived nad nro now located in Greenshoro. Art Eldridge will bo anslatant to tbe mannger thin year and is here niding Nr. Gruberg in carrying out his nuspletous plana, A number of new attractions have been contrncted All of the rides have been repainted and rewired, Show will use more lights than ever befors, George Kerentes. supcr intendent of rides, is on $n$ trip norih, pleto roster of the thom will a com inter. All of whioh is from an executive the show

## World of Mirth Shows

RICIMMOND, VR. Aprll 4--Fimmming proparations greeted Max LInderman. genernl manager, When he arrived back the crew nurcady here. He nigmented men. Capt. John Lorenz, llon tralner. has a sextet of beautirul ohariea under hls watchful cye, prepnring them for fenture of Purtie's Mieterdrome. Ars. purtle wants one of them ns $n$ com. panton whon ahn rides in the j1te. Thomas w. (Slim) Kolly hns bullt $n$ new, moderaintic front for bis gide Show. It ts in line with him revoluthonary icieas, An "Alligator Farm" recentiy purcinsed in Foridi will be operated by Matt Webb, Ralph Emith. trenaurer. hna had bis handsome ontce wngon refnished. Frnisk Berpen, nisslstant manager, has been keping Oeorge Acinms, scenje nrtlst, nnd crew of men busy reclecornting all equapment, Whiln Trainmaster Don Montgomery is getelng the traln ready for its ions cosstully working in the Enst on varly contrncts. All of which is from an

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## Philadelphia

1350 BINGO

PHILADELPHIA. April 4,-Mike Zelgler tert this week for Virginin. where he will open the senson and thom play some atlli sjotes ion hile why north to operate in this vielinty during the summer.
Leo. magiclan nnd wword swallower. nppearing, at the Eaghth strect Miuseum.
winle pructicing some now atunt wlits while prachelng some now atunts wlits 5words accldentully injured himself incernntly. For several diny he was in a serious conditlon but has recovered suf ficientiy to Work, agnin
Hewrry Heller was a visltor here from Newark ind raterson. N. J.. during the and is looking forwiard ho $n$ gome show C. Juck sharfer came in for a day looking up some materlal he will use during the coming season. Will have several nttractuons with one of tho showr opernting in Now Jersey.
Tk Friedman, old-time crinival gencral agrnt. wins in the city durink, the the coming beafon.
B, A. Korr. representing the Art Lewts Shows, came to the elty for $n$ few days ooking up smine matters in connection with the sllow he represents. Snys is
well booked for the season. Opens in Connecticut April 19.

## E. J. C. Shows

ST. VITAL. Mnn. April 1.-Mannger E. J. Cascy will start the reason on May 22 at thls elty. a suburb of Winniper. 20 concessiona. For a while will play under nunpless in the winnipeg district and will then go wentward. having promising engigements uned up. Including Shat Rlwer. the Pas. Flin Flon. In the mono. Dryden nud Kanor; in Ony Rer. nnd other spota in Sakktchewan. Show will travel by trucks (where it can) and rill. This will be Mannger Comey's third year on the road and he fo looking for a bumper serson this year. Have not done much painting yet, the wenthor lias been mo cold there is sotme delny. Usunlly get going on the paint nad bullaing about April 1. Als of which tis
from un executive of the show.



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American Carnivals
Association, $I_{n c}$.

## By MAX COHEN

ROCHESTER. NY.. April 4.-Beveral week ago we mentioned in this column dated a bill in the state enate placing the manufacture ind sale of frozen deasets under the control of the Departmont of Agriculture and Markets. by the ACA amie and for the informstron of our members we give herewith a
summary of lith provisions mo far nat summary of its provisions so far as
applicable to the carnival industry. It should be borne in mind that loginration has been on the statute books of
New York State alice March 1033. New York State since March ${ }^{1} 1033$.
controlling the manufacture of frozen controlling the manufacture of frozen The new bill repeals the old provisions and extend; fie application to frozen all mall products. ice creams, frozen cumcards. eta. The new dentition of frozen may and may not be used th the manafacture thereof. For those of our memberg who are interested in the direct statutory requirements of the same. wo
shall be glad to supply a copy of this portion of the bill.
In addition to extending the provestons of the present laws by dennition. Senator Souls bin also abolishes ene exception which previously obtained in favor of manufacturers of deaserest the mandecturer nt retail and to hotels and restaurants who manufacturn their own products to be sold to patrons. It is this exception which will bring the manufacturers of frozen cuss-
tara in connection with carnivals unclear Jumsdiction of the state Department. In addition. each manufacturer who sells at retail, hind hereto the application will be to the carnival industry, the dollar provides that all fees received from licenser shall be oredited to an enforcemint fund and used for the enforcement of this in w
shows contemplating playing New York stine who ne Interested in the asked to communicate with us promptly. The ACA office is in receipt of an inarty show, one of our members. in Which, Manager Sam solomon informs us that both of his units are bonked solid For the coming seamen.
The New York State Assembly hus approved a hill Which would permit the Pale of alcoholic beverages in connection
with amusement onterprimen. This bill 15 sponsored largely by New York City theaters, but there in serious doubt an to whether the Senate will pass the bill, primarily because the state Liquor Authority is generally opposed to it.
in the railroad transportation situation. which is planer from the fact that many of the Eastern carriers have anBounced a pickup and delivery service commencing April 1. Obviotialy, this additiona service. Without charge. for the purpose ar ins. Ineldentilly wo ara informed int mans of the ralliond are now acquiring control of various interstate trucking lines and are asking permission of the Interstate cominerce Commination to aet up pew truck subsidelar les. It has also been noted that some of the rallionds have made investments in the larger bus lines.
Insofar ne the carnival industry te concorned this 15 a clear manifestation that the ralliond carrier in coming to the realization it must race tho competition of the motorized carrier and indications are favorable indeed. that when tho situs the rillet demanded by the carnival industry will be granted.
Midwest Shows
IndIanapolis. April 4, -The equipmont is being prepared for the coming season. which 12 slated to start April 25 at Kokomo. Ind. The roster will inelude Merry-(ro-Rnund (Allan Hormohel plane. Jack Adams Athletic Show CrimPlane. Jack Adams Athletic Show" Capband and free act. Charles Davis. cat slope: At and Fry Fromutn. cookhouse: photo machine: men wilisathe, corn gnome and other concessions; Jack Rules, Dots. legal adjuster bessie harris.

## Better Business ahead



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## CONCESSIONAIRES! ATTENTION I

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## PICTURE MEN


 the e. pegay anm atuolob. WINETON-BALEM. N. C.

Along the California Pacific Expo Midway

## By felix bley

SAN DIfCiO, Callf., April 4.-Jack srooks left the Robot fhow and how on he front of Bounde and Jack Balley hisited friendis on tise midwny last Balle Manager Joe Glacy. of bix strange an It Geems" muneum and thehter, has added nevernl features, among hem Prancls OCOnnor, armless wonder and pearo Gomey. bullet-prool man Anacy will shorly leave for Cloveland to astall a "strange as It Seems" show at the Orent Lakea Exponilion for the
Madil interesta. auction there has opened in Spanlah Village, with Nat Shurro and Nat Colto the talkers. Nht Mo slagel le Gorring on Alpha, the Robot. for Professor May slon. has Madam Lealle and bat Ficldiag as reaters.
Ruth, Cubitt, untll recently queen o Nudint Colony in zoro Oardens. brok her arm. She was succeeded by her slater. Florence (Tanya). Who has been
named new gucen since her return from New York thas week. her return from Midgetm, under the manageinent of Leo Singer, are now being pentured in sildgCt Circlus. In the party are Niln Krebs. Buresh. Fint Balluch. Frane Balluch Karl Komicyky. Jncob Gerlich. Carlo Minnzo. Jacob Homnuer, Freddy Retter Victor Wetter. Ben Stome and Sandor Troka. ind Drarto pame has resumed bundenk under court mjunction.
paul Tormine and his 14 -plece cafe of Const brondenst over misec a preclisic lart week. Willace Beory and Ken Maynard took in the mideray that week. vinting all nttractions. . Ooorge $T$ MeCarthy. concession manager in on erip to Arizone in the interest of the ex position'explotition department. . Fimer woocibury is manager of the erated by J. E. Madill and Charlea Davis
The khooting gnliery had an intereating finitar lant week. and the clay dainty hand of petite Hlat Koyke, na tionally famous Japanese noprano and atar of Madume Butterfy with the sun Carlo Opera Compiny. Miss Koyke visited the micwiny with Bradford Mills. manager of the San Carlo Opera Company. and Ralph Hnywnra. former man pigeonn with necurcy the prity inoting the Days of 49 and were entertained by Mnnager Humke. The Bees Trust oirla. broupht amiles to unifuo choris mous singer mous kinger. © Oladys Botren. Sprn nt the expoition lieve done much in furthering an old Caxtillinin atmosphere. - Merkley's Musleal Mnids under direction of Waiter Reeves, and tho ple turesque Bonham Boys' Band, under direction of Jules Jacquen, havo been colorful part of the exposition's music Part: Carr's Accordion Band of 75 players aro niso heard in attractive progrnma. United The frat elephant broukht to the fentured in the Midget ctrcuis. handied by Copt. Chnrlen Becker, midget.

## Volunteer State Exposition

Cleveland, Tenn. Week ended March 28. Location Johnson's shougrounds. Weather, continuous rain six daya.

This aection expertenecd the heaviest rainfril in yeara. making it nimost am posssble to open nt all. altho the lot 18 very hard and camily dralned. Reports reeotved from sweetwater that the lown was covered by two reet of whter halted hhow remnined over that spot. Wo tho newit formed "Goodfellow ' club. which has installed the following of fleers: Boh White. prealdent: Mra. Mcoill. vice-prealdent: prealifiora Mrarrish eecretary: Mrs. O. J. Beatty, treasurer: Ferry Hunling. jutge; Minty Rowe. proeecutor: Art noggert. sheriff: asaistnnt aherifis. Foy Blake and Pistol Feto. E. B. Braden wha visitor and commented upon the zice appcarance of the show. Minnager Roy Blake han placed an order for more new canvas.

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All ride men. Showmen and contract holders come on to Winter Quarters. Teancck, N. 1.: others wire or write show or GeO. W. TRAVER, Mgr., 39 No. Summit Ave., Chatham, N. J.

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## MAX LINDERMAN, Gen. Mgr.

## 

J. J. Patre at Columbia, S. C. Cobumbin. 8. C.. April t-J, J. Page urday under sponsoryhip of pales nad witha downtown locietion of Fuir sicather
brougbt out a large mitendance. A live committice which did everything in ite power to maite tho engrgement a sucThe show lef: itm wintor fuarterw in Augumat lomi week reaplendinnt in the whow of color echeme of bluc and white. All of the fronts wore repuinted: n new
mich wus buitit for the twin Ferris Wheel. A now marquee for the entrunce. with varicolored wall on elther
side. Is an mdact nash. The nhowns. rides side, Is an madod tiakh. The nhown. rides
and concestors are blage with ilghts. fiving ehe midway a bright upperiance. Shown: Oircum Slese Show, mpmared by rroicasor Ehaplro. Minntrel show, man. HRed by Pif Jonen: Frank shoppird on
the front. Sex sho: handled by Mlickey Afnnston. Tex Thorpe's Athlette show, Doc Warrenin py-o-in-One. RobInnon's Hawalian Show, Ubangl and
Ifarem, managed bs Sitior Joe Eimmons. Ifarem, managed by Snulor Joe gimmons,
Anderson's Strange Girl. Jungle Show Anderson's gtrange Girl. Jungle Show
nind Aonkey farmity. managed by Dagar and sionkey Family, managed by Exgar Fratik.
Ride
Ridee: Twin Prirth Wheels, Merry-CioRound. Chalrpinne. Fictdio Autom. Tilt-n-
Whirl. Loop-o-Plane.
Whirl, Loop-o-Plane Fand. two: Bull nat Helen Aoore, two: Jimmy Pinnegna, and Wadn Beard, one; Dous Wrimht, and Wadn Beard, one: Doug Wrieht. one: Curl and Rowl sackbon, tbree; Make
Fnust. four: Mile Cohen, two: Harfy Alfgs. two: Dirl Willinms, one: Leroy Barmen, one: IT. M. Aloney, one; L. S. ryond. one: Buck Denby. iwo; irumpy Frarm. two: O. F. Tldbnit, one.
Btaff: J, J. Page, mannker: Col. Buck Denby, businens mannger: Mra. R F Savage, becretary: Whlitam R, (Red) Hicks, gencral agent: the writer. R. F. Savage, rigent and prese: toy rman. F. Tidball, muperintondent Jights.

## L. J. Heth Shows

Ansley, Ala, Week encied March 29. Ausplces. Past No. 35. Amertican Legton
Weather. Darleble. Bustwess, fir.
Tronsential rainh which drove tho patrons scurrying for cover and brought businest to as stngistill on Tuesday and Fridny nights. Herculean efforta on the part of the lot orow who gtemmed a soll
of mud made portble two ble nighes of mud made pomble two bleg nigised. Thurmiay nind snturdas". Suturelay found Whe madwy thronged with eager peoplo who preronized the rides And shouts in $n$
manget remintacent of 1028 . Arter one more wrek the nhow ends ith engnkemore wher in the vielnity of Bitmingham. Mnnarer Heth has been the rectpleat of relicitations from many showmen on has local success deaplte occastonn inclemont weether, Mrs. Fieth has het her All Cilri Revue in rehearal fit the winter Guartorm in North Bitminglinm, nind tho ntare nind wnik-around runsing, ns well
nif tie front end moath, nro completed no the Iront nind wath, aro completed largent. will be one of the smarteat on thrgent. Will be one of the smarteat on thean over the cookhowac and will mane are this in confunction with his other duetiem in advance. The writer holned res cently from Knnais Cily nsd will nasume a varlety of duttes, hendling publicity und Ambeting with the bookings. Bil Pink'm Tilt-W-Whirl whizeod ita recelpte to tho top mark. WALTER HALE.

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 Vordis Laf gesp Capnival AptractionOpentmg the season of 1936 at THE FIESTA SAN HACINTO AND $\sin$ Anionie. Tex. Apill 20

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Rubin \& Cherry Exposition
ATLANTA. OA Aprit 4, Rubin R Cherry Exposition to preparing to tne nugurate the 23rd Benson of Rubln sis Cherry with the largest and ancst array of attractions ever presented by Rubin ger. The show will open here, Aprll is as the mldway nttractions of the Dogwood Spring Festival to be staged of $n$ Weck at Lakewood Park, for which Ashe
Benton, prealcient Southeastern Fur Benton, presicient Southeastern Fuir Association. ansisting in the arrange ments. Preaident Cruberg and his able helpmite, Mrs. Ansie Gruberg, have spent money invishly in preparing tho equipmenta for new hhows, massivo showironta, new tents. rides, paint, goldlear and silverical, burnish mat bect proated by wow in profted by tho 3 hows winter stas in supervision of Mr Grubers and Joe Bedsupervision of Mr, Gruberg nind Joe bedmaster has the 40 cap train in rendinese -palnted in white enamel with gold. -painted in white enamel with golds 4 box and bnggate cors: $D$ Putimna eleepers and 1 dining car. Twenty-four Ehows And 17 rldes will be on the epring midway. Cleo Hofiman arrived from Sun Franclaco to inke management of "Lndy in Red." musical comedy revue. The Godino "Stamese Twins" arc here and will be a medlar attraction. The Roval Russinn (Chapalinaki) Midgets, Zoke Shumwny's Motordrome, Harry Comn's Showis, and Col. Wally Welliver's snake Show are among the many other attractiong. William E Cain, chief electridlan. and his ansiatant. Fildic Edwrods, have the lighting system in readlness, housed in three huge electrical wagons with $n$ total copnctity of 450 k .w. nind are installing the new indirect ilghting system of beautirul dealgns. Louls (Peazy) Hosman, specinl agent, is here and hnndling the outcioor advertising. Capt. Frank J. Lee. veteran agent, Jolns thts Woek with his sound trucks and will handle the blling, adVance radio broadcaits and tioups, Gus voome car The pour senstional Jack is enroute from the west conet ns free is et Mrs. Charlic Bive Is. the mest of Mr. and Mrs. Harry Comn her dauehtor Ar. and mondirs. Harry for a brief vigit. Copt. John Sheestey, Morris Miller and Max Goodman were recent vigltors. Arthur Stiarpe, treasurer, agata in the oftioe wagon, and Frank $S$. Recd, secretary, fe atarting his 23rd consecutivo yenr with the show. Bert Minor in on job as lot superintendent. J. C. McCarery, sencral agent, is North on a buriness itip Rubli Gruberg was interviewed Mon ding by Robert Bunnelle, staff witter of the Associnted Press.
The exaculive thaff whll have three car for Mr. Gruberg's personal a nesp a new prese wagon fust out of shop Entlre color acheme of the show-wngons and other equipment is a racical departure from old iders.

## Miner Morlel Shows

PHILLIPSBURG, N. J., April 4.-Work at wiater quarters will be ktarted in $n$ fow days: WInlam Goodrich whll be on hand to get the rides in shape, nlonk with Bill Daris, Harry Mutchler nond a crew of 10 helpers. Everything will be spick and span when the ahow mekes tts opening int Boyertown. Pa, April 25. Ghow will play New Jersey, Maryland and Pcnnsyivania. Its lirst falr Hill be in August at Abbotatown. Pne Among tho concessioners bavink signed up are Leroy Krates four. Raymond Parter one: Meyor Pimentell one: E. O. Brown one: Meyor Plmenteli, one; Dick Santell two: Bob Clliroy, two: Charlle B. Cole one: Lee Colta, two. Show will cnrry one: Lee colta, two. Show win cnry 30 concessons. B. H. MINER II.

## Zimdars Greater Shows

2s. No atsplees. Weather, Btorm Morttay night. Bustness, fatr.

The storm on Monday did very little dnmage but the show loet that nifht's showiolk visttors but tho writer did not Ret thalr names. Harry Zimdars sdded two more Internntional trucks to the outit. F. Wnidron bullding n nifty new midwns cafe. Ray wheolock ndded one morn concession. "Tlger Bill" jolned with ball rack. O\&LARLES gHP.

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| APRIL 25 | Can use ary Meritotious show not confiticing. |
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One Freak (Altico Schmidt HigEenbothen. writel, onc working act WANT FEATURE SINCLE-O for Grind Show. Flea Circus or write fully. What have you?

WANT---L. J. HETH SHOWS---WANT outiti, and simophone. Office show. Oreshlised side show. Have complefe ouftit po


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## of America

165 W Madison St. Chicago, III.
chicacio, apra 4. - Vico-Presidoat Jack Nelmon preatded at in very intereating meeting Thursdny, Meeting well atfor diacussion.
Brother Felix Charneaki btill in town. mowty recovering from his receat accldent and just wusting the call to start the renson.
Larry Benner soemn happy to be brok. Drops in nimost every day for $n$ call.
Brother Bnll Kaplan still in Fiorlda. and report ts thmi Brothor binrry Ros wont by plane from Minm to Boston
Just a fow weeks and reguinr visitors
will be few Those contamplating jenvwill be few. Those contampinting lenving in a short time include A. R. Colna.
Al Kaufnin. Peter pivor. Paul Olmen. Pinkey blitz and Ray Gakes.
Brother Dave Toanyeon still in town
Advised inat Brother Deany Howard wns hz iown for a day but neglocted to
Brother Harold Becker announces the Mrrival of an hoir. And La Harold proud? Interesting letter from Browher hew plans for the Dallas centenninl.
H. (Tubby) snyder ntill hitting on
pour and beldom masea a meeting
Callers at the rooma durtag the week Included Zebble Flsher, Joe Miller, Bam Tennyoon. Juck Beajamin. A. R. Cohn. Jullus Wagner. trvink Mnilita, Sam KapJund FTank Ehienz. Max Brantman. I. C. McCarfery. Jolma Korman. yoward Gloss. Boll Alper. Sam Texaler. Lou Leopard. Charlem Owens. John siladin. pinkey Butz. Fhut Olsea, John Prtteharci, Ray
Oakes. Lryy Benner; James Camphell. Larry OKeefe. Rudolph singer. Max Mursch. LecF IEcller, Izey Steler. E. H Parker, Chimien Hall. John Letapert. Tubby snydor, Walter F. Driver, Chatles
G. Driver. Beverly White nnd A. D. O. Driver. Beverly White nnd A. D. Porter. Presidont Patty Conklin 1 ex ex-
pected in for next week.s meeting.
Lou Leonard koing to the Royal American sthoves for the senson. in. PerDues for 1936 still coming in. Fer-
12npa yours has been overlooked. Better mecenct to it at once.
Membern of the League have been invitod ns guesta nt the opening perrorms nnce of the Cole Bros.-Clyde Beatty Cir:
eus. Get your requesta for tickels in cus. Get your requesta for tickels in enriy.
A number of the brothorg gathered to pay their last reapecte at the burial of Brother Ftanx Leshe
Brother Patty Ernst atill it the but expects to be up and about soon.
Brother Col. F. J. Owens in confinod to his home. pita down to the meetinge whenever he can make it.

## LADTES' AUXILIARY

CHIOACOO. Aprll 4,-The Ladter Auxilinry of the Showmen's League of Amerlea has made notable progreas duriag the winter and early-spring soanon an to increased membership and nugmented interest in its Eochal and buminess nctive nocin! meetinga for tho weekly assemblages has mot with favor among the mage ma

With the new outdoor senson at hand for nome of the membere and soon to start for others. those traveling (as whl
as those located) nre requested to koop in close touch with the auxilinry.
It behooves all to keep in mind tho 1030 memberanip drive. Appilications can be had by addressing the secretary An Yeldman
relativo to tho diate of the recent finsue party. It will ine held April 25 inatead of march 25 . Tleketa are out and members nre working dillgontly to sell them. This will be the blg affair of the yent. rrealdont Frances Kelley requesta that eports on the drawlng books be meat In as early as poasible.
President Keller presided at Thursday" meeting. Winloh wan well nttended. Mre. Ida Cook will ber hoataas at pext
week's socia butherting.

## Corey Greuter Showa

CREBSON. PR.. April \%.The anod Which hit the winter quarterk elty. Johnetown. Ph. tisk Apring did 1889 property damuge than the fiond of H. Ammon, who restded iwith them, wer drisen from home and woded in wate to their kneen to the filks Rome poarby - elimbed $n$ indider to the nrat foor o the bullding nind fot in thrua window Wero there milh the night of March 1 and unth the following day at 11 n . m When tho water had recoded enougls for them to get bacis home, which they found uminhablable, duo to the silt mud and nith ler.iorm soars alven mer ing the houke an alarm wius given that the Queminoaink Dam had burst and they did. Altho the dinm had not burat. they were not allowod bnek into tho town Apter many delays and diffeul tles. Manager and Mrs. Corey arrlved in Cresson, whero they whll remaln untl the klow opers. Fortunntely the whow paraphermalla wing ktored in a ston bullding en Pine street and nothing wh lost or daminged except for inud. as onl a foot or 80 of water got into the bulld tar. The Lorntn Fire Companys blow grounds, at the end of Ohlo strret, wher of show is melamitiled to open. Wam on wintertion in Plilluidelphin. haw con tractertar in Plilludelphin. has con here April 27, he wdvimes. William (Bill) here April 27, he wiviwes. Williatn (Bill)
Gilliand. Mrs. Ruth Culliand, Conslance Glllland nad Mr. and Mrs. Chatles (Chuck) Joner are expected foon to con aftion thetr Fides, hhows and conces tons. which are stored mear hege. C. L slilling. of Plilindelphia, has booked hi Monkey Circua. Goorgle Spenra. Jr., 10 venr-old dancer and contortioniat who has been pinging vaudeville, ndvism tha he will visit hla home in Lapising. Micls. berore Asriving for the opening date, Cenorge P. Milliken stopped ort at winter und ars while enttaburg would arrive beveral dayes ahend of the opentng. Ben Davieson. innamper of the No. 2 unit, advises from the Eouth that he hos bern muccenglin in bookink datea In Virelmia. North and Govith Carolima And Oeorgin. Eugeno Beeglo will Exper. ntead building new fronte for the plantation. Ifili Billy and Iltuston shown minnett Moule. concersloner. who it in the produce busimess during winter in Johnstown. tome a trucklond of njplrat dinrting the 5t. Patrickis Day Rond. Word owisher are enfoute io wlater quarter from Minml.

ED. RHOADS

## Western Sutes Shows

Corpus Chrlat. Tex. Week ended March 28. Auspices, Americar Leqion air
The first cnrmivni ever to nhow on the eircus grounds. Shorty Norton has about comploted painting nll the rronte, with the exception of the witd West show, Mrs. Bill Williams has charge of Moakey specdway and getting and his did, Mike, havo the fiawallan ghow and photo have the hill and hlow and plioto Baliery. Sophic nity muling with it again sophle hniry Miling front fate tleket inox and hnory a plfty radio concession. Albert and Maude Wright are putting on woddinga ea Friday nights. Paul Klotz bas an shed n new hourecar-it is n "pril ing about blrds and that the "wrong people inve tho moncy. Bill Whl llams. who doen all the bulldiag on the show. hna completed a firshy fence for Pons Ride renct platform for free act. Vinicors were: Mr. and Mrs. A. Obmala Mre. Ben Block. formerly with Dompon operates ptverato herdens in San operates. retversido oirdens in sim Harper and wife SOPHIE MULIINS.

## Larkin Shows

BATTLE CREERK. Mich. Aprl 4everyone around headquartors in getthr figured on openting earlier, but oxthe to unumual wenther conditions juter dnte hum boon zelected. C. W sr, snd C. W. Ir. (Larkins) have juat returned from a successful booklng trip. The ouwook for the coming sermon batter thrn it has been the punt rix years. All of which ts from an executive of
the show.

## Crafte 20 Big Showe

Coterico, Collf. Week ended March 28. Auspices, American Legton and VEW border showproundn. Business, good. The engagement ns wrall brought out a large crowd of Mexican patrons nlghtWell The the Motordrame. Arcade nad Knil Miller'n scandals practically guyed out the back end of their tentes on tlonal line. The Mexican peso was aceopted it all nttractions nt 37 cents. on a peso when $n$ tleket wha purchnsed. The office had plenty of Mexican money on hand nightly, but Becretary-Trearsurer Tommy Myers wan quite at home With the currency as well as the inngunge. Tommy made two trips into the interior of Mexico when he was in the red wngon of the Norris \& Rowe Oircus. whe Mexicen Circus in Mexicall, John the Mexican circus in Mexical, Johll (Spot) Raginnd oplnes itto Rreat to be Alumales.". spot pald all his help off
nightiv in Mextcan peron. Gene Bink. mighty in mextean pronk. Gene BinkeFilen and the missum serving the boys some real meala, O. N. Crafta pald an
nyting visit, coming from the No. 2 show, and ieft for the Ban Diego exponlion. where some of his rides are in operaand Mrs. Roy Ludingtom geen at the Mranky Gambrtnus Club neross the line. Mri uncl Mra, Elmer Hamicom enter-
tuined eueste from Snnth Barbara. Calif. whith a dinner in Mexictill. Jnct (Cowboy) Scholl, driver of the calliope, the nhow's uniformed apectal officer. that he would report for duty next week. Ed Smithron now laying out the wat of the show nind dolng a good job-complimented by Roy Ludington, Who says Ed is of the old echool sam illnoon. master merhanic; Roger Warren,
superintendent uthities; and Wee Mack Dotnen, mannger, placed the neot of trucks all in readineas for the toughont jump of the season over the Jacumba
Pass and down the mountaln ronds thio Ban Diego this trip to require about two day in traniti. Prize inugh of the Roy Luaington for a job. Roy referred him to Frank Iontinl. the three-legxed man, who has the side show. "Na uah." rephicd the youth. ince dawn't care last fob an had a man wid two legr give

## Frederick Anusement Co.

CHICRABHA Okla.. April 4.-With 1o men working the jant two monthas the Khow ${ }^{15}$ almoat ready for the opening and painted. The Merry-Go-Round has been rebillt, with new outside crestings and innide scenery. The crentinges have flive blg mirrora nind many wood carvines have been used in decorating. The colo ncheme is ivory and gold. The Ferrts Wheel eonts nre white with gold-color itimmings. Fhur new platform nhows hate been bullt on trucks and trallers with solld panel rronts. Hundreds of inirrors have been used on the fronta, together with wood carvings. Fronts ure 18 feet high and 30 feet long. New Pmnta will be bullt for tho Athiletio and Minatrel showis. New main line isght cables have been purchaned, and George nections and getting the plug-in conshape. All trucks and trailers will get shape. All trucks and trajlors will get newor ts bright red and sllver. Woll open here and move north. Wili have sir rlden and elght Ahows to etart the bentor All of which is from an exceutive

## B. \& V. Anmse. Enterprige

GARFIELD, N. J., April 4.-Work in toward huartarg is well under wray for opening at walingtong, in. J., on May 2. Work on the carousel pancis is about fintished. Work on all of the trucks will be started in $n$ rew days, the color acheme to be red bodies and black classis pith gilt lettering. A spectal truck whas made lant fall for the Carousel horaes, Riltey, who was with with crates. Lou Riley, Who whs with Gorman Circue рор-согп ninchingaged hil custard and pop-corn ninchines. Fince Rustren has pukel, his third neason. All of which is from ha executive of the All of which is

Snapp Greater Shows
JOPLIN. Mo., April 4.-With the open. ing of the show drawing near and the
arrinal at quarters of severnal of the thdependent show munagers nnd owners. the workshojus are scething with activity.
The concessioners atreacis hore are get: tinf thelr equipment in shape for the opening date nt Pleher. Okla Abe larcing the cooty overhauling and ento bandle the increased personnel of the nhow. Ada Meyers buplly reliearaing her big Colored Revue, pat Hogan bullding two ndditional concesslons, which will bring his ating up to slix. Henry Wallsworth bullding a new traller. Henry Rgaln will have charge of tho Morty-Oo-
Round. On account of Round, On account of lack of room in gimall a garage winere he has rebullensod himnell a garage winere he is rebullding his concersions and also n portable pony having bern dellvered. Dick o'brien reports the following addlifonal fairs conttracted: Brown County Fhar nt Creen
Bay, De Pore. Whs. Manitowac County Fair, Manitowoc, Wis.: Columbia County Pirr. Portare, Wis., and Welah Free Strect Fair, Welwh. In. This brings the total to 11 so Par contracted. Mrs. Snapp is enlarging her corn game, and with 1is new preen top it will ndd to the flash to the midray. This reason the corn game will be equipped with loudEpeakers and muminated fash number bointi, Willam Snapp and Dick O'Brien Went to 8pringliela to look over the adare due for dellvery in a rew days. Scen In the lobby of the Keystone Botel here. Larry Hogan. Eeneral asent Beckmann \&-Gerety Shows: Carl Sonit\%, general Egent Pollnck Bros, Olrcua: Diek OBrten, Blll Snapp. Judd Catilins. Curloy Roynolds and Joinn Morton and others of the Snapp Shows. Switzer
Shows and Tucker's Circus. The Showg and Tucker's Circus. The mounted plibliceaddrese syatem ${ }^{18}$ set
and ready for its advance publicity tour, and ready for its advance publicity tour,
and will lenve for Pleher in the next and will leave for Pheher in the next of the show datos. MARK BRYAN.

## Beekmami $\mathcal{E}$ Gercty Shows

Dean ANTONIO. Tex.e April 4.-Ros Despercau, who will have the thuslon left Moridian. Conn., for winter quartera Verne Soulcs advises from Miami that he is leaving there ghortly for San Antonfo with his mammoth nanke exhibition, all framed up with a novel bamboo front. H. D. (Doc) Hartulek. with his Deep Sen Diving show: Jimmile Lim: apdi Mr. and Mrs. Heggeman, with the Two-Headed Baby, are putting the finImhing touches on tlicir aitractionis
flary A. Smith has been atgned as ape flarry A. Smith has been atgned as ape-
clat agent for this senson nnd starta work nt Joplin. Mo., next week. Harry Elliott. Of funhouse note, has arrived to take charge of Humpty Dumpty and m buay overhnuling the nttraction. Trainmaster Arkey Bradiord. with his crew of men, lias atarted work on the cars and wing San Antonio, Karl J , berore has his Gay New Yorkera and his pasing show in reherrall and will have an outetanding mualcal revue for the combing seanon. Besides retaining the beat of his last sezan's talent Karl has engaged ecvernl artists whose names. when maenllonca, will be nasurance of a high-class production. F. Gienn Buck, the show's Ronial nuditor, ${ }^{\text {R }}$ le expected nt winter quartcrs dally, "Laugling", George Davis, chel, advbes that he is lenving Peru. Ind.. for San Antonio, Elimer Day and puinting of the big corn gamg frampup and saya that it will be bigger frampup and saye that it will be blgger Webb is puting the sinishing touchen on his frozen cistard conceasionta, which are done in an attractive black nind of Paul Hunter (the "Texas Bob Cat") will be glna to know that he ts feelling pltal better arter a weekager of concea. wlors, and Guy Went, stock man. are starting work of overhauling and rebullding the corression equipment. This in one of the few shows which has ouned and operated all its conceaniona the prst 15 years. A telegram from the Spillman Eagineering Corporation anlbo ready for milpment to reach Eun win bo ready for klapment to reach Enin An
tonio on April 10 .
emgar t. neville.



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## 

PEERLESS EXPOSITION WANTED

## Nawin

## Dallas

DALLAS, April 4.-Mike mid Mabol Wright, prominent Kunasa Cityans und
formerly with prominent carnivals of Tormerly with prominont caralvaly of
the midde West, spent severni days inere carly this yeek. They have been on $n$ motor tour of the soutrin combination IFerman Rudlck wiss n vimitor here for Svernl days late last weok. Spent his cesston in the Midget Village at the Centennial.
Jack Lucas. Who apent rears with entnivals in tha territory, is connected with
the stanley Ciraham attractions at the the stanley Cirnham attractions at the
Texns Centennial.
Toney and Ruth Martone spent a night in the dity whlio on $n$ trip to $\operatorname{snn}$ Antonio, Tex

Deany Pugh is back after a sow daya In Ban Antonla, Where he was called promincnt conceasioner. tulted Shows, wis connned to a hosplitil in Marlin. Tex., the grcutcr part of
the last two weckn. but ia now again with the show
JIm Patterson, of Bill Finnen Shown,
passed thru the chty last week, enroute pessed thru the elty lant week, enroute
to Mnrlin. Tex.. for $n$ visit with the
personiel of Crater United show. personnel of Croater United showa. Plall Litte, who has sevon concension;
with Cirenter United ghows, spent reve cral days with the show last weok at slone and the bhow had $n$ very good
buniness. Littie"s concesslons aro under business. Little's concessions aro under Jnck Stanley in spending a gront den 1 probatillity will bo connected with tho pronller Centennial to be bold there for
15 weeks, commetitig July Bort Willoughby'n Sport-A-tortum. loeated on Industrinl boulevard, within
15 blocks of downtown Dajlas, and situnted between downtown Drilus and Oak Clir, heavliy populnted reaidential district, provides the idenl location for vents, with an enormous lot.
this city nod who whil be lenving within the next tew weeks to open her fhow in Arkansis, maged a farewea party last
week for her irlends in and around
Dallas.
Eallas. Brown, concessions and shows ailrector of the Frontier Centennial. fort Worth, is n irequent visitor hero and showmen friends.
Doc Goorlier of Univerabl Laboratorics. Who Fas seriousiy infurcd in his plant
several weeks ngo, to nble to make apseveral waeks rigo, is nole ocasionally and
penrninces at hla omed
within a weet he will be nble to ro* within a week h
rume active duty.

## Creater Americam Shows

Fort Sinith, Ark. Weck ended March
2boontion. Isth and North O strects.
 T. L. Clapp jotned with his Elit Wheel
also Red Heller with his Eli Wheel also Red Heller with his Enit Wheel.
makini n total of three Ferris wheels
booked for the season. R. H. Kerar booked for the season. R. H. Kerar
hon bonted him Pony Ride for tha whole senson. This makes a total of 11 riding
devices on the midwny. $R$. Spark devices on the midwny. R. B. Sparks Sparks has spent $n$ lot of money on his concession, including n now loud-apeak-
ing system. Mrs. T. II. Brown, wifo of narlstant manager. Tom Brown, was
ill during tho week but managed to join the mhow Sunciav. M. I. Sngd-
berg hen added grently to his Auditorium of Frenks. snd now hes 15 strongent side shows on the road. Jean Jamision of the ridio team "Bob nnd ina a free act, working over the local asstem on the midwry, ono program a night. Thts Rivem the nhow tour irce acts cach night, namely. Edwnrd Leroy,
hifh wire, IBob Vernon. Loop of Death: Mins Herndon. trapeze, and Misa Jaml-
sion, vocalist. The Fort Smiti Tribune Roy, Vance editor-in-chlef. really coopernted with hise show while in for
smith. A spectal ehllitrenis matince wna given in confunction with The
Tribue on Saturdny niternoon. The turnout was targe, and all mhown and
rides had $n$ very wonderful afternoon. With the exception of Saturdny niternoon, cold and dustaborins kept the
people awas. nnd it was close to $1 \mathrm{~m}-$ posibio to bold crowds on the midwuy show artist. is busy each day kecplng
nil riaies and show front looking thalr
best, Al Sanderson. of Cincinnmet, lundles The Birkborrd and mall for the hhow this yenr. At is up earty ench direct to the different hotel rooms.

## Imperial Shows

CARUTHETBVILLF, Mo., April 4Ing, work ts being rushed nt quarters Ing, work is beinf rushed at quarters
 The management has not ropnred time nor moncy to make the bhow outstand-
inp. Practicnlly everything ls ncw. The crews Prave been day find inight putting on the finkhing touclies. Two now 24-font kemi-trallers will arrive irom
the En Bridgo Company and two new tractors from Virt C. IIll. Fhe color black Now canvas for the shows are black, New cantan for the show ar
rived last Fidny from Baker-Lockwood Comprasy J, T. Meclehan has his rides all pandinca, over and he is "raring to po." Falward A. tiock hni purchased another motor unit for his concestions, also new elght rides and six shows-Merry-CtoRound, Twin Ferrls Wheels. Tlit-a
Whirl. Clicier, Loop-n-Phane, Kiddio Whirl. Clicier, Loop-n-Piane, Ktadio and Riddle Auto Ricle, Circus Side Show. Barnyard Circus. Dor and Pony Circtus. Illusion Show, Athlette Arenn nnd Streeth of Indin. About the middie of May will ndd two riden andi rour more show and the manarcment is optimatic ahow and the manarcment
nbout the outcome of the 1036 meason. Will play Ilinois. Minnemota, Wiscon

## B. \& M. Shows

Davis, Okla. Auspices, American Legion. Weather, favorable. Busivest, good.
With four show, four rides and 12 conceskions on the midway. overyone had n nice wack"s business. Rldes: FerWratsworth John Mckec, owner Beaver Wrasworth, manmper: Mixup, John Mckee, owner: Bill Crawford, manniger: Shorty Crnw D. L. Templeton. owner and operator. Bniby Ride. Elborn Templeton, owner and Operator. Showa: Athletio Bhow, Mrs con, mannger: Lou O'Brion, insicie. Hula Show. Mrn. Marry Bndger, owner; Birdie Fiartis, manager, Pit show. Mrs. Nadger owner and mandacr: Roy Collina, ticketa Concessions: Snm Wells, tuo. Mrs. Lottic Templeton, two: Mrs. Harry N. Bnciger, A Dale, one: J. A. McDaniels, one: Buddy Pole, one: - Briges, \&wo: Sllm McKan, manager; the wrlter. Firry $N$ Badger, generni ngent; Carl Davis, lot superintendent; 8 am wells, olectrictan. The Ehow will stay in the oll gelds of the North.

## Al C. Hansen Shows

## Sheffletd, Ala. Week onded Bfarch 21

 Auspices, center of toun. Pay gate, five raink. Rusivess. farr. Murfreesboro, Tenr. Week ended Marah 28No auspices. Locotion. circus lot. Pa pate. Weather, ratn all veck; business. accordingly.
At shefficid: Wonderful Iocation, one
block from the main itreet and the block from the matn atrect and the public easer for outdoor nmusements. unthl gnturday, when the aklew clenred and gratifylag busitacen was the rewit Nearly 4.000 people passed thru the ron Gate from carly afternoon untll elosing Gladys Handen here on wion from st. Ceclla Academy nt Nnshtion from St. Cecllin Ackdemy nt Nnsh-
wile, Tonn. Mr. and Mrs. Joseph M. Petty Came over from Decatur for n
ahort vistt. Mrs. Mary Kleln recelved thort insit. Mrs. Mary Nein Willameport tolegraphic narlce from wher lint her nother had loat her homo Ra. a runt her of floods it that tormitory. At Murfreesboro: Conatant deluge of
ratn from Monday until Friday placed
thla engagement on the wrong slde of thls engagement on the wrong side of
ledger. Skles cleared Friday for rest of week but the public had lost interest. thon did not help but did prove a boomereng. Manager Al.C. Innasen nway
on busineas and the writer, Wister B. On buainess and the writer, Winlter B . ronce. Mr, nind Mrs. Al Johmaon and Mr,
and Ars. L. D. Morrow over from Nainand Mirs. L. D. Morrow over from Narh-
ville on a short vialt. Hary W. Lamon prent two days on the show an the

United Shaws of America
sHREVEPPORT, In., April 4 ,-Activittes in tull swing s?: now arrivals mure ohecked in tuilswink alt now arrivals are ahecked and all vaitinf nnxioualy for the opening. Among the new lacen are Bam Mbl-
ler, Bul Harris, Harry Bernard, of Goodman's concessions: Mr, alld Mrs. Clint Nogle, who are readying their Arcade Sor thelr fourth consecutive year: Irving
Ray, mecretnry: Ed Iottin, nudtor: AlRay, 鳥cretnry: Ex Ioltin, nuditor: Albert sexton; Mrs, Towne, mother of O. ly: Mr. and Mrs. Earl Hayts and Mr, and Mre. Williams. of misalcal comedy note. IIrsch. Castio had Lohing the extenslve bullaing and construction program finehert before legring for the flest ex htblition stand. One of the largeat construction programs in the bistory of outdoor ahow businees to belng cnrricd out by these progressive showmen, including elght new attractions being
buat in their entirety. Tom Adnms, chief electriclan. and three rumbintantic are working 18 hours in dny wis ․ A Cutier, designing etectrical enginces of the Dallna Centeanial, in propising the new lighting ayttem which will use roll wagon in midway Illuminntion the khow will ins 075 k . W, In fact, over 600000 watt use whl be ined in making the midway as bright am diny. The new 250-inot gide ghow in nencing complotion, and the list of entertainers will be an outstanding one-20 acts will be used. Max grace the mhaway, and Dr. Frectman. of "Life" note. artived and nire getting thelr equipment ready. Sts Dyor oxpected herc this weok--cisughter, June, will remain in Cniformin until cloeing of school. Mism Mnc Duity and Jo
Monseour. of Loutalina stato Fals offlce force. tending valunbio asslistance to Mr. Hhrsch in his advanice inork pictorima haper has been ordered with the red white nind biuc molor achome again being wised for the background.
ROY B. JONDS.

## Big State Shows

Houston, Tex. Week ended Mranch 22. No auspices. Lot on La Porte road.
Weather, chiliy nighls. Busithess, fatr Attendance beyond expectacton. Iry gate proved financlally beneficini. Mid way now has 8 shows. e riden and conceasions. pubicity cepartmed sotnew office wagon formaly open "Bchool for kiddien (io of them) started by Mirs. Ruth Cray Young. Mrs. Jesse Wrlgley entor tnined wing brother Jock ward alrpiane aring her brother. Jnek Ward. nirpiane Mechnnic from Kelley Mold. Mrs. Jody bacon concesstoner. 111 with flu. Finnl wook in Fouston, meheduled tor lot in
4000 block on Wishington avenue. Flying Valctins proving a paying mapriet drawing patronnge. Visitors: Hon, Joha
N . Wigner, Tom Norris. Col. Chirles L. (Waddell) Followcli and family, Martin and Mitdred Ronwell, Mr, nnd Mrr, Joc King Dr. Jmmes O'Connell, Tony nnd
 Engesser'a nna Schell Brow. Circus. Ro Gray, director genernl. looking over apot: whruout weompanied by mother of and wife, Rccomphnica by mive in April Mrs. Beas Aray, En nith Bht'n, necretary-trensurer department. In new offlce truck. installed new llving traller for Ruby "in" and "2on Bis state show ${ }^{\text {B }}$ official painters, new iden tor motorimed shows-1s finished Esuposters getisng ready for road trip. New line of canvas put up for first thme Jome Wrigley, menaser, with contracta for Tonato Tom Tom nt with contracts for Tomato Shiner (Tex. Fratr. Tex.
C. H. Spaulding of Now Denl Shows; Cotton Ealits, Roy Lollar and Willam Robbins. Madelinc


Cetlin \& Wilson Shows
CREPENBBORO. N. C.: Aprll 4,-When his Cotlin A wilson ghows opening enkagonient. Which starts nt Reldavilic, N. On April 11 Everyone connected with has roally been cione in winter quartera the lint two wecks. putting on the flininhing touches and geteing all in readiness for the opening. Howovor.
there will still be plenty of work to do after the show rets out. as Celtin the way. Lco Carrell and arew hnve completely overhmuled and repninted the malnted the Fiddic Ride. William Purchuse is bullaling a now front for the Merrll hns completed remodelling the Motordrome-rcd and allumbum the color schense this yenr. with a 20-100t panci on each alde. The Merry-cho Round has been repninted. Frank Massick lias completed the new playland tront. Whis Johnmon Will have the arrived with the
Winklo lias been bury rebullding and aninting nfter the firo he oxperienced in ritan the past winter. Georgo Harms (ne clown) arrived and will stnrt to
 fetting nil electrical equipment in ahape, the new transformer waron nl.
madt completed. Norman $Y$. Chamblitis. Blly senlor and Writer L. Mnin were visltors. GeORGE Mrsimberg.

## Keystone Shows

POXBURG. Pa.. April i,-Fortunateiy not damthe hills. and O. B. (Nick) Toy has in formod that everything wat okeh. He and will have the show ready for opening here April 13. Mr. Hartaberg wrote
from Punta Gorda, Fin.. that we wha plensed that his ahown. rides, etom were formed that and 2 free ncts. Hurtzberg's 20 trucka nnd will be twico ray. epecial ngent. is hitting the ball booking towne, fnirm and celebrations The show offered ith light plant, tope
etc. for the flood refugees,

## Christ United Shows

SPRINGVILLE, N. Y.. April 4.-The为e prepnrationd for the mak sen on At winter quarters. nt Norwalk. O. Mnx fixing up the parnphernalia for the opmang. Which will be April 27 nt Anhclude 6 rides, 8 shova, 20 concasions hlyh-dive free aot and ralltope. Fimrty
A. Ronc, Ronernl agent, hna been on tiecesaful bonking trip the last fow reeks. All of which is from an execu

WALLACE BROS

## Continued from page 70

agent: Mnrtin A. Wirth. electrician and tendent and merchnnts couponn; James Whison. mauter mechanic
Webb, manager: Mary Wide Show, Johnnle Neal, inside tecturer: Dan Underwood and Chuck Hulsey. tickets: Jolinnie and Mary Webb. Fat folks: May Hulsey, halflady Illusion: Irma sothern, aerpent gtrl: Sallor Frank Cook. tattoo nrtist:
Rehard Watpon. Kongo Village: Mndame Cook, mentnllat; William Smith, human Joe Shane, in Anderson, wword box: Jeal: Jacl: Willinms, boss canvosman: Tommy Thomas, tewnrd: Janies ThomCbarlem Russ, manager: Mnrie Russ Amelin Wilince. Panaliner: Lacey and Vida Pegram, dngcers: Blly Dnvis, comedian: Jack Fox, straights, Giri In The Moon, Charles Ruse Manager: George Trlpp
tickets; Caroline Foss End Betty wooden dancern. Nudlat Colony-Charjes Ruse manager: Linden West, tickets. Geok Sbow and Wiley Poat show-Janes Minstrel sinow
Lais Heed Show-J. L. Recd. mnnager Round) Brown. atage manager. Slim
wowls, lulker and tleketn; Humbone Jones and Kid stopper. comics: Leona banks, blues singer; five dincers: elshtof Dollirf." Luterna Lev's Dog, Monkey nud Reptlie Bhow-Lcona Lee manager Sid Oranc, tleketn: feat uring fioover and Sinow, trained dogs. Athletic showWillimin (Brownic) Peyton, mannger. RIDES: B!g Etl Wheel. James L. Read stromg. owner - manager: Merry Arm tound Georpe fartis, foreman, Eicidie Airplane, Raymond Syx, foremni: Chatr plane. Hirry Zimmerman, foreman. Conceasioners: Include: Ben Wolfe. two: Millon McNeace, two: Mac McCauley. one: Virgil Morse, onc: Jack L. Oll ver, one: Gimnn Osborne. two: Jack Hol When, three: Margaret Miller, one: Evelyn Wirth, one: Jack Davia, two: Eurl Dun Harry Coinen. Wilth Bartlett's dipgers: and Harry Conen. With Bartiett of digaers: and noveral others, tho names of whom wer not ob
Among the vialtors noted were Willinm Bowon. Mr. and Mre. Charles Drill, Mr and Franic Woods and family.

## KEYES JOYLAND

## Cortirued from page 70)

ahow fronts wero overhmuled and re painted. Genernl Akent C. Miliken nad successful booking trip In Pennsylvanit Lara havborne's midway cifo and The color scheme of thls show is and white. with $n$ lighting system out of the ordinary.
The shows inolude Finrlom Frot Ehots. 18 people. Valley Blair's Parin at Night R. Spence's Miekey Mounc. Athletic Arena and Wooda' Plve-ln-One
Connesmlons: L. Osborne. cookhouro and custard. M. Hanahn. one: J, Polsa ono: J. Smith. four: A. Mitchell, three. T. Morgan. two: O. Mlliken, two: E
Webber, onc. Rides: Merry-Go-Round. ©. Wright. man Ohnirplane Bill McCoy foroman Man. Sif includes: Charles Keycs owner manager: $\square$. Millken. genoral arent John Poisn. olectrician: Whitey Davis lot superintendent.
The ahow will play thru Penneylvania

## WEST COAST

## Contimued from page 70 )

(Pollsh) Heher, tickets; J. E. Sogrin and Roy Sullivan in charge. merry-Cio Round-Angelo Terella, foremnn: Don Copley analntnnt. Mri. Bobby Grimm ginger, nesistant. Henry V, Cnthoy, tick ginger, fasistant. Henry V. Cnthey, tick Man: Ed Dacey. Raslatant. Mrs. Frank Ynqinr, tuckets. Bnby Autos-Bili gmith foreman: Ellen Starkey, tlcketa. Ollder -Joe Chettero, foreman: Lee Olson as. asiant. Mrs. Helcn Mcsinn, tickete. Loop-o-Plane - Larry Ferris, foreman Tom Keven, nssistant. May Loow, tlok. eta. Ponies-Rlchard Baker and Frnie Lloyd.
Concessions: Midwny Care - Shorty Cocos. manager; Mike Plerl. ohof:
Chnrles Manos. griddleman: Ous Ages

## 72useums

Dime, Newark, N. J.
NFWARK. N. J.. Apria 4. - Witl ness good nind ath Tho blll han plenty of varlety and was very well recelved by the patrons over last weekond. Lincup is as follows: Sealo the Seal Boy-decond weck: Big Jncis, fat man second woek: Mnrjle White and her colored revue. Leaturing Safety Pin, comedian hioleccentrie zends, pet tnltec. Oriental Revise in the nnnex still popular. Blll Kerr. general agent for Art Lewis Shows wron a vialtor over la

## Pliladelphia Houses

PFIILADELPHIA. Aprit 4-The wenther has boon very good for the museums is excellent at both hounes.
Eighth street Musrume's bill this wock

## ARABOU DOLLS IN GREAT DEMAND: <br> WILL PRODUCE LARGER QUANTITIES FOR 1936 GET IN THE DOUGH <br> Follow the experience of the successfül Concessionaire and Scaleman MARABOU DOLL <br> Two Sires: 12 " and 18 AND MENACERIE   COMPLETE SAMPLE LINE <br>  NEW ART TOY 8 FEATHER CO.

in a number of clever tricks: Maytiold. fire-enting demonstration; shackica. with handicuffs and leg frons: Leo. Illut Hioniat: Antento Brucei. necordionist:
Pomes Pinstique; princemd zeldn, mental. Int: in the angex. dancing girla and Mary Mortis.

South Etreet Museum continues Johnmon Cotored Revue in the center pit: Don McIvor, magicinn: Baby-Face Joe, Mme. Verona, mentallst, on tho plat1o:m. Dancing firla etill in the annex ons specinl fenture.

Dan Sullivrn's, Worcester
WORCESTERR. Mass., April 4-Danny Bullivan, who hns opernted hero for acvernl seasons. has a muscum at 178 Front atreet In the Inneup are Jolly
Dolly: Chester Dolphin, whord swnlDolly: Chester Dolphin, nword swillower; Capt. Louls Burke, Are-eater and
ring nct: Rome Richards, snakes; Mnster Chester. magic: Prince Arabla, dancer: is annox. La Chappelies. La-Zara and Bento.
and Oeorgo Burns, waters. Corn Game -Mpr. Frilth Wnipert. Lewis Beckwith two concoxmone-Bin Meenina, Gcorgc Charles Wapert. four-En Monty Chanies Wapbert. Your- Earl Monty. Ib
 Orimm ono-miokey Gifrion agent Harry (Pollah) Fisher, one: Olis agent. one; Loe Manoss nad done Lucero. One; pop corn and candy fiose. Mr. and Mrs. Aagia, ngenta; Ace creantamand foft drinks ghorty cocos-Tony Boarce ngent: shooting gallery, Bert Claumen-Janes Miller, ngent: Boots Ladd. one: Hinppy Jack Yonger, ome-Loo schwnrtz, agent: L. II. Fing and E S. Fitzgerald, two: Beale. ngent: Mra. Terelln, one: plcturo gallery. J. A Sylvin-Dinnin Moore agent; Mrs. J. A. Sylvia, one: Road Ferntriker. Mr. nnd Mrs. Guy OAburn: Texas Jack, one: Harry Jones, two: Mre Bce

Staff: Mike Krekos, genernj manager: W. 'T. Jenkup, generni reprementative: retary: Ralph Deering, chlef Electrtotnn; Al Kanjan lot nuperintendent: Nick nger trainmaster: Andy Eocan. man Kemp. ndvertiging ngent: James Hurd, banner man: Charles Wiplert, manager concersions.
Among visltors were Paul N. Branson nnd E L. Conroy, of Tom Mix Cirous: Mr. and Mrs. M. D. Holland: Mr. And Downie, of Los Angeles: Mr. mind Mre Jake Davis, Ban Frnneisco: Art Butler
Portiand, Orc: Jnek Levis, of Foles de Portland, Orc: Jnek Levis, of Foley © and Mrs. Al Copeland, Arthur Blanchard Wniter Kamp. Joe Zotter.


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## 

TELL THE ADVERTISER IN THE GILLBOARD WHERE Y,

## Rinksan ${ }^{\text {² }}$ Skaters

By CLAUDE R. ELLIS (Cincinnatl Offlee)

EIGRT ROLLING LADIPSS, rollor-skntIng girl flash. aro on tour with the roller skifers, nre ne Etdorado Casino in. rollor alinters, nite nt Etiorndo Cnsino in gkotris. are ne the wintergarton in Beriln.

STADIUM RiNK. Moncton. N. B., has been elowed for the ice seanon by Honry
White, who ta in hit first year an lessee White. Who to in hite first year an leasee rink. owned by the city of Moncton.
Hia nockey tean won the champlonahip His hockey team won the champlonship nnted in Ottawn when it sought to penctrate the preliminaries ror the Canndinn title. Indicultons are thist roller sknting.
whel rollor hockoy. will bo inctalied in the Forum by May i.
just b7 yenra afler he hind macle hins debut ns fancy akater. O. Wlirord
Campbell. Et, John. N. B., went thru oxnatly the nume propram, frat nt an lee
aknitng carnivnil in Fredericton. (N. B.). tknting carnivnl in Fredericton, (N, Bol). Atink. second in Forum Rink, St. John. Mr. Campbell, 75, hus cut his figures
from 36 2n 22. but bis no intention of from 36 out klsakng, He what figure-skstitIng champlon of the maritime provinces nind facer when it yount man. Te attributes his ico mknting each soakon to
a dekire to keep young and has succeeded. a desiro to keep young and has succeeded.
Ho is also adept on roller skntes nnd
ofnims to be the oldost netive fancy olnims
"A NOVELTY In thim rink." wittes Blll Henning from Areadia Gardenn Roller
Rink Chicaro, ame bike races with roller Rink, Chicaro, "are bike races with roller form. wilh strin and bogs. Girla hanks
onto the rear cad of thic riders seats onto the rear end of the riders acats and go two lups and then boys relay and hupa. Renry Park Wheelmanis Club hold
its necond event here night of March its kecond event here night of March Mondny night the club will ride hore on
a 10 inp track. golng over the courge at top speed.

ONE rink in Chicago is managod by Belpark Roller Rlink, 2027 North olcero nvenue. owned and managed by M. P.
(Bud) Peyton and vic Frash. Vic betng holditi of many reconde. White the ritk ts small, they fre dolng good builness, Eknting nightly except Monday, which is
rimerved for private partlea. writea Wally renerved for private partlef, writea Wally
Ktefer. Amall rink on the Northwest Side in montalare Roller Rink. Business is reporter good in Ohicago rinks and main open all summer.
A. RETURN ongagernent in forum dayz and ntetits by Chandier and Mapes. funcy iknting tenm, fenturing Evelyn
Chandier. Ice program. including $a$ Chandier. Tre program. including a
pngennt. The League of Notions ree pete, was arrnnged by Nova Scotia
Exhibition Commleslon. rink boink part Exhibilfon Commiesion. Tink bink part secretiry-manager of the commiknion, is
nima rink manager, Chmaler and Mapes worked together and in solo in fancy

VVARE BROTHERS=
THROUCH thirty odd years of scienelfic resoarch and conscientious offorts have perfected ldeas and patenta which assure the
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und seunt skating, Hallfax Bkating Ansombly apponmored the pageant, Bill and
Marlorto Bompell appenred in comedy sknting.

## On Rollers in England

by CYRIL AEAStall
since my last notes I have been visit Ing a few rinka. On March ${ }^{7}$ I $\begin{gathered}\text { necom- } \\ \text { notod }\end{gathered}$ hockey team up to Eavoy Fink, Great themood. Lincanhre. ally wist 5 1. The Mercer family. who run the rink there, sny buminess in fulr fnd nre Open four nights n wreck it prescnt. Bharples, who is financinl aupporter of
Accrington roller-hockey team nad had n look in at the $8 w 1$ ss skating club Accrington. owned by Exkar Sharplen nnet opened the provlour night. Fioor
space in mmali but, taking overything into considerntion. मoould say it is ono of the cozlent little rinks I hnve yet Also visited Emprens Rink, Burnley. in mame locallty. Where sicneink nnd analing aro being run on aiternath. by wry of a chnige, and apent an hour
with W. Cipson, manaror of Brtxton 8knting Pnince. Iondon. Gipson han beon in charge there kince 1912 and certainly knows how to run a rink on businemallke lines.
Whon I crilled
When Y cnlled on him an arternion formed that boo menters had wns informed that 800 minters had pald to
une the floor? ayeryone secmed to bo having $n$ good time. munc belng provided by m mllitary bind locnted near
conter of noor. Floor at Brixton ta an exact square. racing traok being latd out at 14 laps to the mille, largest in Lonmeazures up to 10.800 nquare feet.
Same nighe I journeyed on to Horne Bag. Kent, where I arrivect just in time
to sed New Derblans, clumplon Allalnnd to seo New Derbians, clinmpion Malinnd
roller-hockey team. turm out againat roller-hockey team. eurn out against
whiteinble Alberts. Kent leaghe ienilers. In remi-final of the national championIn 8
ship
as
As everyone expected. the Southerners napain proved too good for the Northern $8-2$ in fivor of the Alberti. On the following morning the Derby team played threo frtendiy gamer hut loang 3-3
$8-3$ to Hernie Bay Unitert hut losink
to to Herne Bay United, second team
The team to roprenent pagland in the forthooming European tournament is metll uncertaln. Tedriy Bown, last senson's onptafn. is a doubtrul minrter, and cannot trnvel. Bob Hulme, the widely known Derby plajer, has been fippoisited akipper. Whth Pete Wallers. Rerne Bny. necond
The team miny be Corbin (Herne Any United), Walters (H, Bay I). Hulme bert.g) and B. Newbury (Aloxandra Palnce).

## Ice Carnival

World-Fhm
moun Roller sknlar and The Ico Carnival in Madison Equare

Gurden, Now York, sunday nigbt, Mareh 22. Was one of the finest sknting carmiI found with the grent displiny of talent nnd benuty was that they forgot to bring the lady. Mrs. Cheever Porter. to the the 20.000 people in the Garden to see her great ahow. II was diamppolnter. for Indy willo anve likected to kee this littlo hady wilo directed and procticed evont.
Opening was a akating aceno in Central Park of yoars ngo. with Oacar $L$.
Richard as bololat.
I seem to have a Rnint memory of having aeen thia youngster skate some 40 yenrs ngo. At any rite, whether ho te the same Fithhis part to perfection. Takink the Bnby for Aar' number whas a great laugh. Nuraemald takes tot for air in
park, dons her akntea, pata the baby
carziage on anejgh and skates around. carzjage on a slejgh and skntes around Rlwink the baby a ride. Sples a park
pollceman nid the usual mald nnd policoman flirtation follows. when suddenly the 3-yenr-old kid allps out of tho
carringe nid skntes townrd mhore. Vory carringe nnd skntes kownid shore. Vory
"Tango Moon." by Miss Prantel nnd Mrs. secord. of sikneing aub of New York, sliored how much botter and more ice than in $n$ ballroom. Robln tee. American boy champ. la a pine sknter.
I sugeest that thia lad take dancing and ncrobntle lencoss. Fe whll havo botter timing in bis stunts and better cempo. He will be heard from in future world championahip contests. Nisa Marlbel Vinmon hnd E. B. IIlli nre prit skaters par exeellonee. How thoy lost the Olyniplict pair-nkating chnmpionmhip. number was n honey, with little - Honey.. peppe it her best with her eight boy peppe it her best with her eighr boy. a ballet. was so impressive and artistio that it inr overahadowed the stage ballets afen day in and day out in le luxo thenters.
But the knockout crme when six
beautirul dolls from Toronto. awanllke, akinmed over from Toronto. nwannily and grace that they were called out for many encores, making their appenrance from n large chmmpagne bottle. Artists In thim number were Caley sisters. Mra. Oooderthm. Mirbe whaton all of Toronto Granite Sknting Olub Guy Owen, Minto Club Ottawa, Cannds. Rave an oxhlbltion that stopped the how ncring belng one of the most grnceful sknters 1 over have seen Roy shipstead. professional "Human Top." clld his stuff to another Khow-htop. After Roy had fininhed his routine of overy kind of spin and comlo aprondecagle, Sonja Hente. the Etar attraction. crme upon the :ce
The former nmateur champion fancy akiter of the world is now a professionnl. Tho edge seemed completely
eaken of what little Misa Henic did in the why of fincy knting. After a fow the why of frncy skings, fow spinm she $n$ minute: 20 a few eeconds more han see the lce carnival and gonfa Fienie. To see the the leark. comments all nround
 the champion whs a disappointinent. If Mias Hente. Wlio has commanded an
much tree publicity as nny nther athlete durime the pant few years, Intends to not the 8200.000 in three week: from the time of this writing. touring the tce
rinks. and who is ruarnateed 100.000 . rinks, nnd who ${ }^{18}$ guarnnteed 100.000 .
according to The Neto York Datly News according to The Nurch is, I sugest thnt hhe 1 m of March 18 . I sugacht hat cent over winning her third Olymplem if the P1gMidnlght Bun that kind of jaek.

## BALLYHOO

Zat page 70)
(Continued from page 70)
the pay" Wordd'n Only Fiying Tnnk, EVon went so far ns, to promiso them $n$ n Bclipse of the Sun.
Bussex immediately ordered every show. ride and concenalon operator to buy n Hylng device of some kind or leave the show, tio ofice then boukit a mixtysuliont eourse in nying for our tractor drivers. Exch show. ride nnd concession minnger had so.000 handbills printod for his or her netraction.
Mondny afternoon 450 planes. balloouns. sonpistiet olimps. gliders and zeppelins bombardod the etty, White hand bllis
and coupona to the number of 80.000 nnd coupona to the number of 80.000
were thrown from ench plane at one were thrown from ench plane thl one
bullt nies co keep warm. This kept
The ble day. Tuesday, 2.000 Pree 1 kt attended. Show was good but committee insisted on secinf the nying enn posit. cur chief mechanic saved the day. Ife put wilngs nnd " propellor on with a Clvil War cannon borrowed frotn the park. and soared overhead. Ye "Noceanity is the mother of invention. 8bow had oricred 500 grose of mmoked glames to sell to the npectulors. Thene
were blanked out. It was a eloudy day. The dedication over the rent of the woek a blank. But evorybody put mm lature parnchutes on thelr trunka and
sulteancs.

## NEWSPAPER HITS

## (Cortinued from page 70)

Lucerne and $J$ streeta will entertain local newnboys tonight. All carrierk aro and wh msomble at The Leadernds $n$ sergeant Harry Cohen. who will conduct them thruall attractions and rides frec.

With Palm Bench County reportcd lagging in raising a quotn of 8000 for the American Red Cross, the Lake Worth Euks Lodge unclertakes to raiso nt least one-rixth of this nmount thru the fest
-Differonces at to cley licenscs and permitn were stralghtened out thts
morning when the Elks nomusemant morning whon the Elks nminsemant commitreo. Logether with with elty' commitisetionera. The legnl heense fees were pald in cash
"Equawks crme from P. P. Pecler. mannerer of the local Bpirkm pleture ehe ater. It Was etated, The Sparks Com pany requires its employces to inventigate nil kinds of showw, serving ss in intellt Rence bureau. it was snin. These when managers raise srvere objections wher town in which they opernte. The want it all.

Here in Lnke Worth the Sparks Theater conducta a lothery every Thestiay blooking traitie on the main sued. Holation of written laws: secure the fa vor of local officinis by isnulng passer even to prenohera-and can't ase aby mote in Jth own eyel
"They are dolng nothing to ald noad or any othor class of nufferers and have the call to try
chnrithble work.
"The public in requested to patronise the Eak Prentival, hnve a good time, and angint the Eilkn eharity pund in Falsing cash to send those in need at this time along the awollon rivermater today io There people nro entmated wod chat number 400.000
"Bam Lawronce. mannger of the fes matinet announced a spectal Nil ride nt 5 cente."

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 7-12. Jumes DIRai:O ohalrm
ARIZONA
 ARKANAAS
Alythevalle-Misalsalppl Co. Filr. Sept. 200

 part of Eept. Thos. A. Hill. Ades. Latter Alderson-8ha
 8-10. C. Le Walton.
Fendite-Mumboldt Falt. Auc. $20-30$.
Dr. Jom. N. D. Hindiey Freino- Presno-ifadera Dintriet Molr Aann.






 Tulare-Tulare Co. F-atr, Sept. 22-26. A. J.
mille. Turlock. Slamislaus Co. Fatr. Aug. 3-D. Dr.

Atron-Whintigtion Co. Frir. Aug. 19-21. IR.
E. Fisher. Corgez-Montczuma Oo. Filr \& Rodeo. Sopt.
15-1. Anorge A. Meletrell. Grefles-Weld OO. Jr. Falt Ausa. Auz. 10-21.



 Erooklyn-Windham Co. Aerl. Boc. Sept. 22 Daniury-Danbury Fink. Oct. Solo. O. M
Neving. Comenen-Goshen Asrl. Boc. Bept. 7. Edith W
Cooke. Oranby Granby Orante Falr. Aept. - Ed-
Fin Fhatiuck. Gullsorit-Chuiford Agri soc. Sept. 30. t. Northfleld-Beacon Orange Faif Aspn. Sept.
12. Annie 2. Hulme. R. D. 1. Thomastom. Boniers Unjon Agrl. Fine. Bept. 30, B. R-
Orant, Meirose. Conn.
South



 Athanth-Routheastern Fair Asan. Oct. 4-12.
Virall Mergen
 Coringtan-Newton Co. Patr. Oet. -. Harry Olumaid-inen hils Co. Fair. Oct. - Honter
Waters. Jovesbora-Claston Oa. Fmir Assn. Oct. 14-17. Lelurifewalker Co. Fulr'Assn, Oct 22-24. ascon-Georsia Beate vexpo. Oct. 19-34. E
Rnss Jordan.

 Cuman romamimo



包blon-Edzards Co. TiveIs Ale 10. Eyman Bunting. Eilery. Ant. Ang Anin-Anna Pair, Auk. ${ }^{24-28,}$ J, Fo Norfis


 Benton-Frankllo So. Foif Asen. Auc. 4-7.
Herry W. Nolen.
 combride Eam Trim. Meniry Co, Fair. Aus. 11-14.
Ororge w. Rogerg.

## 1936 FAIR DATES


 Du qualio-Du Quoin Blete Fols Ason. Bept. J
 Pormer Clty-Fnrater Olly Fair. Aus. 24-28.
E. R R Coleonde-Pope Co. Ayrl, Boc. July 23-25.
Thulp Bchoettle. Brounfleld, mi.
 Aug. 11-13, J. D. Orean.
Jerserville.jerney Co. faif Asm. Sepl. s-10,
Bul Ryan mox Bul Ryang Hox 546 . Sprlagilid. Sepl. s-10.
 MeLeansouro-Mcheansboro Pbir Axan. Oct. Marion-VWIMIanagod Co. Fals Aasn. Bept. 1-4.
Ras Miller.
 Mamon-Grundy Co. Asrl. Pair. Sept. 4-7. Modeto Mricounin Co. Agri. Firle. Sept. 18-Jonge-Monge Dlatrict Pritr. Sepl. 9-11, Horry

 Mount Vernan-Mi, Vernon State Falr Aama.
Seut. $21-26$. Mrifn Henn. Nowman-Nes.man Community Falr. Bept. Newton-Jasper Co. Fifr. July 27-al. C. O. Olney-Richinad Co. Falr Aasm gept. a-il Prcatonicentimnobsco Co. Palr Aken. Aug
ato-23. Arlhur Wnodruff. Peotone-Wilt Co. Prair Assin. Bept. 2-4, Mre
Elmer Barton.
 Princeton-Burea Co. Poir. Aus. 25-28.
 8t, Joaeph-Chatnuaien Co. Frair. Aum. 25-28 Sardulch-indwich Folt Asau. Eept. 2-4. Eynit Ransiolph co. Foir Sept. l-4 piten Bpringheld-ifisnols seate Fratr. Aug. 15-23. Stronghurstimitenderson co. Falr Assn. Sept
2-4. Ralph Butler
 Venne Jotinson Co. vair. Aus. $18-21$
Wenge Oray. Richardsonfen Fair. Sept. 1-4. J. W
Rivaren INDLANA
Akron-Alron Aurl. Fatr Asan. Sept. 23-26. F. M. Fultz. Adion Pree Falr Aasa. July
At
12. Fred Jiderion Dixon.

 Albert O. Derf.
Bourbon Bourbon Palr Aasm Sept. 15-18
M. Meck. Drookston-Dirookstom Street Pair \& Horse
Ehow. Bept. 10-20.



 Crawfordaville Wontgomery Co. Fatr Aasn. Pijrmount Cirant Co. Aurl. Fair. Sept. 1-1. Frnnkfort Cithion Co. Fair Assn. Aug. 10-21. TAnklin-Johnson Oo. Pree Falr, July 13-18. Oohnn-ELbhart Co. Fair. Sept. 1-b. W. O.

 Huntingburg-Dubois Ca. Falr Assn. Aug. 10 Indianapols Indtana state Fals. Sept. s-12.
M. Cilford Townend. Commisuloner of Kerialivilfe Kendaltvme Fair. Aus. 27-21.
 La rorie-La Ports Co. Fair Aean. Aug. 25-20. Lawrenceburg-Derarborn Co. Fakr. July $27-$ Lnton-Community Falr A Exhiblt Ehow Lognnsport Casi Co. Filr Aasn. Aug. 11-14. yon Lyon Falr. Btock at Dog ghow. Eept. Montpmer-Mnnpparder spoed Assn. July $22-$
24. Kelpy.
L.
Muncle-Muncte Pair. Aus. 1-7. F. J. Cinynool vernon-North Vornon Free Falr, July
arth


Portland-Jay Co. Fuls Asxn. Aug. 10-34.
Arike Anxrom. Primeton-Civaion Co. Fuir Assn. Aug. 31-
 Reynolds-It Remolds Fulr. Bept. 10-12. Albert Rockvilie-Farte Co. Frasr. Aug. 25-20. Wal-
ter Whaner Eslem Whatington Co. Fair Assn. Aug. IEheibyvile she Morris. Co. Pair Aakn. Aus. 10 -
 Thorntomb-Thuritown Falr. Brpt. 21-25. HL.
8. Spencer.
 Adel-Dailas Co. Pulf. Aug. 24.26, Joe T. Beving. Alcoma-Fousuth Co. Agrt. Assan. Bept. 7-1t.
E. Vincemt. -ilison-Butler Co. F-air. Bept. B-11. A. AL
Werner. Alt-Rurna Hista Co. Agrl, Boc. Aug. 18-21.
 Aurora-Aurora Agrt. Soc. Bept. 1-3. E. D.
 Dedfori-Taylor Co Fals Aasn. Aug. 24-20 Bloompleldt Daita Co. Falr. Aug. is-21.
B. O. Jenklna. Hoone-Doonc C
Burlimgton-Bury Whiler.
$10-15$.

 Columibus Jusaction-Louian Co 20-22. Melvi

 Colydom-Wagne Oo. Agrl. Assn. Aue. 34-20

 Werby-Dreby DLitrlet Agri, Assa. Aus. 10.22 Drs moines Bronk state Part. Aus. 2 G. Sept
 Eagle Crovo-Engle Orove Dlatrlet Junlo
Palr. Aug. 24-26. Jotn Donhowe.
EEdon-wpillo Co. Agrt. Falf. Avg. $24-27$ Eluora-Hardin Ca Agrl. Boc. Aus. 18-31. Elikader miknder Pakr. Aug. 18-21. Thomas


 Grundy Conter-Orundy Co. Fiir. Bept. 7-10. Guthrie Oenter-Guthrie Co. Agri. Boc gept.
21-25. Martin Branson.
 Huniboide-Humboldt Co. Agrt. Soc. Sepl. 4-7.
Arch B. Myles.
indianola-Wherren Co. Patr Assn. Aug is.at
 Keobnurus. Van Buren Co. Palr. sept. 1-4. Lorimor-Lorimor Agri. Pair. Aeg. 2-f-at. Manchesler-Delaware Co. Falr. Aug. 11-14 Manson-Calmouy Co. Falt Assn. Augs 20-25.
 Misouri Valley Hitarrison Co. Palr Askn. Sept-
Bill

 Aovilla-Wondbury Co. Pair Assn. Bept. B-11,
F. E. McDermote, fing Aspn. Aur. 17-22.
 Northwood-Worth Co. Pair anc. AuE. 31-
Gept. 2. R. T. Nelson.

Orange Clty - Gloux Co, Ayrl. Assn. Auc. at-Onnge-Aritciselt Co. Fulr. Aug. 17-21. O. \&

 Pringikne-OBrinn Co, gtock Bhow do Aurt. Askn, Aus. 34-20. Mo G. Birtanmair. Rocivoll Cils Rock well Ulty rair Asen.
 colsb. Oseeds Co. whe Btock show. Sept.
a-11. A. J. Salland Epencer-Clay O. Halp. Sept. 14-10. L. O. Nincon-Benton Oo, Fafr. Aur 18-z1. O. D.
Noore Upben Moore. Urbang. In.

 West Liberty-Union District Agrl. Soc. Aus.

 Finficiacwingleld Palt Assn. Aug. 25-28. KANsens

## Aphagy-Antnony Felr Asan. July 14-18. O

 Farne Martisonhington Co. Ranner Puir. Sept gelleviljn Narth Contral Kalsan Frec Pat Aug., 3i-Bept. 4. Tudor J. Ohmsies. Repubile

 Burlinpion-Coffey Co. Agrl. Fralr Asan. Bepe Caldwall-8uinner Co. Jinir Assn. Sept. 30 Oct. ${ }^{2}$ Chanute-Neorno Co. Mulf. Sipl. 7-12. T. Chay Center-Clay Co, Free Falt Aksn Bept Colfeynite-Montgomery Co. Falr Ansn, sept Colby-Thonins Co. Frait Assn, Aug. 18 qul Colunibus - Cheroke Cotr. Auk. 20-20. American Legton cottondood ralls-Omase Co. Fulr Assin. Sept Delphos North Oltawa Co. Pralr. Bept. 2-5
Floyd Powelt.

 Effilgham-Atehison Co. Falr Amon. Aus. Is Mrs Erimprord Co. Fair Assn. Aug. 18-21 Oinkco-Cloud Co. F'Rir. Srpt. O-12. R. M
 Orcenaburg-Kiowa Co, Friee Fair Asan. Week
of Oct 7. At. Hemphill Mardkner-Darber Co, Fifr Asan. Aug. 31 11 arper ifnerper Co. Finlr Aasm. Oct. 20-23
R. E. Dreser.
 Hugoton-stnvens Co. 1-1 Achitevement palt
Approx. Oct $15-17$. H. E. Brown. prea. approx. Oct. 15-17. H. E. Brown, prea.
Hutchinmonkanans atai. Finir. Bept. 19-25.
H. W. Avery. Iola. Alten Co. Agrl. Aoc. Auro 24.28. A. M. Kincald-ikjncaid Parmers Fralr Aman. Bept.
$24=26$. W, Rrown. Kingman-Kimgnan Co. Fhat Asan. Oct 14.
17. apagrenur Goenner, zanda. Kan. Meade-Mende Co. Falt Assn. Aug. 26-29.
Agmes Wo Todd.
 Owago-Labette Co, frilf. Aug. 24-30. Dr OHnw Flatiaklin Co. Free Irair. Bept. 1-s. Overiand Pnily-Johnson Co. Phelr. Aug. 06 Parsone Tri-Btate Fialr Asso. Aur. 10-24.
J. $R$ Rochiold.


 Thayer-Tliayer Home-Comine Picate \& Pat
 Untontown-iaurbon Co. Falr Aasm Aus, 4-7 Valley Palle-Jeiferson Co. Prir. Sept. 2-4.
Bert Bnoth


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 Alexandra-Aloxnndrte Fair



 Cormanew. Duncan,
 Greentiurg-Gren Co. Fair. Auk. 27-29. s.

 32. B. F. Norgeet.
Harirord. Ohio Co. Fatr. Aug. 27-20. H. M.
Porter.


 Seothsyile - Allan Co Farmense yree Jalr. Auz.
somerse
 Do Rudacr-Beaurezurd Paribi Doraidisonvilue Boutit La. state Palr. Oct
 J. O. Kellefy Davis Parish Falr. Oct. 20-
Jennigg Jefi
Nov. Alfred Mnund.




 Sulphur-Calcasleu-Cameron Falr. Nov. 2-7


 Blenul. stewardir. Sept. 7-9. E. 0 . Curton Androscogetin Valwy Falr A:sn. First Corminn Cornizh Agri, Assm. Aug. 4-7. Leon










 Frederick Gifhat predetick Falr, Oct. 13-16. $\mathrm{La}_{23}$ phat- Matrile Co, Fatr. Probably Bepta
 Dipndford-UMAssachuskTTS

 Cummuntion Hilislde Agrl. Soc. Bepl. 20-30.



 Nnatucket
Herbert
P.
Rathth

 (1vo). Ratph Co. Falf, Sept. 3-12 (tento. michioan

## Adrlan-Lenawee Co. Falr. Sept. 21-30. Po.



 Bucklef.
 Mrichite-maton Co. 4 -H Agri. Boc. Sept. 2-ticth Rrichliwh Kitalo Fair. Sept. \$13. Encmabe Abppor Penirsula stato Falr. Aus.
 Jtartocenne Co. Agrl. soo sept. 8-11. Harirord- Wnn Buron Co. Fatr. Sept. $25-19$.


 Ircian ionia frtee Falr. Aug. 27-32. Fred A.
Chapnan Chapman. Khis mazoo-malanazoo Co. Fntr. Aus. 10.15.

 Marshall Caltooun Bo. Fitr Assn. Aus. 2b-28. Minforg Carponter Co. Falr Assn. Aus. 12-15.

 Monen. Cort. Court Pickiord. Plelford District Palr. Soph 2-4. F. Jannko Stamart gitalwnrt Agrl. soc. Oct. 1-2. R. raverse Oity- Northwestern Mich. Falr Aasn.
Alug. minnesota
Ade-Norman O3. Falr. July 2-4. A. O. Pederson.
Alikin Alkin Co. Agrl. soc. Aug. 24-25. W.
F. Miphy.


 Appleton- 8 wiff Oo. Falr Assn. Aug. 19-23.


 18.20. P. P. Solum. Agrt, \& Indust. Assin.
Bainum. 25-37.




 Cambridge-Ikantico. Fatr. Supt. 2-8. L. O. Cnnblan Yellow Medlotse Co. Fatr. Aug. 24-2a Onnor Falls, Cannon Valley Arrl. Assm
 Dasinel-Dasisel Fice Falr. Oct. 1-3. O. E Litrouget
Detrit
$27-29$.
E
 Falrmont-mintin Oo. Acri Boc. Eept. 14-1G. Faribnuit-Fratibault Fofr Assn. Aug. 10-12.


 Juny 1. Jortiventorn Minnd. Agrl. Aksn. Aug.


 Hallick-KILESOn CO. Agrl. Boe. Juse 29.27. Merninn Hranti Co. Agrl. Assn. Sept. 2-5.

 Howard Lake- Wrleht OD. Agrl. \&oc. Erpt.

ackbon-Jnckson Co. Falr Assn. Bept. 4-7. 19. Oeorso B. Biralit. Aved Akn. Sept. 17-Kaikon-Doug icico Fair. Aug. 24-27. O. A. LeCenter-LeSueur Co. Fair. Aug. 14-16. W.
 Litle Fanlo-Morrioon OO. Fats. Aus. 22-24. Litiefork Nomorthera minn, Distriet Fals Assn. Lont, Priric. Todr Co. Angi, soc. Auc. 240


 Mankiato-Mankuto Fal s miug Enth Ca
Agh Aban Als. R. WV Willi Co. Agrl Boc. Bept. 1.4. Soutevideo Chapvewa OC. Falr. Bept. 14-10. Mor, KKnabec Co. Agrl. soc. Aug. 22-20.
E. Rundall.
 Nevis. Fumblin Co. Agrs. Assu. Sept. 13.17. Mtre. Onas. A. Smith.
Now
Nim.
 Northome-Koochteling Oo Acrl Boc. Aus. O. Tinctiele Co. Aetl. Boc. Auc. 10.23.
 Pequot Crow Wing Co. Agri Soc. Aug. 6-3. Peinup-Prerinm Agrl. Boc. Approx. Aug. 24. illinger-Gish CoreAgrl. soc. Approz. sapt. Pine cit. Piplie Corg. Fals. Aug. 20-32. W. S. Pine Ravern- Rass $^{2}$ Oo. Agri. Agan. Aug. 24-26. Plpethonerfpestone Co. Falr. Aug. 20-22. 30. R. L. Jrish Co. Falr Asan. Aug. 27-







 st Frank Jame. Wanter, Wanan Co. Agrl. Axsn. Aug.




 Two Harborblinke Co. Agri. Soc. Aug. 10-Tyjer-LKincoln oo. Falr Assen. Aur. 27-30, Wacoma, Farmarsi Oo-OD. Agrl soc. Aug. Wrieni. Winden Co. Froz Fuls. Aug. 17-20.

 Whenton-Traverso Co. Agri. Aksn. Bept. 16.
 wilmarmikandyoht Oo. Fals A*bn. Sept. 10-

 10. Lewls Benfiold. Mart
maztehurst-Coptah OO. Fair Azan. Oet. 9-10.

 Lumselile-winston Oo. Fajr. Cot. 12.17.

 Yazoo Oily M. Yizno Negro Fatr Assn. Oet. 12Albany, Oentey co. Abrivi. Soc. Bept. 2-4. T.





Mounting Orovifirit County Pats Aasn. Oct.


Pralrio Home Cooper Co. Agri. Boc. Aug
12-13. Dr. A. Z. Meredith. Chas. W, Oreen shelbino-shelby Co. Palr. Aug. 25-28. Ernest
E. Key. Bnker-Irallon Co. MONTANA, Bept. 17-10. Beth Blme. End, Emplso Fals. Auk. 10-15.
 Cutbertson-rooparvelt Co. Fair Aesn. Bept. Dodron Philips Cord Falf. Aur. 2a-30. s. For. Kodalen. Raviobud Co. Fair. sept. 14-10. Fort Bh D. Merer.
 invre Harold Co. Fepre Aug, 25-27. Enrl J.


 Arungton-Washingeton Co. Agrl. Boc. Bept. Athur-Arthur Co. Agrl. Soc. Scpt. 3.s.
Ifa E. Bage.
 Aurorn-Hanillon Oo. Airl. soc. Aug. 24-2g.

 Bropen 13-15. Henry F. Kuhi, Platnverw, Neb.
 Chadron-12 Fowe W. Mannil. Aerl, Soc. Sell.
 Chepnoll-Douel Co. Falr Assn. Scpt. 2-4. B.
 Deshier-Thayor Co. Agri. Soc. Aug. 25-2y.
 oordon Bherican Co. F'eir \&\% Rodoa sepl Mortington-Oednr Co, Fhir Ansm. Seplys.u.


 Hyanntsornnt Co. Agrl. Soc. \& Rodeo. Sept.
 V. B. Cargil ${ }^{\text {Kill }}$ Co. Agrl. Soc. Aug. $35-87$. Chith-Corkna Co. AgrL Boc. Sept. Y-1h. J. Mington-Dawison Co. Fatr Asen Sept. 1-4 Lineoln- Neorrs.sich
Rotato Fatr \& Expo. Sept. Madion Oo. Agrl. Goc. Sept. 1-1.
 Nellph-Antelopp Co. Agrl. \& Fatr Asan. Eeph Nelson- Nuokolls Co. Arri. soc. Sept. ta.la.



 Pierco-pterco Co. Agrh Soc. Aug. 25-28. Wo Seribner- Gicrlbiner stock snow. Sept. 3f.10.

 Staplezun Logan Co. Agrt. Boc. Bept. 17-12.
 Ralph K. Jidarard
Tecumpeh-Johnion Co. Falr. Bept. 14.18. Valentine foneriy Co. Agrl. \&it wve stock
 Wraterion Anderionk Co. Palr. Bept. 16-19. West Point-Gurning Co. Fnir. Aus. 30 Sept Minnada
Winnemucoa-Humbidat Co. Feit Aspa. Bedt. -
Center Bandwich- Bandwion, Town orange
 Lencasier-Coos \& Ensex Agri. soc. Sept. Bo Rnchegrer-Roehester Falr. gept. 2900ct. ${ }^{3}$
 E. Alter Fair Absa Hepetistown Mracketslown Fars. Aug. 1-8.
loward 8 . Button.



NEW MEXIOO
Roswell-zimatern N. M. Btate Fmir. Oct. 7-10 w山urd-Torrance Co. Fuir Assn. Oct. 7-s Afton-Afton Fnis. Aug. IB-22. Harty $O$
Fiorton. Horlon.
Albion-Alon Fair. Aug. 5-9. Wilbur
Angelich-Allegning Co. Agrl. Soc. Eept. $2-6$

 Brook field Brookfield-Madison Co. Aerl. Soc
gept. 10 Dean M. Worden. Crildonimbenledionir Figis. Aug. 11-15. O Chntham Culumbia Co. Agri. Boc. Bept. 5-9
Wh. DArdess.il Agrl. soc. Bopt, $21-25$. Win H, Golding. Nunder Asen. Sept. 23-24 Dunkarichohautsuque Co. Agrt. Corp. Sept. Dmira-Cbemung Coin Aurl. Soc. Aus. 31-



 Mrjone-Franktin Co. Acrl. Soc. Aug. 25-29 Midartown Srame Co. Agst. Eoc. Aug. 17 . Naples- Alapsiles Asfl. Soc. Bept. 10-12. Orton




 Rorhester Bonochecter Expo. Asma. Sept. T-12
Wm. Boohby.



Aahevoro-Randotph Co. Falir. sept. 29-Oct





 Oct S. John W, Roulneon. Fair. Bept. 29-
Kinalon Neuse-Atinntie Fars. Inc. Oct. 120
17. N. Barliett.
 Minrian- Mrompwell Co. Frnir Asen. Bevt, 22-20.
II. Hoover. atrbane-Aleytile gix-County Fatr. Gept. 28 -
 Norin Wilkeshoro-Groat wilkes Fair. Sept.
14-19 W. $A$ MeNicl Ratelg Worth Memlel ginte Fritr. Oct. 12 .


 Thrbore Coastal Plaln Pals. Oct. 27-30. Dr. Whponm-Dupiln Co. Agrl Fals, Nov, g-14.
R. D. Johnson,











 Alhighon Aliens Co. AgrL soc. Aug. 2 Eb -28.

 Bolue Fontanime iogan Co. Astl. Boc. sept 22 .



 Collwell-Noblo ©o. Fatr. sopl. 2-4. O. J.








 Detphoo Mry Co. Acri. Soc. Aur. 25-28.
Dover-Tusuarnowas


 HMyiard. Firtankiln. Co. Agri. Boc. Aus. 19-
 17. NL E. Maraden. Fo. Falr. Aug. 25-28.
Burnhamnalson Carey, Plain Oity. O. O. K. Andress. Co. Agri. Soe. Aug. $18-20$
Luther T. Onidweth. Court Houne, Portamouth.



 Maryavilo Uninion Co. Agri. Soc. Sept. B-11
Medinh.Moore. Medine Co. Agri. Soc. Sept. 8-10 Milieraburk-Holmen Co. Agrl. Boc. Bept. 18
18. H. Loandon.

 Napoleon-fionty Co. Agri. Boc. Aug. 27-30.
D. Brown. Co. Agrt. Boc. Sept. 1-4
J. Fik Henninger.





 Toledo- Lucas Co. Aerl. Soo. Sept. 17-20.
Chas Olang. Troy-Minml Oo. Agrl Boo. Aug. 18-21.
E. Riter.
Ypper Bandusky Wynndot Oo. Agrl. Boc. Ypper Bandusky-Wiyndot Oo. Agri. Boc
gept. 15-28. Irp Matkeron. Soc. Auk. 112 If. JOhn W. Yoder. Agri. Soc. Auk. 11
Van Wert Van Wert Agri. soc. Bept. $7-$
11. N. Etuekery. Wapakoneta-Ausisizico Oo. Agrl. Boc. Aug



 Xet. Jincene co, Agri. Boc. Agg. 5.7.
J. Robert Bryson.

## OKLAROMA

Anndirko-Cadoo Coo. Feo Fair Asana Brpt.
Anadarko-Amertoan Indion Expo. Sept. 2-5.


Ohlcknaha Crady Co. Palr Askn. Lattet
part of Bept. W, Loyd Bemeiled.
 Durant-uryinn co Free Fois Asen. Sepe.
1G-19. Aiten fill. Muskogen Oklalioma Freo state Falr. Oct.
S-11. Enthel Mursay Rimonns.
Oknlioma City Oklahona State Fatr expo
 OREGON
Astorla-Clatsop Co- i-R Club Fatr. Aus. Oold Beneh-Gury
Memtried Whltams. Fo. Fatr. Bept. -
 LaOrandm-Unlou Co. Mals Assa. Later part
 Portland- PMelric Internntl. Livestock Expo. Salem-Orema state Fuis. Bept. 7-13. \$. T.




 J. L. Mechough.
Butier-Butlisf Fints di Expo. Aug. 12-22.
C. M. Millor.
 Coclarinton - Oochranton Community Finls
Ansn. Bept. 17-10.. A. N. Shaffer.
Conahohocken-Spring Min Frir. July $10-18$.
 Doylestown-Doylestown Frais Assn. Eept. 20-
Oct. 3 . Allen Oiardy Ebensuurt combria Co. Pois Assa. Sepe. Fawn Grove-Fiawn Grovo Falr. Aug. 12-15. Flourtown-Mourtown Falr. Aug. 7-15. Wm. Ford Oht-Armstroni: Co. Fals. Aug 11-1G. Forksvile Hisulyrary. Oo. Agrl. Boc. Bopt. 0-Hanover-Fiee Fals at Porcst Park. Eept. fi-
12. Fight Karst agri. Boc. Sopt. $16-18$. O. Fipld Maynard. Montzoniary Co. Pair Assn. Sept.
$7-12$ gamuel Conver
7. Honesdelowayize © . Agrl. soc. Sept. 22.25,


 A. Lhighotemof, pres. Fatr. Aug. 30-Sept. ©
Prank R. Dightion
Lewlstown. Micrin
 Linervilie-Linespilio Conimunity Fair Asan.
Bept. $10-12$ Joseph F. Miller.
Meconnelisburg
 Mercer.arescer Central Agri. Boce Sept. 15-

 Frank W. Baunum. Bir. Bept. 14-10. Chas.
Reading Fending Fnir. Red. Lon Soyer. Gata Week Falr. Aus. 24-20.





 souta c. L. Alb


Reck Naitrorork co. Falr. Oct. 6-e. Mise

Aberden-Brown Co Fakota
Aberdeen-brown Co. Futr Assn, Bept. Tollo Guron- South Dekota State Fris. Seme. 14-18. Lemmon-Incer-Giate Filr Assn. Bept. 10-13. Mitcich: Cobern Paisee Festlvad Sept. 28Murdo.jonmest I Rolston. Fuls. Aug. 27-29. F. J. Nisland-Butte Cno Filr. Sept 3-z. Boyer
 Cohba. Alexandrba-Dekubio Co Faber
Rob Roy-DeKalb Co. Falk, gept. 2-9 Bite Snindy Bly Bandy Community Falr. Sept. Oarthage Curthage Agrl. Aisi. Aug. 27-29. Ceniervile Hickman Co. Hatr Asan. Sepe. Chatianoow, Chattrinooge Tri-state Fatr.


 Oallotin-Bumbley Co. Calored Fralr Asma. Aug.
 hacknon-Miediron Co. Agrl. Falr. Septr, 22-26. Knoxvile-Tent, Vailey Agrl Fiatr. Sept. 38-
Oct. H. H. Fivet. R. H. Bhaspl-Counly Fralr. Beph e-12
 Lexington-Herdeeson Co. Falr Assn. Oot. McMinnvilie-whrren Co. Fatr Assn. Eept 10-12. Dilloat Drown. Nemphis Dr. Mid-south Priterson. Sept. 14-10. Iurfreesboro-Rutherford Co. Cotored $i$-air Aasn. Bept. 10-12. Dr. Jas. R. Putterson. Bnite Fle-Maury Co. Fals. sept. 17-19. Sportm-Whice Co. Fair Assm. Sopt 17-1A Tracy Clty-Orundy Co. Falr Asbin. Ang, 27-
29.
J. Cunnagham. $R$ 2. sorrison. Trulten-Clbuon Co. Pair. Sept. 30-Oct. S. John R. Wade. Watrace-Wartraco Fair. Aug. $39 . \mathrm{J}$. P.
Brambete,
Weatmoreland-Ease Sumner Palr. Bept. 18vic. Oyrus simmons. 0 . Fitr. Bept. s-b. Joodbury Canoron Co Fals Asan. Sept. 18-
19. Mirs. Hesta M Cummings.
Abivene-west Texas Fexalr. Oct. 10-25. T, N. Cartwell racerton-Grinigs Co, Falr. Oct. 7-10. G. E
thens-East Texas Cotton Palace. Oct. 6-10. B. F-F*Ler. Toxan state Fair \& Centennis!
Geamont-8.
 Locrno-kendall Co. Jrals Asmin Gept. t-6.
 Cuera Cucro Turkoy Trot. Nov. 10-12.
Ueatur-Wise Co, Faiz Aisn. Probably lant

 Priterlefsiburg-Ollicsple Co. ralr Assn. Aug. Onimesvine. H. Burcidorf. Pake. Sopt. $2-\%$ Oiaham-Young Co. Patr. Oct. 13-17. J. C. Winpeland-North Houston Oo. Falr. Third









 Slifior Frank Thompson. June 24-27. \&. E sithbee Hikatan Co Fais. Oct. 7-12. J. F
Weathersby. Weathersby
Trnple Opritat Toxal Expo. Oct. 26.32
Eob Oreshim. Tyiler OEat Texas Fuir Asen. Begt. 31-20
wharton-Wharton Co. Fais Assn. Oct. 13-17.

 OCt 3. E. is. Hotmentuer
 tom, Ni. Lamolle Valley Fmir. Aug. 13 -10 Ruthma Mulland featr. sept. 7-12. Carl W Tunbridge-Unton Agrh soc. Sept. 23-24
Edw. R. Mint. Amherat-Amherst ViRGiNMA

Aisn. Oct. a-8.






























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Rosholt-Roshoit Fred Community Falr Aman
Eept Seymour-Bicymour Fhis AEnn. Aug. 7-b. shawano ghamano Co. ralr. seple s-10
Louis w. Sunerlor-Tri-State freo Fialr. Auk. 17-23. Tomim- Mavine Co. Fult Absn. Aug. 20-22 Turtil Lake Turtle Lake Jnter-Co. Falr. Verinon Co. Agrl. Boc. sont. 27-28. Wnusau-Whiconmin Yalley Fatr \& Expo. Aus Whunuke Marinette Co. Farf AFEn Gept. 1atome Whausiara Co. Agris soce. Bept. 1s-



## Canada

Capary-Calgary Exha, Etumpede. July bdmonton Edmonton Exhb. Asal. July 13* Lhibride W. Abboth, mgt.
Lethbridge Fixha. July 20-22.
 Armatronk-Intersor Provinclal Exin, Sept

 Vancouver-Vancouverstean. Exhn. Assn. Aug. 26.
 MANTTOM
Brancton-Provioalal Exhn. of Manitoba. June Cirman-Dutferin Agri. Boc. June 2p-July 1 Dauphirmpnaphin Agri. soc. July 9-11. Dr. Portinge Jo Fralrie- Pottage Lodustrial Exhn. Whaniperyiy Winhiper Industrial \&ighi. Exhn Fredericton-Frw Brterniwich Eept. 12-19. Eaint John-Siant Jolin Extin. Eept. 5-12 Finifax-Nova Novi RCOTIA Erovinclal Exhn. Bept.






 Dreaden-Camden Dres
15-17. H. J. French.

## AMUSEMENT PARKS



Umire-Elalru \& Woolwten Agri, Boc. Bept Leumingion-Leamington Diatict Aurl. Soc. Sept. 28-Oct. S. Emma Atkins. Sept. 16-1a. Wondon-Whew- Fin Falr. Scpt. 14-10. W. D.
 Aarkham-Markijam Fair. Oot. 1-3. R. H. Crosby. Bouth Ontario Asri. Soc. Bept. 17-19.wa-Central Canada Extin. Aesp. Aus. Peterboroukh Fivelerboro Industrial Extu. Ridgetown-Ridgatown Howard AErl. Soc, Eejnia-Wegt Lanmbion Co. Falr. Bepl. 23-24. Oimpoe-Norfolk Do. Agrl. Soc. Oct. B-B. Amithvilh Smithvill Agrl. Soc. Sept. 23-24, Stratin Ford Nnergarth. Agrl soc. Bept 21-23. Sumpes stewart. Agri. soc. Sept. $15-18$. Thionburs Tillsonburg ie Dercham Agrl. Soc. Sept. 1-3. M. Ostrander. Aug. za-
 Welland-Welland Co. Agri. Soc. Sept. 17-10. Whodelock-Wooristock Frir. Aug. 27-29. PRENCE EDWGRD IBEANT
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Caldueell. Knowion. Quo. Frit. Aug. 2T-30. Z. Jos. Gobelt. $\quad$ Falr. Sept. 10-12. Wales Quebec City-Provinclal Expo of Quebec.

 Wuterloo Bhefford Co. Agrl. Soc. Aug, 17-13. saskatcinewan
Estevan-Eatovan Industral Exhn. June to

 Jroose Jaty-Mnose Jaw Exhn, Jube 25-87. George D. Maskle. Prince Albert Prirce Albert Aerl Boc Aus.
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20-25. Juburn-Wrybijn Exhn. July 2-4. Fred O Yorkton- Yorkton Aprl \& Indust. Fixhn. Assh, Yorkton-Yorxton Agrl. \& Indust. Exhn. Assa,

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DISTRICT OF COLUMTEIA

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 ehiner.










Axbury Park—Pnlice Amumermen


Athantle H1Ehlands, Atjantic Beach: hear five
rides. 20 oonensions, sink, ponny arcade,









 hai six concestons, coln machines.
Geluhaum, mgr:i has olight rides, 30 conces


 Lake Hopatcong-Nolen'丷 Point park, Frank
L. Orater, Mgr.-Laurenco Hirbor Beach,
Larence Harbor-Laurnce Harthor Melphts Ca., prop.






Newark-Dreamland Prik, victor J. Brown,













 bande NEW EORE
Abamy-Mld-Clty Park, Mrs. B. Ji Hasard.
prop: plays audevilio occestonaly: no

 one ride bis concessiont. lake, coln mill
enines: books orehestras.




 Cannmilalxum-Roseland Park, William Muar. mgr.i. hns four fides, shy concesslons. coln
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pooi. rink, prnay arcade, cold machine
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 Hras frude. trearets.
 Newport - Newport Beach. Douglas מogse. mer.: han four rides, 21 concessions, pool.
penny areade coln malines: books orehes-







 Yankton-Likemide Park, O. A Chamberialn, chinon: booky orchentrak, free actro on holl





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Redondo-Redondo Beach Park, W, J. Betta,

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 WEST VIRGINR
Chestar-Rock 8pring: Park, R, \& Hand,
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 penny arcade, coin machines: books vaude.
ree nets ocosilomany,
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 New Oumberland-Mineral springs paric, O. B.
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 Fisconsin
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mgr, hay laky, penny arcede coln mat mgre: hay lake penny, arcade, coln ma-
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machines: books free ucts.

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pasinchute lumpers. Trapeze porformance in mid-sif. Write or wire lackSONVILLE BAL
tOON CO.. lacksonwlic. III. t BALLOON ASCENSIONS - THREE TO SIX
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doors. flainy ear with calliope and animal cages for sireel bally, Lakeland. Fid.




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## PIANO PLAYERS

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on wire. CHESTER HUCHES, SJvanmah, Tern. AY Lunenty-Lealy, A-1 Pleniate iml Entari


 MODEAN PIAW15T-Are 2S, single, Remul. $25 \mathrm{az}=\mathrm{ta}$




## at creetrty <br> SINGERS




## VAUDEVILLE ARTISTS

 JACQUES AND LA VERNE - Clever Young Vorsarict colored Team ing and pian losh painno-Accorvion hosturing
 ACE LEWIS AND HIS FIYINC PUNCHINE best All ubide down, hang by legs and Punch bub onk ponch with had wilit fod

 standerd!
land. Ore.
BLACKFACE COMEDIAN - KNOW AL hotum sets, oxperieneed sherand man, ean
produce $A-1$ show for foo werks; prefer mej
show, Young, single and soter, BRONCO Wist, Etwin, N.C OANCER-SPICIALYIES ANO LINE. WANTS play piano: classicas, pooulat. Cood wand exte

CUITAA-HARP PAPYER - MED. TALKIT: Both go together. Have carr. Want on higbciass med show soliny, and commiswor TROUPER OESIRES WORK M TABLE WAIT.
 Humt. Ceneva.







 tuith
 Nint











## BARNES SHOW

## (Continued trom page 67)

 that sally Rand will be free attracIfon at the Amphitester startige on April 11, and that renersation lors on April $3-5$ Indeated a sellout. He alon nnApril 3-5 indicsted a sellout,nounced that negotiations are unde: why to brine the Earl Carroll Ventices for a opectal engagement. and that pegotis. tiona are likewise beine furtherod to book the Zlegteld Follies.

Among the apectal events announced: April 12, Easter Day, Karlaruhe Dalo Weankern poulte ghow. Apris 14. oldFashioned silsht Accordera' Dos. Aprll 15, Navy and Marine Dny; Aprll 16. 2to. 15, Nary and Marine Dicture Day, Rotary Day; Apill 17. Cion Picture Day, Rotary Day, Aplance Day. Kid's Day, National City Day. Fire Prevention Dity. National Guard Day: April 19 Barnarr MePhdden Physten Culture Club Day. Yuma Countr Dar


OCourse conditions now are far different from what they were yens there is such a limited number of rail. road olrcusee today one leas han hast year. Then there were only four. How ever. it is Rood thane no to that motorized leer. there being severn more this year than ta 1035.
There is no gainsaying the fact that if the circus industry is to prosper, there must be more. not fewer, shows and they
muse be of the type that will do credit to the businome.

The small number of rallinad cirWagner. a dyed-in-the-wool elrease fan End a very active member of the organsration bearing that name. of which he to recall a few meldonts of the old day n sift to pay a beautiful tribute to the
circus and its worth to the youth in a piet for more ralliond showa. Michigan." writes the veteran circus Pan, "a Peanrood in the yard of thole farm nome Hod lithe boys allied with great nostonlelitho passage on the highway. wending its way to White Pigeon, Mich, where it was bo how that day. of the Great
burg Wild Animal Menagerie.
The caravan was divided into soc-
bolus. hulled by benutirul horses, one tolus, hauled by benutiful horses, one
section of bays, one of blacks and one of grays. hitched to heavy wagons, many While enlisted the youngsters to wonder. ron ching a large nntmited thing with
 Thin food farmer and his wife hitched day-ro-to-mecting bugger and followed the caravan to the place of oxhlbltion they were about to see. something Which never before had happened in
their abort jives; tho father regaling them on the way with the story that until he had hurst tried it to see whether It was atrong enough to carry his weight
"This Enmity of four were the guest nocumay dinner and his good wife for the preachers family, attended the niter
noon exhibition. It was the greatest menagerie up to that time that had ever been assembled ind we now live over again the scene of that good father
and mother looking at their two boys With grateful pleasure as they viewed
ellie strange animals in the cages under he strange animals in the cages under
he large canvas. "There was no circus performanceForage animals that the habits of the cleltsered by an choqucnt speaker. A We drove home that night, there was life. Unit love for the unusual that has pent many sears afforded entertainnad to the public under canvas. We
had acen had heard and had been taught a lesson in Natural History in a way
thus wi more impressive and unforgettable than all the studies that could be abject years of book teaching on the "A lew years later this same family of White simineon to to this little town and performance to witness tho parade tare na chariot. nil mirrored and us of the big gold, with mirrored and glittering with and atom the Jar of the uneven street. her glory. Thc chariot wis pulled by 16
t horses, beautifully matched.
live performance Was seen for the
a pyramala of elephants: the
pyrarnild of elephants: the
the singling clown with his
nd cart. and acts alice discarded ringent to the large audience.

Then carne Adam Foropaugh, stopping on outlying vacant lots to dross for the parade, and later the grand
entree to the showground. The two
boys. now grown to some boys, now grown to some stye, worked ing very early in the morning that they might take thane of to see the parade. They took their holiday clothes in an old carpet bag as honey went to tho field. dressed and walked tho miles actors the pastures to witness the parade and
"Later came their frat vow of the ralliond show. Montgomery Queen. On a Sundry nil of the church donomimathong mot in one great nasemblage under prominent prenchers of the tow of the on show day the band played of rte th front of the marquee to the awaiting crow els of people. show as come to mind many otlier an small that today would not be recon sized by the present circus managers ms being capable of giving them a re munerntive audience John Robinson. Burt Robbing, W, C. Coup, W. W. Cole. Cooper \& Bailey. Barnum, Ringlingnod wo night follow the list of the same of the different
"Coming now to the present, when another of the famous theses is put on left to travel thruout the 48 state of the Union not including Canadinten the north. It seems unbelievable that exorbitant taxes in Texas and Florida should bo the cause or such a limited number of railroad circuses in 1956. many good believe but that there are that Pennsylvania Dutcliman who took his two boys by the hand and first led them to the norse tents to see tho beautiful horses, the harness, the carved goid-nnd-mirrored chariot and cages.


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## TRAVEL WITH A TROTUDQD TRAILER <br>  

did in years agone, if opportunity is Given them.
wonderful men have in mind the many profession is at stake stars who life's profession is at stake. stars wino have their daring nad unusual acts. who are to be out of work.

I congratulate you upon your splen did article on this subject in The piliof these editorials in future editions parade and cause the return of tho prince and visits to our commuatitics tho the size of the orcus of the future nad the number of rings are reduced and the good old ringmaster, singling clown and 'Pate Jenkins need be returned for our enjoyment. Surely the other 46 States of our Union and Canada to the north. lave the circus hunger necessary to bring back a thriving

## Motor <br> Transportation <br> Dept.

We solicit your cooperation by sanding us
letters concerning difficulties and complies

## tons you encounter while traveling the high

 to know the problems of towns. We want Address your letters to Motor Transportation Department,E. 8. IIOLLAND recently advised that he wis told Pennsylvania has pained a law requiring nil trailers to have brakes and that any auth vehicles withlist brakes wore stopped at the state such be the case." sings Mr. Holland. "it will indeed work a hnidsintp on plenty of people in the show bualnors, as there are more living trailers being pulled behind passenger cars without brakes than The info
The information Mr. Holland received ton Scott chis According to S. West Kelly, Secretary of Revenue of the Com. monwealth of Pennayivanin, Department of Revenue, Buronu of Highway Patrol find Safety. Harrisburg, "Brakes are neeessay on l all types of trailers having a
grows weight of 3,000 pounds or more. These brakes must be automatic. New trailers having a prose weight of 1.500 pounds or more must alpo be equipped woight of the veincle plus
Mr. Scott $n$ iso sent a copy of the Gyivanine of the requirement: of Pennsection 811 ( 0 ) of which. relating to section 811 ( 0 ) of whin. relating to or seml-traller of a gross weight of $\mathbf{3 , 0 0 0}$ pounds or more shall be equipped with brakes adequate to control the movement of and to stop and to hold such vehicle
for ut lent 15 minutes, and so dentgned and connected that in ease of breakawry of the towing vehicle. the brakes hall be automatically applied."
Section 811 (d), relating to brake on new motor vohloles. rends: "Every new mover vehicle, frailer and semi-trniter, January 1, 1936. aud operated on the highway, shall be equipped with service brakes on all wheeler of every wish vaMacle. Exceptions: Motorcycle n ind every semi-trnller of leas than 1.500
pound, gross welglit need not be so
equipped."

## Bureau the courtesy of the Conoco Travel

 and gasoline give below the speed limits the District of Columbia (in effect at the time the Inst was complied) :State




# Me med handise 

## Premium Merchandisers Take to Novel Dual-Personality Lamps <br> <br> py.

 <br> <br> py.}One of the mast intercnting dovelop0 the current dunl-pernonnlity roie. Premium users are finding thnt tho idea of incorporatinf utility ns well os benuty in a lamp is na arrangement that is not onig eset-
ting a new hirh for lump nppeal but is ting a new hirh for limp appeal but is
broadening the possibilities for profit to merchandise men.
While the electric lamp has niways
been populne with lender in the indus

## FORECASTS <br> and <br> Reviews of Values By THE PROSPECTOR

The menson of the open road is just
ahend of tis. This in the time to get in ahend of the. This is
Thirat time is in evidence with warmer wenther and obvtouly the nead for
drink-dispenaing flems connen into fta own. Ice containers, ice tongs, highbail doves, Itheheon sets. recipe gadgeta, pretzel holders, fandwich trass. Ah of the concesstoner and others emgnged in the outdoor show buminews

The outdoor barbecue nemson Also beckons. Barbecue oiltits. kews, wiener lorkn. Erids, paper plates, lenives, forks
and spoons-in fact, naything that makes the apnrtment cliff-dwoller feel like $n$ bmrbarinn in hls native heath-
piver minaful of the hobbyist in our ranks, don't forget the laitting craze. Another example of the oycles in life.
Fverything goes in cyeles. If you do not Averything goes in cyeles, If you do not
believo it look thru the old family nlbellevo it look thru the old inmily niand did then, and you'll find thnt slich notunlly here. Knitting is an example
and is the voguc now both nmong the botargeols nnd among the ritzy. Knitting bags. yarra yarn holderm, notions.
home arth and peedio craft ire itema that mole than ever find a receptivo nudience.
And talking nhnut the cycle of hobblem there la the bleycle rovival nlong With roller aknting for bath oldisters and 35 centa an hour is proving n profitable enterprise to minny
The cambling fad is stronger than auction or contract bridie gtill hold the center of the atare. At one ume card now it is in ovidence the yenr round Card tables prerlcularly doelpned for outcioor tag are on the market, the play-
ing nurface beln equipped. With clips for holding the chrde of the dummy no thnt the wind don"t whink them nwry. card twblo covers-designed with pockets for holding o pnok of enrcis, a packnge of cignrete or ncoring pidis.
on innovations you must not forcet the oid staplo itema for whach there Is al oid staplo itema for which there is al ample. Despite thetr widespreat use the lact remains that more ainh trave are eold day in and day out than any other
elngle ftem of its kind. And even the alngle item of its kind, And even the
common ash tras hns its fratures thnt make it nroise curloalty. Enuffers, for exnmple. Anti-odor devican. Ornamental exnmple. Antiodor deviras. Arnamental
be tipped. And anh trays that canmot
be
dicapped thru of knods whs being handefigns and original method; of preaentation, A $n$ result manuincturera and desinnors have combined thetr di-
forts to make possible a more verantile forts to make possible a more verantile and attractivo line of electric lampa
than over before was avallable. For inatance. there are now pretty inmps cleverly comblned with a thermometer. a anvingm bank, an ash tray or a ship mantel plece. Thoy have been dollber ntely fashioned to take advantingo of
nind natinty. a double appenj with but nind ratinty. a double appenl with but
one item. Carrying the principio of one item. Carrying the principlo of
uservinems bit firther, there are even userulness $n$ bit intther there are even
Inmps offered in combination with $n$ neat writing padi: with an electric clock.
nad ono that is naptable for wnll, bod or table use. Late developmenta in Ifght attractivo metals. llloya and plas-
tio materlals, much as catnifin and cast tio materlala, auch as catnifin and cast
resin have niso bom of nesistanco in resin have niso been of askist
producing the new lamp items.
Nor are the new numbers any the lest ottractivo than the every-dny ktnnd-
by that have served the Indistry no by that have berved the Indistiry no
well. In inct. the clever desifns and the modern dreas which eharmoterlize the new trend have taken the public lancy and have served to add freah kmpetue to an already actlve field. with the remult that more and mare manuiscturets aro cente
Not only has the modern trend served co freatiy extend tho possibilities of the Inmp market, but provider the industry an exollient opportunity to estnbing again a good marrin of profit. coming in conjunction with the return of the publio appetite for better quallty homo nceessoriea. has aerved to gtem tho tendency toward lowor prices nnd inferior qually, which had gained conAldorable headway. It ham nlso been a
creat boon to saicsbonrd and pin-game operntors who like to offer the latest merchandise as an attraction. They report tho new inmps, because of thels double nppeal, among tho best they have ever offered.

## DnPont Wins Packaging Award for 1935-1936

## The Five-star Anti-Freeze container

 of ER I. DuPont de Nemoirs \& Coirs pany won flrst honors in the $1935=-36$Irwin D. Wolf Award Compotition for

## First Quarter Rusiness <br> Best in Five-Year Period

Busincys finished the first quartor of 1936 on the highest step of the recovery
ladder stace 1930 , eceording to a brlof ladder since 1930, according to a briot Associated Dress summary, industry and
trade continued to ompand in the faco of
storms and floods of home ind fresh instorm: and floode at hor
The pring quarter, normally period of lysti widely anticipatine the besiness soluaof production and disfribution since the carly phssen of the depression.
The Associnted Pioss weckly index of Industrial activity, with the statlstics for
the first quater not yot complete, appeats the first quater not yot complefe, appeats
to have averaged close to 8 per cent above to have averaged close to 8 per cent above
the firat three monthe of 1935 and about 49 per cent over that period of 1933 . It
was ebout 5 per cent over 1931 t 14 per 1929.

Tho fatest buraju of labor stafistics index of factory omployment, for February, was 2.4 per cont above that month of par eent under 1929
Hopes of improving omploymont have
been holsted considerably in the past month with freah stirsings in hoavy indusiry and bullding. Which in addifion fo service lines sre belleved to account for inc: contracts let in the fiest guarter soppoar to have beon around 67 per cent
abovo 1935 and more than inple 1933. Oiders for machinery and ratiway equipproduction, partly reflecting an sceumuistlon of demand during the flood shutdown, has lust fopped 60 per conf of
eapocity for the first flme since July. 1930.
disthetave merit in packaging, tho American Mnnagement As:ocintion the past week. Winners in various divisions of tho conipetition in which nivnrds wore mand for the morativo deaign. lettoring and color with cmphnain on both merchandialng valuc and besuty. facluded the lollow lag:
The Washburn Company, nward for Androck Bnlanced Kitchenwire; PepeoUnt Company, woth powder package: Clerner: Prelitc Const Borax Company Boraxo: Maryland Pharmaceutical Com: pany. Rel Head Cold Jolly; Johnonn os Son. Inc.. Iurniture poliato: Botany Worsted Milla. Botneny gkirt; International Printing Ink Corporation, match box. In ncidition a number of outstanding package desigas were given honorable mention.

## Cranelands' Popularity Promises New Outlet for Merchandise Men

NEW TORE, April 4,-The tremendown increnae in tho number of Cranolands here in the past fow weeks has chandise. Tho wholeante inerchandiso in dustry is now enjoyine one of 1te greatest bnles outletn in New York.

Craneinnds, which were nt firt more or less an oxporiment in Coney isiand. Way and slde strectis at $n$ rapid rate. sportinnd on Brosilwis st 4 Bth strect. where the yearly rental is 30,000 . has become a Crnmelnnd.
Tho Cmnelanda require only small service forcea and thereforo incronso pronte by reducing overhend. They aiso occupy smaller stores ihnn did the sportlands, with, rentala correspondingly lower. In addition to these ndvantagen thep attract a tremencioun patronage.
merchandise is the sole display ferture.

CTnnelnads have ndopted a polley of onlz ualng frst grade nerchandise. They are displaving the best that money can nvernge fingle niling or drepaing of the Crane in these many locations is re* ported to be woll junt tho $\$ 50$ mark.
The araniler electric clocks, new inpel watches. fine clearet cases and automatie cigar lighters snad comblaation nre being displayed in large quantity in them disgors. drawing a Jarger patronage to these spotn thin has ever beforo appenred in any individual incation wher tho dipwer machines have been used.
The majority of the Crnnelngds are known to purchase more than $\$ 3.000$ known to purchase more than $\$ 2,000$
worth of now merchandiso esch week. Such oubleth are maro in any division of elim premium field and when thla is lands. already blosaoming thruout the

## Plans Made for Record Toy Fair

## NEW YORK-EOTAtio D. Clark, Becre

 tary of the Toy Manuifacturers of the U. S. A. Annotinced that more reserva.tions for exhibit space havo alread tions for exhibit apace havo already
been made for tho 1989 Toy Fair than been made for tho 1986 Toy Fair than
the total number of exhibitors who the total number of exhibltora who
mide up the fatr $2 \pi$ 1935. It Wha ex. mide up the fatr in 1935. It Was ex. one thing-the woy makorn anticipate ane thing-the toy makors anticipan a record ycar for toy gniea and are conpentrating to give tos on the broadened portunity to cash in
Toy Finir dntek nre April 20 to May 2 and tho exhlblta wil be coneontrnted in
the Hotol McAlpin. the Firth Avenue the fotol McAlpin. tho Firth Avenue Butlding and other permanont Bhow-
rooms in the Mndtgon Square and Uilon Gquare dintricts. The ditca were dectded upon arter $a$ ivtdeaprend poll of ex hibitors nt last year's Toy Fhar. whercin the majority decided that these wer the two weeks mont suitable and convenient to give tho buyer an opportunit to cover the market quickly and at loy

Genernl buiness troncts. the firming and rising of priees. onnvince the ex hibltore nnd show officials that thim fnt Wlll be an outstanding auccess from the atandpolnt of business pliced. for it will bo fifer for the buyer to place ordera and more advantageous for the manu incturer to get prodigotion under way. progress in theke two aillections has been lacking in reeent gears and as a reath trade.

The Toy Finirs two weeks will be crowdod with intercsting eventa in acdaltion to the routine of geelng new linel. taking notes and placing oriers. One of theme high spots will be the annual
banquet of the Toy Enighta, to be held Snturday evening. April 25. at Hotel Mc. Alpin.

## Quaker City Gift Show Well Attended

A comprehenaive ahowing of destrable spring and summer merchandise was the magnet which drew larce numbers of phis Gift Show the oldest of all wif phis Gift Shou', tha oldeat of all wift Hhows. held at the Hotel Adelphia March
23 to 27 . Incluelvo. Altho tho Quaker 23 to 27. Inclustvo. Altho tho Quaker of the New Fork nnd Bonton sbown there was a larke and onthuntantic aroup of exhibitors who offered as complett and varled arrays of merchandive as and varied be desired.
Attending biyers concentmed theis attention for the most part on tho snme with high favor at the preceding shows Partlculnrly Inscinating were the new pottery itemn in colorful effects. There Was also lively interest ahown in zummer gift lines, sis well as clocks and lump In a number of novel presentations. Ffa-
tured. too, where quite a gumber of intured. too, where quite a number of in teresting decorative home accenomirmied tems. ohrome art plecea, nrttces noveltios cryatal, porcalain, catalin, novelerea jewelry and a broad range of cliver emalle fift-tore merchant.
city, the cotal becomes nomewhat stag. cerins.
The public han taken to Cranelanda with grenter enthusianm than wrin ax pected. Many nre jammed with piaver rom opening until oloning. some mes unimualy attractivo displayed the back panelis of tho machines so that the panemer-by can easily ree the complete
(Sce CRANELANDS on page 101)


## BIRD BANK

 S5 VALUE. Write Fror Special Pricurs.
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## EASTMAN

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Hundreds of Cax, our New York, Baltimore and Washington, $D$. C. Showrooms. SEND FOR FREE CATALOG

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sxmplo 30 E.a. doz T\% TEHMS: 2 gei Cash whth O.der,
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factory to You.
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## Kill Insects by Electricity

Now you cnos isil mies and other nn-
noying insects by olectricltyl The in. gerifoun devico to known as the vapator. Pyrethum Liquid ts pleced to the gadget. It requirem only one-elghth kilowntt hour of electrietty nnd shuts of nutomnticnily when treatment is completed. Item is mnnufactured by the Edelman Company. Look good for agents.

## New Tooth Enamel

Charmante Tooth Enamel, From Charmante Laborntorfes, is a now fust-bellpeople and others deairing a briphe, aparkling smblic. No longer fire gold nil: Ingt or dingy teeth an thaurmountable lasidicap. Charmante Tooth Emamel. an opaque covering. Will pive you a set of dazzling white efeth in 310 time.
It ts casy to apply, simply dry the teetin


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F. O. B. San 'Francisco. Twelve different styles? Order early and have your ordors sent by froight. $25 \%$ deposir, balance C. O. D.


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with cotton and apply with bruah at-


Incense in Novel Form
Incenctgaret is a now high-qunity powdered incerase put up in tho form of at elgaret, origimnted by Dr. Marketed in the U.S. by Indin Incenso comprny. It in not to be smoked like eigaret but burnt like an incenso. it purides nind at the bume time perumes the air in the home. ins iromil ins lasting nnd plenaing. While burning an incencigaret concexmioners mild agents
will find that women especially are nttracted by fts aroma and muny novel fenturen. The cover of the box to made of metal and ls nttractlvely denlgned an burner for incencigarets, sixteen are packed in a burnor-box. Ereh Incerelguret burns for about 30 minutes. doen not oven warm the burner, and cinnint mint the furniture. A safety line, half an meh from the bottom of the elgaret
praventa it from burning too far down.

## The Singin' Mike

A new unit that has tromondous child Goody Manufacluring Company. It angs. it hums. it broadcasta and plays trumpet muaic. Demonstrntors and pitchmen $s$ hould find them fabt movers. especinly during the apring and sum-
mer mekoo? vacntion period. for their mer sehool vacn
cost is very low.

Unique Watch Lighter
Ono of the newest novelties in pocket lightern w the watch liphter. Has all

pocket watch. Casc in of chrome finish with engine turned dinl. Operated easity by depressing the ntem and crown. Avaltuble with the popular lapel cords for summer wear. A specinl fenture is of the new wateh lighters. Offorcd thru Jomoph Hagn Compray.

Mickey Mouse in Beetleware
Thnt the attractive Bcotiewnro is becoming incronsingly popular in the promitum Aeld is exampled by the Beegiven free with tho purchase of one packnge of Post's Bran Finkes one Grape-Nut Flnkes-is the new premlum now belng used by General Foods to get the henviest careal-aclilng montis of the year oft to a nying nenrt. This is the most expensive prenilum ever given nviay by Generni Foods in a two-packnge cercal den. according to Carl Whiteman. vice-president of General Foods. Tisc deal is proked in $n$ convenient unit cane made up of 12 pacicages ench of the Mouse bowls. Included in the Mickey Mouee bowla. Included in the ense is which displays the bowle netinter carton Which displays the bowls nttractively. space where the comblnation price can space where the combination price can

## CRANELANDS'

$\qquad$
n page 102)
dimplay and action. The efrect has been to bring the public in in great numbers. The complete actraction. as one of the lending craneland owners reports, in a The display of class merchandtec. It is him bellef that it th the better merchandlae which the men are using at this time which has broupht the publlo them there as long as thoy abide by the demnnd for this ns thoy nbide by the chandine. Arro Interesting to noto in the CrnneBoth soung and old fraternize in theso places. There is no loud baliyhoo in the majorlty of these apota and there seemp thsterd to bo a deep concentrntion on playing the diggers. A tonseneas Is Immedintely npparent to the newcomer entering the Cranclandis for the arst time.


No famplo with complate guint ano sellich.


NEWEST IN GILBERT CLOCKS
 toared Nitmermini surantofe livhour
J. C. MARGOLIS
"THE HOUSE OF WATCHES JEWELED LADIES baguette watch


APECIALLNO. 111 -Modeled From $\$ 5.00$

 Lois of Limited En

In Dozon Lod Each, 52.35
 condilloned Warcher of hil Typer at

FERANK POLLAK


## Cocktail Sets

The latest design in modern Cockiall Sels-a mose popular size for salesboarcls or games. Made up in SatinRay aluminum or sparkling chromium. SHAKER HAS BAKELITE TOP AND BOTTOM.
The new Tipple Tumbler (Cocktail Shaker) has a rich, black bakollte top and bottom, which protect the hands when mixing drinks. Non-clogging iop screws on-will not fall off. Threc-pint Capacity, Cherry red cap tops the
plassing aluminum and bakelite ensemble. Trays and eups to match.


Burgundy Smokers' Sets
New, rich Burgundy finish by West Bend. It is a rich brown on solid copper with burntshod edges to slve a pleasing two-tone color effect. The bve set consists of man's size ash tray servico glow lamps $81 / 4^{\prime \prime}$ high and A servico tray approximately $7 \times 12^{\prime \prime}$. Other smoker sets available in light or Write your fobber for detalts on our complete line of new gift ware plizes-also aluminum utensils. If your fobber cannot supply you writc us atrect for bulletins!

## WEST BEND

Aluminum Co.
West Bend, Wisconsin

Reskrem sllver Manufacturing Company. maker of badges, buttons, etc. rejorts dinlly sales of portrait butcons and badges running into the thousands in connection with the many current
pollilcal compafging. "But few portrait buttons." states the company. "wero made in this country untsi the begtn ning of the 19 th century. In 1812 Arson Benodict began the manufncture of ivory buttons. In 1875 the frst real commercinl auccest wns obtained in tho production and marketing of composi-
tion and photo buttions. Renkrem people turn out thousand of buttons dally for election campaigns. falrs. conventions, parades and othor special events. The buttons are usunaty of celluloid and ronge in stre prom nin eighth of an inch to nround two nind a hall inchea in clameter.
II. Pakuln and Company nre clistributors in the Midwest for nn execilent lino
of the recently popularized lipel watches. The watcher hnvo open backe. exposing tho working parts to view. a fenturo heretolore conanned to the more ex-
penslve maken. The watcher nre ftod penslve maken. The watches nre fited
with small-sized chrome-cased Now with small-sized chrome-cased Now
Haven movemonts, get into nttractive irames of non=broakeble plamelc composition. Colors avaliable include clear crystal, onyz blnok, tortolse shell, minine bluc. Ohinese real jade green and an
opaquo whitc.

An unusualify goori novelty ltem is scen in the Foo Poo Pillow. Eold thru Nalpals Company. a real hit with the parior jokester and an ltem that ienas laugh-getter. Men working fatra car nlvals, eto. should hod it a profitable. fant mover.

To commemorato the ocension of its foupded ot wiest the company was West Bead Aluininum has ifsuod an nluminum madnlition nhout the also of a hinif dollar. In rellef on one side are threc of the company's outstranting products. On the other ilde is $n$ ilst of the products West Bend ham ploneered and developed. Among the latter nre the Waterless Cooker, brought out in 1920; thick sheet (8-gruge) niuminum for sauco pans and Dutch ovens, which would cook with littie or no winter; the Kwik-Drlp coltee maker. Introduced in the into '20s; the electric toa kettle und a line of high class aluminum gift Ware that inclucies cocktall shakers. hiphball sets. coffee making sets, smokgis sots. lunchoon aervice sets, trays. glow lamps, bowls, otc.

The Dr. Townsend pictures being marketed by the Galr Manufacturing Word recelved froming fhist. ncoording to teresting to note thint there are sald to be more than 7.000 Townernd clubs in the country. with membership runs ning from 100 to 2.000 enoh. Mon contacting these dubm nind a brisk de: mand lor the plotures. Likeness is from an original painting by Frederlck Webater. $11 \times 14$ in size. and done in natural colors.
Callente Wrie, the fant-selling Mexi-can-designed novelty and glit ftems currently featured in leading department stores. Le now avallable to rendern of The Bubbonst thru Kindel \& Craham supply houso. Their line includes 12 difierent dealgns in mandwich trays. hors d'oeuvre dishes, cheese plates, etc.

Oscar Kaufman \& Brog. Inc., Importer and wholebaler of toys and
novelties as well ns premium merchnndise. in introducing a new and oom plete lime of dolls and noveltias for the concession trade. Kaufman is woll known in tho fald, having been identified a number of years ngo with a concern specializing in merchandise for the concession ficld.
M. Hanneld, manager of the stnndard boll Compnny, states that indications polnt to n lively senson for dolls of the


## BLOSSOM DOLL CO.

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 DOLL




## NEW ITEMS REVIEW

As a service to earnival concessioners. managers of tont rep shows and the various loutdoor entcrprises tsking to the road this spring we are republishing a number of tho writeups that have appeared under New litems in the Wholessle Morchan interest to outdoor show people using prizes, premiums, noveltics, etc. Your inquiry regarding any of those items will be forwarded promptly to the manufacturer. Be sure to include your address for at lesst two weeks ahas.

NEW JUMBO CLOWN








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 SO2 NOMTH EOULEVARO.

## Low ict Hot DOG STEAMER



$100 \%$ Safety and Privacy For Monogramed Handbags
"Mins America" is the name givon

 monogram indivicually engraved in 23 carnt gold, are madi or natural gratn. Pointed out ns nn bide.
of the "Miss America. bang are the two teparate Thlon zipper compartments. A npecini sales drive. prishing the bage nis.
ident gifts for the ladios. is under way.

## Man-Appeal in New Lamp

A bnes formed by a handy inemo prad with pencl1 nad a thermometer, together with ample yet netrnctive shage mnko tho lamp combinntion. Which ve andito hila great inmp is manuufictured by the Cooper Oven Thermamerer Company premium markot.

## New Will Rogers Bust

Voruo Products Oompany are manufacturers of the Will Rogers bust, in fiely seulptured public characters. Thoy nre Anished in antique ivory or bronve. made of Itullan aiabastine. gtanding elght inches high. the; make excellent book ordas. etc. Another attractive tiem, manusactured by the samo company. is itn low-priced De Luxe Fountain Pen Bet. Finsemble in cludes an alr-chanme sat boas. mon ped on benvy celemtina blue glass with ped "Boniber" in Profluction
Gair Manufacturiag Company reporta that it is now in production nnd ready to ship the new lifelike 12 -incli statu ottes of the Brown Bomber. and Judging from compliments recelved after shlp ping in few ndvnice orders it really lonks
 4.00



\section*{| No. 135 | $\square$ |
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| 4 | $\square$ |
| 0 | $\square$ | <br>  <br> }

SMITH PRINTING CO.
1324 WALNUT STREET


Business must be good for M. Marcus. He has Just enken larger quartors in mercased production and more omeo plete. line of clockes. statues and novelty items.
like this mumber in "going places." This statuotte is a renl honesit-lo-goodness realistic work of art. The firm also reporta soori ropeat businems on ita Fan
Dincor. Mine West and Bench Gueon dolla. This is especially noticed since tho fitm improved the debigna and began using attractive collophanc wrap-

## Novel Cake Pan Set



Ash Tray-Cocktail Ifohler
Tho Ash-Consta is n clever combina won amh tray ana cocktall holier mada burn-proof gen tioy. It mcasures elght inchers long und comes in bets of three attractively boxed. Here is an itom (Continued on next page)

## SUPPLY HOUSE NOTES

he stntes, the demand is lenninp, townrds flappers. Looking bnck over a period as the otgaret napper doll. appeared. the trade hat made wornderful striden. until today thir type doll is regnried as in bouabir decorntive hrt object. is evidonced by the fact that lending department stores inalude nappers in their Decorative Arta Departmont


## Present BIG Favorites for PREMIUMS

Appealing Artieles you ean use to help get MORE Busineas SSINTElectric Sandwich Toaster. EA. 90 Stell Knife and fork Sets. 112 $833^{8-Q u a p t ~ A l u m i n u m ~ W a t c r . ~}$ leqs Couker. Each … Watcr. . . 98 c S8901-"Reverso". Two-SHice Elec-
 ......95
 Note: We Are naw icady to till your
orders for April Fois

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## Dr. NIP

## 

PRICE


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 UNITED BALLOOON CO.

## Ihaik nou CAIL AGAIN

 Ren Immon rintion

 Pundedir pot oty ROEHTHERTBLUE SIICNS

Which is an excellent promium number - Pre Popular prizo-and pery Inexpenthe East anct reports large Hales.

## "Mickey Mouse" Phone

The colorful ngure of Mickey Moune hns been 1dentica with practicntly
every variety of commercin product. every variety of commercini product.
And now Mickey has beca assignod to the job of acting ne the main portion of tho body of a now toy teleDhons for
kaddies. Middies.
Mickey's outaprend lega rench two shden of the realistle-looking dial and hts shoutders hold up the speaking nind nobove nim. This "Mickey Monch phone phone 4 made by the N. N. Blili Brass company. phone are Riemann, seabrey company and the Pacine Coast necnts are the Standard Toy Agonctes
Pull-Chain Feature of Clocks
The snmo type of a pull-chnin, wintoh nxtures and other types of ilghting oquipment, is now employod in the new "Artlarm" olocks, manuiacturcd by the New Enven Clock Company.
To wind these ncw clock. it is merely necemary to pull the chnin, just ns one
would in pulling tho chain of an elecwould is pulling tho chain of an elec-
tric fixture to inght the buib. The New Haven Clock Company reports that its new lognn, "Juat Pull to Wind," hou coken well with the trade nind has beon
commed upon as baving strong concommented up
sumer sppea.

## New Style Coal Oil Lamp

1. The Manufacturers Outlet Syndicate in marketing a new-stylo coal oll lamp pensive electiric lamp. Has of an ex-
nolnch brown parohment, shade with binck pot. tery base. Lamp is 20 thches over all. Shade resta on collar of lamp base inAre hazard and scorchlog. Cnn be purchaked for the price of nn ordinary glans
kerosene lamp. Efas proved a sensation whereģer exhiblted.

## Pop-Eye Lamp

One of the ncwest and cloverest lampa to appear recently 13 the pop-Fye lamp. The metal base bes a figure of Ppp-Eye painted th colors, and the parchment alnade ourrics out a color accne betwen
Pop-Eye and Ollve Oyl. charactern fnmillar to comic-strip fans. Should be $n$ poprente nad ohlldren. Ingulrics will bo parenter nind oblldren. Inquirles will be

## Toaster for Double Duty

Loe Florshcim, Inc... are sole distributors of the new Grillette combinntion want iron and andiwioh tonstor. A apecinl nsbestos pinto takes care of the dilfquited by the two units. The arill part with grease cup and all, will toint double-decker sandwioh, iry bacon and cggs, etc. and cna quiokly be ohiftod to the prill surface necessnry for wamea. Operatea on $A O$ or DC current. Has fink. novolty and nppenl nooded for good premium or digger item.

## New Type Electric Fan

What is ncclaimed at one of the most revolutionary developments in electrio ing announced and marketed by gnmson United Corporntion. electrical appliance mnnufacturer. They atito thnt it marks the first real improvement in this tild since the olectric fnn was invented approximately 50 years agol It is clatmed to be the only fan over built that in absolutely snief Reason for its inabillty to cnuse injury to even the most careless owner if its now. flexible blndes of touph, molded rubber. These blades, tho rigid enough to deliver a Aclently sonft to provent infury to oven aclently sont to provont injury to oven untighty and cumbersome guards is iliminnted. Together with this ploneering renture, the gamson sare-riex pin is onld to ivinimh greater nir delivery than conventional type fana of equai wat. tage. The mnnufncturors furthor state that the motor-of radically new ciesign
-will stay so much cooler whan tho or-
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No. BIDI-LADIES* DIAMOND RINE SOlld Sterling Siver mo. Bing furnished in up-to -dote madels bolid Sterling Silver
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dinary fan motor that ita ilfe is materlally prolonged. Tho motor casing is Anished in toftly-klenming brushed
chromium. The fact that tho fan in holsoleas is nonother revolutionary feraolseless is another revolutionary rea of ninn in operntion dimeract workera in oftices. chictren napping. mothers in kitchens. The stawdard model ia nnlehed in $n$ soft walnut brown. With walnut brown rubber bindes and walaut brown rubber cord and plug. The fan luxe modola.

Lighthouse Limp
A premium that given promise of Lighthouso inmp. Btands o inches tall, with a b-inch bino and chromium sall: boat 5 inches high. Tests have proved the item will move well nand mny even surpnes the popularity of the chrozilum lighthouse lamp introtuced last year.

Handy Letter Duplicator
The Rocket Duplicator Company is mnrketink a letter and postcard dupllpriced officient machine in tho world.
 Operatea almply and ersily and printa 10 one or
more colora ay desired. Exer $1-$ coin - machine operators an d
johber works lists in thele local thritorles. Permitm you to hnelr local tierritorics. Permita you to does a job that can be compared whth the nnest profeselonal work. Outnt ts ecpually effective in duplicating letters. advertising. elrcultara, net work, mostcrard followups nind notices, etc. Comes complete with ink nud stencil supply. inquiries witl be forwnrded promptiy.

Pen and Lighter Stand
A new combination pen stand and lifhter. combinlag utsility and attrac. tivencess as un outstanding gift item is is of pollshed chromium and sntin enamel: the pen receptaclo and lighter sont nro it polished chromium, While the ilghter is a combination of chromilum nad rich ennmel. The pen is black. With a two-toned gold-plated point. Priced at 813.80 n dozen.
Wall-Bed-and-Table Lamp
A versatile comblaniton winll-bed-and$t$ n veryp in metal that is made to sel thing in adjustable type lamps. It ts belap featured in the stedio \& Johnson epring inne. In ivory nnish it fe sug gexter for the bedrooin wo omp on the bed, in bronze, it in Filitnble to light up tha radto or desk. or it may niso be hung cenled:inside the rod and adjusts con.



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The procession of timequicees from the sum-dial and the hour glase of anclent times comes whech is as timely as today's newspaper. The Flom Electric Rotary Clock repiaces the ofd indicator tells the time, at a glance, in the modern way. Set in a uniquely designed and ultra smarl mefal esse. the Florn Electric Rotary clock is avalate
merat trimmings. it ts designed io h.irmonize witi, copper and green with inighly polished
revolves with the interior. The fime band at slow speed on 110 volfs. 60 cyclas $A$. C. It is fully 15 absolutely noisclese, operating mechanical defacts. The Fiorn Electric Rotary Clock is equipped with six feet of regulation
 - Jobbers and retallers, who have zeen th. call the Fiorn Electric Rotery Clock createst clock valuc on the market todsyl. The clock that the public will buyt The most modern. Up-lo-date clock cier manuiactured Be prepared for the business and

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 Youhg hovelty co. Inc. Froto sample. $50 \%$ MSN Deposis with order. 100 OLGBEEEGE BLADES $35 c$
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to any angle for reading by means of a simple hook device. Avallable with elther
metal or platio ahnde. Combination Lamp and Bank Horo's a premium that should really produce, a lamp or latest design combinod with a ravings bank. The base Of the lamp lias n premeded filot nind lock. The color schemo tis blinck and silver with ahromium trim Excelient mont plans. atc. Made by metral payThrift compnay. Bize is 16 by 14 Inches Thirigt
over null.

## Canaries Vs. Goldfish

A unique attention-getting attraction for window display and generni hhow line anry birdi ner apparenty neon under nary birak nro apparently meon undcr whece otijoying lifc with the nish, tur: stopper and busincss stimulator. It is belng markoted by Univernal Attractions. Inquiries will be forwarded on request.

Combination Pen Stand And Ciggie Lighter
A new nttractive pon stand and introduced by Dlocastera, Inc. Set has polishod chromilum and satin enamel bnse. Pen holder and neat of lighter nro in pollahed ohromium. Lighter is a combination of rich enamel und chromilum and the pen ltwale ts black with a twotone gold-plated point. This new set Eclir at a remarknbly low price and it is expected it will be one of the most succesoful ltems of the season.

Ash Tray Prevents Burns
A new gnvo-h-Burn ash tray has been developed and recently put on the Company. dealgned to prevont burns on furnituro. otc. from faung cigareta. The anh tray itself has in तisc. comink in varlous sizes. 7 and 10 inches being atandird, nttached to the bottom of the (See NEW ITEMS REVIEW on page 102)



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## FRENCH FLAPPER DOLLS



## 524. dozen <br> onll 32 Inchen hith. droesod

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\$18. dozen
STANDARD DOLLCO. 1 tre 36 EAST 22 ST. NEW YORK CITY

Gadget Convention On
NLW ORLEANS. April 4.-With albert a. Burns Oakland. Calif. prosident. he annual Nationni Inventors Congress opened in New Orleans April 1 wilh hundreds of "doodnds" and "thingamagigs" on display in the roonevelt hutel children run the ganinh. aul the wraln children run the gantlot all the way lasting safety razor nnd from a carbonprpar rojuvenator to $n$ one-man wiro atretcher and none appear to the of the Rube Goldberg cartoon varlety in thls "gadget roundup." Convontion is getting a great play in local dalles. with Burne and other offictals mnking nppearances before all leading luncheon na civie chars everal dnym in advance of opening and during the show. sevorg of tho larket novery minuractur: playn and delegntes regitered. This is plinga nid delegates regibtered. This is othe Deep south for tis gnthering.
-T'd rather be living in the mext four years than anytime it the pant 0,000 Club Monday, "becnuse during this timo we will see the blggent number of baile mprovementr and inventions in the history of mankind. Inventors have had more time in the past several ycarm co work on their hrnin chlldren am buainess agged: I claim that if our government heads or big buninems men had porensed the enthusinsm and optimism our nventora kenen.

Miniature Cedar Chest Attractive and Useful
article is the miniature cedar cheat manufnotured by the Nusphaum Furnituse Company. The article han widespreact nppeat hnd 15 as attractive sis it in userul. Fintahed in a natural cedar. it has all the features of $a$ big chest vartety of small articles about the home. Tho ehest mcanures 12 inches inng. inches wide and approximatoly 4 nches deap.

AMAZINE: TENDERIZE5 TOUGHEST MEATS yanmens MEN WANTED TO

 बपडा वानामon



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CRYSTAL JEWERKY it gompran hivil miplivor AND



only Unit minde of wll hakeonte $\$ 5.00$ PER 100 No gnonin mitpmet withmut hepmall. medicine headquarters


## ATTENTION

MIOIONE MEN BTHTETMEN OANYAB8ERB.


## SENSATIONAL <br> HANDLOTION

## 

## PEN ASSORTMENTS

##  <br>  <br> BERK EROS. NOVELTY $C O$



EDWARD DOBALD working a crystal demonatration the locnl chnin storo. Ed has been in the bly nbout alx vears and during the past two вummers has worked on the midway of the James Bell producing Company. Assigtine Mre. J. Rusell on the khooting gallery. Fat has two misters, known as the Debsald TWins. in musical comedy Gus Exararcar new Sho Wincoio, open ing Emstar night.

## 2

BUSINESS IN TIITS
territory is very good for paper mnn. infor A. Dell, Houston. 'rex. "A good many of the boys aro working in and pipes from 1R J. Orammar and Ho Shot Autin.'
$x$
DOC L. R. PRIC
Reribes from phlladelphia: "A lot of publicity has lately been given a sochlled now patn killing ngent. knid to have been eliseovered by Dr. Leroy $L$ Hartman. Profeasor of Dentistry at us thit Dr fursmin Seenis to some of us that Dr. Hartman is $n$ iltto behind pitelimeth inamine oll a number of have been invilits on of Eucalyptus, forward and have the pain in a tonth stopped in from three to ave minutes Dr. ITartman's rormuln contnins Thymol Which is the netive ingredient. and oll of fucalyptus atso contaling a small nmount of Thymol, and Thymol will actunlly even stop an nbeess from throbbing when nppliod to the gums locally If credit were properly placed some of it would have to go to the Chineso who have been propiring a consblnation of olls for toothaches for yesrg, containing Thymol. Of of pucalyptuc. with n Conaminhmeunt of Thymol, Menthol and Camphor added. is nixed oxterisholy in now and thront work by prominent Physicians. in the trentment of catarrh. Wharkers for may be of interent to some oll $x$
ART NELBON .
demonstrator par excellenco. "travelling Inctory repreaentative," ote. haw boen 5 and 10 to such roon resputa that the ftore manager won't let him eo Originally booked for two wecks. Art is now in his 10th consecutive week. Quite n record and it takes plenty of personallty and walcs ability to stick in one such prominent apot for that iongth of time. Now it bering to look ne tho Art is really fond of the queen clity. One of our operatives recently came dashing Po with the news that Nelron and Mabel Pont. a local girl. Wero quietly married Lovic and - Dint was that song about as a pun but lot it stand - there goes the 5 polock whiste X
NOTICE IN RECENT
insue an nbsence of plpes from the weat Const, so wlll make sure that tho Const th represented in the spring spoctal. plpes Horbert Johnston. Proin Oakland. megloct read workers out here do not negreat denlof interent. but are a litilo careless on the minter of piping in regularly. Since my return Irom the Eat lust fall I havo met mast of the Const pltchmen perbomally, A fow are alnging the bluos, but as n class. most all came thri the winter with nt loast a traveling and stock b. T. A few of thoic cllicking include Paul Reeves, med: Gene (Prenchy' Derrar, Billy Goforth. Jimmy Watson. Richard (TrAhh) Owent Johnny Hicks. Doc Morris. Frank Fiankel and Browink and Rice, colls. Most of the bunch Sill journey $n$ Dalling for in take in the show, but like Madniting Rngnn. will mork the nticks, Fresno has been very kind to from five to 10 of the alghts thla winter. working the open air market on Tuendigs. Thursdays and Saturdays. While acrows the tracks, nt Rynn Corncr, one can always get wamen




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out fonr of having to visit Lincoln Helghts und teling to the man, provisproperty permit. Hithkersheld closod Rbout iwo monthe wgo. Tho boya all Worked it hard last winter. Snernmonto is wide open. but tough to bulld up a
b. f. The bove have been doing well b. F. The boym have been doing well is free. Sin Francisco is closed except for tho marketh nind stores nnd bullding where you have a key. Bnn Dloko fnir not no bot. except for huatlers. Would 11 ke to read pipes from Bill Goforth. Whitey Alm, Bob Beliman, Dave Bchoen. Tagore. Johnny Roxford. Jack Ifuntics nnd Shorty Whiker, Worked Marysville lakt Saturdiny. Bushiness whe gond. Orovilit is closed. Am looking rorward to this spring special ond is it frumpe na n renl chnmp.". I will daim Bilyboy

## AM LEAVINO HERE

for the East roon." tolls D. F. (Hoot) MeFhrinna from Waterloo. Ia. Por what rearon I don't know for I don't expect business 18 nny better there. To
tell the truth In not dolng as well now as in years pnat. regarnicess of nil think bunk about better business. I am not ringing the blues. neither
nm
one of inesm self-kidders. nor am bo kiddod into belicving I nm enjoying bomething I am not. For my part. Iam folng up into New England nnd live on n farm before I lose all my fnith in humanity. They tell me that stlence is an excollent substituto for bralna $\therefore$ that when a pitchman's converartion bepins to dwell on what he used to bo he ls thru .. that tho nverage pitchman 15 one who really considers What is needed in this avernge. is Whnt 18 noeded in this country is a money that can hot bo bofrger, por for a pollitical power foundica on apending othor people's monoy should bo ended once and for all. It scems to havo become the estabished practico that the represontative of the people. the pollticinn. Is the only one competent to spond the peoplos money. That ho liass been permitted to do so seems to come from the fact that the nvernge his own to learn how to spend it. There Is a reason for all things., But iow people evor look nit such things from an on
2
for pripes LINE 'Tijuana. Mcxico." cards Doc Rockwell. of rayor blado inme. "Been working the blades in Frisco. Onk-

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#### Abstract




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land and Los Angoles. Ban Dlego is closed. Won't give it reacier nt ingy price.
No ono working there. Expect to go smio No one working there. Expect to go into G. Stewart, of knile-sharpener fame. Is now wnrking with Cunny Smitty. Hnd
good year in Senttle and the Northoest.". good year ha entrie

- Here wh are in

Ohlo." cards Harry woodruif from coupon. There havo beca a dozen
con herc, but we are still solling pens. The wifo nat I are working to. ward the Conat and expect to ko into some kind of businesm in Cailfornin in the fall. Have saved enough to begin thinking of gettiling downs. May buy druk ztore and try our luck at that for A while, My wife got lucky and won $n$ bank-nipht prizo nt $n$ theater the other nlght. sthl driving the Packard and onjoying lifc. Am working olght towng this week.

$$
\begin{aligned}
& \text { OM } \\
& O M E
\end{aligned}
$$

-IT HAS BEEN SOME
time mince I plped in, scribe aeorge Richard from Miamy. -I have been laying off and working $n$ Hittle around here this winter. There have been ble crowds hero and quite n lot of rain anci
cold weather. but the town ta full of nil cold weather. but the town is full of nily
kinds of showmen and pitchmen. mostly Kinds of showmen and pitchmen. mostly
putting in the winter waiting for the pluebirds to go north and theg will pollow them. Nyams seems to be the vacathon grounds for the lencing medicine Doc Harold Woods in at tho MInmi Keyatome tourlst camp with his entire mediclne ahow and acte as the emsco in In the big hall there three nighta i week. One aight he puts on real medicine show acts mad promoters nil of the actorn and performera that be cra find in Miaml nind puts them to work helpIng putting it over, nnal. of coupre. he sellis candy. Doc Woods has erocted $n$
smoke stove. Fie keens full of Emoked smoke stove. He keeps full of emoken rish which the bunch bring in overy ntaying in tho camp in conbins and staying in tho camp in enbins and Cayton and wife. Doc Prul Ballard and wife, tho widow of Chief White Eagle (Doc Worrell and ailfe were in camp for Worth, whore they winter every year)

## NEW PEN SENSATION:

## $4 \mathrm{H}_{2} \rightarrow$







## MEDICINE MEN <br> Writo Ror Cetalog. Tho Hinuse or Dompndabuter

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## MEDICINE MEN

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 (TVTAUNTH branten how you earn make ble FAEE
WABASH SALES CO.

Doc Jnck Moulan nnd family; Clarence Gehrue and wife, sonta. Milicriboure, of camp for two woeks. Beforo ho left be threw in blg feed with the necessary ro freshments. F. Fergerson. of the Gencral Protucts Laboratorles, of CoJumbun, $\mathrm{O}^{\text {.. Whs also hero for a couple }}$ of weekn hs a guest of Doe Roas Dynr.
kie chlso threw is bis feed. Ross Dyur must hava been doing woil hulely. He and his wife hnve a sulte of rooms at the Hotel Pershing. whicl they have occupled for a number of years each winter and the intclistring hangs on the out-
aide to all tho boys nid girla. On New Yenr's Eve they threw a big party at the hotel and a grand time wrs hind by all. it started nt 11 oollock with n hillbilly enoukh food for nibout thre thmes the number of gueste Ross acted ris bar-
tender. Amons the puests wero Bert. Cayton and wilfe. Doc Woods and entire alhow. Doe silvers and wifc. Doc Whrd
and wilfe nnd son. Doo Worrell and wlise and many othera too numacrous to mentlon. Every Snturday tho Dynrs throw n
blg feed at tho onmp na a get-tosother blg feed at tho onmp nis ally get-togother
party. where they usually have ble party, where they usually have tho wheathor hnan't been so good here this winter. The bunch usunlly breaka up pnatil rirat of May to open up their shows, Sewell is still holallug the old apot down at Bay Front Park seling his books. Botwen nnet Millon Reese aro ritl poing over big witiz aceds and soap At their store on Mnpler street, Quite rat shect
numbor of demonstrators and workera and pltchmen worked at fort laudordale and Rediand fairs, and the past 10 daya at the Minmilradr. All seen to be petting therrs. I have been workwolf from tho door."
"A LINE OH TWO.
between and puffa," writes Bob Posey (Continued on next page)


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 427 Elm Strect Clecinnati. 0.
 homa next month. then alowly back north. Car drlvern are required to have an operator's itcense here. Went into effect April 1. No ohnrge for them. Baw a clever worker this morning writing 'em out free sor ovory carrying care you bourht from him at 18 ceptes. Tom McCluskey, whero are you? Wonder if Frank Vall ts atill with it shoot some pipes. sollows."

## 2

IT WAS LABT JULY
that I sent you my last pipe about the Battio of Great Frailis. Mont.." shoote Ehwyn Sproat rrom Richmond. Va. Left my finvorite rishing apot in Fioridn n the trees leaved out. the orange treen in full bloknom and knew that apring whs bere again. Ho I flgured that the
malce and townm car all be workid ror a
remonable reacter or gration remonable reacler or gratis. Nothing,
bag. but you can work $n$ bale $n$ duy. bog. but you can work a sale a day. sometmea morc, depending on amount and thlrd Mondays, fair: Camargo, overy Tuosday; Belline. snice overy Wcanesday. clty can be workod graths but anle lot is beat: Hipgins. Tex. every Thurnday. ralr: Farview. Okia inir every Thurshave trado dayn weekly; Woodward Okin.. every Pridiay and a blg eale that
ts good on second and fourth Mondnya: ts good on second and fourth Mondnys:
Arnett. Okla.. every Snturday. Winds have been high intely and it jooks like one continuouk dirgtstorm. tho the nntives do not seem to mind it so much Recontiy seen getting their ghare nt ante days Were Doc knne nad minnua, herbs: Onborne and mikxila, lifters: Jmmes (Jinmie) Ellis, he of the Oklahoma ranch showa. writing subs. I would like To rend pipes from סinh. Wyonisig nnd and confinod to her room for the pant week
"WHAT A COUNTRY
We have In the good old U. B. A.." opines we have lots of ice nad snow North squares a day and not a pitchman in alght. In the South wo have pltehmen on every corner, balmy wenther and a menl a week and pitchmen everywhore to out up jackpota with. Waa cutting up a few with n pentleman this mornIns who sald he has been pitching solder lor 14 yeark, boupht a copy of The Rlltboard every Spring insue for the Fhir lint nnd told ine I shouldn't miss it. Told me plechmands artiole from the prico of any pon't ropend on hom the ads. Boym. in. spots are very senres. to make it week in shreveport Thore is a 1 nst lot on Mllam street that fon't even worth the low price. Mode izn't ittlo in Marghall, Tex.. on one-day stand. Tyler the same. Expect to work Okin-




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ork casting or trolling blint tho shop were getting plonty of petition from myaelf. If any of the boys are ketll trying to catch that bis one down in Floridia I know they mighi want to stop at a sew shops on thetr Way north Just to limher up tho plpos
and nee if thoy still can got $n$ tip an and see listhoy stllt wonk get a tip few Whero youl can try out your aturn. Now t won't clalm these nre red spots, but
they Ere fale nnyway. In Tampa there they ere falt nnyway, In Tampa there
is the Atinntlo Const Lines ghops, nino a is the Atin ntio Const Lines phopsingino
couple of cigar factortes providing you couple of clear factories proviaing there nre Seaboard Airline shope and thero nro seaboard Alinist. In Tampa a brand-new plant of thae Amertena can Company. In Savannat there in the Eeahoard Alrlino nnct Central of cheorgla shops. in Charleston, 8 . C., the Amerlcan Tobacco plant. In Mncon the Cenral of Georgia nnd the southern. You can work nt the same place, ns each hak a hair hour noon. of course, everscody working thanta known the kiops
incre, so wont sey anything about them. Am headed up into Pennsylvania. New York and then west. Anybody wanting.
to get in touch with men can do 80 to ket in touch with men can do bo by writing mo enre The Biluboard.
Would llko to rend pipes from my old Would lko to rend pipes from my old Irlends sam Coe. Bobler Darnell, Frank Libby nincl Jlmm!e Miller. Did niy of you inten to tho Miller bid any of you linten to Goldboyln's joint on Mafor Bowes' program Mrarch 2日? Don't know how many votes thoy got, but wiahed it was Irving or Todity, as thoy would have stolen the show. Are you still after tize bitifich. Doc Bolse, down in Mlaml? Most of the plpes in the last sasue of The Billboard were from med men, so I guess you will be getting out the jolat before lons. There wero a couple of paper mills 1 would liked to have worken hero. but I left my bont down at Tumpa. now I know another article pitoh I have about everything now I can carry in my car and traller. When 1 get a
bont and washing machinc I will hire a truck. What is the new joint-gou kruck. What is the new fornt new joint? Well, I have one for you. It will he cold onily to all the rondies and "tin-cinn" tourists. I will aivo you the name of it and let you all figura how to makie onc. It is called $n$ junk eliminator for trallers and housecars. You know how we all pick up all sorts of Junk in our travels and clean house in the spring nnd gather up a lot more during tho eummer. When we get rid of nill The stufl we start right over again. Whenever you sco a 20 -foot traller or tonger you can make up your mind thero is a roadio who has boon in the buninces a bleger trailer each ycar to put in nil a blgeer traller each year to put in all on the road 7 not mine stored in four different housees in Michigan outside of what I haul around in my trailer now."
THE MACK-MURRAY PLAYERB
med blow, niter playing sohool nudlare readying for $n$ good rond season. Word from Mra. Ella McDonald, Mnrion.


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## SLELL NAP-TA-KING

 CLEANING CRYSTALS
of the show. who has been in ill bealth for some timo. is on the mend und working agaln. Have not done much craveling the past winter. Tho show whs bocated in springficid for three months Whd played nchools in thnt violnity. While there we thet an old showman hnd renl erouper.eTom Powoll, mansiging Wh visited Enarty nind Marle Le Roy, mare real troupera. gorry to learn of La Place prosing on. We had known him for yenrk nnd ho sure will be missod by hty many frionde.

GEORGE J. (HEAVY) MITCHELI. Fipes again from the steel clty, Gary working X-rays and rad and doing Rioe Also sis Dubolso. with rua mendera. petting a quarter. Only a few man do that. Also met Otis (Ecotty) Anont working binden. I nm still pitching med. My friend Chief Red Feather whe in here nnd left aome herbs. They do believe in him. Watching hLs parmouts ulli speak for hima. Where are Mary Ragan nnd Chet? sure would liko to rend the nows from thom.

## 26

MRB. E. R. BTREET
oxner of the Reagan Bros. ghow, writes in from Clarkfvilio. Tex., telling of the marringe Pebryary 22 nt Gulphur
Epringa. Toxa of Charles Braun and Dorothy Dean. Mrs. street's mother. Mrs. Braun has been active in almont every branch of outdonr show burinesm
elnce lano. she wan the former Mra. alnce 18no. She wan the former Mra.
P. L. Corby. Show is raported AB doing g. L. Corby. show is roported af doing mits and has added quite a bit of new equipment for the epring nind xummer serson. Show boaste of being in corthnuous operation for 20 yenrs.

PACKINO EM IN
at all recent stands." pipes Ricton from to be non Lanks like "38 18 gning bis money mnker for all outdoor showmen. In n week or two will invacie Tennessee and ntay all summer. will mturn to pood old ooorglin in the fnil. Have oompleted my third winter in this state. Oodles of showfolks nnd showmen in this State-and all fine troupers. Doc Rowan followed us in at Mitchell. an. Wo hnd jnimmer thern for three higlita there, and Rowan Rhould do well. chat. Al Mas ar stopped recently for a ndvance. Were the first khow in thrse arts northward bound. Where la Dos Dalo? Fis bhow followed un all last fall. e prased the paul show. talkle outit nder ennvas. Nice show. Max Reyn-
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Herc is, product that gives you the ever siw. Moneremaking flash you Witer melts snow. Nothinge else like Hard saves scrubbink. Pubbing and Aus of the power of chemistry. Absolufcly harmiess. Has dozens oi uscs. Takos the plase of sosp, soap dralin spencre, scouring powders turntifure polish, sufo polish, shampoo etre. Contains no slkall. Abso. luteiy harmiesse The most revolu

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olds vibled us ht Bummit. on route to
Joln tho pmul Show. Thi Rithirdson Bhow was at Grovetown ne we drove The miseun and I are golng to hop into Augunta for some shopping. A1 Minter has ngeri light planh. Muat lie gotting money, wo nro now in our 158th con sears of stendy golng."

EARL HUNTET 26
and I nro in ohnitainooga. Tenns, winning some fair money with bladess and watclies." enydr H. L. Crumpton. "TenWe are heading for 10 wa nud the Norththe entire stace can 2
$\cdot T H E$ ROADS ARE
till blocked by snow thrit North DaKota about half the time." Writes Tate
MaAlinter from Wolf Polnt. Mont. Woulda't advine anyome to come in here for another two or three weeks. Worked wntehea thruout Montana. Janth Dakota mind Minnemotn during January and February. Busincas falr." HOBO BENSON
civds from Tuma. Ariz.: "Met the my tretciting in Bin on A stem. ness falr."

HERE IS MY PIRST
pipo in quite a long while," tells Doc Eurnent Irom Abheville, N. C. "Condi= med to poor business. Hood. working enson last year in North Carolina. Will open the med platform here the first Week In April. Doc B. T. Bcrugga, of the Bla Clilef Med Company, opena his med pintiorm April 15 . He will work
North Carolinn agin this year. Doc ham at nice layout. He hms had his med interest the recent pipe from Otis Lock boy nind Nick Kay. of tho Lockboy


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## REE-

 FULL PARTICULARS ABOUT$\qquad$ gOOTTIE DOOR. OATA Bearbano manalts Ghad FLICKIMALSS WITH Write FLICKE日INO EYEB Mational French Novelfy Co., Inc.

good. Olis, keep going, Also notherd
Whero Doo Curry was back irom New rork to wanted wise a pipo from me. Gind to see whero he expects to hava a
good nanson. Would uko very much to retd anothor pipo soon from moo boy. niso Curtey Moore Doc Colgrove. Doc stumpt. Al Parriah. Rod Baker, Doc Cnys gone by. Bollit and othors of the Wilh ve with mo ngnin than meagon. They ora real drawing carcls and good workors. They wintered in Georgta. I whll siac have Madam Warinna ancl husband Blackle Frant nad wife. We had Doc Elanton up in theso parts while the Fisher. Court days bave been Alno Doo this mection. I get my copy of The Billboard every woek and pipesa alway get my first attention. Am I wrong in thinking that the boyn in these parts havo been laying down a bit on thelr contribuliont? Most of thom seem to had my fit of Arkansas, Loulsiana and Okinhoman Micasmipipt is good for med on s. r. Some very good spots in the ente. I wom wery good spota in the last spring. Como. on. loys, plpe up nnd let'n Ree how tho world is doing. for a while. but other sections of tho state nro good. Doo goruggs will woric cnst from here and I will work wowt and north. There have bein very few med
men in Aheville intely. Let punt for A blg mongon and have moro good-timea alk in Pipos.

MILTON BOTNIN
of the Nntirnl Herith Associntion. Now York. now operating a pitch henith seneon and baye they expect to con. thue the store for another sevoral months.

AMOS DWYER
${ }^{3}$ raquested to pipe in by Prairse Mace ls managing to aurvivo the flood and things aro in fair shapo." the concludes.


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urny receptaclo. This disc covors the plece of rurnturc on which the tray stunds and protect it when is lighted
clgaret falls off. The product is iocigaret falls off. The product is id-
uigned for premium merchandislang und 18 also adapted for special promotionn! distribution. Large quantilies tuve riremy becn sold to two nutomotive maning with two nationully known companies in the elgaret and razor geld advertising upon the discs.

Mickey Ailorns
Kidalie Lunch Kit
A lunch kit for children, on the sur-
finco nnd face of which Mickey Mouse and hla entite inmilly of comio cuncrerm are pnipted, ti a new item introduoed Frey Compnny. The mariufacturers say that Mickey will make the new funch kit as great a sales succoss ns bo has minde innumerable other produots whlah se has sponsored.

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sanuracturing Company to manurao Manufacturing Company to manuraobe especlully Ralaptnble to 11 ght work new Allan tool works on welding. Tho rent and can be oparatcd direot from
an nutomobile bettery. For twork dreat from a 120 -volt lighting circult $n$ etep. dowin transidrmar has been conatructed by Allan nind will also be placed on the market. It has a wire from tho hend of the tool, which is sbout the size of ne ordinary screwdrivor, and this is contransiormer or battery. An from tho elrcult is establiahed thru-the metal to be weldod, whioh is olipped or otharxise fiteached to a ground virc, when it does not furnish a natural ground. as on an wutomoblle. with the lise of this connection circuit ts establahed which setn up heat th excesa of 2.200 dearees Fan tiantly. being effective on practically ever' common metal, Including the job
of wolding copper wire onto ting of welding copper wire onto tin, etc. For une in soldering tho same tool can be applfod by hooking up the battery or traikeormor to produce 4 volte instead
of 6. while aluminuin wolding, becnuse of the quickness of the action. bectuse two-volt circuit. Fiectrical resimtnnco th momburod as 300 amperes. The tool to already on the inurisot, and over 3,000 Anve boen bold in the past two montha. This new produot has grent possibllities of distribution thru pitchmen an pro.
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## Gooding Quarters Scene of Activity

COLUMBU8, O. Aprit 4.-The GoodIng winter quarterb at the Onto Gint riding devicen and 25 trucks alid trwil slso are beral gew shown nre unkler con. struction, als cariving some pancl front
foatures. Bd Breckenrlage is domigning and aupervising the billding of the now standing Ideas. E. C. Drumen ( 20 yenry with Gooclings) 16 genoral superintendent of winter quitterm rctivies. Cropge Pence and Robert Cook not in chnrge of
the mocbinical work ind Hary Potter it foreman in the carjenter shop. The pannting and decorating ure, an usunt. thing will be ready for the opening Two new trannformere werc dellverca give nmple capacity for lighting the Elve ample crpacity inew dual Loop-O. Plane wha shipped irom hyorly Airciart
Onfp. and aliould artive scon. A bat-
tiful entrnnce and fence is nimeny completed for it. Barney Lamb mrtived from the South rocontly, nind 18 pre-
paring his Circum Slete Show 180 -100t fromi). almo in attractive Snake Show. vorame will arrive the coming wook, ind have nnother ahow in rcadiness for the opening.

## All-Texas Shows

HOUSTON, Aprll 4.-The show had lts epring opening nt Plckney and Garrett
atrecte the midele of last week. Weathor Wu* nne and the lot packed witb people. Munsiger Burctick sporting a new Automoblle and ansemblling $n$ new rlde Which juse arrived, The show now hns 4 rides, 8 hown and 20 conceations. mighted makes a pleasing appenranco. The lot boing close in has made it a nighely Aathering place for local carnival folkh. Bright. Doc Waddell and Bill Durmond: all of Bik Stato Showis. With Texas cele-
brating its 100 in ennivereary of inclependence this Yenr. Minager Burdick planning an extamded booking trip. Nod
L. Jncotse nad the writer, R. W. (Tommy) Stevens, hnvic been awarded oontract to furninh eating and arink etande nt the celebrathon there.

## FLAVOR specialties <br> for CONCESSIONAIRES ORANCE DRINK, SNOW BALLS, <br> TIRGINA TAARE CXTRACTCO inc:

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## Crowley's United Shows



## Small \& Bullock Enterprises

 Whitmirc. S. C. Week endeg March 28. Auspices. Volunleer Fire Department. City Hali. Weather. rain svery day ex cept Monday and Saturday. Business, fair.The raln prevented farmern from doing any work on the intms, 80 many were in quite $A$ little busincse wns done in the
nfternoon. Mayor Gultan and Fire Chicf nfternoon. Mayor Gullan and Fire Chic simpson lent every namistance pomsible and Mra Johnnle bullock took advanEnge of the rain to apend a day with nduised that the new eruck, with another ndraller trom bo reacly for dellvery within tbe next lew dayw. Bunineas Manager Harry $L$. Small nwhy on a trip in the interent. of ucs to walk away with the nrst prise
for belns the firmt up nad fendy for opening on Monday, which has proved succesesul frorn in businces staindpolnt.
Matineen have proved popular with chllMatineen have proved popular with chile
dren. All of which is from on executive of the All of

## Decker's Muscum; Baltimore

BALTIMORE. Apris \&.-Rnlph Decker added aome attractions to lite Oriole Muselm herm hile weok They are: Cnpt. herdert Martinoz, with bexs. cala, rates. bris and monkeyw: Frisik Randinll. clown contortion. Ista. and Bob Simon, with snakes; nido.
Jerry Higglne as new embee, Georgo Thompaon it one of new iront men and
Jojo Higgins is added attraction in the annex.
Docker whates that ho has mande and inmtead of jolnitig Miller Bros Shows whil goin Whlliam chllek shows with tirec tent aftrnctions.

Glorifying the "Red Het" Warketown. Mass., April t.-Thoy
glorifying the American frankfurter. glortying the American frankiurter.
Millions of the "red-hote." juics de Hghts, are sold every yenr and now the
ronsting in made nttractive. Tlie "Bar B-Frank machine rotates irankfurters before inn electric grill. with the bolders sparkling nisd tashing under the rakerg it "Catches every ere bring mikers sny it
em in to buy

Dee Lang Starts New-Season Tour
 dte to cold weather. The show ha bron grently enlarged over Inat year, and everything th newly Now bannera thruout for showm liave also boon purchased. Will move on 25 Onev is a new and very nttrnctve public adStart: Dee Lang, owner usid general Manngot: FAmer I, Brown, general Agent: Ingg, weasurer: Whiter Wynte, ndvertisdigg ngent: constiction: John sweoney, iot Euporintendent. mall and The Etilo

## Rides in operntion at the opening:

 monn Caterpllina, Harry Moore. foreman Merry-Co-Round, J. J. Darlington, foreman. Chatrplane. Mike Schimmel, foremin. Loop-o-rlane, Lloyd Etatler, foremnn. Loop-o-Ilnne. Lloyd Atntler, Iore
man. Auto Ride. Dad Avery. manager Pony Ride, John Enkíns, Manager. Rideo, Jelf Antoxs. Joe Kicin forenam. Midget vilage, fenturing Frincess Tiny: Mr, and Mre. E. F. Miburn. Illumion Show, Al Menns, Rakin's Dog and Pony
Clrcuie. John Eatins, Athletio Show, Irish McGee. Hollywood Dmincing Girus, Wink By R Circua Side Show. Mark Wllliams. "Unborn." Pat Murpby, Rly-
podrome Circus. Ray Ncabitt. Dixioland podrome Circus. Ray Neabitt. Disleland
on parnde (colored minstrel show), HL. P. Blackburn. "Law and Outiaw," Arnong the concessloners noted on the Red Kelley George Okadn, Elibey Dobb, Joe Miller. Roy Toad. R. Gumont. Jerry Kcris and R. A. Sauters.

Golden State Shows
Santa Pavia. Couf. Week ended Maroh 29. Localion, Mnin and Fernandez. Atuspices, Veternin of fiorelgn War
Tha, was a blg surpriae
everyone connected with the show, Generally turned out iesplte cold weather. Kiddien matinem on Saturciny wis durpris-
ing and bumpess at night wain remarkable. the miduray belng jammed. George Costello with lise Athictic Arens copped the shows. with the slde Show and
Motondrome following clavely. This was the arst चlisit of an Auto Scooter to thls town. with the result that it did ox:
ceptionas bustnces. "Ma* Lahcy, of the cookhouse, niready popular with the boys, taking cofiee round to thom during tear dowti Boys hope it'in a regular thing. by Jot Demouchelle n notable item toward the big attendinace. Chief of agement and ahow. Belated greetings for succeas of tho show recelved from Showmen's League of Amerlca, Joe Strelbich, and Patty nnd Frank Conklin,
Frunk Dowate. Ben Dobbert. Joluniny Kline, Carl Wallace nind E. R. (Eddic) Rossl were visitors. G. L. Terrell ndiling makling it a tharce-tier whow. Ben Austin. gencral sigent, covering n lot of
territory. Bill Hobduy recelving many territory. Bli Hobduy recelving nany complimenta on the appearance of bots front nind instde of Sidie Show. All of


## Bunts Greater Shows WANTS



## Birle who ore centic  <br> ETTA LOUISE BLAKE <br> WATTED For REVVE

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 at ginto Etreot. TRAVELINO MUSEUM,

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LAST CALL! LAST CALL! ENDY BROS. SHOWS, Inc.

|  | hartsVILLE, S.C., |  |
| :---: | :---: | :---: |
|  | Saturday, April 11th |  | any showman with good Altration that will, not courfliet. WANT Mingtiet Show with Eals and Corn Gevie Cirls. WANT all kinds icglt imate Concesgions except Cook Mouse, week: in Florida next winter. Wire. WANT, Forgmang for Allan Cetebrathons. With 8 tiof tise wow

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Open in Kokomo, Ind., April 25-May 2, including Sunday Call


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## WANTED


wolf greater shows

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## 5

WANTED ... RIDE HELP MICHAEL DOOLAN

Vancouver's golden jubilee celebration<br>Two Weeks Carnival. July 3 to 18, in the Heart of the CityCambic St. Grounds. Three other WEEKLY BOOKINGS in City to follow immediately.<br>DESIRE SHOWMEN WITH HIGH-CLASS ATTRACTIONS-WILL BOOK WAX PRISON-MINSTREL SHOW-FAT PEOPLE-CAPONE CRIME CAR-OR ANY NON-CONFLICTING SHOW. ALSO SENSATIONAL FREE ACTS 2 SHOWS DAILY, CAN PLACE ANY KIND OF LECITIMATE CONCESE THREE MONTHS. ROUTE BOOKED STARTINE EARIY SMAY. CANADA'S BIGGEST CELEBRATION.<br>Address All Communications to R. I. BOYD<br>COLD MEDAL SHOWS. LTD., P. O. Box 1132 , Vanco

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Conecsions-Bowling Alley, Pitch-Thll-You-Win. Ball Cames, Stock Stopes of any kind. No C wheels. Will finance any show that is eapable. Monkey Circus. Anlmal Show. llluston Show, Witer Show. Aphletic, Cliss House, Fraak Animal, Pit Shows. Ride Help on all Rides.
We open April 16 in Portsmouth and will stay out for 28 wocks. Have bookod tho folfowing Falrs: Alblon. Calle
 This will be a fiffoen-car show and will earry 14 ride


## Pamahasika's Dog, Pony, Monkey, Bird Circus




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Bingo to foin on wiro. Shows that don't conflict. Coneessions that are logltimatc,

## TEN-IN-ONE WANTED

With or without tent. Join on wire. Want other Shows. Curloy Lowis. wire: King Konk, wire: Talloy, wire: Rucker, writc. Want Calliopo or Sound Truck with Concesslon. Also want Stock Concessions. No ofico or percontage stands.


## THE ORIGINAL CANDY PULLER



## CDUILY MAOHINES WHLULL

 Man
HILDRETH

Blue Riblon in
Kegular Season
FLORENCE. S. C. April 4.-Blue Ribbon shows are playing the opening engagement of thelr regillar soason here this week. Which started last snturasy
Mr. and Mre. L. E. Roth, owners and managers, hnve the largest and beht ghow of their enreers. Moderntstio fronts, now it very attractive. The 40 by 120 exhibit tent. located behind the front arch. In filsod with commorelnt exhbits. Loeal bualness men showed thoir upprectation for the busincses given them during the page spread In The prorence Sundiay Netes, whining it a successiful tour. Show hus 22 emmpany-owned trucks and semitriflers. 12 shows 10 rtalng
band and two sound tructer

Shows: Stde show-Doc Wilse, manhiger and openery Mrs. Wilke. magiclan And locturor: Billy Rix and Raymond Fontaine. tickets: Princoss Mite nnd Foyct, midgot mother and bnby: Lollg Woire. Indlan bend wonser: Ruth Long Wolfe. pertorming birds; Pony
wired-liaired marvel; Buin Buin, tortured; Madnfin Balley. mentallat: Capt. Jnck, Balley. tattooed man. Chocolnte Town Revue-Doc stanton. talker: 8 Rid Drifty binge mannager: Littio Drinty, comics. LeRoy Crews and Alexandor McClnirna, dance team: Manktc Bcone, blues emger; Leroy Samuela, M. C. Incz Wil. son, Lizzle Mae
Street and Elin Mac Rolling, in the line: Markurette simpson. prociucer: Bnby Mabel nnd Frtodn, simter tenim: Marron
Loo Dickena (leader). Ohlek Edwards. Loule Willimm. Buck Able, W. Jones. Jamerson and Harry Humbard, band and Janlergon and Harry fumbard, binch tha Trainer. talker; T. E. Leggett. itoketa; Ohmries ouncerson, locturor. Monkoy-land-Cnjt. Lnko. Manager nnd tralner: Walt Hill, propa. Salon or Art-Thomas Perry and Art Hinces. Enanagers and operntort; Vtoln Hulnes. Allce Porty, Margurette Thompeon and Thelma Mann models: Luke Turner artiat. "Lire"Doc Whison. manager, superba - Robert Athlctio Arena-Pop Eaby, managor: $K$ Athictio Arens-Pop Erby. Managor: K
O. Webb boxori Jimmy oco tler. Bnby Rose. fat girl-Doc gwan. manager: Jerry Biackford. ticketa. Soyna Lee's Reviue-George (Apot) Tippa. Manager: Albert Johnson and Bill Stroamer. tickets: Art Jomison. M. C. Happy Walters and Johnny Saunders, comics: Soynn Lec. soberet: Little Princeas Pat. Doris Thuriby. Arleon Robinson. Mlldred Scott and Dorik Wilson. ohorus: Louis Rosen. Fimer Tippes aind Art Mnion. mle Woodk, manager: Oecar Olson. lecturer: Betty Cook. llekets. Ridies-the first geven of the following
owned nind operated by Mr. and Mris. Owned nid operated hy Mr. Rnd Mirs: Foth: Ferris Whnol-Ray king, Morts. Llokets. Merry-Go-RoundThure Peteraon. foreman: Bll Gaukel1. Thure Peteraon, the-Loop-Diso Newton. foremin: Oeorge Burna. tickets. Chnir-plane-Cecll Gust. forcmant: Lonalic Muto tioxets. Thit-A-Whirine Layman Keatis. foreman: Jessio Hare. tlakets: Wert Filh. foreman: Fioward Binckiora. munager. Jimis Riding Ponicn-James Lacey, owner: Mrs. Baker, tickets; Jcrry Baker, groom. Loop-o-Plane-Frank Rupp. owner. Mrs. Rupp. tickets. U-Drtwo-It-Frank Rupp, owner: Elle Hall.

## mechanic

Concesstoners: Cookhouse, Mr. and Mrs. Jack Konnedy, operators. Mrs. Pathy, pop corn nnd carmel corn. Bob
Robinnon. atggers. Art nnd Mary Ann Robinan. alggers. Art hnd Mary Ann Alexander. One: Jorry Creeniee. agent. Bna finmes. Catherne Ruraly ortasua, agents. Clgaret shooting gallory, Ines Moore ind Fding Burns. RRonts. Fad and June rutAnn Ganlager, corn ramc. Hymie Cooper, 10-Andy Johnn. Joe soret. John (Curly) Lano. Teddy Baker. Jack Burkc. Ruy KelElovm. Harry Bosco. Larry Bern. Joe Reynoids. Charles Fawards and Tom Newnan, agente; John Line, concesston manarer.
Stati: L E. Roth. manager; Mrs. L. E. Hoth, secretary-treasurer: Robert (Bob) Kline. general agent; George mitchlcy. gpectal aqent: Starr DeBelle, pream rep-
remeatative: Bulfe Duvis, chief eloctis


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 once. Good opening for Lextimate Conces slons, ressonable Patc. WANT Acps WIC Shaw, also Talkers and Grinders. CAN PLACI ana molo fisp Rlde and Klddie RJdes. Ndics l. f. PACE. Manaker. Columbia, s. C.. the widt lohnson Cliv. Tomn.
## hand's parr


HIGH STRIKERS FOR 1936 aT $\$ 35.00$



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 \%he mite

## CATERPILLAR FOREMAN <br> <br> VANTED

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[^9]
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and ophet Legivimate Concessions. Spen for Ten tn One Show, Hill Billy. Snake Pit must bat Good, Will book Loop-A,Plane, with or twithout transportalion, Went experienced man for INTERMOUNTAIN SHOWS. INC, P. O. BOM \&SB.
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## COIN OPERATED <br>  AMUSEMENT MACHINES A Department for Operators, Jobber1, Distributors and Manufacturers

## Congratulations on Appointment of New Coin Machine Editor Pour In

## To The Billbonrd

Constn tulations on mourtng kervioes of Tom Murray, We know his ahencinRoort of your publication and the industry at larpe. Good linek incl begt. regardn to you both

General salen Mannger. Buckley Mamafacturing Company.

Both Mr. Davidson and I want th oongratulate sou on the selection of Tom Mirtny na the new editor of your coin maclutne section. W'a have the wt know that he will fill the bill.

CARZ T. MORRIS.
Congratulations on the poquialtion of Tom Murray as editior of your coln. machine doponrtment. ifcel sure that with his knowledue of the bualneas he
will prove a great benefit to the operators thruout the country in bis new undertaking and meet with the enti antisfnction of all in the Intuatry."

## Ormanised Operatora of Chicago

Newa that Tom Murray has become anamitated $\begin{gathered}\text { th } \\ \text { th } \\ \text { The Biltboard is right In }\end{gathered}$ line with progressive spirit The BillTom Murray poasabses a great denl of Tom Murray porsabses a great denl of ehine worlel the news on amumement machines in splendid and true frahlom.

PRPD C. MeCLELLAN. President.
Pacific Amumoment Mnnufacturing
Company. Chiengo-Los Angeles

- Congrneviations on Tom Murray*s contection with you in in editorlal ca-
poboty quite known the amusepactity. Nobody quite knows the amuse: fils intimate $k$ nowiecige nind instinct will prove a big asset to The Billboarl.
J. H. Keeney \& Sompany. Chiengo.

Announcement of Tom Murray's connection with your publication greatly ambnnces the now vnlue of The Eile
board. His oditorial comments have board. His oditorial comments have erating trendm nind martets in the amusement minohine bubinerm. KENNEDY \& COMPANY.

Congratuintiong to one of the finest men and one of the beat editors in the cotr mnchine induatry, we know in his, new, lmportint position. Our relatlonship with him has alwaye been most pleasant. Wm recogaize his unusial
abilty and send the best winhep of our abiltty and nend the entire organtzation.

ROCK-OLA MANOFACTURINO
CORPORATION. ChICARO
Previous contacta and bubiners nego. tintions with Tom Murray make it finpoasible to refrain from extemiling our he the now editor of your coln machine departinent." JERRY WERTIIMMER. Ad-Lee Company. Inc.

[^10]grntulutlons. Bitiboard, on your popul
choice." CARL, FF, TRPPE,
Ideni Novelty Comprny. BL. Lous.
"The Billboard tirst. last and alwiye -that's the alogan of the Jobbers in the to you on chostng Tom Murray us editor of your coln machine dephriment. Koep up the good work and may you live long and prosper." JACK ROSENFELD.

Union Novelty Compreyy. Inc..
Great stuff. Billoored. We know that your fine coin machine aection will with Tom Murray nt the belm. OERBER \& OLASS.

- Our hats nre off to you in selecting Tom Milrray an the new editor of the coln machtre section of your publicaapeot nnd conflience. We whin him inc beat of luck." $\qquad$ OENCO. INC.
"We don't know of anyone more captble than Tom Murtay to fllt the blll as editor of the coin machine section of The Bilfboard. Ho is known thrunut the
industry and everyone. Inclating ourindustry and everyone. inclading ourfor even greater auccess!".
CHICAOO COIN CORPORATION.

Congratulations, Billboard, and Tom Murtay! It lookA like a groat combina Henry w. seiden \& Company. inc.
"Your melection of Tom Murray us our organlzation. His unceasing cooperation of the part. bucked by a thoro knowledge of the automitic phonograph business speaks for thecif:"

Your appointment of Tom Murray to the editorship of the coln machine section of The Billoard aifords me grent
personel plensure. I've known Tom a personel plensure. thoroly and enjoy belng one of his fronds." KARO KLEIN. Groetchen Tool Company.
-We have found thru careful observation and expertenco that The Bill-
coarit is really the only medium which gets results for the jobbers und distrib. utork. with Tom Murray nw editor-Ln. chlef of the cotn machine department of The brllboard, we know that the Industry will be aided tremondously. Con.
will make yotir coin machine mectlont Greater asaet than ever to the Industry Bally Maи́utacturing Comprny
"You have made $n$ wonderful chotco on making Tom Murisy cditor-in-chlef of your coln machine section. Sincercly
hope iso coninuen the marveloun work. hope lio conlinuea the marvelous work.
naticnally. with your great paper that nationally. with your great paper that he hme miarber in Texas. congratulaw. B. Spocialty Company. St. Louik.

As one of the sldest and foremost fobbers nind operatorm in St. Louls, please tet ne extend my conistatulations to Murray. of Texas. as eclitor or the coin maebino department."
LOUIS D. MORKIS.

Morris Novolty Company. st. Loule
In behatf of the Mlsnourl Aminaement Machinc Associnetion of st. Jouls. I want to congratulate The Bullbomat on the relection of Tom Murray as echtor
of the coin minchinesection. Wo. in St. Louts. know what Murray hrs done for Louls. know what Murray han done for the indutiry nnd sincerely hope ho win tion here ta behind hilin 100 per cent."

Sceretary Mimsourl Amisement Mrehint Avoclation. st. Loulp.
"Congratutations. Our loss is your gain in acquirling Tom Murray." Fort Worth

Congratulations on geteing such : fine, olutstanding man re rom Murray, to join your orkanization. We will mists Oom hore in Texas. He has always been clation He gave rrealy of has time and

## Tom Murray Joins The Billboard Staff

It bs with a great deal of ploasure that we announce the oppotntmont of Tom
Murpay. for many yeary apominent and populap figure in the eofn machinc industory as the oditor of The Blthoard's Amuscment Machines section, succecdine Walter The Bllbosid's dectislon to place Mi. Murtir In the Important postiton came
 after as areful swivey of the coln machine tleld for a man cepable of glvine the coln machine induslity the best possible sefection was a populsp one ts attested by the huge number of conkrafutatory telegrams recelved by Mr. Murpay and The 8illcoin machine flelds only. few days age

Tom Murray ts one of tho masi experianced editors th the coin mashine publishing field. Heretotore hls destre to serve the coln machine Indusfry naflonsilly was nomewhap hamporca by his being associsted with a sectional lourrat, covortne ethiefly the South and Souphwest. Highew position will onable him to tield from the standpoint of mational coverake. Mr. Murtay tooky upon his mew . issociation wifh The Bilboard as promo-
tion. In making the change "he teats that he is coming over to the Iuading lrade papper eatering to the coin machine in.
man and woman in the business.
Mr. Murray assumes his now duties thls weck. Min head. In the Woods Buflding, Randolph and Dearborn strcots, where he will always be

## Music Operators Elect Officers

CHICAOO, April 4.-At the meeting of The Tlipols-Indinna Muste Operators Ansetation. held at the Hotal Sherman here Thursday evening. March 26 . the following olficers were elected: Attorney Fenry A. Kauiman. Chicaro, preatdent: E. W. Reed, Chicnigo, Vice-preaident: L. W. Frodorloick, Gien Ellyn, IN. Becretarytreasurer. Tt u'as roted to hold meet-
ings on the last. Thairsday of each month ngas on the last. Thirsday of each month erntore in the territory nre urged to et. tend thesc patherings.
rhe turnout to the March 26 mecting ths surprising There was a atrong inalvidual urge to organize. dictated by a desire on the pirt of the individund operator to conerve his income nind asaets. The question was thoroly dis. cussed, and with startling trinkness as to whether or not the Indtvidual operaor woild be unquemtionably and direct. y beneftted by fotalnk the inkwolation dent Kaurman. "fo find how much qoodfelfowishin and mportamanahtp had reaulted from only wo previous meettnez. Beink Inclined co view whith mome nkepticiam the value of akrociation meetings and having ettended asoociation meetingw in other flelds at which contlnust blekerina ancl petty argument trustrnted the intencled purposes. I Was ampzed and lelighted to note the high callber of the men angaged
"Naturally enourh. ther' were peoplo there whres interesta, they thoupht. were sharply conflioling. We did not nttempt Lo glose over these difrerencer, pletely nired nil the matters in conkrovpray and even permitted harsh nomes to ersy and even permited harsh namen to ly. After nill the commotion had subdifferences extstod.
"One of the Important polgte that came to light at the meting was the PSCe sitisic operators on page 130)
monty and space th The Automatio
World. Texis looses. Billboard, gelas. JOHN A. BACKMAN. senretsry Texns Coln Opernted
Vending Mnehine Asoctation

## To Tom Murray

Tou rare to bo congratulated. Tom. on your new position. No doubt. this adrancement for you was due to your brondmindedness and mquare-shooting methorls which you have gained in yout editorin work. Not only will The Bllf. board gatn by your associntion with them. but thotisanila of operators, jobbers. diterlbutors and manufacturers wllt benefit likowine. I know, Tom. tand. I can alwnya count on you as a iriend. also is $n$ friendiy editor when ik beneficial to the coln machine industry. Mny your tenure of office he for try, Mny your tenure of office he for

May you enjoy every concelvable stro. oess in your now capadty aa editor of the Amusement Machine nection of The the Ammaement Machine kectionir. Stindard Transiormer Corporation
"As we kay in our adsy Tom, it's all lu the point and we know you are polnting ror groat succens in your now capacity ne oditor of the Amuscment Machin
section of The Bulibonrd. Permo Products Corporntion.
"In Kanses Clty we teel that the only


## Windy Cily Breezings

Jeck Mecieliand. of the National Amusement Coniphity, Loa Anseics, a prominont visitor in Chicako lant varioum fnctorlas represented by the jack wian necompanted by his charming vift, who with him ensoyed thrlil, niter ifreworkb-we mean the reat ilreworics

One big party at the Hotel sherman includeci many prominent pcople of the Industry, among them ArL Garvey, or macte a big name for himpelt playlng
football with Notre Dance tn the days of George Gipp and more recently with the Chiengo Baars pro football team end later with the New York Glanta.
Jlm Buokicy, of hally: Sammy May. Jack Jim Buckicy, of Mally: Sammy May, Jack
Slonn. Mr, had Mrs. Jack Kenney; Nlok Mala, of De Luxe Ambsemont Comp
of San Antonio, were also present. Eddie Ross. of tho Oriole Cotn Ma Chine Corporution. was ulitto tate in the cloning of nome blis buisines cleals Eddic spent considernble time in the Windy olty nind probubly took biok a cast. Eddle sald the oriole Corporntion


took it on tho ehtn for $n$ tremendous loss of phonographs during the recent
Pitinburgh flood. it is the only typo Pltisburgh flood. it ts the only typo equipment the corporation
Ooorge Ponser. of the
Company, Ponser. of the Ocorge Ponaer Company, of Newhrk. Ni, Jo. Jut ?lew turers ind mudo nome important doris
then hurriod back ease to tell overyboly
Walter Tratsch. premident of A. Bar. T .
Manutacturing Company. 15 buok in 2 has
Windy city after kipending considernhic
time nt his Florids realience. Walter Lime nt his Florldis rebilience. Walter lookm the pleture of hewth, dresmed in real cont of Floridn tan.
Diek Hond. of $H$.
pany. nlac has arrived hack in Oilicaco after playing in Floridn for favermi preke. Dick hins one of the flonw placen of promian
Iohnny Watling nind his charming viro Thoy aro elways eeen enfoying the prize fightm togother nt the Chtcago stadium and thes niwnya havo the namo seata They muse surely have a drag somb place. ne they hnd almotit tho atine renta was supposed. to huve beon a complate nollout sovernit days before the avent uhloh starred gonla Henle, world's champlon fieure akater.
Ray Moloney and Jlck
Rally Moloney and Jick Buckley, of the Brily Nanufacturing Company, are getthe reacly to mako the trip cart to houses the Fytzitbbons Distributors. tnc. Beveral coin men from Cincago Whil make the trip for the ble event. own fireworks. Everything else will be cerved.
I, on J. Kolley, of Exhitht supply, it
hack in town nftor a mucoessfut trip thru Texas This ar a wcoessful trip Kelley has. Thited Texas not his many Prionds there were glad to aee him ngain. He must have come bick with the
bncon. as tho was and smilea when he bncon, as ho wns nil amllea When he

## Temas Trade Twinkles

The worth operatore held thels monthly meeting Mirch 30 in Foreat Park, where some so members nna their Wivas. woethearta and children onjoyed a bif barbecue dinner. It was an incerouting meetins and misly Important problems were dincussed.
Coin-michino retivitica in Texna aro running alang nicely. Some territory in diffioulty, but conditions expeeted to improve soon. The public in seneral le adfusting Itaelf to broadcr and more Ilberal view portaining to nmusemont
machines. Tlie Miff-Tex Novelty Company hurs opened quartera at Waco. Tho firm oxtenstive operating and selling finotured by the Trimount Coin Machine Compatty, Boston, is golng well in the Lone star state. Mnay of these unitis are appearing on locmstion and the public fa extending a HBeral patronage.
Rolfo Btanley. viternat coin-mnobinc Rollc Bennley, vaternh coin-mnobine
dotributor. lias just opened a warehouse detributor. has just opened a warehouse
at 717 Walnut gtreet. Houston. Rolfo at 717 Walnut stroct. Holuston. Rolfo
can now untord shapmentm rght out of can now untord blapmentr right out of has one of the largest coln
Whrehouses south of Momphis.

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## MUSIC OPERATORS

## Chntred from page s.ss)

and thiltte the operor tollow. outa prices does not incrunse his total average in the long run. On the contrary he losas momey, bocallue over p perlor of nuy six tuontha, he rinds hlinself with with him incomes constcierably leas than when he first took over the sald stops. "Thare were various other contribu. titne of Interint the all thise prement. It ta the hope of the organtaatlon th
further prekent many reasons why the further prchent many reanoms why the ter of dollist nad cents. to Etny out of our group."

## CONGRATULATIONS

## real modium wed from pane 128 )

real modlum wo lave lin the coln machine indumiry it The Billboard. We bee belection wition they made a marvelolia of the wiren they chnae you an editor gratufations." OARL HOELZEL.

United Amuenient Compiny.
-Our hate are of to The Billbocard in selecting you ue editor of their coin maOhine depriment. You have done wondors in Texas for the industry and hope you will continus the good work thruolt the country for yeare to oome anad Grek." geatos manufncturing OnAUpany

Kannas Otty, No.
"It was indeed n pleanure to learn Lhat you nre to take over the coln maohine up this department. we know. and you wint niwnys hinvo our honrtiest on-operation. Kindeat regards, niways.
FINLEY MASON \& TMM ORUMMIT,
Central Diatributing Comprany.
"Tom, glad to know you ara goling
Maocs." Milla Novelty Company.
"Ongratulations and best wiahes for you in your now job as enitor of the
coln maohtne dopartment of The Btilboard. ghould prove a great combinathon working with the olicago staff."

Amorlcan sulen oorporation
"P, S.- Join us, Tom, at our clroular
"It was with great plensure that rend of your appointment us coin machine editor of The Attibnard. Hearties congratulations. THMMY JOHNSON.
Wentern Equipinent \& Bupply Company.
"There is only one un-to-dnto medium for the coln machine busineas. and nim
you woll know, ith The Billhoard. with you woll know. The bilmoara. With department we in st . Louls know it will prosper. Oongratulutions."

Milicer sules Company, Bt. Louls.
"You. whine in Trase. have done wonwe feol that coin machine industry gnd work naticnally for The Billboard Bne the Lndustry at large. Baet wlihea."

Eaum Novelty Company. Gt. Louls.
"Whlle you were in Pnyt worth t nent you mouly acta nnd know that the loks of The Altiomatic wornt co absi intely The Bibboardig gain. congratuintiong on your joining ehe wtaff of the
lending coin maohino paper in the world May you live long nad prosper, which Also la my wish for The Blllhoard, Besar Novolty Company, BE. Lous
"Congrneulationn 1 mm nn oldtemer to An oldtimer. I wlah you the beat of supreine Vending Company
Congratulationa, Tom, und best of luok, alud well be heariug more freGuILLIAM B. RABKIN. internationet Mutoscope Reet Company. "Onngrnthintionn on your new oounec-
tion with The Billoard. With your past experience in tho coln machine filid. I am quite sure that you will do a good
fol." DAVE ROBRINE, of D. Robbing di Company
"The only woman distributor in the tield wishes you the best of luck and
fuccese in your new undertakias:" Babe RAUFMAN,
Babe Kaufman, Inc
"Oongratutations, Tom, on your jolning The Billhoard ataff. I wish you the best of luck." JACK FITZGIBBONS,
of Fitagibbollm Distributorn
"Conbrutulutions. Toin Murray.
of Unitod Automamo Bulen Company.
"My heirtlest congratulations to you. Tom Murrns, for the wonderful connec: tion you have macle wilh the billboord. We hope this move prover-wucorssilal to both you and Tha biliboard
of Now York Dintribulting Compray
Weicome to Thin Murray, the rough. riding Tezne Finnger, who 1 mm suro will corrin all the bemt news that is fit to print. My nineerewt eompliments to Tom and to The Billboard for seouring his servicen soction inew enftor of the
"You huve mude tho right move Mur. ray, and wo will give you blontiy of cooperation. Good luck. and wil moe you soon." Amalgamated VOE PTBEMAN M
of

Operntors ${ }^{\circ}$ Associntion
"Congratulatonk on your now agpolntmont. Wiahsing you very succesa GOL KALsOM.

Oporntorn ${ }^{\text {O }}$
"Oood wiwhem una best luck."
IRVING ORNSTETN.
of Hercules sules Organization
"Cougratuintions, Tom, on your new asblgnment with The Bllhoard STERMAN BDDIN.

## To The Billboard

B'Renrtiest congratulntions on appointment of Tom Murray ${ }^{\text {pon }}$. House DISTRIBUTING OOMPANY
aThe Fort Worth Aswociation wishes to congratulate The Billboard in aecuring tho services of Toin Murray, we fe
thit our lons is your gain."

Have Just Ienrned of Tom Murrays appointment an editor of the coin mn clinge division of your splendid pubilem tion. Wo want to congratulate you upon eecurlng the sorvicos of this vet able man, who has $A$ host of iriend binolng operntors thruout the ent Bouthwest. WIEh Ar. Murray acting in Billbmard wil prove to be oven mor valuable to the coln machine world generml." LYNOH \& Fifrlow Electrio Bali Company
"Want to congratulato The Billborrd for having secured the nervices of whal I conmities ons of the most cupable men In the coin innolhne industry. I refe to my uood irlend. Thm Nurray, Bith nanure yout that oconsider this a can of a marvelous phbliration securing a

EIn all my ynats experienico in coln madhtin hualneнs. I know tom coln madhinf hunineHA, ollow ond The Billboard is to pe consratuleted ols tta fline aholce of $n$ mun who will be $n$ grea asset. Onngratulations nutd best of luck Tom Murray.
Modern vending Compsny.
"I agree with Nut and wish Tom th best of luak." IRVING GOMMERS,

Modern Vnnding Company
"I am very glad to hear that Tom Misray las been selected ak oditor The Billhiard. HIA many yeara expertence tin the biusiness wall bay areal help to the Indistry I collgratulate both Th Billbiard and Tom Murray and wisb Tom the best of luok."

CRORAE PONGER.
Congratulation on nading Tom Mur ray to gour ataff. Have known him for yeare and feol onnfident ho will prove be a vulumble asmet to you
semr Etectrle folet Company

SPECIALTRADE-INALLOWANCES - ON USED MACHINES Our to tho fancy the we have siargo export order on the following Unwed Machines ACT AT ONCE ia soon this strider formation son Trade-in Allowance on New Machine order disooninianco


### 19.56 22.80 36.0 20.8 20.8 18.8 7.00

## Penny Pack u phat Flashily <br> Wagon Whist

| son oct. Em em |
| :---: |
| sportiman | ORAND.MEW.MONEY-MAKERS THAT MAVE BECOME MATIOMALYY TROMIMEMT Now Machine -

 CONOITION8: Wo will accept any 2 of your Used Machine bs itatad above or Prado


BESSERR NOVELTY CO. 3020 OLIVE STREET


NEW: BARKING DOC
heal slack fur Ho wag Hip Tall And Bn ${ }^{\text {an K }}$






 M, BROMO And orly

## CENT-A-PAKS

## LIKE NEW

## 25, 1/3 downs batunce C. O. ©

ATE CO
UPPER DARBY, PA.

OPERATORS HEADQUARTERS for miommition on ames an systems AIE fOR CATALOQUE AND LOWEST PRICES

HOVELTYCOMPANY 1010 GEORGE ST.. CHICAGO estanlisule the
REX
 Klong
$\$ 10.00$ $10: 00$ Onval vendor. :... ST. LOUIS, MO.
width. There is no Hide sway at any pred. and perfect alignment at all $A$ special sales stan consisting of 12 men will leave shortly on a tour thru the country calling on coin machine operators will be made. Distribution is to be thru local jobber.

Clearing House Game Gets Immediate Acclaim

NEW YORK. April 4--Clearink House Counter game introduced hero by Modern Vending company has gained tho acclaim fashion. rho machine played to aucla great extent in Harlem. Tho this type of counter game is not openly recognized in this territory. sales have started at nat good pace and the general bellof in that they will contin
The game in also acclaimed from tho standpoint that it is one of the mont beautifully destined. alike to that of tom la guaranteed to be free of "bugs." Operators and jobbers have always admired the counter prime mechanisms na

Company mated by Laval Manufacturing The game features pastel color shades and is attractively polished to five tho aluminum sh chromium Inch. Also approciated by the operators here is the double door and penny counting register. In genera. the game has won much acclaim due to its unique play principle. Many operators in New Jersey report that tho have tested the game and that the belle that the cormentil be one th a belle that the games will be one of here in the last fie years.

## Operators Responding to

## Sciden's Free Trailer Offer

CHICACOO. April 4.- "The response that greeted my offer of re trailers to all operators hins been overwhelming Henry w. selden de Company. Inc
For the benet of operators who
not acquainted with the offer here are
18: with the purchase of three coinoperated pin tables costing over \$100.
the operator receives absolutely free an automobile trailer that regularly retails nt 8128.50 . The Selden Auto Trailer is easily attached to nil cars. The traitor in rigidly constructed - pressed steel alden. pressed steel channel frame. $n$ removable wenther-proof covering and a heavy ball-bearing wheel with n genuino General pheumatio tire. Trailer is 4. inches wide and 52 inches in length. following henry wow on display at the Tho branches. ${ }^{2753}$ selden \& Company. Chicnernche North avenue. N. Y.: 550 South gallia stree, sprucing N. Y:- 347 N Mutton avenue pochenter. $\mathbf{N}_{1} \mathbf{Y}_{5}{ }^{101}$ W. aalst avenue, New York. and 360 Liberty street. Newburgh York
-

On-A-Wheel Trailer Introduced to Trade

DETROTT. April 4- chub \& Commany announce the introduction to the Wheel Trailer, which, according to Max schubb. director of sales, has been in advent of manufacture ever since the Having observed thea ry pin tables. reframed from purchasing tho larger fannies because of inconvenience in that n neat. compact trailer would not but that tho trailer also would have barge nato to the tracie. Their belief hab After cont by results.
company developed a one-whoel unit, scientisally constructed. that climbgating over tho rough facts, incident to will carry a load up to 800 pounds of 80 miles an hour. The tire is of Aircraft type. The triter han $n$ do luxe aquare-end oak wood body. 42 by 54 nehcs, nine inches deep with four -inch for cahier loading and adjumtnble jack logs on the front end. Tho wheel in of heavy preaseci nicole. rugged drop center dine type designed to carry heavy loads. has cred roller bearings. Tho wheel assam no that the housing ice be locked and so that the howaing may be locked and turning. The On ed to any car in less than bo atminutes, attaching it to the bumpers. Special locking device for the bumpers will fit any bumper up to 10 inches in

$$
\therefore 8
$$

VIEW OF THE DISPLAY ROOM Of the Fitsgibbons Distributing


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If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to-

NATIONAL GARBON COMPANY, InC P. O. Box No. 600 Grand Central Static New York, N. 3. TRey Get in on this special on
Name.


URINO tho recent convention of the National Association of Coln-Operntind Misctine Misnufncturers in Chicago I was auked by many operators what was most needed to anve tho industry from extinction and, at tho same timac. to promote the goncral weltare of the question for all inembers of this great and thmiving industry that this article ts presented. But before I can answor the question I muat necesmarlly dolvo a blt into the logni napecta of the buainess.

Twenty-beven Corpils Jurts 008 dennas the game ras belng "ony mport or immunement. public or privato. It Includes, of course. Fumea of harntd or or dovices Mecall ve. stato 161 P. 893

Mosher vg. Orimn 51 III. I84
Mosher vg. Crimn 51 III. Ib4.
Desgain Vt, Westiner 161 Incl. 205.

State versus Lawrence 130
508.

The word is a comprehen. slve one, but it is not 80 comprohensive as to include

Clames apon which a bere or whger inay be inda.
Clames are clannifiod, of course. into gumen of chance. gamon of akill and mixed tamies of chanco and abili. It has aircady been determined that to gamblo means to bet. to game, to play a game, cspectally a game of chance for stakes: to risk money and obller possessioms on in event, cliance or contingency: but st game of still ts one in which superior knowledge and attention, or muperior atrength, aglitity nind proctice. gain the victory.


Richard S. Kaplan ante Gupton 30 "Canics of skill arc de. termined from sanses of chance in that tho Intter aro games dependent upon chance or lucis and in Which adroitmess hat no oance at all. It la the char-
acter of the grme, and in acter of the game, and in
tho skill or want of rikli the skill or want of rkill
of the player. which cletermines whether the rame is one of chance or People vs. Laren 179 66 L. R. A. 601 .

With thin in view plo pool hns been conntctered a game of skill and not of chance.

Etate va, McCuade. 10 5. 183.
"The tent of the character of tho game is not Whether it contalna an olement of chance or an clement of skil. but which la the domisating olemont that determinos the result of the game."
U. B. vs, MeKenna, 110 Fed. 252

A game of skill does not ccase to be such mercly becntise it times tisi result is detormined by some unforeseen accident.

Wortham rs, state 69 Miss. 179,
Etate vs. Gupton 30 M. ©. 271 .

## Valiality of Seatutes

State legislatures may cnact efntutes which havo for their object the auppression of ginmbling.

Pelouz va. Slaughter 60 N. E. 250.
Logan w. Postal Tolegrnph 157 Fed 570.
It is well settled that laws almed int tho sup pression of gambing are constitutional.

Crandoll ve. White $\$ 1$ N. E. 204
But I bola no brter for gambing or ganbling devices. I write only of those devices which are not fambling deviecs. but aro wholly innoctions amusernents. such ne pin games where akill 15 the paramount finctor in their operation.

The question then arincs if pla pames are not ambling devices, are lims passed by leglslative reuthwitg such games of skill vaildy In this may I point to the cases of

City of Appleton 34 Wis. 542 :
Gibbs 286 Mich. 227 ;
Marks $00 \mathrm{~N} . \mathrm{Y} .377$;
Chlcago ve. Netcher $55 \mathrm{~N}, \mathrm{E} .707$
Jenkins 04 N. E. 1065 :
hold that "minalelpalitien of the public morals and es forbidnlng nets not orbidning ncls not
the Leglslature.can nicipality to declare to declare tolerate the regulated 1s which

3 that Hiness

Which is lawiul per ee, tho linving tho power to indopt latin and regulition touching the Rood orcier and pubile morals of tise communty by vitue of the police power inherent in the very maturo of mundeljal government. A muntelpality cannot proniblt and suppress any bushacss declaring tho kame to be mablle mutsance merely becauke n almilar buslmesa has been racketized or bus been
mnde into a mulsance. mide into a mulaance.

Tho question then resolves itbelf down to th1s:

## Coin Machine

 Operators Win? By Richard S. KaplanIs a pin game in itself ft gitobling dovicop From all of the decislons at hand a pin ganic as such is a game of akill and not a game
such is not a gambling dovice.
regarding machises whero in prize or promilum 18 given to the person making the highest ecore on the mischine, I might also quote from corpus Jurls which in turn quoter from sevorn leading cases, to wit: "A prize is something offered by a persom for the dolnp of sometning by others in contest which he does not onter." stated in a dif-
forent way: " $\AA$ prizo, purse, or premlum offered to V

## Richard $S$. Kaplan is an attorncy and

 also Ecneral counsel for the Natienal Enduranco Amuscments Associstion. Inc. thoritics on onduranco amuscments in this country. Hc was formoriy a resident of Boston. having received his edueation in that cify. He holds thrce dogrcos in law, spent several ycars on the stare and is woll acquainted with the amusement busincss. He has beon practicing law for tho last is ycars. 8oins to Cay. Prid. from cusses chicfly the lesal aspects of pinbal games.
## ↔

the auccessful player in a game by persons other iban such players is not a bet or wager and the fact that ench plaver 18 required or playing fee docs not mato tho transaction a bet or a gaming trananotion,

Feople vs. Follen 182 N. Y. 12: 46 N. E. 290. Peoplo vs. Van deCart 150 N. Y. $139 ; 44 \mathrm{~N}$, E. 1040.
Sunte vel. DeBoy 23 S. E. 187.
Hawhins vs. Ottiager 47 P. 254: 10 L. R. A. 76.
This nay be compared to a prize glven by a hoat to the winners of a bridge game held at hia home, This whs vory well set out in the argument of a recent caso to the Mculcipal Court of Chicago by N. A. Lawrence, attorney.

1 Ecel certaln, thereforo, that af far as pin bail Rames aro conoersed where prizes are not given, or where prizes are fivon. they aro perfoctly legnj and ennnot be prohlbited or supprensed by order of tiae police department or by legialative easctment.

## Defintion of Skill Game

The dennition of a skill game adopted by the National Arwoclintion of Coln-Operinted Machlno Manufacturcrs vory excellently dennen the cames I have in mind: "Assusement games shall be taken to mean any coin-operated game or pinmed for the amusement of tho public and any which involve the excrelinc of skiul in their play.

The following principles regarding prizes were onunciated in the Jefferson Circuit Court dectaion at Loullswille. Ky., May 12. 1033: "The giving or postIng of prizes as th rownrd for skulf, judgment and aciroitness does not constltute metting up, operating maintaining or cagaging in a game of chance of gain."

To furthor carry out the Idca, I have nlwass matntrined that tho pin ball game of today is no difforent than the old bowling, pool. or bllifard same or even the skeeball game, which is legal pracsame or even the skeeball gaine. Which is legal prac-
tically cverywhere. Ond game uses a cue or the tically cverywherc. One Eaine uses a cue or the
hand to propet the ball, while the other uses u hand to propel the ball, whlle the other $u$,
plunger. The princtple, however. to the samo. This theory must be correct for Jurics in ghebo gan. Wls:; Syracuse, N. Y.: Malome. N. Y.: Madison

Wis.: Oreenville, Tex.; Chlengo, Nil: Nashville, Tenn. and in many other citics, includinR Vancouver. B. C and in many other citics, inciudink vancouver. B. C. fact, it was an casy matter for jurtes to agree with lact, It was an chay matter for Jurics to agree whth oycs, a physical clemorstration of the fact that a player, thru practice, could minoot alnowt any score ho wanted; that he could dofent players who did not practice.

As for prizes, tho game having a denntte ele. ment of skill. the addition of a prize or prizes for such skill adda zest to the gume and itves an incentive to play. And that is triso in boxing. basket-ball tournamenta, track events or any of the otiser numperous sports of this country.

Firther verlfying the per. sonal opinion of the writer. I might point to the recont caio permanent injunction wis granted agulnat the elty prohibling jaterference wilh pln ball games aud machines. In that cante District Judge Mark gamble by ineerting a coln in the slot. It conten the playor no more to win or to make a hirh score than pends the player is iven in opportuntize to pround apends the player is hiven un opportunity to projel or shoo a certain number or bwin into the inclme po will recite sor his nicit armo only queston is ac win rccejve for his nekelili to only qucstion whether be is able, by file skill, to win a prize.

There is a great Alnillarity between the game of bllliards and the grme played on the marble Cable. In the gamo of bliliards the ball is stroked by a cuo, on tho marble tuble it is stroked with plunger.
"rinis court is of tho opinion that it would not be uninwful to post prizes for high consocutive runt on a bllliard table just an it in of the oplnion that it is not unlswiul to post prizes for high scores in hooting pinllersen or the winnor of foot faces.

I honestiy bellove that thin wums up the entire thought of the liberal-minded courte and is un in. dication of what we can expect if we carry thene opinions to a natural conciuslon, mamely, to take one case up to tho Supreme Court of the United Sestes, obtaining a nnal, dofnito ruling on whether or not the operation of pin gamen may be intes. cred with or prevented by law

## Ministers Give Okeh

It is rather pleasant to note that oven ministers who sare the worst critics of every form of amusement. have given their okeh to pin ball games. D. Rufus $W$. Weaver, pastor of the faminanable first Baptist Church of Wnehtingtoss: the Rev. Dr. Alinn A
Stockdal, prator of the well-known Calvin Coollage Stockdal, prator of the well-known Calvin Coolldge First Congregational Clurch of Wamhington, and the Rev. John O, Money, of the Emmanuel Baptist Church of Washington, have all placod thele okch on such games; and the Rov. Dr. S. Chriztinn Anclermon, pastor of se. Anagar. Luthornn Churcb, vashington, D. O. liad this to shy about pin ball games:
"The church cannot diarcgerd the fact that youns people and a sood many older onen find the pln ball pamen intereating and attractive. kocomuztig inls, if they munt play pin bnll. iet them play it in the church wiln the proper supervision. No ons has over, to my knowledge, criticizod bowling. and can see little difference in using $n$ ball to knock over plins and using a sall to drop into the acoro holes. I can nee no ronkon why such a game na pha ball could not be pue into a parish housc for the amusement of the young people."

Carrying this idea into metion many charitnbio and rellgious organtrations inve placed pln games into tholr homes and churehes for the amusement af those who nttend such ohurches and institutions.

## Five Stops: Necensary

May I sungent that thero are five important otept that thould be taven to inkure continued weltare. Erowth and success of the pin ball game.
(1)-Operators of pin ball games should cuter into a co-operative and nmicable ditcussion with ometals in their town eliru a local ettorney wbo is familiar with the industry to the ond that sucd ofthenals be educated rognrding tho legality of the husincss and thru enich co-operative discusbion machines be permitted to operate and under a rensoonably low license tax or without any other lines ference.
(2)-An oducational campalgn ghould be carted on thru newspeper articles and advertisements. Op orntorn mould form not only state organizatiotw but county and dity orgundzations and such adver thements, the bame being of a good-witl nature to be pisid for by sueh elty. county or state or ganizations.
(3) The consolldation of legal crforts to combas (See COIN MACHINE on opposite pagc)

READ THESE VITAL FACTS ABOUT THE
Not a wafertumblerlock lock
Unique Seven-Pin Tumbler Cylinder, fumblers operating at seven depths. 75,000 key
changes possiblo. of which 7,000 sro now in use, loaving 68,000 additional key changes now avallable. Strong tubular key for round keyhole. No center key slof. Thief-proof. Hardened stoel center plug cannot ba drilled or shcarod open.

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 fackpot Bells-Counter Size Machincz,AMUSEMENT PIN CAME TABLES OF EVERY DESCRIPTION.GANNER SPECIALTY WITH LARCE STOCK

COIN MACHINE
(Continued from oppostie page) arbitrary police mothods and to property dithe and lnecrpret law: which many bo (f)-A syatem of educnting iegislatures and elty coundimen repnrding the valid15 of $0: 111$ Remes and the proper prepprathon by suttable legral talent of pros exch leptalakive bonlles for presented to buatrally legalledng dennitely tho contro (8) - Th
legal buteau with subdiel of a central burenus in every olty nnd State, nt tomers to be appointed on a basis of thowledge of the buslnosm, such atthe varsous have their headquarters in went: virious citios or Scutes they reprewent; thus livere would be an appointquas:ckm, 位 Ueneral counsel with hoadChlicago. Fach state would thon np. guarters in the counsel with head. barthers in the capleal of such State. would appolint a cliy counad wh such aida as he may need for such

There would be un Interchange of theas and opinions between such city courbel, the rerult and the national matomal hepal office would be in pos. brje! filed a copy of every peticion and to the evert or the United Stacea and thational office would provice ansociation members with irrefutabic lesul pe-
witone and citatlons.

Each year, let us any, during the same timo when the convention of the gational mssoctation is held. such city, meet in ths national attorneys would vention is being held, but separate and apart from the regular convention, and thon and thero discuss the many legal problems which the legal dopmrtment how faced during the year, zugbest ways and means for clearing up legal dimiculties for the ensulng yenr present the
deluite. concrete suggestions of nuch defluite. concrete suggestions of nuch legal burcau to the offcials or committhen prepare to carry fato effect the muen prepare to carry into efrect the ndopted.
If chege suggeations are carried into effect without further delay I fcel that the coln machino industry whll win out will spend less timo right now they thoughts of how to kell their noow and epend a little more time in thourhts of how to protect the indurthy and combat the insidious policy of political and other lorcea that are trying to destroy the very life of this industry, tho industry is bound to succeed.
In conclurion. Iet me warn not only tho operators but the manulacturers, distination is clangerous. You mint forco the ngit. Orgunlze your citics. your counties and your states, and when you ment agaln at tho convortion next year let us all hope that the suggestions herein aet forth will have been adopted to tho benent of tho ontiro industry.

## A PAY-OUT MACHINE FOR ONLY $\$ 9.75$

The Penny Goes in Here
A 100\% Skill Game That's So Much Fun You'll Keep One at Home to Play Yourself

A REAL PAY-OUT OF VAlue Checks good FOL MERCHANDISE OR MONEY
Opcrators aro now cashing In on this machino. A "NATURAL" at last. Skill consists of rolling the penny down to the arrow.
if successful, then furn tho If suceessful. then furn the
handle and chock COMES handie and chock COMES OUT HERE.
When peopic stay up hours at
night time to play thil fame is
must have the asma playing inmust have the same playing instinet 10 balls for a nickel. This Eame uses the roll of the
penny. That's why the money goes in so lasi. The roll of the penny lscapllalized for the firat
time. And how they roll in. Every locatlon needs two ma-
chines becaluse of such fremencous play. Locatlont on every counier-and HOW th

Real moncy ueed to play the gamo. The pennies ro "ROUND AND ROUND" TERMSI ONE.THIRD CASH WITH ORDER, BALANCE C. O. O

## J. D. DRUSHELL CO., ${ }^{4753}$ chicagon, iLi.



# R <br> <br> Wrekly <br> <br> Wrekly <br> <br> Music 

 <br> <br> Music}

## Things I'ick Up in Flood

 Aren, M. J. Lock wood SnysPROYIDENCE, R. I. Aprli 4.-N Loakwood, locnl district mnnuger for Wurlneser, trip into the food nren nround Springheid. Mars. He reports that con ditions are rapiclly getting back to normal in that section

Carlo sarno, one of the Wurlitzer operatore in Springineld. had sti reot of witer in his storo. Lockwood geports. Ars the wnters roas garno nad fevernal asslatants wero forced to make the rounds
of his locationg in boats to malvage his of his locations in boats to malvage his greph.
James Bulbonl. another Wurlitzer operntor in springfoid, kina rorced to move his frmily out of the dngrmente

## New Orlcans Notes

Then there is the atory about the big shot of the New Orleans detectlve force loud splash. Boy, did ho come to earth is $n$ hurry? And thore was no one who could have brought it about any quicker then the hend of the police zorco himself.
den of vising his inght of the brilinnat iden of using his iniluctace in orciering chines put there by members of the

## J. P. Seeburg in Hullywood

ohicago, Aprll t-Taking a short respite 1 rom hio trauous task of meet Fidellty stimphonalus ance the 180 Cols Machine Ehow $J$ P Seeburg hert of the 3. P. Seeburg Corporation is on foying the advertised sunny dime of Hollywood. Mr. Seeburg etuted. before leaving by planc, that ho expected to transnct a few business deala on the Coast in nddition to tiklug a complete rest.

## New Seelburg Brochure

chicaco. april 4.-J. P. Seeburg corpormion announce the pubication displains its yurlous Bymphonol modets in colora, which is betne sent to phonograph operntors.
locnl numio operntors associntion. Ho then began the routine of placing in thene spots a certntromice that appeniod more to hls keen senfe of humor before
atunned location owners could recover from the shock
some litele bird went nind sold, other whe $K$ might have had quite a nice time by now. kentult that tho big caler put him on the carpet with $n$ retort that probnbly wont somethites like this:
'You had better tend to your blualnees of detecting and lanve the rest to me. line and ti they weren't. I'd tend to

## THE SEE:URG FRANCMISE 15 MORE VALUA:LE

## 

## 2 SYMPHONOLA MODEL "B

them mysets. Now so brok to your job. And so back into several good locethere by the namoclation members nitd busincss could hardily be called better.

Joe Hainnic. Bnton Rouge operator. spent $a$ wirort tiuse in Now Orlenns re oently and in nddition to renewing old acquaratances look live new machines home with him, in addition to ordering out a ciozen more for later shipment. Joo shys that thingg nro humming up at the state capitol. Where the LegisInturc in schcduled to open in Mny. Joo tse naxiousiy waiting for May becausd Sonte captal and the Legisisturo boys always nct fight by hlm. Once the owner of some tine race horees, Joe can always be depended upon for an intercsting story about the ponics.

Two omptics stnnd in the dlaplay room of the Now Orleans Novelty Company. They stand ns mute reminders of ihat big double-hender put on at Jack Sheehans Stiburban Acrea last Sundny when four compioto alnes lined up in a for a water boy beer boy aubstituted to the Sheehan stars $13-11$ ovar the Jefferan Nino, whlle in the second tile the Bosworths apreed it on an unnamed term $4-3$, Fenture of the day was the prent plinch pitching of Roy Bosworth in the first game.
several of tho biggeat distributing firms in town rcport tho blggent demand for used tables seen in many months. eppecigily the one-ball type. One of these distributore eays that the demand han been so brisk thls week that he has been forced to aend ont of town for a nupply. outlived madr une fratiness intely have been ersillowed up in the food demand." he anid. "I nm now looking for $n$ shipment from the interlor of the state to moet the demand.'

New Orleans wis the scene of a neer sold runh lnst week, It nll came about When a large operator here decided to out of of the brass blugs that had como some body machines. He thought nbout and depth would combine to hide the And depth would combine to hide the
cache. Driving nlonk the Motntric Cemetery, one of the biggent graveyards In the city, he espled the lagoon that paralleled the outer edges. Olit of the honrd with the silum bofore he renllzed than the water wan too hallow ind clenr to thoroly hide the shing pleces. Now to wnsn't Loule's purpore to blece日. Eomobody seo the shiny sluks and thereby begin a sure enough gold kenre. nad so off comes the holper"a pants in aight of a rapidiy growing crowd of curious on-lookers. Laughter got the best of the relater by this time, but the last seen of the incident was Loute's helper
fisinting for the miug in his B. V, D.'s.
B. J. McNnlly is one New Orlenins operntors who loves hle sporte. Mac can be meen anywhere that a crowd gathers wotengage in the art of sport or to exhibition game of the big baseball teams this yoar, and gundiy waseman sitting in a reserved sont at the deve lnind-Chicngo game.

Joo Lucia, operator of Brion Rouge. inst week purchased a nino-tube three. кpeaker seeburg Eymphonola winloh was immerintels Ehipped to Buton Rouge for placing in one of the largest dance halls in that city. Thero is plenty of volume to rench nil parts of the floor with as sweot a tone as I havo ever heara, Joo anad just before he jumped on the big mnehine out Connl and his now mortine out Canni street, heacing north

Hank Priedburg, of Creacent Novelty Company. says the company last weck placed Its Ifrat Pamco Palooka on location and reports nu excellent play.

Operators of New Orlesns are closely Wintching for the decision of a hearing ror an injunction msked by moverni of Hearing and Lake Chnrles machine men. Hearlinf is get for Aprll i before Judge Now Orionnt Cruli Exhibita Comprany. Now Orieans, originally nikked for the the claw typo, are not involvad and this compnay his since been jolned by others.

Internationn! Mutascope's
Magle
several

## Sheet-Mnsic Leaders

Week Indins April 4
Based on ecpotts 1 rom lesding fobbers and retall musle oufteps from Cosst io Cosst, sones listed sre a conwonsus to weok.
Salet of mutic by tho Maurice Rlch. mond Music Corporation, Inc., are not included, due to exclustre elling sgecement with number of publishers. Acknowlodgmant ts mado to Mayer Music Corporation and Abhloy Music Supply Company, of New York: Lyon 6 Healy; Carl Fischer. Inc.; Camblo Mincsd Musie Cosmpany and Wostern Book

1. Putting All My Egzs in One Basket

Coody, Goodyl Blue
Eicautitul Lady In Bluo
lights Out
Lot Yoursolt co
No Greater Love
Name of That Song? Wah-Hoo
Face the Music and Dance
13. Alane
14. Every Minute of the Hour
15. Melody From the Sky

## Radio Song Census

Selections listed represent The Bllt board's securatc check on throe net works. WIZ. WEAF and WABC.

Only sonrs played at least once durIne cach proxram day aro llsted. Ide: to recognixc consistency pather then gross score. Period covered is tron Fidsy. Merch 27, to Thursday. April 2.

Let Yourself Co
Goody, Goody
All My Eggs in One Basket
Lost
What's the Name of That Song?
Lot Face the Music and Dance.
Yove Startcd Mo Dreirmin
Melody From the Sky.
You
It's Been So Lonk
Wah-Hoo
Lovely Lady
You Love Me.
Sing an Old-Fashionad Song.
I'd Rather Lead a Band
Litilo Rendervous in Monalula


APPROVED BY ALL MUSIC MACHINE OPERATORS!

ceks in Mriry Battis B. \& M. Sportian Chinal sureet. but enthuminsm for minine whis irst put in. There 18 niand often a fair-alzed play the minehino farinto br nlaht. Harry keepa hla place open omediately nftor gunup despite the fact hat the 18 now bunlly fixing up Pont-
R. N. (Mac) McCormick, loca! manager Decca Distributing Oompany, findts ind biggor day by day nind nttributos be demind to the incroasing popularity coln phonographs. Ris bigsest sales fere fre for a now group of Jnn Garber rur runsimg n olose eocond ena Tcil Ne Tonight. No. 735. by Jack Hyltom, Derm Distribusting nt Atianta and at br:sk.

## Detroit Trade Notes

DETROIT, Aprit \& Joreph E. HIgans Jr. has intely entered the oolnwhine fild here, operating from Garthe fon of Joseph E. Hisgins, drugprova the advantages of vonding and Wute owners. in hus own opera The now business is providing an nehighly pleased with the frot. ho ho Tater This 18 one of severnl instancea
shich nave come to light recentiy of the bin-machine indiustry furalhhing an in-
leresting employment for young mon tho the not find prospecta for ftarting
field. 15 mpocinitating in the murio teld operating a number of Mills nuto-
Bob Mankell, owner of the Palma Girdon, might apot at Wayne. Mloh. 20
men west of Detrott. is nloo an notive is-machine oparator. He hns n route t2 plaball machlres in wayne end
smaller towns nnd other locations rest of than elty. Ma woll ns in a fow


Monopolee Capitalizes On Home Game Craze
Ohioago April 4--Otnciale of tho Chicngo coin Corporation were reluctant to furnish complete detalis on tholr
now Aonopoles one-ball payout manew Monopolee one-ball payout masn startiling. no completoly differcnt. that nisey would rathor huve the operators nopoled whoh thoy see it at thelr jobbers khortty.
It wis revenled todny, howover, that fomopolee rovencd todny, howover, that the popularily of thnt home-game craze with a sinillar mame which overybody ${ }^{18}$ playing. such a powomopoloc is said to have the gamewertul "play again" nppeni. coin slot. Operators says this feature Fhould increase their returns on their Inventment
The Chi
The Chicnizo Coln Corporntion adviaes mad that first sampiea khould reach jobbers and distributors the lust of this Wock or the grat part of mext week.
weeks lue has begun the operation of a number of the Rock-Ol Multi-Selcctor type phonographs and reports prospecte or these very good.
business note that the pin encouraging suowness mote that the pin ermmes have than they have all winter. The increane in employment in the automotive lactortes is the princtpal reaoon. he belleves, with play on machines very closely paralleling industrial activity.
The coin-machine business of walter E. Whelnn. who mpecialized in automntio scale operations. ts belng temporartly handiad by hie 8on, Joacph, It has not be made of this buslncss.

Two of Detrolt"s hent liked operntors are Rny Moouwenberg. of Orleans strect. and Frank Hopkints of Globe avenue. Altho personal miends. they operato
thelr bundiesses individinally. Both men are operatorn principaily of candy vending machines, with some peanut and gum machines on thetr routes ne well. They are noted as inithrus attendants ni aramocintion meetinga.

# ANN(DUNCENTENT: 

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WESTERN'S--SNOOKER
GOTTLIEB'S-DAILY RACES
CHICAGO COIN'S--STRAIGHTEIGHT
BIG CASINO
TRACK ODDS
PACIFIC'S---PAMCO PALOOKA PINCH HITTER
FREE GANE PTACHINES BY KEENEY
Big Five. Sr. and Jr., 2 or 5-Ball Machinc. Repeater-One-Ball Machine.

## GEORGE PONSER CO.

11-15 East Runyon St.
Newark, New Jersey

New Clicago Coin
Novelty Game Rumored
CHICAGO, Aprll 4, Rumors are flying that Chlengo Coln is to come out in the very near future with a ntralght
novelty prime. The experimental trborntory concern ham itirned ollt. it is clatmod one of the cleverest inovelties it has plete details will bo forthcoming in week or mo.


## 

New York Merchandiser Mad NEW YORK, April 4.-Locnl operators have ngaln swung back to the bulk wor machinen of thls kind contanuos to Increase dally. Snles of other grinea aro nt low cbb nt this time aue to ro-
suits being apralted in important caven. therefore turned thelr attention in the meantime to and distributors hero are frailicaliy searching the country for now mnchinea. There is a demnind for inodernistic equipment to meet the competition of
some of the machincs already sold hero. Bome of the jobbors and dintributors report that they have word from finctorles thit they will recelve new eculupment of this chrracter very soon. At the same time the nut-meat firms report increascd pinics thehto nuta are agnin roomIng back into populnrtty. Chocolatecovered ralsing popd mited pennuts are also among the popular products.

The eurn in either to musle machincs direction the men are tempted by the direction the men are thimpted by the derstand and which thoy renltac onn alwaya bring thom a certion income. A great many operators nre edilng routes of games. very fow operntors are givhag up tholr imumement-grime routcs but feel that the merchandiacrs not as a precaution agninst any event. this timo and the hope is that mer-
chandise machane operators whil enter location pact with

## Donble Vending Feature Makes Ducte Popular

CHICAOO. April 4.-The Ad-Luce Compnay reports tbut its Duette voncing machine bar been onthustastically re
celved by operators the country over.
Jerry Werthimer, of the Ad-Lee firm potnts out that the double vencing fature, emclently adapted to a stand-ard-eized machine, is tho idea thnt has aroused Immediate operntor approval. Duette is really two machincs in one It Feta twice the monoy because it vends two produota, while the ordinary vender Just has onc. Erch Comprartment has iss own coin chule. Practically all of nuta may be vonded.
The moderntstically designed caso comes in ueautirul color combinations hich aro bakod on for durabllity and jermanency
The Ductte twin vender has been amciently englincored by the Ad-Loe Company, which has land mearly a quarter cenlury of experience in do chandisers. Muny medinnlenatic mer: tona have beca introduced in Duetce all for the operntor's plvantage. This vencler is easily gerviced. wlthout re movine from the counter, is lass time movinf rrom the countering the ordlanry single flobe vender.

## OPERATORS HEADQUARTERS In THEBUKK yEnDing FIELD



It makes no difference what type of bulk vender you require, whether it's just a low priced peanut vender or the most modern up-to-date, all-product merchandiser... Northwestern offers you more for your money.

The finer construction, the far greater earning ability and many extra features found in Northwestern machines have made this equipment the outstanding favorite among operatots.

Certainly then, when entering this profitable field or adding to your present route, you too will want to get the most for your money so why not write us now for the interesting information we gladly furnish.

## NADA News Jottings

Washington has nothing on Chicago Whes if comes to lobbyists. . . The loaded wilth inem From NADA loaded with tisem. $\quad$ members to the From NaDA All of them in a hudale, mostly around the celtsc Bnr. Almort rorgot the press. pressent to get the hot neuss. . The occasion for all thls bub
quarterly NADA mooting. Bnltimore Orfole, Edale Ross, arrived early and wen busler than a cat at midalgbt during his atay. . Ed was in a high state of glee becaize buslnesr Wat wo kood bnok home.
Altho it' epring. Rothsteln (Banner. of Pnillie) dropped his garden tools to Mako tho iong cross-country fourncy to Chiengo in order to sit in at the NADA boarcl meoting. of - Bhil Helriegel (Key gtond, of Phinite) joinet Phillic. bome Guards by remaining in by two chartor Enembers. Moyer Marcis (Markopp, of Elevelund) and Bill Ainrmer (Sicking, of Cincinnati). Mis maln Sponking of Bill Marmer, hls maln Idea of life 18 thinking up now counter games. Fimbiliar trade names used on the succeesrul counter machincs.
There're two rensonit why Cleveland is on the minp. one becanime ters a real clty and the other Meyor Marclus. $A$. Ills foremost clalm to fame rests in the de velopment of nublic rointions programs. honors within ine industry. him algnal Dave Bond (Triman in na appenrance for the meeting.
He th the Dr Jekyll and Mr. Hrde
He th the Dr. Jekyll and Mr. Hydo of the both distributor and minurncturer. Ench day IInds Onve'm snaeks a noteh higher in sale By the day before.
By the Way. NADA has another pur Lazar of venciers. Commodore J. 0 bls was", even covering Hawall.
chanoked more like a pamily reunion chan a bunch of coln-machine poten tates gathered arousd a table in the Celtic Anr a week ngo. Witing There when the venernble Tom Wating, Eenlal Wniter Tratsch, Commodore J. O. Laza and the Bnltimore Ortole, Ecidle Rosn. dive when Hivni coln-machine mnnufac days when Hval coin-machine manuiac thrers equared oif. only to be partod by the daddy of them all. Tom Watilng. The prize goes to Coorge Ponser (Pon ser, of Nownrk) for writing the fewest ser, of Newnrk) Lor writing the fowest the membern. . . Deorge wha much in evidence during the week-end and completed many sathfiactory tiens.
Curl Trippe (Iderl, of st. Louls) wat tlekled over the muccess of his grand opening. . He made many new con Lacth and appreanted the assistanoe given him by the manufncturcrs, par: ticulnrly Bally. $\qquad$ broupht mood tidunge and nil that of thing for the boys from Mrs. Bowman and Rarl.
One of the mynterles of the weck-end lins not yet becn solved. . The question 18: Where's Loul Wolcher? a large crder given one manulacturer.
Hereis to the man from virpinia. Fi. F. soseley. and belleve you mo ho is power in thrit state. . Now take Dnva Robbins. . Therée an fellow who mincts his own bitsiners and la sue censrui ma s renult. ${ }^{\circ}$ Doomitt nay much, but when he docs you can bot it's turixey.
The Detroit bunch are darn ncoom modatinf and they have been of great Now thit's somethtng to be proud of Silm Aahley. Bon Marshall and Art Sauve form the triumpirato that koep ne running.

Lee Dyer Visits Chicago
CIIICAGO. Aprll A.-Lee Dyor. of Boone, Ia.. Whs in Chicaro lust week. Dyer is a succesetill operator who in: tencts to enlnrge bla route. While in Chicago he called on Lee $S$. Jonen of American Stes Corporatlon, and left a aice order. Mrentioned that the reason reen that distributor advertise no strictly one price. Know he didn't carry used games. so he folt sure everything purchased would be new everything pur

A Cigarette For A Penny







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INDEPENDENCE


The PENNY KING BALL


## GUM VENDOR

Thorande of locetion wo prob: They pary aividend nits-tmo
JOSEPH HEGER
North bert Ditariberer

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Here is something now in the vending machine busincss. No trouble finding tocetions-profits of 600 per cent for each dollas invested, Large plants. mills and factories welcome this new patented pasto and soap vending mayhine. Is is sturdily built -- absolutely guaranteced. Thenot set out of order.
The National Vender is welcomed everywhere that hand soap is used. Docs.away with each Workman carrying a can of sosp to work. Write for further information and literaturc, as we esn only sell one operator in a perritory. If you are livo and Interested in making ecal money-vending product that has no com-petition-write or wire at once

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## NATIONALDISPENSING CORP.

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baseball sales tally cards New York Seeks New Games

 , miluaty Numbers, Economy Play, Nebbers for new games to rovive


 FERGU5 GM, WFTo of miko bantron). Bad $122 \mathrm{~N} . \operatorname{sen}$ at Avenue. . Ińdianapolis, Ind.

SPECIAL BARCAINS


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## IF YOU ARE INTERESTED

 A. B.C. NOVELTY HOUSEMARE ME AN OFFER
WANTED

 mendous proportions Muetc-mschite ope.
Muale-machlne operators haye alrcady arranged for renort locntlons and mingy are planning large purchases of this new epots whion they have of of the To galn absoluto control of thelr music locntions many of tho men are rabkIng for new anmes with whica they cnn regain the grent play thoy enjoyed last Thoy are theroforo oarerly genrching in all leacing which will continue interest In all lenalng eppots nt the beaches and Fay tables havo boon petting a gront plny theae pnst weekn with a inrgo dc. mand for the horse-race games. This surefire at the remort apont the considerod pricod race-horse games are also belng purchased in larger qunntity than ever before and the operators clalm that many of thoee machines will be seen around this city during the spring and summer months.
Diatributors here atate that new gamos radically difforent from snything on tho market at thits time nne evading certain havo the ohnnce of making pomablo some of the largest balea in history.

Schermack Co. Incorporates DETTROIT. April 4.-The Schermack interesta. Inrse manulacturers of coln machinea, Epocinititing in the postage bean formally incorporated witb a Michlbeen charter nild a caplial structure of gan charter mild a caplinl structure af
200,000 ghares, no par value. Joseph $J$. schermack romalns head of the compeny.



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- Uitra Modern Bractical alre Comblination 5c and so Performance
} TURN AMUSEMENT PROFITS INTO STEADY INOOME Vending 28 Candios. Protzmal, Nuta and Cuble aum. - BE FIAET IN YOUR TEAMITOAY - MARVELOUS MONEY-MAKER
clreular Upon Acquert-Ocpt. B.
Wo endorso e.Polnt Program
of Nait oouncll or O. M. O,A.
mentber A. M. A. of michloan. Tillo ea Trust BLIt. Delroit

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## SPECIAL PRICES TO ALL OPERATORS IN FLOOD AREAS! WRITE US YOUR MEEDS WE'LL HELP YOU GET; STARTED AGAIN! SPECIAL PA PAMTABLES   <br> ROYAL DISTRIBUTORS, INC. 1125 BROAD ST. - NEWARK, N. J.

## Coin Billiard

## Tables Popular

CHTOAGO. April 4.-Erunswick-Balke Collender Company hns introduced nin innovation in recreation in its coinoperated pocket bllinard tables. nrst of Sherman and attracted much attention.
The unit is locater in the Silerman lobby near the clgar counter and its recoption has been positively overwinelm-
ing. Crowels of people havo gathered ing. Crowets of people havo gatiered aight and thero has been play on tho table continually.
The table is four by elgint feet, streammardi, and offers the new "eye-reat improvements recently mucio on tho Brunswick table. There is a coin mech anism at one end into whiten a dime is placed. relcaaing 18 balla into a baxkot. Tho ctio ball la sliglitly larger than tho 15 pocket balla. thus te docs pot enter the pocket.. Since the regular game of rolation can not ba played "according
to Hoyle," the compnay ham auggested to Hoyle," the compnay ham muggested garce difrerent setupa which make fine gamo initisulng to olatimern as wen fors time. The Iden, which is revolutionary in amurrmont. nppears to have cnught in immedintoly.

Bininswick-Balke-Cotendor Company reccstly coricelved the ider of offcring Ith Junier line of pocket blliard tables Inemng kiddie business on saturday afternoons. Only n few weeky havo passed ance the inception of the pinn, but 1 hna demonatrated that it hat definito poniblilties 2 a p promilim. The Commodore Thenter, n nelghborhood house, wins one of tha arat to use the bllara of appeni, Eeveral excellent plans for uifng the table have been suggested hy the company. One is the purchase of in turn appronches a merchant in the belghborhood and lets the clealor underWrite the cost of the unit. in return for ing in the lobby and on the moreen. Another itw the purchase of the table by the theater operator. Who seen possiblle then of pleking up increasod attendance which mdcquitely compensates for tho Investment made. Still another plan is now being worked out wit alarge oper stor of thentera in Chicago.

Anerican Coin Distributing Suacks in Western New York

ROOHESTER. N. Y. April 4.-Tri mount Coly Machime Company. Boston. las rapolmted the Amerlenn Coln Na-
chmo Company here tho western Now fork distributor for smacks, bulk mer chandiso vender which is koing over ble n this territory.
orts toll. of the Anerican firm, retaten thimt his company will mone" ond mother biranch In Syrncuse. N. Y. The company is preparca to muko immediate dellperien on the Intest mumes from prace theally all of tho loading manufacturers
Etoll sayg.

JUST OUT NUM Model B Vendor


ATTENTION! Operators and Manufacturers! The Midwest Novelly and Supply Company IS EXPANDING!!!




 Midwest Novelty \& Supply Co.


TRADE YOUR OLD PIN TABLES FOR NEW





Pacific Aminse. Annoninces Pacific Amiase, Annonitces
New Pinch Hitter Pay Table chicago, April 4.-A new panco Chout toble As nnnounced as Pancific
nyurement Minnufnoturing Company's acat relonse. Pinch Hitter ts the name.
sample machines havo already boen Sanple to distilbutors and jovbers in both one nnd five-bnll models. with the pest of reng to descriptions recolvod.
According
pinch Hitter offers entirely
different Pinch Hitter offers entirely different nd new tdeas in play-rield amimation. whemntleally on payout holes all over the board in values rangine from n dime depict a basobnil gamo at the most tense
moment of all-tho pinth inning. with moment of all-tho minth inning. With Emey are londed. two mon nre out and
 the banctles and the playor dealres to mpove them there-s a tkillinne nctuthe board, which. When the player onkees it by exerciaing a well-diroctod
 ward. Then, too, the ball runs niong
tewly desicned and curved gpringy Wides which callae an action horotofore
onknown to payout mnchinea. They are prinown to payout mnchinea. They are nas payout holos in tnntalizing fashion thange of moce that's actunlly appalling But the uhing that marks Pinch Fit-
ier os more out of the ordinary lies in ter has more out of the ordinary hes in on the board actunly makes it poselvie ton model finch Hitcer odds enn change tren more than that.

 wirt of the snme. Wo've given the player a skill shot to agaim improve his

further thru the oloment of chance. Alt
these features. coupled whith new ball these features, coupled with new bull best i've ever neen. give Pinch Hitter in big edse in its player nppeal. It'n in
volume production now find pushing its way into proll parts of the country as lavt nas wo can fill orders."

## Felsenthat Mixes Pleasure

 Witli Biz and Gets Order:sohicacio. April 4.-Lee Felsenthal. of tho Ad-Loe Company, his rotumed horo after an oxtonded tour ihru the South Coast southwett and along the wost
Whilo Mr. Feisenthat wns primarily on n pleasuro trlp ho just couldn't help themeroring time viating operntarge jobbers ond his tributora in the varlous towns. He was oxtremely gratified with the marvelous response displayed by all colnmen who had seen Ad-Lecs new Duetto Twin Vobiter. Ho booked a number of bubgtantini orders for Duotle, which promlise to keep tho Ad-Lee ractory going at top speed for quito some time.
The crowning achicvement of Lees $\operatorname{tritp}$ was nn order for 500 Duette venders takent by him from the National Amusement Company. of los Angeles and Sun Francinco. No doubt a atory will be shortly forthcoming from Mr. Felmenthat regarding operating conditions in travelod.

## Don Coney Takes Leave <br> To Join Angott Staff

DETROIT. Apra 4-Don Coney. sulos mannger of the Electrical Products Company horc, has taken an indefintto come nesoclated with the post to beMnchine Exohange Company, this city which -until the recent reorganlantion was known the tho American Automatic Sales Company. Coney will have charge of the Beeburgh phonograph cnlos at the Angote frm.
The Angott company changed its nanie and underwent a roorpanization cided to tnko his brothor, Cari, into tho business and move to new and larger quarters nt 8625 Inwood avonuo.
Tho recent opening of the new Angott quarters drew coln machino men from all ovor the State. with the Angott boya proving oxcellent hosts and the Angote

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In presenting the has met your neod for a winner-lif is the machine of "Big Incomo. Long Life and Low Deprcelation."

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foel that "Big Came Hunter" is an cx-
cellcnt monter in our opinion is the smart.
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ket, and will take in more money
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Only...
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SEE YOUR JOBBER or
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> PAYOUT MACHINES: Captain Kidd (3 Balls). Trans-Pacific (i Ball), Combination (3 Balls), Grand Prixc (I Ball), Thrcc-in-aRow (9 Balls). Big Shot ( 1 Ball). A. B.C. ( 10 Balls).
> COUNTER CAMES: Wagon Whocls, Sportland, Smoka-Up, Prosit, Three Cadets and Half Milc.
> NOVELTY MACHINES: Top-lt, Homestrcteh.
> TEN-BALL PIN TABLES (Tapo or Tickot Unita): Arehor, Four Roscs, Spoodboat, Olympice, Lighihouse.

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2 pin games. Unlimited proflthtile Iocaliont. A Nafural for soazhore. Parks. R

Hotat.
A Mechanical Marvel
 that takcs perfcet photois AM tin-
MATICALLY and delivers a
lshed metal frumed portraif 50 NoAttendant Needed COOD FOR TEARS OF STEADY SERVICE
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TIT-TAT-TOE, With 1000 balls of Gum, $\$ 17.50$ SOUTHERN AUTOMATIC SALES CO. SOUTHERN AUTOMATIC MUSIC CO. 540.549 S and stecel

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BIG SAVINGS ON RECONDITIONED PAY TABLES
BALLY'S CENTENNIAL $27.50 \left\lvert\, \begin{array}{ll}\text { Rockola's STAMPEDE . } 22.50\end{array}\right.$
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KEENY'S REPEATER . . $\$ 59.50$ |PAMCO

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5 STAR BALL GUM
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FLOOR SAMPLES WURLITZER AUTOMATIC PHONOGRAPHS WAITE US
ACDME

## Fitzgibbons Real Pioneer

Rounding out quarter of a century in the coin machine business
NEW YORK, Aprif 4,-There are few men loft th the coln machino induatry who can recall tho
operated 25 years ago. arst ploncers has
From among thome ar come a tencemey towird htablitzing inNuence in the coln machine induatry. Those nite coin machine men are today tho guiding innuence for amblious youngsters who seak this ind untry an a
mean townd materially enriching thammeans townrd materinlty enriching thame selves and for the gencrat betterment
of conditiona. of conditions. the pioneer who can the experience many year and persod of time to mect gained ovel that period of time to mect
any conditions which arise ploneer and such a man is John A. Fioneer and wheh atzibbons. who with Aprit 15 of this
Fltzis. yeur. nils out 35 yonrs of efloit. dovelop-
ment nad progrems in the coln machine induatry. On that day Mr. Mitzalbbona will celebrate his silver unalversary in the coin machine bualdess.
celebration of 25 years of endeapor. He celebration of 25 yenrs of endeapor. Ho arst large bulldinf dedicated by any dis. arsibutor in the world to ono certala manufacturer, tho Bally Bullilng. Tho formal and ometal opentng of the Baty Bullding will niso take place Aprll is mmidet much entertainment.
At this colchralion there will be present the ofmers of the Bally Manuractur. ing Compray, of Chicago. the arm for which Mr. Fltagibbons Ls Eustern darib. utor and fuctory representative. There frim niso be many hundrods of friend from this city nind kurrounding ciliea. New Jerser, Connecticlen present from Now Jeraey, Connecticut, Pcnaylvana Maryland. Delaware and from other nurrounding Stater to do Mr. Fitzgibbons honor on this occaslon. The 20 employcen of the firn will nct na anost. mem. hostensen will aiso be Prom smong ment
bera of the Arm. All the floors of the now Bally Bullding will be open for innowection on that dey. The mew Bally games will be on display. All new mechamicni npparatus and the new omees will also bo open for inspection.
There will be present the press of enis clty, ns: well ss such leaders as Oenerse for the Amusoments Eervice Corporation of Amorich, the corporation of which John A. Fitzalbbons is president. There will be movie. radio and stage atars to help entertaln the crowd whack cater the (see EITZGIBBONS on page 1141


ABOVE PHOTOGRAPH Chicago. recelping an order for 500 Duetle vending maehines from Jaek McClelland, of the Natsonal Amusemevt Company. Southern Callfornat that tributor for the Duette vender. Mr. McClelland informed Mr. Felsenthal that he expects to do a big job with Deutte venders.

MASTER No. 77 "2 MACHINES IN1"


The Cholec of ALL Smart Operatora. SAVES enough mongy in $\rightarrow$ short time. for itself. vends every
popular type of bulk
 dest RUSH YOUR OR - With New Por. ptr TODAY, Enclase Eovisin To and

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## WANTED TO BUY

 any other Althitetis Mectusto 230 West PLAYLANDD 1251 Etrcet .


Film Town Has a Rival In Rock-Ola's Hollywood
CHTCACO Aprit A. Hollywood nt last han round in rivni. with the competition coming right from ChicagoIrom the Rock-OIn Manuracturing Corporatione blg plant, Ola: ${ }^{2}$ one-rhot automatio-HollywoodIs Etealing the movie town' stupe an far as faselintion, apmeal and box-ofice rehurns are concerned. A reporter Just back from $n$ visit to tho rock-Oia plnnt colls a glowing story the eales divtsion of thig dolnga. In he whs shown ordera from operators and distributors all over the country. And without divalging any inside informntion he can report that carioad ordera were in evidence. ns well ne pionty of 25. 50 and $100-10 t$ rush orders.

Production lines move nlong at a morry clip. Punch pronses fairly yoar with action; bhlpping platiorms are beehives of setivity. Ah this so that operatorn may get their Hollywoods faster and etart counting thrir profita sooner
As to Hollywood itself it is a benuty. Hollywood operatora oredit the tnblo's checent to its colorful appeal-and to The fancination of the Star Award Pnnel. In fact. they compare this particular fackpot fianing stars of rollowiod Slar Alwird Pand mean opecial nwneds of anything from a dime to $\$ 1$. This in in addition to tho regular awnrds on ing in great denl of sallafnction at the mechanical perfection of this new rockOla hit



## IT'S DERBY DAY!

A PRIME FAVORITE IN ANY LOCATIONI RIDE THIS HARLICH WINNER TO NEW PROFIT RECORDS.
$\$ 25.00$ TO SHOOT FOR

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Frice includen Eanisy and Fraud Proog ricketur

 ite. atathe your line or bualness, to
HARLICH MFG. CO. 1401-17 W. Jackson Blud., - - CHICAGO, ILL


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A NEW DAILY 120 TICKET BOOK, ENTIRELY DIFFERENT. Will Double the S.ales.
A NEW SCHEDULE FREE TO OUR CUSTOMERS.
Special Weokly Tickets, All Kinds, All Sizes.
Foided and Sewed With Your Label. Write Your Requirements
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Already acclaimed the greatest play stimulator in the industry.
SALESBOARO Operators can use
2 Bowline Creens with blank 300 hole board for Quick Prollt Clean-Up! Bowling Creen is NOT
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for Immedilately picking up play and doubling prollis. Pin came Operators are using Bowling Green for thigh EcOM YOUR
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ORDER TODAY-set In the bIg money again. Let Bowling Green holp you TO INCREASE PROFITS


DO YOU WANT BOTH QUALITY AND LOW PRICE?
Do you want the Latest and Best Used Camea and New Csmos st pricos YOU can afford to pay? Write NOW for our new COMPLETE PRICE LIST! Includes all pin games. pay tablos, vending machincs, ofe.
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Ono Ball Automatic Payoui Tablo with the
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It is no longor necessary for you to make a pilgrimage to the Shrinc of the Coddess of Fortunc. Send us your order for one fennings "Daily Limit" order for onc Jennings Daily Limit Fortunc to you.

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REFRESHMENTS - DANCING - ENTERTAINMENTI LEADING CELEBRITIES OF STAGE, SCREEN, RADIO AND THIS INDUSTRY WILL BE PRESENT A BARREL OF FUN AND HAPPINESS GUARANTEED EVERYONE WHO ATTENDS! SEE THE NEW BALLY:GAMES AND A HUNDRED OTHER THRILLING SURPRISESI
Enjoy the Greatest time of Your Life!

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 JUST WRITE A SLOGAN FOR OUR FIRM $\therefore$ Here's an example of a slogan already submitted .."YOU'RE NEVER ON THE FRITZ WHEN, YOU BUY FROM FIT"
Write is SLOCAN for our firm NOW IT TO US IMMED and to the point I RUSH cancan win!! All entrics become the property of Fitzibibbons Distributors, REMEMBER THE BIC DAY


## FITZGIBBONS

## (Continued from page 110)

 food for the occnation. There will be an tails and champagre on hand.It in belleved that many are interested in how Mr. Fitegibbons started in the coln machine bunlness back on April 15. 1011. On that dite he enterod into the coln machlne business operatIng bnll gum machmes but tound this business ontirely ko slow for hhs liking, And to better conditions for the sule of ball gum he originated the nist spotked prize ball ghm. Manyremensber thisgum andes thru bsil gum machinos. But fow sales thru ball gum machinos. sut iow rcmember tant pinator. He really originsited the new onilinator. to help out a friend in the candy busineas at the ifme. He proved thls new gum so successful that within a lew montha he was purchasing the entire output of the factory.
He then morised his busincess with that of the old Relinble Peanut Campany. This broughe isim into parinership with Georgo Kimball and Lewls Wolf. who I his prosent sales manager. Thoy conducted what is known todny rs the frst reat jobling buglnesp in this clty and tho nhm was onc in the country. He most outstanding in the country Candy Coated rroducts Compnny and mnnufactured candy conted proctucte mnnuractured canay conted proct hend of this nrm. From this firm lie went to the position of sales manager of the Amubernat Corporation of Americn. Operating over 1.600 Klddie Mutoscopes.
Followitag the trend of the coln manchlose bustaces, as it rapldy changed. he met condifions as they came nnd chnnged with them. This will be noted oo far in his carcer. From that poaltion ho went into partnership, after opening his own nrm. with Herman S. Eudin in Brooklyn. Horw he had n pennut ronsting plant and full equipment for tho bulk venders which had become ex-
tremely popular at that time. This lust partnership wan diesolved on the enpartnership wan allybolved Here Mr. Fitzgibbons immediately kensed the new trend cnused by the arrival of the pin gnmes. and he was one of the ploneers in tho movement to popularize these ganmes.

From Bnilyhoo onward bis rise has been eensntionnl. He his been a great booster of Bally Manufncturing Company prodticts and some years ago wras accepted ns the Eastern Incuory reprementative of the frm. Today hts beautiful new flvetory Bally Building hras become a lindmark for the entire coln nachine industry. He is considered Americis Me hne most coin machino the new Eally Bullamag. There are wo anlesmen on the rond at ell tlmes. Lew Woll is his fales manager. Every one of tho employecs of the firm is dressed in new uniforms which have inseribed on thelf backs. Play Bally Games.
The omee stan is captatned hy Bill McDonald. The inaide snles force of the arm is In cinarge of Jnck Deviln. Theae men. like the other employees of the frm. nre young men who havo been rabed and cduanted to coln machines by Mr. Fleztbbons in his own orgnnlzation. His own beautiful private ofnce on the second floor of the Pally Bullding is constdered the most elabornte in the cols machine industry, Fin showrooms are remarkable for thelr benuty. Thore are easy lounge ohnirg for operatorn rul room are offored to operatora for their rooma are olfored mings by Mr. Firgibbons. who believes in promoting the intereat of him cuatnmers. Fe bne niso offered irce unl. forms to all mechanice of jobbers' organizations in this city to further carry out the "Play Bally Games" slogan.
He is known ra the "mort progresalve man in the coin machine industry." and also ns one of its greatest and most induatrious workers for unity and strength nind growth of the operntors in the bustaess. Hi: has been $a$ remarkable nccomplishment. After A quarticr cenfury in the coln machino business he woks ahead with conndence and pride on the work that has been accomplithed and it sct the induatry. He belleves that in the by the malustry He bellove that in the
coln machine industry. "We have the coln machine industry. "We have the Ehentest industry in the worla. andilgent. caprble and hard-working men."

And. Mr. Fitzgibbons snys, let it alwhy be known that as long ns the industry will exist-and I nm certain gne quality gamee, and I'll sell them."


Congratulations, Juck


## BILL RABKIN

INTERNATIONAL MUTOSCOPE REEL CO., INC.
.516 Wcst 34 th St. - Now York
To Jacle Fitagiblons and Herc's wishing - Employees Each of you
Real hearty
Real hearty
Congratulations
$U$ have proven yourselves
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Live wiro
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Salesmen for Bally
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Congratulations . . .
Mr. John A. Fitzgibbons
on your Silver Anniversary and your new Bally Bílg.
general dry batterles Co., Inc.
90 BROAD ST.. NEW YORK. N. Y.

"ft shows why you despere SUCCESS."

## Charley Fleischman

 Baltimore Salesbook Co. 120 Wost 42d 5t. New YorkMfra. of Opertitor Collaction Booke

## Congratulations, Jack

I don'e buy your machinesbut I wish yous luck just the same. You deserve u!

## JIM GAFFNEY


$100 \%$ DITH "FITZ" AND BALLY
Congratulations!
HERMAN POLLOCK 357 E. Main St. Bridgeport, Conn.

## Congratulations

from your Counsellors

Ally. Benjamin H. Haskell
Atty. Theodore Blatt
Alty. Harry W. Goldberg

## Congratulations,

"FITZ" ${ }^{\prime}$
CHARLES POLGAAR
Newark, N. J.

## "GOOD LUCK, JACK!"

INWOOD VENDINGCO. White Plains, N. Y.

## "What's the uase of

 being IRISII?"Congrintulntions!11!
AL and FRANK
EASTERN MACHINE EXCH.
350 Mulberry St..

Nowark, N. 1 .

John A. Fitzgibbons Prom PRODUCTS CO.

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Congrusulations "FITZ" and BEST WISHES from
THE LITTLE NAPOLEON'

## Congrotulations to

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DAVE ROBBINS
'Your Suecess is Certainly Deserved'
"Ir'p rish you conminterl surcres and rean greater "hehewemome."

THE BLATT BOYS ATLAS COIN MACHINE CO.
1209 WASHINGTON. ST. BOSTON. MASS.
"Congratulations, John" from Pete Hagedorn
Jersey Specialty Co., Inc. singac. N. 1.
"Our Sincerest Congratilations for Your SUCCESS"
AUTOMATIC
COIN MACHINE CO.
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"CONGRATULATIONS, Juch?"

Heury Cooper
Rex Novelty Company Brooklyn our President

John A. Fitzgibbons from
AMUSEMENTS SERVICE CORP. of AMERICA
25 Lafayette St., Brooklyn, N. Y.


Congratulations!
John A. Fitzgibbons


Amusement Men's Assn., Inc.
NEW YORK
"Congratiletion",
Jack, on your success!" from

Dave Stern
Royal Distributors. Inc. NEWARK, N. 1.

## "WE <br> Ballyhoo <br> Bally Products"

## Cody G Nelson

Middetown. N. Y .

[^12]
## CONGRATULATIONS "Fitz"

From All Brooklyn's Operators
GREATER NEW YORK VENDING MACHINE OPERATORS' ASSOCIATION

## MORE <br> 

to you, Jack!
BABE KAUFMAN

Congratulations, Jack, as only an old friend con say it.

HERMAN S. BUDIN

Congrutulutions, Juck! from?
Charley Aranson and Jack Kaufman

Brooklyn Amuse. Mach. Co.

```
Consratulations!
Rest Wishes!
Good Luck!
    /from
    P. G W. SALES CO.
    NEW YORK
```

    "Yon certminly
    desprve the Rest,
Jack!"
STEVE DELEWIN
Queens Amusement Company
"My simcorest
congratulations,
Jack!"

## AL SCHLESINGER

Square Amusement Co. Poughkeepsic. N. Y.

# PRICE TALKS! WHY PAY MORE? $D \sqrt{\square} \square \square \square \square$ 

> Leading distributors, jobbers and operators will tell you Daity Races is the best money-getter; out-carning any other single or multiple coin slot, one-ball payout table on the market today!

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The First Game Wirh Mechanical Arrangements for Regulating Payouts-Adjustuble for Tight or Liberal Rewards
Real horse-race atmosphere ...real horso-race action! Play 'em "aeross the board"- 3 timies the opportunity for the player to win. And the Onerator's chance to collcet not merely one nickel on tash play. but as many niekel into the slot... immediarcly the massive, colorful light-up rack flashes your horse and shows odds for. Win. Place and Show. BUT, if you're not satisfied with the odds, insert another nickol and tako a chance at increasing the odds. With each nickel inserted an additional horse flashes on the rack and the odds change. As many as all oight horses ean be played. Aftor eight horses are being played, each additional niekel gives the player an opportunity to change the odds. Pays ss high as 40 to 1 .
DAILY RACES has one of the most beautiful, dazzling playing fields ever seen, Ten brilliant colors really makes it a kamo of spectracular beauty. Cot in on this "suro-thing". Place DA!LY RACES today-the game that accomplishes more than producis solling for as high as $\$ 500,00$

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The outstanding one-ball automatic payout with playcr changing odds that is the profit-sensation of the doy, Onerators all over the country arc making real moncy with SUNSHINE DERBY for itts thi" \$8950


Elcetro.fak
taulpped bistTleket Came. $\$ 135.00$.
Cheek Scparator, $\$ 5.00$ expra. Mint Vender,
$\$ 10.00$ extra. May le Had in 2 3-B-11 PiAy.
$\$ 5$ Entra.

## Sensational Prices

 On the "Best" Games!Completoly reconditioned, mechanism oiled and greased, playinp panel cloanod, cabinet polished and finally checked and rested. You SAVE Oper atling costs with Electro-Ball Reconditioned Cames!
MYSTERY THREE . . . . $\$ 29.50$ TROJAN. 1 or 5 Ball . . . $\$ 34.50$ DAILY LIMIT . . 69.50 BIC GHOT . . . . . . . . . . . . . . . DAILY DOUBLE, Sr., $\$ 49.50$ :
funior
39.50 Ball
64.50 F. O. B, Dallas.

One-third deposit must accompany order, balance C. O. D. or slght draft bill of lading.

\section*{| EB |  |
| :--- | :--- |
| CO | ELECTRO-BALL CO., Inc. | 1200 CAMP -:- DALLAS, TEXAS}

## SALESBOARD OPERATORS NOTICE


 Hot you can 80 to town wlin
til

 OPERATOR'S PRICE \$2.90

TULSA, OKLA.

Jack says: "I'll meet any advertised price at any time. Get my price list on rebuilt machines, I can save you BIG MONEY."


Write JackSave Jack.
JUst a FEW OF OUR BAROAINE. EVERVONE A CERTIFIEO REBUILT GAME.
 Aotlon,
Ball F Ball Fan Ounnon Fie., Fivn Ry Tan gunco Bascball
junole Hunt
Major major teapue, $j$
 , Write-UNION NOVELTY CO., 4459. Olive, St. Louis, Mo.
Pistalnuton for aolitio Amusment mito co.
 Red Eall Pamea Palockia Bnoloker Barniony
Boctit OAPEHART OROHEETROPE It ani tho factory paprasentintive Musteal instrumentis in America



| Champlon ........s 0.50 |  |  |
| :---: | :---: | :---: |
|  | Pout ${ }^{\text {Pomo }}$ |  |
|  | Matho pildy (Licto |  |
|  |  |  |
| BOYLE AMUSEMENT | CO., $522 \mathrm{~N} . \mathrm{W}$. Third | St., Oklehoma City |

Detroit Firm Has New Candy Vender

DETROIT, Aprll 1.-An attractive new candy vender is belng placed on the motket incorpornted in Michlisnn. Company his etmblinhed hondquarters hiere Organtzed with a oapitni of 40.000 by Enin store executlves, tho company is ppidy cornploting itws snies orfanilantion. Ited G. Morhous, vice-president of enze Manufncturing Company mad for mily secretary of $\mathbf{W}$. W. Hunnan ratate ind director of Bundy Tubing Come an. M. L. Joslln. formerly director of Feronnel of the Kroger Grocery \& Buk presudent. Hiarry C. Markie is logal ounsel and Vincent Corraco, Company 6 engineering consultmat. Bestden the stify of experjenced vend me nachine men. Mr.Jomlin and hls erived from a wide and variod oxportnee with a large progressive chain store his company a lending exponent of bedern mechanical merchandising meth
ds, fair practice, officient gervice and $\mu_{\text {bisest }}$ quality producte.
J. W. S. Langley bas been appointed
manger nind brings to the buistHess elght years of experience in the pe:rtion, diatribution, and manuifa-
ufing departmenta of the vending mafung departm
 former vencting machlnc operntor. He Whated machines while $n$ student at frd kuow the problem of the operators the new muchine
$\qquad$ in ultrs-modorn strenmilined crbinot Stic magninne plohe. niunre in conthection. whinch hana the advantage that twinted by vandals. It has itcractive protruding by virelite knolis. the
tist thing to greet the eye of the cus inmer-and thes nre wecurely fastened potection.
uniform portiona of merchancluse are eorved to tho ctimtomers.
Mr. Jowlin statect: "The company is Mr. Josiln statect: "The company is bors and distributors a new, moderniatic and improved automatic merchandiaing cabinet, together with nccesborlcs nind
selective confcctions, nuts nind guin. selective conicctions, nuks and guin. righted trudo mark. "The mark 'Venitor' is being reglatercd and copyrighted and will be nn cablumive trado mame for these sales
cabinets are beling manufnetured. under our patent riphts and from our dics, by a reaponalbio manufacturer with for high quallty products sold to the leading automobile manufacturers.
"The compring has adopted modern bo operated according to the mighest principles of busincss. The successful busincss, manufacturing rind chnin merchandising experience of the officers and directors with thoro mechandcal merbers and diatributorn ind $n$ raplaly in. cremsing demund for tho products of this company indures reatonable success from
"Inasmu
"Inasmuch as all Ealesmen work on commiasion rnd mil trnnsactions are on a strictly cush basis and thic overhend large and crodlt requirements are mod erate.'

## LIKE EXPLODING SHRAPNE IT'S HITTING EVERYWHERE <br> THE BIILOV NODLAR NUMBERS 6 PME CLERFING TDUSE



BASED ON THE U. S. TREASURY
 PEARS EX EXACTLY AS IT AP PEARS ON THE FRONT PACE OF MOUR DAILY NEWSPAPER. FAWHERE, HOLDS THE STOREKEEPER'S ATTENTION - CAPTIVATES THE PLAYERS-AND PAYS THE

## THE NUMBER 479

## (2)



## St. Patrick Letter

## Swamps Jim Bucklcy

## Colircacto. April 4.-"Is this April Bally Minufncturins inked Jim Buckley. manager, after checking returnm on A apeciul letter he sent out st . Figtricis's Dey. <br> The letter, neldrekned to all Bally joh-

 bers, requested that they each plok out tirree operntors, who had not yet ordered Gume and get thom to order a snmple machine."I figured." said Jim, "tbat maybe 10 per ecnt of the jobbers would act on my latters, but-man, oln, man-I bet at least 50 per cent of them sent in thosa the dellvery famp on Rellance is result than ever. bocause that Hond of asmple orders cama right on top of the steady orders cama right on top of the steady over the country. But checr up. oper. atorsl The production department tells me theyre boosting the output and maybo-I sald maybe-some day we'll be nble to make ummerinte delivery."

Miami Firm Gets Charter
MIAMI, April 4.-Magle City Vending Enterprtaes, Inc.. with principal office in Maml, has been charteredi to conduct stock is 60 shares, par value $\$ 100$ capital stock 1860 shares, par value $\$ 100$ each noberta and ©. F. Roberts.

##  F20.0'O PER DAY OORDAK |RUSH YOUR ORDER TODAY PROTTS ALEREADEV/ <br> act Buy- Dorn' <br> $\$ 1750$ 10 arrain phove plue $10 \%$ Hocral  <br> 



UPR:mE VENTINE COMPENY INC.



COIN MACHINE MENIII


## STAR —ELECTRO HOIST <br> "The Aristocrat of Digger Machines"

$\star$ The ONLY Digger with a Crano that actually Travels! The Plaver gets REAL ACTION!

* The ONLY Digger where the merchandise ts $100 \%$ activo
* More INTERESTINC More FASCI-NATINC-and DIFFERENT
YOU INVEST NO MONEY
Proposition No, 1 -
We will send a man to set up ten ELECTRO HOISTS on locstions you select. He will oporato theso Hoists for two weeks. If results are satisfactory you buy cash or terms. If not satisficd you do not buy.
TWO WEEKS' FREE TRIAL
Proposition No. 2-
You place deposit on one or more Hoists. You operato the Hoists for two wocks - If you are not deposit. No questlons asked your


## 

- 



- Name


## French Distribs Form New Sctup

MARSEILLE April 4. The two
arrest amusement maching firme of InrRest amusement machine firm of
Marsellie. tho Novelty Automatic (Yeal Marselle. tho Novelty Automatie (hariler) and the Omalum Automntie fr. Ctccarelli). recention innme Novelto Automatic. with main oftices at 20 Benlevard des Dimes.
Besldek a blg showroom and werclec branch office and showroom in tho Pasbage dea Praporamas in Parts and operatca a Jarge bportinma in Marnelle with 60 skill gnmes of all types. Tho firm In Egent for Prance of severni promineat Amerienn coln-mnchine firms, such as the J. P. Beeburg Corporation. Pacilic Amusement Mngurncturing Company. Wntilng Manufncturiag Compnny, Buckley Manufncturing Company, Precn Rnces nnd the A. B. T. Manufacturing Compans.

Orcar Yent and Fr. Ciccarclli are in charge of the Marsellle office. While Marcel Charlier and M. Paul are in charge of the ofnce in Faris. Charller attended the coin-machine exponition in Chicrgo and While in the firms his company reprenents in France.

## Play One to Four

Nickels Per Game
CFICAOO. Aprll ©.-"Iructically a nlekel, dime and quarter same with automnile payouti" That"s how Ray
Molones. presideat of Bally ManufacMoloney. president or company. Eums up the multiplo
fenture of Bnlly's new Multiple one-shot game. "Minltiple." Ray went on to kay. "will operate on a singie nickel and pay regulife nwards. or it will operate equally well If the player daposita two nickels... or enree alckels . . or four nickels. In each eane only one ball will be relensed ror play: but awardn wil1 be doubled. tripled or quadruplod. according to number of nickels plityed. And the roally amazing thing 18 the fact that astas a anngle nward.

- Tho obvious advantage of this revolutlonary feature is the fact that a player can play 5. 10 . 16 or 20 centa $n$ gaine, depending on how good he reels at the moment. This idea has long been fentured in non-payout gasises, but has never before been possible in a payout game. On tho other hand, in group of rour players enin elect one follow to tho game and each of the four whice phooter anckel. Then is the ofrinal 'stockholders' will recelve reward shown on the board."
Besldes the new "four-party" coin chure, multiple reatures many new playstimulating idens. Euch ine the electrio rrec plny progreasive awnrd Ballyhole and odds-booster llathts. which boost the value of every hole on the baara to 11.50 .81 or 50 cents, dopending on which Legt remains int.
Multiple whe and to be one of the the Coln Machine Bhow. and the makers the Coln Machine show. and the makers ciamina largo volume of orders aireacy of the machine.


## "Spell-Award" System

## Clicks With Public

CFICAOO. Apri] 4--Accoraing to Jim Buckley. snles manager of Bally ManuAward" nystem used on the Bnlly Bnby counter pamp has become one of the most popular Ideas presented to the public in the past fow years. Operntors, necolding to Jim, report crowds around every Baby machine, fasclaated by the way the three reols spell out T-W-O,
$8-I-X$ and to on up to $T-W-E-N-T-Y$
-and slao findinp considerable nmusement in some of the non-winning wordm. The "Spell-Awnrd" system is used for makel. dime and quarter play. and ecle and extra coln-chute caps which enablo operators to change over to penny clgaret play. There is no extrs charge lor tho interchangenble reatures. Which actually bivo the operator two machmes
for the price of one. or the price of one.
Jlm says the Baby is selling in blg holume, due to tho many new shousande has opened up, imoro nre thousnnda livo spots. but where the counter is just too crowded to necomodate the usunl counter knm. Bally Bnby, which requires oaly $n 6$ Inch by 6 inch apace, is moving into these spota in a hurry. And it's making real mones too. I predice that Bnlly Baby will be one of the bigfest volume hita this industry has ove known."

Pameo Palooka, Rerl Sails Click OHICAGO. April 4.-Word recelved rom Jerry Kertman. geacrah, minen mnna ager of American Coin Machine Com pnay. Rochester. N. Y.. In the form of a letter to Pacific Amusoment Manufincturlatg Compnny, Chicago, shates that Panico Paloakn and Red salls mnohlnes have been "ncclainied by ojerntors as produots of f hikh order of excellence. American Coln has been bundlisg Pamco product.s for rome imie. aloza Hithes other lendern in tise wiel. had na rewula.


The Lowest Priced Multiple Colm Slop One tall Payout with Changink Odd Exelusive IUlinots Distributonge
National Coin Machine Exchange


## ROCK-OLA MANUFACTURING CORPORATION * 800 N. Kedzie Ave., CHICAGO, ILL.

Fresh'nd-Aire Offers New
Distributing Opportunity
Chicago. April 4.-Gaylord Manufacturling Company, Chicaro, reporta an immedlately favorable reception on tis early showing of Prexh'nd-Aire. new rantype unit incorporating every practicn! csuentint of alr conditioning
Bintt in treveral aifferent mociels, Frestind-Aire 18 nald to have met with
tevorable response when introduced for Tavorable response when introduced for the first time by EClward 8 . Gaylord.
head of the manufacturins concern herting hthemame. me advises concern beaing his namo He advises that coin
machine nind other distributors havo machine ind other distributors have
founat a tromendous demand for thits round a tremendous demand for thits
pew product. in thit summer coolng thons of all conditioning of alr in locafor ?robtem until fresh'nci-Aire dermonmirnied its ablites;
Inasmuch an distrihutors find the ndgresernues without congitetine wource of roin-operated departments, it has commo ax a hoon to thelr bualness expangion. Dintribulora who have alrendy stiuted With Freahind-Aire state that operatora and jobbers of coin-opernted minchines find locations of overy hort ready and ruming to inke $1 t$, with entes earninga louning hipher nnd higher ns first jon fornting then others see it in operation. Engineer responsible for the new inYention say thint Fresh'nd-Aire gives complete, uniformiy controlled circulalon and cooling of air without draft. ously turning over freahened nir continunaturnlly follows that nerer installed, It content is eftoblished in even molsture or other locations. Iarge or small, offices cooling pffecta of is to or small, with tempersture in summer and with in continunum purifying and deodorizing effect in winter.
Whale of rint alght one might namoclete Fresh'nd-Aire with being a nuco and praction triven inn, clomer observation and reaction to the offects revenla two compartmente. on nither nide of the molor Ote of these compartments is an litr-purifyingeral Aensons' supply of installed to ndd ngent. Tho othor is
 aromas. should nade modified mint
to scent the nir fiong with the conditioning processes furnishied thru the agency of Freali'nd-Alrc.
Built in tis high-stand modet. Freahind-alre is adjustable from pive feet to nino-foot in height. with 0 speeds, varying from thint of gentic absotute noisclessness to high specta which necommodate a mnximum of circulation whenout araft and littic or no sound at nill. The low-stand model is tdenlly sulted for counters and alesks, having the namo conditioning qualities ns the high-stand model, both being portable and easy to place nt atrateglc polnts. All thodels of Preah'nd-Alre are adnptable to tho neets or large or wimall rooms, halle. etc., with cirug storos, clgar slorms, taverns, olubs, restaurants and others fivitnlitiog the particular model of thetr preterenco. But the wall model Fresh'nd-Alro seema to find invor under certain circumatanocs, in that it may be bermanently installed by menns of ing vonstruction. It. requinites embodicd in the highertand and low-titind device, the high-atind and low or tand device, used in restaufior puitch is pulled. generating in powerful. yet hnrmlews. chomical action which complotely destroya and abmorb nll odors. Thero is no ovidence of a cover-up odor, merely tho feellog that the alr has been cleansed and revitalzed.
According to the Gaylord concern, one arge Trexa distributor booked s 10.000 on Freshind-Alre on ite firnt showing and a jobber did $\$ 6,000$ worth of busis neas llython one week time. other ripe now for a heavy summer senson ahead and for yoar-round businean. in dicate that pronerly cooled and conditioned uir is the fublect int hand with many thousnads of locations,
Exward \& Gaylord, hend of the firm has made extensive tripa thru Callfornin Texas and Fiorldi, and is now reportod re heading porth thru Middle Allantic Btates. Fifo reports moro domand for Fresh'nd-Alre and the company's line of smiller inn-type air prosheners than on anything he's handied in'seara.


DAILK IRACES


## \$1 25.00

 SUNSFIINE DEREY\& 89.50 EXOLUSIVEERT LOUIS DISTRIBUTORS FOR WE ARE ALAO JOBERTBEFOR 日ALLY OEREY. WE OFPER 日UBJEOT TO PRIOR GALE THE FOLLOWING USEO MAOHINEA. THEY CAN-T \&AET LONG AT THEEE PTICEE.




 MORRIS NOVELTY CO. 4505 Manchester, St. Louis, Mo

## Operating Firm Formed

ALBANY, N. Y.. April 4.-Operation of coin machinen is the object of the Herald Vending Corporation. of Now York city. Whion was inaued a charter Wednenday by the fecerctary of state. Subseribers fo the captal atock of 100 aharen are Rebble Gackman, Flate Peck
and Lester Ouna. Brookiyn.
M. Starr to West Indies

SAN ANTONIO, April 4.-M. Start, of the clobe Printing Company here, aniled from Gnlveston the other day for Maml, Where ho sporst a fow days visteing with Geore Bloom, manager of the Miami Giobe office. etmer ealled from Miami yesterday morning on the S. S. Ironuoln
for sho Weat Indles.


## Eastern Chatter

Low Woll, Jack Mitzgibbons salcs manager. fear no flooda. After driviag
many hard miles thru thom in upper New York strite. ho han just started back arain, with flood reportr, coming in overy diny, atnelng that they are getting higher levels than ever before in history. Perhaps Lew is webfooted.

The MeCormick reoord case for musice machine operators is belng seen all around town. The murio ops bellevo that this in the best cise they have
ever had and are going for it in a big ever he
wny.

Max and Harty Furvich, of Birminghars Vending Compriny, write that they nro optimistically hoping for better con-
ditions which may resuli from leglalntive ditions which may result from Jeginintive
action boing taken down thet wny nt action bei
this time.

Preas cameramen will be present nit the Fitgeribbons' nnnlweranry shindia. Many leading newspapers ordering their men to be present duc to stage, sercon

Enchs te sllberltiges Mashy games aro nppearing at all the sportinndin in town
Many montha ago thrse boys first preMany montha go thrae boys first pre1 for thalr own use in thelr own throe


## HANSON PENNY SCALE

This mideter requires
only 12 by 16 inch oniyes. 12 by Acrinch rafe. © Dependmble min: : AA maney somably priced- $\$ 70$ tiat. Write for at-
tractive discounts to tracilve discounts to HANSON SCALE CO. 502 North Ads St.
CHICACO. ILLINOIS
sportlands. Now. with the slutation as and the boys are busier than all getout trying to fill ordere.

Those now ndelitions to the present offlees of Modern Vending company are in for modern walnut and elirome gone ninhings. with everything done to the last word.
Davo Robbina 15 nill Eet to "ko to town" with his now merchandiser. the Two-inOne. Dave elalms it's n honey. With his axperience in the moreliandiaet bla we'li take his word for it.
Bomeone fllled a elosed spot in Eiarlem with in Clesring House counter game and the roported take if somothing to whiste sor this number farme.

Dick stetnbere, at stirling Novelty Company. han $n$ boney of a game jugt about ready to pop.
Dave Sterp, over at Royal. claims that in the last few wecks he han been rolling his fevorite merchandisers so tast he is bewildered by the sudden bla in thls direction.
Bammy Glaksr, over at Hercules. is non-coin operated Bowling Green nov-
elty game, Ile reports that it is proving stimulatoss the boge have avar uscd us a premium.

Sam Getlan continues to $n$ ty to and from Chl at a terrific rate. Someone guggested that 5 am buy hls own plane and savo himelt plenty of money.

Babe Kaufman's phono exchanpe has started them to talking. The lellef is that gabe has a peach of an sden nad for some big eventa.

Some of the boys wero acen gnthered down at the swniky Deauvile Club at 42 West 58th ntreet the other ynwning. Wonder what the boyn were planning. Archte A. Berger, of Mutoscope. export mannger cie luxe, is said to be doing $n$ whale of a blz on the new Photomntics thru the mail. And that's a real proposition to nell via letter.

Jop Orleck. of The Eillboard. is goteing ready for the Pitegibbons affait. He has junt purchased about 10 bucks worth of novelties and firo crackers.

## Axide to Jim Buckley: Be preparedit

Oharles Ltehtman 18 busting around and about relling from the side pockets Instead of from hls place of blantss, Where hes has the very capable sol
Silveratein in charge.

The merchandise jobbers are looking that it in certalin to be one of the best on record.

Down at Fitzglbbona spot they're not talking about the zoo when they way
"the bear and the wolf": they mean Betty Bear and Lew Wolr.

Miss Aeme Finst Freight of 1036 and Blll MeDonald are sald to be just like day axkting for Blil. And does he bluah।

They celebrated down on Park row the other diy with tiso return of Mike Mupves and "rop" Btruhl, from Miami.

## TIC•TAC•TOE

WITH MARBLES


The newest idea In Compar Gamber dow
 OABAR Plays porinien, nichel,

## EXHIBIT SUPPLY CO.

4222 W. LAKE ST.
CHICAGO
CUARANTEED use MACHINES
secreamo ..... $\$ 15.00$. 21 0.0ma ....511.00
B19 Oanme
Onnmpion


4 Oomotit Wish Order
Beat Trado hllowancen on New Machlimes.

## VEECH sente ©O..

Detatur.
all sunburned and healthy looking. Mke claimn he fecls so good he's ready to rice Glenn Cunningham for the male record.

New Sportland Opens in Detroit

DETROIT. April 4.-Tise sport Centor bas heen opened nt Woodward avenue and Ralph p. Lafolnte. The operators entered the coln-niaohine field lnet Docentber with mamill arcade on Mionroe svenue nud moved to tho Woodward nvenue location $n$ rew weeks ago

Thta new entry given Detroit Thif new entry given Detroft two
portingde and two penny arcades. The sportingde and two penny arcades. The of the pinball type except one inrge sootball-game machinc. There are also small nut venders. A Apecial onndession in opernted by Red Horner, uatng window display rpace. Rol nical novelty tricks.
The operators also have in few repilar Ineations in varioun stores. operating a lumbed route of pin finmes in this the sport Center, which is a conter of Detrolt's night life.

Big Space Deminnd Felt for French Coin Show
Farts April 4 -The advance demand for space at the Amuscment Min
eaine fxposition to be held in Part oulne Fxposition to be has beon so great that it Thas heen found meceramity to mecure a bryer hall than that of the Hotel Modert. Where las gene Gorlin, orgnifer of tine exposition is at present arrangine for a largor hal Ls at prosent arranging for a larger hal and probabilitics are that this yenrs. just off the Avonue des Champs Elysocs.

Incorporation articies were recentis fled by the Etablissements Bonzini et Beprnati at Parls. The new flrm opprate an automntic com-michine factory at 26-28 Rue Destre-Vienot In BaEsholet. Parla suburb, and has eliourooms
is paris. The firm is capltallzed ac , 0000 franca ( $\$ 40.000$ ). Directors arc 3. Bonelni and A. Sopranzt.

Oin-operated vending nachines nre heint tused for the sale of tickets in the Natimel Lottery, government-operated
fothry, shares are for $1 / 25)_{s}$ of $n 100-1$ fraticy, ticket and machine operates with
shate $1 / 25 t h$ of $100-$ iranc ticket and machine operates with b, the Federntion of Whar wouncled. ohich derives a small proftt from the tales.

## Vic Ueherroth Traveling

 For Westerí EquipmentCHICAGO, April 4-JImmy Johnson,
owner of the Wentern Equipment and Supply company, man nppolinted Vic leberroth traveling representative of bin firm
Vic is Vic is not now to the coln-manohine businers inasminch as he bins been emfioyed in a responalble capacity by the Wentern firm. Previoug to entering the
ginachinc buancss he was agles

representative of one of the largest bullaing-aupply firma in the country. His natural Inclination being towiards son decided to let vio go to bnt. On hia intelat trip he is traveilng the state of Michigun. Frino ohrracter and alfable pernonality. probably a eablold description in most appropriate by sayling, "He's a heluva swell feller,'

## Atlas Moves to

Larger Quarters
PITTBEURGH. April 4,-lt taket more Pletsburch oftice of tho to hold the Corporation down. The orders hrve beon coming in so past that a hurfy-up call to the home office in Chicne wab necesanty. No chances could be taken that would endanger the "Atlas personal service" reputation for giving 24 -hour Bhipments. so larger qunrters were pittsburph more convenient address in Pittsburgh.
Every convenience for the oonafort of the visiting jobbers and operators fa belng initalled in the Atlas Pittsburch office. The anlen floor will be arranged No that nll new arrivals from various mest advantare. Used eames to the kept reparatery _oper tables in one group etratght skill games in anothar whllo a separate room will be provided for in tho near future for uned counter and vending equipment.
The repair and reconditioning department, under the effelent nuperviston of a metory-trained expert. will movo into occilpled. Additional onuipment and parts have been ordered direct from the manuiacturern no that repars can be mnde immerintely. This is one phase of the FAtlas permonal service" that will be most apprectated by operators who emnot afford to hnve their oquipment
tied up by expensive "out-of-orler" cied up by expensive "out-of-oreler"
Elgns. Eigna, Chil Crecnberg. Eencral mannger of the Atlen pittshirgh omee. has done a aplendid job. Belng in the Enistern ter. ritory only a friendm. phil tries to understand the operator's requiremonts and then surgests tho proper equipment. ria determination to put over the Pittsburgh oflice in a bir way has macle the new, larger quarters necensary.
On the job every day bringing in mubstantial orders is Art OMelin, who has titie of antes mannger for the pittsburgh oflice. Art is an oldtimer in the Remtern coln-machino field mad onjoys the iriendahip and confidence of thouannds of operators. ild makes periodio Marwiand Pelaware and lower New York where ho hime sprend tho fnmoun Atlos alogan.
The entire coln-machine industry conkrntilates Eddio and Morris Ginssuceess of thelr firm and wishes them the bewt of lirck. Thoy nre two boys who have made good by their untiring effort to continuto to do buninens latr end $\kappa q u a r e$ at all times. Their reputa. tlon in the Middle west is a high ntnndard for theif Pittsburgh offce to live up to.

## Keene Visits Polynesia

CHICAGO. April 4.-Arthur Keene. prominent coln-macisine operator and editar of The Dalty Midicay, Dritier in During the past winter hla travels took him to pleturesryue Polynesin. where ho encountered many interesting people and oxperiences.
Among the pirces vislted by Mr. Keene was the village of Nuuull, on the falnand of Tutuiln in che gnmonn group. and! fin asemento of inta vinit Keeno hut his ploture taken with a native Polymesing chice, na extremely pletur. -mace characes. Mr. Keene sent alonk he photo and it is unfortunate it was not emmerently dear to reproduce well Accompanying tile photo Wras a caption reading, in part: Tho fcllow with the 5 -and-10-cent-store mirrors is the polye nesinn chief of the village of Nuunil. nesinn The fat, left-handed, cross-eycd. lucky fellow wearing nhoes in norse other than Arthur Keenc. editar of The Dally Midway Driller in Tuft nind eretwhile Wurlitzer plionorraph operator along with his son, Arthur.


QUILT IN 3 MODELS. Boll. Front Vender and Gold Award 10\% FEDERAL EXCISE TAX ON ALL VENDERS EFFECTIVE MARCH 16 CODDARD NOV. CO.. LTO., High Holborn Houre, 11-12 Brownlow 5t., London,
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6 Bonuiful Ary Model Photo Hnsdio 2-Blode Pocket

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## ADVERTISE IN THE BILIBOARD - YOULL BE SATISFIED WITH RESULTS



PAMCO
PALOOKA






MOSELEY VENDING MACHINE EXCHANGE, Inc.

London Coin Machine Notes
LONDON. Dng.o April $1 .-$ The annual meeting of tho Mnmulacturers nind Dismibutors Eection of the Brithil Autoganizers of the London Coln-Operated 19. Eiection of officers and committec revulled an follows: Ohnirman, Phil Shefras (Shefras Automatica, Ltd.): viceehiafrman. Blli Green (Brillab-American
Novelty Company, Itd.): (rensurer. B. W, Novelty Company, Itd.): (rensurer, B. W,
Brenner (Supermatio Entertalmments. Ltd.): secretnry, Ealwnrd Graves The Ltd.): secretary, Exwnrd Granes (The (Amusement Erumpnaent Company. Ltd.). Percy Godidard (Goddard Novelty
Company. Ltd.). Mark Kraft (HollingsCompany. Ltd.). Mark Krait (Hollimga-
worth's Autonaties. Ltd.) and Richard 3cott (scott. Adickea \& Comprny, Led.). Of these. Shefras. Booth. Goddard and
Scote have all visited the United Stateb. Phil Sherras aucceeds his inther, Solly. Who is now a vice-prealdent of the or-
ganifation. sanlration.
Third London Coin-Operated Machine Exhibltion will bo held Pebruary 23.24.
25 nind 26.1937. Place mot yet decided 25 nine
upon.
Official statiatica rernrting lust London show reveal fact that reglstrations
cotaled 1,164; Bxhbltors numbered 31. cotaled 1,164: exhibltors numbered 31 . occupying shand pr booth aren of 3.631
square fect with frontage of 342 fect. Bleased eventa have occurred in fnm-
illos of Porcy Cootdird and Alf Makin. illos of Parcy Goridnrd and Alf Makin.
Former has a baby aon nind inttor $\Omega$ mby Former has a baby son nnd inttor $n$ mby
daughtor. Pcroy ts well known in Chidaughtor. Peroy is well known in Chi-
cngo. Makin was there with Walter cago. Makin Was there Strand Automntich. Tecta is Britiah age
Manufacturing Company
Twenty-second birliday
Burronty-sccond birtiday of Loulse Burrowa Was celebrated by an informal
party nt "Str" Arthur"s London home. party at "Str" Arthur"s London home.
Mnny trade friends particlpated.
Brition manurncturers are cxpelioncing a buby timo rulpiling ordors plnced nt recent fhow. Brynn, of Kegworth, who manurnctures crnines ank to cope with bualness.
Ono of the moat popular selling lines In Britain juat now is that of coinapernted shooting devices. © of shooting over range of 25 yarcto. has been in blg demnnd. Smaller pistal machincs. such ns A. B. T. A Blg Game
Finter and Exhibit's Buili-Eye, are nlso much in demnnd.
Greetinga to BAMOS published in The Billbonrd just prior to London show were grently apprecinted. Coples of No
prper were dintributed by Weston Novplty company. Ltd.
Many prominent people. including Alderman Toin Groves, member of Parlinment for East finm, London, Are ndvoasting formation of centrni council Beprescntative of Showmen Opationa Eociety nnd Amuaement Caterers Associntion. Object is to preaent united ront agninst nttacks beinf laumehed in corgamea and tho flving of prizes in conmection therewith
$\Lambda$ well-known operator of Birminf-
ham. "Unele" Bill Tolley. han niham. "Unele" Bill Tolley. han nnnounced his retirement from
thru ill health. Ho was also a jobber nad as ngent for Samson Novelty Com-


WILLIAM MONTHOSE, of The Kemo Vonclth Company, Milwaukec, reports active business on the Wurltizer-Stin ples automastc phonopraph. Ifis boca-


pany, Led., dibtribut
Charles Lawes, director of Amusement Exulpment Company. Ltd.. has Juat returned from gouth Airica. where he ntranged for operntion of th large numbor of nmusement machines. machine buainesses are iruly Inmbly concerne. In Bammon Novelty Compnily. Ltd.. besides Pa" illollowny. dircctorate includes solh Jolin. Charlie and Ifary with sons-in In addition. Uitele Charlle, brother of "Pa" Jack, play an important role gherras Automatice. Ltd. his "Pa" golly and soms Morrey and Phil on the bonird, with dinugliter Dorte ms mecretary Arthur Burrows. In Burrown Automatio Bupply Company. Ltd.. has the netive support of dnughters Maggle. Lydia, Loutse and Violet and son Arthur, W. H. Fioper. of Hooper Automatice, has
no fewer than live Bons working for no fewer than live sons working fo

## New Feature on

## Gottlich's Daily Races

CIITCACIO. April 4.-With orders com ing in from all over the country, the D. Ciottlieb \& Company plant is $n$ bee hive of nctivity. According to gatileb, thelr now gnine. Dally Rnces is belng accepted with ereat favor anc to popularity is swoeping the country Distributors are reporting exceptional
business. business.
One of the blf reraona which make Dally Reces $n$ blg hit la the mechanlcal arrangement for regulating payouth The operator, nt his own discretion, cat Instratly ndjust the nmnunt of reward to be pald. It in the only famp on tho mnrket with the orlgian cinttiob pay Commente
Commersk have been coming in dally mont citstriluutors and jobbers every Daily Races. Nrtlonal Balem niad Dis tributors Company. Dallnm. Tex. exclu bive Northern Texns difeributar for the pamo. snys: "Dally Rncers a big hit Operntorn golne for it atrong. Jlush our order." From Snm London, of the Mt! waukee Coln Cachine Company. Milwau kee, the excluslve wisconsin distributor comen: "Dnlly Races is the best bot." Dally Reces rumning way ahead of all expectriflone." is the word of the Square Amusement Company. Poughkepxie. N. X. the oxclunive New York distrib-
utor. And from the weat const Sol Gottlieb Ana cornif distrilutior. writes: "Ship Daily Rornis distrinutor. ance. Advase ordcra much Races nt once. Advaise ordcra muek
more than orsginal order. Gend an additional 100 as soon nk posalble." Hy Greensteln, hend of the ity-0 Ciamee Company. Minneapolis, had this to any rhen he rialted Chicago $n$ few weeks ago: "Oporntors are certainly golng to have n cinoh with Dnlly Races. It"s n honey for inst money." In nddilion to talkinp about the carning power of Dally Races, Mr. Grcenmtein was referFing to the mechanical perfection of the machine. He went on to say: ine iectropar and nutomatio pose battery ante tho battery
With enthusiastic reports coming Irom the North. gouth. Enst and West. thero is littie wonder why $D$. Gottlieb their most sucoesaful yenta. The plan their mast sucoessiful yents. The plant

Robbins Manufacturing New Penny Bulk Vender

BROOKLYN. ADTI $4-$ D. RODblna mpany are now in production thelf now perny claims that his machlve La oo per cea claims that his minchine and abolutely waterproot. The beautiful moderniatio deniga wan crented by a well-known firm of com.

mercial artints. gtralght front glusam mercini artints. stralght front glasmay
are umed ingtend of round globen. Dive are unca instend of round globen. Dive anys his machine selis two dirferens space thnn $n$ single-column machion space than $n$ vending two items. this nischite Ehould carm twice na much money is a
alngle-columan vender. Over 20 alfferent bulk items can bo vended. Including pintioniso nuts, baliod peanluts. candy and toys. chocolatebaked benna, mixed nutr. otc. The Tron An-One Vender. anya Dave. wha deshisned and bullt for renl operators who warted a Eubstantinl. fool-proof machine that
could be used on outside. as wohl is could be used on outside. as wohl as
inside, locntions. Quite a number of inside, loentlons. Quite a number of
Two-in-One venderg have been tentod on Two-in-One Venders have been tentod
locations and found to be 100 per cont locations and found to be 100 per cout
mechanically porfoct. D. Roblins \& Compniny are now appointing exclualve machine.

Amendment To Permit Games Before N. Y. Legislature

ALBANY. N. Y.. April 4.-An amendmert to the Penal Lnw wns: tntroduced the ine of a machine or device operated by inserting a coln of no greater denominntion than 10 cents and the ope erntion of which is dependent on spily of operntor and where no money
token ts recelved.

The blll also provides tor tho usc of a ninchine containing merchandiae which may be removed thru the shintrontued operntor. This mennure wha intronuce by Genintar Joseph Emquirol. Democrat
grooklyn. It was referred to the Senato Brookiyn. It was referred wothe bena

## Independent Novelty Co. <br> Moves to Iarger Quarters

spreinafites. mil. April 4.- Inder pendent Novelty Company here hak been forced to move to larpor quarters ${ }^{\text {ond }}$
 inerenesed busimest on the
Of-Fun
of-run.
The fnct thint the Indepencent Nor. elty Company hns recently heen n. ${ }^{\text {no. }}$ pointed Central Jilinols diatributer on
Baily products also mnde the expantion Bnily prod
necemary.

In working day and night to sntasts the clamoring for immediate shipment. "We are dolng our beat." maid Daw
Gottlieb. "but there are certain steps Gottlieb, "but there are certain stepl that each ranc must pass thru beiors it is rendy for shtpment, After esth part has been assembled by skilled workers onch inachine goes thry rixid
inmpeotion. Tests that mininize ine trmpeotion. Tests that minlinize ap-
wear given on nctual locstlons are apal wear given on actual locstiona pase
plied, and onty after ench game plied and onty after ench gam relpa for shlpment. Therciore I want in
 know enst. ordern will under no circume
soon as poasible. but
stances will wo allow haste to displace gunality.

## SAVE 50 to $60 \%$

Erend for our compalege price liat on Millt Win

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1000 BALLS OF CUM这 C:INASMOKK

A most senapional otter- 1,000 Balls
 SMOKE You buy. Youp investment tepopular cigarctes $\$$ machine.
Door and Remister, $\$ 2$ Expra.

## GERBER \& GLASS

 20

Hew On-A-Wheel Trailer


Tubular Coin Wrappers
 SCHUBB \& CO.


Sockit, Snooker, Races
Present New Play Fcatures
Chicago, April 4.--Western Equipment and Supply Company has bullt new rentures into the three new onesenamtional," was the atatement of one of the blggent operatorn tn the country after geelng the aforementioned wextern gamen.
Sockit, Western's new one-ball auto-
matic piyout baseball table is a radical matic payout bnseball table 18 a radical
departure from the regular type of nutomatic jayout grme inammuch as it has no plunger. As the player inserts his coln a stoel buil is nutomatically pitehed
from the pitcher's box. Thic player from the pltcher's box. The player awing miniaturo bat by manieuvering a
playor bats the pitched ball, into an player bats the pleched ball into an
award pocket. he la automatically paid asward pocket. he ls automatically paid
out by Wortern's swift positive parout unit. If the player misses the bnil, the ball is comtinunly automaticaliy pltched until ho hite it. singles, doublog, triples and homers pny, out awarde conmatent with tize nuccesn of the player's hit. Denigned with benutirul basebal decora. tlons. Sockit arrords the player $n$ generoun payout. which after all the smart operator has come to regned ns good business. An added player inducement bonrd. If this boord liphts up backcolo is incerted the player automatically cocelves double the regular awnard, with the exception of the homer pocket. sockit paye out up to and including E1.50.

Snooker is alrendy dolng a great job for the operatorn. This Western onefor suthomatio payout table is n peanh for sustained player appeni. A claverly urranged playink neld gives the bla ono mon conronze ball a slow ection niwase comp close to a Juicy payout and very
often falling fnto winnimg pockot. By often filling into winnimg pocket. By
inmerting the coin. the frosted glask inserting the coin. the frosted glank
itte-up bonrd dearly informs the playor that a certain pocket will pay an addlcoln is award. For example aiter the painel will show that for the lite-up panel will show that for the game automntically pay the player ${ }^{\text {an }}$ or tho *1 pooket will pay $\quad 1.50$. etc. This affords the player nin additional opportunlty. because as tho addlional award often will rive the player two $\$ 2$ pockets to ahoot for, two 1.50 pooketn to nhoot for. cte. Tisis ehinging odds fenture is in proven Euccess
Both Snooker and Sockit nre excopLollal bormer all he cloen is ingert moro Rnces is Western's one-ball automatio Ging in appearance with ils beautiri illugtrated scencs of the race bract Races offers the same inducements to n player as the real raco track. The player inserts his coln. nutomatically liphbing up your horse selection nind fhowing tho odds on win, place nind bow. Is the player wrints to play additional hormes, All he doen is insert more colns, each coln lighting up n new horse nad niso affording him the ndided opportunity of tnoremalng his winnings by changing to higher odde. Elghe hormes may bo playcd at the same time. and the player may insert additional colns
trying to hit the forty-to-one odds. Races has $a$ mechnnism thnt can be casily rogulated for elght or llberal paycraily resulated for tight or tlberal pascnn bo ordored with the Stancor thalver. ter (battery ellminator) or battorics nt no extra charge. It is also nvallable with a check soparator or in a ticket model at a slight additional charge. The enbinets of Bockit, Snooker and races are all big and uitra de luxe in nppenrance. All of these games have the reliable Western automatio payout unit.
Southport Ops Acquitted
southport. N. Con April 4.-Three men were acquitted of the charge of opernting coln machines here in Recorder's Court recently by Judge Peter Ruark.
Judige ruark ruled that the miachine In which the player "placed a ulickel and
 but a game of skill k (nme of chunce

## D. A. Hackett in Hospital

 DETFROTI. April 4.-D. A. Inckett. Company. is in the hospltal and is not expected buck to work for nbout two wecks. Hackett company is preparing to mnouficture new type of selective cigaret vonding machino.

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This is ono way to best tho hortert. A tripie aetion-auretire money maker. Four striking colors.

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TACOMA, WASM.
227 S. Press Strect. SAN ANTONIO, TEX,

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There aro 1 E ungraanable Novally Pug
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 if you aro apin on wE opysiop placoa $1.200-5 \mathrm{e}$ SALES

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PAYOUT . . 23.75
PROFIT . . . . $\$ 36.25$ 44 Winnert 12 dog nay oug $\$ 17.00$.
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##  <br> best for the least money <br>   T $\boldsymbol{H}$ CK ET S <br> 343 N. ASHLLIN AVE. CRICAGOILE.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WTTH RESULTS

Stirling Novelty Company Introduces Its Skill-Ball
NEWARK, N. J., April 4.-Stirling Novcity Company. this city, han Juat introduced ths new game called Skill-Bu11 The game taker adyantage of tho now bowlug erase that 15 sweeping the country. Ben and Dick Steinberg, of the firm who are well known to the coln-ma chine induatry, ary that they have given the game extensive location tests over a long pertod of time. They have re celpt.e they say. which nhow that the game has nveraked better than $\$ 30$ per week net prifit slnce January 10 on ad Both Ben and skill-Ball leads any game of that the the fact thnt it is completely electrical in every ciechill. They take gront pride in their now split-second scoring aeVlice. As they enil It. "due to the ract." complete total inntanily. without just steppink it up untll it comes to a reat. The game 18 approximntely 13 feet long by nbout 8 icet highand 30 isschen wido it has a high seore tabulator which nhown the higheat score previounly minde on score the tapulator plijer parses this acore the haburat scorg always remere. Ah an inducement for the remainin players.
Ben and Dick explain that one of the Ereateat fentures of the gamo is the fact thent it is portable. They also sny that in tess than tive miliuten. They explate, tom, that additional animated boards are already urranged for, wherein such populher kames na basebill. foothat and many othors can be used by Jure eliding in a panel into the front of the game Also among the optional renturcs iv the automatic payout arranged by 1150 or a coot pedal to open of the enme sound effects bottom installed in the sound effects nre nlmo installed in the game for those that de-
sire uhora. One of the attractive fontures of the Rnme are the vartcoloned lighta which illuminate the playins
board itsell. As yot the firm ham not made any terpitorial agreementa and the game bu


New Ciy Vender

## DETROIT. April 4,-A. C. Wakners

 head of the Automatic Distributing Company, ha worklisg on a new type of roaly for the market within s 10 w monthe.
## RE:ULIT TAMES  

## SATISFACTION OR MONEY REFUNDED!

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RUSH YOUR ORDERS
1/3 Down, Balance C. O. D.
GERBER \& GLASS
914 DIVERSEY BLVO. - CHICAGO


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AUTOMATIC GAMES
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CLEARING HOUSE
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$\begin{aligned} & \text {（II CLEARING HOUSE AWARO with the } \\ & \text { tantailime odds of } 400 \text { fo ，} 2 \text { ，} C \text { GARETHE }\end{aligned}$
$\begin{gathered}\text { AWARD，with maximum odds of } 150 \text { to } 1 \text {（ } 3 \text { ，} \\ \text { GEER AWARD，with maximum odds of } 100 \text { iol．} \\ \text { Average Totsl Peyout } 50 \% \text { ．}\end{gathered}$
HOW THEY WILL CO FOR ITI
EALL OUM一Boz of 100 ， 10 Bo．Oaso or 100

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New Mochanisms．．．． 3 Cerpitied Deposit With Order－Balance Shlpped C．O．D WIRE－PHONE－WRITE－IUUH YOUR ORDERSIf
UNITED AUTOMATIC SALES CO． 693 BROADWAY ITEL．：cramercy 7．70721 NEW YORK，N．Y．


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# Mills Tycoon 

ONE SHOT, TPLAY, AUTOMATIC PAYOUT


All leading jobbers carry Tycoon in their display rooms Mills Novelty Company

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IMMEDIATE DELIVERY!

Seven can play it at once! Its maximuin intake is 35c per play, 2 plays (70c) per minute, $\$ 42.00$ per hour. This is the theoretical maximum. There have been instances where Tycoon has taken in alstost this much in a single hour.

Finger Push Coin Bar drops all coins at one time! No re-shuffling of board necessary.

Selector Lights controlled by slot in which player puts coin.

Odds Lights controlled by channel through which player shoots bail.
Check Separator is a part of every machine. On cash machines, separators and mounting screws are supplied free of charge. State whether you want your machine set for cash or check play.
Payout Drawer invisible; casily accessible. Champagne colored felt acts as dust seal.

Anti-Clogging Coin Chute holds the second coin up till first coin is played.
Positive Automatic Ball Lift.
Striking Color Display in coin chute casting. Last 7 coins played are visible.

Positive Coin Slide fills tube immediately, prevents draining.
Solid Birch_Hand-Rubbed Satin Finish Cabinet.

Hard Maple_Unbreakable Leg.
Clear White Birch Playing Panel.
Cabinet Design-Dignified streamline.
Colors: Black, green, natural birch and maple.
Pins-Tempered müsic wire pins; not common nails as found on other tables. Also music wire spiral springs and tempered clock whip springs.
Polished Aluminüm channel walls, odds light window frame, and selector lights.

Machine easily set up in $\mathbf{6}$ minutes!
Easily Transported! Tycoon can be carried in passenger cars; trucks not needed.

```
A. C. PACK
. . . . \(\$ 5.00\) EXTRA D. C. PACK 7.50 EXTRA
```

Alf Pack equipped machines supplied with 25 feet of extension cord with male and female plug. Non-cheatable electrolock. An electric current cost of ie per day should cover a ro-hour play per day! Plug docsn't have to be pulled out at night. The modern way to operate!


KENTUCKY AMUSEMENT CO., Inc. 226 West Walnut St. DIBTRIGUTOAK FOR MENTUOKV OP ELEOTRIOEYE BIO RIOHARD PAMOOPALOOKM,




READY FOR IMMEDIATE DELIVERY
Mills Tycoon. Double Header, Ten Grand, Kecney's Repoater. Groetchen' Punchettc.



Thank You for Mentioning The Billboard.

Fitzgibhons House Organ Diaws Plenty of Attention
NEW YORK April 4.-New lesue of The Bally Coin Chute, monthly house organ published by mytzgibbons Distributors. Inc.. this city, has galned a tremendoua amount of attention from opLetters here sont. lounctng were sont by the frm announcing that the Apris edition would asking the operators whether they cared to recelve it and also whother they had enjoyed former editions.
The response wns almost 100 per cent in the ninmative, Mr. Fitagibbons reports, and some of the letters of prase which thim house organ recelved were the most enjoyable reading he has ever had. be sald.
Mr. Fitzgibbons belleves that the change of policy which has been oflecud in the publication of The Bally Coin Chute ts what brought nbout this great intoreat.
The frm now publishes the magazine chock-full of ploturen and it in based The ldea si: sala to have inataintly captured the attention of the operntors and jobbers to wiliom it is went and insennty won their acclaim.
It is malled free by the nrm to Eastern operators only, in the territory where it alatributen the gamen of Bally Manusacturing Company. for which it Ls Eastern factory representative.
Really a Bonus to Them
OHICACOO April 4.-Bally Manufacturing Compiny's Bnlly Bonus one-ahot Game th
word to the Unlon Novely Company of Bully Bonus at the recent Ideal Novelty


## DAILY RACES

The Lowasp Priced Mulfiple Coin Slof Ohio Diatributors
SICKING, GERBER \& GLASS CO.
4606 E. Prompoct Ave.. Cloveland, 0 .
Company grand opening Carl Trippe. of Idenl, alalms that winning somebody Dogrec co glve you 10 or 815 a day the next aix months.



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## ORDEP PAMCOE

 MEan OUTSTANDING machine by far"RED SAILS" is STEADILY INCREASINC in DEMAND Operators call this l or 5-Ball Payout Table mOST HANDSOME THING ON fOUR LEGS and a SMART INVESTMENT In QUICK CASH RETURN at

## PAMCO PALOOKA

Here's the Big-Time Operators* Payout Table within easy reach of EVERY coin manis purse. FACTS on "PAMCO PALOOKA" EARNINGS fell the story. BOWL-TYPE scor-ing-AUTOMATIC CHANGING ODDS-and SIX coin chutes POSITIVELY produce SIX TIMES the MONEY you"d get from HALFDOZEN BELL or Payout Machincs. Gct into $\{$ BIG-TIME MONEY with "PAMCO PALOOKA" 111 Priced ar

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## Multiply Your Earnings -- Discard the "Old"-- Take on the NEW...

SEE YOUR JOBBER QUICK-WRITE-WIRE FOR SPEEDY DELIVERIES! $\square \Delta \square \square$ AMUSEMENT MANUFACTURING.CO. 4223 W. Lake St.

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Check Separator 5.00 Extra

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HANGING ODDS! The etrongest REPEAT PLAY dovico ovor invented! PROVEX by thousande ot machion on bueatlon from two to 6re month -and still golig atrong! ODDS on ALL POCKETS mutomatienlly CHANGE ory the at coin is deporitel-and payors can romist playing again WILI PAY YOP ODDE- 30 TO ONE!
DOUBLE AWARDS! Did we say 30 to one topl It'm really 60 TO ONL;
 Hole return for FREEE PLAI'-and, by blling a wioner on the froo play, you receive DOURLES $\mathcal{A}$ WARD-twice the anount shown on Odds Indicator!

## PAYOUT OR TICKET

MYSTERY AWARDS

MYBTERY AWARD1 Starien Split Pocket pays $\$ 1.50$ to $\$ 3.00$, followiag Double Honler-otherwina $\overline{30}$ conts to $\$ 1 . \overline{0} 0$. Either way it's a porreffu pa andguet that's alrend reatling in large daily profta for Operators is seclions of the country.
"AUTO-BUMPER" SPRINGS! Now-tricky-as lively as electric kiekent Seo them chame tho hall buck und forth like a Beared jack-rabbit! MECHANIOAL PERFECTION! The wine smart engincering, careful eto struction, beantiful dewign und bigh-quality materials that cbaracterim Batly (inmes!

If you operated Bully Derby, you'll be quich to get on thin NEW, DHFFERENT CHANCINC ODDS game that's metually greater than Bally, Derbyl Get started now-ahead of the other fellon-anul you'll go right through the summpr and fall carning the liggest baseball profits in pin-game historyl

COP THE PROFIT PENNANT WITH ALL-STARS! WIRE YOUR ORDER TODAY!

## HURFY! Fartory Swamped with Orders!

## THERES A REEASDN

## for this AMAZIIG popularity!

17
$T$ RF,ALLY rolls the bones - plays the old favorite "seven-come-eleven" game with Gr.vUINF. TRUE DICE: That's why RELIANCE machines are carning profits which amaze even the Hidtime "be!!" operators-and that's why the factory is literally swamped with : never-ending flond of repeat orders! Yes, it really rolls the bones! PLAYLER WIXS ON 7 OR 11 -loses on 2,3 or 12 . And if any other number is thrown. TANDIF. TRIPS FOR FREF. PLAYS' and player "throws" till he "makes his tmint" or sevens! And, remember-the Wice are not loaded, shaped or misspotted! They are genuine true dicenith liey spin and twirl as if thrown by hand! And yet PAYOUTS are all

## dmiY AUTOMATIC

## \$25.00 GOLD AWARD!

lutonatically released for 4 "naturals" in a row-\$25.00 on Quarter Model. $\$ 5.00$ on Nickel Mosiel. "That's what holds the crinvels for hours of REPEAT PLAY and kecps the cash-box cramtned with coins! All models can be set for CASH or CHECK play. Change instantly made by pushing small lever. Don't wait till competition gets the chinice of locations with RELIANCE.
 muarter $\{12450$
5. O. CHICAGO

Grecutest COUNTER GAME VALUE in History! BRLLY BABY

Rush Your Order Today!


TWO MACHTNFS for tho PRIOE Or ONE! That's what yon get whon you buy BATALY BABY - a muchino you can witch brel and forth from PFNNY GTOARETTE: SALE to 5-10-25.CENT TRADE STIMULAATOR-nnd get big, steady profits both ways!. It's the World's Smalleat Counter Game-built that way to fit into the most crowded counter space-but it sure has a man aize nppotite.

Somebody's going to flood
your tersitory with BALITY BABY'si Why not youl

# BALLY 

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Dhe MOST B OUTSTANDING BULK ZMERCHANDISER EVER
YOUR SNACKS NOW FROM ONE OF THESE RELIABLE DISTRIBUTORS

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Tintic Mank
Repisteredsmad Dusign and Other Fistents Applled For.




[^0]:    WHY ? BE GRAY - HAIRED
    
    

[^1]:    ## Roxy, New York

    ## (Revicwed Friday Rocning. April s)

    The Roxy. having acored a tidy nuc that plnged the hourd severnt month arg, brnught another one in this weel na mage bupport for Laughing fish Eyes (Ropublicl. the gereen them. The com binition of nil-imike and nit-nmatetu entertainment is hardiy conductve elther to excltement or amunement. A fow of real ontertainmont. but a lnrge part of the hrnvey applause thruout the mou pathy offered from the amnteur-sym pathy nnple nind in mplieclition of mee. heard protiously on theNo headinners, of course. but the top vnlues were offered by the Unlvorsity of Missourl Campus Quartet, Jnckle Bll ingog and anmz and Meyers. The col atrums the filtar. In componed of fou Information of the Irnternity-minded) good-looking youngsters who harmonlze
    cxcellently. with some nice arrange-

[^2]:    The Oasis, Detroit
    A aingle, complete, noor show, beginning at $11: 30$ at night, instend of a evening was recently aclopted by the Oxsta. resulting in a rapld one-hour presentution. The late show keeps the early evening patrons in the epot, and
    gives them nomething to look forward
    ta. Oasis hem $n$ novelty in the form The Oasis han n novelty in the form (See NIGRT CLUB on page 25)

[^3]:    
    
    

[^4]:    "EVERYBODY'S WOMAN"

    ## (novella)

    reiense date not given
    PLOT-UAIng in finsh-bnck technique. this Italian nim shows Onby Doriot, sercen actress. re-living her lufe while piysidinns administer cther preparatory to an operntion tntended to kive her life after kho had attempted sulcide. Her beauty was the cause of a serles of domentic tragedleg, beginning with her mehooldavs when $n$ profossor deserted his famlly on her nccount. The next development mhows her with the Nannl famlly, prosumably as $n$ domestic. aconardo and Roherto. fathor and Botm, become infatunted, and mother Nannh an invalid, does her hit by committing aulcide Gaby mnd Leonardo now seek money. When freed yeurn later, ho sees Gnby's name in electrle lighta and is matally injured by an auto whlle repeating her name. Gaby learna of this and sends for Roberto. When blic finds he fs married she commits suiclde. Operation was unsuccearul.
    CAST-Ina Miranda. Memo Benasal. Tatiana Pavlova and Federico Benfer. Well done. but the conntunt misery prils,

    DTRECTOR-Mnx Ophuls. Must have laken n lot out of him.
    AUTMOR-Based on novel by Salvator Gotta.
    OOMMENT-NO reliof from a mood so sounber that it becomes momotonous.

    APPEAL——Bnglish titles. Which can be gdded easily. should draw some of the morbid. in addition io Itsilisn trade.

    EXPLOITATION-Her fatal beauty.

[^5]:    CLOWN STUNTS \& GAGS'* $\$$

[^6]:    81roamlino minnecure fisilwaye tor Parks and

[^7]:    LUETRNDUS
     It Helpy You, the Pape ind Advartisers to Mcn*

[^8]:    The above, representing a fow extracts* from The Naw York World-Talegram of March 20, apmeared as a five-column accounf, with a threecolumn pencil sketch of Genge Hamid, superimposed on a four-column action photo of a high-wire aef. The headlines are reproduced exactly an they appeared. Ifs position was the firat page of the feature section, one of the most widely read in the metropolitan district and syndicated by Scripps-Howard Newspapers. Reprinfed by parmission of The New York World-Talegram.

[^9]:    clan: E. P. (Happy) Sumrall, superia. tondent transportation: Roward Blact ford. lot superlatendent: George (Syou) Tipps, general urasouncer: Capt. and Androws, Watchman; mehel Guts tucket Mary Lo
    sclicrs.

[^10]:    "Let me condratulate you on your chine editor. The sertlee and co-opern tion Tom him given us in the past und his whlingness to po to grenh palins to
    see that overy detnil of a publicity story see that overy detnil of a publicity story

[^11]:    BASEBALL TALLY CARDS
    All kinds of Coupons for Opevators. 120 Tickets, Names and Numbera, American and
    
    TRI-STATE NOVELTY CO., INC. BRISTOL, VA.

[^12]:    "You-and Bally gamesARE THE TOPS"

    Irving Nathanson
    MOUNTAIN AMUSEMENT CO. MONTICELLO. N. Y.

